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Research Article

The Speed of Desire: How Q-Commerce Fuels Impulse Buying

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ABSTRACT

Quick Commerce's transformation of retail creates ultra-fast delivery systems that accelerate impulse buying with the combination of digital marketing and speedbased psychological triggers. The research fills a knowledge gap by studying impulsive buying patterns in Q-Commerce through a combination of quantitative and qualitative methods. The research based on 500 Q-Commerce users and 30 indepth interviews demonstrated that delivery speed strongly correlated ($r = 0.71$, $p < 0.001$) with impulse buying behavior. The analysis employed Structural Equation Modeling (SEM) to demonstrate promotional trigger effects and thematic analysis revealed excitement convenience and FOMO as fundamental psychological drivers. Machine learning algorithms confirmed the existence of patterns that forecast impulsive buying behavior. The research demonstrates that Q-Commerce creates more impulsive buying behavior than standard e-commerce platforms. The research provides important marketing insights but reveals ethical issues regarding consumer defenselessness which requires responsible business practices. Future research needs to study cultural variations and the extended financial effects of Q-Commerce.

Key words: Q-Commerce, Impulse Buying, Consumer Behavior, Digital Marketing, Delivery Speed

1. Introduction

The e-commerce sector has revolutionized Quick Commerce (Q-Commerce), emphasizing delivery within minutes or hours. Unlike traditional e-commerce, Q-Commerce relies on advanced logistics systems, artificial intelligence (AI), and consumer data analytics (Gielens & Steenkamp, 2019). Companies like Gorillas, Getir, and Gopuff have transformed the retail landscape, catering to the demand for instant gratification in grocery and convenience goods (Reinartz, Wiegand, & Imschloss, 2019). The rise of mobile commerce and on-demand services, accelerated by the COVID-19 pandemic, has further popularized Q-Commerce. Businesses employ AIpowered inventory systems and predictive analytics to manage surging demands efficiently (Shankar et al., 2011). The quick evolution of Q-Commerce demands focused analysis on its effects on consumer purchasing habits including impulsive buying behavior. Digital technology has transformed consumer behavior from deliberate decision-making into impulsive behaviors that Q-Commerce platforms enable (Amos et al., 2014). The combination of personalized advertising with AI recommendations and quick payment systems creates conditions for impulsive buying (Shankar et al., 2011). The combination of social commerce with influencer marketing and FOMO creates this purchasing trend as shown by (Liu et al., 2013). The combination of oneclick payments with biometric security and algorithm-based personalization through Q-Commerce platforms makes purchasing easier while increasing impulsive behavior (Verhagen & Dolen, 2018). Research demonstrates that digital shopping triggers dopamine pathways which support repeated impulsive actions (Chan et al., 2017).

Traditional retail research has extensively examined impulse buying which describes spontaneous and hurried purchasing behavior (Stern, 1962). However, the digital environment offers new perspectives. Q-Commerce enhances impulsive buying through features like one-click ordering, scarcity alerts, and time-sensitive discounts, creating urgency (Chan et al., 2017). Q-Commerce delivers immediate satisfaction which activates

psychological reward systems and the use of gamification together with social proof increases impulse buying behavior (Liu et al., 2013). Academic research about Q-Commerce's effects on consumer behavior has not kept pace with its swift expansion. Old research addresses impulsive purchasing patterns across digital marketplaces together with brick-and-mortar stores (Iyer et al., 2020); Rook & Fisher, 1995) often overlook the speed-driven model of Q-Commerce. Understanding Q-Commerce's dynamics is crucial for retailers, policymakers, and consumer protection agencies to balance ethical marketing with commercial gains. Although impulsive buying drives revenue, excessive impulsivity can lead to financial stress and post-purchase regret. Ethical concerns surrounding impulsive buying in Q-Commerce have received inadequate scholarly attention. Exploring responsible marketing approaches alongside profitability is vital to address these challenges. This study aims to bridge this research gap by examining Q-Commerce's role in impulse buying. The key objectives include:

1. Analyzing psychological and behavioral factors influencing impulse purchases in Q-Commerce.
2. Investigating how technological interventions (e.g., AI-driven recommendations, push notifications) affect consumer impulsivity.
3. Examining ethical and regulatory considerations surrounding impulsive buying in ultra-fast delivery platforms.

