



R E S E A R C H W H I T E P A P E R

How UPI Rewired the Indian Consumer: Payment Convenience, Impulse Buying, and Platform Loyalty in Quick Commerce

A Full-Cycle Primary Research Study

IRA | Mixed-Methods Research Study | 2026

Qualitative Depth Interviews - Quantitative Phase Upcoming

About This Study

This document presents a full-cycle primary research project conducted by Insightful Research and Analytics (IRA) in collaboration with MBA researchers from a premier management institution. The project explored how UPI-based digital payments influence consumer purchase behaviour and platform loyalty in India's quick commerce ecosystem.

The study covers the qualitative phase of the research lifecycle, from recruitment questionnaire design and qualitative depth interviews through thematic coding and survey instrument development. The quantitative fieldwork phase is planned as the next step. This document is an instructive model for future IRA project teams on how to design and execute a rigorous qualitative stage.

All interview participants are identified by their IRA project codes throughout this document to protect anonymity.



01 Research Context and Problem Statement

1.1 Background

India’s Unified Payments Interface (UPI) has transformed retail commerce at a scale that is difficult to overstate. By January 2026, NPCI reported approximately 21.7 billion UPI transactions in a single month, worth nearly ₹28.3 lakh crore, with 691 banks live on the network. Merchant payments (P2M) alone accounted for 13.6 billion of those transactions, meaning UPI is no longer a peer-to-peer transfer tool but the primary rail for everyday consumer spending.

Against this backdrop, a critical behavioural question emerges: does the frictionlessness of UPI change how consumers decide to spend? The academic construct of the ‘pain of paying’ (Prelec and Loewenstein, 1998) holds that the psychological discomfort of parting with money acts as a natural brake on spending. If UPI removes that brake, by making payment invisible, instant, and effortless — it may fundamentally alter impulse control, purchase frequency, and loyalty to shopping platforms.

This is the research question that IRA and the collaborating research team set out to investigate.

1.2 Research Objectives

- To understand how UPI usage patterns have evolved among young urban Indian consumers.
- To explore whether and how payment convenience reduces the psychological ‘pain of paying’.
- To examine whether frictionless payment increases impulse buying behaviour.
- To assess the role of payment convenience versus other factors (trust, pricing, delivery) in driving platform switching and loyalty.

1.3 Conceptual Model

The research was anchored in a seven-construct model:

Construct	Role in Model
UPI Usage Behaviour	Independent antecedent; frequency and context of use
Perceived Payment Convenience	Mediating construct; speed, effort reduction, seamless checkout
Reduced Pain of Paying	Psychological mediator; lower spending awareness with digital payments
Impulse Buying Behaviour	Outcome variable; unplanned, convenience-driven purchases
Platform Switching Behaviour	Outcome variable; movement between apps and platforms
Promotional Incentives	Moderating construct; cashback and discount sensitivity
Brand / Platform Loyalty	Final outcome; sustained preference for one platform



02 Research Design and Methodology

2.1 Sequential Mixed-Methods Design

IRA adopted a sequential exploratory mixed-methods approach. The qualitative phase was conducted first to generate rich contextual understanding and surface emergent themes, which then informed the design of the quantitative survey instrument. This sequencing is particularly appropriate when the research phenomenon is under-explored in the Indian quick commerce context and when constructs like ‘pain of paying’ require grounding in lived experience before being operationalised in scales.

Phase 1	Bridge	Phase 2 (Planned)
Qualitative 5 depth interviews 40–45 minutes each Thematic analysis	Theme-to-Scale Codes mapped to Likert scale items	Quantitative 30-item instrument designed 5-point Likert scales Fieldwork pending

2.2 Recruitment and Sample Design

The IRA team developed a structured six-section recruitment screener to identify suitable interview participants. The screener enforced the following criteria:

- Age 18-35 (digitally active consumer segment; above 35 terminated)
- UPI used at least a few times per week as primary or secondary payment method.
- At least one purchase via quick commerce or online retail in the past 30 days
- Exposure to at least one quick commerce platform (Zepto, Blinkit, Instamart, etc.)
- Willingness to participate in a 40-45-minute interview.

