

## Tap, Order, Regret? Understanding Impulsive Purchases On Quick Commerce Apps

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### ABSTRACT

Today in the period of Digital convenience, Quick commerce apps such as Zepto, Blinkit, Swiggy Instamart and Flipkart Minutes have transformed consumer buying patterns by offering them high accessibility of different variety of products, speedy delivery at their door steps and promotional offers to persuade the consumers to buy instantly without any second thought. While these platforms provide convenience and immediate pleasure, they also make unplanned and spontaneous purchases leading the consumers to overspend or pay double the market price. The present article examines the impact of Quick commerce on consumer buying patterns specifically on impulsive buying tendencies of the consumer, post-purchases emotions (regret, dissatisfaction, guilt) and perceptions towards price premiums in case of promotional offers. The primary data collected of 59 urban respondents and analyzed using descriptive statistics and Chi-Square Tests to find out the relationship between impulsive behaviour, regret, overspending and loyalty of the consumers. The findings indicate that impulsive or spontaneous purchases and regret are common; these emotional outcomes do not reduce consumer's app usage, indicating that convenience outweighs dissatisfaction for most users. Overall, the study contributes towards understanding the psychological and financial consequences of spontaneous consumption and offers practical strategies for negative outcomes while promoting digital purchasing..

**Keywords:** Impulsive Buying, Quick Commerce, Consumer, Consumer Behaviour, Post-Purchase Regret, Post-Purchase Behaviour, Unplanned purchases, Spontaneous purchases, Spontaneous consumption, Immediate pleasure

### 1. INTRODUCTION:

With the increase use of Quick commerce (Q-commerce) consumer expectations are widely recognized in the Indian Retail industry. Q-commerce refers to the quick delivery of goods and essentials, typically within 10-15 minutes, through app-based platforms that combine efficiency of e-commerce with local retail. There are major players in the Market such as Zepto, Blinkit, Swiggy InstaMart, and Flipkart Minutes have changed the concept of Convenience by adding speed, accessibility, and customer satisfaction. Zepto, founded in 2021 by two entrepreneurs, Aadit Palicha and Kavilya Vohra with the goal to redefine online grocery experience in just a blink within 10 minutes. Its success inspired many players in the sector. Blinkit originally launched as Grofers and rebranded as Blinkit in 2021 under the founders of Albinder Dhindsa and Saurabh Kumar. It was later acquired by Zomato for \$568 million with the aim of instant delivery. Swiggy already an established player in the market introduced its quick vertical dimension InstaMart in august 2020 during the COVID-19 Pandemic, with aim to address the surge in home-based consumption and the demand for instant grocery. Flipkart minutes, Launched in August 2024, entering the market focusing on groceries and essential items, increasing the market competition among leading Q-commerce apps. All these platforms share a common goal - to deliver essential

products within minutes, ensuring maximum customer satisfaction through various factors such as - dark store networks, AI driven logistics, technological efficiency. However, this fast convenience has also triggered a new pattern which is consumer behaviour, implying impulsive and post purchase regret. The resulting shift in shopping was characterized by post - purchase emotions and Instant gratification includes regret represents a crucial new area of questioning in consumer behaviour and digital commerce research.

Although many studies and articles describe the rapid growth of quick commerce and identify convenience, speed and promotional activity as Primary adoption drivers, the studies of existing literature remain descriptive and supply side oriented but they lack an examination of Post-purchase emotional outcomes and double pricing pay. None of the Studies explore whether consumers are experiencing regret, guilt, dissatisfaction with the product or cognitive dissonance after making quick and unplanned purchases or paying double the amount of original prices. Q-commerce apps are often sold at significantly higher prices as compared to local kirana shops, there is no empirical research analyzing how price premiums affect these consumer emotions or loyalty. Additionally, researchers also fail to discover a relationship between impulsive buying and continued app loyalty. This Study addresses these gaps by empirically measuring advertising exposure, impulse purchase

frequency and post-purchase emotional outcomes among urban consumers, using Primary survey data and secondary data to explore consumer's post purchase behaviour , impulsive buying and price premiums.

The present Paper focuses on analyzing consumer behaviour in the quick commerce sector, with understanding the post - purchase emotions and spending patterns. The research is limited to urban consumers who use apps such as Zepto, Blinkit, Swiggy InstaMart and Flipkart Minutes for Instant grocery and daily necessities. The Study explores the factors such as advertising exposure, Speed of delivery and convenience influence impulsive buying decisions and to assess the post - purchase regret, guilt, or dissatisfaction that follows. It also examines how price premiums or double pricing affects buyer's emotional response and long term loyalty towards Q-commerce apps. Both Primary and Secondary data establish a complete understanding of buyer's decision making and emotional outcomes after spontaneous purchases in a fast moving digital environment.

