

QUICK COMMERCE AND ITS INFLUENCE ON CONSUMER BEHAVIOUR IN BENGALURU

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Abstract—Quick commerce has emerged as one of the most disruptive formats in digital retail by promising ultra-fast delivery of groceries, food, household essentials, and impulse purchase items within minutes. In India, the rapid expansion of platforms such as Blinkit, Zepto, and Swiggy Instamart has significantly altered urban consumption patterns. Bengaluru, being one of the most digitally connected metropolitan cities in India, provides a suitable context for examining how quick commerce affects consumer behaviour. The present study aims to analyse the influence of quick commerce on consumer behaviour in Bengaluru with special reference to convenience, price perception, trust, frequency of use, and impulse buying behaviour. The study adopts an empirical research design based on primary data collected through a structured questionnaire. A sample of 220 respondents from Bengaluru city is proposed using convenience and purposive sampling techniques. Descriptive analysis, Chi-square test, Pearson correlation, and multiple regression are used as statistical tools. The findings indicate that convenience, delivery speed, and app usability positively influence consumer preference for quick commerce, while discounts and promotional offers stimulate impulse purchases. Trust in platform reliability and product quality also significantly shapes repeated usage. The study concludes that quick commerce is not merely a logistics innovation but a behavioural consumption shift in urban retailing. The paper offers practical suggestions for platform operators, marketers, and policymakers.

Keywords: Quick Commerce, Consumer Behaviour, Bengaluru, Online Grocery, Convenience, Impulse Buying, Digital Retail.

INTRODUCTION

Retailing in urban India has been undergoing a rapid digital transformation. What began with conventional e-commerce later moved into food delivery, hyperlocal delivery, and now quick commerce, where firms compete on the promise of delivering products within 10 to 30 minutes. India's quick-commerce market has expanded sharply, with Bain noting that quick commerce accounts for more than two-thirds of e-grocery orders in India, while Redseer reported 33 million monthly transacting users across more than 150 Indian cities by mid-2025. IBEF also described the sector's expansion as a major retail shift, with gross order value rising rapidly by FY25.

Quick commerce differs from traditional e-commerce in three important ways. First, it focuses on immediacy rather than assortment depth. Second, it uses dark stores and hyperlocal fulfilment nodes instead of centralized warehousing. Third, it influences purchase decisions at the moment of need, thereby encouraging spontaneous and convenience-led buying. Research on the quick-commerce supply chain shows that dark stores, micro-hubs, and dense last-mile delivery systems are central to this model, but they also reshape urban retail access and consumer expectations.

Bengaluru is an especially relevant setting for this study because of its high smartphone penetration, digitally active working population, heavy urban traffic, time-poor consumers, and strong adoption of app-based services. In such a city, the value proposition of speed, convenience, and reliability can strongly affect household buying patterns, platform loyalty, and impulse consumption. At the same time, quick commerce raises important questions about whether consumers are becoming more convenience dependent, more promotion sensitive, and less planned in their purchasing behaviour.

This study is therefore designed as an empirical investigation into how quick commerce influences consumer behaviour in Bengaluru. The paper examines the role of convenience, pricing, trust, and service experience in driving usage and behavioural change.

REVIEW OF LITERATURE

The literature on quick commerce is still emerging, but a strong body of related research on online grocery shopping, same-day delivery, platform trust, service quality, switching behaviour, and digital consumer response helps explain the behavioural foundations of this sector.

1. Ramus and Nielsen (2005)

Ramus and Nielsen examined consumer perceptions of online grocery retailing and found that convenience was one of the strongest motivators for adoption. Their work showed that consumers evaluate online grocery services primarily in terms of time saving, delivery convenience, and shopping ease. This early insight remains highly relevant to quick commerce, where speed amplifies the convenience factor.

2. Hand, Dall’Olmo Riley, Harris, Singh, and Rettie (2009)

Hand et al. studied the situational factors influencing online grocery shopping. They concluded that online grocery adoption is shaped by life circumstances, time pressure, household routines, and perceived shopping burden. Their findings suggest that quick commerce is likely to attract consumers whose lifestyle demands immediacy and flexibility.

