

Effect of Quick Commerce Platforms on Consumer Spending in Chennai: A Consumer Study

Mr.K Hari, PhD Research Scholar, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science & Technology - Ramapuram.

Email: kh3410@srmist.edu.in , Contact no: 7010708375

* Dr. Janis Bibiyana D, Head & Associate professor, Research supervisor, Department of Commerce - PA, ISM & IAF, Faculty of Science and Humanities, SRM Institute of Science & Technology – Ramapuram. Email: janisbid@srmist.edu.in, Contact no: 9442725258

Abstract

Quick commerce platforms have emerged as a rapidly growing segment of the digital retail ecosystem by offering ultra-fast delivery of groceries and daily essentials within minutes. This study examines the impact of quick commerce platform convenience on consumer spending behaviour in Chennai using the Stimulus–Organism–Response (S-O-R) theoretical framework. A quantitative research design was employed, and primary data were collected from 644 consumers aged between 18 and 45 who actively use quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart. Data were analysed using SPSS and Hayes’ PROCESS Macro to test the mediating role of impulse buying behaviour. The results indicate that platform convenience significantly influences impulse buying behaviour ($\beta = 0.8016$, $p < 0.001$) and consumer spending behaviour ($\beta = 0.4656$, $p < 0.001$). Furthermore, impulse buying behaviour partially mediates the relationship between convenience and consumer spending (indirect effect = 0.3311, 95% CI [0.2272, 0.4381]). These findings suggest that the speed and ease of quick commerce platforms stimulate impulsive purchasing tendencies, leading to increased consumer spending. The study contributes to the growing literature on digital retail by applying the S-O-R framework to the emerging quick commerce context in India and provides insights for platform managers seeking to enhance consumer engagement and purchasing behaviour.

Keywords

Quick Commerce, Consumer Behaviour, Impulse Buying, Digital Retail, Convenience, Consumer Spending, S-O-R Model

1. Introduction

Quick commerce (Q-commerce) has emerged as one of the fastest-growing segments of the digital retail ecosystem, particularly in urban markets where consumers increasingly demand speed, convenience, and seamless purchasing experiences. Unlike traditional e-commerce platforms that typically deliver products within one or two days, quick commerce platforms focus on ultra-fast delivery models that promise delivery within 10–15 minutes through hyperlocal fulfilment centres and advanced logistics systems. This rapid fulfilment model has transformed the way consumers purchase everyday products such as groceries, snacks, and household essentials (Jose and Mathews, 2025).

The rapid expansion of quick commerce platforms has been driven by technological advancements, widespread smartphone adoption, and changing consumer lifestyles in metropolitan cities. Urban consumers increasingly prefer digital platforms that minimize the time and effort required for routine shopping activities. As a result, the retail sector has witnessed a shift from traditional in-store shopping to app-based purchasing models that offer greater convenience and accessibility (Kaur and Singh, 2025). The integration of digital payment systems, personalized recommendations, and simplified user interfaces has further strengthened consumer reliance on these platforms.

Convenience is widely recognised as a major determinant of online shopping behaviour. Consumers often prioritise ease of use, time savings, and accessibility when selecting digital retail platforms. Studies have shown that online retail environments that reduce the effort required to complete transactions significantly influence consumer purchase decisions and increase the likelihood of impulse buying (Chaudhary, Jain and Gupta, 2025). The ability to browse products, place orders instantly, and receive goods within minutes reduces the cognitive effort associated with traditional shopping and encourages spontaneous purchasing behaviour. Another important behavioural consequence of digital retail platforms is the rise of impulse buying. Impulse buying refers to spontaneous, unplanned purchases triggered by environmental stimuli such as promotional offers, convenience, or time-limited deals (Anoop and Rahman, 2025). In online environments, these stimuli are amplified through algorithm-driven recommendations, promotional notifications, and simplified checkout processes. Consequently, consumers may purchase products they had not initially planned to buy, leading to changes in overall spending patterns.

The Indian retail landscape has experienced a significant transformation due to the rapid adoption of digital commerce platforms. In particular, quick commerce services have gained considerable popularity in major metropolitan cities such as Mumbai, Bengaluru, Delhi, and Chennai. The increasing availability of ultra-fast delivery services has altered consumer expectations regarding shopping convenience and accessibility (Jose and Mathews, 2025). As a result, traditional neighbourhood retail stores face growing competition from digital platforms that provide faster and more convenient purchasing options.

Chennai presents a particularly relevant context for examining these changes in consumer behaviour. The city contains a diverse retail ecosystem that combines traditional marketplaces such as T. Nagar and Mylapore with rapidly growing technology-driven residential corridors such as Velachery and Old Mahabalipuram Road (OMR). While traditional retail outlets continue to play a vital role in daily shopping activities, the increasing penetration of quick commerce platforms is gradually reshaping consumer purchasing habits in urban areas.

