

Digital Convenience as a Determinant of Customer Affinity among Women Users of Urban Quick Commerce Platforms

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Abstract

The growth of quick-commerce service provider has significantly transformed urban customer behaviour by providing hyper-fast delivery service and streamlined online experiences. Though much of the literature available has largely concerned itself with functional measures, including consumer satisfaction, purchase intention, and repurchase propensity, the affective and relational aspects especially among the female users have been comparatively under-researched. To impose upon this gap, the current research will propose a concept, which attributes the critical role of digital convenience in the determination of customer affinity by female shoppers, using urban Q-commerce websites. This framework is based on Stimulus-Organism-Response (S-O-R) model, the Technology Acceptance Model (TAM) extensions, and the relationship marketing theory. Digital convenience has also been operationalised as a higher-order variable including platform-access convenience, search and information convenience, transaction and payment convenience, delivery-time certainty and post-purchase support convenience. Moreover, this paper hypothesizes, the concept of digital convenience produces cognitive and affective processes such as cognitive load reduction, emotional reassurance, and habit formation, which in their turn lead to the presence of emotional attachment, psychological proximity, and platform preference. This conceptual paper provides gender-sensitive insight on the future of Q-commerce research by going beyond transactional measurements and indicates the emergence of the intuitively relevant role of convenience in digitally mediated consumption. The suggested structure provides both content theoretical and practical information to those involved in platforms design and marketing professionals eager to develop long-lasting customer-platform interactions in the competitive urban Q-commerce environments.

Keywords: Digital convenience, Customer affinity, Quick commerce, Women consumers, Urban digital platforms, Consumer behaviour

1.Introduction

The fast growth of the quick commerce (Q-commerce) platforms has radically altered the urban consumption habits, as it is promised to be ultra-fast delivery, a smooth digital interface, and hassle-free transactions. The use of sites like Zepto and other services has now turned the expectations of consumers upside down since time spent on completing the online shopping process has been reduced to a few minutes, making digital convenience one of the key competitive advantages (Ambaliya et al., 2025; Singh and Tomar, 2024). In cities, especially in India the implementation of Q-commerce has gained considerable momentum owing to the increase in the number of smartphones, two-income families, and growing time scarcity among customers (Singh, 2024; Andhare, 2025).

It is a strategically crucial, yet poorly theorised, group of Q-commerce users, comprising women users in the urban context. The existing literature has shown that women often visit the digital commerce site to balance between household

chores, career, and personal demands, and convenience is not only a functional concept but also psychologically and emotionally relevant (Saleem, 2025; Sri Thota and Reddy, 2025). Current studies on Q-commerce, however, have majorly focussed on customer satisfaction, purchase intention, and repurchase behaviour (Pham et al., 2018; Safa and Von Solms, 2016; Cuong, 2025) under which they have not thoroughly investigated deeper relationship outcomes including customer affinity.

Customer affinity is an affective connection between full consumers and platforms that begin to play in the economic zone of transactional satisfaction and utilitarian worth (Teo, 2025; Tan, 2024). Though the understanding of convenience influencing satisfaction and loyalty in the context of e-commerce has been realized in previous knowledge in the literature (Le, Hoang, 2020; Nurdianasari and Indriani, 2021), the concept of convenience in relation to developing emotional attachment in the Q-commerce setting, specifically among urban women, has not attained adequate conceptual maturity. To fill this gap, the current conceptual paper conceptualises digital convenience as a predictor of customer affinity among women who use urban Q-commerce as consumers and shifts the consequences of the convenience research into an affective and relational component.

2. Conceptual Background

2.1 Quick Commerce and Urban Women Consumers

Quick commerce (Q-commerce) refers to digitally empowered shopping platforms that help to deliver essential as well as non-essential products over extremely short times, typically within a range of 10 to 30 minutes. However, unlike traditional e-commerce, Q-commerce values immediacy, real-time availability of the inventory, and hyper-local fulfilment, which creates a change in the product consumption patterns in the cities (Ambaliya et al., 2025; Singh and Tomar, 2024). In the city context, women shoppers are one of the key groups since they face the multitasking of both work (professional) and home duties (sustenance and self-care). Previous studies have shown that Q-commerce sites also provide time compressions, delegatives, and the reduction of daily cognitive burden to urban women, thus upsurge influence on the sites (Saleem, 2025; Andhare, 2025). Other researchers dealing with Indian shoppers of the smart store emphasise the idea that the effect of digital convenience and affective experience have a combined impact on the usage behaviour of female consumers in Q-commerce (Sri Thota and Reddy, 2025).

