Growth Of Q-Commerce Industry in South Asia: Challenges and Opportunities

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ABSTRACT

The study is based on understanding the opportunities and challenges of the q-commerce industry in South Asia. In the market, people are relying more on the q-commerce because of the fast delivery and convenience that they get. As the industry is shifting more towards bringing easiness in people's life, people still face problems in it. This study is focused on understanding the needs of the q-commerce customers and the opportunities that the industry has to overcome those problems. The methodology of the study is qualitative where questionnaires are conducted from the q-commerce customers. The dependent variable selected in the study is consumer decision and the independent variables of the study are pricing, convenience and security. The results of the study show that the customers face problems in terms of the security when they sometimes feel that the stores seek for more information than necessary. Further they still prefer this option because of their convenience and even if it is at a little high price, they opt for it to save time.

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CHAPTER 1: INTRODUCTION

Introduction to Chapter:

Quick commerce is the new face of e-commerce. It is also known as q-commerce and was brought forward to the shopping experience of consumers worldwide. The demands and requirements of consumers worldwide keep changing with time, and they start expecting more from the brands and the businesses because they need to keep up with the demands of the consumers. The brands need to recognize the importance of customer satisfaction, which is why quick commerce was the need of time and was introduced to meet the needs and requirements of the modern customer with enhanced speed. The world has become fast, and that is why quick commerce was introduced because there was a need for speed in the e-commerce industry.

Background:

Q-commerce, also known as quick commerce, is a type of e-commerce that focuses on fast deliveries, typically in less than an hour. Q-commerce began with food delivery, and it still accounts for the majority of the company's revenue. Customers who require immediate delivery may be willing to try new products and shop at new locations (Lueg, 2020). The added convenience of fast commerce allows online retailers to compete with large multinational marketplaces such as Amazon as well as brick-and-mortar stores. It combines the benefits of traditional e-commerce with last-mile delivery innovations. The premise is largely the same, with delivery speed being the primary differentiator (Purcarea, 2021). If quick commerce survives the initial hiccups and challenges, to make the business sustainable, it must continue to create private labels. The road to sustainability is arduous. There are no shortcuts. Every major retailer requires a warehouse network (Černikovaitė, 2021).

There are many reasons for the success of the quick commerce industry, and the major reason is that the delivery time in the e-commerce industry was not fast, which is why quick commerce is thriving today. Almost every essential and commodity of life falls under the category of quick commerce, including grocery deliveries and food. Speedy delivery is a model that differentiates the quick commerce model from (Černikovaitė, 2021). The e-commerce model, which was previously very popular and the only option available for the consumers. Consumers were looking for something more efficient and faster; that is why quick commerce was introduced and was a huge success worldwide. Nowadays, consumers expect that all the deliveries of their online orders should be shipped to them immediately, and they should

receive them as early as possible and sometimes within one day only. The model of quick commerce was introduced in 2020 when the pandemic was rising the most, and people were moving towards the online shopping experience because they could not go outside of their homes due to the pandemic (Černikovaitė, 2021). Customers frequently used the internet to order everything, including groceries and medicine; even if they needed it to talk with their doctors, they were making online consultations. The world was connected digital throughout the pandemic, so advantage was taken of this factor, and quick commerce was introduced to the world. There was a Global Health crisis, and more than 60 million people in South Asia were using the internet to order everything online and keep in touch with their family and friends. People will be becoming more health-conscious during this time, which is why they are interested in ordering healthy grocery ingredients by using the internet and receiving the goods on their doorstep without having to go outside. This is the exact model of quick commerce and how this works because the goods ordered by the customers are delivered to them within one day and sometimes within a few hours or minutes, depending on the customer's location (Purcarea, 2021). This situation raises the question of whether the quick commerce business model will go out of the trend, and people will not be interested in it once the pandemic ends. However, that was not the case because people already experienced the benefits, they got from the quick commerce business model and how convenient it was for their daily life and routine. Customers liked the idea that goods and services were delivered within a few hours to their doorstep, and they didn't have to hassle at all to get their hands on those goods and services (Giampoldaki, et al, 2021). That is why the quick commerce business model is here to stay and is not going out of trend anytime soon. It is here to stay in South Asia because people like to order their groceries online and get hands-on with their daily essentials without having to go outside depending on the scorching heat and other weather conditions. It is a very effective business model because a small delivery fee is charged from the consumers, and then services are delivered to their doorstep (Yahya, 2020).

Problem statement:

The customers are easily willing to pay the small delivery fee to get their hands on the goods and services they need because they don't need to go outside in extremely hot or cold weather. This raised further questions on how the quick commerce business model will affect the retail stores and physical outlets of restaurants and goes stores. The restaurants and physical retail grocery stores acted fast because they did not want to lose and saw the benefit of this business model. That is why they adopted the model of quick commerce business as well and started

making the deliveries to their customers by taking the orders online. Instead of going out of business, they take advantage of it and enhance their revenue in the long run by providing a speedy delivery service and a comprehensive online purchasing option to their consumers (Yahya, 2020). This increased their brand reputation and customer retention because the customers were willing to get their hands on the goods and services they would usually get after visiting the physical outlet but would not have to go outside for that now. Speed of delivery was a driving factor behind the success of the quick commerce business model in South Asia. That is why it has become a part of the economic growth everywhere in South Asia. Now customers don't want to wait for at least one week to get their hands on their groceries because they want to be done within a few hours, and they can easily get that with this business model, which is why it is a very profitable one as well. According to research, the quick commerce business start-ups in South Asia were driving the food and beverage industry because this is where most of the demand was seen (Huang and Yen, 2021). Food delivery increased by several 64% during Covid-19 in South Asia, and after that, the quick commerce business model was also launched, which was a huge success in this region. The Other categories except the food and beverage industry are also entering the market because there is a need for them as well (Huang and Yen, 2021). All types of products and services are being provided to the consumers, and this trend is increasing in South Asia now because there is pressure from the consumers who desire fast delivery. Only then the satisfaction of customers can be achieved for the businesses. There is constant pressure on the businesses in South Asia from the consumers because they want to get their hands on the products and services as fast as possible. That is why there is a need for e-commerce businesses to adopt the model of quick commerce and satisfy their customers. Otherwise, they will not be able to run their business operations for two long because providing speedy delivery the needed time. Otherwise, consumers will not be satisfied with the services of the brands. There was a huge problem regarding the logistics firms during the pandemic because people were staying in their homes for a long time. The customers were expecting the vendors to deliver their products and services rapidly on time because customers were ordering online as an Instinct from staying at home for too long during the pandemic (Yahya, 2020). A survey was conducted, and according to that, 80% of the people wanted to get their hands on their products and services within the same day of order placement. On the other hand, 61% wanted to get the delivery in one or three hours. 76% of the customers said that they are willing to pay additional money to get their order super-fast. Most of the complaints that e-commerce businesses get nowadays from their consumers are regarding the delivery time and the delays in the delivery of their products and

services (Alfonso, et al, 2021). Quick commerce is the most effective and fastest solution possible for this problem; that is why it needs to be implemented all over South Asia to overcome the challenges that businesses face nowadays.

Research Question:

The research question is based on the understanding of why Q-commerce implication is necessary, the RQ is

"Why Q-commerce is beneficial, and effective solution?"

As the benefits of Q-commerce and its effectiveness have never been explored before therefore it is essential to analyse its impact on the market and people.

Research objective:

The objective of the study is to analyze through systematic analysis regarding the effectiveness of Q-commerce in the industry and for the people that utilizes it. The empirical analysis will indicate the importance and the necessity of Q-commerce in the industry and why it is essential to adapt into for the future.

Motivation of the study:

Quick commerce offered a one-of-a-kind business model in which products and services were delivered within 10-45 minutes of ordering. Quick commerce is the new face of e-Commerce, and it is proving to be a game changer in many parts of the world. Customers who require immediate delivery may be willing to try new products and shop at new locations. The added convenience of fast commerce allows online retailers to compete with large multinational marketplaces such as Amazon as well as brick-and-mortar stores (Kaushik, et al, 2018). Quick Commerce is a quick order fulfilment process that caters to micro to smaller quantities of food ranging from groceries, stationeries, pharmacies, and many other items. Many businesses have embraced the astounding product-fit concept to existing online marketplaces. Since Q-commerce brings business to life and the products and services are delivered at the fastest speed therefore it is the best industry to be explored (Alfonso, et al, 2021).

Significance of the study:

Knowledge of online stores will allow you to effectively showcase your products through electronic commerce, and q-commerce also allows businesses to operate globally. This is because it allows you to sell your products and services anywhere in the world. The buying and selling of goods or services within a social media platform is known as social commerce

(Serrenho, 2022). By encouraging users to complete the entire purchase process without leaving their preferred apps, this model goes beyond social media's traditional role in the discovery process. E-commerce (electronic commerce) is the buying and selling of goods and services, as well as the transfer of funds or data, over an electronic network, most notably the internet. These business transactions can be business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), or consumer-to-consumer (C2C). Therefore, it is essential explore the benefits and opportunities that lies in it.

Structure of the Study:

The study is quantitative, questionnaires are conducted to analyse the benefits, impacts and effects of Q-commerce. The results will be based on the analysis of questioner. Lastly, in the discussion the scholarly papers will be compared with the questionnaire to conclude the findings.

Summary of the Chapter:

The author will gather scholarly literature to analyze the benefits of Q-commerce and its impact on the industry and people, on the contrary the research method of the study is qualitative therefore questioner is established and the answers of the questioner will be recorded and compared with the literature review in order to analyze and provide evidence-based conclusion regarding the impact, benefits and influence of the Q- commerce on the people and the market industry.

CHAPTER 2: LITERATURE REVIEW

Introduction of the chapter

The chapter aims to begin a new investigation, establishes familiarity with and understanding of current research in a specific field. Conducting a literature review should allow you to learn about previous research and identify what is unknown about your topic. A literature review's goal is to gain an understanding of the existing research and debates relevant to a specific topic or area of study and to present that knowledge in the form of a written report. Conducting a literature review will assist the reader in expanding their knowledge regarding the Q-commerce field.