Despite the rapid expansion of quick commerce platforms, academic research examining their impact on consumer spending behaviour remains relatively limited. Most existing studies focus broadly on online shopping behaviour or e-commerce adoption, while the specific behavioural effects of ultra-fast delivery models are still underexplored. Understanding how quick commerce platforms influence impulse buying tendencies and consumer spending patterns is therefore an important area of research. Against this background, the present study aims to examine the effect of quick commerce platforms on consumer spending behaviour in Chennai. The study focuses on key factors such as convenience, impulse buying behaviour, and changes in consumer purchasing frequency. By analysing these behavioural patterns, the research seeks to provide insights into how quick commerce platforms are influencing modern retail consumption in urban India.

Research Contribution

Despite the rapid expansion of quick commerce platforms in India, empirical research examining their influence on consumer spending behaviour remains limited. Most existing studies focus primarily on traditional e-commerce platforms and online shopping behaviour rather than instant delivery retail models. Quick commerce represents a distinct retail format characterized by ultra-fast delivery, hyperlocal logistics networks, and mobile-based purchasing systems that may influence consumer behaviour in unique ways.

This study contributes to the literature in three important ways. First, it extends the application of the Stimulus–Organism–Response (S-O-R) framework to the emerging quick commerce sector. Second, it empirically examines the mediating role of impulse buying behaviour in the relationship between platform convenience and consumer spending behaviour. Third, the study provides contextual insights into quick commerce adoption within Chennai, a metropolitan city where traditional retail marketplaces coexist with rapidly expanding digital retail platforms.

2. Literature Review

2.1 Quick Commerce and the Transformation of Retail: The rapid development of digital technologies has significantly transformed the retail landscape. E-commerce platforms have evolved from traditional online shopping models to faster and more convenient service models, including quick commerce platforms that promise delivery within minutes. These platforms focus on fulfilling immediate consumer needs through rapid delivery networks and technology-driven logistics systems (McKinsey & Company, 2022). The emergence of quick commerce has fundamentally changed consumer expectations by prioritizing speed, convenience, and accessibility.

Recent industry reports highlight that quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart are reshaping urban consumption patterns by enabling consumers to purchase groceries and essential items instantly through mobile applications (Deloitte, 2023). The convenience offered by these platforms allows consumers to avoid traditional shopping constraints such as travel time, waiting in queues, and product unavailability. As a result, consumers increasingly rely on quick commerce platforms for everyday purchases.

Research in digital retail also indicates that technological innovation plays a crucial role in enhancing consumer engagement and purchase behaviour. Grewal, Roggeveen and Nordfält (2017) argue that advancements in digital retail technologies create new shopping experiences that influence how consumers interact with retail platforms. These developments have contributed to the rapid growth of online retail and instant delivery services across urban markets.

2.2 Stimulus–Organism–Response (S-O-R) Framework: The theoretical foundation of this study is based on the **Stimulus–Organism–Response (S-O-R) model** proposed by Mehrabian and Russell (1974). The S-O-R framework explains how environmental stimuli influence internal psychological states, which in turn lead to behavioural responses. According to this model, **stimulus** refers to external environmental factors that influence consumer perceptions. In the context of digital retail, platform features such as convenience, user interface design, and delivery speed act as stimuli that affect consumer behaviour. The **organism** represents the internal cognitive and emotional processes experienced by consumers, such as excitement, satisfaction, or impulse buying tendencies. Finally, the

response refers to the behavioural outcome, which in this study is consumer spending behaviour.

Several studies have successfully applied the S-O-R framework to explain online consumer behaviour. Donovan and Rossiter (1982) demonstrated that environmental cues within retail environments influence consumers' emotional responses and purchasing decisions. Similarly, Parboteeah, Valacich and Wells (2009) found that website characteristics can trigger impulsive buying behaviour through psychological responses. These findings support the application of the S-O-R model in examining consumer behaviour within digital retail environments.

2.3 Convenience in Online Shopping: Convenience is widely recognized as one of the most important determinants of online shopping behaviour. Online retail platforms provide consumers with the ability to shop anytime and anywhere, reducing the physical and cognitive effort required to complete purchases. Childers et al. (2001) identified convenience as a major motivator for consumers adopting online retail platforms. Online shopping allows consumers to access a wide range of products, compare prices easily, and complete transactions quickly. Similarly, Rose et al. (2012) emphasized that the online shopping experience, including ease of navigation and website usability, significantly influences customer satisfaction and purchasing behaviour.

