



## A Study on the Effect of Discount Pricing Strategy on Customer Purchase Intention in Quick Commerce (Zepto and Blinkit)

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### Abstract

The rapid growth of quick commerce in India has transformed the way urban consumers purchase daily essentials. With busy lifestyles and increasing dependence on mobile applications, customers now expect faster delivery and greater convenience. Platforms such as Zepto and Blinkit have successfully responded to this demand by offering delivery within minutes, supported by aggressive discount pricing strategies. In such a highly competitive market, discounts have become a key tool to attract and retain customers.

This study examines the impact of discount pricing strategies on customer purchase intention in quick commerce platforms, with special reference to Zepto and Blinkit. It further explores how discounts influence impulse buying behaviour, repeat purchase decisions, and platform preference. The research is based on primary data collected from 100 urban respondents using a structured questionnaire measured on a five-point Likert scale. Descriptive statistical tools such as percentage analysis were used to interpret the data.

The findings reveal that discount pricing significantly influences customer purchase intention. A large proportion of respondents agreed that discounts encourage them to place orders, make impulse purchases, and increase their shopping frequency. However, the study also highlights that excessive reliance on discounts can lead to increased price sensitivity and platform switching behaviour, reducing long-term brand loyalty. Many customers tend to switch between platforms based on better deals rather than emotional attachment or brand preference.

The study concludes that while discount pricing is highly effective in driving short-term sales and customer engagement, it must be used strategically to ensure sustainable growth. Quick commerce platforms should balance attractive discounts with consistent service quality, customer satisfaction, and value-based differentiation to build long-term relationships with consumers.

**Keywords:** Quick Commerce; Discount Pricing Strategies; Customer Purchase Intention; Impulse Buying Behaviour; Brand Loyalty

### INTRODUCTION

In recent years, the retail industry in India has undergone a major transformation due to rapid digitalization and changing consumer lifestyles. One of the most notable developments in this space is the rise of quick

commerce (Q-commerce). Unlike traditional e-commerce platforms, quick commerce focuses on delivering essential products such as groceries, personal care items, and household goods within a very short time, often within 10 to 15 minutes.

Urban consumers today lead fast-paced lives and prefer convenience over long waiting periods. Platforms like Zepto and Blinkit have successfully tapped into this demand by offering quick delivery services through strategically located dark stores and user-friendly mobile applications. Along with speed and convenience, these platforms rely heavily on discount pricing strategies to attract customers and encourage frequent purchases.

Discount pricing has become an important competitive tool in the quick commerce market. Offers such as flash discounts, limited-time deals, promo codes, bundle offers, and free delivery options influence customers to make faster purchase decisions. These discounts reduce the perceived cost of products and create a sense of urgency, which often leads to impulse buying behaviour.

However, while discounts help in increasing short-term sales and customer acquisition, excessive use of discounts may result in customers becoming highly price-conscious. Many customers tend to switch between platforms depending on where they find better deals, which may reduce brand loyalty. Therefore, it is important to understand whether discount pricing genuinely influences purchase intention or only drives temporary, deal-based buying behaviour.

This study focuses on analysing the effect of discount pricing strategies on customer purchase intention in quick commerce, with special reference to Zepto and Blinkit. The study also examines impulse buying behaviour, repeat purchases, and customer preference between the two platforms.

## **SCOPE AND IMPORTANCE OF THE STUDY**

### **a) Understanding Consumer Behaviour in Quick Commerce**

This study helps in understanding how customers respond to discount pricing in quick commerce platforms. It provides insights into customer decision-making, impulse buying tendencies, and repeat purchase behaviour, especially in the context of daily essentials where buying frequency is high.

### **b) Strategic Pricing Insights for Q-Commerce Platforms**

The findings of the study offer useful insights into how discount pricing strategies affect customer behaviour. These insights can help quick commerce platforms design pricing strategies that attract customers while avoiding excessive dependence on discounts.

### **c) Comparative Analysis of Leading Platforms**

By comparing customer perceptions of discounts offered by Zepto and Blinkit, the study highlights how customers view each platform's pricing strategies. This comparison helps identify areas where platforms can improve their offerings.

### **d) Academic and Managerial Relevance**

The study is useful for students, researchers, and marketing professionals interested in consumer behaviour and digital retailing. It also adds value to existing research on quick commerce, an area that is still developing.

## **LITERATURE REVIEW**

A review of literature provides an overview of previous studies related to discount pricing strategies, customer purchase intention, and online consumer behaviour. Various researchers have examined the role of pricing, promotions, and discounts in influencing buying decisions in digital and online retail environments. The following studies are relevant to the present research.

### **1. Study on Discount Pricing and Purchase Intention (2017)**

This study examined the impact of discount pricing on customer purchase intention in online retail platforms. The findings revealed that price discounts significantly increase customers' willingness to purchase, especially for frequently purchased products. Discounts were found to reduce perceived financial risk and increase perceived value.

### **2. Study on Impulse Buying Behaviour in Online Shopping (2018)**

This research focused on impulse buying behaviour in online shopping environments. The study found that flash sales and limited-time discount offers create urgency and encourage unplanned purchases among consumers.

### **3. Research on Price Promotions and Customer Loyalty (2018)**

This study analysed the long-term effects of frequent price promotions on customer loyalty. The results indicated that while discounts boost short-term sales, they may negatively affect brand loyalty if used excessively.