With the increasing superiority of Q-commerce in India's retail sector, understanding why and how consumers make unplanned, on the spot and emotion driven purchases has become crucial for taking various business decisions. While existing literature highlights the role of convenience, speedy delivery and promotional offers in driving consumer behaviour, it fails to address the psychological consequences that follow up after taking the purchase decisions. Buyers often pay double the price for convenience and speed without realizing the emotional or financial implications of these quick decisions. This study is therefore needed to bridge a gap between impulsive purchase behaviour and post-purchase emotional analysis offering insights into consumer satisfaction, and loyalty.

By identifying the relationship of impulsive buying, post-purchase regret and price premiums this article will help Q-commerce platforms design more ethical and consumer - conscious strategies in India's fast paced retail ecosystem.

## 2. LITERATURE REVIEW

Aravind (2024) article talks about Struggles kirana stores are facing driven by impulsive behaviour in quick commerce boom. The articles states that 75% of consumers reported an increase in impulse purchase with average order crossing over 400 but they do not consider whether consumers experience regret, guilt or dissatisfaction after making such decisions. Goswami & Kumari (2024) A study on how "Quick Commerce affects consumer Decision making ability influencing customer preference. Yet they concluded that there was no such impact on decision making means it may be more impulsive and emotionally triggered than deliberate.

In another research article by Jose & Rachel Mathews (2025) states that Q-commerce influence is driven by speed, convenience, and promotional offers. This article was primarily focused on descriptive statistics and did not

explore emotional or post purchase outcomes of such rapid buying.

Sujatha & Sreeja (2025)- "A Empirical Study on Impact of E-Commerce on Consumer Buying Behaviour with Reference to Zepto Grocery Products" explores Fast delivery and availability of requirements, discounts and promotions acted as impulse triggers and leads to spending. There was no mention of consumer emotions after impulse purchases, Post-Purchase regrets, and unplanned purchases.

The Ken article by G (2024) argues that growth drivers are listed as fast delivery, heavy promotion and a consumer shift towards convenience. It shares about market growth and share but not measure consumer emotions or post purchase behaviour. Another highlight it gives about that pricing of a normal good increases double the price in Traditional or local kirana stores.

R. Singh (2024) and G (2024) argue that Fast delivery and promotion driven model have accelerated consumption frequency and shifted purchases from planned to Non-planned or on the spot. This article is purely based on descriptive and does not include dissatisfaction or post purchase behaviour. The need for empirical studies that highlights emotional responses and link them to apps based behaviour dynamics. Correlation Between Perceived Convenience and Adoption of Quick Commerce Services Among Consumers in Surat (Mistry & Thakkar, 2025) Survey of 200 consumers in Surat shows highly perceived convenience for Q-commerce (Means $\approx$ 4.5/5) but this articles focuses on adoption drivers not on emotional aspect or convenience sample for post purchase behaviour. Singh (2020) reports strong impulse effects and mentions ethical/financial impacts but for longitudinally track whether impulse purchases generate sustained regret or financial strain. Senapati (2025) shows the growth drivers in India (Urbanization, Pandemic Boost, UPI payments, Dark Stores) etc. It was purely based on descriptive and hypothesis-testing Focus. It lacks price premium effects and does not indicate any linkages between loyalty and returns. Singh (2024) used the S-O-R AND TAM approach to highlight factors like trust, payments, ease and product availability. The article emphasizes that Q-commerce is different from traditional E-commerce where buyers purchases from the shops after physically examining the products and calls for focused research in Q-commerce. The article was more focused towards descriptive statistics and missing on behavioural data in consumer buying patterns.

Mukhopadhyay (2023) studies the customer Journey who is using quick commerce and proposes a mixed analytical framework (scraping, sentiment analysis, SEM) to explore how Q-commerce changes the purchase habits and consumer experience after purchasing the product.

## 3. DATA AND RESEARCH METHODOLOGY

The research is a contribution to the literature gap because it provides an empirical study on the frequency of impulse buying and the post-purchase emotional experience of urban consumers of quick-commerce apps in India. The analysis is a combination of primary and secondary data

to give a full picture of buyer decision-making processes and the emotional implications attached to it.

