



**Epitome : International Journal
of Multidisciplinary Research**

ISSN : 2395-6968

Personalisation in Quick Commerce: A Systematic Review of AI-Driven Consumer Behaviour Insights

Ms. Aarushi Bhardwaj

(Research Scholar),

School of Management and Commerce,

K. R. Mangalam University,

Sohna, Gurugram, India

Abstract :

The rise of quick commerce has transformed digital retail through ultra-fast delivery and convenience-driven purchasing, while advances in AI have enabled businesses to personalise offerings and influence consumer decisions. This paper presents a thematic review of literature on AI-powered personalisation in quick commerce, covering purchase behaviour, customer experience, trust and privacy, loyalty, and over-personalisation. Findings show that personalisation enhances perceived relevance, convenience, and satisfaction, driving purchase intention, impulse buying, engagement, and loyalty — but also raises concerns around privacy, data security, trust, and the risks of excessive personalisation. By

integrating insights from AI, consumer behaviour, and quick commerce research, the study highlights key gaps, particularly the limited treatment of quick commerce as a distinct retail context and the need for deeper inquiry into the ethical and behavioural effects of AI-driven personalisation. The review consolidates current knowledge and outlines directions for future research.

Keywords:

Artificial Intelligence (AI), Personalization, Quick Commerce, Consumer Behaviours, Customer Experience