In the context of quick commerce, convenience is further enhanced through rapid delivery services and simplified mobile application interfaces. Industry studies indicate that the promise of delivery within minutes significantly increases consumer adoption of quick commerce platforms (EY, 2022). As a result, convenience plays a crucial role in shaping consumer purchasing decisions in digital retail environments.

2.4 Impulse Buying Behaviour in Online Retail: Impulse buying behaviour refers to spontaneous and unplanned purchasing decisions made by consumers. Rook (1987) defined impulse buying as a sudden and powerful urge to purchase a product immediately without prior planning.

Several studies have examined the psychological mechanisms underlying impulse buying behaviour. Beatty and Ferrell (1998) found that impulse buying is influenced by both situational factors and individual characteristics. Similarly, Rook and Fisher (1995) highlighted the role of social and environmental influences in triggering impulsive purchases. With the growth of online retail platforms, impulse buying behaviour has become increasingly prevalent in digital shopping environments. Online platforms provide consumers with continuous exposure to product recommendations, promotional offers, and personalized advertisements that encourage spontaneous purchases (Verhagen and van Dolen, 2011).

Research also suggests that website design and digital environment cues can significantly influence impulsive buying behaviour. Liu, Li and Hu (2013) found that website attributes such as visual appeal, product presentation, and ease of navigation increase consumers' urge to buy impulsively.

2.5 Consumer Spending Behaviour in Digital Retail: Consumer spending behaviour refers to the patterns and decisions consumers make when allocating their financial resources for purchasing goods and services. In digital retail environments, spending behaviour is influenced by multiple factors including convenience, pricing strategies, and promotional activities. Previous studies have demonstrated that online shopping environments can significantly influence consumer spending patterns. Vohs and Faber (2007) found that psychological factors such as reduced self-control and emotional states can increase impulsive spending behaviour. Similarly, Iyer et al. (2020) conducted a meta-analysis on impulse buying and found that impulsive tendencies are strongly associated with increased consumer spending.

In the context of quick commerce platforms, the ability to order products instantly and receive them within minutes reduces the time available for rational decision-making. This can increase the likelihood of spontaneous purchases and higher overall spending.

3. Research Gap: Although extensive research has examined impulse buying behaviour and online retail environments, limited empirical studies have specifically investigated the impact of quick commerce platforms on consumer spending behaviour. Quick commerce represents an emerging retail model characterized by ultra-fast delivery, mobile-based purchasing systems, and hyperlocal logistics networks that enable consumers to receive products within minutes. Most existing studies focus primarily on traditional e-commerce platforms, examining factors such as online shopping convenience, website design, and consumer satisfaction. However, the unique characteristics of quick commerce—particularly rapid delivery speed, instant product availability, and highly convenient mobile applications—may influence consumer purchasing behaviour differently from conventional e-commerce models. Furthermore, there is limited research examining the impact of quick commerce platforms on consumer spending patterns within the context of Indian metropolitan cities. Urban environments such as Chennai present a distinctive retail ecosystem where traditional marketplaces and local retail hubs coexist alongside rapidly expanding digital retail platforms. Understanding how consumers in such hybrid retail environments adapt to quick commerce services is important for assessing the broader implications of these platforms on urban consumption behaviour.

Therefore, this study seeks to address this research gap by examining the effect of quick commerce platform convenience on consumer spending behaviour in Chennai, with particular emphasis on the mediating role of impulse buying behaviour within the Stimulus–Organism–Response (S-O-R) theoretical framework.

4. Objectives of the Study: The study aims to examine the influence of quick commerce platforms on consumer spending behaviour in Chennai. The specific objectives of the study are as follows:

1. To examine the role of convenience in influencing consumer adoption of quick commerce platforms.
2. To analyse the relationship between quick commerce usage and impulse buying behaviour.
3. To evaluate the impact of quick commerce platforms on consumers' spending patterns.
4. To understand how quick commerce platforms influence the shift from traditional retail stores to digital purchasing platforms.

5. Hypotheses of the Study

Based on the literature review and theoretical understanding of consumer behaviour, the following hypotheses are proposed:

H1: Convenience of quick commerce platforms positively influences impulse buying behaviour.

H2: Impulse buying behaviour positively influences consumer spending behaviour.

H3: Convenience of quick commerce platforms positively influences consumer spending behaviour.

H4: Impulse buying behaviour mediates the relationship between convenience and consumer spend.

6. Research Methodology

6.1 Research Design: This study adopts a **quantitative research design** to examine the influence of quick commerce platforms on consumer spending behaviour in Chennai. Quantitative methods are commonly used in consumer behaviour research because they allow researchers to analyse relationships between variables using statistical techniques (Hair et al., 2019). The present study focuses on examining how platform convenience influences impulse buying behaviour and overall consumer spending through structured data collection and statistical analysis.