Consumer Decision in Q-commerce in South Asia

Consumers' decision before purchasing on a q-commerce website or a mobile application is a dependent variable that is dependent on three different factors. These three factors include convenience for the consumers, the amount of risk involved, and the pricing of the product they purchase from the q-commerce website. Gaining the trust of the consumer plays a vital role in making a positive decision of the consumer about making a purchase (Arifah, Suryani and Samopa, 2022). To gain the consumer's trust and increase their loyalty to the q-commerce website, it is essential to use social media platforms to integrate the customers' views and then alter their decision-making process. First, the q-commerce brands need to provide value for money to the consumers, and then they can build online trust with the consumers and start getting more orders online. Building trust by providing value for money is important for every online business so that they can increase their number of returning customers and improve customer retention, which is important for the profitability of the company in the long run. This is the only way to shape a business model that is not only going to be sustainable but also provide customer satisfaction to the customers who are interested in shopping from q-commerce businesses. According to business behavioral experts, it is said that consumer decision-making is directly proportional to the risk that is involved in making an online purchase and also the trust between the consumer and the brand online. These factors are going to have a great influence on the end decisions that the consumer is going to make and whether they are going to come back to the brand to purchase more in the future or not (Giampoldaki, 2021). The consumer's behavioral intention is directly related to the taking factors when purchasing a q-commerce platform. When a brand deals with its consumers online, they need to develop a trusting relationship with them because a lack of consumer confidence in the brand

can be fatal for the company in the long run. It is important to increase customer loyalty to the brand to make the consumer decision positive about the Q-commerce platform. Increasing customer loyalty to the brand is only possible by analyzing the amount of trust that the consumer has in the brand and then implementing different strategies in the organization to increase that loyalty and trust by the consumers towards the brand. Another important factor that will greatly influence the trust and satisfaction of the customer towards the brand is the internal and the external similarity (Mason, Narcum and Mason, 2020). It is also going to have an impact on the behavior of the customer regarding shopping and the end decision that they are going to make before purchasing a product online from the brand. Suppose someone wants to learn more about the factors that greatly impact consumer decisions. In that case, those factors are social interaction and trust because they are directly related to the consumer's purchase intention online. Online q-commerce plays a major role in making the online vendors and businesses capable enough to achieve their goals when they set pricing for their products and want to sell out as many products and provide as many services as possible. When such things happen, it will increase the performance of the business as well as the profitability of the company to a great extent (Yao, et al, 2022). Using social media marketing campaigns and techniques is very important, and there is no doubt about it. These campaigns on social media are important to increase the company's profitability and improve customer decision-making on purchasing the product. But it is also important to note that social media campaigns will only work when the customers and audience of the q-commerce business have trust and confidence in the brand and its social network. If the brand's customers are going to be able to resonate with the social media platforms, only then will they be interested in purchasing from the brand; otherwise, they will not have any interest in it (Purcarea, 2021). That is why every brand needs to improve their social networks online, and then they can expect positive customer decision-making in the future from their audience. After implementing cutting-edge and advanced technology, it will be possible to improve the retail environment and shift it properly online. It is important to understand consumer behavior and analyze it properly to create different strategies for making consumer decisions to start purchasing from Q-commerce businesses. It has become the need of time for every single q-commerce business owner to find out and understand the method in which the consumers are thinking about integrity and competence (Yao, et al, 2022). Perceived integrity will play a vital role in this regard and will prove to be very beneficial for the consumer in the end. Due to this factor, the customers will understand that the online cue commerce business owner is morally correct and has good faith. In the end, this will make up their mind, and they will start purchasing from their business and

boost the company's sales and growth in the long run. Pricing plays a vital role in this factor because the online retailer of Q-commerce business needs to make sure that they are not overcharging for their products, and the pricing of their products is also justified according to the quality they are providing to the consumers (M Huang, 2021). This is how they will develop a trusting relationship with their consumers and be able to behave in good faith with the business. It is a great way to boost the sales transaction of the business and make organic purchases by increasing customer retention in the long run. The next important factor directly related to the consumer decision in the Q-commerce business in South Asia is perceived competence. To achieve this, it is significant for the Q-commerce business owner to be an expert in the trading process, and then they will be able to achieve perceived competence. As a q-commerce business owner, you need to show your consumers that you care about their interests and only one the best for them and nothing else. When the consumer understands this behavior from you, you will be able to achieve perceived kindness as well (Mason, Narcum and Mason, 2020). The online shopping experience of the consumer and their final decision-making process also depends on the satisfaction level they get from an online purchase. That is why the q-commerce platform needs to focus on customer satisfaction and providing value for money to the consumers.

Pricing in Growth Of Q-Commerce Industry in South Asia

Almost a decade ago, consumers did not use to be vigilant enough to thoroughly find out about a particular brand or business owner before purchasing from them. However, the tables have turned now, and the consumer of today has become a smart consumer who is more focused on learning more about the brand and comparing the pricing and other features of the products on the competitors' websites (Chen, Wu and Hsu, 2019). This is especially true in the case of Q commerce because there are multiple Q commerce platforms available online in the form of different websites and mobile applications for the smartphone. There is tough competition in the world of q commerce, and every business honor looks forward to increasing their daily sales and transactions. Due to this tough competition, multiple Q commerce businesses and brands offer similar types of products and services (Weisstein, 2016). When the competitors of a q-commerce business are offering similar products, then customer retention is at risk because it can decrease to a great extent if the customer is not getting value for their money in one place. If the consumer is not getting value for money at one platform, it will not take them a lot of time to jump on to another platform that is providing them with similar products and services along with value for their money. The smart consumer for today is not only interested in getting

value for their money but also in knowing more about the background and goal of the business. This also includes factors like sustainability models when setting up pricing strategies for the business and coming up with techniques to reduce the carbon footprint caused by the q commerce business. In such a situation, every cue commerce business needs to be very vigilant about the pricing strategy they will make for their platform. The pricing strategy is highly dependent on consumer decision-making, which is why it is an independent variable when talking about the growth and challenges of the Q commerce industry in South Asia (Liu, et al, 2018). Today's smart consumers are highly interested in the comparison factor, but it is important to note that not every purchase will require making a comparison. Suppose the commerce platform offers products and services that are a major purchase and cost a lot of money. In that case, the consumer will spend a lot of time researching the alternatives to find out whether any similar platform offers better services. However, if a q-commerce business offers everyday products and services, then the probability of customers moving on to another platform is quite low. Pricing is directly related to consumer decision-making when talking about the growth and challenges of the Q-commerce industry in South Asia because many consumers believe in the traditional method of comparing the prices on different q-commerce platforms. The traditional method used by the consumers to compare the prices to make the best and the final decision to purchase a product or a service is word of mouth (Wu, 2020). The friends and family take this word of mouth as other people the consumer is surrounded by. Today's smart consumer is not shy and asks around to ensure that they will get value for their money. The only way to tackle this situation is to improve the word-of-mouth marketing and implement this process in the q-commerce platform. The first way to do that is to provide value for money to the consumers (Ariker, 2019). Then the consumers will automatically be talking about the products and services offered by a particular Q commerce business. The second method is introducing a referral program in the q-commerce business platform by the q-commerce business owner. Introducing this program will be very beneficial in enhancing the word-of-mouth marketing and making up the consumer's mind to make a purchase. The referral program should be designed in such a way that it is not only going to benefit the referee as well as the referrer (Lei, et al, 2022). The pricing strategy of a q-commerce business platform will make up the consumer decision because it is also dependent on search engine marketing. Many consumers nowadays search for the product on Google, then make comparisons on the best deals and pricing available, and then make a final decision. Every q-commerce business owner needs to realize that the q-commerce industry is much more than just building a website or an application for the smartphone. Search engine marketing is related to the pricing strategy set

up by a particular q-commerce platform because it is a dependent variable. The following method for q-commerce platforms to regulate the pricing strategy for their platform is to partner with online price comparison websites (Li, 2019). Implementation of this process is a windmill situation for the consumers and the Q commerce platform. It is a convenience for the consumers in such a way that it will provide them with more options to select the right platform for getting the products in services they need online. On the other hand, it will benefit the q-commerce platform so that this process will enhance its presence on the online price comparison website. Similarly, price comparison applications for smartphones are also available nowadays. Every q-commerce business needs to enhance its presence on such price comparison applications. This process is profitable for both parties because it not only gives rise to business but also provides a major convenience to the consumers. Ultimately, it makes up the consumer's decision to purchase a particular q-commerce platform. Consumers visit the different q-commerce platforms online to compare the pricing and then decide what they want to purchase in the end. If a q-commerce platform wants to ensure that the consumers will find their website on Google, then the platform needs to optimize its website and platform for Google. Doing this will ensure that the Google crawlers can understand the content going life on your platform (Weisstein, 2016). Another great pricing strategy for the Q commerce platforms online is to highlight the price drop in red color and also circle the percentage of discounts on the platform online. This will give a vibe to the consumers that they don't want to miss this offer. It will not only make up the consumer's mind to purchase your platform but will also stop them from jumping to the platform or website of your competitors.

Convenience of consumers in the Growth Of Q-Commerce Industry in South Asia

The first and the sole reason for the growth in the q-commerce industry is the convenience it provides to consumers every day. Undoubtedly, the Q commerce industry was on the rise during the pandemic. That is when it benefited worldwide consumers because it enabled them to get their hands on the products, they need every day without having to go outside (Pham, et al, 2018). Q Commerce provides a lot of convenience to consumers because they can choose the payment method of their choice. By providing the consumers with different payment options, it is possible to make up the consumer's mind, and it also helps the consumer decision making positively (Fazal-e-Hasan, 2019). According to a survey conducted, almost 13% of the people believe that convenience is the most important factor when purchasing anything from a q-commerce platform online. However, it is important to note that convenience is not a major

factor in the initial stage of decision-making when the consumer is thinking about purchasing something from a q-commerce platform rather than visiting the retail store to purchase the same product or availing of the same service. The factor of convenience will arise during the time of checking out from the Q commerce platform and how much convenience that process will provide to the consumers. This is the stage where most consumers pay a lot of attention. If the checking-out option at the Q commerce website is complicated, then the chances are that consumers will abandon the cart even if it is full. So to boost the consumer decision-making process and overcome the challenges involved in the Q commerce industry of South Asia, the Q commerce business owners need to realize the importance of providing convenience to their consumers at every single stage (Kraus, Reibenspiess and Eckhardt, 2019). When the consumer enters the platform or the website, it should be super easy and convenient for them to navigate and scroll through the entire website. They should be different categories for all the products so that they can differentiate easily without making things too complicated. The next most important factor is providing a same-day delivery to the consumers to increase the convenience they will get from the whole shopping experience by using a q commerce platform online (Lueg, 2022). The entire purpose of a q commerce platform is clear from its name that it is quick commerce. The q-commerce platform's responsibility is to provide instant delivery to the consumers to keep the business model running. If the consumers are not going to get a same-day delivery when ordering from the platform, then the entire purpose of setting up a q-commerce platform will die. The next important factor that will provide convenience to the consumers is allowing guests to check out the platform on the website. Not every consumer has all the time in the world to create an account on the website and then make purchases online from the Q commerce platform. Nowadays, smart consumers want everything to be done instantly because of the fast culture. Whether it is fast food or fast fashion, consumers need everything to be done instantly. The same is the case with the q-commerce platforms. It would not be wrong to say that the Q commerce platform is nowadays just fast fashion in the E-Commerce industry (Lei, et al, 2022). When a platform provides the option of a guest check out, it will be an instant and the most convenient option for the consumers to make a purchase online. They will not have to indulge in creating an account and sign up by giving their email account (Jagani, 2020). Everyone will be able to make a purchase anonymously without giving their information to anyone. It is a huge convenience that will make up the consumers' minds to purchase a specific q-commerce platform rather than using any other one. According to 83% of people, it has been stated that convenience while shopping through online platforms is more important than it used to be many years ago. This has also been seen in the consumer behavior

and shopping pattern of people who choose different q-commerce platforms. Today's smart consumers do not hesitate to believe that they are busier in the current situation than they used to be many years ago; that is why they need everything to be done instantly. Whether it is something related to personal or professional life like school or shopping needs, smart consumers prefer shopping from the q-commerce platform available online rather than running to the retail stores to purchase everyday essentials (Kraus, Reibenspiess and Eckhardt, 2019). It saved them a lot of time, which is why it is a major convenience for them which is ultimately the end factor that will determine the consumer decision-making process. Consumers nowadays will always prefer the stores which will provide them with convenience compared to the ones which do not provide them with any convenience. It would not be wrong to say that convenience is a major force driving purchases and boosting sales on the Q commerce business platforms nowadays. Convenience influences purchases that are taking place and also has a direct correlation with the consumer decision-making process. When analyzing consumers' daily routine, it has changed a lot compared to the last decade. Now shoppers do not have enough time they can spend at the grocery store and keep trolling through different sections of the store to purchase their groceries. That is why a much better alternative is available in Q commerce, saving them a lot of time and providing them with major convenience in the long run (Li, 2019). Convenience is a luxury, and today's smart consumers are willing to pay the price for this luxury. The concept of convenience provides a lot of profitability to the online retailers and platforms because they can benefit from this after providing a delivery service to their consumers. However, it is important to note that every consumer has a different concept and idea about convenience (Othman, 2021). The idea of convenience is not the same for everyone, just like the five fingers of a hand. Some consumers want convenience when they are scrolling the online platform while they are making a purchase. On the other hand, some customers might win convenience in different payment options because they find it a huge challenge at the end of the checkout process on the Q Commerce website. In the end, it can be said that the amount of convenience that the retailer provides to the consumers will directly impact the consumer decision-making process.

