



# THE LITERATURE REVIEW OF THE CONSUMER BEHAVIOR DETERMINANTS ON Q-COMMERCE PLATFORMS

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**Abstract:** Quick commerce (Q-commerce), which is characterized by the lightning-fast delivery of a variety of consumer goods, from groceries to electronics, frequently in a matter of minutes, has become a disruptive force in the retail industry. This study looks at how Q-commerce affects brand loyalty, customer buying patterns, and the larger retail business model. It delves into key trends, challenges, and opportunities that drive the success of Q-commerce, with a focus on supply chain optimization, customer trust, and technological advancements. Additionally, the paper explores the behavioral shifts that accompany Q-commerce's rise, including changes in decision-making, impulsive buying tendencies, and an increased demand for sustainable delivery practices. As the Q-commerce sector continues to evolve, understanding these shifts is crucial for businesses striving to stay competitive in a fast-changing market. The study used several books, journal articles, and websites as secondary sources to learn about q-commerce related information and consumer purchasing patterns. For the literature review, the study used research gate and Google Scholar

**Keywords:** Q-commerce, Perceived ease of use, Purchase decisions, E-grocery, Return policy, E-word of mouth.

## 1. INTRODUCTION:

### 1.1 Introduction to Quick Commerce and Quick Commerce Platforms in India

Quick commerce (Q-commerce) is a revolutionary shift in the e-commerce landscape, characterized by ultra-fast delivery services that promise to deliver consumer goods—ranging from groceries to personal care products—within 30 minutes to an hour. Unlike traditional e-commerce, where delivery times can span several days, Q-commerce focuses on speed, convenience, and the immediate satisfaction of consumer needs. Driven by innovations in mobile technology, logistics, and data analytics, Q-commerce is transforming the way consumers shop by offering near-instant access to products, creating a seamless and highly responsive shopping experience.

In India, Q-commerce has rapidly gained popularity, fueled by the country's increasing internet penetration, growing smartphone usage, and evolving consumer expectations. As India's urban centers continue to expand and modernize, consumers are increasingly seeking faster, more efficient ways to shop for everyday essentials. This demand for speed and convenience is particularly evident in metropolitan areas, where busy lifestyles and changing consumer habits are reshaping the retail market. Quick commerce has grown and developed in India due to a number of factors. The rise of smartphones and affordable mobile data has made online shopping more accessible to a larger population. Additionally, the growth of hyperlocal logistics networks and the increasing adoption of "dark stores"—small, strategically placed fulfillment centers—has made it possible to offer rapid deliveries. Dark stores are stocked with a range of consumer goods, allowing Q-commerce platforms to fulfill orders quickly by keeping products close to customers, thereby reducing delivery times and enhancing efficiency. Q-commerce in India initially focused on the delivery of groceries, as consumers sought faster, safer alternatives to traditional grocery shopping, especially during the COVID-19 pandemic. However, the market for quick deliveries has expanded beyond food to include a wide array of products such as electronics, personal care items, and pharmaceuticals. This growing demand has spurred the development of several Q-commerce platforms, which have become key players in the Indian market.

Some of the leading Q-commerce platforms in India include Grofers (now rebranded as Blinkit), Big Basket, Zepto, Dunzo, and Swiggy Instamart. These platforms are leveraging advanced technology, efficient logistics, and localized fulfillment centers to offer rapid deliveries to consumers. Blinkit, for instance, offers delivery in as little as 10-15 minutes through its network of dark stores across major cities like Delhi, Mumbai, and Bangalore. Similarly, Zepto promises deliveries within 10 minutes by strategically placing hubs and optimizing delivery routes. These companies are revolutionizing retail experience by focusing on speed, accessibility, and user convenience, helping reshape the future of urban shopping.

Changing consumer behavior is also reflected in the rise of Q-commerce in India. Indian consumers, especially those who live in cities, are used to on-demand services and appreciate the convenience of placing online orders and getting them practically instantly. This shift is driven by a desire for instant gratification, especially for everyday essentials and convenience products. Moreover, as Indian consumers embrace digital payments and contactless shopping, platforms offering quick delivery services have gained an edge in catering to these evolving preferences.

However, despite its rapid growth, Q-commerce in India faces several challenges. Logistics and supply chain management remain key obstacles, as maintaining a fast and efficient delivery system can be costly, particularly in densely populated cities with complex traffic patterns. Furthermore, the high cost of rapid delivery and the need to balance speed with sustainability are ongoing concerns for businesses in this space. While Q-commerce promises significant convenience, platforms must navigate the complexities of urban infrastructure and address environmental concerns related to frequent, small-scale deliveries.

In this paper, the researcher explores the rise of Q-commerce in India, the key platforms driving its growth, and the factors shaping consumer behavior. The researcher also discusses the challenges faced by Q-commerce businesses and examine the future of this sector in India's rapidly evolving retail landscape. As the demand for speed, convenience, and personalized services continues to grow, Q-commerce is poised to redefine the future of shopping in India.

## 1.2 CONSUMER BEHAVIOR

### 1.2.1 Introduction to Consumer Behavior

The decisions, actions, and practices that individuals or groups take while selecting, purchasing, using, and discarding products, services, or ideas are referred to as consumer behavior. In order to better understand why people, make particular decisions in the marketplace, this multidisciplinary field draws on psychology, sociology, economics, and marketing. Businesses and marketers can build more effective marketing strategies, produce products that satisfy customer requirements, and forecast how consumers will respond to various market conditions by learning more about what influences consumer behavior. Understanding consumer behavior is vital for businesses seeking to optimize their offerings, improve customer satisfaction, and maintain a competitive edge. It also has implications for policymakers, researchers, and anyone interested in understanding the forces that shape consumption patterns.