The target interview composition was designed for maximum variation sampling - a qualitative technique that deliberately seeks diversity in respondent profiles to surface a broader range of behaviours and perspectives rather than confirming a single pattern.

Target Segment	Target Interviews
Students	3
Working professionals	1
Frequent quick commerce users	1
Total	5

In practice, five interviews were completed in this term, representing a sufficient qualitative sample for thematic saturation within the student and young professional segments. Participants were recruited through personal networks with screening applied against the criteria above.



2.3 Discussion Guide Design

The 45-minute moderator script was structured across eight thematic sections, each designed to progress from the general to the specific, and from conscious behaviour to psychological experience. This funnel approach reduces social desirability bias by establishing context before asking sensitive questions about impulsive or unaware spending.

Sections 1–2	Warm-up and spending context	Establish rapport; understand lifestyle and spending categories
Section 3	Digital payment behaviour	Surface UPI usage frequency, patterns, and preferences
Section 4	Perceived payment convenience	Explore how UPI affects checkout friction
Section 5	Reduced pain of paying	Probe psychological awareness of digital vs cash spending
Section 6	Impulse buying	Explore unplanned purchase triggers with concrete examples
Sections 7–8	Platform switching and loyalty	Understand cross-platform behaviour and retention drivers

03 Participant Profiles

Five depth interviews were completed. All participants are identified exclusively by their IRA project codes throughout this document to protect anonymity.

F1

Age 30

Respondent F1

Reiki healer and tarot reader, Bhubaneswar, Odisha. Works primarily online; manages household tasks. Heavy daily digital user.

Key Insight: *The visual absence of cash in digital payments dramatically reduces emotional spending pain. F1 described putting her wallet away when she saw notes disappearing, whereas UPI balance remains invisible unless she checks.*

S1

Age 19

Respondent S1

First-year BPA student. Digitally native; structured daily college routine. Hobby spender on snacks and subscriptions.

Key Insight: *Even a careful, self-described non-impulsive buyer acknowledged that UPI reduces emotional connectivity with money and that fast payment increases impulse likelihood — but only under probing, highlighting the social desirability challenge in this research.*

S2

Age 23

Respondent S2

MBA student also running an NGO, Vignesha. Food is an admitted spending weakness, meticulous manual expense tracker.

Key Insight: *UPI makes the wallet feel like it has unlimited credit. S2's manual nightly tracking is his countermeasure — but he acknowledges the regret often comes after, not before, the purchase.*

S3

Age 25

Respondent S3

MBA student at a premier management institution. Campus is entirely cashless. Makes 4+ UPI transactions daily; does not track spending.

Key Insight: *Identified reduced money awareness as the 'dark side' of UPI. His salary of ₹40,000+ sits in the bank account accessible via every UPI scan, removing the natural cash-carrying limit that previously moderated spending.*

W1

Age 26

Respondent W1

IT graduate, 2 years in corporate. Balanced spender; uses MyMoneyApp to track all expenses with categorical pie charts.

Key Insight: *Most sophisticated multi-payment user (UPI, credit card, NFC tap-and-pay). His friend's impulsive purchase of an ₹8,000 projector during an India-Pakistan cricket match illustrates how payment frictionlessness enables large-ticket impulse buying.*

04 Qualitative Findings

4.1 UPI Usage: The Default Payment Infrastructure

Across all five respondents, UPI has achieved the status of default payment infrastructure, displacing both cash and cards for everyday transactions. Usage frequency ranged from ‘multiple times per day’ (S3: 4+ daily, F1: multiple times daily across all platforms) to heavy daily use (S1, S2, W1). Not one participant reported using cash as their primary method.

“UPI is my default payment method. I only carry my phone now — not a wallet, not cards.”
— Respondent F1

The drivers of this shift were consistent: elimination of change-related friction, speed of payment, freedom from carrying physical instruments, and the zero-fee model. Several participants mentioned specific pain points from the pre-UPI era — POS machines failing, shopkeepers lacking change for ₹500 notes, having to carry exact amounts — as the concrete experiences that drove adoption.