Security in the Growth Of Q-Commerce Industry in South Asia

The consumer's security and trust play a vital role in the Q commerce industry. It is also directly related to consumer decision-making and whether they are going to end up purchasing the particular Q-commerce platform or not. This factor is important for consumers because they want to ensure that they make safe transactions with an online platform with no malicious intent

(Badotra and Sundas, 2021). This issue can be resolved for the consumers by the platform by ensuring that they are implementing protocols for the safety and related concerns of the consumers on the platform. The first strategy is to provide privacy to the consumers because it is important to smart consumers nowadays that the activities, they perform online will not cause any breach of their data (Al-Khalaf, 2020). Every q-commerce platform needs to ensure that they are not providing their consumers' data to any third party, and then they will be able to build a more trusting relationship with their consumers in the long run. Minimum Firewall and encryption are important to implement in the platform so that the security and privacy of the users can be maintained properly. It is an important thing that needs to be done to gain the consumers' trust. If a platform cannot gain the consumers' trust, then it will not be able to turn them into loyal customers, which in return increases customer retention. The next important factor is integration which is a concept that means that all the information that the consumer provides should not be changed at any cost. The next important factor is authentication, which is very important when someone runs a platform online to sell products and services to consumers. It is important for the consumers that the platform they purchase from is authentic. They should believe in real things and prove they have authentic products and services (Hyun, 2022). If online services only provide what they are showing, they will be able to gain the trust of their customers. First, every q commerce business must prove authentic and genuine. After that, the customers will be able to feel safe about making an online transaction with them, whether it is with a banking app or a debit card. If an online platform sells in proving that they are authentic, then no customer will feel safe in putting their debit card or credit card information on their platform. So, if a platform is looking forward to increasing its relationship with the consumers, it needs to indulge in good marketing campaigns (Gull, et al, 2022). After that, safe online transactions will be made from the end of the consumers, and they will be able to make the right decision in purchasing the online platform without any worry in their minds. It is also called the principle of authentication that will take a business forward. It is impossible to overlook the security when talking about a q commerce business because it is essential in today's world. All the consumers are super smart and care about the platform they buy from (M Huang, 2021). Consumers are also unaware of cybercrime in the online shopping, which is why they are unwilling to take any risks. That is why every business needs to provide them with a safe platform to keep making safe online transactions. This way, they will be able to get their hands on their everyday essentials without having to worry about anything and will also increase customer retention for the online platform. The q commerce industry is very much at risk when discussing cybercrimes (Bagla, 2018). That is why it is important to provide enough

protection to the consumers to feel safe during online transactions on the platform. The customers' data can be stolen, and if the platform is not safe, then damage can also be done to the customers' computer network. That is why the customer is very vigilant nowadays when they are choosing a platform to make a purchase every single day over most of the times when they need something from a q commerce platform. Another issue faced by many customers nowadays in the q-commerce industry is the uncertainty and complexity during the checkout process on the website or the platform. It causes major issues for the customers when they make an online transaction, which is why the platform needs to provide them with a better experience to purchase from their website (Alladi, 2020). When an online platform is going to be thoughtful enough and provides the customer with all the tools and instruments, they need to trust them, then the customers will be able to make the same online transactions, and the customer decision-making process will improve to a great extent.

Research Gap:

The primary distinction between q-commerce and e-commerce is delivery time. While e-commerce provides delivery within a few hours, q-commerce only takes a few minutes to fulfil and deliver orders. The q-commerce delivery model enables businesses to eliminate or reduce their reliance on local markets. This could harm existing local businesses because people may find it more convenient to buy their daily necessities online rather than visiting the local market. Ecommerce provides businesses with a wide range of opportunities, from marketing to expanding product lines to increasing sales, and with an optimized and well-developed website, you can not only achieve these goals but also provide your customers with a round-the-clock, convenient service. There is still a lot of uncertainty involved in making an online purchase, which is why many buyers are still not comfortable with making an online purchase and using a q-commerce platform in the first place. However, if the platforms can come up with an adequate solution to this problem, they will be able to increase their pool of consumers and generate more revenue in the long run. It will also be very profitable for their business and improve consumer decision-making (Poyner, 2018). The best strategy in this regarding improving the level of transparency and be crystal clear with the consumers about everything from day one. Once the platform is transparent with the consumers, they will be able to develop a trusting relationship with them which will go a long way. The consumers will believe that the brand stands for what they believe in and are also providing value for money to the consumers. It is a great way to have a good start in developing an authentic platform that is the key to success in the long run and the business's profitability. Data analytics will assist Q-

Commerce businesses in determining which products are frequently purchased in each store (Gull, et al, 2022). It also aids in the identification of high-demand gaps in your competitors' platforms. Assortment analytics can assist in identifying shifts in customer behavior across short- and long-term demands. The key to increasing sales is to shape inventory so that it corresponds to the overlap between market opportunity and consumer interest. They can use assortment analytics to determine the best product mix for their daily inventory.

Weakness of the studies:

In the research of Giampoldaki and his colleagues, Existing relevant research has focused on the underlying characteristics, services, and operational advantages of UCCs, with a limited focus on key determinants of UCC initiatives' long-term viability. The purpose of this paper is to provide a comprehensive review of UCCs in Europe. The study draws on both positive and negative experiences and practices to identify key success factors and viability drivers, as well as common sources of failure and key determinants for the successful operation and management of UCCs. A hybrid approach was used, which combined Systematic Literature Review (SLR) methodology with multiple case study research. Our analysis focuses on specific strategic, tactical, and operational factors that have a direct impact on the success and viability of a UCC. On the contrary the study of Bestoon Othman indicated that the literature on clothing store brands demonstrated the conventional marketing mix strategy's inadequacy. Because of this scarcity, recent scholars have proposed evaluating the service marketing mix (SMM) for "clothing store brands" by incorporating an additional critical component, namely after-sales service. Instead of the traditional 7 P's of SMM, this study investigated and incorporated one new dimension of the service marketing mix. This study also looked at the impact of SMM store brands (promotion, place, people, product, price, process, physical evidence, and after-sales service) on service value and customer retention in China (Othman, 2021). Clothing store brand suppliers from "China" compete with each other in the market because there are so many new entrants selling and providing similar goods and services. However, As a result, retention becomes an issue. Data from surveys using the convenience sampling technique were collected from people in various positions. The study indicates a selectivity of appropriate marketing activities to suit the specific business at a specific time and then to use it in specific situations. Therefore, the study fails to determine its impact on the users.

Summary of the chapter:

The literature review mentioned above incorporates various different as aspect of the Q-commerce industry, for instance impact of Q-commerce in South Asia, security in the growth of Q-commerce in south Asia, along with the impact of it on the IOT (internet of things) this chapter not only analyzed the impact of the and the growth of Q-commerce but also analyses its influence on the industry and how it could lead to future developments.

CHAPTER 3: METHODOLOGY

Introduction of the chapter:

This chapter entails the method used for the research, as qualitative research method is used, in which primary sources are used from Asia, however the sampling was random for the research. Furthermore, the sampling method, data collection technique, visibility and variability of the data was analyzed. Moreover, the ethical based practice was discussed in the research.

Research method

The focus of qualitative research is multi-method, with an interpretative, naturalistic approach to its subject matter. This means that qualitative researchers investigate phenomena in their natural contexts, attempting to make sense of or interpret phenomena in terms of the meanings that people assign to them. Unstructured interviews, which generate qualitative data through the use of open questions, are a good example of a qualitative research method. This enables the respondent to speak in depth, using their own words. This assists the researcher in gaining a true sense of a person's understanding of a situation. Rather than collecting numerical data points or intervening or introducing treatments, as in quantitative research, qualitative research aids in the generation of hypotheses as well as the further investigation and understanding of quantitative data. Qualitative investigation. The research method is qualitative as the primary sources were used in the research, however the primary resources were compared with the secondary resources in order to analyze and indicate the impact of Q-commerce based on practicality. The research design used in this study is a mixed method approach with a systematic literature review and primary data collection via interviews and surveys. The author chose qualitative research as the research method in order to establish a logical and appropriate strategy for the research method. The research studies mentioned above were used as the systematic literature in which literature was analyzed by credible authors and compared to the questionnaire. The research aimed to analyze the benefits, impact and influence of Q-commerce on the industry and people. The study's research method was a mix method, because in order to collect data for the research design, the literature will be reviewed, and the themes gleaned from the review will be used to analyze the issues in the sector of the commerce industry. The themes were used to generate questions that may have necessitated the use of data from the literature review. The literature was reviewed and the themes will be identified in the literature chapter such as the impact of Q-commerce in South Asia, and the requirement

of purchasing products daily therefore the questions that were used in the research were regarding buying products daily, quality products, customer loyalty, impact of distance on purchase, entering details on online platforms etc.

Justification of the methodology

Because they are first-hand accounts, archives and other primary sources are generally regarded as more reliable than secondary sources such as art criticism, theoretical studies, and historical texts. Primary sources are frequently regarded as the most credible in terms of providing evidence for an argument because they provide direct evidence of what they are researching. Primary sources provide raw data as well as firsthand evidence. Interview transcripts, statistical data, and works of art are some examples. A primary source provides you with direct access to the topic of your research. Artifacts, audio recordings, diaries, internet communication, interviews, letters, peer-reviewed journal articles, original documents, patents, photos, proceedings, organizational records, speeches, videos, survey results, works of art, and web sites are examples of primary sources. Both primary and secondary data can be quantitative. Quantitative or qualitative (verbal). Quantitative research is typically based on a large sample of respondents and is expressed numerically in the form of averages, percentages, or statistics (Hulleman, 2020). As a result, primary data was used to ensure evidence-based practice. Along with it, to ensure that the data is original and based on people's experiences, rather than fake data. Therefore, using the primary resources helped to strengthen the data, although the sample size was excessive therefore the data was based on of numerous people. Qualitative research is critical in educational research because it addresses "how" and "why" research questions and allows for a more in-depth understanding of experiences, phenomena, and context. To understand human experience, quantitative research helps in understanding the problems and challenges that the people are facing on a large scale. The focus of the study is to look for the people in South Asia and understand the concerns they have in q-commerce. This is the reason why quantitative method helps in the study to come up with a better understanding and results of a much larger audience.