To achieve these objectives, this study explores the following research questions:

1. What are the primary drivers of impulse buying in Q-Commerce?
2. How does delivery speed influence consumer decision-making?
3. What ethical concerns arise from Q-Commerce's influence on impulse buying, and how can they be mitigated?

2. Literature Review

2.1 Q-Commerce: Definition and Evolution

Quick Commerce (Q-Commerce) changes e-commerce by delivering products within 10 to 30 minutes to meet immediate customer needs (Hübner et al., 2016). Q-Commerce operates through decentralized microfulfillment centers that use advanced technology and data analytics to boost operational efficiency (Gielens & Steenkamp, 2019). The model experienced rapid growth as mobile applications and gig economy platforms emerged especially in the food and grocery sectors (Reinartz et al., 2019). The retail industry experienced disruption through pioneering companies Gorillas, Getir, and Gopuff who implemented hyper-local logistics and predictive inventory management systems (Shankar et al., 2011). Q-Commerce expanded its product range to include pharmaceuticals electronics and fashion retail which strengthened its position as a vital e-commerce component.

Leading Q-Commerce companies have implemented creative market-share acquisition strategies. The existing logistics networks of Uber Eats, DoorDash, and Instacart enabled these platforms to expand their services beyond food delivery (Gielens & Steenkamp, 2019). The emerging startups Gorillas and Getir implemented vertical integration by controlling warehouse management and logistics to optimize their operations (Reinartz et al., 2019). The Q-Commerce industry has experienced a transformation through artificial intelligence (AI) and machine learning which enables real-time demand forecasting optimized inventory management and reduced waste (Shankar et al., 2011). Traditional retailers now benefit from strategic partnerships with digital platforms which extend their online presence and deliver advanced technological capabilities (Chan et al., 2017). AI-powered logistics systems combined with automated dark stores and drone deliveries optimize operational efficiency and AI-driven chatbots and recommendation systems improve customer experiences and loyalty (Verhagen & Dolen, 2018; Liu et al., 2013).

2.2 Consumer Behavior in the Digital Age

Consumer behavior has undergone substantial changes due to digital transformation because of convenience instant gratification and personalized marketing (Amos et al., 2014). Digital interfaces make it easy for shoppers to purchase items impulsively because push notifications and one-click buying methods make quick purchases possible (Shankar et al., 2011). Digital commerce differs from traditional consumer journeys through its fragmented decision-making process which reduces cognitive processing times (Verhagen & Dolen, 2018). Social proof elements such as user reviews and influencer endorsements help reduce purchasing risks which build trust and speed buying decisions (Chan et al., 2017).

2.3 Impulse Buying: Theoretical Perspectives

The Stimulus-Organism-Response (S-O-R) model developed by (Zhu *et al.,* 2020) serves as the theoretical basis for examining impulse buying behaviors in Q-Commerce through the analysis of environmental stimuli that generate emotional responses. Q-Commerce immediate delivery promises operate as powerful stimuli that push consumers toward spontaneous purchases (Liu et al., 2013). The Theory of Planned Behavior (TPB) states that purchasing intentions develop from three core elements which include attitudes subjective norms and perceived behavioral control (Bosnjak *et al.,* 2020). Through automated transactions Q-Commerce delivers

immediate satisfaction according to TPB theory which boosts consumer impulse buying behavior (Shankar et al., 2011). The automatic processing capabilities of System 1 activated by Q-Commerce replace deliberate System 2 processing thus enabling immediate impulsive purchases without deep contemplation (Kahneman, 2011). Cognitive shortcuts operate as psychological instruments to boost marketing persuasion thus driving stronger impulse buying behaviors (Verhagen & Dolen, 2018).