“Cash transactions were delayed because shopkeepers lacked change. Large denomination notes created additional wait time. Debit card POS machines often had technical problems. UPI removed all of that.”
— Respondent S3

S3 also noted the macro-enabler: Jio’s internet penetration made the network infrastructure viable. This aligns with the secondary data picture — UPI’s 17.6x growth in monthly transaction volume between May 2020 and January 2026 coincides precisely with India’s mobile internet expansion.

4.2 Perceived Payment Convenience

All five respondents articulated a clear hierarchy of payment convenience: UPI first, cards second (with NFC tap-and-pay competitive for W1 offline), and cash last. The specific conveniences identified mapped closely to the conceptual model’s dimensions:

- **Payment completes in 2–5 seconds via PIN entry vs card detail entry, OTP waiting, or cash change handling.** Speed:
- **Single phone, scan-and-pay interaction.** F1 specifically noted that debit cards require CVV entry, OTP reception, and two authentication steps. Effort reduction:
- **No failed transactions (UPI’s reliability was highlighted by W1, who valued its high success rate) and no residual friction.** Seamless checkout:
- **Instant confirmation vs the ambiguity of physical cash receipts.** Transaction certainty:

“UPI makes the purchase cycle very smooth compared to net banking or card payments. The PIN is more seamless than OTP-based verification.”
— Respondent W1

IRA Methodological Note: The Probing Imperative

A significant methodological observation emerged during the W1 interview. When first asked whether payment method influences impulse buying, W1's initial response was that it does not. Only after probing with a specific third-person scenario (a friend buying an ₹8,000 projector during a cricket match) did he acknowledge that fast payment increases impulse likelihood.

This illustrates a critical limitation of direct self-report questioning on behaviours with social desirability dimensions. Future IRA teams should routinely use projective techniques, hypothetical scenarios, and third person framing when exploring impulse-related constructs. The same pattern appeared with Respondent S1, who initially said shopping behaviour would not change without UPI, then revised this position on probing.

4.3 Reduced Pain of Paying: The Psychological Core

This was the richest and most theoretically significant finding across the five interviews. Every participant acknowledged a qualitative difference in the psychological experience of spending digitally versus spending in cash, and four of five described this explicitly in terms of reduced awareness, reduced emotional weight, or reduced hesitation.

“When I pay with cash from my wallet, I feel very bad. I can see the money going - five notes become four, then three. Sometimes I put the wallet away. With UPI I don't see the figure constantly. It just passes.

— Respondent F1

“Small spendings of forty to fifty rupees accumulate to two to three hundred rupees daily without awareness. My daily expenses can reach eight to nine hundred rupees without realisation. With cash you carry a limited amount. With UPI your entire bank account is accessible.

— Respondent S3

S2 used a memorable formulation: UPI makes the wallet feel like it has unlimited credit. This is not an exaggeration — it captures a genuine structural difference. When carrying ₹500 in cash, the ceiling on spontaneous spending is ₹500. When UPI connects to a bank account holding ₹40,000, that ceiling disappears. The constraint that regulated cash spending was not discipline but scarcity.

“With UPI I don't think twice when paying. The money leaves but I don't feel it going.

— Respondent S1

Notably, F1 also described an incident of overspending ₹25,000 on a course without checking her balance, forgetting a concurrent insurance payment was due, and being left with under ₹300 in her account. This illustrates the tail risk of reduced financial visibility at meaningful purchase values, not just small daily transactions.



The only nuance came from W1, who noted that he would become more conscious about spending if UPI became unavailable — implicitly confirming the reduced pain effect — but also pointed out that for large purchases, he still uses credit cards rather than UPI, suggesting the pain-reduction mechanism may be most powerful at low-to-medium ticket sizes typical of quick commerce.

4.4 Impulse Buying Behaviour

Four of five respondents provided concrete unprompted examples of impulse or unplanned purchases, and all five confirmed in principle that fast and easy payment increases the likelihood of such behaviour. The impulse purchase incidents ranged across contexts:

Respondent	Incident	Trigger	Regret?
Respondent F1	Clothes pop-up, in-cart additions	App notification, platform design, minimum order	<i>Items removed via 3-day wishlist rule</i>
Respondent S1	Perfume; extra chips/chocolates on Blinkit	Discount offer + same-day delivery promise	<i>Perfume regretted; snacks rationalised as low-cost</i>
Respondent S2	4 t-shirts on Fuhag; soft drinks + biscuits at offers	Steep discounts (e.g. ₹100 item for ₹32)	<i>T-shirts regretted; food items rationalised</i>
Respondent S3	Haleem oversize tier; casino gambling	Peer influence + payment ease enabling instant decision	<i>Yes, both regretted while returning</i>
Respondent W1	Subway sandwich to hit discount threshold	Discount engineering by platform	<i>Not regretted; rationalised as value-seeking</i>

Three structural mechanisms for impulse buying emerged from the interviews. First, payment frictionlessness removes the cognitive pause that would otherwise occur. F1 articulated this most sharply: if digital payments took longer, her mind would play a game — questioning necessity, remembering existing items, potentially abandoning the cart. The payment delay itself would function as a de-facto decision review. Second, platform design deliberately engineers additional purchases through minimum order thresholds, recommendations, and promotional item placement. Multiple participants described adding items not to meet a genuine need but to reach a delivery-free threshold. Third, promotional pricing creates urgency and perceived rationality for otherwise impulse purchases, making it easy for consumers to post-hoc justify the purchase as savings rather than spending.

4.5 Platform Switching Behaviour

Platform loyalty in quick commerce is remarkably weak. None of the five respondents described themselves as loyal to a single quick commerce platform, and all described active switching behaviour between Blinkit, Instamart, Zepto, Swiggy, and others.

The drivers of switching, in approximate order of frequency across the sample:

- **- the dominant driver. S2 illustrated this with a direct price comparison: a tea packet costing ₹536 on Amazon versus ₹618 on Instamart.** Promotional offers and discounts
- **- second most common. F1's primary reason for switching between Blinkit and Instamart was whether a specific product was in stock.** Product availability

- - **S2 specifically preferred Instamart for its ₹99 free delivery threshold versus Blinkit's ₹199.** Delivery thresholds and surcharges
- - **S2 stopped using BigBasket after a ₹3,000 order was never delivered. S3 and W1 both prioritised Amazon for trust in returns and service quality.** Platform trust and reliability.

Critically, payment convenience was consistently ranked as a non-factor in platform switching. Since UPI is accepted universally, it offers no competitive differentiation — it is table-stakes infrastructure, not a source of switching advantage. This is an important finding for platform strategy: investment in payment UX is necessary but not sufficient to create loyalty.

“ *Payment convenience is not a competitive advantage because all platforms offer it. What matters is product range, discounts, and trust.*

— Respondent S3

4.6 Platform Loyalty: The Trust and Experience Paradigm

While quick commerce loyalty was uniformly weak, the interviews revealed more conditional loyalty in the e-commerce segment, particularly around Amazon. Both S3 and W1 described loyalty to Amazon grounded in trust built through early positive experiences with returns, delivery reliability, and customer service.

“ *Trust takes priority over discounts for me. I've had 3–4 transactions where Amazon delivered quickly, gave easy refunds, and provided good customer service. That built my trust. I would only switch for a significant price difference on a high-value item.*

— Respondent W1

This finding aligns with brand loyalty theory: loyalty is not mere habitual repeat purchase, but an attitudinal preference grounded in trust and reduced perceived risk. The implication for platforms is significant — loyalty is earnable but requires consistent positive service experiences, not promotional frequency. Discounts can drive trial and repeat, but they do not build the kind of trust that makes a consumer resistant to competitor offers.

F1 offered a useful analogy: platform switching online mirrors behaviour in physical retail. Just as a consumer visits multiple shops or malls before buying, she checks multiple apps before ordering. The digital environment has lowered the friction of comparison, which structurally weakens any single platform's hold.

05 Thematic Coding Framework

5.1 Coding Approach

IRA applied deductive thematic analysis anchored to the seven constructs of the conceptual model, while remaining open to inductive sub-theme emergence. Each interview summary was coded against the theme-code matrix, with codes assigned to specific statements. Code frequency was then counted to identify dominant patterns across the sample.

The coding table below presents the primary theme matrix developed for this project. Indicative statements are drawn directly from the five interviews.