Sampling:

Despite the fact that questions that were asked in a closed-ended questioner with at least 145 responses from different Asian countries sample size very large. Similarly, many locals were approached for the questioner. The second open-ended interview, however, were with locals, and the questions mentioned above are mixed. Participants ranged in age in the research. Any

participants who were not interested in the interview were not forced to participate. The qualitative research method is used for a variety of reasons. The first reason is that the researcher investigates the phenomenon in its natural environment. This is because the qualitative approach allows for an in-depth discussion with people from both industry and people. It generates a collection of locals' and stakeholders' perspectives, as well as evidence-based literature, and can provide significant results with smaller samples. Qualitative research investigates a social or human problem in which the researcher, among other things, conducts the study in a natural setting. Sampling is the practice of analyzing a subset of all data in order to uncover meaningful information in a larger data set in data analysis. Samples are used to draw conclusions about populations. Because samples are practical, cost-effective, convenient, and manageable, they are easier to collect data from. In market research, there are two types of sampling: probability sampling and non-probability sampling. Despite the fact that Asia was chosen as the demographic area for study, data sampling was random. Random sampling is a sampling technique in which each sample has an equal chance of being selected. A random sample is intended to be an unbiased representation of the entire population. Random sampling ensures that the results of your sample should be close to what would be expected. The data was collected through the online portal since the questioner was based online portal and shared through online. The simplest random sample gives each unit in the population an equal chance of being chosen. The likert scale was used to assist people in responding to the questionnaire. A Likert scale is a type of rating scale that is used to assess people's opinions, attitudes, or behaviors. Likert scales are widely used in survey research because they make it simple to operationalize personality traits or perceptions. A sample is a small portion of a population. The cost will be lower if the information is gathered for a sample of the population in this manner, which is a significant benefit. Less time-consuming in Sampling: Using Sampling takes less time as well. It is faster than the evaluation method. Sampling is a process that allows us to study a small group of people from a larger group in order to draw conclusions that are likely to apply to the entire group. It is not always possible to study an entire group. To obtain as much information about the population as possible without examining every single unit of the population. The standard error of the statistic can be used to determine the reliability of the estimates derived from the sample.

Data collection:

Data will be used to create illustrations, diagrams, and interpret the relations of the in the questions. Data collection is the systematic process of gathering and measuring information

on variables of interest in order to answer stated research questions, test hypotheses, and evaluate outcomes. Data collection allows you to store and analyse vital information about your current and potential customers. Surveys can be sent via email or online. Online research panels and online research communities can all be used for gathering data. Web analytics can also be used to collect data, but this is a passive method. The primary goal of data collection is to collect information in a measured and systematic manner in order to ensure accuracy and facilitate data analysis. Because the data gathered is intended to provide content for data analysis, the information gathered must be of the highest quality to be valuable. Data collection methods are important because the methodology and analytical approach used by the researcher determine how the information collected is used and what explanations it can generate. Data is essentially the plain facts and statistics gathered during the course of a business's operations. They can be used to measure/record a wide range of internal and external business activities. While the data itself may not be very informative, it serves as the foundation for all reporting and is therefore critical in business. Collecting this data can also save your company money by creating a customer database for future marketing and retargeting efforts. The primary goal of data collection is to collect information in a measured and systematic manner in order to ensure accuracy and facilitate data analysis. Because the data gathered is intended to provide content for data analysis, the information gathered must be of the highest quality to be valuable. Although data collection tools refer to the devices/instruments used to collect data, such as a paper questionnaire or computer-assisted interviewing system. Case studies, checklists, interviews, observations, and surveys or questionnaires are all tools used to collect data. Sampling allows a company to stay in touch with its customers about their wants, needs, and feedback, which is critical for any business or organisation to grow in this competitive market.

Validity and reliability

Since the method and technique is high quality and targeted the existing information through analyzing the scholarly literature and comparing it with the primary sources of data therefore it is valid, likewise the data is based on the responses of the individuals hence it is valid. The main extent to which a concept, conclusion, or measurement is well-founded and likely corresponds accurately to the real world is defined as validity. The term "valid" comes from the Latin valid us, which means "strong." Both reliability and validity concern how well a method measures something: The consistency of a measure is referred to as its reliability (whether the results can be reproduced under the same conditions). The accuracy of a measure is referred to as its validity (whether the results really do represent what they are supposed to

measure). A test must be both reliable and valid in order to be considered reliable. For example, if your scale is off by 5 pounds, it will read your weight incorrectly every day. The scale is trustworthy because it consistently reports the same weight every day, but it is not accurate because it adds 5 pounds to your true weight. The concepts of reliability and validity are used to assess the quality of research. They indicate the accuracy with which a method, technique, or test measures something. The consistency of a measure is referred to as reliability, while the accuracy of a measure is referred to as validity. In layman's terms, research reliability is the degree to which a research method produces consistent and stable results. A measure is considered reliable if it produces the same results when applied to the same object of measurement multiple times. The goal of establishing reliability and validity in research is to ensure that the data is sound and replicable, and that the results are correct. Validity and reliability evidence are required to ensure the integrity and quality of a measurement instrument.

Ethical considerations

In research, ethical considerations are a set of principles that guide your research designs and practices. Voluntary participation, informed consent, anonymity, confidentiality, potential for harm, and results communication are among these principles. Internally, establishing an ethical practice culture boosts morale and reduces the risks associated with unethical behavior. On a macro level, reputable ethical practice not only contributes to good customer relations, but it has also been shown to impact financial performance. Pertaining to or dealing with morals or moral principles; pertaining to right and wrong in behavior It was not considered ethical for physicians to advertise. The questionnaires include a note in the start taking the consent of the participants to ensure that they agree to be a part of the study. Once they read the information and click next to move to the questions, their consent was recorded. They also had the power to rule out from the research at any point they want.

All names of research participants are kept confidential in accordance with the code of ethics. Similarly, companies involved in the mining industry are kept private. A code of ethics is a set of values and guidelines that individuals and organizations use to guide their decision-making and distinguish between what is right and wrong. They provide an overview of a company's or organizations ethical standards. It entails integrity, objectivity, professional skill, discretion, and professional conduct.

Summary of the chapter:

This chapter included the sample size, the research design that was used, along with the data collection techniques that was used for the research. Although primary sources from Asia were used in the study, the sampling was random. Furthermore, the sampling method, data collection technique, data visibility, and data variability were all examined. Furthermore, the research discussed ethically based practice.

CHAPTER 4: RESULTS

Introduction of chapter:

A report was published regarding an increase in the usage of quick commerce trends by Oracle during covid-19. According to this report, it was revealed that during the pandemic 18% increase was seen in the number of people who tried grocery shopping online through quick commerce during this time and they were preferring getting delivery and were not willing to pick it up from the store by themselves. An interesting shift in the habits of people worldwide was seen due to this reason because many people would not willing to go back to their old habits once the pandemic ended. People got used to the idea of getting their delivery at the doorstep without having to worry about anything and the delivery was also super speedy. Consumer preference and behavior change were seen and a lot of valuable data inside was brought forward due to this reason. That is why it is said that Q-commerce is a gold mine for Data Analytics. The study is focused on the results and analysis which were obtained after the Collection of data of 145 respondents regarding Q commerce growth and opportunities in South Asia.

Statistical Analysis:

The study further shows the graphical representation of the collected data through questionnaire.

What is the age group of the participants who have participated in the Q commerce industry-related survey regarding South Asia?
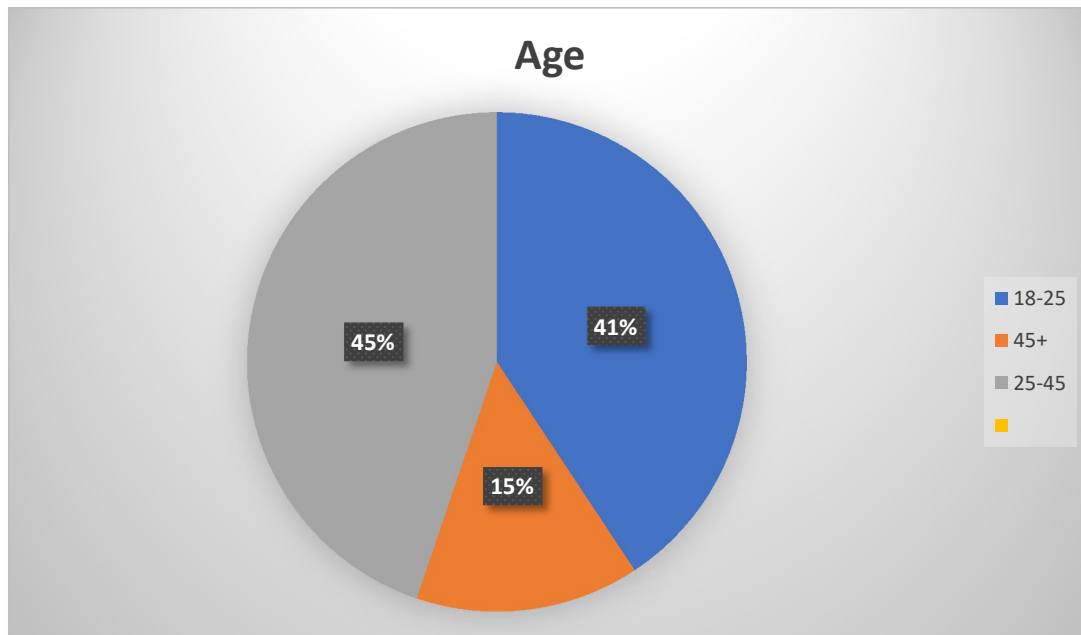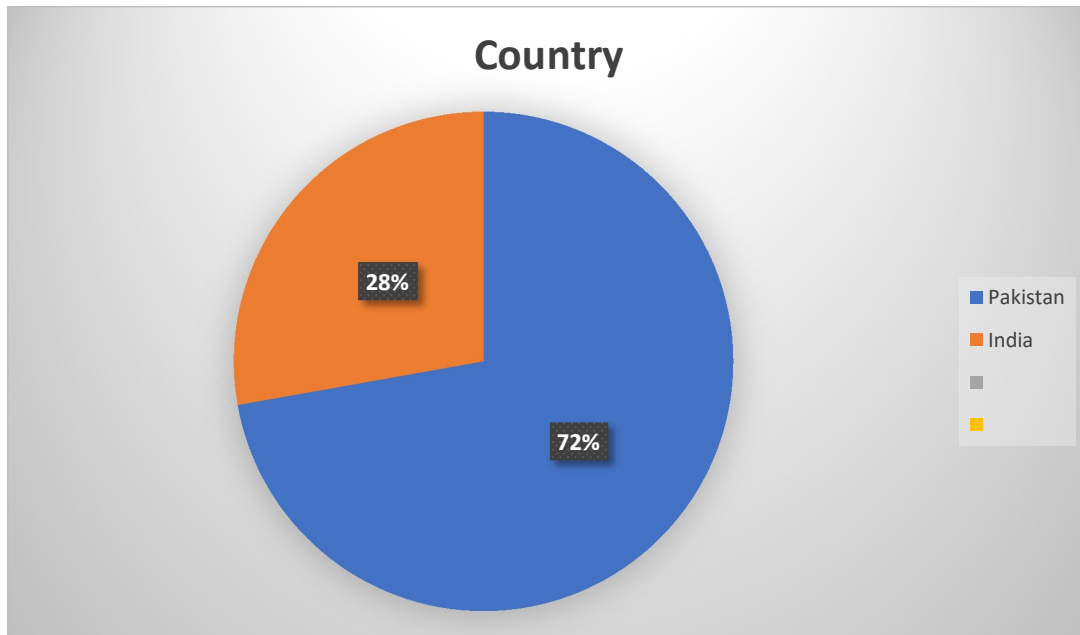

40.7% of the people who have participated in the result and analysis survey are between the ages between 25 and 45. Whereas 44.8% of the people who have participated in this survey are between the edges of 18 and 25. In the last 14.5% of the respondents who have participated in this Q commerce-related survey are more than 45 years old. It is important to keep in mind that there was a total of 145 responses.