2.4 Q-Commerce as a Trigger for Impulse Buying

Q-Commerce operates at high speed to create a sense of urgency which helps consumers make spontaneous purchases (Chan et al., 2017). The instant delivery system satisfies pleasure-driven behaviors which intensifies the psychological benefits of spontaneous purchases (Shankar et al., 2011). By using personalized recommendations with flash sales and brief time-limited discounts digital marketing fosters spontaneous buying patterns at specific customer decision-making moments (Liu et al., 2013). The UX/UI design features with countdown timers coupled with smooth checkout processes generate an immediacy effect that decreases rational decision-making and boosts impulsive purchasing (Verhagen & Dolen, 2018).

2.5 Ethical and Managerial Implications

Q-Commerce provides exceptional benefits to customers but raises questions about consumer protection. Consumers who seek quick satisfaction through rapid consumption experience financial problems as well as Post Purchase Regret (Shankar et al., 2011). The demand for transparent marketing practices stems from regulatory requirements to resolve these issues as Gielens and Steenkamp (2019) explain. To achieve financial success and social responsibility businesses need to implement ethical marketing practices through responsible promotional methods ethical AI software and consumer education programs (Chan *et al.,* 2017). The QCommerce ecosystem will sustainably grow through consumer trust because flexible return policies join forces with conscious consumption initiatives (Reinartz et al., 2019).

3. Research Methodology

3.1 Research Design

The research design combines quantitative methods with qualitative approaches to study how Q-Commerce affects consumer spontaneous buying behaviors. The research design integrates quantitative and qualitative approaches to create a comprehensive consumer behavior analysis that combines statistical data with personal insights. The structured surveys in the quantitative section assess consumer attitudes through purchase frequencies and behavioral patterns. Through qualitative research methods, researchers conduct in-depth interviews to discover psychological elements that motivate consumers to make impulsive purchases. Different data sources in the research design produce consistent results through triangulation which enhances the study's reliability. This research investigates Q-Commerce impulse buying through an integrated examination of external marketing elements and platform features with internal cognitive and emotional responses.

3.2 Data Collection Methods

Surveys

Structured surveys function as the main quantitative measurement method to gather data from a wide range of consumers using Q-Commerce platforms. Surveys examine different aspects of impulsive buying behavior through Likert scales along with multiple-choice options and demographic profiling that assess purchase patterns across product categories and impulse purchasing stimuli. Online distribution channels including email and social media platforms and Q-Commerce apps enable broad consumer reach. Panel participants assess the survey questions through a pilot examination phase which enhances question clarity before implementing the instrument at scale.

Consumer Interviews

The surveys receive qualitative depth enhancement through semi-structured interviews. The study includes interviews with participants who regularly use Q-Commerce platforms to gather their perspectives. The research investigates individual drivers behind purchasing behavior together with emotional factors and technological impacts on consumer choices through open-ended inquiries. The interviews take place through video calls while recording with participant consent for subsequent thematic analysis of the transcripts. The method reveals hidden psychological drivers including automatic behaviors and emotional states which lead to spontaneous buying decisions.

Behavioral Tracking

Self-reported data receives additional validation through behavioral tracking methods. The study tracks participant behavior by working with Q-Commerce platforms and obtaining consent to analyze browsing patterns purchase histories and promotional content interactions. Real-time consumer behavioral insights

emerge from advanced analytics tools including clickstream and sentiment analysis which detect patterns of impulsive purchasing.

3.3 Sampling Strategy and Justification

The study employs purposive sampling to examine consumers within the 18–45 age range who form QCommerce's core demographic segment. The survey target responds to 500 participants to achieve statistical validity while 30 interviewees provide qualitative data. The sampling method uses stratification to maintain fair representation between different consumer groups including regular buyers occasional buyers and users of different Q-Commerce platforms. This research examines the socioeconomic impact of unplanned purchases through the evaluation of demographic variables that incorporate income and occupation data. The methodology produces a dataset that represents all consumer segments.

3.4 Data Analysis Techniques Statistical Analysis

Statistical software packages such as SPSS and R process quantitative survey data to generate descriptive statistics and inferential results that link impulse buying to Q-Commerce variables including delivery speed and promotional offers. The constructs that drive impulsive behavior become evident through exploratory factor analysis while mediation/moderation analysis reveals essential variables that impact purchasing decisions.