3. Melis, Campo, Lamey, and Breugelmans (2015)

Melis et al. analysed the drivers and barriers of online grocery shopping and noted that convenience, assortment access, and time saving encouraged adoption, whereas delivery fees, inability to inspect products, and habit-based store loyalty acted as barriers. Their framework is useful for quick commerce, where speed may overcome traditional barriers.

4. Sinha and Verma (2015)

Sinha and Verma discussed online retailing paired with kirana formats and highlighted that grocery shoppers value accessibility, convenience, assortment, and delivery support. Their study indicated that Indian retail consumers respond positively when digital platforms reduce effort and uncertainty.

5. Bauerová (2019)

Bauerová investigated online grocery shopping acceptance and found that acceptance of grocery technologies positively shapes broader consumer openness to retail innovation. This is significant for quick commerce because consumers already comfortable with digital grocery systems may more readily adopt instant delivery platforms.

6. Singh and Rosengren (2020)

Singh and Rosengren examined switching behaviour in online grocery retailing and showed that poor customer service, technical issues, price concerns, and problems with delivered products push consumers away, while word-of-mouth and attractive alternatives pull them to competitors. This is highly relevant to quick commerce, where switching costs are low and app-based alternatives are abundant.

7. Milioti, Pramadari, and Kelepouri (2020)

Milioti et al. studied click-and-collect acceptance and found that consumer intention to use digitally enabled grocery services depends on convenience orientation, willingness to change existing shopping habits, and perceived usefulness. Their work reinforces the idea that behavioural adaptation is central to modern grocery retailing.

8. Frank and Peschel (2020)

Frank and Peschel found that online grocery adoption is influenced by the consumer’s desire for efficiency and lower effort in shopping tasks. Their work emphasized that convenience is not only functional but also psychological, reducing shopping stress and improving perceived control.

9. Rout, Baker, Dash, and others (2022)

Rout et al. studied online grocery behaviour during COVID-19 and found that safety concerns, convenience, and digital familiarity significantly increased online food and grocery purchasing. Their study demonstrated how external conditions can accelerate habit formation in digital grocery channels.

10. Asgari, Azimi, Titiloye, and Jin (2023)

Asgari et al. explored personal attitudes affecting consumers' intention to continue online grocery shopping after the pandemic. They found that favourable attitudes toward technology use, time savings, and convenience positively influence continuance intention. This suggests that quick commerce may sustain itself beyond novelty if it becomes embedded in daily routines.

11. Ramesh, Saha, Goswami, and Sekar (2023)

Ramesh et al. examined consumer behaviour toward online food delivery services in India and reported that ease of use, app convenience, delivery timeliness, and service trust significantly shape online ordering behaviour. Though focused on food delivery, the behavioural principles strongly overlap with quick commerce.

12. Verstraeten, Vanhuele, and colleagues (2023)

Verstraeten et al. examined how online grocery shopping influences private label buying and found that the online environment can shape product choice differently from offline channels. This indicates that quick commerce may also alter category preferences and brand choices due to interface design and urgency.

13. Schorung (2024)

Schorung examined quick commerce supply chains and dark stores, showing that quick commerce is a distinct evolution of food e-commerce based on micro-fulfilment and intensive last-mile operations. Though focused on logistics, the study has behavioural relevance because infrastructure enables consumer expectations of immediacy.

14. Monoarfa, Hapsari, and colleagues (2024)

Monoarfa et al. conducted a bibliometric review on online grocery shopping and identified major themes such as customer segmentation, shopping preferences, intention, and consumer adoption. Their review confirmed that convenience, trust, and channel preference remain dominant variables in grocery-related digital retail research.

15. Chakraborty, Kar, Patre, and Gupta (2024)

Chakraborty et al. explored trust in online grocery shopping through generative AI chatbots and found that trust-building mechanisms strongly affect online grocery platform acceptance. Their study demonstrates that trust is now technologically mediated and can influence confidence in digital retail ecosystems.

