An in-depth analysis on the Psychology behind the success of Quick Commerce

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ABSTRACT -

The rise of quick commerce has revolutionized the way consumers access and purchase products, characterized by rapid delivery times and a heightened sense of immediacy. This paper extensively delves into the crucial role of psychological factors that contribute to the success of q-commerce platforms, examining how consumer behavior is influenced by convenience, instant gratification, and cognitive biases.The research aims to detail the roles of psychological aspects that influence online consumer behavior.The findings suggest that q-commerce's success is not only a result of logistical innovation but also deeply rooted in fundamental psychological principles that satisfy consumers' desires for speed, simplicity, and the instant fulfillment of needs.

Keywords : Psychological factors , Quick Commerce , Consumer Behaviour , Consumer influencing factors .

INTRODUCTION -

In a nation of 1.4 billion, instant delivery apps are creating powerful dopamine loops that affect consumer behaviour.In today's digital world, what people want has changed a lot. This change is thanks to the desire for instant rewards.Quick commerce works because it understands what people think. For the urban Indian, time is very valuable. Spending an hour navigating traffic, standing in queues, and lugging grocery bags back home feels archaic when you can get it delivered in under 10 minutes with just a tap.The Indian mindset is shifting toward efficiency and maximizing time.

Instant gratification has become a driving force in consumer habits. People are not only willing to pay a little extra for the convenience of fast delivery, but they also expect it. The psychology behind this is —easier availability of products leads to greater satisfaction, which in turn has generated a need that didn't exist in the same way before . Quick Commerce is transforming online shopping into an instant, gratifying experience.

This study aims to explore the psychological impact of quick commerce on the consumer decision making process . It seeks to understand how the concept of instant gratification is deeply rooted in human psychology, where the desire for immediate reward is often stronger than waiting for a greater reward in the future.

The basic feature of this study lies in its deep insight into the cognitive and emotional response to quick - commerce and how this tendency is linked to the dopamine system in the brain, which is triggered by new and rewarding experiences. This paper projects novel observations into the relationship between quick commerce and consumer psychology, and how Instant gratification incentives capitalize on this system, offering rewards that are immediate and satisfying, leading to repeated consumer actions.

REVIEW OF LITERATURE -

Quick Commerce represents a seismic shift in how we approach online shopping.It is poised to redefine the norms of e-commerce, leaving an indelible mark on the way we shop in the digital age. The essence of QuickCommerce lies in providing swift and seamless transactions, which is fueled by the modern consumer's desire for immediacy, convenience, and an enhanced overall shopping experience. In recent years, many researchers have explored the influence of quick commerce on the consumer and the factors which affect the decision-making process.

Nugraha, R. (2024). Navigating the Digital Consumer Mind: Understanding the psychological aspects of e-commerce success. *Deleted Journal*, *2*(1), 205–218. https://doi.org/10.61132/observasi.v2i1.211 , explored the role of psychology in the success of E-commerce with its focus on understanding the behavior of digital consumers. It delineates the psychological drivers of digital consumers, laying the foundation for the development of smarter and more responsive business strategies in online commerce and came to the conclusion that a deep understanding of consumer psychology is paramount for navigating the complexities of the digital marketplace.

Wang, R., Xu, S., Li, S., & Pang, Q. (2024). Research on Influence Mechanism of Consumer Satisfaction Evaluation behavior based on grounded theory in social E-Commerce. *Systems*, *12*(12), 572. https://doi.org/10.3390/systems12120572 , they have endeavored to expand the theoretical boundaries of Consumer Satisfaction Evaluation behavior (CSEB) through qualitative research . Through three-level coding, the interview data and crawler data were analyzed and summarized and finally, five main categories were obtained: product perception, social influence, perceived behavior control, evaluation motivations, and CSEB. This helps social e-commerce platform managers and businesses to effectively

use the influence mechanism of CSEB to implement product marketing, function development, and customer relationship management activities.

Häubl, G., & Trifts, V. (2000). Consumer Decision making in Online shopping Environments: The effects of Interactive Decision Aids. *Marketing Science*, *19*(1), 4–21. https://doi.org/10.1287/mksc.19.1.4.15178, they have investigated the nature of the effects that interactive decision aids may have on consumer decision making in online shopping environments and concluded that interactive decision aids have the potential to drastically transform the way in which consumers search for product information and make purchase decisions.

Singh, R. R., & Tomar, Prof. V. R. (2024). A STUDY OF THE INFLUENCE OF QUICK COMMERCE ON CONSUMER PURCHASE DECISIONS AND SATISFACTION IN THANE CITY. In SGOC USI PUBLICATION, *Exploring New Frontiers in Commerce and Management* (pp. 76–78). https://www.researchgate.net/publication/386275630 , provided valuable insights for the understanding of consumer behavior in the context of Q-commerce and highlighted its potential as a sustainable urban development initiative in Thane City. Through the Mann-Whitney U Test it was revealed that there is a significant difference in consumer satisfaction between Q-commerce and traditional retail. The Q-commerce platforms were perceived as significantly more convenient and faster than traditional retail outlets which underscores the importance of speed, convenience, and user experience in shaping consumer preferences .

Consumer Decision-Making in E-Commerce: A Literature Review of factors Influencing Online purchases. (2023). *Journal of Harbin Engineering University*, 1504–1505.

This review research paper has provided valuable insights into the complex landscape of consumer decision-making in the realm of e-commerce.This has been done by shedding light on the myriad factors that influence online purchases such as psychological factors, including perception, attitude, and motivation, in influencing consumers' choices within the digital marketplace. The paper also explores the impact of various external influences, such as social media, online reviews, and advertising strategies, on consumers' decision-making processes.