Sentiment and Thematic Analysis

The analysis of qualitative interview data utilizes sentiment analysis and thematic coding methods. The analysis of sentiment groups customer feedback into positive, negative, and neutral emotional responses to evaluate QCommerce experiences. NVivo software supports thematic coding which reveals recurring patterns and psychological triggers. The structured interpretation of consumer motivations is achieved through multiple review rounds which establish inter-coder reliability.

Behavioral Pattern Recognition

Machine learning algorithms process behavioral tracking data to identify purchasing patterns. The combination of k-means clustering and decision tree analysis uses these methods to divide consumers into groups based on their impulse-buying behavior. The analysis reveals key findings about shopping periods and impulsive product types and how limited-time offers affect consumer behavior.

Triangulation of Data

The study's robustness increases through triangulation which combines survey results with interview findings and behavioral tracking data. The combined methodology minimizes bias while uniting quantitative statistics with qualitative stories to deliver a complete picture of Q-Commerce impulse buying factors.

3.5 Validity, Reliability, and Ethical Considerations

Validity and Reliability

Statistical software including SPSS and R analyzes quantitative survey data to generate descriptive statistics with both tools and to monitor relationships between impulse buying variables in Q-Commerce by combining multiple regression with structural equation modeling (SEM). EFA examines different components that affect impulsive conduct while mediation/moderation techniques reveal essential purchase variables.

Sentiment and Thematic Analysis

The sentiment analysis method and thematic coding technique examine qualitative interview results. The analysis of sentiment groups customer feedback into positive, negative, and neutral emotional responses to evaluate Q-Commerce experiences. The research team uses NVivo software to perform thematic coding that reveals consistent patterns together with psychological triggers in the data. The structured interpretation of consumer motivations is achieved through multiple review rounds which establish inter-coder reliability.

Behavioral Pattern Recognition

Through behavioral tracking information, machine learning algorithms extract information about buying behaviors. The analysis method includes k-means clustering and decision tree analysis to group consumers according to their propensity for impulsive buying. The analysis reveals key findings about shopping periods and impulsive product types and how limited-time offers affect consumer behavior.

Triangulation of Data

The study's robustness increases through triangulation which combines survey results with interview findings and behavioral tracking data. The combined methodology minimizes bias while uniting quantitative statistics with qualitative stories to deliver a complete picture of Q-Commerce impulse buying factors.

4. Findings and Analysis

4.1 Quantitative Results

Statistical Trends on Impulse Buying in Q-Commerce

Statistical patterns regarding impulse buying behavior in Q-Commerce emerge from the quantitative research. The survey results from 500 participants show that 68% of respondents make unplanned purchases at least once per month and 42% make such purchases every week. The Pearson correlation test ($r = 0.71$, $p < 0.001$) demonstrates that quick delivery services strongly influence consumers to make spontaneous purchases. The Structural Equation Modeling (SEM) analysis identifies promotional offers and push notifications as essential predictors. The findings demonstrate that Q-Commerce's immediate delivery capabilities and ease of access drive impulsive consumer behavior which sets it apart from standard e-commerce operations.

Table 1: Frequency and Percentage of Impulse Buying Behavior in Q-Commerce

Impulse Buying Frequency	Frequency	Percentage
Daily	75	15%
Weekly	210	42%
Monthly	165	33%
Rarely	50	10%

Table 1 demonstrates how often Q-Commerce users engage in impulse buying activities. The survey results demonstrate that 15% of participants regularly make impulse purchases every day because they depend on quick delivery services for spontaneous buying. The data shows that impulse buyers who shop weekly represent the largest group at 42% indicating Q-Commerce's essential role in their weekly shopping habits. The survey revealed that 33% of users made impulse purchases each month but 10% of users rarely engaged in this behavior. The research demonstrates that Q-Commerce platforms strongly encourage consumers to develop regular patterns of impulsive buying behavior.

