


Chapter 3

Decoding Consumer Emotions in Quick Commerce: A Qualitative Analysis

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ABSTRACT

Quick delivery, merging business model, with orders placed and delivered in a much shorter time frame than traditional e-commerce. Q-commerce growing instant gratification, convenience, and seamless experiences in shopping. This chapter looks at how Quick Commerce is a paradigm-changing business model spanning The chapter explore consumers' sentiments toward Q-commerce sites and how online reviews act upon their dispositions and preferences in the present time a qualitative method adopted in the chapter to analyze consumer behavior toward Q-commerce through web reviews. chapter does a sentiment analysis toward the sentiment of the consumers of Q-commerce, elucidating their main sentiments as negative, positive. The analysis providing reflective insights into customer expectations, and strategic barriers that Q-commerce companies experience in an environment with

DOI: 10.4018/979-8-3373-1712-0.ch003

rapid changes and high competition. The survey discovers a mostly negative take by customers towards Q-commerce platforms, and complaints are about delivery experience, customer support, and reliability of service.

INTRODUCTION

Q-commerce is also known as... Quick commerce, also known as instant commerce or on-demand delivery, is a new form of online shopping that combines the advantages of traditional online shopping with advancements in consumer delivery. The primary emphasis is on delivery speed, which should be less than an hour. Innovative retail solutions are only important if they result in the creation of a novel and disruptive business model, according to this body of literature (Hollander, 1960). Modern humans now have more options for exchanging products, thanks to the proliferation of digital technologies and digitalization. Their development not only raises the dynamics of the economic process but also enhances the elements and circumstances of the ideal trade combination and the contentment of the exchange players (Stojanov, 2022). Delivery times have been reduced to 20 minutes since 2019. To bridge the gap between online and in-person transactions, internet firms can let clients purchase products or services online and deliver them within minutes, hours, or even the same day. Instant delivery helps customers by removing the need for in-store visits and lengthy lineups, and they frequently receive their purchases quickly. The yearly growth rate of this service is robust. This is a novel business concept in which products and services are delivered less than an hour after an order is placed. The combination of information and communication technologies and the shift of product exchange in the digital environment, along with the potential for physical delivery in a comparatively short amount of time with the immediate implementation of trade, logistics, and transport operations, gives rise to quick commerce, or Q-commerce. Consumer sentiment analysis, which methodically extracts opinions from social media, product reviews, and customer feedback, is essential for deciphering user behavior. Natural Language Processing (NLP) is used in sentiment analysis, sometimes referred to as opinion mining, to analyze, interpret, and classify opinions into positive, negative, or neutral feelings (Liu, 2022; Agarwal et al., 2015). According to Marong et al. (2020), businesses use sentiment analysis to evaluate how consumers perceive their brands, enhance customer satisfaction, and inform strategic business choices.

The increasing reliance on digital feedback as a determinant in consumer decision-making has been well-documented in recent scholarship. Studies indicate that contemporary consumers engage extensively with online product reviews, user comments, and related informational content prior to making purchasing decisions

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