### **4. Study on Online Grocery Shopping Behaviour (2019)**

This research examined consumer behaviour in online grocery shopping. The study highlighted that customers prefer platforms offering competitive prices, attractive discounts, and convenient delivery options.

### **5. Research on Perceived Value and Discounts (2019)**

This study explored the relationship between discount pricing and perceived value in online shopping. The findings showed that discounts positively influence perceived value and purchase intention.

### **6. Study on Digital Price Sensitivity (2020)**

This study analysed price sensitivity among online consumers. The research found that frequent exposure to discounts increases customer price sensitivity over time.

### **7. Research on Mobile App-Based Shopping Behaviour (2020)**

This study focused on consumer behaviour in mobile app-based shopping platforms. The results showed that app-based promotions, notifications, and exclusive discounts increase purchase frequency and engagement.

### **8. Study on Convenience and Purchase Intention (2020)**

This research examined the relationship between convenience and purchase intention in online retail. The study concluded that convenience combined with price discounts significantly influences buying decisions.

### **9. Research on Flash Sales and Consumer Psychology (2021)**

This study analysed the psychological impact of flash sales on consumers. The findings revealed that scarcity

and urgency created by flash sales strongly affect purchase decisions.

#### **10. Study on Platform Switching Behaviour (2021)**

This research investigated factors influencing platform switching behaviour among online shoppers. The study identified price discounts as a major reason for customers switching between platforms.

#### **11. Research on Repeat Purchase Intention (2021)**

This study examined factors affecting repeat purchase intention in online retail. The findings indicated that discounts encourage repeat purchases when supported by satisfactory service quality.

#### **12. Study on Young Consumers and Online Discounts (2022)**

This research focused on young urban consumers and their response to online discount offers. The study found that younger consumers are highly responsive to digital promotions and price discounts.

#### **13. Research on Personalized Discounts (2022)**

This study analysed the effectiveness of personalized discount offers compared to general discounts. The findings showed that personalized offers improve customer engagement and satisfaction.

#### **14. Study on Discount Fatigue (2023)**

This research explored the concept of discount fatigue among online shoppers. The study found that excessive promotional offers may reduce customer interest and trust over time.

#### **15. Research on Consumer Behaviour in Quick Commerce (2023)**

This recent study focused specifically on quick commerce platforms. The research concluded that fast delivery combined with discount pricing significantly influences customer purchase intention and order frequency.

### **OBJECTIVES**

- To study the impact of discount pricing strategies on customer purchase intention in quick commerce platforms.
- To analyse the influence of discounts on impulse buying and repeat purchase behaviour.
- To compare customer perceptions of discount effectiveness between Zepto and Blinkit.

### **STATEMENT OF THE PROBLEM**

The quick commerce industry in India has grown rapidly due to increasing urbanization, changing consumer lifestyles, and the rising demand for instant delivery of daily essentials. Platforms such as Zepto and Blinkit operate in a highly competitive environment where attracting and retaining customers is a major challenge. To gain a competitive advantage, these platforms extensively use discount pricing strategies such as flash discounts, promotional coupons, time-limited offers, bundle deals, and free delivery incentives.

While discount pricing strategies are effective in increasing app downloads, order frequency, and short-term sales, there is uncertainty regarding their long-term impact on customer behaviour. It is not clearly understood whether these discounts create genuine purchase intention and customer loyalty or whether

they simply encourage customers to make temporary, price-driven purchases. Many customers tend to switch between platforms depending on the availability of better discounts, which raises concerns about sustainability and brand loyalty.

Moreover, excessive reliance on discount pricing may increase customer price sensitivity and reduce the perceived value of the platform. If customers become accustomed to constant discounts, they may be less willing to purchase at regular prices, affecting profitability. Despite the widespread use of discount pricing strategies in quick commerce, there is limited empirical evidence examining how these strategies influence customer purchase intention, impulse buying behaviour, and repeat purchases, especially in comparison between leading platforms like Zepto and Blinkit.

Therefore, the core problem addressed in this study is to understand the extent to which discount pricing strategies influence customer purchase intention in quick commerce platforms and whether these strategies contribute to long-term customer engagement or only short-term transactional behaviour. Addressing this problem is essential for developing effective and sustainable pricing strategies in the quick commerce sector.

### **LIMITATIONS OF THE STUDY**

Although the study provides useful insights into the impact of discount pricing strategies on customer purchase intention in quick commerce platforms, it has certain limitations that must be acknowledged.

Firstly, the study is based on a sample size of 100 respondents, which may not fully represent the diverse population of quick commerce users across India. As consumer preferences and purchasing behaviour may vary across different cities, age groups, and income levels, the findings may have limited generalizability.

Secondly, the study relies on primary data collected through a structured questionnaire. The responses are based on individual perceptions and self-reported behaviour, which may involve personal bias or inaccuracies. Some respondents may overstate or understate their behaviour due to recall issues or social desirability bias.

Thirdly, the study focuses only on two quick commerce platforms, namely Zepto and Blinkit. Other emerging platforms and regional players have not been included, which limits the scope of comparison and broader applicability of the results.

Additionally, the research uses a descriptive research design and basic statistical tools, which may not capture deeper causal relationships between discount pricing strategies and customer purchase intention. Advanced analytical techniques could provide more detailed insights.