### 1.2.2 Key Factors Influencing Consumer Behavior

#### a. Psychological Factors

These psychological factors play a very crucial role in impacting consumer purchase decisions. They are as follows

**Motivation:** This refers to the driving force behind consumer actions, often linked to fulfilling needs or desires. For example, consumers may buy products to satisfy basic needs, such as food or shelter, or more complex psychological needs like self-esteem or social acceptance.

**Perception:** How consumers interpret information about a product, brand, or advertisement can significantly influence their decision-making. Perception shapes how they view product attributes, quality, and value.

**Learning:** Consumers' past experiences with a product, service, or brand can shape their future purchasing behavior. Learning can happen through direct experiences or from exposure to information through advertising, recommendations, or reviews.

**Attitudes and Beliefs:** Based on their own experiences and exposure to marketing messages, consumers form positive or negative opinions about goods, companies, and brands. Their purchasing decisions are frequently influenced by these attitudes.

**Personality and Self-Concept:** Consumers' personalities and how they perceive themselves (or want to be perceived) can influence their choices. For example, someone who values individuality may be drawn to unique or premium brands.

#### b. Social and Cultural Factors

The influence of family, friends, culture, and social groups on purchasing behavior is significant. Some key social and cultural factors include:

**Family and Household:** Family members often have a shared impact on purchasing decisions, particularly in households where multiple people are involved in decisions like grocery shopping, vacations, or big-ticket items (e.g., cars, home appliances).

**Reference Groups:** Members of certain groups, such friends, coworkers, or online communities, frequently have an impact on people. These organizations have the power to shape attitudes, establish trends, and even influence the purchasing decisions of customers.

**Social Class:** A consumer's social class, which is typically determined by factors such as income, occupation, education, and lifestyle, can strongly impact their consumption patterns. Higher-income groups may prioritize premium, luxury products, while lower-income groups may be more price-sensitive.

**Culture and Subculture:** Consumers' cultural background and traditions influence their purchasing habits. For example, food choices, clothing preferences, and even the types of entertainment consumers enjoy are often shaped by cultural factors.

**Social Media Influence:** In the current digital era, social media sites such as YouTube, Instagram, and TikTok have grown to be extremely potent influencers of consumer attitudes and behavior. Purchase decisions can be influenced by several significant factors, including peer recommendations, internet reviews, and social media influencers.

#### c. Economic Factors

Economic conditions have a strong impact on how and what consumers purchase. Key economic influences include:

**Income:** A major determinant of consumers' shopping behavior is their disposable income. Higher earners are more likely to spend their money on discretionary items, whilst lower earners could prioritize necessities or look for less expensive options.

**Price Sensitivity:** Some consumers are highly sensitive to price changes, often opting for discounts or switching to cheaper alternatives when prices rise. Others may be less price-sensitive and more focused on the quality or brand of a product.

**Economic Conditions:** Broader economic conditions, such as inflation, recession, or periods of economic growth, influence consumer behavior. During tough economic times, consumers may reduce spending or prioritize saving, while during periods of growth, they may be more willing to spend.

#### d. Personal Factors

**Personal characteristics** of consumers, such as age, lifestyle, and occupation, affect their purchasing decisions. These include:

**Age and Life Cycle:** The products and services that an individual is likely to buy are influenced by their age and life stage, such as young adult, middle-aged professional, or retiree. For example, younger consumers might be more interested in fashion and tech devices, whereas older consumers might be more interested in-home remodeling or healthcare products.

**Occupation and Lifestyle:** Consumers' professions and lifestyles shape their consumption patterns. A busy executive might prioritize convenience and high-quality products, while a college student might focus on budget-friendly or trendy items.

**Values and Belief:** Increasingly, consumers are making purchasing decisions based on personal values such as sustainability, ethical production, or health consciousness. This shift is evident in the growing demand for eco-friendly products, fair trade goods, and plant-based food options.

#### e. Situational Factor

The specific situation or context in which a consumer finds themselves can also impact their purchasing behavior. These factors include:

**Physical Environment:** Factors like store layout, lighting, music, and ambiance can influence a consumer's decision to purchase. A well-designed store or website can encourage impulse buying and longer visits.

**Time Constraints:** When time is limited, consumers may make quicker, less thoughtful purchasing decisions. For example, a consumer in a hurry may buy the first product they see rather than researching options.

**Emotional State:** Consumers' emotions at the time of a purchase can also play a role. People may make impulsive buys when they are happy, stressed, or bored—what's often referred to as "retail therapy."

### 1.2.3 Behavior of Consumer in the Digital Era

With the rise of e-commerce, social media, and digital marketing, consumer behavior has evolved significantly. Online reviews, influencer endorsements, and social media platforms have become central to shaping opinions and driving purchases. Consumers now often conduct extensive research online before making decisions, using reviews, ratings, and recommendations to inform their choices. Additionally, personalized recommendations and targeted ads based on browsing history or past purchases have become standard in the online shopping experience.

In a nutshell the dynamic and diverse subject of consumer behavior aids organizations in comprehending the economic, social, and psychological elements that affect consumer choices. Businesses may better coordinate their marketing strategies, enhance customer experiences, and maintain competitiveness in a market that is constantly changing by monitoring and forecasting consumer behavior. In today's digital environment, companies hoping to prosper in a more complicated economy must remain aware of changes in consumer behavior.