The research is based on the **Stimulus–Organism–Response (S-O-R) theoretical framework**, which explains how environmental stimuli influence an individual's internal psychological state and subsequently affect behavioural responses (Mehrabian and Russell, 1974). In the context of this study, the **convenience offered by quick commerce platforms represents the stimulus, impulse buying behaviour represents the organism, and consumer spending represents the behavioural response.**

6.2 Study Area: The study was conducted in **Chennai**, one of the major metropolitan cities in India with a rapidly expanding digital retail ecosystem. Chennai represents a diverse retail environment where traditional marketplaces coexist with emerging digital commerce platforms. Well-established retail hubs such as **T. Nagar and Mylapore** continue to attract large numbers of consumers, while rapidly developing residential and technology corridors such as **Velachery and the Old Mahabalipuram Road (OMR) region** have experienced increasing adoption of digital retail services. This combination of traditional and digital retail structures makes Chennai an appropriate location for examining the behavioural impact of quick commerce platforms.

6.3 Sampling Technique: The study employed a **stratified convenience sampling approach** to collect data from quick commerce users across different areas of Chennai. The city was categorized into major urban zones including traditional retail districts and rapidly developing residential areas. Respondents were selected based on their active usage of quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart. This approach allowed the study to capture diverse consumer perspectives from different parts of the city. The target population consisted of **consumers aged between 18 and 45 years who actively use quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart** for purchasing groceries and daily essentials. This age group was selected because younger and middle-aged consumers represent the largest segment of digital commerce users in urban India.

6.4 Sample Size: A total of **640 respondents** participated in the study. The sample size was considered adequate for statistical analysis and structural modelling techniques used in consumer behaviour research. According to Hair et al. (2019), a sample size greater than 500 respondents is generally sufficient for conducting reliable multivariate statistical analysis and structural equation modelling.

6.5 Data Collection Method: Primary data for the study were collected using a **structured questionnaire** distributed to respondents through both **online and offline survey methods**. Online responses were collected through digital survey platforms, while offline responses were obtained through direct interaction with

consumers in selected urban locations.

The questionnaire consisted of two main sections. The first section collected **demographic information** such as age, gender, occupation, and frequency of quick commerce usage. The second section measured key variables related to convenience, impulse buying behaviour, and consumer spending patterns.

6.6 Measurement of Variables

The variables used in this study were measured using a **five-point Likert scale**, ranging from **1 = Strongly Disagree** to **5 = Strongly Agree**. Likert scales are widely used in consumer behaviour research to measure attitudes and perceptions (Malhotra, 2020).

The main constructs measured in the study include:

Variable	Description
Convenience	Perceived ease and speed of ordering products through quick commerce platforms
Impulse Buying Behaviour	Tendency of consumers to make spontaneous or unplanned purchases
Consumer Spending	Increase in overall spending on groceries and daily essentials

The constructs used in this study were measured using previously validated scales from the consumer behaviour literature. The measurement items were adapted from established studies and modified to suit the context of quick commerce platforms. The measurement items were adapted from established scales in previous consumer behaviour studies and modified to fit the context of quick commerce platforms.

Construct Measurement Items

Construct	Item Code	Measurement Item	Source
Convenience	C1	Quick commerce platforms save me time when shopping	Childers et al. (2001)
	C2	Ordering through quick commerce apps is easy	Childers et al. (2001)
	C3	Quick commerce platforms provide fast delivery	Childers et al. (2001)
	C4	Quick commerce apps are convenient to use	Childers et al. (2001)
	C5	Quick commerce platforms reduce my shopping effort	Childers et al. (2001)
Impulse Buying Behaviour	IB1	I often buy products spontaneously on quick commerce platforms	Rook & Fisher (1995)
	IB2	I make unplanned purchases when using quick commerce apps	Rook & Fisher (1995)
	IB3	Promotions encourage me to buy impulsively	Rook & Fisher (1995)
	IB4	I sometimes buy items without prior planning	Rook & Fisher (1995)
	IB5	I feel tempted to buy additional items while browsing	Rook & Fisher (1995)
Consumer Spending Behaviour	CS1	My spending on groceries has increased due to quick commerce	Iyer et al. (2020)
	CS2	I spend more on quick commerce platforms than in traditional stores	Iyer et al. (2020)
	CS3	Quick commerce platforms encourage frequent purchases	Iyer et al. (2020)
	CS4	I tend to buy more items through quick commerce apps	Iyer et al. (2020)
	CS5	Quick commerce platforms increase my overall spending	Iyer et al. (2020)

6.7 Reliability and Validity: To ensure the accuracy and consistency of the measurement scale, reliability and validity tests were conducted. Internal consistency reliability was assessed using **Cronbach's Alpha**, which measures the degree to which items within a construct are correlated with each other (Hair et al., 2019). A Cronbach's Alpha value greater than **0.70** is generally considered acceptable for social science research.

