

FROM E-COMMERCE TO QUICK COMMERCE: THE CHANGING TREND OF CONSUMER EXPECTATIONS

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ABSTRACT

The expansion of digital retail in India has led to the emergence of quick commerce as a transformative model within the e-commerce ecosystem. This study examines how the shift from traditional e-commerce to quick commerce influences urban consumer expectations. Focusing on Amazon as a traditional platform and Blinkit as a quick commerce platform, the research evaluates delivery speed perception, convenience orientation, price sensitivity, and satisfaction levels. Using a descriptive quantitative approach, primary data were collected from 100 urban respondents through a structured questionnaire. The findings indicate that exposure to ultra-fast delivery has significantly altered acceptable waiting time standards and reduced tolerance for delays. While Amazon continues to be preferred for product variety and reliability, Blinkit has redefined immediacy and convenience benchmarks. The study concludes that quick commerce represents a structural behavioural shift rather than a temporary trend, requiring traditional platforms to adapt to evolving consumer expectations.

Keywords: Quick Commerce, Traditional E-commerce, Consumer Expectations, Delivery Speed, Urban Retail, Digital Transformation, Amazon, Blinkit.

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1. INTRODUCTION

The retail sector in India has experienced a significant digital transformation over the past decade. Initially, commerce operated through physical retail stores, where purchases were completed through direct interaction. With increasing internet penetration and smartphone usage, e-commerce platforms emerged, enabling customers to purchase products online with delivery timelines typically ranging from two to five days [1].

Traditional e-commerce platforms such as Amazon emphasize product assortment, pricing competitiveness, and structured logistics systems. However, the emergence of quick commerce has introduced a new operational model centered on ultra-fast delivery, often within 10–20 minutes. Blinkit represents this rapid fulfilment model, targeting time-sensitive urban consumers [2].

Urban lifestyles characterized by time constraints, convenience orientation, and instant gratification have contributed to the growth of quick commerce. This

transition raises important questions regarding whether consumer expectations from traditional platforms have permanently shifted [3].

This research evaluates how delivery speed, convenience, pricing perception, and reliability influence urban consumer behaviour in the context of Amazon and Blinkit [4].

The research seeks to determine the impact of redirecting traditional trade to fast commerce as far as the delivery time expectation within an urban population is concerned. It aims at examining the shifts in consumer preference patterns with specific references to the one of convenience and pricing sensitivity. The study also provides a comparison between the traditional and quick commerce platforms in terms of perceptions of reliability and service quality. Lastly, it finds out that the quick business is a mere fad or forever change in the shopping habits in cities.

2. LITERATURE REVIEW

Consumer satisfaction in digital retail environments is closely linked to value creation, service reliability, and overall performance efficiency [5]. Traditional e-commerce platforms primarily compete through extensive product assortment, competitive pricing strategies, and dependable logistics systems that ensure structured delivery timelines [6]. For many years, delivery periods ranging from two to five days were widely perceived as acceptable within online retail frameworks.

Service quality theory provides deeper insight into this relationship. Parasuraman, Zeithaml, and Berry, through the SERVQUAL model, identify reliability and responsiveness as critical dimensions influencing consumer perception [7]. In the context of e-commerce, timely and accurate delivery significantly shapes customer trust and repeat purchase behaviour. Zeithaml, Bitner, and Gremler further explain that customer satisfaction depends on the gap between expected and perceived service performance [10]. When firms introduce improved service standards, consumer expectations tend to adjust accordingly.

The growing emphasis on digital experience has shifted marketing strategies toward convenience and speed as competitive differentiators [3]. The emergence of quick commerce can be interpreted as an extension of responsiveness, where immediacy becomes a central value proposition. Although traditional e-commerce continues to offer variety and structured reliability [6], faster fulfilment models may influence consumer perception of acceptable delivery timelines.

However, existing literature provides limited empirical evidence on how rapid delivery innovations reshape expectations toward established e-commerce platforms. This study addresses that research gap through primary survey analysis.

Table 1: Identified research gaps in existing literature on quick commerce and its impact on consumer expectations in traditional e-commerce platforms.

| Literature Focus | Identified Gap | Present Study Contribution |
|--|--|---|
| Traditional E-commerce (price, variety, logistics) | Limited analysis of expectation change after exposure to faster delivery | Examines whether traditional delivery timelines are now perceived as slow |
| Quick Commerce (growth & operations) | Lack of behavioural and perception-based studies | Analyses consumer expectation shift using survey data |
| Service Quality Theory | Not applied specifically to quick commerce in India | Evaluates recalibration of delivery benchmarks in urban context |
| Market Expansion | Focus on business | Studies long-term behavioural |

| | | |
|---------|--------------------------------------|----------------|
| Studies | performance over consumer psychology | transformation |
|---------|--------------------------------------|----------------|

3. STUDY AREA BACKGROUND

The study focuses on Amazon and Blinkit within the Indian urban retail environment. Amazon operates as a large-scale e-commerce marketplace offering diverse product categories with structured logistics systems. Blinkit operates under a hyperlocal quick commerce model delivering essential goods within minutes.