Ganapathy, V., & Gupta, N. D. C. (2023). Critical success factors for quick commerce grocery delivery in India: an exploratory study. *Sustainability Agri Food and Environmental Research*, *12*(1). https://doi.org/10.7770/safer-v12n1-art691 . This research paper discusses the developments and attempts to identify critical success factors that can lead to long term sustainability of quick commerce such as quick commerce retailers establishing strategic ties with kirana stores ,fast deliveries, Investments in technology, inventory ,setting up of dark stores etc.

Luna Sanchez, P. E. (2024). *AN ANALYSIS OF THE DRIVERS OF CONSUMERS' PURCHASING BEHAVIOR IN QUICK COMMERCE PLATFORMS* (By Aalto University School of Business & Aalto University; p. 83) [Master's Thesis, Aalto University]. https://www.aalto.fi . This study has provided insights into the components influencing consumer purchasing behavior on quick commerce platform using a proposed framework of 5 components out of which 4 have a direct and positive impact on consumers purchasing behavior .

Nagarathinam, A., N, E., Chellasamy, A., & CHRIST University. (2022). The influence of time pressure and physical effort on quick commerce grocery purchases: Exploring the effects of family dynamics in

purchase decisions. In *CHRIST University*. This research has explored how time pressure and physical effort influence quick commerce grocery purchases, with a particular focus on the complex interplay of family dynamics within purchase decisions. It contradicts that Joint families with strong support structures might not need quick-commerce apps .

Consumer decision-making process in E-commerce. (2023). [Thesis]. In Mia Larsson, *Företagsekonomi*. This study investigated the effects of third-party websites and various web-design elements on the information search and alternative evaluation stages of the consumer decision-making model in online car shopping and concluded that the emergence of E-commerce has largely benefited the decision-making process of consumers.

In the paper 'A Study on Impact of Quick Commerce on Consumer Decision Making Process' by Anushka Goswami and Rashmi Kumari , BMSJMR : JOURNAL OF MANAGEMENT AND RESEARCH (2024) ,they have examined the influence of quick commerce on consumer decision-making by highlighting the factors such as delivery speed, promotions, satisfaction etc . They conducted a statistical analysis using the Chi-Square test and concluded that while quick commerce may impact certain behavior of customer, it does not completely alter the entire decision-making strategy.

Finally , this research study examines the psychological factors influencing consumer decision-making in the context of quick commerce. It explores the various cognitive and emotional processes that shape consumer behavior during the shopping experience, shedding light on the underlying motivations that drive repeat purchases. The study further investigates the satisfaction derived from these processes, highlighting how they contribute to consumer loyalty and the tendency to return to quick commerce platforms.

RESEARCH GAP -

 Quick commerce, also known as q-commerce, is a model that aims to deliver products and services to the customer at the least possible cost in the blink of an eye. The existing studies largely focus on the economic and operational dimensions of Q-commerce, such as delivery speed, price competitiveness etc. Limited attention has been paid on how psychological drivers—such as consumer impulsivity, the desire for instant gratification, and personalized recommendations —impact the adoption and sustainability of the success of Q-commerce.

The unique attributes of Q-commerce, such as ultra-fast delivery and the immediacy of the service, have not been sufficiently explored from a psychological perspective. There is also a lack of research examining how the emotional satisfaction of receiving goods quickly and effortlessly influences long-term customer loyalty and brand attachment in the Q-commerce sector. By analysing these factors deeper insights can be obtained about Q - Commerce which is what this research study aims to do.

Therefore, this research aims to fill this gap by investigating the psychological mechanisms that underpin the growing success of Q-commerce, with a focus on the motivations and emotional drivers of consumer behavior in this emerging market.

RESEARCH METHODOLOGY -

This study employs a mixed-methods approach, combining both primary and secondary data . The primary data is collected through a well designed survey which covers all the key areas of study while the secondary data is gathered from a detailed review of existing literature.The aim is to utilize the strengths of both data types to identify and integrate all the psychological factors involved to form a cohesive overview.

A convenient sampling was conducted to gather insights from 106 subjects who are regular users of Q-commerce platforms. These subjects were recruited from various social media groups, and through personal networks to ensure diversity.The secondary data for this research is done through an extensive review of existing research papers, articles, and reports published on the topic of Q-commerce, consumer psychology, and behavioral economics.Priority is given to sources published within the last five years. A thorough examination of each literature source is conducted to comprehend the findings and research methodologies employed.

The findings from the secondary data help to compare and contrast existing psychological theories with the primary data collected from the survey.Key themes and theories are synthesized to identify recurring psychological motivations that drive consumers to engage with Q-commerce. By combining primary data with secondary research, the study presents a well-rounded understanding of consumer behavior in the context of quick commerce.

FINDINGS -

Age Group :