Construct validity of the measurement instrument was examined using **Exploratory Factor Analysis (EFA)**. Prior to factor extraction, the suitability of the data for factor analysis was assessed using the **Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy** and **Bartlett's Test of Sphericity**. A KMO value above **0.60** and a statistically significant Bartlett's Test ($p < 0.05$) indicate that the data are appropriate for factor analysis (Hair et al., 2019).

Factor loadings were examined to confirm whether the observed variables adequately represent their respective constructs. Items with factor loadings greater than **0.50** were retained for further analysis, indicating acceptable construct validity.

In addition, **Composite Reliability (CR)** and **Average Variance Extracted (AVE)** were calculated to assess construct reliability and convergent validity. Composite Reliability values above **0.70** and AVE values above **0.50** indicate adequate reliability and validity of the measurement constructs.

6.8 Data Analysis Techniques: The collected data were analysed using **Statistical Package for the Social Sciences (SPSS)**. Descriptive statistics were first used to summarize the demographic characteristics of respondents and their usage patterns of quick commerce platforms.

To examine the relationships between the study variables, the study employed **Hayes' PROCESS Macro**, a widely used regression-based analytical technique for testing mediation and moderation models in social science research (Hayes, 2018). The PROCESS Macro enables researchers to estimate direct and indirect effects among variables using bootstrapping methods.

In the present study, **PROCESS Model 4 (simple mediation model)** was used to examine whether impulse buying behaviour mediates the relationship between convenience of quick commerce platforms and consumer spending. Bootstrapping with **5,000 resamples** was used to assess the significance of indirect effects. Mediation is considered significant when the **95% confidence interval does not include zero**.

This approach allows for a robust examination of the causal pathways between convenience, impulse buying behaviour, and consumer spending among quick commerce users in Chennai.

7. Data Analysis and Results: This section presents the statistical analysis conducted to examine the relationship between quick commerce platform convenience, impulse buying behaviour, and consumer spending behaviour. The analysis includes demographic profiling, reliability testing, validity assessment, factor analysis, correlation analysis, and mediation analysis using Hayes' PROCESS Macro.

7.1 Demographic Profile of Respondents: The demographic characteristics of respondents were analysed using frequency distribution to understand the composition of the sample. A total of **644 valid responses** were included in the study. The demographic variables considered include age, gender, occupation, monthly income, preferred quick commerce platform, and frequency of platform usage.

Table 7.1. Demographic Profile of Respondents (N = 644)

Variable	Category	Frequency	Percentage (%)
Age	18-25	217	33.7
	26-35	214	33.2
	36-45	213	33.1
Gender	Male	318	49.4
	Female	324	50.3
	Transgender	2	0.3
Occupation	Student	46	7.1
	Private Employee	199	30.9
	Government Employee	189	29.3
	Business / Self-employed	210	32.6
Monthly Income	Below ₹25,000	188	29.2
	₹25,000 – ₹50,000	155	24.1
	₹50,001 – ₹75,000	185	28.7
	Above ₹75,000	116	18.0
Most Frequently Used Quick Commerce Platform	Zepto	167	25.9
	Blinkit	136	21.1
	Swiggy Instamart	156	24.2
	BigBasket Now	172	26.7
	Others	13	2.0
	Usage Frequency of Quick Commerce Platforms	Daily	147
Several times a week	167	25.9	
Once a week	164	25.5	
Occasionally	166	25.8	

The demographic results show that the respondents are almost evenly distributed across the three age groups, indicating balanced participation across young and middle-aged consumers. Female respondents slightly outnumber male respondents. In terms of occupation, the largest proportion of respondents are business owners or self-employed individuals, followed by private employees and government employees. The income distribution indicates that quick commerce platforms are widely used by both lower- and middle-income consumers. BigBasket Now and Zepto emerge as the most frequently used quick commerce platforms. The usage frequency results indicate that respondents regularly engage with quick commerce platforms for purchasing daily essentials.

7.2 Reliability Analysis: Reliability analysis was conducted to assess the internal consistency of the measurement scales used in the study. Cronbach's Alpha was used as the reliability coefficient.

Table 7.2. Reliability Statistics

Construct	Number of Items	Cronbach's Alpha
Convenience of Quick Commerce Platforms	5	0.815
Impulse Buying Behaviour	5	0.809
Consumer Spending Behaviour	5	0.809

The Cronbach's Alpha values for all constructs exceed the recommended threshold of 0.70, indicating good internal consistency and reliability of the measurement items.

7.3 Validity Analysis: To examine the suitability of the dataset for factor analysis, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity were performed.

