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A Study on How Ultra-Fast Delivery Apps Influence Impulse Buying Behaviour among Modern Consumers

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ABSTRACT: This study explores how ultra-fast delivery apps shape impulse buying behaviour among today's consumers. As instant-delivery platforms become deeply woven into daily life, the promise of near-immediate fulfilment may encourage shoppers to make unplanned, spur-of-the-moment purchases. The research investigates whether the speed, convenience, and constant availability offered by these apps actually trigger higher levels of impulsive buying, and which consumer perceptions or app features are most influential. Primary data were gathered using a structured questionnaire administered to a sample of modern consumers who regularly use ultra-fast delivery services. The collected responses were examined through descriptive statistics and inferential analysis to detect patterns and differences across user groups. The results reveal a clear positive relationship between app-driven convenience and impulse purchase tendencies: users who perceive delivery speed, effortless ordering, and frequent promotional nudges more strongly also report higher instances of unplanned buying. Additional analysis suggests that the effect is particularly pronounced among younger shoppers and those who frequently browse within the apps. The study concludes that while ultra-fast delivery apps meet demand for immediate satisfaction, they also heighten impulsive spending. E-commerce operators and policymakers should recognize this dual outcome—balancing consumer convenience with responsible design, transparent pricing, and awareness initiatives to support healthier buying habits in the digital marketplace.

KEYWORDS: Ultra-fast delivery apps, Impulse buying behaviour, Quick commerce, Consumer behaviour, Instant gratification, Digital shopping platforms, Mobile commerce, Convenience-driven purchasing.

I. INTRODUCTION

The rapid growth of digital commerce and smartphone usage has significantly transformed the way consumers shop in the modern marketplace. In recent years, ultra-fast delivery applications have emerged as a major innovation in the retail sector by enabling customers to receive products within minutes of placing an order. These platforms provide instant access to a wide range of items such as groceries, snacks, beverages, and personal care products, making shopping more convenient and time-efficient for consumers. As lifestyles become increasingly busy and technology-driven, consumers tend to prefer services that reduce waiting time and simplify the purchasing process. This convenience-oriented environment often encourages spontaneous purchasing decisions, commonly referred to as impulse buying, where consumers make unplanned purchases without prior intention or careful evaluation. Features offered by ultra-fast delivery apps, including quick delivery timelines, push notifications, promotional discounts, personalized recommendations, and easy payment options, can further stimulate impulsive buying behaviour. As a result, these platforms not only change traditional shopping habits but also influence consumer decision-making and spending patterns. Therefore, understanding how ultra-fast delivery applications affect impulse buying behaviour has become an important area of study in consumer behaviour and digital marketing research.



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II. PROBLEM STATEMENT

The rapid expansion of ultra-fast delivery applications has significantly changed the way consumers purchase everyday products. These platforms allow users to order items within seconds and receive them within a very short time, making the shopping process extremely convenient and effortless. While this convenience benefits consumers, it may also encourage unplanned purchasing behaviour. Features such as promotional offers, push notifications, personalized recommendations, and limited-time discounts often create a sense of urgency that motivates consumers to make quick purchasing decisions without careful consideration. As a result, many users may frequently buy products they had not initially intended to purchase. Continuous exposure to such app features can gradually influence consumer spending patterns and financial habits. Despite the rapid growth of ultra-fast delivery services, there is still limited research that clearly explains how these platforms influence impulse buying behaviour among modern consumers. Therefore, it becomes important to examine the factors within ultra-fast delivery apps that trigger impulsive purchases and to understand how these platforms affect consumer decision-making and spending behaviour.

III. OBJECTIVES OF THE STUDY

1. To examine the various features of ultra-fast delivery applications, such as notifications, discounts, and personalized recommendations, that may encourage impulse buying among consumers.
2. To analyse how the promise of instant or very fast delivery influences consumers' decision-making and reduces hesitation in making unplanned purchases.
3. To identify the product categories that are most frequently purchased impulsively through ultra-fast delivery platforms.
4. To understand the role of application design, user interface, and convenient payment systems in stimulating impulsive buying behaviour.
5. To evaluate how repeated impulse purchases through ultra-fast delivery apps influence consumers' spending patterns and their continued use of these platforms.