### 3.1 Research Design

A qualitative and quantitative design was used. The dependent variables included (i) post-purchase emotions such as regret, guilt, dissatisfaction and (ii) consumer loyalty and repurchase intention. The independent variables were (i) speed of delivery and convenience of the apps, (ii) Price Premiums (double pricing) and (iii) Impulsive buying frequency.

### 3.2 Research Scope

This study is confined to urban clients who use Zepto, Blinkit, Swiggy and Flipkart Minutes to order instant groceries and other daily essentials. The speed of delivery and convenience of apps was compared with post-purchase regret, guilt, dissatisfaction, and attitudes towards price premiums as well as long-term loyalty.

### 3.3 Population and Sample

The target population was the active users of quick-commerce applications. Convenience sample was used with 59 valid responses obtained among urban students and working professionals who answered an online questionnaire that was distributed with the help of Google Forms.

### Data Collection

The primary data collection was conducted by means of the structured questionnaire conducted on Google Forms which aimed at collecting research on impulse-buying patterns and the consequent emotional and financial effects. The secondary information was obtained using research journals, scholarly articles, and industry reports (e.g., The Ken, Kearney, and NDTV Profit).

### 3.5 Research Objectives

1. To examine the relationship between impulsive buying tendencies and post-purchases outcomes such as regret, guilt and satisfactions among Quick commerce buyers.
2. To analyze the impact of price premiums and overspending perceptions on consumer trust, satisfaction and loyalty towards Quick commerce platforms.
3. To assess the extent to which post purchase emotions influenced buyer's loyalty towards quick commerce apps to use it for long term even after experiencing regret or dissatisfaction.

### 3.6 Data Analysis

The analytical tools used are Google Forms and Microsoft Excel, and chi-square tests were specifically employed to investigate the associations among impulsive buying, regret, and loyalty.

## 4. RESULTS AND DISCUSSIONS

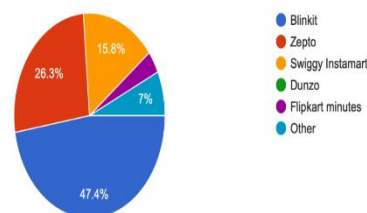
### 1. Which Quick commerce app do you use more frequently?

#### Interpretation:

The results show that Blinkit (47.4%) is the most preferred choice among respondents followed by Zepto (26.3%) and Swiggy Instamart (15.8%). This shows that users largely favor established brands known for speed and

Which Quick commerce app do you use most frequently ?

57 responses

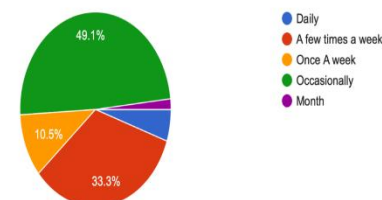


convenience. Other apps like Dunzo and Flipkart Minutes have minimal usage showing limited consumer reach.

### 2. How often do you order from quick commerce apps? \_\_\_\_

How often do you order from Q-commerce apps ?

57 responses



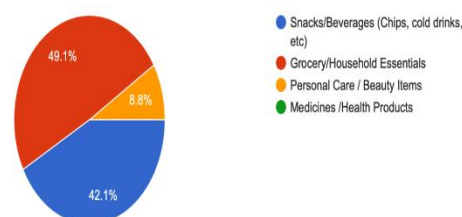
#### Interpretation:

The data shows that nearly half of the respondents (49.1%) occasionally order while (33.3%) order a few times in a week and (10.5%) make weekly purchases. This suggests that convenience based and situational purchases rather than for routine shopping.

### 3. Which Product category do you order the most?

Which Product category do you order the most

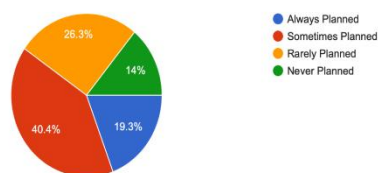
57 responses



**Interpretation:** The Chart shows Grocery and Household essentials (49.1%) are most frequently ordered products, which is followed by Snacks and Beverages (42.1%). Categories such as Personal Care and Medicines/Health Products (8.8%) have low shares. This suggests that users primarily rely on Q-commerce apps for everyday essentials and needs. It also plays a key role in driving grocery related orders