Age
106 responses
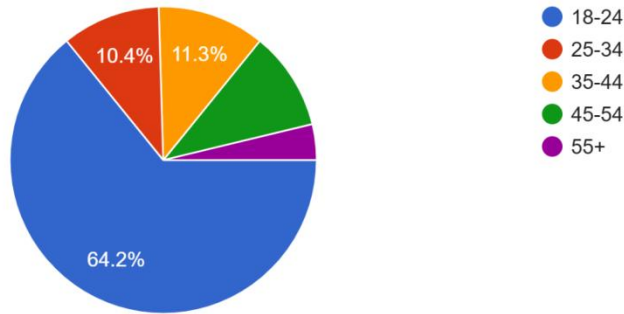
64.2% of the respondents were in the age group 18-24 years
10.4% of the respondents were in the age group 25-34 years
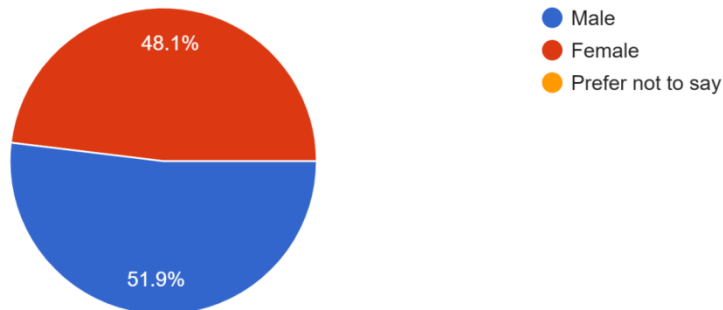11.3% of the respondents were in the age group 35-44 years
10.4% of the respondents were in the age group 45-54 years
3.8% of the respondents were in the age group 55+ years
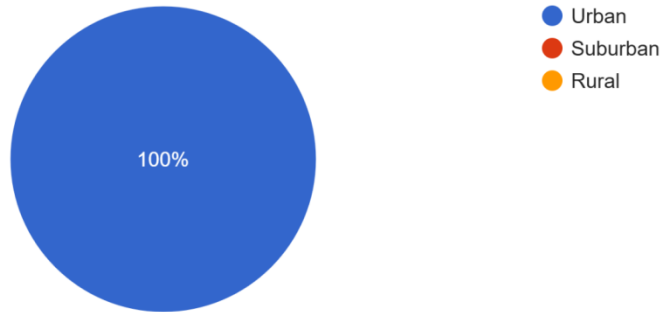
Gender :

Gender
104 responses

48.1% of the respondents were female
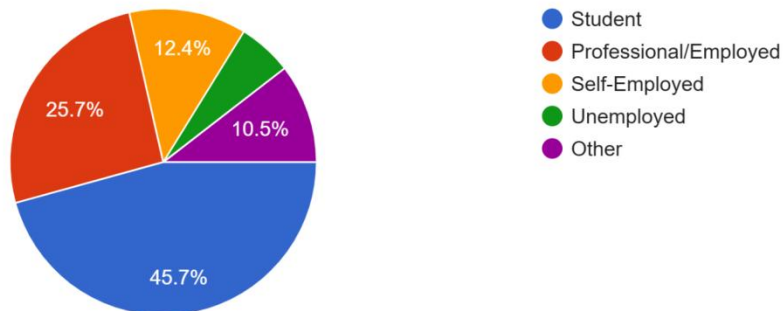51.9% of the respondents were male

Location :

Location
106 responses

All 100% of the respondents reside in Urban Area.

Occupation :

Occupation
105 responses

45.7% of the respondents were Students

25.7% of the respondents were Professional/ Employed

12.4% of the respondents were Self-Employed

5.7% of the respondents were Unemployed

10.5% of the respondents came in the category of others

Usage   of   Q-Commerce   platforms   :

How often do you use quick commerce platforms (e.g., ultra-fast delivery services like Blinkit, Zepto, etc.)?
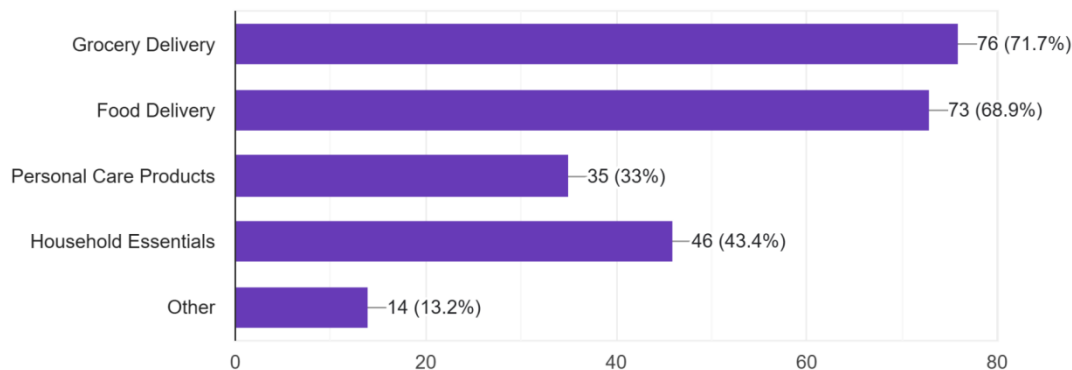
106 responses
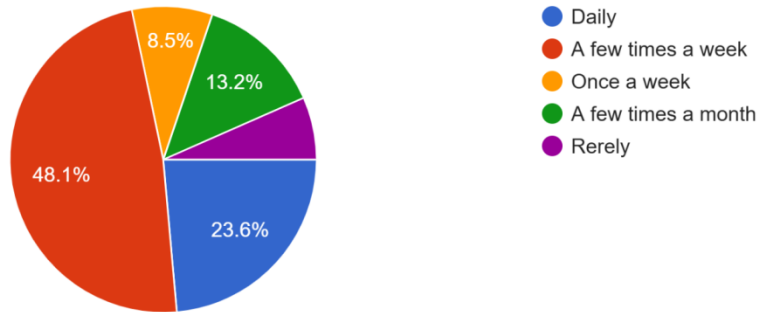
48.1% of the respondents stated that they use quick commerce platforms a few times a week

23.6% of the respondents stated that they use quick commerce platforms daily

13.2% of the respondents stated that they use quick commerce platforms a few times a month

8.5% of the respondents stated that they use quick commerce platforms once a week

6.6% of the respondents stated that they use quick commerce platforms rarely

Most used services of quick commerce :

Which of the following services do you use the most in quick commerce? (Select all that apply)

106 responses

71.7% of the respondents stated that they use quick commerce mostly for grocery delivery