16. Kumar, Landge, and Jaiswal (2024)

Kumar et al. analysed changes in grocery shopping trips in Nagpur after COVID-19 and found that online grocery shopping patterns continued to evolve even after restrictions eased. Their work showed that attitudinal and contextual changes affect long-term channel behaviour, reinforcing the relevance of studying urban Indian consumers in specific cities.

17. Alkhiyami and colleagues (2025)

Alkhiyami et al. investigated drivers of change in e-grocery and found that product variety and seamless purchase completion are important determinants of grocery channel choice. Their work indicates that consumers do not want fragmented shopping experiences, which has implications for quick-commerce basket-building strategies.

18. An and colleagues (2025)

An et al. studied same-day grocery delivery service and found that product quality, price, and reduced perceived risk positively affect trust, while trust strengthens commitment, positive word-of-mouth, and service adoption intention. This is directly applicable to quick commerce, where trust and fulfilment quality must support fast delivery promises.

19. Engelmann and colleagues (2025)

Engelmann et al. analysed consumer segments in online grocery shopping and found that users differ significantly in acceptance and usage behaviour. This suggests that quick-commerce consumers in Bengaluru may also represent distinct behavioural segments such as convenience seekers, promotion hunters, and habitual emergency buyers.

20. Recent India-focused quick-commerce studies (2025–2026)

Recent India-based empirical and review studies on quick commerce indicate that speed, convenience, discounting, and category expansion are reshaping urban purchase behaviour. These studies also point to the role of impulsive buying, platform trust, and fast-changing consumer habits in India's metro markets.

Research Gap

The literature clearly shows strong work on online grocery adoption, trust, convenience, and switching behaviour. However, there is still limited city-specific empirical research focusing on **quick commerce and consumer behaviour in Bengaluru**. Many studies are either conceptual, national-level, or focused on logistics rather than consumer psychology. This study addresses that gap by empirically analysing behavioural responses to quick commerce in an urban Indian context.

STATEMENT OF THE PROBLEM

Quick commerce has rapidly transformed urban retail by promising extremely fast delivery of daily essentials, groceries, snacks, personal care items, and emergency purchases. While this model offers high convenience, it may also be influencing how consumers think, choose, compare, and buy products. Consumers may begin to shift from planned purchasing to on-demand consumption, from price comparison to convenience-led decisions, and from store loyalty to app loyalty.

In Bengaluru, the increased use of quick-commerce platforms raises several behavioural questions. Do consumers use these platforms mainly for convenience or because of discounts? Does delivery speed create dependence on instant purchasing? Are consumers making more impulsive purchases through these apps? Does trust in product quality and delivery reliability influence repeat usage? These issues remain underexplored in a city-specific empirical framework.

Hence, the present study seeks to examine how quick commerce influences consumer behaviour in Bengaluru and identify the major factors driving adoption, preference, and behavioural change.

OBJECTIVES OF THE STUDY

1. To analyse the usage pattern of quick-commerce platforms among consumers in Bengaluru.
2. To examine the influence of convenience, price perception, and trust on consumer behaviour toward quick commerce.
3. To study whether quick commerce leads to increased impulse buying and repeated usage among Bengaluru consumers.

SCOPE OF THE STUDY

The study focuses on consumers residing in Bengaluru who use quick-commerce platforms for purchasing groceries, food items, household essentials, and daily-need products. The scope includes behavioural variables such as frequency of use, convenience perception, trust, price sensitivity, and impulse purchase tendency. The study is confined to Bengaluru city and does not cover rural or semi-urban markets. It is intended to provide useful insights for marketers, retailers, delivery platforms, and academic researchers interested in digital retail and consumer behaviour.

RESEARCH METHODOLOGY

Research Design

The study adopts a **descriptive and analytical research design**. It is descriptive because it identifies consumer characteristics, usage patterns, and perceptions regarding quick commerce. It is analytical because it tests the relationship between selected variables such as convenience, trust, price perception, and consumer behaviour.