### 1.3 Q-COMMERCE PLATFORMS IN INDIA

Quick commerce (q-commerce) platforms in India are revolutionizing the way consumers shop by providing ultra-fast delivery of groceries, essentials, and other goods, often within 10 to 30 minutes. These platforms cater to the growing demand for convenience and speed, especially in urban areas. The leading players in the quick commerce platforms are:

#### a. Blinkit (formerly Grofers)



It was founded in the year 2013 and was acquired by Zomato in 2022 and got rebranded to Blinkit in 2021. It promised delivery within 10 minutes. It has an extensive network of dark stores and hyper local inventories. It has its presence in all major metro cities. Blinkit operates at a high operational cost.

#### b. Swiggy Instamart



Launched in 2020, by Swiggy (a leading food delivery platform). Integrated with Swiggy's food delivery app. Promises delivery within 15–30 minutes of a wide It owns an extensive fleet of delivery partners. Has its presence in over 25 Indian cities, including tier-2 markets.

#### c. Zepto



Founded in 2021 by Aadit Palicha and Kaivalya Vohra the young entrepreneurs. Zepto is known for its 10-minute delivery promise. Operates with micro-warehouse model ensuring inventory is stocked closer to customers. They focus on metros like Mumbai, Delhi, and Bengaluru.

#### d. Big Basket (BB Now)



Was launched as an extension of Big Basket (owned by the Tata Group). Promises 30-minute delivery of groceries and essentials as it is backed by Tata's robust infrastructure. It has a broad inventory and trusted brand reputation.

#### e. Dunzo Daily



Parent company Dunzo, initially a hyperlocal delivery platform. Launched in 2021, as a dedicated q-commerce service. Partnerships with Reliance Retail and Google. With personalized shopping experience it focuses on grocery delivery within 19–30 minutes. They operate in key metro cities.

**1.4 Future Trends in Quick Commerce**

**a. Expansion Beyond Metros**

Quick commerce platforms are focusing on smaller cities with increased digital penetration.

**b. Sustainable Practices.**

Quick commerce platforms follow sustainable practices by adopting electric vehicles (EVs) for delivery and eco-friendly packaging will appeal to ecologically conscientious customers.

**c. Diversifying Offerings**

Moving beyond food to encompass electronics, medications, and clothing.

**d. Enhanced Personalization**

AI-powered analytics enable personalized product recommendations and promotions.

**b. Market Consolidation:**

Mergers and acquisitions may occur as larger players gain dominance, and smaller players struggle to stay competitive.

**2. OBJECTIVES:**

- (1) To get an understanding on how quick commerce has influenced the behavior of the consumer in India
- (2) To investigate the q-commerce factors influencing consumers' behavior
- (3) To analyze differences in consumer purchasing behavior across demographics, such as age, income levels, and geographic locations
- (4) To understand sustainability issues related to Q-commerce
- (5) To understand the different marketing strategies used on q-commerce platforms to increase sales and retain consumers

**3. REVIEW OF LITERATURE/ RELATED WORKS:**

This review of literature is undertaken to gain a complete understanding of the different behavioral patterns exhibited by consumers while purchasing on a Quick commerce platform. Several factors influence consumer behavior in quick commerce (q-commerce). Sales, promotions, reputation, after-sales service, and user experience are key factors shaping behavior of the consumer towards e-commerce platforms (“**Sean Calvin Shin Ching Yong1, Rui Tian Huan, Wen Sern Poh, Muzaini Osman, Dany Chi Wai Ng 2023**”). There is also a positive, significant link between self-confidence and consumer occupation in buying behavior (“**Dr. Godswill Chukwu, Igani, Dukoye Corton 2017**”). Social contact, technology, and motivation are the main drivers of customer involvement on social commerce platforms; perceived value and social interaction have the most effects. (“**Abdelsalam H. Busalim, Fahad Ghabban, Ab Razak Che Hussin 2020**”). Consumers exhibit strategic behavior when combining quick response and improved design in fast fashion yields higher profits than usual (“**Gerard P. Cachon Robert Swinney 2011**”). A study conducted revealed that online shopping is popular among young consumers (73.33%), mainly students (93.33%) aged 20-30. Key motivations include convenience, time savings, cost-effectiveness, flexibility, and a wide range of product options (“**Dr. Balbir Singh 2018**”). According to a survey, shoppers read online reviews to learn about product quality, usage, cost benefits, offers, warranties, brand reputation, and sales service availability. These considerations have a substantial influence on their shopping decisions. (“**Prashant Devedi R. Sujatha, Ruchi Pathak 2017**”). A study showed that lower efficiency on EC platforms positively influences the intention to switch, as does the ease of use in QC services. Cash on Delivery availability and lenient return policies further encourage switching. Personal experience with QC services also increases the likelihood of transition. Furthermore, the dark store model in last-mile delivery moderates the relationship between switching intent and actual behavior.

