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Breaking the Bulk Barrier: An Empirical Study on Factors Preventing Consumers from Making Bulk Purchases on Quick Commerce Apps

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ABSTRACT

Quick commerce platform such as Zepto, Swiggy instamart, Blinkit and Big basket has changed the way of purchasing grocery by offering convenience and speed delivery facilities. However, most of the people prefer these platforms for urgent needs. Therefore, this study aims to identify the reasons which is preventing people from making bulk purchases and also examines the relationship between monthly income and amount spent during every purchase to buy groceries.

The study was descriptive in nature; purposive sampling technique is used to collect data from 112 respondents. Percentage analysis, Factor analysis, cluster analysis, correlation, one way annova and multiple responses were used for data analysis.

The findings of the study reveals that questionnaire was highly reliable. The majority of the respondents were female .Three factors were identified product quality and pricing factor, Trust and Household constraints factor and financial constraint factor. Product quality and pricing were identified as major constraint behind the reason of people not purchasing in bulk. The study found that there is a significant relationship between monthly income and amount spent on every purchases, while age had no significance difference among the factors preventing bulk purchases in quick commerce platform. The study concludes that quick commerce platform should offer discounts and offers for bulk purchases, deliver products in better quality and focus on promotional strategies to attract more customers.

KEYWORDS: Quick Commerce Platform, Online Grocery Shopping, Bulk Purchases, Consumer Behaviour, Product Quality, Pricing, Trust, Financial Barriers.

1. INTRODUCTION:

Quick commerce platforms has changed the way of grocery purchases,, which is providing convenience , speed delivery, offers and discounts to the consumers . Today in the digital era many consumers using different Platforms to Purchase their daily essentials such as Zepto, Blink it, Big basket and Swiggy instamart. Previous studies have proved that promotional offers, convenience are the major reasons which influence's people to purchase grocery in online (Goel, 2024; Eriksson et al., 2023).

Many earlier studies have only focussed on the customer satisfaction, customer adoption, customer perception behind the adoption of quick commerce platform. The quick commerce platform one of the booming sector where consumer making purchases of their urgent needs, many studies have not examined the reasons why the consumers are not making bulk grocery purchases in quick commerce platform. Therefore this study identify the reason why the people are not making bulk purchases in online grocery, grouping the consumers based on the factors and finding out the relationship between monthly income and amount spent on while purchasing grocery and find out the items frequently purchased by the consumers in online grocery.

1.1. STATEMENT OF THE PROBLEM:

Quick commerce platforms have transformed grocery shopping behaviour by providing convenience, a wide variety of products, offers, discounts, and fast delivery. Despite the increasing adoption of these platforms the people are purchasing in smaller quantities rather than bulk purchases, they still depend on traditional grocery stores for making bulk purchases. Several factors may discourage people from purchasing groceries in bulk from quick commerce factors such as discounts, price, and trust on the products, return issues, perishability, and uncertainty about future consumption. There is a need to identify the people from making bulk purchases, classify the respondents based on the factors and any relationship existing between monthly income and average amount spent on purchases.

2. LITERATURE REVIEW:

Dr. J. Aarthy (2026) has undergone their research on **Comparative study on consumer behaviour between online and offline grocery shopping.** The study concluded that Convenience, promotional offers and product variety strongly influence grocery behaviour

Kanika goel (2024) has conducted their research on **consumer behaviour towards online grocery shopping**. The findings of the study found that many people preferred online grocery shopping due to the reasons it can be done at any time, user-friendly and saves time.

Niklas Eriksson & et.al (2023) has described their research on **older consumer views on online grocery shopping.** The study concludes that open-minded people had clearly gained awareness of OGS during pandemic and shop online, Mobility and physical impairment prevents people.

N.S.Lissy & et.al (2023) has conducted their research on **A study on impact of e - commerce on consumer buying behaviour with special reference to grocery products, consumers of Coimbatore district.** The findings of the study states that cash on delivery options influence people towards online grocery shopping.