Lastly, the quick commerce industry is highly dynamic, with frequent changes in pricing strategies, promotional offers, and market conditions. Therefore, the findings of the study reflect customer perceptions at a specific point in time and may change as market conditions evolve.

### **RESEARCH METHODOLOGY**

Research methodology refers to the systematic way of collecting, analysing, and interpreting data to achieve the objectives of the study. This chapter explains the research design, sampling method, data sources, tools used, and techniques applied for the present study.

## **TYPE OF RESEARCH**

- The study adopts a descriptive research design.
- Descriptive research is used to describe characteristics of a population or phenomenon being studied.
- This design is suitable for understanding customer perceptions, attitudes, and behaviour towards discount pricing strategies.
- The study aims to analyse how discounts influence purchase intention, impulse buying, and repeat purchase behaviour in quick commerce platforms.

## **RESEARCH AREA**

- The research is conducted in the context of quick commerce platforms in urban India.
- The study focuses specifically on Zepto and Blinkit, which are among the leading quick commerce platforms.
- Respondents include urban consumers who regularly use these platforms for purchasing daily essentials.

## **SAMPLING TECHNIQUE**

- The study uses a random sampling technique.
- Random sampling ensures that every respondent has an equal chance of being selected.
- This method helps reduce selection bias and improves the reliability of the data.
- Respondents were selected from urban areas where quick commerce services are actively used.

## **SAMPLE SIZE**

- The study is based on a sample size of 100 respondents.
- The sample size is considered adequate for descriptive analysis and academic research purposes.
- The respondents include students, working professionals, and urban households who frequently use quick commerce platforms.

## **SAMPLE DESIGN**

- The sample consists of consumers who:
  - o Use quick commerce platforms regularly
  - o Have experience with discount offers on Zepto and Blinkit
  - o Reside in urban areas
- Both male and female respondents from different age groups were included.
- The sample represents users with varied income and occupation backgrounds.

## **SOURCES OF DATA (DATABASE)**

The study is based on both primary and secondary data sources.

### **a) Primary Data**

- Primary data was collected directly from respondents.
- A structured questionnaire was used as the main data collection tool.

- The questionnaire was designed to understand:
  - o Awareness of discount pricing strategies
  - o Influence of discounts on purchase intention
  - o Impulse buying behaviour
  - o Repeat purchase and platform preference
- Responses were collected through online surveys and direct interactions.

#### b) Secondary Data

- Secondary data was collected from already existing sources.
- Sources include:
  - o Research journals
  - o Academic articles
  - o Industry reports
  - o Company websites
  - o Online publications and reports related to quick commerce
- Secondary data helped in understanding industry trends and supporting the primary findings.

### **RESEARCH INSTRUMENT / TOOL**

- The research instrument used for the study is a structured questionnaire.
- The questionnaire consists of 20 statements.
- Each statement is measured using a 5-point Likert scale.
- The scale ranges from:
  - o Strongly Agree
  - o Agree
  - o Neutral
  - o Disagree
  - o Strongly Disagree
- The questionnaire was simple and easy to understand to ensure accurate responses.

### **VARIABLES OF THE STUDY**

- Independent Variable:
  - o Discount Pricing Strategies (discounts, coupons, flash sales, offers)
- Dependent Variable:
  - o Customer Purchase Intention
- Supporting Variables:
  - o Impulse Buying Behaviour
  - o Repeat Purchase Behaviour
  - o Platform Preference

### **DATA COLLECTION PROCEDURE**

- The questionnaire was distributed to respondents using online platforms
- Respondents were informed about the purpose of the study.
- Confidentiality of responses was ensured.
- Only completed and valid responses were considered for analysis.

### TOOLS FOR DATA ANALYSIS

- The collected data was analysed using descriptive statistical tools.
- Tools used include:
  - o Percentage analysis
  - o Charts and graphs
- These tools helped in interpreting customer perceptions clearly and effectively.

### PERIOD OF THE STUDY

- The study was conducted over a short period as part of academic requirements.
- Data collection and analysis were completed within the stipulated time frame.