(“**Mayukh Mukhopadhyay 2023**”). The study shows consumers prefer online shopping websites with diverse, quality products, better prices, discounts, quick delivery, and good after-sales service. Demographic analysis reveals females are more loyal to specific websites than males (“**Snehal Chincholkar and Vandana Sonwaney 2017**”). According to the study, trust, ease of use, and electric word-of-mouth all favorably affect purchasing decisions. (“**Vivian Angela, Moses Natadirjab, Innocentius Bernartoc 2018**”)

**Table 1:** Scholarly literature on the consumer behavior determinants on q-commerce platform

SI.No.	Area & Focus of the Research	The result of the Research	References
1	Quick commerce and purchase decision of e-grocery	With a specific emphasis on the Astro platform, the authors explored the factors that influence client purchasing decisions in the context of fast commerce, or q-commerce. The findings revealed that e-trust is highly affected by e-service quality and e-WOM, which in turn influences purchase decisions.	“Rina Astini, Ida Royanti, Yanto Ramli, Tafiprios, Erna Sofriana Imaningsih, and Thukas Shilul Imaroh (2024)”

		Surprisingly, perceived ease of use had little impact on both e-trust and purchasing decisions.	
2	Electronic and quick commerce and its impact on food industry	The study identifies the key factors driving development, outcomes, and the essence of the synergy between e-commerce and quick commerce in Ukraine's food industry, along with the challenges, solutions, and future development prospects.	“Oleksandr Oliynyk (2024)”
3	Quick commerce and its emergence	This research offers insights into the revolutionary potential of Quick Commerce (Q-commerce) in India, which aids stakeholders, lawmakers, and corporate executives in understanding the opportunities and challenges in this emerging industry. It serves as a strategic framework for policy formation and decision-making in order to build a more resilient and inclusive retail ecosystem in the digital era	“Shivom Gupta (2024)”
4	Q-commerce consumer behavior and the trends in economy and in India	The results demonstrate how customer behavior is influenced by perceived benefits, sociodemographic characteristics, social influence, and convenience of use. In quick commerce, decisions are influenced by factors including price, utility, and information quality, as well as security considerations. However, convenience remains a strong preference, with incentives like fast delivery, product selection, and reliable logistics significantly affecting consumer behavior and satisfaction.	Risbaa Singh (2024)
5	Quick commerce and consumers purchasing behavior	The study identifies important variables affecting rapid commerce platform users' purchase decisions. Purchase behavior is directly and favourably impacted by four of the five suggested components: perceived usefulness, information quality, interface quality, and perceived ease of use. On the other hand, the impact of interaction quality is less direct. Improving these four elements can influence customer behavior in a good way, but emphasizing interaction quality might not have as much of an effect.	“Pedro Edwin Luna Sanchez Aalto (2024)”
6	Quick commerce and grocery delivery in India	According to the survey, consumers are content with deliveries that take up to 30 minutes, even if rapid commerce strives for 10-minute delivery times. Quick delivery increases retention, although perceived value is unaffected by extended delivery durations. Profitability depends on delivery fees, and by batching shipments, longer lead times can save expenses. Prioritizing prompt satisfaction and exceptional experiences is crucial for drawing in millennials and Gen Z. Growth and efficiency can be increased by focusing on	“Mr Venkatesh Ganapathy, Dr Chithambar Gupta (2024)”

		underdeveloped areas and optimizing for density, unit economics, and gloomy storefronts.	
7	Online consumer behavior	The study suggests that lower efficiency in electronic commerce platforms increases the likelihood of switching to Quick commerce (QC). And greater ease of use, Cash on Delivery, higher conformity to trends, personal experience, and lenient return policies in QC services encourage switching	“Mayukh Mukhopadhyay (2024)”
8	Customer satisfaction and service experience consciousness	Customers with higher levels of service experience awareness are more likely to recognize the impact of service experience on electronic word-of-mouth (eWOM) and continuance intentions, according to this study.	“Ulduz Kazemzadeh Azad Kurta, Ibrahim Kircovab (2023)”
9	Quick commerce and super-fast grocery delivery in Europe	The case study results indicate that super-fast grocery delivery services have generated significant interest in the online grocery market, leading to a higher percentage of consumers purchasing groceries online (KMPG 2021). Furthermore, quick commerce companies have addressed several key challenges that previously deterred many customers from ordering groceries online.	“Tim Reif (2022)”
10	Q-commerce and its growth and challenges	According to the findings, consumers worry about security when retailers ask for more information than is required. They still favor this choice, though, because it is more convenient, and they are prepared to spend a little more to save time.	“Faraz Ahmed Najla Shafighi (2022)”
11	Quick commerce platform and customer reviews of quick commerce on play store	The results highlight the importance of reviews for analytics and show how sentiment analysis can be used to create value for businesses and gain a competitive edge.	“Dr. P Madhan Kumar, Jeswanth A, Joseph Vishwah, Dhanush Babu M, Jinal Manani (2022)”
12	Online grocery delivery, consumer habits, demand and road accidents	The 10-minute delivery model boosts online grocery sales by encouraging more frequent orders, reducing demand for local stores. However, this increased demand and pressure for faster deliveries may contribute to more road accidents due to tighter deadlines and mobile phone use while driving.	“Vinayak Malhotra (2022)”
13	Online business model and its impact on Indian economy	E-commerce is crucial to India's economy, driven by internet growth. It fosters global trade, boosts GDP, promotes imports, and creates jobs. Digital marketing is also expanding rapidly. The study confirms e-commerce's significant impact on India's economy.	“Dr. Gajanan Gopalrao Babde (2022)”
14	The adoption of online meal delivery services by consumers	Research indicates that there was no moderating effect of COVID-19 on the desire to use online food delivery, and that all predictors, with the exception of food safety risk perception, significantly influenced this intention. The pandemic changed the effects of socio-demographic characteristics, although perceived	“Chanmi Hong, Hayeon (Hailey) Choi, Eun-Kyong (Cindy) Choi, Hyun-Woo (David) Joung (2021)”

