



## IMPACT OF QUICK COMMERCE ON TRADITIONAL E-COMMERCE: A SECONDARY DATA-BASED COMPARATIVE ANALYSIS OF CONSUMER BEHAVIOUR AND MARKET TRANSFORMATION

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**Paper Received On:** 21 APRIL 2026

**Peer Reviewed On:** 25 MAY 2026

**Published On:** 01 JUNE 2026

### Abstract

*Q-commerce is a fast-growing disruptive technology and an innovation in e-commerce that revolutionized the world of online retailing. Being based on rapid delivery, often within just 10-30 minutes, Q-commerce revolves around convenience, speed, and local distribution practices. This research project will focus on studying the influence of Q-commerce on traditional e-commerce using the secondary method of analysis that relies on previously published sources, articles, books, databases, and scholarly literature. Variables considered in this research include delivery speed, pricing policy, customer behavior, and operational efficiency.*

*From the results obtained through research from various previous studies, it can be seen that the major determinants of purchase frequency and consumer satisfaction within the Q-commerce framework are delivery speed while traditional e-commerce focuses mostly on price competitiveness, variety of products offered, and planning-based purchases. Q-commerce has fostered impulsive purchasing because it reduces drastically the gap between the time of decision-making and receipt of the product purchased.*

*In addition, the development of Q-commerce has increased competition among players within the retail industry and made it necessary for traditional e-commerce businesses to diversify their operations in a manner that incorporates quicker deliveries and better management of logistics processes in delivering the products to customers. Nonetheless, Q-commerce has been associated with several challenges in terms of high expenses and thin profit margins.*

*Nonetheless, it is likely to thrive in the near future because of rising urbanization, increased smartphone usage, and the desire for convenience among consumers. In conclusion, it has been demonstrated that Q-commerce is not a replacement of traditional e-commerce because it complements it since they target different aspects of consumer behavior.*

**Keywords:** *Quick Commerce, Traditional E-Commerce, Consumer Behaviour, Delivery Speed, Impulse Buying, Digital Retail, Logistics, Customer Satisfaction, Secondary Research*

## **Introduction**

With time, various advancements have emerged, especially in the field of retailing. Q-commerce is one such development, which has been brought about by the growth of digital commerce. While the usual e-commerce platforms follow schedule delivery that takes up to a few days, Q-commerce has adopted an emphasis on fast delivery, often taking place within just a few minutes.

There have been some developments in the lifestyle and living conditions of consumers that have seen to the growth in the concept of Q-commerce. In addition, it relies on hyper-local deliveries of goods. The consumer expectation regarding service and speed has greatly evolved as a consequence.

This study is therefore aimed at examining the impacts of the Q-commerce on the conventional e-commerce platform.

## **Methodology (Secondary Research Approach)**

The research is using secondary research methodology, depending only on secondary sources for the data.

Sources of Data:

- Peer reviewed academic journals
- Industry research papers and white papers
- Online database searches (Research Gate etc.)
- Reports on market analysis

Criteria to Select:

- Papers published between 2023-2026
- Research that compares Q-commerce and traditional e-commerce
- Experimental/Review studies

Approach to Analyse:

- Comparing findings from different studies
- Analysis based on common variables studied in the selected papers

This approach will help us understand various trends through secondary data without the need for any primary data collection.

## **Literature Review**

The previous studies point out several differences between Q-commerce and conventional e-commerce:

- Q-commerce focuses on speed, convenience, and impulse buying, whereas conventional e-commerce is associated with planned purchasing and price comparison.
- The research indicates that delivery time is the key parameter that affects consumer satisfaction in Q-commerce.
- The conventional model of e-commerce dominates in terms of product diversity, pricing policy, and returns.
- Moreover, there is evidence that some issues related to the economy and logistics are specific for Q-commerce.

To summarize, literature claims that Q-commerce is an evolution of the conventional e-commerce system.

### **Results and Discussion**

Important Observations:

1. Change in Customer Behaviour
2. Consumers tend to use Q-commerce more for emergency purposes, resulting in impulse buying and increased transaction frequency.
3. Role of Speed in Competition
4. Speed plays an important role in influencing customer satisfaction and loyalty in Q-commerce but not in conventional approaches.
5. Price versus Convenience
6. Conventional e-commerce dominates pricing competition, whereas Q-commerce emphasizes convenience.
7. Traditional E-commerce's Operational Response
8. Traditional systems are upgrading their speed and last-mile logistics capabilities to stay competitive.
9. Threats to Q-commerce
10. Increased operational expenses and sustainability issues create risks for future profitability.

### **Discussion:**

The results demonstrate a paradigm shift in the retail world, where the concept of planned consumption is being replaced by instant gratification. Although Q-commerce offers speed and better customer experience, its economic viability is questionable. E-commerce still remains relevant because of its efficiency and variety.

## **Conclusion**

Quick Commerce has made a huge impact on the conventional form of e-commerce through changing consumer expectations and escalating competition within the market. However, unlike conventional e-commerce, Quick Commerce does not replace this model but rather serves a complement to it. The success of digital retailing in the future will depend on its hybrid form, which combines features of both types of retailing. Specifically, it should integrate speed from Quick Commerce and affordability as well as variety from traditional e-commerce.

## **Acknowledgements**

The researcher is grateful to all those authors who contributed towards this research through their published studies in academic journals and other publications. In addition, appreciation goes to all those online platforms from where secondary data was collected.

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