68.9% of the respondents stated that they use quick commerce mostly for food delivery

33% of the respondents stated that they use quick commerce mostly for personal care products
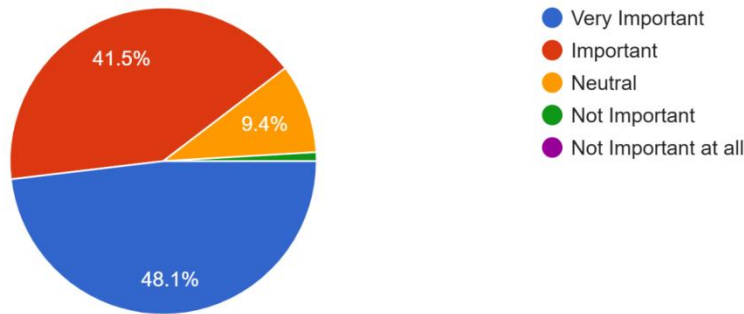
43.4% of the respondents stated that they use quick commerce mostly for their household essentials

13.2% of the respondents stated that they use quick commerce for other purposes

Importance of speed of delivery :

How important is speed of delivery when choosing a quick commerce platform?
106 responses

48.1% of the respondents believe that the speed of delivery when choosing a quick commerce platform is very important

41.5% of the respondents believe that the speed of delivery when choosing a quick commerce platform is simply important

9.4% of the respondents were neutral when it came to the speed of delivery while choosing a quick commerce platform

0.9% of the respondents believe that the speed of delivery when choosing a quick commerce platform is not important

Important Factors for purchasing from quick commerce platforms :

Which of the following factors are most important to you when deciding to purchase from a quick commerce platform? (Select up to 3)
106 responses
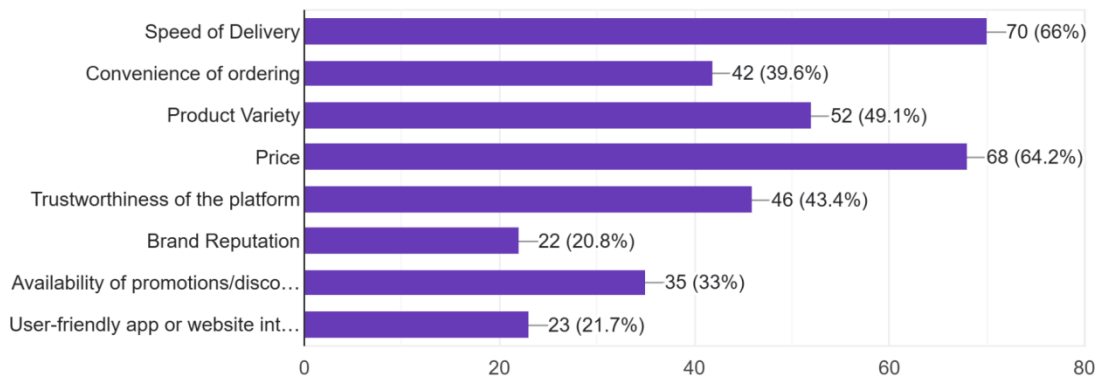
According to 66% of the subjects , speed of delivery is the most important factor when purchasing from a quick commerce platform.

39.6% of the respondents find the convenience of ordering the most important factor when purchasing from a quick commerce platform.

49.1% of the respondents find product variety the most important factor when purchasing from a quick commerce platform.

64.2% of the respondents find price the most important factor when purchasing from a quick commerce platform , showing that people prefer the speed of delivery more over the price of the product .

43.4% of the respondents find Trustworthiness of the Platform the most important factor when purchasing from a quick commerce platform .

20.8% of the respondents find Brand Reputation as the most important factor when purchasing from a quick commerce platform.

33% of the respondents find the Availability of Promotions/Discounts as the most important factor when purchasing from a quick commerce platform.

21.7% of the respondents find User friendly app or website interface as the most important factor when purchasing from a quick commerce platform.

Impulsive Buying :

Have you ever purchased something impulsively because sometimes these apps offer free delivery upto the purchase of a certain sum of money, so i...cart which we might not even need at the moment ?
105 responses
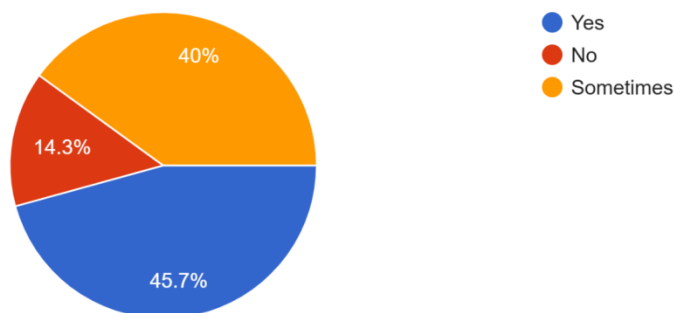
45.7% of the respondents do Impulsive shopping.
40% of the respondents have done Impulsive shopping sometimes.
14.3% of the respondents don't do Impulsive Shopping at all .