		severity and vulnerability did not significantly change.	
15	Consumer Behavior on online shopping	Six barriers to online shopping were identified by the survey: lack of expertise, insecurity, lack of trust, fear of bank transactions, preference for traditional shopping, and worries about reputation and service quality.	“Bindia Daroch, Gitika Nagrath and Ashutosh Gupta (2021)”
16	Quick commerce and purchase decision of e-grocery	The study found that grocery retailers in the quick commerce (q-commerce) sector that provide good working conditions for their delivery employees have a better brand reputation among consumers. Customers are more likely to shop at these retailers, even if their prices are higher. This research highlights the importance of working conditions not only for ethical reasons but also for retaining customers, which is crucial for the survival of new q-commerce retailers during challenging times like the COVID-19 pandemic.	“Cagla Tugberk Ariker(2021)”
17	Online shopping on online shopping app’s	The results of this study indicate that e-satisfaction and trust are influenced by both perceived value and e-service quality. However, e-trust is unaffected by e-satisfaction. Both perceived value and e-service quality have a direct impact on e-trust. Through e-satisfaction as a mediating variable, e-trust is not influenced by perceived value or e-service quality.	“Yefrinal Andra, Verinita Arsyia, Eri Besra (2021)”
18	E-word of mouth, ease of use, trust and purchase decision	According to the research, electronic word of mouth has a beneficial impact on Blibli customers' purchasing decisions. Purchase decisions made by Blibli customers are positively impacted by ease of use. Purchase decisions made by Blibli clients are positively impacted by trust.	“Vivian Angela, Moses Natadirjab, Innocentius Bernartoc (2021)”
19	Online shopping and purchase decisions	The study shows that trust, security, and service quality collectively positively influence online shopping decisions. However, trust and service quality have a partial influence on purchasing decisions, while security does not have a significant partial effect.	“Aldina Bilqis, Osly Usman (2021)”
20	Online reviews by customers (OCR) and their propensity to buy	According to the survey, perceived efficacy, control, utility, convenience of use, and OCRs all have an impact on consumers' inclinations to shop online and have faith in e-vendors.	“Kalthoum Dhahak Farid Huseynov (2020)”
21	Information quality, perceived risk, and e-trust on purchasing decisions	This research proves that trust, security, and quality of service collectively positively impact online shopping purchasing decisions. Individually, trust and service quality partially influence purchasing decisions, while security does not show a partial influence.	“Richardo L.Y. Hongjoyo, Maryam Mangantar, Fitty Valdie Arie (2020)”
22	Online retailing and customer shopping experience	The study emphasizes the need to address service failures in online contexts, as they affect both emotional and cognitive experiences,	“Mojtaba Barari, Mitchell Ross, Jiraporn

		leading to dissatisfaction and negative feedback. While monetary compensation resolves cognitive issues, it doesn't address emotional impact. Positive experiences drive shopping behavior, while cognitive factors are key in negative situations. Online retailers should manage both to create effective customer experience strategies.	Surachartkumtonkun (2020)"
23	Online food delivery Satisfaction and intention to use	This study offers valuable insights to the industry by confirming the significance of factors including technology, food quality, control, customer service, and service fulfilment in determining consumer satisfaction and behavior.	"Katerina Annaraud & Katerina Berezina (2020)"
24	E-commerce-opportunities and challenges	India's digital economy is rapidly growing, fuelled by mobile technology, internet penetration, and e-commerce innovations like virtual walls. The sector attracts domestic and international investments but faces challenges in operations, regulation, and infrastructure as it matures.	Raj Kumar Singha (2019)
25	Consumer behaviors, consumers' perception of the benefits of social commerce	The study demonstrates how various forms of extrinsic motivation impact consumers' willingness to provide social commerce information using longitudinal data from Amazon customers. It also reveals that these intentions have a major impact on subsequent information-sharing actions, and that the impact of these behaviors on the advantages of social commerce is moderated by gender.	"Xuequn Wanga, Xiaolin Linb, Marilyn K. Spencerc (2019)"
26	Mobile food ordering apps (mfoas)- e-satisfaction & intention to reuse	According to the findings, participants prioritized performance expectation and hedonic motivation over MFOA convenience of use. As the perceived benefits and utility of MFOAs grow, effort expectancy loses influence over usage intention. Experienced smartphone users believe in their abilities to manage MFOAs, reducing concerns about complexity.	Ali Abdallah Alalwan (2019)
27	Social commerce and purchase intention	The study concluded that a firm's reputation, website information quality, and delivery processes positively impact on its commercial performance in the online shopping environment. It offered valuable insights for both managers and researchers, helping managers prioritize strategies in social commerce, particularly regarding price, trust, and their underlying factors.	"Claudia Rodrigues Maia, Guilherme Lerch Lunardi, Decio Dolci, Livia Castro D'Avila (2019)"
28	Electronic media- guanxi and perceived effectiveness of e-commerce	The results proved that buyer-seller relationship facilitated by quick guanxi and online communication are the foundation for trust and repurchase intentions on Taobao. The link between trust and repurchase is negatively moderated if buyers view institutional processes to be effective in reducing risk.	"Alain Yee-Loong Chong, Ewelina Lacka, Boying Li, Hing Kai Chan (2018)"