### 4. When you order, how often are your purchases planned in advance?

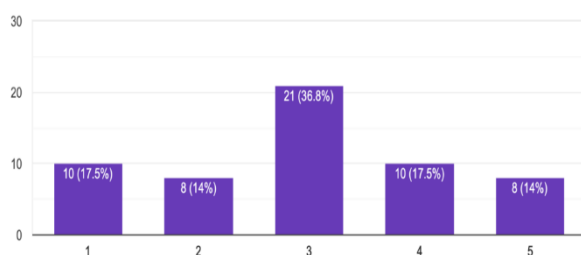
When you Order, how often are your purchases planned in advance ?  
57 responses



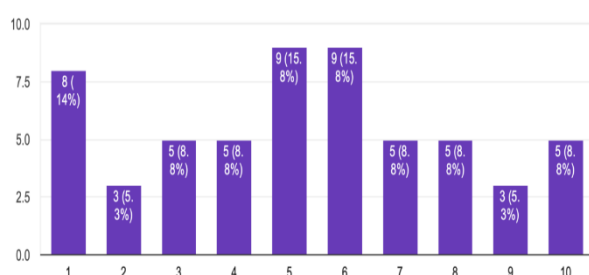
### Interpretation: Frequency of Planned Purchase

The data indicates only 19.3% of respondents always plan their purchases, while a majority either sometimes plan(40.4%) or planned rarely(26.3%).The 14% stated that their purchases are never planned. The Pie chart indicates that spontaneous and need-based-decisions when ordering from Quick commerce platforms. This pattern indicates a strong presence of impulsive buying behaviour where convenience and instant and unplanned purchases are more prominent than deliberate decision-making.

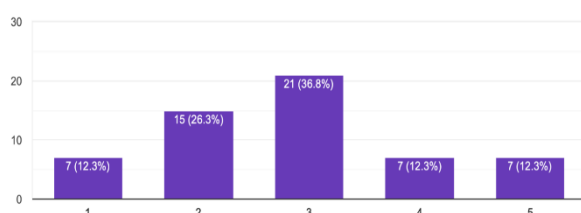
"I often make quick purchases on Q-commerce s without much thinking"  
57 responses



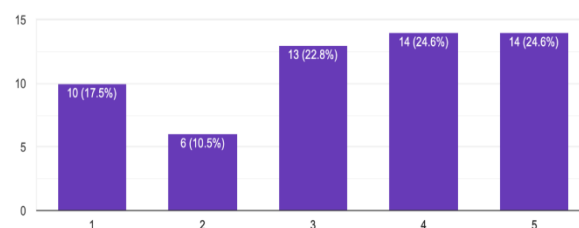
"Time limited offers and flash deals make me buy more than I intended"  
57 responses



Rate how strong your regret usually feels after a regrettable purchase  
57 responses

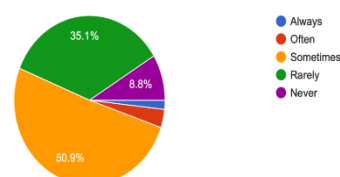


"I feel it's easy to overspend on Q-commerce apps because everything is just a tap away"  
57 responses

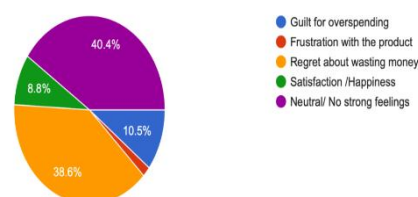


**Interpretation:** The following graphs represent that around 36.8% of respondents admitted to making quick and instant purchases without second thought. In another instance, we find that time limited offers, flash deals or other sales promotional technique were found to influence buying decisions with most respondents impacting between 4 and 6 on a 10 point scale. Now, when it comes to post-purchase emotions 36.8% reported moderate regret immediately, which means their actions lead to emotional consequences of regret in buying the product. Furthermore, we find that half of the respondents (~50%) agreed that overspending feels easy with the use of quick commerce using a single click for ordering the product

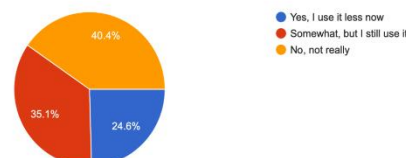
After a Purchase, how often do you feel regret or dissatisfaction  
57 responses



Which of the following emotions have you felt after making an impulsive purchase ?  
57 responses



Do repeated instances of regret affect your trust or loyalty towards the app  
57 responses