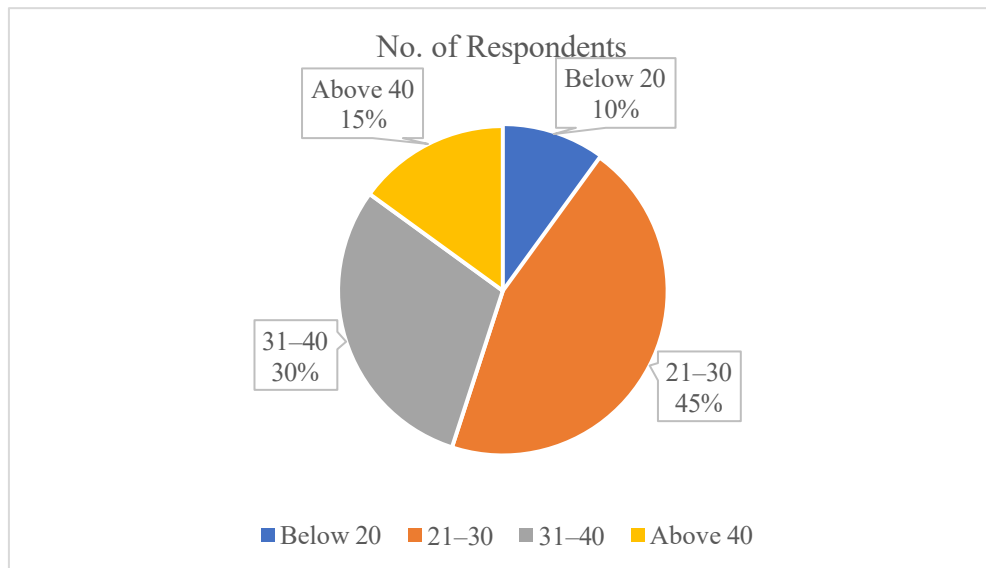
### DATA ANALYSIS

#### INTRODUCTION

This chapter presents the analysis and interpretation of data collected from 100 respondents to study the effect of discount pricing strategies on customer purchase intention in quick commerce platforms, with special reference to Zepto and Blinkit. The data has been analysed using descriptive statistical tools such as percentages, tables, and interpretations.

#### Demographic Profile of Respondents

Understanding the background of the respondents is crucial for contextualizing the findings. The



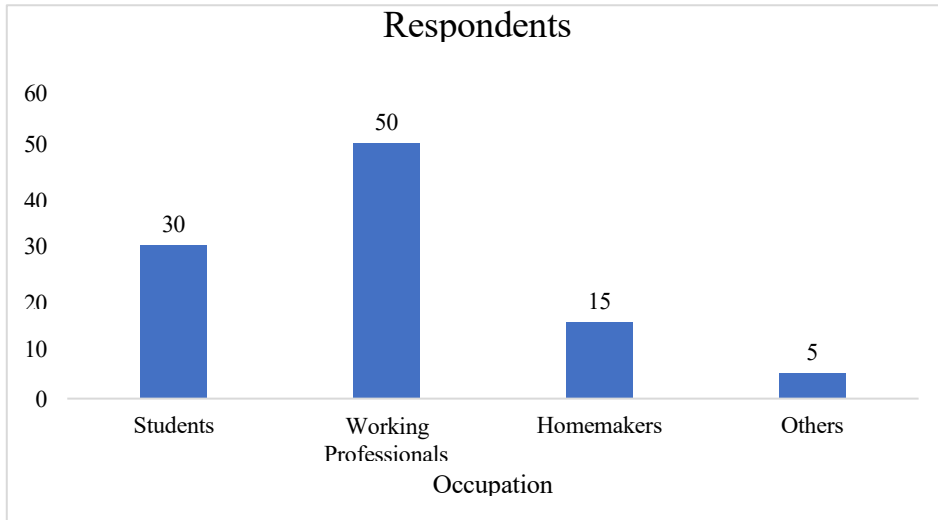
demographic profile includes age, gender, income levels, and shopping preferences.

**Figure 1:** Age wise Distribution of Respondents

#### Interpretation:

The chart shows that the majority of respondents (45%) belong to the 21-30 age group, followed by 30% in the 31-40 age group. This indicates that young and middle-aged adults are the primary users of quick

commerce platforms. These age groups are more comfortable with mobile applications and digital payments and have busy lifestyles that increase dependence on fast delivery services. The lower percentage of users above 40 years suggests that quick commerce adoption is still limited among older consumers, possibly due to lower digital familiarity or preference for traditional shopping methods.



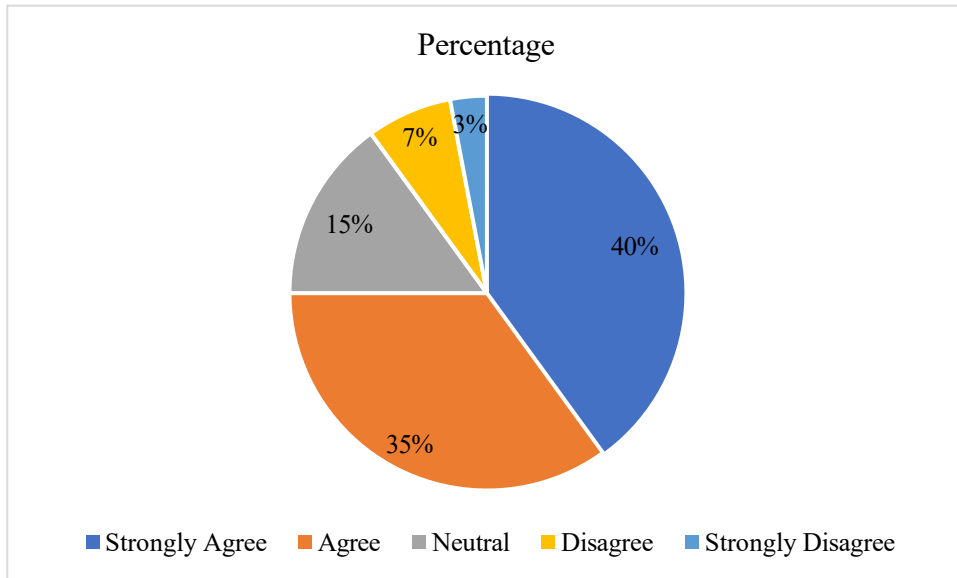
**Figure 2:** Occupation-wise Distribution of Respondents

**Interpretation:**

Working professionals form the largest group of respondents (50%), followed by students (30%). This highlights that quick commerce platforms mainly cater to individuals who have time constraints and prefer convenience. Working professionals rely on quick commerce for instant access to daily essentials, while students are attracted by discounts and ease of ordering. Homemakers and others account for a smaller share, indicating potential growth opportunities if platforms offer targeted benefits for these groups.