Theme	Code	What It Captures	Verbatim Example (Anonymised)
UPI Usage	Frequent usage	Daily or multiple daily UPI transactions	<i>I make at least 4 UPI payments a day — breakfast, snacks, ice cream.</i>
	Default payment mode	UPI as primary method across all contexts	<i>Whether it's Zepto or a local store, I just scan and pay.</i>
Payment Convenience	Replacement of cash	Reduced reliance on physical currency	<i>I rarely carry cash now. Just my phone.</i>
	Speed of payment	Checkout completes in seconds	<i>Payment takes two seconds, just PIN and done.</i>
	Effort reduction	Fewer steps than cards or cash	<i>It's easier than entering card details and waiting for OTP.</i>
Reduced Pain of Paying	Seamless checkout	No friction in the transaction process	<i>It removes all the hassle around payment.</i>
	Transaction certainty	High success rate; confidence in outcome	<i>UPI rarely fails so I trust it completely.</i>
	Lower spending awareness	Less attention to the amount being spent	<i>Sometimes I don't realise how much I've spent until I check.</i>
	Digital money perception	Digital payments feel less tangible than cash	<i>Digital payments don't feel like real money leaving.</i>
Impulse Buying	Unlimited account access	UPI connects to full bank balance vs limited cash	<i>UPI makes the wallet feel like it has unlimited credit.</i>
	Convenience-driven purchase	Purchase due to ease of payment and checkout	<i>It's easy to buy when checkout is quick and seamless.</i>
	Add-on purchases	Additional items added to meet minimum order	<i>I add chips or snacks last minute to hit the free delivery threshold.</i>
Platform Switching	Offer-triggered impulse	Discounts create urgency for unplanned purchases	<i>The biscuits were ₹70 for ₹12. I added them even though I didn't need them.</i>
	Offer-driven switching	Changing platforms based on better discounts	<i>I switch apps if there's a better discount or deal.</i>

	Price comparison	Actively comparing prices across platforms	<i>I check multiple apps before ordering — price first, always.</i>
	Low platform attachment	No emotional loyalty to any platform	<i>I don't really care which app I use if it delivers.</i>
Platform Loyalty	Trust in platform	Confidence built through service reliability	<i>I trust Amazon because they've never let me down on returns.</i>
	Weak loyalty	Loyalty overridden by offers	<i>I switch frequently depending on what offer is running.</i>

5.2 Code Frequency Summary

The following frequency distribution reflects the dominant codes across the five interviews:

Code	Frequency	(of 5)
Reduced spending awareness	5	All 5
UPI as default payment	5	All 5
Convenience-driven purchase	5	All 5
Offer-driven switching	4	4/5
Low platform attachment (QC)	4	4/5
Add-on purchases at checkout	4	4/5
Trust-based loyalty (e-commerce)	3	3/5
Manual expense tracking as countermeasure	3	3/5
Impulse purchase regret	4	4/5

06 Quantitative Phase: Survey Instrument Design (Next Step)

6.1 Theme-to-Scale Translation: How Qualitative Feeds the Survey

A key deliverable of the qualitative phase is a set of construct-level insights that can be operationalised as quantitative scale items for the next phase of research. The survey instrument has been designed and is ready for deployment. Each section was derived directly from a qualitative finding, ensuring the survey captures behaviours that participants experience rather than researcher assumptions about what to ask.

The translation from qualitative code to survey item is illustrated below:

Qualitative Finding	Qualitative Code	Survey Item (Likert 1–5)
UPI removes payment friction	<i>Speed of payment / Effort reduction</i>	Q9: UPI makes the payment process very quick. Q10: Paying via UPI requires very little effort.
Cash feels more real than digital	<i>Digital money perception</i>	Q14: Paying via UPI feels less like spending money compared to cash.
UPI reduces spending awareness	<i>Lower spending awareness</i>	Q13: I am less aware of how much I spend when using UPI.
Easy payment enables impulse purchases	<i>Convenience-driven purchase</i>	Q16: I often make unplanned purchases when using UPI. Q18: Fast payment makes me decide quickly without much thinking.
Discount thresholds trigger add-ons	<i>Add-on purchases</i>	Q17: I buy additional items when I see offers or discounts.
Switching driven by offers not payment	<i>Offer-driven switching</i>	Q20: I frequently switch between platforms for better offers. Q23: I would switch platforms for better cashback or discounts.
Trust, not discounts, builds loyalty	<i>Trust in platform</i>	Q25: I continue using a platform even if alternatives exist. Q26: I feel loyal to certain platforms or apps.