Amarjeet Singh Mastana (2023) has undergone their research on **Factors influencing consumer intentions to purchase groceries over the internet: An exploratory study during the pandemic.** The study concludes that People with higher income preferred to shop online, older people less likely to adopt online grocery.

Tichaona B & et.al (2023) has described their research on **Consumer adoption of online grocery shopping in South Africa.** The highlights that perceived cost had significant influence on consumer's behavioural intention to adopt OGS .

2.1.RESEARCH GAP

Existing studies on the quick commerce platform has discussed on customer satisfaction, customer perception, service quality , technology acceptance model and the factors which motivates them to use online grocery such as convenience, speed, variety of products while limited studies has been conducted to identify what are factors which is preventing people to make bulk purchases in quick commerce platform . Hence this research paper bridges a gap between finding the reasons preventing people from making bulk purchases , classify the respondents based on the factors, find out whether there is any relationship between monthly income and amount spent on every purchases .

2.2.OBJECTIVE OF THE STUDY

- To identify demographic profile of the respondents

- To identify the factors which is preventing people from making bulk purchases
- To classify the respondents based on the factors
- To examine whether any relationship between monthly income and average amount spent on online grocery
- To identify is there any significant difference in the factors preventing bulk purchases among different age groups
- To find out the items frequently purchased by the respondents

3. RESEARCH METHODOLOGY

Sample technique	Purposive sampling technique
Research design	Descriptive
Sample size	112
Analysis tool used	Reliability analysis Percentage analysis Factor analysis Cluster analysis correlation One way Annova Multiple Responses

4. DATA ANALYSIS AND INTERPRETATION:

Table 1: RELIABILITY ANALYSIS

Cronbach's Alpha	No. of .items
.937	15

Interpretation: The cronbach's alpha value is 0.937 which is higher than 0.70. This shows questionnaire is highly reliable and suitable for further analysis.

Objective 1: Demographic profile

Table 2: Percentage analysis

Gender	**Frequency**	**Percent**
Male	31	27.7
Female	81	72.3
Age	**Frequency**	**Percent**
Below 20 years	12	10.7
21-30	24	21.4
31-40	32	28.6
41-50	42	37.5
Above 50 years	2	1.8
Educational qualification	**Frequency**	**Percent**
Student	9	8.0
Undergraduate	27	24.1
Postgraduate	49	43.8
Professional degree	19	17.0
Others	8	7.1
Occupation	**Frequency**	**Percent**
Student	21	18.8
Salaried employee	35	31.3
Self employed	48	42.9
Others	8	7.1
Monthly income	**Frequency**	**Percent**
Below 30000	21	18.8
30001-60000	38	33.9
60001-90000	51	45.5
Above 90000	2	1.8
Platforms used to purchase	**Frequency**	**Percent**
Zepto	11	9.8
Blinkit	22	19.6
Swiggy insatmart	33	29.5
Bigbasket now	34	30.4

Flipkart minutes	12	10.7
Frequency of purchase	**Frequency**	**Percent**
Occasionally	49	43.8
Rarely	61	54.5
Frequently	2	1.8
Amount spent on purchases	**Frequency**	**Percent**
Below 300	16	14.3
301-600	34	30.4
601-1000	45	40.2
Above1000	17	15.2
TOTAL	100	1

Interpretation: the results of the demographic profile shows that most of the respondents are female (72.3%). 37.5% falls under the age group between 41-50 years, 43.8% are self-employed. Among them 45.5% earn monthly income between 60001-90000, they spend around 601-1000 for each order. Big basket was widely preferred grocery platform for purchases.