What is the gender of the people who have participated in the Q commerce industry-related survey in South Asia?
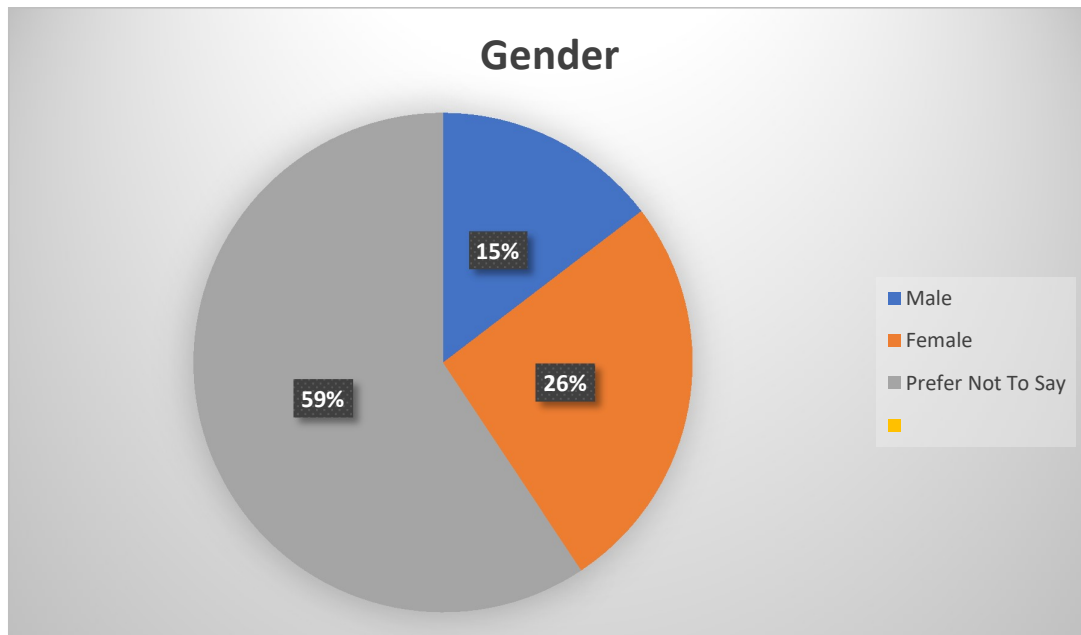
61.4% of the people who participated in this survey were female and 34.5% of the respondents were male. The rest of the participants were not interested in revealing their gender and that is why they choose the option to prefer not to say.

**Which country do the respondents of the survey belong to?**

72.2% of the respondents of this Q commerce-related survey are from Pakistan and 27.8% of the participants are from India.

What is the marital status of the respondent who has taken part in the survey?
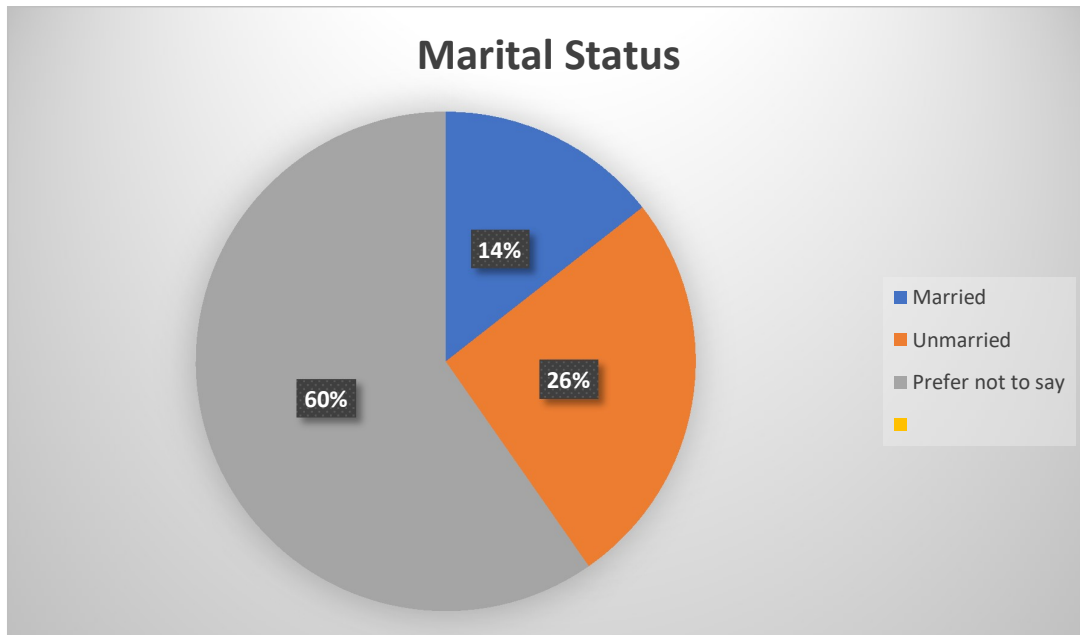
33.8% of the people who participated in this survey were married and 60.7% of the people who participated in this survey were married. The rest of the participants did not reveal their marital status.

What is the highest degree completed by the people who participated in the Q commerce related to South Asia?

Degree

High School   Bachelors   Masters   PhD
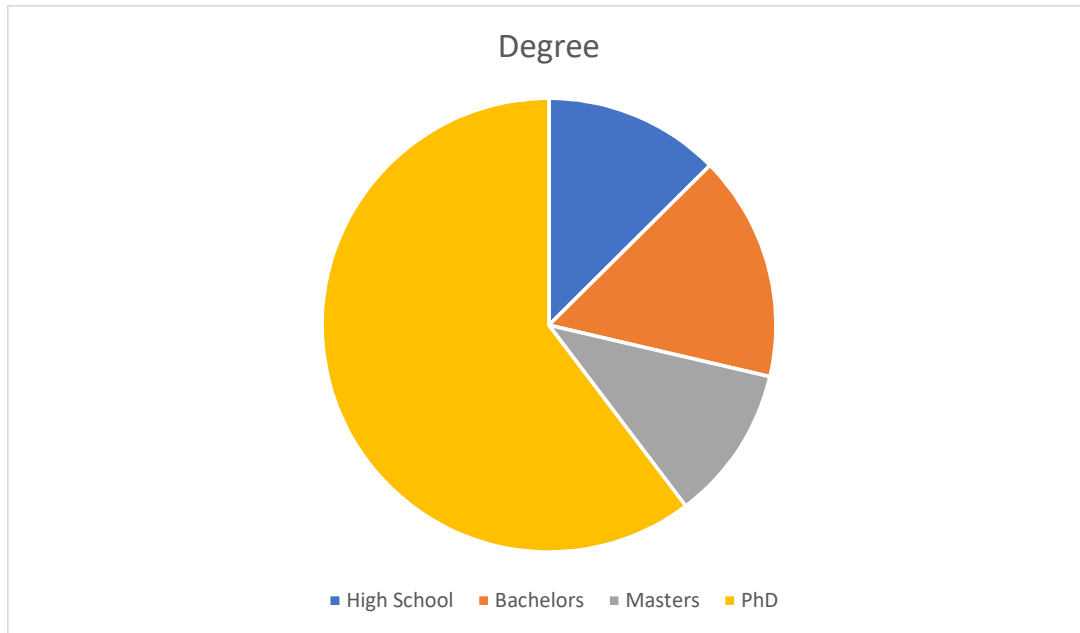
22.1% of the people who participated in this Q commerce-related master's degree. 13.8% of the people have done Ph.D. 31.7% of the people of participated in this survey have completed their Bachelor's Degree. 24.8% of the people have completed their education from high school. Whereas the rest of 7.6% of the people have done some other type of degree.

What is the employment status of the people who have participated in the commerce-related survey?

Employment Status

■ Employed ■ Self-employed ■ Entreprenuer ■ Unemployed
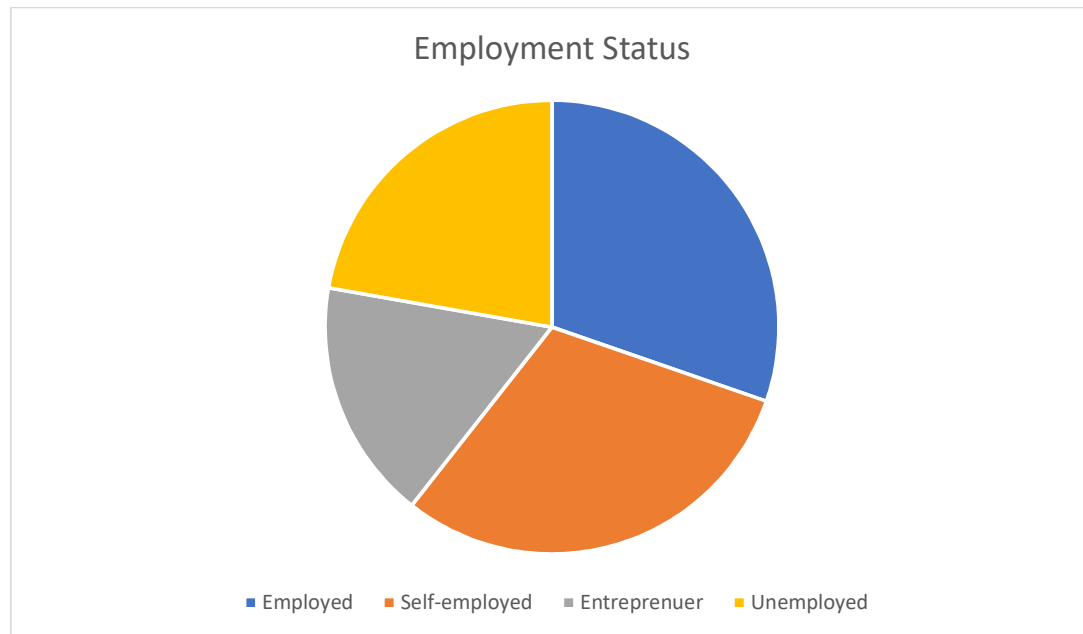
16.6% of the people who participated in this survey were entrepreneurs. Whereas 30.3% of the people were self-employed. 22.1% of the people who participated in the Q commerce-related survey are unemployed. 30.3% of the people were employed and the rest are housewives.

I like the promotional emails and offer messages from these stores.