Urban India provides a suitable context due to high digital adoption, increasing dual-income households, and growing dependence on app-based services. Consumers frequently interact with both platforms but for different purchase intentions.

While Amazon is preferred for variety and planned purchases, Blinkit is typically used for urgent needs. The contrast between these operational models allows evaluation of whether faster delivery systems have reshaped consumer expectations from traditional platforms.

4. RESEARCH METHODOLOGY

4.1 General Overview

The study adopts a descriptive research design. The objective is to analyse consumer perceptions without manipulating variables. A quantitative approach was used to gather measurable responses.

4.2 Population and Sample Size

The target population includes urban consumers who actively use Amazon and Blinkit. A total of 100 respondents participated in the survey using convenience sampling. Most respondents belong to the 18–35 age group, representing digitally active consumers.

Data Collection Methods:

Primary data were collected through a structured questionnaire consisting of 12 close-ended questions using a five-point Likert scale. Questions covered delivery expectations, price preference, satisfaction levels, and behavioural shifts.

Secondary data were gathered from academic journals, research articles, and industry reports. Data analysis was conducted using percentage-based interpretation.

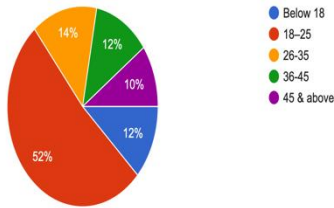
5. DATA ANALYSIS

5.1 Overview of Analysis

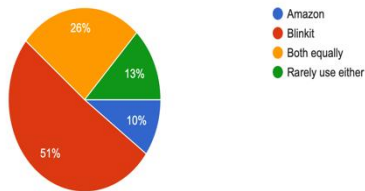
This chapter involves the percentage analysis of 100 respondents in order to determine the patterns of perception in relation to speed of delivery, convenience, price, and reliability.

5.2 Question-wise Analysis

Q1. Age Group
100 responses



Q2. Which platform do you use more frequently?
100 responses



Q3. What do you primarily use Blinkit for?
100 responses

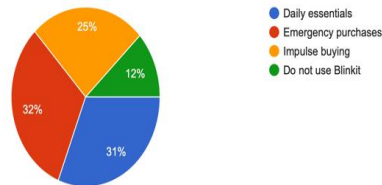
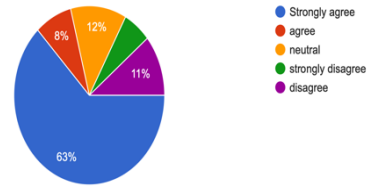


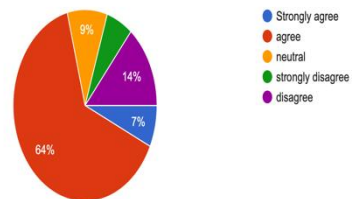
Figure 1: Demographic profile and platform usage patterns among Amazon and Blinkit users (n = 100).

Most of the respondents are aged between 18-25 and it suggests that the sample is majorly mainly made up of the digitally active and tech-savvy consumer who often interact with online platforms. This age distribution is an indicator of greater adoption of the use of the app-based services among younger urban users. The number of respondents who said they used both Amazon and Blinkit was considerable, indicating that consumers do not select one platform in particular and prefer to use it depending on a specific situation. Nevertheless, Blinkit is mostly applied to resolve urgent needs and necessary purchases, while Amazon is dedicated to intended purchasing. This is a vivid indication of the existence of differentiated consumption intent as opposed to platform direct substitution.

Q4. Blinkit's 10-20 minute delivery has increased my expectation for faster deliveries from Amazon.
100 responses



Q5. I feel traditional 2-3 day delivery timelines are slow after using quick commerce platforms.
100 responses



Q6. Quick commerce platforms offer greater convenience compared to traditional e-commerce platforms.
100 responses

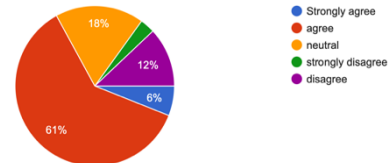
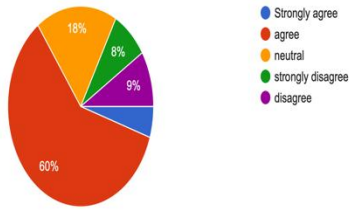


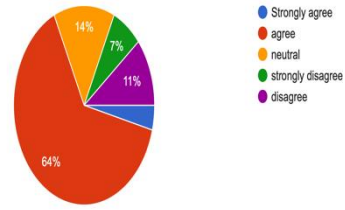
Figure 2: Assessment of delivery time expectations and the importance of convenience in platform selection (n = 100).