IV. REVIEW OF LITERATURE

Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017) examined how convenience and technological advancements in retail influence consumer purchasing behaviour. Their findings show that faster and more convenient shopping options encourage consumers to make quick and unplanned purchasing decisions.

Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020) studied impulse buying in online retail environments and found that digital platforms that reduce waiting time and simplify the purchasing process significantly increase the likelihood of impulsive purchases.

Prashar, S., Vijay, T. S., & Parsad, C. (2017) analysed consumer behaviour in online grocery shopping and reported that easy product availability, discounts, and quick ordering processes encourage consumers to buy products spontaneously.

Yadav, M. S., & Pavlou, P. A. (2014) explored the impact of digital commerce platforms on consumer behaviour and found that convenience, instant access to products, and seamless payment options strongly influence consumers' purchasing decisions.

Overall, previous studies indicate that convenience, quick access to products, and simplified digital purchasing processes can increase impulse buying behaviour. However, the rapid rise of ultra-fast delivery applications, which promise delivery within minutes, creates a new retail environment that may further intensify impulsive purchasing among modern consumers.



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V. RESEARCH METHODOLOGY

Research Design

The present study follows a descriptive research design with a quantitative approach to examine how ultra-fast delivery applications influence impulse buying behaviour among modern consumers. This design helps in understanding consumer perceptions, purchasing patterns, and the factors that trigger spontaneous buying decisions when using quick commerce platforms.

Data Collection

The study is mainly based on primary data, which were collected through a structured questionnaire distributed to users of ultra-fast delivery applications. In addition, secondary data were gathered from academic journals, research papers, articles, and online sources related to consumer behaviour, impulse buying, and digital commerce.

Sample Size

The study consists of 300 respondents who actively use ultra-fast delivery applications for purchasing products.

Sampling Technique

A convenience sampling method was adopted to collect responses from individuals who frequently use ultra-fast delivery apps, as they were easily accessible and willing to participate in the survey.

Research Instrument

A structured questionnaire was used as the research instrument to gather information from respondents. The questionnaire included Likert scale questions to measure consumer perceptions regarding convenience, delivery speed, promotional offers, and impulse buying behaviour associated with ultra-fast delivery applications.

Data Analysis Tools

The collected data were analysed using the following statistical techniques:

Percentage Analysis – to understand the demographic profile and general responses of the respondents.

Chi-Square Test – to identify the relationship between demographic variables and impulse buying behaviour.

ANOVA (Analysis of Variance) – to examine differences in consumer perceptions regarding ultra-fast delivery apps.

Variables

Independent Variable: Ultra-fast delivery applications and their features (speed, convenience, offers, notifications)

Dependent Variable: Impulse buying behaviour of consumers

VI. DATA ANALYSIS

The data collected from 100 respondents were analysed using percentage analysis and ANOVA (Analysis of Variance) to examine whether there is a relationship between age and how the speed of checkout in ultra-fast delivery apps influences consumers' decision to purchase.

ANOVA: THE COMPARISON OF AGE & HOW DOES THE SPEED OF CHECKOUT INFLUENCE YOUR DECISION TO PURCHASE

TABLE 1

SUMMARY				
Groups	Count	Sum	Average	Variance
Age	300	843	2.81	1.712943
How does the speed of checkout influence your decision to purchase?	300	855	2.85	1.693144



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ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.24	1	0.24	0.140924	0.707497	3.857056
Within Groups	1018.42	598	1.703043			
Total	1018.66	599				