**Objective 1 : Impact of Discount Pricing on Customer Purchase Intention**

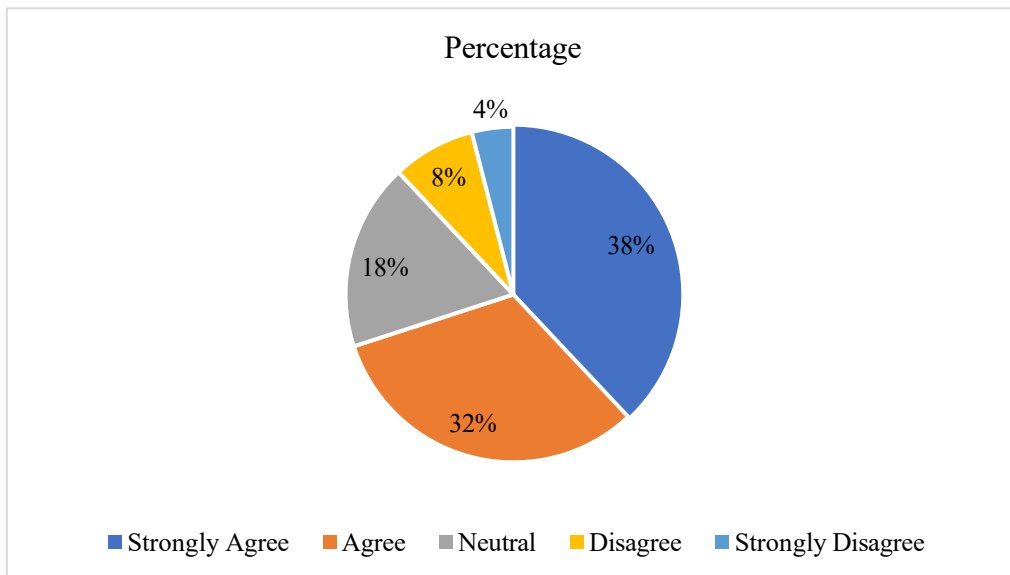
**Objective:** To study the impact of discount pricing strategies on customer purchase intention in quick commerce platforms.



**Figure 3:** Discounts Influence My Purchase Decision Interpretation

**Interpretation:**

A combined 75% of respondents strongly agree or agree that discounts influence their purchase decisions. This confirms that discount pricing is a major factor driving customer purchase intention. The relatively small percentage of respondents who disagree indicates that price promotions play an important role in motivating purchases across most customer segments



**Figure 4:** Discounts Encourage Impulse Buying

### Interpretation

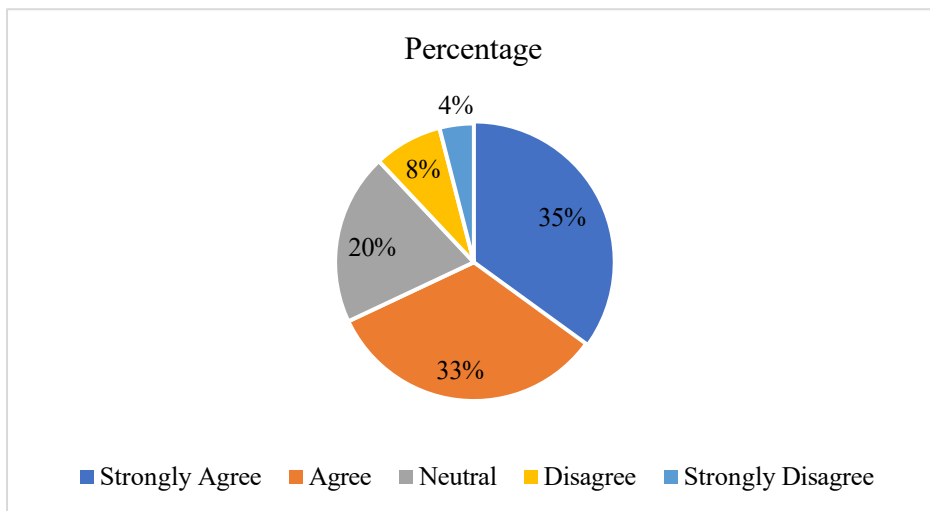
The chart indicates that 70% of respondents agree that discounts encourage them to make impulse purchases. This suggests that time-limited offers and flash discounts create urgency and emotional buying behaviour. The presence of neutral responses indicates that while impulse buying is common, some customers remain more planned in their purchases.

### Conclusion:

- The high percentage of respondents agreeing that discounts influence their purchase decisions directly supports Objective 1.
- The findings confirm that discount pricing strategies play a significant role in motivating customers to place orders on quick commerce platforms.
- This objective is strongly achieved as discounts clearly affect customers' willingness to purchase.