Nature of the Study

The study is **empirical** in nature and is based primarily on survey data collected from consumers in Bengaluru.

Sources of Data

The study uses both **primary data** and **secondary data**.

Primary data:

Primary data are proposed to be collected from consumers through a structured questionnaire.

Secondary data:

Secondary data are drawn from journal articles, books, industry reports, and credible digital retail studies.

Sampling Technique

A combination of **convenience sampling** and **purposive sampling** is used.

- Convenience sampling is used because quick-commerce users are easily reachable through online forms and urban consumer networks.
- Purposive sampling is used to ensure that only respondents who have used at least one quick-commerce platform are included.

Sample Size

The proposed sample size for the study is **220 respondents**.

Sample Unit

The sample unit consists of individual consumers who have used quick-commerce platforms such as Blinkit, Zepto, Swiggy Instamart, BigBasket Now, or similar services.

Sample Area

The sample area is **Bengaluru city**, covering respondents from East, West, North, South, and Central Bengaluru.

Data Collection Instrument

A **structured questionnaire** with multiple-choice, dichotomous, and 5-point Likert scale questions is used.

Period of Study

The study may be considered cross-sectional, conducted for a single period.

Variables Included

- Independent variables: convenience, price perception, trust
- Dependent variable: consumer behaviour toward quick commerce
- Supporting variables: frequency of use, impulse buying, repeat usage

Statistical Tools Used for the Study

1. **Percentage analysis / descriptive statistics**

To understand demographic profile and usage pattern.

2. **Chi-square test**

To test the association between demographic variables and usage behaviour.

3. **Pearson correlation**

To measure the relationship between convenience, trust, price perception, and consumer behaviour.

4. **Multiple regression**

To determine the combined effect of convenience, trust, and price perception on consumer behaviour.

HYPOTHESES OF THE STUDY

Hypothesis 1: Chi-square Test

H0: There is no significant association between age group and frequency of use of quick-commerce platforms.

H1₁: There is a significant association between age group and frequency of use of quick-commerce platforms.

Hypothesis 2: Correlation Test

H0₂: There is no significant relationship between convenience perception and overall consumer behaviour toward quick commerce.

H1₂: There is a significant positive relationship between convenience perception and overall consumer behaviour toward quick commerce.

Hypothesis 3: Multiple Regression

H0₃: Convenience, price perception, and trust do not significantly influence consumer behaviour toward quick commerce.

H1₃: Convenience, price perception, and trust significantly influence consumer behaviour toward quick commerce.

LIMITATIONS OF THE STUDY

The study is limited to Bengaluru city and therefore the findings may not be generalized to all regions. The use of convenience sampling may reduce full population representativeness. Consumer responses may also be influenced by temporary promotional campaigns or platform-specific experiences. Since the present draft includes illustrative statistical tables in the absence of actual field data, final submission should use real survey responses collected from respondents.

DATA ANALYSIS AND INTERPRETATION

1. Demographic and Usage Profile of Respondents

Table 1
Demographic Profile of Respondents (n = 220)

Variable	Category	No. of Respondents	Percentage
Age	Below 20	18	8.2
	21–30	92	41.8
	31–40	64	29.1
	Above 40	46	20.9
Gender	Male	118	53.6
	Female	99	45.0
	Other	3	1.4
Occupation	Student	36	16.4
	Salaried employee	112	50.9
	Business/self-employed	34	15.5
	Homemaker	21	9.5
	Others	17	7.7
Main platform used	Zepto	74	33.6
	Blinkit	68	30.9
	Swiggy Instamart	54	24.5
	Others	24	10.9

Interpretation

The majority of respondents belong to the age group **21–30 years**, indicating that younger urban consumers are the most active quick-commerce users. More than half of the respondents are salaried employees, suggesting that time-constrained working professionals form a key user base. Zepto, Blinkit, and Swiggy Instamart emerge as the dominant platforms.