6.2 Survey Instrument Structure

The resulting 30-item survey instrument is organised across 10 sections. Sections 4–10 use 5-point Likert scales (1 = Strongly Disagree to 5 = Strongly Agree) to measure each construct quantitatively. Sections 1–3 use multiple-choice and checkbox items for respondent profiling and behavioural screening. Q30 is an open-ended item inviting elaboration on platform switching, which will provide qualitative texture alongside the scale data when fielded.

- Section 1–2: Screening + Respondent Profile (Q1–Q6)
- Section 3: Payment Behaviour (Q7–Q8)
- Section 4: Perceived Payment Convenience (Q9–Q12)
- Section 5: Spending Awareness — Pain of Paying (Q13–Q15)
- Section 6: Impulse Buying Behaviour (Q16–Q19)
- Section 7: Platform Switching (Q20–Q23)
- Section 8: Platform Loyalty (Q24–Q26)
- Section 9: UPI Role in Shopping Behaviour (Q27–Q29)
- Section 10: Open-Ended (Q30)



07 Key Insights and Strategic Implications

7.1 Consolidated Insights

Insight 1: UPI is Infrastructure, not a Feature.

UPI has achieved the status of necessary infrastructure in everyday retail. It does not differentiate platforms or influence switching. What it does is create the baseline conditions for high-frequency commerce. Platforms that treat UPI as a feature are behind the curve; those that build services on top of UPI's frictionlessness — like loyalty programmes or contextual offers — have a strategic opportunity.

Insight 2: The 'Unlimited Credit' Effect is Real and Measurable

All five respondents independently described a reduction in spending awareness with digital payments. The mechanism is structural: cash creates a visible, diminishing constraint; UPI connects to a bank balance that is invisible at the point of transaction. This has implications for consumer financial wellbeing and for platforms seeking to encourage higher basket values.

Insight 3: Platform Design is as Powerful as Payment in Driving Impulse

The impulse buying incidents recorded were triggered by platform mechanisms — minimum order thresholds, recommendations, promotional pricing — at least as much as by payment frictionlessness. The payment and platform experience are co-causal. Quick commerce platforms are, by design, impulse-buying engines, and UPI removes the last point of resistance.

Insight 4: Loyalty is Thin in Quick Commerce but Thick in E-Commerce

Quick commerce loyalty is almost non-existent and is driven entirely by offers and availability. In e-commerce, trust-based loyalty to platforms like Amazon does exist and is moderately resistant to price competition. The implication: quick commerce platforms are fighting a permanent discount war unless they can create experiential differentiation. Amazon's model — where trust is built through consistent service and returns policies — is instructive.

Insight 5: Tracking Behaviour as a Coping Strategy

Three of five respondents had developed their own mechanisms to manage the spending-awareness deficit created by UPI — manual nightly ledgers (S2), spending apps with category pie charts (W1), and wishlist 'cooling-off' rules (F1). This suggests an unmet product opportunity for financial wellness features integrated within payment or commerce platforms.

7.2 Implications for Future IRA Research Projects

- Sequential mixed methods are the right design when constructs involve psychological and behavioural dimensions not yet well-captured in existing scales.
- Probing and projective techniques are essential when research involves socially sensitive behaviours like impulse buying or spending unawareness. Direct self-report underestimates these effects.
- Maximum variation sampling in qualitative phases yields richer cross-respondent comparison, as demonstrated by the contrast between S1's first-year student cashflow constraints and W1's multi-instrument corporate payment behaviour.
- Code frequency tables, even from small qualitative samples, help identify which themes are likely to have high factor loadings in subsequent confirmatory analysis.
- Recruitment screener investment pays off: the structured six-section screener used in this project ensured all five respondents genuinely met the UPI-frequency, platform-usage, and age criteria.

08 Discussion Questions for IRA Teams

The following questions are designed to facilitate case discussion in IRA training sessions or project debriefs. They are organised from methodology through interpretation to strategy.