2.2 Digital convenience in the context of Online and Q-Commerce.

Digital convenience is typically theorised as a multidimensional Theory that entails the notions of ease of access, search efficiency, ease of a transaction, reliability of delivery, and post-purchase support (Pham et al., 2018; Le-Hoang, 2020). The e-commerce literature has found the convenience perceptions to have a positive effect on customer satisfaction, trust, and behavioural intentions (Safa and Von Solms, 2016; Nurdianasari and Indriani, 2021). When it comes to the sphere of Q-commerce, the concept of convenience assumes a greater priority due to the shortened delivery schedules and the increased need to satisfy the consumer with a lack of mistakes in the service experience. Most recent empirical studies suggest that customer perceived convenience and quality of services have a significant influence on the consumer decision-making process and the long-term use of fast-delivery services (Chowdhury, 2023; Abdella and Indradewa, 2024). However extant scholarship views convenience mostly as a facilitator; not as an emotionally stimulating trigger, in the first place.

2.3 Customer Affinity in Digital Platforms

Customer affinity refers to the affective proximity, liking and psychological devotion of the consumer to a digital platform without establishing satisfaction and intent to repurchase (Teo, 2025; Tan, 2024). There is some evidence that habitual exposure to smooth online interactions strengthens affective connections and faith relationships in online trading (Cuong, 2025; Svatošová and Dvorský, 2025). However, the aspect of customer affinity has not yet been under scrutinized in the Q-commerce literature, particularly in the gender-specific experience of digital convenience.

3. Theoretical Foundations

The current conceptualisation is based on the proven theories of consumer behaviour and digital interaction which involve the transformation of the technological stimuli into the affective and relational outcomes. To begin with, the

Stimulus Organism Response (SOR) framework is a powerful framework to explain consumer reactions in digital commerce settings. In this regard, digital convenience acts as an external cue that affects the internal cognitive and emotional attitudes of consumers that, in turn, affect behavioural and relationship outputs like customer affinity (Chowdhury, 2023; Cuong, 2025). High speed in delivering goods, intuitive movement, and simplicity of making transactions decrease cognitive load and cause an emotional appeal especially in fast commerce environments where busy urban women customers are users.

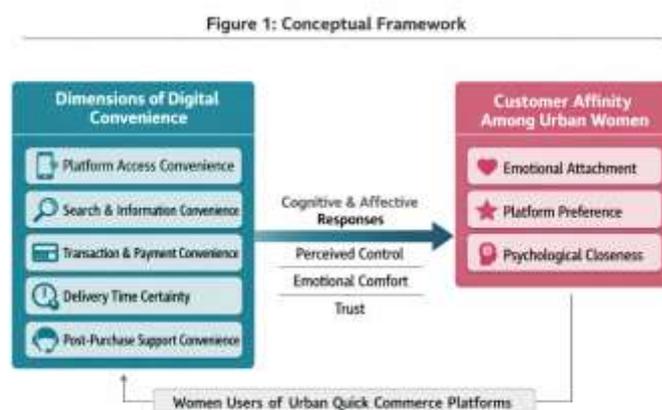
Second, TAM extensions emphasize the impact of perceived ease of use and usefulness in developing positive attitudes of consumers to digital platforms. According to previous e-commerce research, my sole ease and ease are not only elevating satisfaction and trust, but also positive emotional consideration over recurrent engagement (Safa and Von Solms, 2016; Le-Hoang, 2020). Such evaluations of affection are important antecedents to customer affinity in mediated consumption on the Internet.

Lastly, Relationship Marketing Theory focuses on building enduring emotional relations by means of regular, trustworthy and value providing interactions. Stable feelings of online convenience, linked to the Q-commerce, drive trust and affective intimacy, which serve as enduring relationships between the consumers and the platforms, not limited to the engagement of a transaction (Tan, 2024; Teo, 2025). Taken together, these theoretical approaches give grounds to the suggestion that digital convenience can be defined as one of the defining forces that facilitate the development of customer affinity in the setting of urban Q-commerce.

4. Conceptual Framework

The proposed conceptual model places digital convenience as a multidimensional precursor of customer affinity among urban quick commerce shoppers among women. Basing their conceptualisations of digital convenient on previous literature in the field of e-commerce and digital service, the authors conceptualise digital convenience as a higher-order construct with five associated dimensions: platform access convenience, search and information convenience, transaction and payment convenience, delivery time certainty, and post-purchase support convenience (Pham et al., 2018; Le-Hoang, 2020; Nurdianasari and Indriani, 2021). In the Q-commerce environment, these aspects can all influence the perception of users concerning a reduction in efforts, a saving in time, and the stability of the services.

The framework also recognises digital consumption as gendered since it is known that women users of the urban space do tend to be more time-pressured and cognitively overloading as they combine professional and domestic role-playing. Therefore, smooth and iconic digital engagements not only perform their practical functions as enables; but also become soothing and appeal-inducing emotional stimuli. In line with the Stimulus-Organism-Response approach, digital convenience arouses positive cognitive and affective emotions including a sense of control, emotional comfort, and trust, which, collectively, lead to the formation of customer affinity (Chowdhury, 2023; Cuong, 2025).