I like the promotional emails and offer messages from these stores.
145 responses
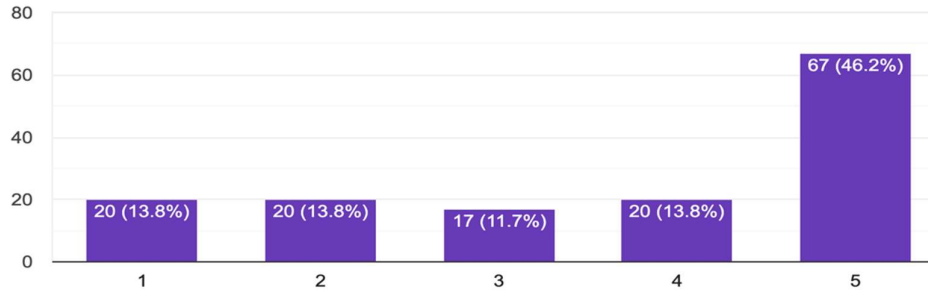
In the pricing factor, different questions were asked to the 145 different responders and all of them had interesting responses while answering questions. A question was asked if there like promotional emails and offer messages which are sent by the stores to the customers. An interesting response was seen from the consumers and 46.2% of the customers revealed that they like to receive these promotional emails whereas 13.8% of the people do not like to receive the emails at all.

Riders should bring in machine for card payments

Riders should bring in machine for card payments.
145 responses
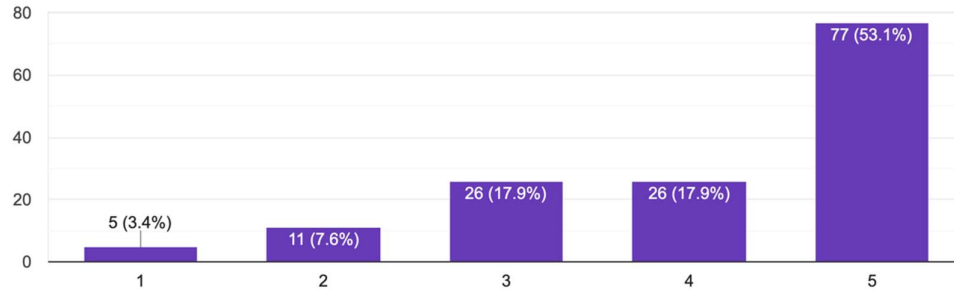
The next question which was asked regarding the pricing voice is if Riders should bring machines for making card payments. 53.1% of the people said that there is a need for the riders to bring a machine for making the card payment so that it is going to be a very easy process and there will be no need to carry cash anymore. However, only 3.4% of the people disagree with this. It makes a lot of sense because there is a need to resolve this issue. After all, the riders mostly do not have changes for the cash, and then it causes a lot of problems for the rider as well as the customer.

I often pay online while ordering from q-commerce stores.

I often pay online while ordering from q-commerce stores.
145 responses
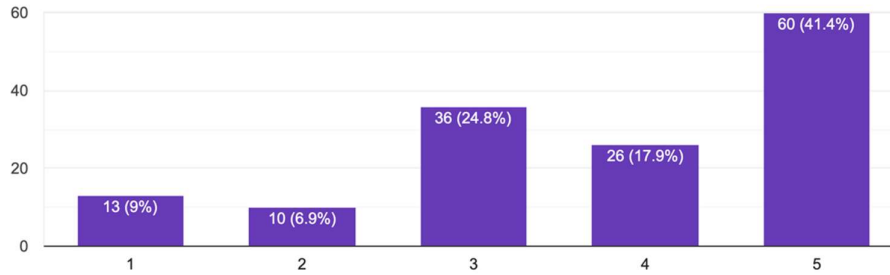
The next question asked was whether the customers pay online when they are ordering from quick commerce stores online. 41% of the people said that they strongly agree and 9% of the people said that they strongly disagree. 6.9% of the people recently and 24.8% of the people were neutral about it and 17.9% of the people were just agreeing with it.

I always prefer cash on delivery option

I always prefer cash on delivery option.
145 responses
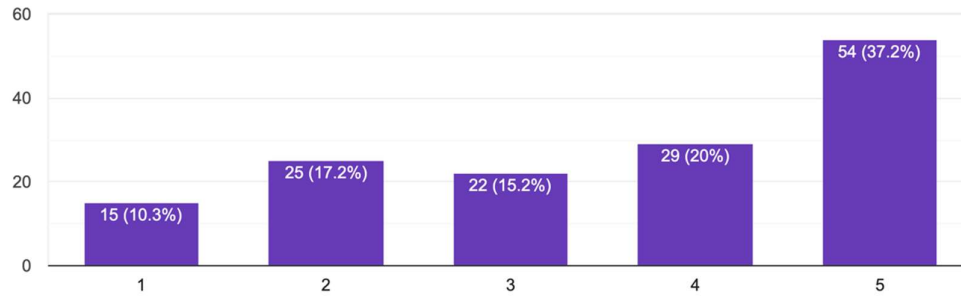
The next question was about the cash-on-delivery option and how many consumers separate. 37.2% of the people said that they strongly prefer this option and 10.3% of the people said that they strongly disagree. 15.2% of the people were neutral and 20% of the people agreed. Whereas 17.2% of the people out of the 145 respondents said that they disagree and do not prefer this option.

I want my order to be delivered within 20 minutes.

I want my order to be delivered within 20 minutes.
145 responses
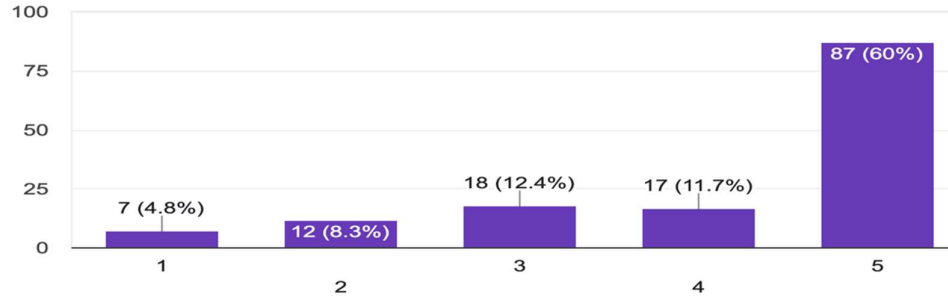
One question was asked whether the consumers won their order to be delivered within 20 minutes 60% of the people was strongly agreeing with this and 4.8% of the people were strongly disagreeing with this. On the other hand, 12.4% of the people were neutral and 11.7% of the people agreed with this. 8.3% of the respondents were this again with this.

I would always make a complaint if my order is late.

I would always make a complaint if my order is late.
145 responses
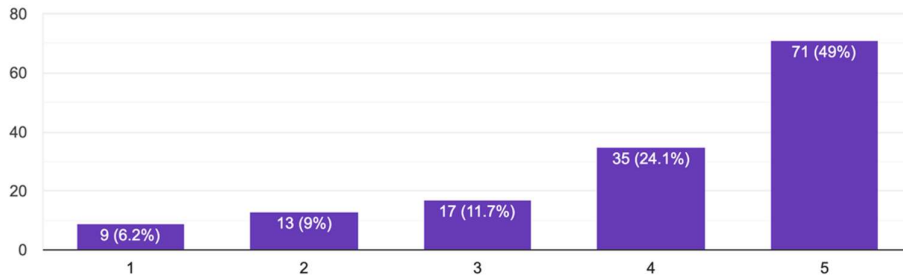
The next question asked to the consumers is if they always make a complaint to the store whenever their order is late online. 49% of the people said that they always make a complain and they strongly agree with this. 6.2% of the people strongly disagree and 9% of the people just disagree. 11.7% of the people were neutral and 24.1% of the respondents agree that they always make a complaint whenever their order is late.

It is convenient for me to order grocery online and get it at home.

It is convenient for me to order grocery online and get it at home.
145 responses
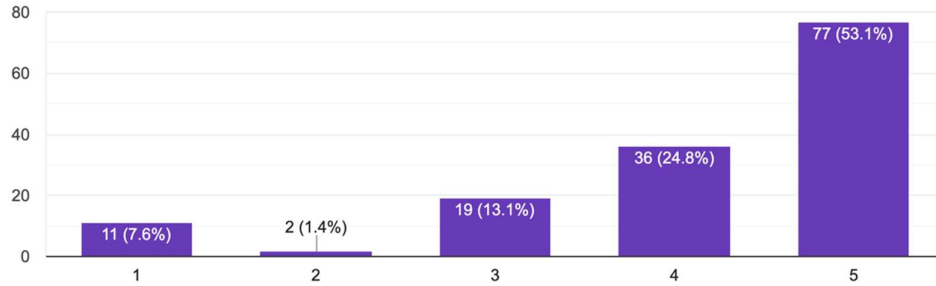
This question was asked about the convenience of the consumers and how convenient it is to order grocery online and get it at home. 53.1% of the people strongly agree that it is a very convenient option whereas 6.7% of the people strongly disagree. Only 1.4% of the people disagree and 13.1% of the people were neutral. 24.8% of the people agree to this that it is very convenient for them indeed.

I would prefer to pay a little extra to get fresh things delivered at home in 20 minutes

I would prefer to pay a little extra to get fresh things delivered at home in 20 minutes.
145 responses
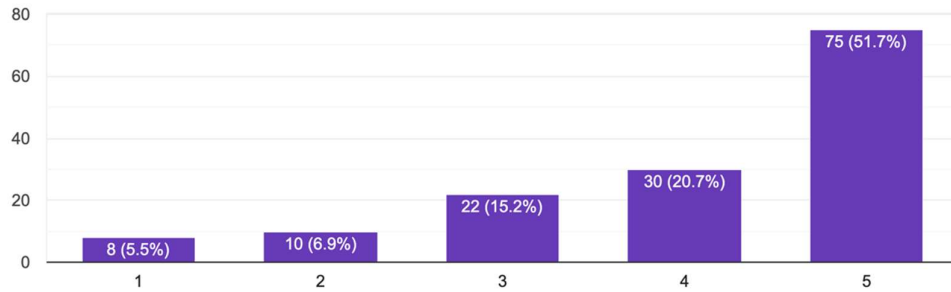
This question was about the fact if the customers are willing to pay a little extra cash to get fresh things delivered to their homes in 20 minutes. 51.7% of the people strongly agree and 5.5% of The People strongly disagree. 6.9% of the people disagree and 15.2% of the people were neutral about this question.

I prefer buying fresh grocery from q-commerce stores instead of going to the nearest store.

I prefer buying fresh grocery from q-commerce stores instead of going to the nearest store.
145 responses
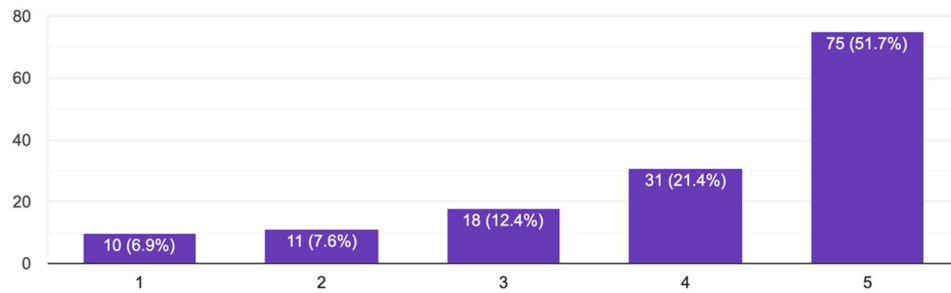
Was asked if consumers prefer to buy fresh because they are from quick commerce stores instead of going to the physical store near their home by themselves. 51.7% of The People strongly agree and 21.4% of the people just agree. 12.4% were neutral and 6.9% of the respondents disagree. Whereas 7.6% of the respondents were just disagreeing.

I would prefer buying all the grocery once in a month from these stores.