### 3.3 Objective 2: Influence of Discounts on Impulse Buying and Repeat Purchase Behaviour

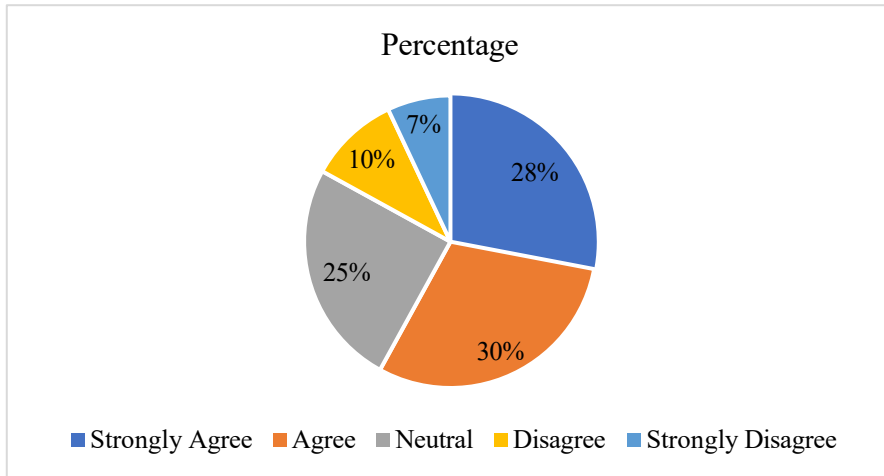
**Objective:** To analyse the influence of discounts on impulse buying and repeat purchase behaviour.



**Figure 5:** Discounts Encourage Repeat Purchases

### Interpretation

The data shows that 68% of respondents believe discounts encourage repeat purchases. This highlights the effectiveness of discounts in retaining customers in the short term. However, the presence of neutral and negative responses suggests that discounts alone may not be sufficient to ensure long-term loyalty without good service quality.



**Figure 6:** Discounts Encourage Repeat Purchases

**Interpretation:**

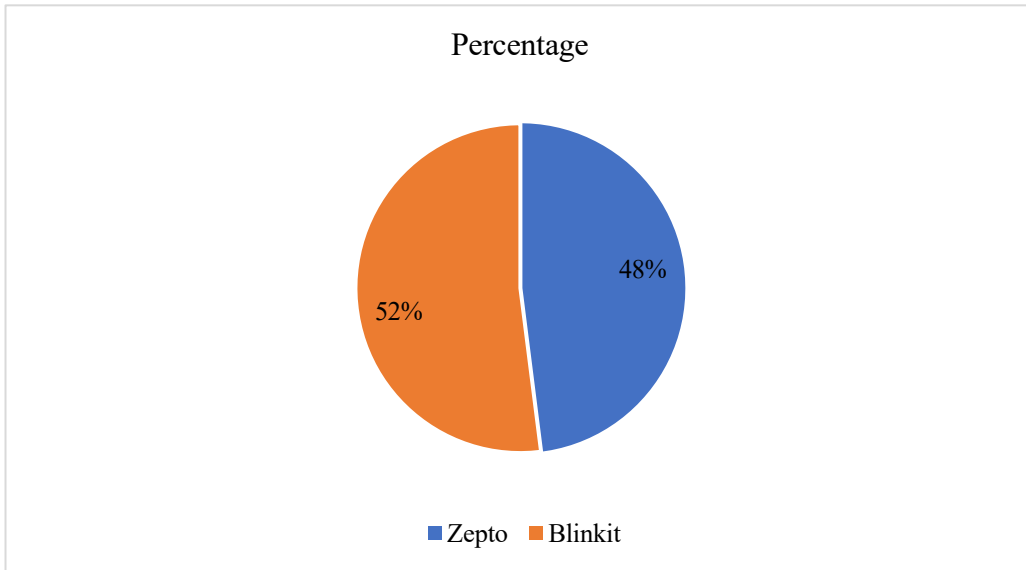
The chart shows that 58% of respondents believe excessive discounts reduce their trust in a platform. This suggests that while discounts attract customers, overuse may lead to doubts about product quality or platform credibility. The neutral responses indicate mixed perceptions, showing that not all customers view frequent discounts negatively, but there is a clear risk involved.

**Conclusion:**

- The data shows that time-bound discounts lead to unplanned and impulse purchases, fulfilling the impulse buying aspect of Objective 2.
- Repeat purchase behaviour is encouraged through discounts, as shown in Table 3.7.
- However, Table 3.9 highlights that excessive discounting may negatively affect trust, indicating that discounts alone may not ensure long-term repeat behaviour.
- Thus, Objective 2 is achieved by identifying both positive and negative effects of discount pricing.