Fear of missing out (FOMO) in case of a time-sensitive offer or product availability :

Do you experience "Fear of Missing Out" (FOMO) when you see a time-sensitive offer or product available on a quick commerce platform (e.g: Zept...not miss on this opportunity we tend to buy more ?
105 responses
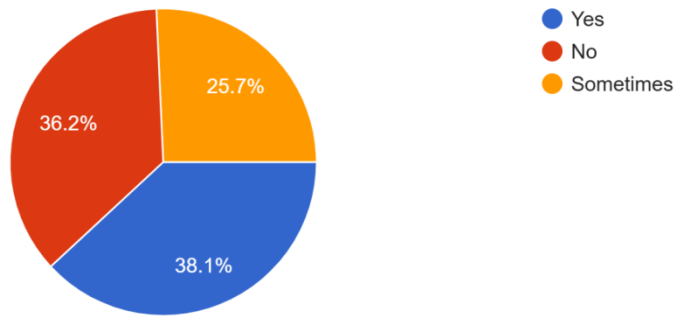
38.1% of the respondents experience FOMO

And, 36.2% of the respondents do not experience FOMO

Whereas , 25.7% of the respondents experience it sometimes and sometimes they don't.

Impact   of   Promotional   Notifications   and   Catchphrases   :

Do you think promotional notifications such as- " an oat-standing breakfast ", " India is ordering more pizza than burger , which side are you on ? ", ...s F-R-Y Day" etc. influences your buying behaviour ?
106 responses
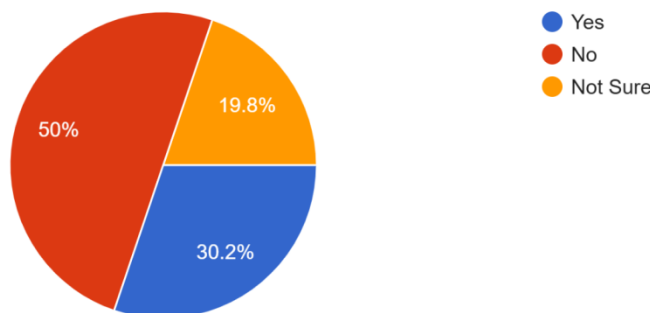
30.2% of the respondents believe that such promotional notifications influence their buying behaviour .
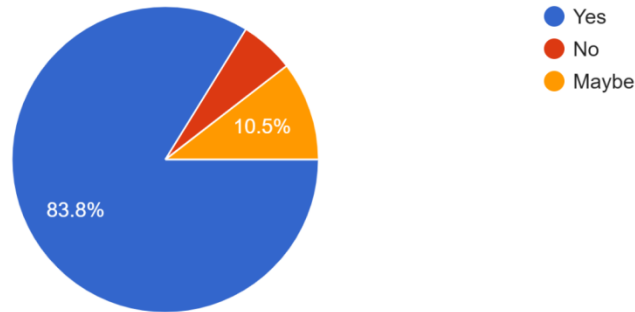
50% of the respondents believe that these promotional notifications don't influence their buying behaviour .

19.8% of the respondents are not sure whether these promotional notifications influence or don't influence their buying behaviour

Trust in the Application :

Do you think the policies of return or exchange gives you a kind of assurity while ordering from these apps and a security that your money won't ...ens , makes you buy from these Q Commerce apps ?

105 responses

83.8% of the respondents believe that trust in the app while purchasing gives them security which leads them to purchasing more often from such apps.
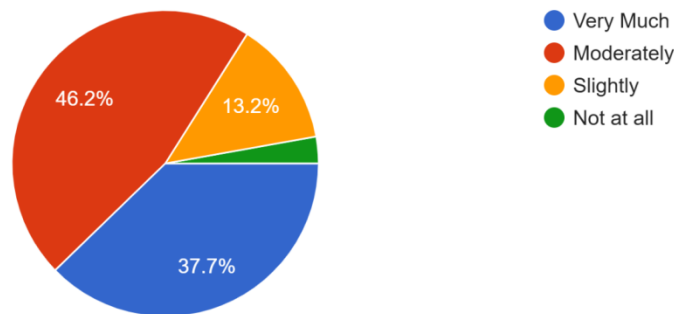
10.5% of the respondents don't hold a clear stance

Whereas, 5.7% of the respondents don't find such assurance and security from these apps an influencing factor in their buying behaviour .

Real   time   tracking   of   the   order   :

How much does the ability to track your order in real-time affect your decision to use a quick commerce platform?

106 responses

37.7% of the respondents believe that the ability to track their order highly affects their decision to use a quick commerce platform .

13.2% of the respondents believe that the ability to track their order slightly affects their decision to use a quick commerce platform .

46.2% of the respondents believe that the ability to track their order moderately affects their decision to use a quick commerce platform .

2.8% of the respondents believe that the ability to track their order does not affects their decision to use a quick commerce platform .

The need for quick commerce during urgent times :

Do you find yourself buying more frequently from quick commerce platforms during times of high stress or urgency?

105 responses
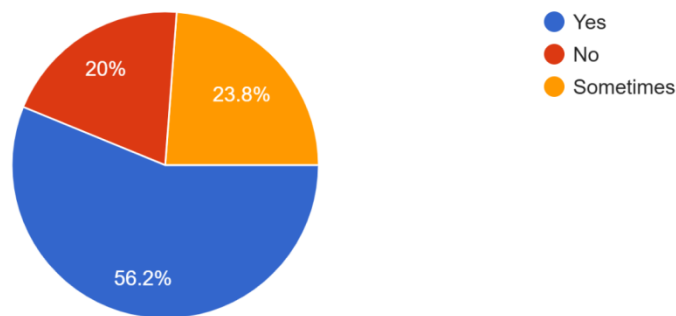
56.2% of the respondents buy more frequently from quick commerce platforms during times of urgency .

20% of the respondents don't buy more frequently from quick commerce platforms during times of urgency .

23.8% of the respondents don't hold a clear stance

The   convenience   of   not   leaving   your   home   :

How much does the convenience of not having to leave your home influence your decision to use quick commerce platforms?