Table 7.3. KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.967
Bartlett's Test of Sphericity (Chi-square)	4371.162
Degrees of Freedom	105
Significance	0.000

The KMO value of 0.967 indicates excellent sampling adequacy. Bartlett's Test of Sphericity is statistically significant ($p < 0.001$), confirming that the data are suitable for factor analysis.

7.4 Factor Analysis: Principal Component Analysis (PCA) was conducted to examine the factor structure of the measurement items.

Table 7.4. Total Variance Explained

Component	Eigenvalue	% of Variance	Cumulative %
1	7.405	49.366	49.366

Principal Component Analysis was conducted to examine the underlying structure of the measurement items. The results indicate that the items demonstrate strong factor loadings above the recommended threshold of 0.60, confirming the suitability of the measurement items for further analysis. The results support the construct validity of the measurement scales used in the study.

Table 7.5. Factor Loadings (Component Matrix)

Item	Factor Loading
C1	0.627
C2	0.729
C3	0.745
C4	0.731
C5	0.704
IB1	0.669
IB2	0.720
IB3	0.725
IB4	0.665
IB5	0.716
CS1	0.706
CS2	0.673
CS3	0.698
CS4	0.718
CS5	0.702

All factor loadings exceed 0.60, indicating a strong relationship between the measurement items and the extracted component.

7.5 Correlation Analysis: Pearson correlation analysis was conducted to examine the relationships among the study variables.

Table 7.6. Correlation Matrix

VARIABLES	CONVENIENCE	IMPULSE BUYING	CONSUMER SPENDING
CONVENIENCE	1		
IMPULSE BUYING	0.806**	1	
CONSUMER SPENDING	0.801**	0.790**	1

Note: $p < 0.01$

The results indicate strong positive correlations among the variables. Convenience of quick commerce platforms is strongly correlated with impulse buying behaviour ($r = 0.806$) and consumer spending ($r = 0.801$). Similarly, impulse buying behaviour is positively correlated with consumer spending ($r = 0.790$).

7.6 Mediation Analysis using PROCESS Macro

Mediation analysis was conducted using Hayes' PROCESS Macro (Model 4) with 5,000 bootstrap samples to examine whether impulse buying behaviour mediates the relationship between convenience and consumer spending.

Table 7.7. Regression Results

Relationship	Coefficient	t-value	p-value
Convenience → Impulse Buying	0.8016	34.475	0.000
Impulse Buying → Consumer Spending	0.4130	11.318	0.000
Convenience → Consumer Spending	0.4656	12.825	0.000

7.7 Hypothesis Testing: Based on the theoretical framework of the Stimulus-Organism-Response (S-O-R) model, the following hypotheses were proposed:

- H1: Convenience of quick commerce platforms positively influences impulse buying behaviour.
- H2: Impulse buying behaviour positively influences consumer spending behaviour.
- H3: Convenience of quick commerce platforms positively influences consumer spending behaviour.
- H4: Impulse buying behaviour mediates the relationship between convenience and consumer spend.

7.8 Hypothesis Testing Results

Table 7.8. Hypothesis Testing Results

Hypothesis	Relationship	β	t-value	p-value	Result
H1	Convenience → Impulse Buying	0.8016	34.475	0.000	Supported
H2	Impulse Buying → Consumer Spending	0.4130	11.318	0.000	Supported
H3	Convenience → Consumer Spending	0.4656	12.825	0.000	Supported

The results indicate that convenience significantly influences impulse buying behaviour and consumer spending behaviour. Additionally, impulse buying behaviour significantly affects consumer spending.

7.9 Mediation Effect Analysis: To examine the mediating role of impulse buying behaviour, mediation analysis was conducted using Hayes' PROCESS Macro Model 4 with 5,000 bootstrap samples.

Table 7.9. Indirect Effect of Convenience on Consumer Spending through Impulse Buying

Path	Effect	BootSE	BootLLCI	BootULCI
Convenience → Impulse Buying → Consumer Spending	0.3311	0.0531	0.2272	0.4381

The indirect effect of convenience on consumer spending through impulse buying behaviour is **0.3311**, and the **bootstrap confidence interval (0.2272, 0.4381)** does not include zero. This indicates that impulse buying behaviour **significantly mediates** the relationship between convenience and consumer spending. Since the direct effect of convenience on consumer spending remains significant ($\beta = 0.4656, p < 0.001$), the results indicate **partial mediation**.

7.10 Mediation Model Results

The mediation model explains a substantial proportion of variance in the dependent variables.