29	Q-commerce and strategic network problems in q-commerce	The right location, quantity, size, and kind of MFCs in the distribution network are the main topics of this study, and first to examine the strategic network problem in rapid commerce retailing. Using a cluster-first route second model, we evaluate the effect on customer arrival times and fulfillment costs to offer effective decision support suited to urgent commerce requirements.	“Xuefei Yang Manuel Ostermeier Alexander Hübner (2018)”
30	Online purchase intention and consumers attitude	The study revealed that perceived risk had a positive but a very insignificant impact on attitudes of consumers towards online purchasing, whereas perceived ease of use had significant positive effect. Additionally, attitudes of consumers significantly influence their online purchase intention.	“Sonya Zuelseptia, Rahmiati, Yunita Engriani (2018)”
31	M-commerce and satisfaction & purchase intention	Website information quality, visual appeal, garment visuals, and security all improve satisfaction with apparel mobile commerce websites, whereas response speed and brand trust had no significant effect. Higher levels of satisfaction increase the likelihood of making a purchase.	Ting Chi (2018)
32	Purchase intention and consumers and business ethics	The findings reveal that ethical behavior was valued by the consumers and they were willing to pay higher prices for firms which are ethical. While they may buy from unethical companies, they expect lower prices as a form of punishment.	“Elizabeth H. Creyer and William T. Ross Jr (2018)”
33	Online retail and return time leniency	The study emphasized that while previous research treats merchandise returns as a cost for online retailers, the focus should shift to the impact of return policies. Return-experienced customers may increase future purchases, yet there is limited research on how return policies affect business growth.	“Shashank Rao Brian Connelly Kang Bok Lee (2018)”
34	Online customers customer experiences	The study concluded that web design is key to creating customer experiences that inform, entertain, and mimic offline sensory interactions. Through experiments and field study, it shows how design elements can drive purchase behavior by tailoring experiences to the product or brand, offering valuable insights for customer experience management.	“Alexander Bleier, Colleen M. Harmeling, and Robert W. Palmatier (2018)”
35	Environment of an online store and intension to purchase, perceived risk and trust	The study finds that website brands have a greater impact than website quality on consumer trust, perceived risk, and purchase intention, with a reciprocal relationship between trust and perceived risk.	“Hsin Chang and Su Wen Chen (2017)”
36	Social commerce and consumer participation	According to the study, perceived utility, trust, and information quality are the primary determinants of social commerce involvement. Trust is particularly important. For expensive products like electronics, consumers rely more on ratings and	“Claudia Maia, Guilherme Lunardi, Andre Longaray and Paulo Munhoz (2017)”

		reviews than for less expensive ones like books or clothing.	
37	Online-to offline e-commerce innovation and quick response codes	The findings demonstrate that perceived innovation raises perceived utility and usability. The Technology Acceptance Model (TAM) states that users' opinions regarding using QR codes for commerce are unaffected by simplicity of use. These results demonstrate how O2O consumer behavior with portable devices has real-world applications.	“Shinyi Lin, Shao-Chun Chen, Shu-Hui Chuang (2017)”
38	Online return policies and its impact on purchase decision	The study found that, after controlling for age, education, income, gender, and frequency of online purchases, perceived consumer trust completely mediates the relationship between return policy leniency and buy intention. It links relational and costly signals to boost buy intent and confidence using a novel theoretical viewpoint.	“Pejvak Oghazia, Stefan Karlssonb, Daniel Hellstromb, Klas Hjortb (2017)”
39	Online shopping websites and customer satisfaction	The results showed that consumers' perceptions of justice vary with the type of service recovery, with apologies being the most preferred. The study also found significant links between perceptions of justice, satisfaction, and word-of-mouth intentions.	Na Young Jung & Yoo Kyoung Seockb (2017)
40	E-marketing and trust and online buying decision	The results showed that e-marketing built trust among consumers, influencing their purchasing decisions, especially since they had never previously purchased from MatahariMall.com. Trust played a significant role in their decisions.	Arry Widodo, Rennyta Yusiana and Sieravina Anggi (2017)
41	Online social shopping and consumer engagements	The results demonstrate that social shopping intention is significantly predicted by consumer information quality, content effectiveness, perceived social presence, and attitude. By examining social characteristics that influence shopping intention, especially within Malaysian online social networks, this study adds to the body of literature	“Esmail Daliri, Sajad Rezaei, Wan Khairuzzaman, Wan Ismail (2016)”
42	Online shopping and customer experience	The study found that mobile technology has expanded customer engagement channels, creating a unified online experience that enhances decision-making and fosters long-term relationships.	Anil Bilgihan Jay Anil Kandampully Tingting (Christina) Zhang (2016)
43	Social commerce-literature review	According to the research, there has been a noticeable increase in social commerce research during the last six years, including areas like user behavior, business models, website design, and business performance. User behavior and website design have received more attention in research than other subjects. Additionally, this paper gives recommendations for future lines of inquiry in this expanding discipline. A new paradigm for using social	“Abdelsalam H. Busalim, Ab Razak Che Hussin (2016)”