**Objective 3:** Platform Preference and Comparison Between Zepto and Blinkit

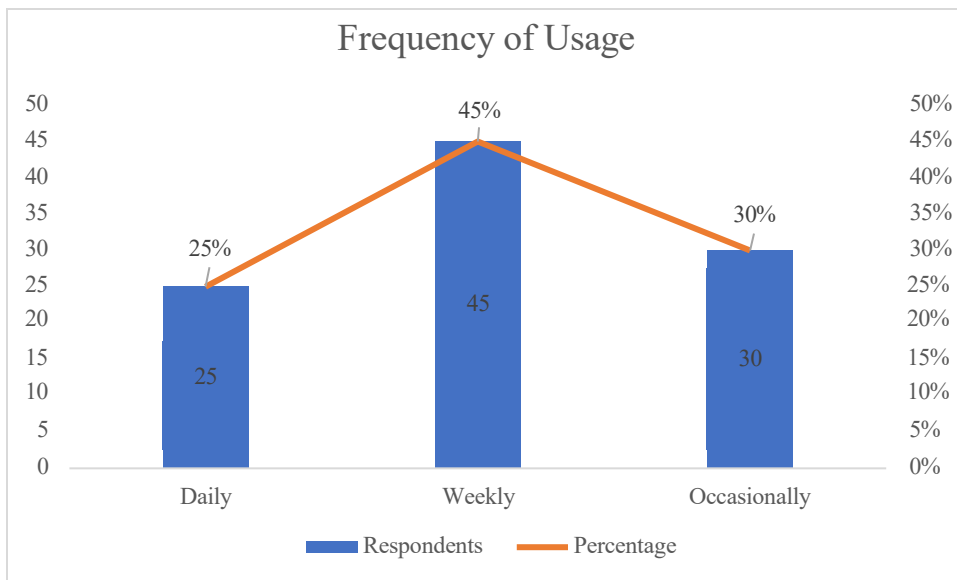
Objective: To compare customer perceptions of discount effectiveness and platform preference between Zepto and Blinkit.



**Figure 7:** Preferred Quick Commerce Platform

**Interpretation**

The chart reveals a nearly equal preference for Zepto (48%) and Blinkit (52%). This indicates that both platforms are equally competitive in terms of service offerings and pricing strategies. The marginal difference suggests that customers do not show strong brand loyalty and are likely influenced by factors such as discounts, delivery speed, and availability of offers rather than platform brand alone.

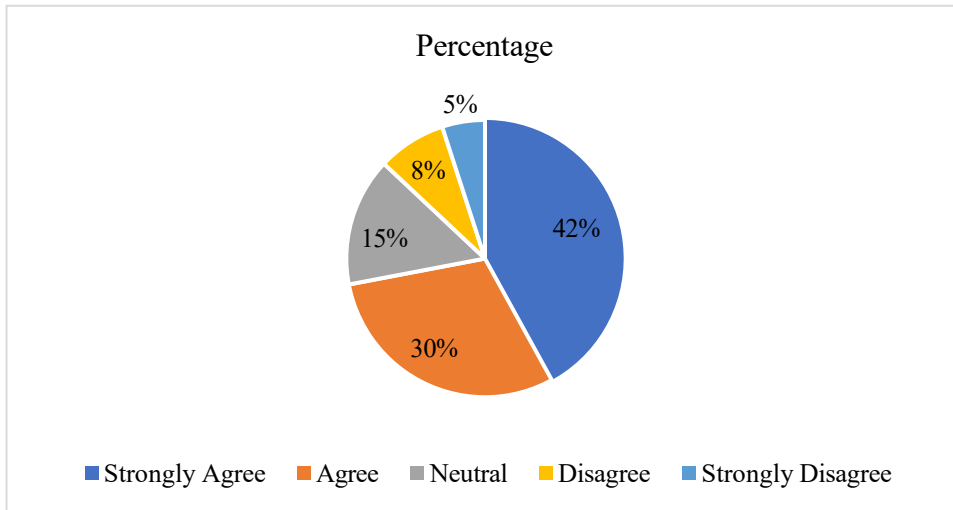


**Figure 8:** Frequency of Usage

**Interpretation:**

The data shows that 45% of respondents use quick commerce platforms on a weekly basis, while 25% use them daily. This reflects regular dependence on quick commerce for daily or weekly essentials. The presence of 30% occasional users indicates that although platforms are popular, there is scope to increase usage

frequency through better discounts, personalized offers, and loyalty programs.



**Figure 9:** Platform Switching Based on Better Discounts

**Interpretation:**

A significant majority (72%) of respondents agree that they switch platforms based on better discount offers. This indicates high price sensitivity among customers and low platform loyalty. It suggests that customers view quick commerce platforms as interchangeable and are driven primarily by price benefits rather than emotional attachment or brand trust.

**Conclusion:**

- The nearly equal preference for Zepto and Blinkit indicates strong competition and minimal brand differentiation.
- High platform switching behaviour based on discounts shows that customers compare platforms mainly on price benefits.
- These findings directly address Objective 3 by highlighting how discount effectiveness influences platform preference and switching behaviour.

**SUMMARY OF FINDINGS**

**Demographic Profile of Quick Commerce Users**

The study reveals that the majority of users of quick commerce platforms such as Zepto and Blinkit belong to the age group of 21 to 40 years. This age group mainly consists of students and working professionals who lead busy lifestyles and prefer quick and convenient shopping options. Their familiarity with digital technology and mobile applications makes them more inclined to use quick commerce services. The relatively lower participation of older age groups suggests that adoption of quick commerce is still limited among less digitally active consumers.

**Influence of Discount Pricing on Purchase Intention**

One of the major findings of the study is that discount pricing has a strong influence on customer purchase intention. A large proportion of respondents stated that discounts encourage them to place orders on quick

commerce platforms. Discounts reduce the perceived cost of products and create a sense of value for money, especially for frequently purchased daily essentials. This highlights the importance of discount pricing as a key motivator in customer decision-making.

### **Impact of Discounts on Impulse Buying Behaviour**

The study indicates that time-limited discounts and flash offers significantly influence impulse buying behaviour. Many respondents admitted that such offers create urgency, leading them to make unplanned purchases or buy more items than originally intended. The combination of instant delivery and attractive discounts encourages customers to make quick decisions, thereby increasing impulse purchases.