R^2 ImpulseBuying2=0.6493

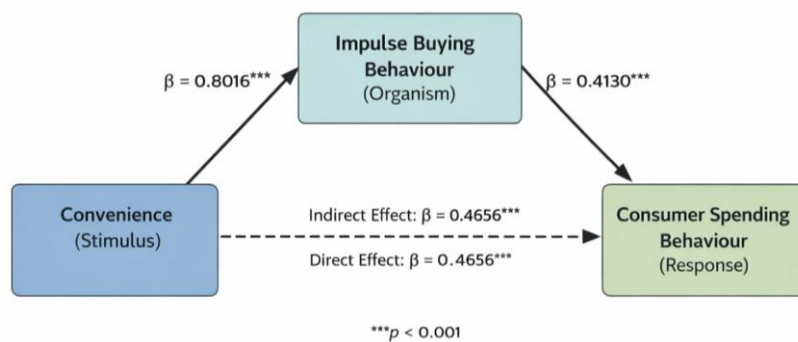
R^2 ConsumerSpending2=0.7008

This indicates that:

- **64.9% of the variance in impulse buying behaviour** is explained by convenience.
- **70.1% of the variance in consumer spending behaviour** is explained by convenience and impulse buying behaviour.

These results demonstrate that the convenience features of quick commerce platforms strongly influence consumer spending patterns both directly and indirectly through impulse buying tendencies.

7.11 Conceptual Model



7.12 Key Findings of the Study: The empirical analysis provides several important insights into consumer behaviour in the context of quick commerce platforms. First, the results show that the convenience offered by quick commerce platforms significantly influences impulse buying behaviour. Features such as easy app navigation, rapid delivery, and simplified ordering processes reduce cognitive effort and encourage spontaneous purchases. Second, impulse buying behaviour significantly increases consumer spending. Consumers who experience impulsive purchase tendencies tend to place additional orders and buy products that were not originally planned.

Third, convenience directly increases consumer spending behaviour. The ease of ordering and rapid delivery provided by quick commerce platforms encourages consumers to shift their grocery purchases from traditional retail stores to digital platforms.

Finally, impulse buying behaviour partially mediates the relationship between convenience and consumer spending. This suggests that convenience not only directly increases spending but also indirectly influences spending through psychological mechanisms such as impulsive purchasing.

These findings support the **Stimulus–Organism–Response framework**, where platform convenience acts as a stimulus, impulse buying behaviour represents the organism (internal psychological state), and increased consumer spending represents the behavioural response.

8. Discussion of Findings: The present study examined the effect of quick commerce platform convenience on consumer spending behaviour, with impulse buying behaviour acting as a mediating variable. The findings provide important insights into how digital retail platforms influence consumer purchasing patterns. First, the results indicate that **convenience significantly influences impulse buying behaviour**. The regression results show that convenience has a strong positive effect on impulse buying behaviour ($\beta = 0.8016, p < 0.001$). This suggests that features such as easy navigation, quick ordering, and rapid delivery provided by quick commerce platforms reduce the effort required for shopping and encourage spontaneous purchases. These findings are consistent with the Stimulus–Organism–Response (S-O-R) framework, where platform convenience acts as an external stimulus that triggers internal psychological responses among consumers.

Second, the results demonstrate that **impulse buying behaviour significantly influences consumer spending behaviour** ($\beta = 0.4130, p < 0.001$). Consumers who experience impulsive purchase tendencies are more likely to buy additional products that were not originally planned. Quick commerce platforms, with their limited-time offers, personalized recommendations, and instant delivery options, create an environment that facilitates impulsive purchasing decisions.

Third, the findings reveal that **convenience directly affects consumer spending behaviour** ($\beta = 0.4656, p < 0.001$). This indicates that consumers are more willing to spend when the shopping process is simple, fast, and accessible through mobile applications. The ease of ordering daily essentials through quick commerce platforms encourages consumers to shift their spending from traditional retail stores to digital platforms.

Finally, the mediation analysis confirms that **impulse buying behaviour partially mediates the relationship between convenience and consumer spending**. The indirect effect of convenience on consumer spending through impulse buying behaviour ($\beta = 0.3311$) was statistically significant, as the bootstrap confidence interval did not include zero. This indicates that convenience not only directly increases consumer spending but also indirectly influences spending by stimulating impulse buying tendencies.

Overall, the findings highlight that the **speed and convenience of quick commerce platforms significantly shape consumer behaviour**, leading to increased spending through both direct and psychological mechanisms. These results support the applicability of the **Stimulus–Organism–Response (S-O-R) model in the context of quick commerce platforms**.

9. Theoretical Implications

The present study contributes to the existing literature on consumer behaviour and digital retail in several important ways. First, the study extends the application of the **Stimulus–Organism–Response (S-O-R) theoretical framework** to the emerging quick commerce sector. While previous studies have widely applied the S-O-R model in traditional retail and e-commerce contexts (Mehrabian and Russell, 1974; Parboteeah, Valacich and Wells, 2009), limited research has examined how this framework operates within ultra-fast delivery platforms. The findings of this study demonstrate that convenience provided by quick commerce platforms functions as a key environmental stimulus that triggers internal psychological responses among consumers.