Correlation Between Speed of Delivery and Purchase Impulsivity (Pearson's r Test)

The research examined delivery speed's effect on impulse buying patterns through a Pearson correlation assessment. The study results showed a powerful positive connection ($r = 0.71$, $p < 0.001$) between fast delivery and increased impulse buying behavior. Customers who received their orders within 30 minutes showed higher levels of impulsivity compared to customers who waited longer. The research demonstrates how instant gratification affects consumer psychology by showing that shorter delivery times lead to more spontaneous buying behavior. The statistical analysis demonstrates that this relationship stands strong in Q-Commerce settings.

Table 2: Correlation Between Delivery Speed and Impulse Buying Score

Variable 1	Variable 2	Correlation Coefficient (r)	p-value
Delivery Speed	Impulse Buying Score	0.71	<0.001

Table 2 reveals that impulse buying scores demonstrate a strong correlation ($r = 0.71$, $p < 0.001$) with the speed of delivery indicating quick delivery greatly increases spontaneous purchasing behavior. The research demonstrates how quick delivery speeds up decision-making processes thus leading to spontaneous buying behavior. Experimental data confirms that people respond emotionally to faster deliveries which creates both excitement and FOMO while pushing them to make purchases without delay. Businesses that implement QCommerce can use this data to enhance their marketing strategies by emphasizing speed which intensifies consumer impulsive behavior. Nevertheless, these strategic methods face ethical questions while requiring approach methods that prioritize consumer perspectives.

Structural Equation Modeling (SEM) – Path Analysis

The research used Structural Equation Modeling (SEM) to analyze the direct and indirect relationships between key factors that drive impulse buying in Q-Commerce. The model evaluated both direct and indirect relationships between delivery speed promotional offers push notifications and user experience (UX/UI design) on purchase impulsivity. The study results showed delivery speed produced the strongest effect (β =

0.62, $p < 0.001$) while promotional offers followed closely ($\beta = 0.53$, $p < 0.001$). User engagement demonstrated noticeable enhancements when push notifications were implemented ($\beta = 0.44$, $p < 0.01$). The research confirms that digital strategies activate impulsive buying behavior through their ability to provide immediate satisfaction.

Table 3: Path Coefficients of Factors Influencing Impulse Buying in Q-Commerce

Predictor Variable	Dependent Variable	Path Coefficient (β)	p-value
Delivery Speed	Impulse Buying	0.62	<0.001
Promotional Offers	Impulse Buying	0.53	<0.001
Push Notifications	User Engagement	0.44	<0.01
UX/UI Design (Ease of Access)	Impulse Buying	0.37	<0.05

Table 3 presents path coefficients from Structural Equation Modeling (SEM) which demonstrate delivery speed exhibits a strong relationship with impulse buying behavior at $\beta = 0.62$ ($p < 0.001$). The instant delivery capabilities of Q-Commerce create powerful spontaneous consumer behavior. The influence of promotional offers on impulsive purchases becomes significant ($\beta = 0.53$, $p < 0.001$) because they exploit psychological triggers such as FOMO. User engagement increases substantially through push notifications ($\beta = 0.44$, $p < 0.01$) and UX/UI design ($\beta = 0.37$, $p < 0.05$) helps users make decisions more easily. The research demonstrates how technological elements and psychological triggers work together to increase impulsive behavior in QCommerce.

4.2 Qualitative Insights

Consumer Motivations and Emotional Triggers

Q-Commerce impulse buying decisions stem from both emotional and psychological reasons according to qualitative data analysis results. Consumers often purchased spontaneously because they wanted convenience and excitement and needed stress relief. Participants linked fast delivery to immediate satisfaction which helped them make decisions without delay. The sense of dread regarding lost opportunities (FOMO) that both exclusive time-limited deals and push notifications provoke drive consumers to buy impulsively. Consumers revealed which products they bought according to recommendations from their community members and observations of what others were buying online. The research demonstrates that emotional triggers working alongside digital marketing strategies strongly influence consumer behavior patterns within Q-Commerce environments.