### **Effect of Discounts on Repeat Purchase Behaviour**

Discount pricing was found to positively influence repeat purchase behaviour among customers. Respondents reported that discounts motivate them to continue using quick commerce platforms for future purchases. However, the findings also suggest that repeat purchases are largely driven by the availability of discounts rather than strong emotional attachment or loyalty towards a particular platform. This indicates that discounts are effective in increasing short-term repeat usage but may not ensure long-term loyalty.

### **Platform Switching and Price Sensitivity**

The study reveals a high level of platform switching behaviour among customers. Many respondents indicated that they switch between Zepto and Blinkit depending on which platform offers better discounts at a given time. This behaviour reflects high price sensitivity and low brand loyalty in the quick commerce market. Customers tend to perceive both platforms as similar in terms of services and therefore base their choices primarily on price benefits.

### **Perception Towards Excessive Discounting**

The findings also show that excessive discounting can negatively impact customer trust. While discounts attract customers, frequent or very high discounts were perceived by some respondents as reducing the credibility of the platform. Customers may associate excessive discounts with lower product quality or unsustainable business practices. This highlights the potential risk of overusing discount pricing strategies.

## **RECOMMENDATIONS**

Quick commerce platforms should adopt a balanced approach to discount pricing rather than relying heavily on continuous promotions. Discounts should be used strategically along with consistent service quality to maintain customer interest without damaging brand value.

Platforms should focus on personalized and targeted discount offers based on customer behaviour and purchase history, as this can improve customer satisfaction while reducing unnecessary price competition.

Strengthening customer loyalty programs such as reward points, memberships, and subscription benefits can help reduce platform switching and build long-term relationships. Additionally, improving non-price factors such as delivery speed, product availability, customer support, and app experience can significantly enhance customer satisfaction.

Transparent pricing practices and consistent service standards are also essential for building customer trust and long-term brand credibility.

## **CONCLUSION**

The study concludes that discount pricing strategies play a significant role in influencing customer purchase intention in quick commerce platforms such as Zepto and Blinkit.

Discounts are highly effective in attracting customers, encouraging impulse purchases, and increasing order frequency. For many consumers, discounts act as the primary factor in deciding whether to place an order, especially for daily essentials.

However, the findings also reveal that excessive reliance on discount pricing may lead to increased price sensitivity, reduced brand loyalty, and frequent platform switching.

Customers often choose platforms based on better deals rather than long-term brand preference, which can affect the sustainability of quick commerce businesses. Moreover, frequent discounting may negatively impact brand trust if customers perceive it as excessive or unrealistic.

Therefore, while discount pricing remains an important strategy in the quick commerce sector, it should not be the sole focus. Platforms must combine attractive pricing with reliable service quality, customer engagement initiatives, and value-based differentiation to achieve long-term growth. A balanced and sustainable pricing approach will enable quick commerce platforms to retain customers and remain competitive in the evolving digital retail environment.

## **SCOPE OF THE STUDY**

The scope of the present study is limited to understanding the impact of discount pricing strategies on customer purchase intention in quick commerce platforms, with specific reference to Zepto and Blinkit. The study focuses on urban consumers who actively use quick commerce services for purchasing daily essentials. It examines behavioural aspects such as purchase intention, impulse buying, repeat purchases, and platform switching influenced by discount pricing.

Future research may expand the scope by including additional quick commerce platforms, larger and more diverse samples, and different geographic regions. Further studies can also explore the influence of non-price factors such as delivery experience, app usability, and customer service quality. Longitudinal research could provide deeper insights into long-term customer loyalty and changing consumer behaviour over time.

## **Declaration of Conflicting Interests**

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

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**Questioner:**

**Scale:**

- 1 Strongly Disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly Agree

**Section A: Discount Pricing Strategy (Objective 1)**

To analyse the impact of discount pricing strategies on customer purchase intention.

1. Discounts offered on quick commerce apps influence my decision to place an order.
2. I am more likely to purchase products when attractive discounts are available.
3. Price discounts reduce my hesitation while buying products online.
4. Discount pricing makes quick commerce platforms more appealing than local stores.
5. I perceive products as offering better value when discounts are applied.
6. Discount notifications encourage me to open the app more frequently.
7. I consider discounts as an important factor while choosing a quick commerce platform.

**Section B: Purchase Intention & Impulse Buying (Objective 2)**

To examine how discounts influence impulse buying and purchase behaviour.

8. Time-limited discounts create a sense of urgency to buy products.
9. I often make unplanned purchases due to discounts on quick commerce apps.
10. Discounts motivate me to buy more items than originally planned.
11. I place orders more frequently when discounts are available.
12. Combo offers and bundle discounts increase my purchase intention.
13. Discounts encourage me to try new products.
14. Discount pricing makes my shopping experience more satisfying.

**Section C: Repeat Purchase & Platform Comparison (Objective 3)**

To compare customer perception of discount effectiveness between Zepto and Blinkit.

15. Discounts encourage me to use the same quick commerce app repeatedly.
16. I switch between Zepto and Blinkit based on better discounts.
17. Discount pricing influences my preference between Zepto and Blinkit.
18. I feel more loyal to platforms that consistently provide good discounts.
19. Even if discounts are reduced, I would continue using my preferred app.
20. Overall, discount pricing plays a major role in my choice of quick commerce p