On Research Design

1. The IRA team chose to conduct qualitative depth interviews before designing the quantitative survey. Why is this sequencing important? What risks would arise from reversing the order?
2. The recruitment screener excluded respondents above age 35 and those who use UPI rarely. What are the trade-offs of these inclusion criteria for the generalisability of findings?
3. W1 initially denied that payment convenience influences his impulse buying, then reversed this position when probed with a third-person scenario. What does this tell us about the validity of direct self-report for impulse-related constructs? What alternative techniques could be used?

On Findings Interpretation

4. S3 described reduced money awareness as the 'dark side' of UPI. Do you agree this is a negative outcome, or does convenience simply transfer cognitive effort to another time or place? What are the consumer welfare implications?
5. All five respondents show weak loyalty in quick commerce but moderately stronger loyalty in e-commerce. What structural differences between these two contexts explain this divergence?
6. Three respondents used tracking mechanisms (apps, notebooks, wishlist rules) to manage spending awareness. How should these coping strategies be incorporated into the conceptual model?

On Strategic Implications

7. S2 suggested UPI-linked cashback credited to platform accounts (like Swiggy Dineout) as a feature that could build platform stickiness. Evaluate this idea. Would it shift the current offer-driven switching dynamic or just intensify the discount war?
8. If you were advising a quick commerce platform using these insights, where would you invest: payment experience, delivery reliability, discount programmes, or trust-building service quality? Justify your answer using evidence from the interviews.
9. F1's overspending incident (₹25,000 on a course, leaving her with ₹200) represents a consumer harm scenario enabled by UPI's reduced spending awareness. Should platforms or the NPCI address this? What design interventions might help?

09 About IRA and Project Credits

About Insightful Research and Analytics (IRA)

Insightful Research and Analytics (IRA) is a market research organisation specialising in consumer behaviour, market dynamics, and business strategy research. IRA conducts rigorous primary and secondary research studies, working with a network of collaborating researchers to deliver insight-driven work across qualitative and quantitative methodologies.

This study represents IRA’s research approach: a full lifecycle executed with methodological discipline, from recruitment design and qualitative fieldwork through thematic analysis and quantitative instrument development, yielding actionable consumer insights grounded in genuine primary research.

Project Credits

Published by	Insightful Research and Analytics (IRA)
Research Type	Mixed-Methods - Sequential Exploratory Design
Qualitative Fieldwork	Depth Interviews (n=5); completed
Quantitative Phase	Survey instrument designed; fieldwork pending
IRA Research Lead	Suraj Panda
Collaborating Researchers	Karthik P Smrity Maurya Aayush Jha Shubham Singh R Manoj Kumar Priyanshu Kumar Singh Shenon Bert
Collaborating Researchers' Profile	MBA candidates from a premier management institution
Interview Participants	5 respondents; fully anonymised (codes F1, S1, S2, S3, W1)

Note on Consent and Confidentiality

Participants were informed at the outset of each interview that responses would be used for academic research purposes and would remain confidential. Throughout this study, all participants are referred to exclusively by their project codes (F1, S1, S2, S3, W1). No real names, institutions, or identifying details should be added to this document without obtaining explicit written consent from the relevant participant.



Research Team

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CORE RESEARCH TEAM

Karthik P

LEAD FIELD RESEARCHER

Co-conducted qualitative depth interviews; managed fieldwork coordination and respondent engagement throughout the study.

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SENIOR RESEARCH ANALYST

Led thematic coding and qualitative analysis; responsible for findings synthesis and the theme-code matrix development.

Aayush Jha

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Contributed to data interpretation and cross-respondent pattern analysis across the qualitative stage.

R Manoj Kumar

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Contributed to data interpretation and secondary research analysis supporting the conceptual framework.

RESEARCH ASSOCIATES

Shubham Singh

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Conducted secondary research on UPI adoption trends, market share data, and government policy landscape supporting the study's contextual framework.

Priyanshu Kumar Singh

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Conducted secondary research on consumer behaviour literature, digital payments infrastructure, and quick commerce market dynamics.

Shenon Bert S

RESEARCH ASSOCIATE

Led the design of the quantitative survey instrument, translating qualitative themes into structured Likert-scale items across 10 sections.



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