Table 4: Key Emotional and Psychological Triggers for Impulse Buying

Theme	Frequency	Percentage
Convenience & Time-Saving	21	70%
Emotional Buying (Stress, Excitement)	19	63%
Fear of Missing Out (FOMO)	16	53%

Table 4 demonstrates the psychological and emotional elements that drive impulse buying behavior in QCommerce. The primary driver behind Q-Commerce adoption stems from convenience and time efficiency which accounts for 70% of all purchases because quick delivery eliminates waiting times and meets consumer needs for efficiency. The emotional aspect of stress relief and excitement (63%) demonstrates how QCommerce meets emotional gratification needs. Time-limited offers and push notifications through FOMO (53%) create a sense of urgency that drives consumers to make quick decisions. The findings demonstrate how Q-Commerce uses instant gratification and emotional triggers to drive impulsive buying which has become a common practice in this market.

Perceived Benefits vs. Regret of Impulse Purchases

Consumer interviews showed conflicting opinions about impulse buying behavior in Q-Commerce. Participants emphasized that convenience together with time efficiency and instant satisfaction were the main advantages of Q-Commerce. The consumers valued the speed at which they could obtain their desired items especially when they needed them urgently. Some interviewees experienced post-purchase dissonance and financial worries after making spontaneous purchases. People frequently made spontaneous buying choices because of their emotional state which included both excitement and stress relief. The survey revealed that 40% of participants experienced regret because of their unneeded purchases. The research indicates that Q-Commerce provides better shopping convenience yet creates problems regarding financial accountability and consumer control over their spending.

Table 5: Consumer Perception of Impulse Purchases in Q-Commerce

Consumer Perception	Frequency	Percentage
Satisfied	300	60%
Regret Purchase	200	40%

Table 5 demonstrates consumer reactions to impulse buying across Q-Commerce where half of customers experience satisfaction while forty percent message feelings of regret. The high satisfaction numbers demonstrate how Q-Commerce delivers immediate consumer needs through its convenient and fast delivery system. The high level of regret among consumers demonstrates financial stress and post-purchase doubt about their choices because impulsive buying frequently stems from emotional factors including excitement and FOMO. These findings reveal a dual-edged impact of Q-Commerce: The instant gratification Q-Commerce provides to consumers creates financial risks that require both ethical marketing practices and consumer education to address.

Machine Learning-Based Behavioral Tracking

Real-time consumer interactions were analyzed through machine learning techniques to improve understanding of Q-Commerce impulse buying behavior. Behavioral tracking systems detected three key patterns including fast add-to-cart behavior multiple promotional exposures and sudden purchase choices. Consumer review sentiment analysis showed how emotional triggers affect consumers to make impulsive purchases. The Random Forest and Decision Tree models achieved exceptional accuracy when predicting consumer impulse buying behavior. The analysis of digital footprints enables businesses to predict consumer behavior which helps them develop personalized marketing approaches but raises ethical questions about privacy protection and consumer manipulation.

Table 6: Accuracy Comparison of Machine Learning Models for Predicting Impulse Buying

Model	Accuracy (%)
Logistic Regression	74.8
Decision Tree	79.3
Random Forest	82.5

Table 6 shows the accuracy levels of machine learning models when used to forecast Q-Commerce platform impulse buying behavior. Random Forest achieved 82.5% accuracy which outperformed both Logistic Regression and Decision Tree in predicting Q-Commerce platform impulse buying behavior. The model achieves superior performance by recognizing complex non-linear patterns in behavioral data that include quick add-to-cart behavior and intense engagement with time-sensitive promotional offers. Decision Tree achieved an acceptable prediction rate of 79.3% yet Random Forest demonstrated superior predictive robustness. The 74.8% accuracy rate from Logistic Regression indicates the model's failure to analyze intricate behavioral patterns. Research findings demonstrate machine learning methods serve as essential tools for marketing optimization.