Many of the respondents confirmed that it was the 10-20 minute delivery time by Blinkit that increased their expectations of Amazon in becoming faster. This signifies a relocation of acceptable delivery schedules. Most of the consumers feel that traditional 2-3 days delivery is rather slow since they have positively influenced models of instant fulfilment. Additionally, the convenience factor became dominant in decision-making. A sizeable proportion of the respondents gave maximum priority to speed and convenience over price comparison indicating a behaviour change where time efficiency is becoming of high importance in the urban living.

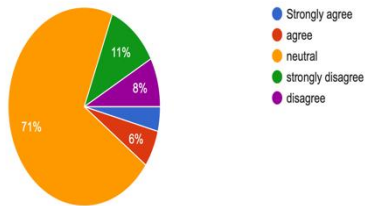
Q7. Convenience is more important to me than price while choosing between Amazon and Blinkit.
100 responses



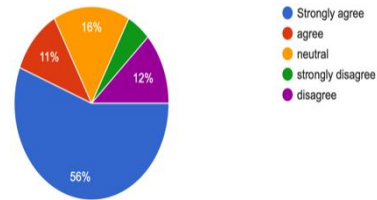
Q10. Blinkit meets my expectations in terms of delivery accuracy and service quality.
100 responses



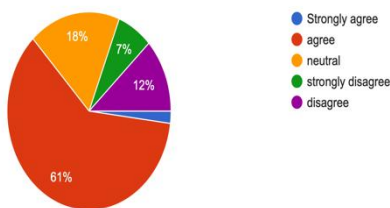
Q8. I am willing to pay extra charges for faster delivery.
100 responses



Q11. A delay in delivery significantly reduces my satisfaction with the platform.
100 responses



Q9. Amazon provides better product variety and reliability compared to Blinkit.
100 responses



Q12. Quick commerce has permanently changed my expectations from online shopping platforms.
100 responses

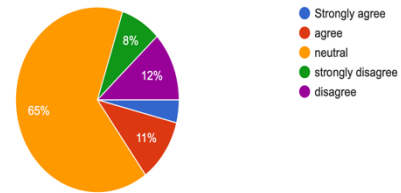


Figure 3: Evaluation of price sensitivity, willingness to pay for speed, and comparative perception of variety and reliability (n = 100).

Price sensitivity has not entirely eased despite the respondents willing to pay extra amount to deliver the goods at a faster rate. Criminal consumers continue to consider price variations especially in non-urgent purchases. There is a strong appreciation that Amazon has more product variety, reliability and well organized delivery systems. Conversely, Blinkit is closely aligned with the speed and convenience but has limited variety in assortment. This implies that though fast trade affects expectation, the traditional e-commerce will also remain relevant due to their wider services.

Figure 4: Impact of delivery delays on satisfaction and long-term behavioural shifts in online shopping expectations (n = 100).

Delays at delivery age greatly affect customer satisfaction, especially in the quick commerce model which is based on speed as its main selling point. Delays even at minor proportion can cause dissatisfaction because of increased expectations. Most of the interviewees are of the view that burger business has changed how they expect online websites to look forever. This proves that the detected change is here to stay and not mere short-term behavioural re-modeling of city digital shopping trends.

6. CONCLUSION

The research shows that the fast trade business has significantly informed the consumer expectations of the urban population. Traditional waiting times have been lowered due to exposure to ultra-fast delivery. Blinkit is closely connected to the speed and convenience, whereas Amazon still retains control over the variety of products and organized reliability.

The results show that fast business is not a subsidiary pattern but a stimulus of altering assessment criteria within online shopping. In order to compete, the

traditional platforms might be forced to embrace the hybrid delivery system. Sustainability is determined with a matching speed, price, and assortment in the long run.

7. LIMITATIONS

- The research has a restrictive sample of 100 respondents as its sample and convenience sampling.
- Results are impression oriented and might be subjective.
- The study is limited to consumer in urban areas.
- Financial and operational information of platforms were not examined.

8. FINDINGS

- Fast business has enhanced demand of fast delivery.
- The conventional 2-3 days schedules are seen as dead slows by most users.
- Price is usually trumped by convenience.
- Amazon is chosen because of being reliable and diverse.
- Urgency and immediate satisfaction are linked to Blinkit.
- Delays in delivery have a huge impact on the level of satisfaction.
- Fast trade has led to behavioural changes that are long-term.

9. RECOMMENDATIONS

- Fast delivery levels must be experimented with traditional platforms. Hybrid logistics models, which involve scale and speed, ought to be created.
- The pricing policies should strike a balance between the cost of delivering and the perception of value among the customers.
- Realistic expectation of delivery should be enhanced to consumers.
- The satisfaction metrics should always be monitored.

10. ACKNOWLEDGEMENT

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11. CONFLICT OF INTEREST

Not declared

12. INFORMED CONSENT AND ETHICAL STATEMENT

Not applicable

13. AUTHOR CONTRIBUTIONS

Both are contributed equally.

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