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From Convenience To Immediacy: A Pilot Study Of Consumer Satisfaction In Quick Commerce

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Abstract

The rapid growth of quick commerce (Q-commerce) has transformed digital retail by shifting consumer expectations from conventional convenience toward increasingly immediate fulfilment of consumption needs. Convenience has long been recognised as an important factor influencing consumers' evaluation of online shopping experiences (Berry et al., 2002; Jiang et al., 2013). However, existing research has primarily conceptualised convenience in terms of reductions in consumer time and effort, while relatively less attention has been given to the psychological perception that a consumption need can be fulfilled immediately. Drawing on the Stimulus–Organism–Response (S-O-R) framework (Mehrabian & Russell, 1974), this study examines the relationships among perceived convenience, perceived need fulfilment immediacy, and consumer satisfaction in quick-commerce purchases. Perceived convenience is conceptualised as a higher-order construct comprising access convenience, search convenience, transaction convenience, and possession convenience (Jiang et al., 2013). The study introduces Perceived Need Fulfilment Immediacy (PNFI) as a context-specific organismic mechanism reflecting consumers' perception that quick-commerce platforms enable their purchase needs to be fulfilled rapidly. A quantitative, cross-sectional research design was adopted, with data collected from consumers having prior Q-commerce purchasing experience. The proposed relationships were examined using Partial Least Squares Structural Equation Modelling (PLS-SEM). The study investigates the direct relationships among the constructs and the mediating role of PNFI between perceived convenience and consumer satisfaction. By distinguishing convenience from perceived immediacy of need fulfilment, the study extends the application of the S-O-R framework to quick commerce and offers a more nuanced explanation of how convenience may translate into consumer satisfaction.

Keywords: Quick commerce, perceived convenience, perceived need fulfilment immediacy, consumer satisfaction, S-O-R framework, PLS-SEM