4.3 Comparison with Traditional E-Commerce

Differences in Impulse Buying Behavior

Q-Commerce enables quick delivery of products alongside personalized promotional strategies to transform impulse buying behavior. Q-Commerce delivers products so quickly that customers must act right away leading to instant buying decisions. AI-powered personalized offers combined with flash sales scarcity cues and instant gratification function as fundamental drivers for Q-Commerce. Traditional e-commerce platforms rely on generic promotions for planned purchases yet Q-Commerce functions differently because it serves customers who need time for consideration. Q-Commerce provides effortless shopping experiences through instinctual purchasing alongside traditional e-commerce which focuses on convenience yet reduces spontaneous buying behavior.

Table 7: Comparative Analysis of Impulse Buying Between Q-Commerce and Traditional ECommerce

Factor	Q-Commerce Impact	Traditional E-Commerce Impact
Speed of Delivery	High impact on impulse buying	Lower impact due to delayed delivery
Promotional Triggers	More frequent and personalized	Less frequent and generalized
Purchase Decision Time	Shorter decision-making window	Longer contemplation period

Table 7 shows how impulse buying patterns differ between Q-Commerce and traditional e-commerce. Q-Commerce delivery speed drives impulsive buying because customers want immediate satisfaction. QCommerce promotional strategies leverage AI-driven analytics to create personalized frequent promotions that stand apart from traditional e-commerce's generalized approach. The quick delivery times and push notifications in Q-Commerce force consumers to make decisions rapidly leading to compressed decisionmaking processes. Traditional e-commerce allows customers to think longer before purchasing which reduces spontaneous buying decisions. Q-Commerce's speed-focused model generates more impulsive buying behavior than traditional e-commerce because of its findings.

Influence of Instant Gratification

Q-Commerce operates through instant gratification principles to transform consumer behavior by delivering immediate rewards. The new delivery system exploits human reward pathways to produce dopamine which drives consumers to make rapid purchases. The ability to access products instantly helps consumers eliminate purchasing uncertainty and results in spontaneous buying behavior. Through marketing techniques promotional offers with time limits and push notifications create urgency by intensifying consumer emotions. AI recommendations combined with one-click purchases enable users to make faster buying decisions without needing deliberate consideration steps. The combination of instant gratification drives both sales performance improvement and shapes consumer expectations about digital experiences in today's world.

Table 8: Sentiment Analysis of Instant Gratification in Q-Commerce vs. Traditional ECommerce

Consumer Response	Q-Commerce (%)	Traditional E-Commerce (%)
Immediate Satisfaction	78%	35%
Post-Purchase Regret	40%	20%

Tables 8 demonstrate how Q-Commerce speed compared to traditional e-commerce shapes consumer instant satisfaction according to sentiment analysis results. The data shows that Q-Commerce users experience immediate satisfaction at 78% while traditional e-commerce users only reach 35%. The difference in numbers demonstrates how Q-Commerce exploits psychological triggers by delivering quickly and tailoring marketing approaches to consumers. The data shows that Q-Commerce consumers experience higher levels of postpurchase regret at 40% compared to traditional e-commerce users at 20%. The research demonstrates how QCommerce creates a two-sided effect between customer satisfaction and ethical concerns.

5. Conclusion

The study analyzed Q-Commerce's impact on impulsive buying patterns through findings that demonstrate that delivery speed digital marketing strategies and user experience quality shape consumer purchasing choices. The study shows how quick delivery speeds generate powerful impulse-buying connections through both numerical data and subjective information. People make quick purchases through emotional triggers that combine convenience with delight and the fear of missing out (FOMO). The research strengthens consumer behavior theory by combining psychological factors with technological elements that influence impulse buying decisions. The study provides practical business recommendations for marketing strategy enhancement but also generates crucial concerns regarding digital consumer protection. The study faces two primary constraints because it relies on participant-reported data and focuses on a particular geographic region. Future research must analyze cultural differences in impulse buying behavior AI's ability to forecast consumer actions and QCommerce's long-term financial impact on consumers. Longitudinal research methods are necessary to study digital strategy evolution because they track the impact of these approaches on marketplace buying impulsivity patterns over time. Future research must address these gaps to advance knowledge and support responsible business practices in Q-Commerce's rapidly evolving landscape.

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