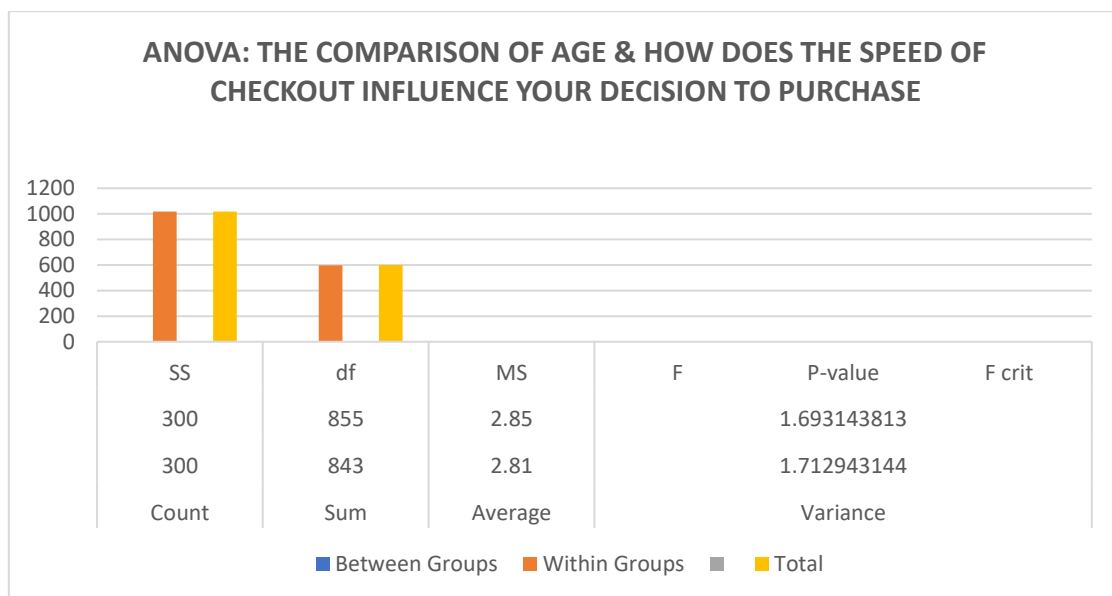


CHART 1

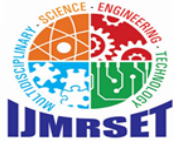
INTERPRETATION: The ANOVA test results indicate that the calculated F value is 0.140924, while the F critical value is 3.857056. The p-value is 0.707497, which is greater than the significance level of 0.05. Since the p-value is higher than 0.05 and the calculated F value is lower than the F critical value, the null hypothesis is accepted. This result suggests that there is no statistically significant difference between different age groups in terms of how the speed of checkout influences their purchasing decisions.

VII. FINDINGS

1. Young consumers, especially students, are the major users of ultra-fast delivery apps.
2. Food, groceries, and daily-use items are the most commonly ordered products.
3. Quick delivery, discounts, and app notifications encourage impulse purchases.
4. Easy ordering and digital payment options increase frequent app usage.
5. Statistical analysis shows that checkout speed influences consumers similarly across different age groups.

VIII. SUGGESTIONS

1. Ultra-fast delivery apps should improve fast and simple checkout systems.
2. Companies should provide clear offers and transparent pricing.
3. Apps can introduce spending reminders to reduce unnecessary impulse buying.
4. Businesses should focus on better delivery efficiency and service quality.
5. Future research can include larger samples and different regions.



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IX. CONCLUSION

The study concludes that ultra-fast delivery applications play a significant role in influencing impulse buying behaviour among modern consumers. Features such as rapid delivery, attractive discounts, app notifications, and simple checkout processes make online purchasing quick and convenient, which often encourages consumers to make spontaneous buying decisions. These factors enhance the overall shopping experience and increase the frequency of unplanned purchases through digital platforms. The findings suggest that ultra-fast delivery services are not only a convenience-based innovation but also an important factor shaping modern consumer purchasing behaviour. However, since the study mainly focused on young consumers, particularly students who actively use mobile shopping applications, the results may largely represent the behaviour of this specific group. Future research can include respondents from different age groups and regions to gain a broader understanding of how ultra-fast delivery services influence consumer behaviour in the digital marketplace.

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