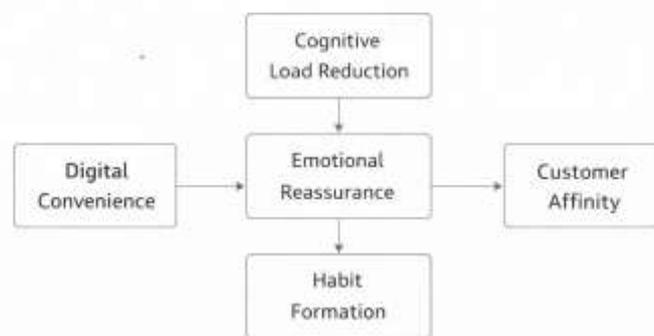
Customer affinity is introduced as an affectual relation outcome, which can be described in accordance with emotional connectivity, disciplinary probability, and psychological intimacy (Teo, 2025; Tan, 2024). The Figure 1 propose that digital convenience has direct and positive connection with customer affinity, which implies that the more women

consumers have experiences of frictionless Q-commerce the better their emotional attachment to the platforms. This conceptualisation builds on the convenient research that has been done in the past with the focus on relational outcomes even rather than behavioural intentions.

5. Mechanisms Linking Digital Convenience and Customer Affinity

To begin with, there is cognitive load reduction as one of the main messengers. Fluent navigation of the platform, easier search engines and easy transactions reduce the cognitive loads on the human mind, allowing users to carry out purchase activities with low levels of decision fatigue. Among all platform users but especially urban women, who often have multiple responsibilities to handle, this type of cognitive load is reduced, which improves the perceived control over the platform and its reliance (Pham et al., 2018; Le-Hoang, 2020).

Figure 2 . Mechanisms linking digital convenience to customer affinity



Emotional assurance comes up due to a performance that is consistent and also predictable when it comes to service. What establishes trust among customers are the ability to receive the delivery on time, the opportunity to track the status of the order, and instant post-employment feedback, which creates a sense of comfort and emotional stability. According to previous studies, these emotionally comforting experiences play a role in the development of trust and good mood towards digital platforms (Safa and Von Solms, 2016; Cuong, 2025). Through these emotional reactions, the psychological attachment of the users to the platform increases over time.

The habit formation would work like a positive reinforcing mechanism when using quick commerce. Frequent exposure to frictionless experiences promotes routinized consumption behaviour, which makes the platform a default option when it comes to the daily needs. Regular usage also causes emotional attachment by enhancing mental accessibility and decreasing the chances that the platform is changed (Teo, 2025; Tan, 2024). All these processes demonstrate how digital convenience as an emotionally significant stimulus turns transactional relationships into sustainable customer platform relations which, in turn, lead to the formation of customer affinity among women users of urban quick commerce platforms.

6. Implications

6.1 Theoretical Implications

This theoretical paper builds upon the research on digital convenience literature by redefining convenience as an affective and relational entity as opposed to a functional one. The study furthers the current body of research conducted in the field of Q-commerce and e-commerce that has mainly focused on satisfaction, customer loyalty and repurchase intention (Pham et al., 2018; Teo, 2025). In addition, the suggested framework brings the gender-sensitive lens through its explanation of convenience as an emotional comfort and cognitive respite to the women users of the city, thus adding layers to consumer behaviour and relationship marketing theories (Tan, 2024; Cuong, 2025).

6.2 Managerial Implications

To practitioners, the implications of the findings are that Q-commerce platforms ought to devise convenience strategies that go beyond the measurement of speed. It is important to focus on the certainty of delivery time, the creation of convenient interfaces, the establishment of open communication, and the responsive after-sales support, all these are aimed at the emotional attachment of women users. Through less cognitive load and more emotional comfort inspired platforms will develop greater customer affinity resulting in long-term engagement and competitive edge in urban quick-commerce markets.

7. Future Research Direction

The conceptual framework offered should be supported by future empirical research using quantitative study approaches, including structural equation modeling, to determine the strength of the interconnection between the dimensions of digital convenience and consumer affinity. Relativities should be done on the basis of gender, age groups, and urban-rural classes to allow the world to understand more about the unequal convenience perceptions. Longitudinal studies can investigate the effects of persistent exposure to quickcommerce (Q-commerce) services on the trajectories of affinity over time. The platform-specific research, such as that conducted by Zepto or Blinkit, may expose the situational differences in convenience delivery. Moreover, the use of moderating variables, such as digital literacy, household composition and usage frequency, might bring more delicate results on how the convenience and affinity nexus is constrained by its boundary conditions.

8. Conclusion

This concept paper leads to knowledge development in the area of a rapid business through making digital convenience a defining factor of customer loyalty among women customers in the urban settings. Further than the classical outcome variables of satisfaction and repurchase intention, the study brings out how convenience works as an emotionally significant stimulus that decreases intellectual input, offers reassurance, and establishes a habitual involvement. Using the insights of digital convenience, consumer behaviour and relationship marketing literature, the paper provides a theoretically-well-founded framework to explain the development of affective consumer-platform relations in Q-commerce settings. The proposed model emphasises the significance of the gendered theorisation of the study of digital consumption and offers the possibility of further empirical validation. Altogether, the research assists in understanding the role of digitally mediated convenience better to turn into long-term customer loyalty in urban fast markets.

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