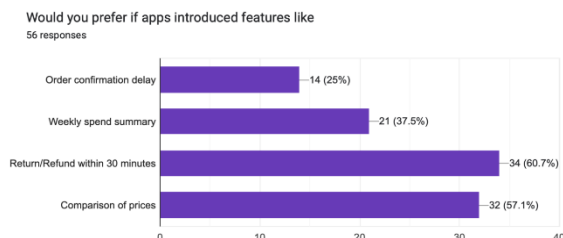


**Interpretation:** Post-Purchase Emotions and Loyalty Impact About 50.9% of respondents sometimes feel regret or dissatisfaction after a purchase, while 35.1% feel it rarely; this shows that post-purchase regret is common among the consumers who are buying through quick commerce. The emotions analysis shows that 40.4% feels neutral after an impulsive purchase but 36.8% shows



frustration after the purchase and 10.5% guilty for overspending on products offer for sale suggesting they outweigh positive or neutral ones. When it comes to loyalty 24.6% admitted using apps less due to regret while 35.1% use them and 40.4% feel it doesn't affect them much. Furthermore, only 26.3% reported that uninstalling or quitting the app due to regret indicates that emotional dissatisfaction still exists.

## 5. What features would you like to have on the app?



**Interpretation:** Preferred App features - The data reveals that users want control oriented features to reduce impulsive buying and regret. About 60.7% preferred refund/return option while 57.1% claimed a price comparison feature to informed decisions. 37.5% suggested weekly spending summary and 25% suggested an order confirmation delay to reconsider purchases.

## 4.2 Inferential Analysis (Chi-Square Tests)

Relations hip Test	X2 Value	df	p-value
Purchase Planning x Regret	12.78	12	0.386
Impulsive Buying x Regret	18.07	16	0.320
Price Premium x loyalty	10.72	8	0.218

**Interpretation:** 1. There is no significant relationship - regret occur even in planned purchases

2. There is no significant association - impulsivity does not always lead to regret

3. There is no significant relationship that higher prices do not strongly influence loyalty. The Chi-Square analysis did not show statistically significant associations between impulsive buying ,regret and price premiums, the descriptive results indicates a clear behavioural pattern where buyers makes unplanned purchases and occasionally experience post-purchase regret. This study indicates emotional outcomes like regret exist but not in many cases some may derive purchases as convenience factor. Therefore, the paper

supports the research gap by highlighting the lack of empirical attention and price aspects of Q-commerce buyer behaviour.

## 4.3 Findings

1. The Study shows that the impulsive buying behaviour is highly among quick commerce users with majorly admitting to make quick purchases that are influenced by convenience and promotional offers.

2. Many consumers experience post-purchase regret or dissatisfaction; these emotions do not reduce loyalty or app usage.

3. Descriptive results indicate that consumers balance emotional regret with the perceived benefits of speed and reliability.

4. The Chi-square tests show no statistically significant relationship between impulsive buying, regret and loyalty meaning that users have normal pattern of impulsive buying in their digital convenience.

## Implications of the study

1. **For Marketers** - Quick commerce companies should promote responsible and transparent consumption by introducing factors like comparison of prices, short refund windows to reduce post purchase regrets

2. **For consumers** - The Study indicates the importance of mindful shopping behaviour to avoid emotional dissatisfaction and unnecessary spending by urgency.

## 5. CONCLUSION

The Research Paper now concludes that Quick-Commerce has evolved consumer convenience, reshaping purchasing habits into faster, more impulsive and emotional decisions. We saw that Quick-Commerce platforms such as Blinkit, Zepto and Swiggy Instamart have empowered consumers with speed; accessibility and instant convenience making them fulfil urgent needs. They perfectly aligned themselves towards the urban lifestyle where time-saving and ease of use outweigh traditional shopping experiences.

However, the findings also indicate that psychological and behavioral costs associated with this convenience that a large portion of respondents are admitted to make unplanned purchases, overspending and later experiencing regret or dissatisfaction. While these emotions are frequent even though the consumers directly not reduce their loyalty towards the app usage for buying products implies that consumers can accept and took financial compromise for an extra digital convenience.

The positive impact lies in the empowerment of consumers to purchase the products in the busy schedule of their professional and personal life through quick commerce as it provide efficiency and innovation, while the negative impact reflects in increasing impulsivity, reduced mindfulness and normalized regret after the purchase. This balance between satisfaction and self-awareness defines the new pattern of consumption - where convenience of using or getting something, controls the consumers emotion and give them instant delivery satisfaction.

In conclusion, the Study highlights that Quick commerce represents a behavioural paradox meaning that it simplifies the life of the consumer in their busy and complex work schedule yet encourages their impulsive tendencies, offering comfort at the cost of emotional and financial control factors.:

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