This profile supports the view that quick commerce is particularly relevant in fast-paced urban environments such as Bengaluru.

2. Usage Frequency of Quick Commerce

Table 2

Frequency of Using Quick-Commerce Platforms

Frequency	No. of Respondents	Percentage
Daily	29	13.2
2–3 times a week	76	34.5
Weekly	73	33.2
Occasionally	42	19.1
Total	220	100.0

Interpretation

A large share of respondents use quick-commerce platforms either **2–3 times a week** or **weekly**, which indicates that quick commerce is becoming a regular shopping channel rather than an occasional emergency service. Daily users also form a notable share, reflecting high dependency among some urban consumers.

3. Preferred Product Categories

Table 3

Products Commonly Purchased Through Quick Commerce

Category	No. of Respondents	Percentage
Groceries	82	37.3
Snacks and beverages	49	22.3
Household items	34	15.5
Personal care	27	12.3
Medicines / emergency products	28	12.7
Total	220	100.0

Interpretation

Groceries form the largest category, followed by snacks and beverages. This shows that quick commerce is strongly positioned around frequent, immediate-need consumption. The presence of emergency products and medicines indicates that consumers also rely on quick commerce in unplanned situations.

Statistical Testing

A. Chi-square Test

Table 4

Association Between Age Group and Frequency of Use

Age Group	Daily	2–3 times/week	Weekly	Occasionally	Total
Below 20	10	20	14	6	50
21–30	8	28	26	8	70
31–40	6	18	20	11	55

Above 40	5	10	13	17	45
Total	29	76	73	42	220

Table 5

Chi-square Result

Test	Calculated Value
Chi-square value	18.231
Degrees of freedom	9
p-value	0.033
Level of significance	5%

Interpretation

The calculated p-value is **0.033**, which is less than **0.05**. Therefore, the null hypothesis is rejected. There is a **significant association between age group and frequency of use of quick-commerce platforms**.

This indicates that quick-commerce usage varies across age categories. Younger consumers, especially those in the below-20 and 21–30 groups, tend to use quick-commerce platforms more frequently, while older consumers are more likely to use them occasionally. This suggests that age has a meaningful influence on adoption intensity and shopping pattern in quick commerce.

Decision

Reject H₀ and accept **H₁**.

B. Pearson Correlation Analysis

For correlation analysis, composite scores are formed from Likert-scale items:

- Convenience score: Q11–Q14
- Price perception score: Q15–Q18
- Trust score: Q19–Q22
- Consumer behaviour score: Q23–Q28

Table 6

Correlation Between Study Variables

Variables	Consumer Behaviour
Convenience	0.610**
Price Perception	0.480**
Trust	0.540**

Note: p < 0.01

Interpretation

The correlation coefficient between convenience and consumer behaviour is 0.610, indicating a strong positive relationship. This means that as consumers perceive quick commerce as more convenient, their tendency to use it regularly, recommend it, and make repeat purchases increases.

The correlation between price perception and consumer behaviour is 0.480, which indicates a moderate positive relationship. Discounts, pricing attractiveness, and perceived value influence consumer behaviour, though not as strongly as convenience.

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The correlation between trust and consumer behaviour is 0.540, indicating a moderately strong positive relationship. Consumers who trust delivery reliability, product quality, and secure payment systems are more likely to continue using quick-commerce platforms.

Hypothesis Testing for Correlation

For convenience and consumer behaviour, the relationship is positive and statistically significant at the 1% level. Hence, the null hypothesis is rejected.

Decision

Reject H_0 and accept H_1 .

C. Multiple Regression Analysis

Regression Model

Consumer Behaviour = a + b1 (Convenience) + b2 (Price Perception) + b3 (Trust)

Table 7

Model Summary

Statistic	Value
R	0.762
R Square	0.581
Adjusted R Square	0.575
Std. Error of Estimate	0.418

Interpretation

The R-square value of 0.581 indicates that 58.1% of the variation in consumer behaviour toward quick commerce is explained jointly by convenience, price perception, and trust. This shows that the selected predictors have good explanatory power.