I would prefer buying all the grocery once in a month from these stores.
145 responses
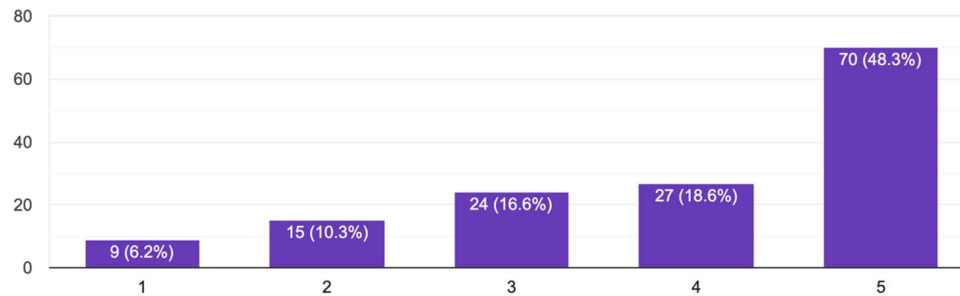
The next question was whether customers prefer to buy all the groceries once a month from these quick commerce stores. 48.3% of the people strongly agree and 6.2% of The People strongly disagree. However, only 16.6% of the people were neutral about this question.

I would prefer buying few products daily/weekly as per my needs.

I would prefer buying few products daily/weekly as per my needs?
145 responses
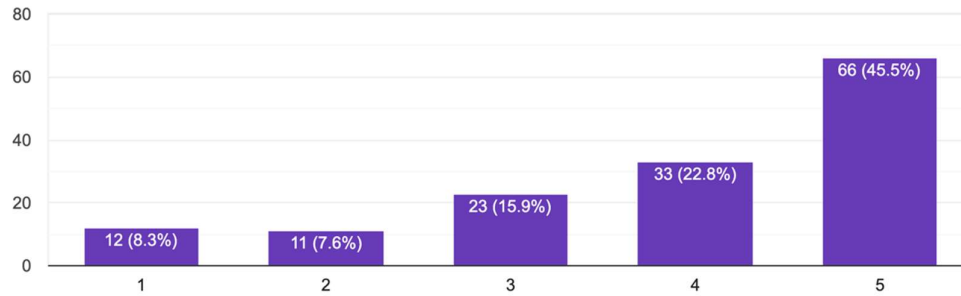
The next question asked was if the people prefer buying a few products daily and weekly according to their requirements. 45.5% of the people strongly agree and 8.3% of the people strongly disagree. However, 15.9% of the people were neutral about this question.

I prefer those stores that have user friendly website/application over the product range.

I prefer those stores that have user friendly website/application over the product range.
145 responses
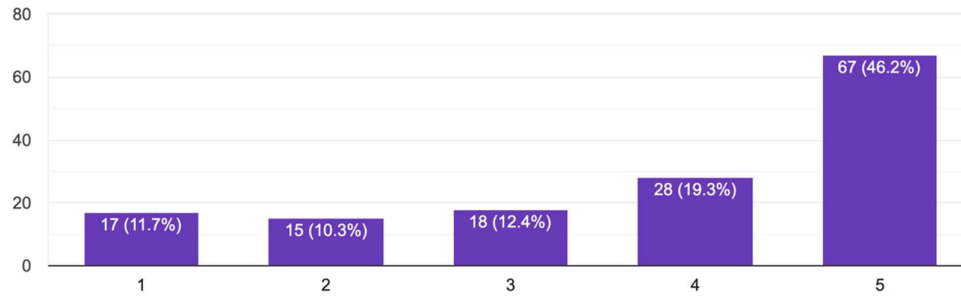
This question was whether the stores have a user-friendly website and if the customers prefer it. 46.2% of the people said that is strongly agreed and 11.7% of the people said that they strongly disagree.

I prefer product range the store has over the website/application layout.

I prefer product range the store has over the website/application layout.
145 responses
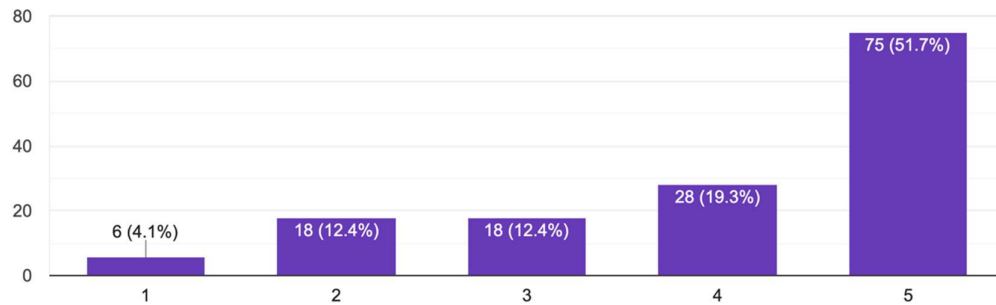
The next question that was asked to the consumers as if they prefer a product range the store has over the website application layout. 51.7% of the people strongly agree and only 4.1% of the people strongly disagree.

I fear about the quality when I shop with any q-commerce store.

I fear about the quality when I shop with any q-commerce store.
145 responses
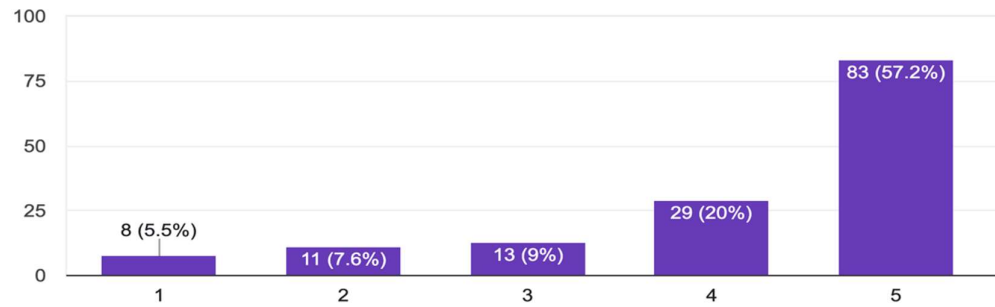
It was asked the customers if they are fearful about the quality when they are shopping from a quick commerce store online. 57.2% of The People strongly agree and only 5.5% of the people strongly disagree with this question.

I stick to only those stores from where I have shopped before

I stick to only those stores from where I have shopped before?
145 responses
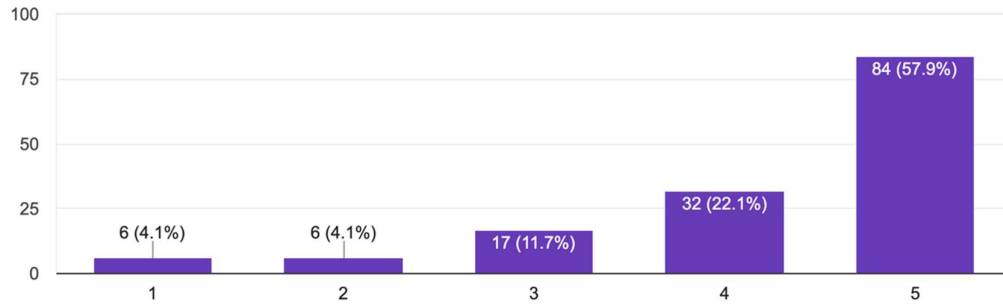
The next question was asked if the customers only like to stick to the stores where they have been shocked before and have experience. 57.9% of the customers strongly agree and only 4.1% of the customers strongly disagree. However, 11.7% of the customers were neutral about this question.

I always read the policy and terms and conditions before ordering anything.

I always read the policy and terms and conditions before ordering anything.
145 responses
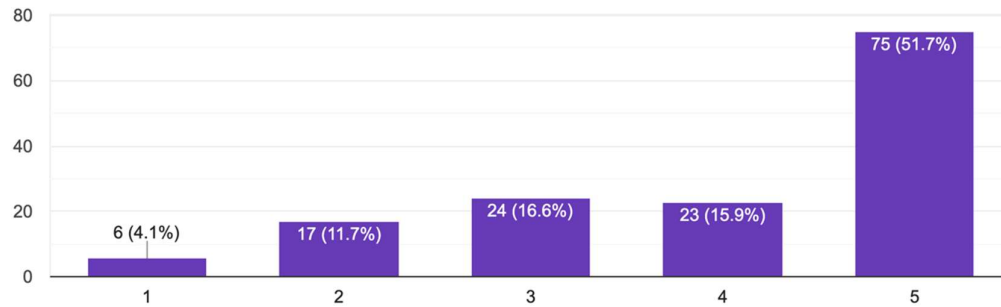
The next question was if the customers always read the policy and terms and conditions before they ordered anything online from the commerce stores. 51.7% of the people said that is wrongly agreed and 4.1% of the people said that strongly disagree. However, only 16.6% of the people were neutral about this question.

I fear about entering my details on these stores.

I fear about entering my details on these stores.
145 responses
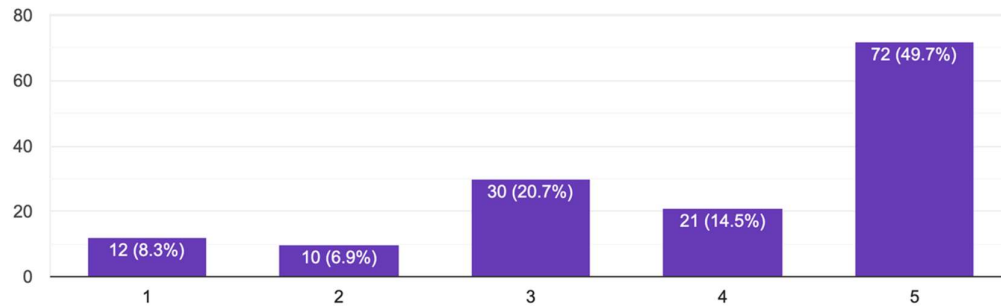
The next question was if the customers skill uncomfortable and fearful whenever they are entering all their details in these stores online. 49.7% of the people said that they wrongly agree and only 8.3% of the people said that is strongly disagreed with this question. However, only 20.7% of the people were neutral about this question.

I want my complaints to be answered within one hour.

I want my complaints to be answered within one hour.
145 responses
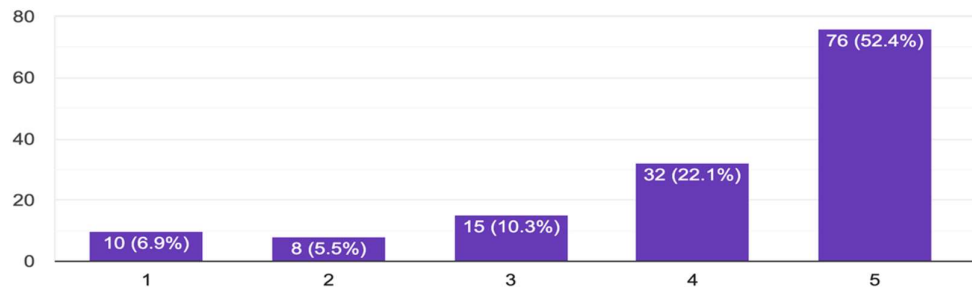
The next question was if the customers want their complaints to be answered in less than 1 hour. 52.4% of the customers said that they strongly agree and 6.9% of the people said that strongly disagree. Whereas 10.3% of the people said that they are neutral about this question.