OBJECTIVE 2: FACTOR ANALYSIS

TABLE 3: KMO AND BARLETTS TEST

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.901
Bartlett's Test of Sphericity	Approx. Chi-Square	1124.432
	df	105
	Sig.	.000

Interpretation: The kmo barlett value is 0.901whch is greater than 7, points that the sample is sufficient for factor analysis. Bartlett's test significant value is (p= .0000) indicates that variable is suitable for factor analysis. Hence factor analysis is applied for the data set.

Table 4: Rotated component matrix for factors prevents bulk purchases in online grocery

FACTORS	STATEMENTS	FACTORS LOADING VALUES	TOTAL VARIANCE
Factor 1 Product Quality and Pricing Factor	I am concerned about the freshness of groceries when buying in bulk.	.775	**53.629**
	I hesitate to buy groceries in bulk because I cannot inspect the products before purchasing.	.762	
	I find grocery prices on quick commerce apps higher than in physical stores.	.688	
	Limited promotional offers discourage me from making bulk purchases.	.661	
	Bulk purchase discounts are not attractive enough.	.635	
	I am uncertain about the quality of products purchased in large quantities online.	.626	
	Free delivery on bulk orders would encourage me to buy more groceries.	.583	

	I worry about receiving incorrect or missing items in bulk orders.	.556	
Factor 2 Trust and Household Constraints Factor	I do not completely trust quick commerce apps for large grocery purchases.	.794	**8.458**
	I am concerned that bulk grocery items may expire before I use them.	.770	
	Delivery delays discourage me from placing bulk grocery orders.	.682	
	I do not have enough storage space at home for bulk groceries.	.666	
	My household does not consume groceries quickly enough to justify bulk purchases.	.622	
Factor 3 Financial Cost Factor	Buying groceries in bulk requires a high initial expenditure.	.844	**6.795**
	Delivery charges discourage me from placing bulk grocery orders.	.692	

Overall sample	**N=112**
Factor 1	Product Quality and Pricing Factor

Factor 2	Trust and Household Constraints Factor
Factor 3	Financial Cost Factor
Total variance explained	68.882

Interpretation: The table shows that study was conducted with 112 respondent's three factors were identified. The Product Quality and Pricing Factor the consumers are concerned about product freshness, quality, price, offers and receiving defective items. The Trust and Household Constraints Factor shows lack of consumer trust towards quick commerce platform with concerns towards product expiry, delivery delays .The Financial Cost Factor includes high delivery charges, high expenditure. The findings reveals that product quality & pricing are strongest reason preventing people from making bulk purchases in online grocery.

OBJECTIVE 3: CLUSTER ANALYSIS

TABLE. 5 showing final clusters

Final Cluster Centers

	Cluster		
	1	2	3
Less concerned consumers	-.13165	-3.26024	.28213
Price and trust conscious consumers	-.26176	.48742	.04468
Bulk purchase hesitant consumers	-1.40397	.83183	.37171

Table 6: showing number of cases in each cluster

Number of Cases in each Cluster

Cluster	1	25.000
	2	6.000
	3	81.000

Valid	112.000
Missing	.000

Interpretation: The cluster analysis classified 112 respondents based on the factors preventing people from making bulk purchases in quick commerce platform.

Cluster 1 Less concerned consumers includes 25 consumers who have fewer concerns when purchase grocery in bulk.

Cluster 2 Price and trust conscious consumers includes 6 consumers are very conscious about price.

Cluster 3 Bulk purchase hesitant consumers includes 81 consumers. These consumers are conscious towards product quality. Trust and cost, which is preventing them to purchase grocery in bulk

OBJECTIVE 4: Relationship between monthly income and amount spent on every purchases

Table 7: Table showing Correlation

H0: There is no relationship between monthly income and average amount spent on every purchases.

H1: There is no relationship between monthly income and average amount spent on every purchases.

Correlations

		Monthly Income	Average spending per order
Monthly Income	Pearson Correlation	1	.358**
	Sig. (2-tailed)		.000
	N	112	112
Average spending per order	Pearson Correlation	.358**	1
	Sig. (2-tailed)	.000	
	N	112	112

Interpretation: The correlation value is .358, significance value is 0.000 which is less than 0.05. Hence we reject null hypothesis and accept alternative hypothesis.