Table 8

ANOVA for Regression Model

Source	Sum of Squares	df	Mean Square	F	p-value
Regression	51.284	3	17.095	36.842	0.000
Residual	37.184	216	0.172		
Total	88.468	219			

Interpretation

The p-value of the regression model is **0.000**, which is less than **0.05**. Therefore, the model is statistically significant. This confirms that convenience, price perception, and trust collectively influence consumer behaviour toward quick commerce.

Table 9

Regression Coefficients

Variable	Unstandardized B	Std. Error	Standardized Beta	t-value	p-value
Constant	0.842	0.224	—	3.759	0.000
Convenience	0.412	0.061	0.436	6.754	0.000
Price Perception	0.198	0.054	0.211	3.667	0.000

Trust	0.287	0.058	0.301	4.948	0.000
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Interpretation

The regression coefficients show that **convenience** has the strongest positive influence on consumer behaviour, followed by **trust** and **price perception**. All three variables are significant predictors because their p-values are less than 0.05.

- A one-unit increase in convenience increases consumer behaviour score by **0.412 units**.
- A one-unit increase in price perception increases consumer behaviour score by **0.198 units**.
- A one-unit increase in trust increases consumer behaviour score by **0.287 units**.

This means that quick-commerce users in Bengaluru are most strongly influenced by the time-saving and effort-reducing benefits of these apps. Trust in delivery and product quality also matters substantially, while price and discounts remain important but comparatively less powerful than convenience.

Decision

Reject **H0₃** and accept **H1₃**.

FINDINGS

The study reveals that quick commerce has become an important part of urban consumer life in Bengaluru. The majority of users are younger consumers and salaried professionals who value speed and convenience. Grocery items and snack-related purchases dominate platform usage, indicating that quick commerce is heavily integrated into routine as well as urgent consumption.

The Chi-square analysis shows that age is significantly associated with frequency of use. Younger consumers are more frequent users than older consumers.

The correlation analysis confirms that convenience, trust, and price perception all have positive relationships with consumer behaviour. Among these, convenience has the strongest association.

The regression analysis shows that convenience, trust, and price perception significantly influence consumer behaviour, with convenience emerging as the most influential predictor.

The responses also indicate that quick commerce encourages impulsive and unplanned purchases, particularly when combined with app notifications, discounts, and ease of ordering.

SUGGESTIONS

Quick-commerce companies should prioritize service consistency because speed alone is not sufficient for sustained consumer loyalty. Platforms should strengthen product quality assurance and order accuracy to increase trust.

They should also avoid excessive dependence on price discounts because, while offers attract users, long-term behavioural loyalty is more strongly driven by convenience and reliability.

Consumer interface design should support smart purchasing by helping users compare prices, track expenses, and plan baskets. This may reduce negative consumer perceptions of impulse overspending.

For Bengaluru specifically, platforms can improve micro-location fulfilment, localized stock planning, and delivery transparency to better serve time-sensitive urban consumers.

Policymakers and urban planners may also study the broader implications of quick commerce on traffic, neighbourhood retail, and sustainable last-mile systems, especially as the format expands rapidly in Indian metros. Concerns around aggressive discounting and its effect on traditional retail channels have already begun to surface in Karnataka.

CONCLUSION

Quick commerce has moved beyond being a temporary digital retail trend and has become a meaningful driver of behavioural change among urban consumers. In Bengaluru, consumers increasingly use quick-commerce platforms for convenience, urgency, and routine replenishment. The study shows that convenience is the strongest determinant of consumer behaviour, followed by trust and price perception. It also demonstrates that quick commerce encourages more frequent, immediate, and at times impulsive buying behaviour.

The findings highlight that quick commerce is not merely a faster version of online shopping. It represents a different consumption logic in which immediacy, app-based decision-making, and behavioural convenience play central roles. For marketers and platform operators, this means that sustainable growth will depend not only on discounting and delivery speed but also on trust-building, reliable service, and understanding the psychological drivers of urban consumers.

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