Regression Analysis

Regression Statistics

Multiple R	0,7537687
R Square	0,56816731
Adjusted R	0,5589793
Square	
Standard Error	0,5589793
Observation	145

R Squared:

The data shows the extent to which it is possible to explain it by using the regression model. The value is 0.568 1 which means that 56.8% of the results with this model can be explained. It is proof that the data is a good fit in this regression model. It is important to note that the value of R squared is representing a good variation in the data. However, it is also important to keep in mind that the statistical measure of the data set is dependent on multiple factors.

Observation

The sample size is 145 which means that there were a total of 145 different correspondence during the survey when it was conducted.

Coefficient

The coefficient is responsible for indicating the relationship between dependent and independent variables. The value of all three independent variables is positive and it means that there is a positive relationship between the dependent and independent variables. The dependent variable is consumer decision whereas the independent variables include pricing, convenience, and security.

P-value

To find the P value which is also known as the probability value, it is important to conduct a hypothetical analysis. After that, it can be determined if the probability value is going to be able to satisfy the hypothesis. Pricing is the deciding factor for consumer decision-making whether they are interested in quick commerce or not. The probability value can be tested at 0.05. If the probability value is less than this decimal number then the hypothesis will be rejected and it will mean that the data is statistically significant.

ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Significance F
Regression	86.113	3	28.704	44.739	1,4064E-25
Residual	65.449	141	0.464		
Total	151.562	144			

The value of Alpha in the model hypothesis is 0.05. However, it is important to note that if the value of significance is going to be smaller as compared to the null hypothesis then it means that the regression model is good. The value of significance has to satisfy the hypothesis and then the null hypothesis will be rejected. This shows that the model is good to go. Regression and analysis are done to measure the effect of independent variables on the dependent variables. This result is showing that there is a significant amount of difference between the mean of the variables. It is an indicator that the variables are included in the regression analysis.

Correlation Analysis

	Consumer Decision (DV)	Pricing (IV)	Convenience (IV)	Security (IV)
Consumer Decision (DV)	1			
Pricing (IV)	0,74280470	1		
Convenience (IV)	0.639641392	0,760922442	1	
Security (IV)	0,563072192	0,639196163	0,78816874	1

Pearson Correlation Test

Pearson Correlation Critical Values:

Value of Correlation Coefficient	1	0.7-0.9	0.4-0.6	0.1-0.3	0
Strength of Correlation	Perfect	Strong	Moderate	Weak	Zero

The correlation analysis is indicating that the two variables are strongly related to each other and there is a positive correlation between both them. The value is between -1 and +1. If the value is closed to plus one then it is an indicator that the relationship between the variables is strong and direct. As shown in the figure the value between the consumer analysis and the pricing is + 0.7438 which means that there is a high and positive correlation between both of the variables. Convenience is 0.639 and security is 0.563. It is showing that there is a moderate positive relationship with the dependent variable which is consumer decision.

Reliability by using Cronbach's Alpha

Variables	No.of Items	Alpha Reliability Coefficient	Std. Deviation	Variance
Consumer Decision	4	0.688	1.442	2.080
Pricing	4	0.596	1.367	1.871
Convenience	9	0.883	1.279	1.63
Security	5	0.862	1.261	1.592

Cronbach's Alpha is utilized to test the reliability or the internal consistency of the test items. The value of all independent variables is showing the reliability of the internal consistency of the variables. The Alpha value of the dependent variable is also in an acceptable range and that is why it is going to be considered reliable for measuring the parameter for consumer decision. It is important to note that the Alpha value of pricing is going to fall in the questionable range. There are many reasons behind this and many factors affecting this. It also means that there is a need to include more questions in the question. Maybe it is also an indicator that every customer has their requirement in terms of pricing. A third possible reason is that the sample size of 145 respondents is not enough to measure the independent variable of pricing. Many other questions are going to arise regarding the three independent variables and whether they are good enough to measure the dependent variable which is the consumer decision. The answer to this question is positive because it has been proven through the Pearson analysis. It has been seen that the three independent variables have a positive and strong relationship with the dependent variable.

Interpretation:

There are some suggestions and requests which have been made from the side of the consumers and they have requested them in the journal question section. These questions are regarding the chat support team's availability 24/7 and offering more products in the q commerce Store. The consumers have further pointed out that there is a need to adjust the pricing of the products and more discounts need to be offered to the consumers so that they can turn into loyal customers of the quick commerce Store. The customers also point out that most of the time the products are bad in quality and it needs to be avoided so that they are not damaging to the health of the customers and it need to be improved.

When a survey was conducted regarding the consumer decision of the customers when it comes to Q commerce in South Asia, a question was asked from 145 different people. They were asked if there use their q-Commerce stores online to order groceries regularly. 75 people responded that they make use of these online stores to order groceries regularly which makes it 51.7% of the entire population from the sample size. Whereas 11% of the population said that they strongly disagree and they do not use these online commerce stores for ordering groceries online regularly. The next question which was asked to the 145 different respondents as if they may complain if their order is of bad quality. 54.5% of the population agreed that they always make complaints whenever they find that the quality of the item is bad. However, 6.2% of the people responded that they do not make any complaints at all and choose to stay silent. However, 12.4% of the population from the sample size was neutral about this question. The next question which was from the respondents was if they order products even if they are short on money at the moment. 35.2% of the people agreed that day like to order groceries online from a quick commerce store if they are running low on money and have fewer savings because they like the convenience of how they can shop online without having to go anywhere. 15.9% of the people were neutral regarding this question. The last question that was asked regarding the consumer decision for the people was if their grocery shopping depends on the need that they have rather than the offers that the brands are offering currently. 41.4% of the population agreed with this question and 7.6% of the people disagreed completely.

Summary of the chapter:

Data was collected in this report regarding the analytics and trend of consumer behavior regarding their quick commerce purchases in South Asia. Along with that data was also collected regarding the growth and opportunity of this industry in the South Asian region. All

the data regarding quick commerce was also collected from the perspective of retail stores and entrepreneurs and how they can make their business better after making use of the effective questionnaire. The study would prove to be extremely beneficial for an entrepreneur who is looking forward to implementing renewed policy and terms in their quick commerce business to generate revenue in the long run.

CHAPTER 5: CONCLUSION

Limitations of the study

There are multiple limitations of the study, that gives a rise to the scholars to continue the research and seek the other domains. One basic limitation is that the respondents are not equally divided in all the South Asian countries. There is a majority of two countries only, leaving the perception of some South Asian countries behind.

Another limitation of the study includes that q-commerce industry has just started to grow and it is now a major focus of the academics. At this time there is very limited research on the topic as more scholars are still focused on the e-commerce industry. The study's another flaw is its tiny sample size, but since the participants come from a variety of different nations, the issue isn't limited to just one area and instead affects the entire world. Despite this fundamental flaw, the study's findings are reliable. Security breaches are one of the most difficult issues in e-commerce. A technical data problem can seriously impact the retailer's ongoing business operations and brand image because ecommerce involves a lot of information and data. Despite these advantages, e-commerce faces severe limitations that slow down its rapid growth. The biggest obstacles are a lack of knowledge and technological difficulties, along with security and privacy concerns.

Q-commerce has drawbacks, such as a lack of interpersonal interactions between customers and businesses because they are ignorant of one another's physical existence and it is not suitable when customers seek personalised services. Security is a top priority while conducting e-commerce activities. One of the biggest barriers to e-commerce is security. Even if there are better data encryption security measures in place, most customers are reluctant to provide their financial and personal information. Additionally, some websites lack the capability and knowledge necessary to validate transactions. There have been instances of fraud as a result. The fear of sharing sensitive financial data, such as credit card details, restrains the growth of online commerce.

Q-commerce compromises customer privacy to some extent. Your contact information, including your name, address, and phone number, must be sent to the seller. Many websites still lack the latest tools needed to secure sensitive data. Additionally, some websites illegally and without permission collect user data. One of the reasons why consumers are wary about online shopping is because of this. Q-commerce, as previously said, does not allow for personal product evaluation. In many cases, the real product might not match the description or

specifications on the online store. It is depressing to not be able to "touch and feel." An e-commerce company is subject to a number of legal and online rules.

Some limitations, such as a lack of a legitimate domain, network and software issues, etc., may prevent an e-commerce site from operating as intended. Last but not least, a considerable sum of money must be spent to create the technological foundation needed to run an e-commerce business. They also require constant upgrades to keep up with the ever-changing state of technology. Many clients worry that the website is a hoax or that their purchases won't be delivered. Businesses must make an effort to win customer trust through reviews, testimonials, and other methods in order to enhance the value of their website.

Discussion and conclusion

The study is entirely based on the customers of South Asia who very often use the q-commerce in their areas. As the industry is changing very rapidly from e-commerce to q-commerce, therefore more businesses are always shifting towards this side. People now seek for more convenience and time saving hack for their quick needs. This is the main reason why the q-commerce industry is suddenly facing some challenges and need to work on overcoming them. The needs of the people and changing at a very rapid rate and they are looking for the stores to overcome those problems. This is why this study has been conducted. Here the questionnaires have been conducted that depicts the concerns people showed about the industry. It showed that regardless of being quick people are not completely satisfied. It is very common for them to face errors and delays that cause them so much problem.

Quick commerce is seeking towards the new challenges and is trying to overcome them but with the current struggle and the increasing needs of customers, they are unable to cope up. A lot of businesses are entering in this market every now and then, which is giving a tough time to existing brands. The rising competition is making it more difficult for them to cope up with the needs of their people. The study is giving a clear edge to the future scholars to continue the study in detail with a different methodology. There is a wide research gap, after this research that needs to be filled by the future scholars.

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APPENDIX.

Questionnaire

Age

Gender

Marital status

Consumer decision

1. How often do you shop online?

Daily

Weekly

Monthly

2. I always make complaints if my order is of bad quality?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

3. Do you sometimes order products even when you have very little savings?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

4. My grocery shopping depends on the needs that I have rather than the offers that brands offer

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Pricing

1. Do you like the promotional emails and offer messages from these stores?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

2. I often ask the riders to bring in machine for card payments

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

3. I often pay online while ordering from q-commerce stores

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

4. I always prefer cash on delivery option

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Convenience

1. When you shop online how quickly you want the order to be delivered?

Within 30 mins

Within an hour

On the same day

Next day

2. Do you make complaint if your order is late?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

3. Is it easy to order grocery online and get it at home?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

4. Do you prefer to pay a little extra to get fresh things delivered at home in 30 minutes?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

5. I prefer buying fresh food from q-commerce stores instead of going to the nearest shop

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

6. Would you love if these q-commerce stores sell everything instead of just groceries?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

7. Do you prefer buying all the grocery once in a month from these stores?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

8. Do you prefer buying few products daily as per your needs?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

9. I prefer those stores that have user friendly website over the product range

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

10.I prefer product range the store has over the website layout

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Security

1. Do you fear about the quality when you shop with any q-commerce store?

Always

Sometimes

Never

2. Do you stick to only those stores from where you have shopped before?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

3. Do you read the policy and terms and conditions before ordering anything?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

4. How quickly your complaints are being answered?

In few minutes

Within 1 hour

On the same day

Never

5. Do you fear about entering your details on these stores?

Strongly Agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

General questions

1. Do you think there should be something more in these q-commerce stores to satisfy you as a customer?
2. Do you think that the q-commerce stores should avoid doing something to make the customers more satisfied?
3. You prefer your complaint to be resolved with live chat option or through customer support call?