106 responses
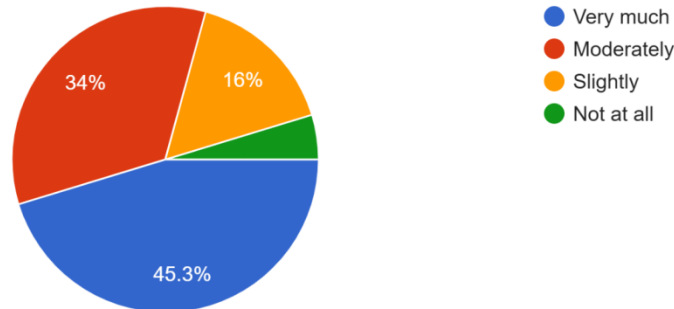
45.3% of the respondents find the convenience of not having to leave their home very influential in their decision to use quick commerce apps.

34% of the respondents find the convenience of not having to leave their home moderately influential in their decision to use quick commerce apps.

16% of the respondents find the convenience of not having to leave their home slightly influential in their decision to use quick commerce apps.

4.7% of the respondents find the convenience of not having to leave their home not influential at all in their decision to use quick commerce apps.

Recommendation   from   friends   and   family   :

Do you feel more inclined to use a quick commerce platform if your friends or family recommend it?

105 responses
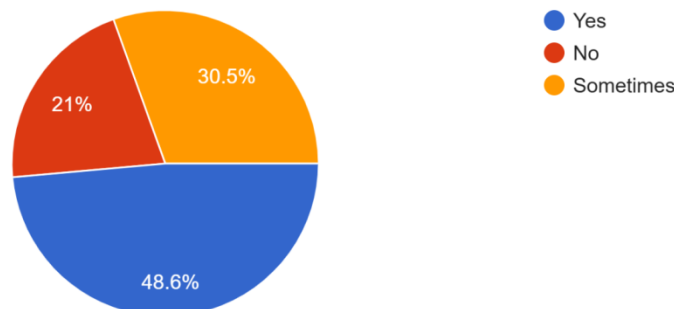
48.6% of the responders intend to use a quick commerce platform if their friends or family recommend it .

30.5% of the respondents don't have a clear stance

21% of the respondents don't intend to use a quick commerce platform if their friends or family recommend it .

The   Psychology   behind   the   icon   colours   :

Do you think that the icon colours of thses apps such as purple for zepto , yellow for blink it , red for zomato etc which are pop colours play a role in attr... applications while scrolling through your phone ?
105 responses
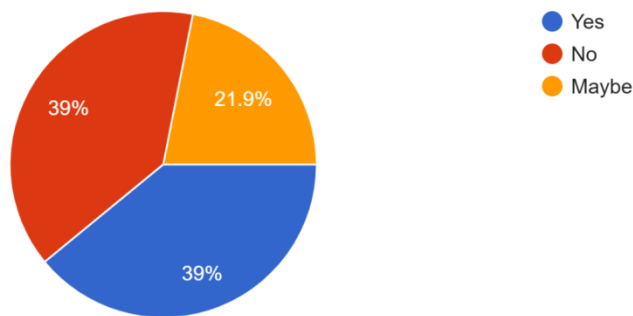
39% of the respondents get attracted towards these applications due to their icon colour
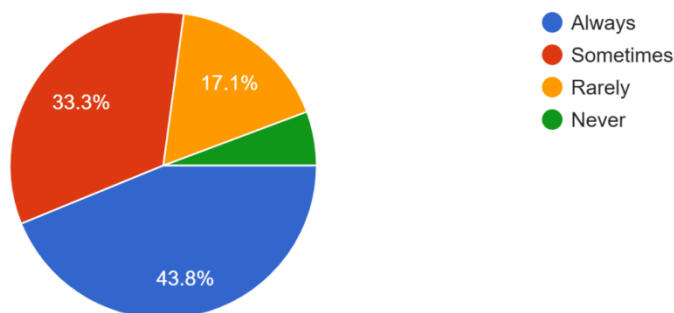
39% of the respondents don't get attracted towards these applications due to their icon colour
21.9% of the respondents do not hold a clear stance

Reviews   and   Ratings   of   the   product   :

How often do you check reviews or ratings before making a purchase on a quick commerce platform?
105 responses

43.8% of the respondents always check the reviews and ratings before making a purchase on a quick commerce platform .

33.3% of the respondents sometimes check the reviews and ratings before making a purchase on a quick commerce platform .

17.1% of the respondents rarely check the reviews and ratings before making a purchase on a quick commerce platform .

5.7% of the respondents never check the reviews and ratings before making a purchase on a quick commerce platform .

Features   that   promote   quick   commerce   platforms   :

What features would encourage you to use quick commerce platforms more often? (Select all that apply)
105 responses
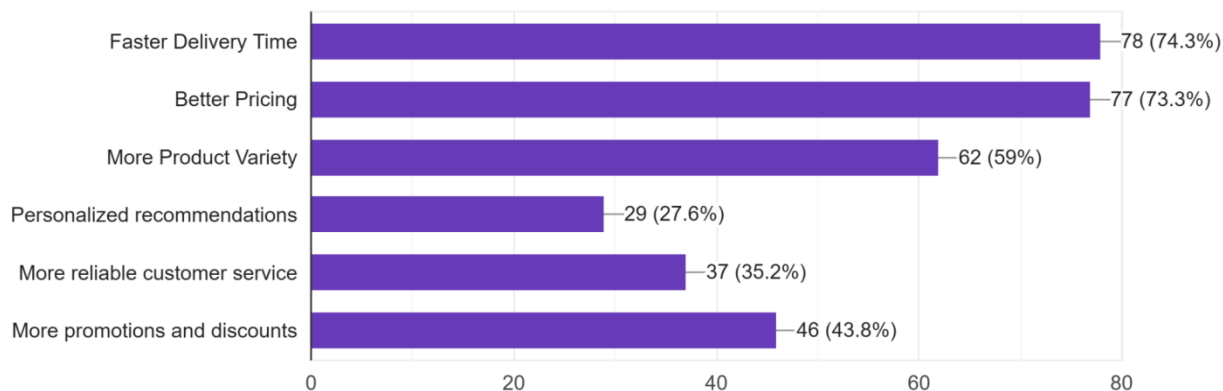
74.3% of the respondents believe that a faster delivery system would encourage them to use quick commerce platforms more often .