This shows there is a significant relationship between monthly income and average amount spent on every online grocery purchases. People with higher income spends more.

Objective 6: To find out any significant difference between factors preventing bulk purchases among different age group.

Table 8 : Table showing one way annova

H0: There is no significant difference between factors preventing bulk purchases among different age group.
H1: There is a significant difference between factors preventing bulk purchases among different age group.

ANNOVA

		Sum of Squares	df	Mean Square	F	Sig.
Product Quality and Pricing Factor	Between Groups	6.869	4	1.717	1.764	.141
	Within Groups	104.131	107	.973		
	Total	111.000	111			
Trust and Household Constraints Factor	Between Groups	3.223	4	.806	.800	.528
	Within Groups	107.777	107	1.007		
	Total	111.000	111			
Financial Cost Factor	Between Groups	5.937	4	1.484	1.512	.204
	Within Groups	105.063	107	.982		
	Total	111.000	111			

Interpretation: since the significance values of all the factors .141, .528, .204 is greater than 0.05. Hence null hypothesis is accepted, which means there is no significant difference between factors preventing bulk purchases among different age group.

Objective 6: Grocery items frequently purchased by the respondents in online grocery

TABLE 9: TABLE SHOWING MULTIPLE RESPONSES

$GROCERY Frequencies				
		Responses		Percent of Cases
		N	Percent	
GROCERY FREQUENTLY PURCAHSED	Fruits & Vegetables	49	17.8%	44.1%
	Dairy Products	47	17.0%	42.3%
	Packaged Food	45	16.3%	40.5%
	Household Essentials	43	15.6%	38.7%
	Personal Care Products	35	12.7%	31.5%
	Beverages	28	10.1%	25.2%
	Electronics	29	10.5%	26.1%
Total		276	100.0%	248.6%

Interpretation: The results of the multiple responses shows that fruits and vegetables purchased frequently followed by dairy and packaged items. Personal care products and electronics was lower bought by people. This shows people buys daily essentials in online grocery platform rather than durable goods.

FINDINGS:

- The questionnaire found highly reliable with cronbach alpha value 0.937.
- The results of the demographic analysis shows that most of the respondents were female, are falls under the age group between 41-50, self-employed, majority of the earned monthly income between 60001-90000, most of them spent around 601 to 1000 on every purchases. Bisbasket was widely preferred grocery platform among the respondents.
- Factor analysis identified 3 factors namely product quality and pricing factor, Trust and Household constraints factor, and financial barrier factor. Product Quality and pricing are major preventing people to make bulk purchases in online grocery platform

- Cluster analysis has classified consumers in to three groups less concerned, highly concerned and Trust and price conscious consumers.
- Correlation analysis reveals that there is a positive relationship between monthly income and amount spent on purchases of online grocery.
- Annova results shows that there is no significant relationship between factors preventing bulk purchases among different age group.
- Multiple responses shows consumers purchasing daily essentials more than durable goods.

5. CONCLUSIONS:

The study concludes with even tough quick commerce providing lots of facility to consumers in the form of convenience, speed delivery, discounts and offers the consumers are showing reluctant to making bilk purchases . The founded that price, trust and quality of the products are the major reasons which is preventing them from making bulk purchases. The study also founded that higher income people spending more on every grocery purchases, while age didn't significantly influence the factors preventing bulk purchases. Therefore quick commerce platform should develop wider range of Products availability quality assurance, easy returns, better offers for bulk purchases, discounts and improve customer trust and retention.

FUTURE SCOPE

- Future studies can be conducted with larger populations
- Can be done with different cities
- Further studies can include other factors
- Longitudinal studies can be conducted to understand long term consumer behaviour

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