		media platforms to conduct business is called s-commerce.	
44	E-wom and consumers purchase	The results showed that the credibility and relationship strength of WOM senders strongly influences purchase decisions, while professionalism and trust propensity in receivers also have a positive effect.	L. Yanga, Q Chenga, S. Tongb (2015)
45	E-commerce & consumer engagement	This study emphasizes the importance of involvement and consumer attitudes in mediating the effect of fit on decision-making. Fit effects are persuasive not only when regulatory focus aligns with goal-pursuit methods, such as product attributes or gains and losses, but also in broader contexts, including shopping experiences.	Abdul R. Ashraf, Narongsak (Tek) Thongpapanl, Stavroula Spyropoulou (2015)
46	Web-based commerce and online consumer behavior	According to the study, new online shoppers are more likely to return when they feel in control and like their purchasing experience, while repeat customers are not much affected. A demanding experience and value-added search features increase satisfaction, and product participation becomes a more powerful motivator for repeat business. Advanced search options are more likely to be used by customers with less specific needs. However, unplanned purchases are not substantially impacted by perceived control or enjoyment.	Marios Koufaris, Ajit Kambil, Priscilla Ann Labarbera (2014)
47	Online Consumer Behavior	The study reveals that consumers shop online for reasons such as trust, convenience, information, positive experiences, effortless shopping, and bargains.	Namita Bhandari & Preeti Kaushal (2013)
48	Online merchant-trust and purchase intension	According to the study, psychological risk is somewhat mediated by trust in an online retailer, whereas performance risk is totally mediated by it. It comes to the conclusion that lowering particular risks can increase customer trust, which in turn increases the likelihood that a customer would make an online purchase.	"Ilyoo B. Hong & Hoon S. Cha (2013)"
49	Online service quality	The study discovered considerable variations between two Internet user groups' perspectives. All four dimensions affected online buyers' service quality evaluation, while only website design, trustworthiness, and communication impacted information searchers' assessment.	Shaohan Cai and Minjoon Jun (2012)
50	Online repeat purchase, influence of trust on purchase	The findings indicate that trust has less of an effect on intentions to make repeat purchases when strong habits are in place. Since habits are formed through value, satisfaction, and familiarity, these elements are crucial for promoting recurring online purchases.	"Chao-Min Chiu a, Meng-Hsiang Hsu b, Hsiangchu Lai a, Chun-Ming Chang (2012)"
51	Multi-channel retailer	The results show that trust in multi-channel retailer's transfers from offline to online. Initial interactions	"Gee-Woo Bock, Jumin Lee b, Huei

		reduce the impact of indirect experiences, and as product uncertainty rises, factors like word-of-mouth and offline trust more strongly influence online trust for experience products.	Huang Kuan c, Jong Hyun Kim (2012)”
52	Women's consumer behavior related to fast moving consumer goods	Research shows satisfaction is shaped by demographics, personality, and expectations. Consumer dissatisfaction with FMCG marketing drives the consumerism movement, which promotes consumer rights and urges companies to be responsible while resisting unfair trade practices.	Dr. Ipseeta Satpathy & Dr. B.C. M. Patnaik (2011)
53	Online shopping behaviors displayed by students	The findings showed that consumer views on internet purchasing are influenced by price, selection, convenience, and utilitarian orientation. To make it easier for customers to find products, e-retailers can enhance their user-friendly features.	“Narges Delafrooz, Laily Hj. Paim and Ali Khatibi (2010)”
54	E-Wom and consumer-opinion platforms	This current model explained that there was 69% of the variance, indicating that the reputation, sense of belonging, and satisfaction of helping others are highly related to consumers' eWOM intention.	“Christy M.K. Cheung a, Matthew K.O. Lee b (2008)”
55	Commitment-trust theory	The study modifies the commitment trust theory for the online environment, highlighting privacy, security, and shared values as key trust drivers. Trust influences commitment, which shapes behavioral intentions, while relationship termination costs negatively impact commitment.	Avinandan Mukherjee Prithwiraj Nath (2007)
56	Post-purchase guarantee policies	The results showed that longer return periods improved retailer image and reduced the need for additional information. Money refunds also boosted retailer image, while RPGP characteristics had no impact on product quality perception. Financial risk moderated some relationships.	Alain d Astousa & Amelie Guevremontb (2007)
57	Customer perceptions on Online shopping	The study discovered that website design, dependability, responsiveness, and trust influence overall service quality and customer happiness, which results in a major impact on purchase intentions. However, customization has no discernible impact on service quality or satisfaction.	“Gwo-Guang Lee Taipei, Taiwan Hsiu-Fen Lin (2005)”
58	Online service quality and perception of consumer	Online buyers and information searchers can shift roles based on experiences. A searcher may become a buyer if convinced by an online retailer's site, while a buyer may revert to searching after a poor experience. To retain customers, retailers must offer high-quality service, and to attract new ones, they should create secure, user-friendly websites with clear, updated product information, helping to maintain competitiveness and grow market share.	“Shaohan Cai, Minjoon Jun (2003)”

59	Gender & E-Commerce	The survey discovered that emotion, trust, and convenience predicted both women's discontent (and men's contentment) with online buying, as well as their actual shopping behavior.	“Shelly Rodgers Mary Ann Harris (2003)”
60	Consumer impulsive buying behavior- the influence of culture	The study shows that trait buying impulsiveness has a stronger link to impulsive buying in individualists than collectivists, highlighting cultural moderation. This aligns with research on weaker attitude-behavior links in collectivist cultures. Further exploration of age and emotions' effects on impulsive buying follows.	“Jacqueline J. Kacen Julie Anne Lee (2002)”
61	Gender & E-Commerce	The survey discovered that emotion, trust, and convenience predicted both women's discontent (and men's contentment) with online buying, as well as their actual shopping behavior.	“Shelly Rodgers Mary Ann Harris (2003)”

#### 4. MATERIALS AND METHODS:

##### 4.1 Summary of Review of Literature

**Convenience-Oriented Behavior:** Customers value delivery within minutes and place a high priority on speed and convenience. The need for immediate gratification and hectic lifestyles are the main drivers of demand for on-demand services.

**Impulsive Buying:** Because Q-commerce platforms need quick decisions and little time to consider options, they frequently promote impulsive buying. Snacks, beverages, and small necessities are frequently bought.

**Mobile-First Engagement:** Mobile apps are how the majority of customers engage with q-commerce platforms. Engagement is increased by features like one-click ordering, intuitive user interfaces, and tailored suggestions.

**Price Sensitivity and Discounts:** Despite the importance of convenience, a lot of customers are still price sensitive. Purchase decisions are significantly influenced by loyalty programs, discounts, and promotions.