73.3% of the respondents believe that better pricing would encourage them to use quick commerce platforms more often .

59% of the respondents believe that more product variety would encourage them to use quick commerce platforms more often .
27.6% of the respondents believe that personalized recommendations would encourage them to use quick commerce platforms more often .
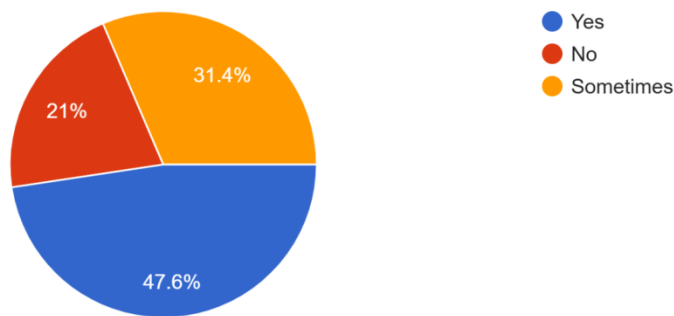
35.2% of the respondents believe that a more reliable customer service would encourage them to use quick commerce platforms more often .

43.8% of the respondents believe that more promotions and discounts would encourage them to use quick commerce platforms more often .

Use   of   AI   Tools   to   increase   usage   of   quick   commerce   platforms   :

Many Quick Commerce apps use our purchasing history to reccomend us things which we frequently buy and have'nt purchased in a long time...of those products and causing us to buy it again ?
105 responses

- Yes
- No
- Sometimes

47.6% of the respondents believe that AI Tools do help in increasing the usage of quick commerce apps .
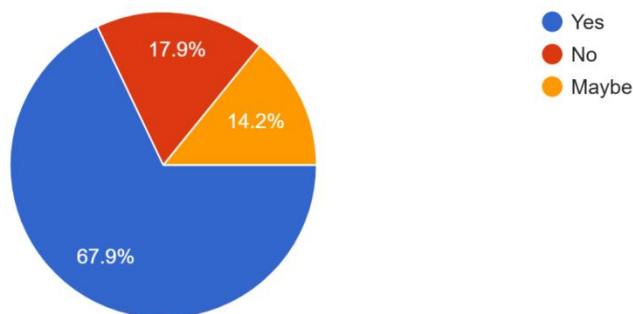
31.4% of the respondents don't hold a clear stance

21% of the respondents don't believe that AI Tools help in increasing the usage of quick commerce apps .

Change   in   overall   shopping   behaviour   :

Do you feel that using quick commerce platforms has changed your shopping behavior overall?
106 responses

- Yes
- No
- Maybe

67.9% of the respondent's overall shopping behaviour has been changed by using quick commerce platforms

14.2% of the respondents don't hold a clear stance

17.9% of the respondent's overall shopping behaviour has not been changed by using quick commerce platforms

DATA ANALYSIS AND INTERPRETATION -

Data interpretation for this study involves analysing the gathered information to draw meaningful insights into the psychology behind the customers' decision-making while purchasing from quick commerce platforms.

Impulsive Shopping -

45.7% of respondents engage in impulsive shopping, which is a key insight into the psychological appeal of quick commerce.When items are just a few taps away and arrive within minutes, it encourages impulse buying. Customers are more likely to order items they don't necessarily need, leading to unnecessary spending. It shows that the tendency for consumers to make unplanned purchases on quick commerce platforms is high. Quick commerce platforms Strategically highlight popular or new items on the app to catch the customer's eye hence catering directly to consumers' spontaneous buying behaviors.

FOMO (Fear of Missing Out) -

38.1% of respondents experience FOMO, which could be a strong driver for the consumer's psyche, especially during sales or promotions.It creates a sense of urgency for customers to purchase items before they run out or the price changes, often amplified by marketing tactics. Consumers might be influenced by limited-time offers or the fear of missing out on fast delivery services that are only available for a short period of time.

Promotional Notifications -

30.2% of respondents find promotional notifications influential in their buying behavior, suggesting that quick commerce platforms effectively leverage marketing strategies, such as time-sensitive offers, using clever puns , sarcasm and personalized deals, to create urgency and drive consumer action with humour and wit and even though it is a great marketing strategy to appeal to pop culture reference to stimulate sales , it does not quite makes an impact on the consumers reasoning.

Trust and Security:

Trust in the Platform is a major factor influencing purchases, with **83.8%** of respondents believing that trust in the app provides a sense of security. This highlights the core psychology of our brain of being deeply involved in our safety. When we feel a sense of security (towards a platform), the prefrontal cortex which is responsible for decision-making, emotional regulation, and reasoning stays active which allows for clearer thinking, better decision-making, and more trust towards the shopping platform which is being used and as an instinct it attracts

us towards that platform , highlighting the importance of building consumer trust through reliable services, secure payment methods, and consistent customer experiences.

Ability to Track Orders:

37.7% of respondents stated that the ability to track their orders highly affects their decision to use a quick commerce platform. This feature offers consumers a sense of control and visibility, provides peace of mind and builds confidence in the promptness of the delivery process and reduces anxiety associated with waiting for deliveries, enhancing the perceived reliability of the platform; however it may not be a very influential aspect affecting consumer psychology.