Second, the study contributes to the literature on **impulse buying behaviour in digital environments**. Previous research has shown that online shopping environments can stimulate impulsive purchasing through various cues such as website design, promotional messages, and product recommendations (Verhagen and van Dolen, 2011; Liu, Li and Hu, 2013). The results of this study extend these findings by demonstrating that the speed and convenience associated with quick commerce platforms can significantly increase impulse buying tendencies among urban consumers.

Third, this study contributes to the growing body of literature on **consumer spending behaviour in digital retail ecosystems**. By empirically examining the mediating role of impulse buying behaviour, the study provides deeper insights into the psychological mechanisms through which platform convenience influences consumer spending. The findings suggest that convenience does not only directly influence spending behaviour but also indirectly affects spending through impulsive purchasing tendencies.

Overall, the study advances the theoretical understanding of consumer behaviour in the rapidly evolving quick commerce sector and highlights the relevance of the **S-O-R framework in explaining consumer responses to digital retail environments**.

10. Practical Implications

The findings of this study provide several practical insights for quick commerce platform managers, digital marketers, and retail strategists. First, the results highlight the importance of **platform convenience** in shaping consumer purchasing behaviour. Quick commerce companies should prioritize user-friendly mobile interfaces, efficient search features, and simplified checkout processes to enhance the overall shopping experience.

Second, the study demonstrates that **impulse buying behaviour plays a significant role in driving consumer spending**. Quick commerce platforms can strategically utilize personalized product recommendations, promotional notifications, and time-limited discounts to encourage spontaneous purchases. However, such strategies should be implemented carefully to avoid encouraging excessive consumer spending and to maintain long-term customer trust.

Third, logistics efficiency and rapid delivery systems remain key competitive advantages in the quick commerce sector. Companies should invest in **hyperlocal fulfillment centers and optimized last-mile delivery networks** to ensure reliable and consistent delivery performance.

Finally, traditional retailers may also consider integrating **digital ordering systems and rapid delivery services** to remain competitive in an increasingly technology-driven retail environment.

11. Limitations of the Study

Although this study provides valuable insights into consumer behaviour in the quick commerce sector, several limitations should be acknowledged.

First, the study was conducted within a single metropolitan city, Chennai. Therefore, the findings may not fully represent consumer behaviour in other regions or countries where digital retail adoption patterns may differ.

Second, the study relied on **self-reported survey data**, which may be subject to response bias or social desirability bias. Respondents may not always accurately report their actual purchasing behaviour.

Third, the study focused on a limited number of variables, namely convenience, impulse buying behaviour, and consumer spending behaviour. Other factors such as **price sensitivity, promotional strategies, trust in digital platforms, and delivery reliability** may also influence consumer spending behaviour.

Fourth, the study adopted a **cross-sectional research design**, which limits the ability to observe changes in consumer behaviour over time.

12. Future Research Directions

Future research can extend the findings of this study in several ways. First, future studies could incorporate additional variables such as **perceived value, trust, promotional influence, and delivery reliability** to develop a more comprehensive understanding of consumer behaviour in quick commerce environments.

Second, researchers could employ **longitudinal research designs** to examine how consumer behaviour evolves as quick commerce platforms continue to expand and become more integrated into everyday shopping habits.

Third, comparative studies could be conducted across **different cities or countries** to examine how regional and cultural differences influence quick commerce adoption and spending behaviour.

Finally, future research could explore the **competitive relationship between quick commerce platforms and traditional retail stores**, particularly in urban markets where both formats coexist.

13. Conclusion

The rapid expansion of quick commerce platforms has significantly transformed the urban retail landscape by offering unprecedented levels of speed and convenience in purchasing everyday products. This study examined the influence of quick commerce platform convenience on consumer spending behaviour in Chennai, with impulse buying behaviour acting as a mediating variable.

The empirical findings indicate that convenience plays a significant role in influencing both impulse buying behaviour and consumer spending patterns. The results further reveal that impulse buying behaviour partially mediates the relationship between platform convenience and consumer spending. These findings suggest that the ultra-fast delivery systems and simplified digital interfaces offered by quick commerce platforms encourage spontaneous purchasing behaviour among urban consumers.

By applying the **Stimulus-Organism-Response (S-O-R) framework**, the study provides theoretical insights into the psychological mechanisms underlying consumer behaviour in quick commerce environments. The findings also provide practical implications for digital retail platforms seeking to enhance customer engagement and spending behaviour.

Overall, the study contributes to the growing literature on digital retail and highlights the evolving role of quick commerce platforms in shaping modern consumer purchasing behaviour.

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