**Hyper-Localization:** Localized inventory is crucial because consumers expect to be able to purchase products that are tailored to their tastes, preferences, and cultural norms.

**Product Prioritization:** Due to a need for necessities, frequently bought items—like groceries, personal care items, and over-the-counter medications—dominate customer orders.

**Sustainability Awareness:** A growing segment of consumers is concerned about sustainability. Eco-friendly packaging and green delivery options are becoming key differentiators.

**Trust and Reliability:** Factors such as accurate delivery times, quality of products, and proper handling influence consumer trust. Repeat purchases are tied to consistent reliability.

**Tech-Driven Personalization:** Advanced algorithms analyze consumer preferences and purchase history to offer tailored recommendations, fostering higher conversion rates.

**Social Proof and Reviews:** User reviews, ratings, and social media feedback significantly impact consumer choices. Platforms emphasizing transparency in reviews build better consumer confidence.

##### 4.2 Research Gap

1. Most studies have focused on immediate consumer behaviors, such as impulsive buying, but have failed to explore long-term patterns, loyalty formation, and retention strategies in q-commerce.
2. Limited research exists on how consumer awareness of environmental impacts (e.g., packaging waste, delivery emissions) influences behavior on q-commerce platforms.
3. Study is required on consumer willingness to pay for sustainable options or their response to eco-friendly initiatives by platforms.
4. Existing studies often generalize consumer behavior without accounting for significant cultural, socioeconomic, and regional differences in attitudes toward q-commerce.
5. There is insufficient exploration of how emerging technologies, such as AI-based recommendations, chatbots, and AR/VR, shape consumer experiences and purchase decisions
6. While convenience and speed are emphasized, deeper psychological factors like stress, decision fatigue, and social influences on q-commerce behavior remain underexplored.
7. Little research exists on consumer perceptions of data usage, privacy policies, and ethical concerns regarding personalized recommendations on q-commerce platforms.
8. The effectiveness of marketing tactics like gamification, limited-time offers, and push notifications in driving q-commerce sales is not well studied

9. Research is scarce on consumer behavior after purchases, including satisfaction, feedback, and likelihood of returning to the platform.

10. There is limited analysis of how specific demographics, such as age, gender, income level, or lifestyle, uniquely interact with q-commerce platforms.

### 4.3 ABCD Analysis of Proposed Research Topic:

The ABCD framework is used here to examine each distinct aspect of consumer behavior when purchasing on a fast commerce platform. The ABCD framework will assist us in understanding the effectiveness of a specific process, strategy, or concept adopted in quick commerce platforms. Every research project has advantages and disadvantages; therefore, ABCD analysis helps us to assess from numerous perspectives, reducing the possibility of missing something by conducting a thorough examination.

#### 4.3.1 Advantages:

Quick commerce is a fast-growing industry hence research is quite important in understanding modern consumer dynamics. It investigates a relatively new area of e-commerce, offering potential to gain innovative insights into consumer behavior. It's multidisciplinary research as it integrates marketing, psychology, behavioral economics, and technology to gain a comprehensive understanding of consumer preferences. The digital nature of quick commerce platforms allows access to large databases on consumer behavior, preferences, and purchasing patterns.

#### 4.3.2 Benefits:

collection of data on Q-Commerce platforms will help businesses understand factors such as convenience, urgency, and price sensitivity that drive consumer choices. There can be better segmentation of consumers leading to enhanced targeting strategies. Better understanding of the consumers' preferences may lead to increased demand, satisfaction and increased loyalty. Thus, resulting in the firm gaining a competitive advantage

#### 4.3.3 Constraints

There may be challenges in data collection resulting in restricted access to proprietary platform data and making extensive analysis difficult. Market diversity may pose challenges in drawing universal findings due to varying customer preferences across geographies and populations. Due to rapid technological advancements research findings to become outdated. Consumer behavior is difficult due to factors such as impulsivity, emotional buying, and cultural influences. Collecting, cleaning, and analyzing huge datasets demands tremendous financial and technological resources.

#### 4.3.4 Disadvantages

Ethical concerns related to privacy, permission, and data use may arise during behavioral analysis. It may be of short-term relevance as consumer trends and industry dynamics can quickly change, making the findings outdated.

Focusing solely on internet data may neglect offline aspects that impact consumer behavior, such as word-of-mouth and in-store encounters. Insights from one platform or location may not apply to others due to market differences. Smaller organizations may not have the resources to successfully incorporate insights from sophisticated analytics.

## 5. RESULTS AND DISCUSSION:

This study investigates major drivers of customer behavior in Q-commerce, including convenience, urgency, and cost, and how this influence adoption. It investigates engagement in various demographic, geographic, and psychographic groups, as well as post-purchase behaviors such as satisfaction, feedback, and retention. The study also evaluates the influence of sustainability, ethical considerations, and marketing methods (such as discounts, gamification, and notifications) on consumer decisions. Furthermore, it investigates how cultural and regional differences influence behavior and forecast future trends as technology and platforms advance.

## 6. CONCLUSION:

An examination of the research on the drivers of customer behavior on quick commerce (Q-commerce) platforms identifies several key elements that influence consumer decisions in this rapidly increasing sector. Convenience, delivery timeliness, product availability, affordability, and customization are all important factors in enhancing the consumer's experience. Digital trust, user interface design, and frictionless payment processes have a huge impact on user pleasure and loyalty. Furthermore, social and psychological factors, such as peer influence and the drive for instant satisfaction, are increasingly determining consumer tastes. As Q-commerce platforms expand, understanding these behavioral characteristics will become critical for firms looking to improve client acquisition and retention efforts.

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