Urgency:

56.2% of respondents are more likely to use quick commerce during times of urgency, indicating that these platforms cater well to consumers in need of fast, on-demand solutions, such as last-minute grocery or household needs showing that humans yearn for instant gratification of their needs especially during the times of emergency. Quick Commerce caters to the impulsive desires of humans to satisfy a need right away, especially in situations where waiting for a traditional delivery might be inconvenient or frustrating.

Convenience:

The convenience of not having to leave home is another major driver, with **45.3%** of respondents finding this factor highly influential. This speaks to the growing consumer preference for hassle-free experiences and time-saving solutions as well as the fact that our brains are wired to avoid unnecessary exertion.

Reviews and Ratings:

43.8% of respondents always check reviews and ratings before making a purchase. This highlights the importance of social proof in influencing our purchasing decisions, where people rely on the opinions and experiences of others to validate their own decision-making,seeking reassurance that a product is worth purchasing by seeing what other consumers have thought about it. This provides a sense of trust and reduces the perceived risk of making a bad purchase which is very appealing to the human brain .

Platform Recommendations and Referrals:

48.6% of respondents would be influenced by recommendations from friends or family, showing the significance of word-of-mouth in shaping a consumer's behavior. Additionally, **39%** are attracted to apps based on their icon color, emphasizing the role of visual appeal in initial app engagement.

Speed of Delivery :

The most significant finding from this survey is that **66% of respondents** prioritize the **speed of delivery** as the most important factor when shopping on quick commerce platforms. This result underscores the critical role of time efficiency in consumer purchasing decisions. In the context of quick commerce, the promise of fast delivery meets the growing demand for immediacy, reflecting a shift in consumer expectations. With today's fast-paced

lifestyles, consumers increasingly value convenience, with rapid delivery serving as a key driver of their purchasing behavior.

Price (64.2%):

64.2% of respondents consider **price** to be an important factor, which indicates that consumers are still price-sensitive, even in the context of quick commerce. However, interestingly, speed of delivery (66%) is slightly more important than price, suggesting that for a large portion of the market, consumers are willing to prioritize speed over cost when making purchasing decisions. This finding highlights a shift in consumer behavior, where convenience and time-saving are valued more than the financial cost, possibly due to the increasing value placed on time in today's society.

The survey data provides valuable insights into the psychology behind the success of quick commerce platforms, highlighting key factors that influence consumer decisions. By analyzing the percentages of respondents who find various factors which are important when making purchases from these platforms, we can identify the underlying motivations and preferences driving consumer behavior.

RESEARCH LIMITATION -

1)   *Sample Size and Demographics -*

This study utilized a sample of 106 individuals, all of whom were from urban areas. While this provides valuable insights into consumer behavior within the urban context, the sample size may be too small to generalize the findings to a broader population.

2)   *Geographic Bias -*

Since all the respondents were residents of urban areas, the findings may reflect the preferences, needs, and behaviors of urban consumers. Urban consumers have access to technology, different lifestyle demands, and attitudes as compared to those living in suburban or rural areas. Thus, the results may not fully capture the psychological dynamics of consumers in other environments.

3)   *Focus on Psychology -*

The research specifically aimed to explore the psychological factors behind the success of quick commerce, which is a complex, multifaceted subject. Although the study provides valuable psychological insights such as the Fear of Missing out (FOMO), Cognitive Dissonance , Instant Gratification , it does

not address other important factors such as technological innovations, logistical challenges, or economic influences that might also contribute to the rapid growth of quick commerce.

4)   *Potential Survey Limitations -*

The design of the survey, such as the wording of questions or the response options provided, could have influenced how participants answered. For instance,poorly framed questions or response scales that do not adequately capture participants' views might limit the accuracy of the data.

5)   *Cross-Sectional Data -*

The survey provided a snapshot of attitudes and behaviors at a single point in time. Psychological factors and consumer behavior can evolve over time, especially as market conditions and consumer preferences shift. A longitudinal study would provide more comprehensive insights into how these psychological factors might change over time.

FUTURE SCOPE -

It is recommended to conduct further research that delves into more specific aspects of psychological elements in the quick commerce context, such as -

1)   As the quick commerce industry grows, there is an increasing need to explore its environmental and ethical implications. Future research could delve into how psychological factors, such as consumers' perceptions of sustainability and their willingness to pay a premium for environmentally friendly options, influence the future trajectory of quick commerce.

2)   Investigate the psychological factors that concern data privacy and product quality

3)   Explore the psychological impact of delivery personnel interactions and the perceived safety of delivery processes.

4)   Analyze the psychological impact of fake products being sold on quick commerce platforms.

5)   Analyze the long-term psychological impact of instant gratification on consumer behavior and expectations. The potential for increased impulsivity and decreased patience among frequent users should be studied.

6)   Examine how the abundance of options and the pressure of rapid decision-making in quick commerce affect cognitive load and decision fatigue.

By addressing these areas, future research could provide a deeper and more comprehensive understanding of the psychological factors that drive the success of quick commerce, offering valuable insights to both practitioners and academics in the field of consumer psychology and business strategy.

CONCLUSION -

In this exploration of the Psychology behind the success of Quick Commerce, this paper reveals a complex interplay of psychological factors that cater to modern consumer needs and behaviors such as delivery speed ,instant gratification ,price ,trust and the likelihood of recommending Q-commerce services.

Psychologically, q-commerce taps into consumers' desire for the satisfaction of their needs. The landscape of consumer expectations is ever-evolving, and as q-commerce continues to evolve, further research into consumer psychology will be crucial to uncovering new drivers of success and addressing potential challenges in the future.

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