


# Chapter 11


## The Impact of the COVID–19 Pandemic on Fast Commerce

**Diya Tyagi**

 <https://orcid.org/0009-0008-2401-6652>

*Christ University, India*

**Jasmine Kaur**

 <https://orcid.org/0000-0002-3683-0909>

*Christ University, India*

### ABSTRACT

*Quick commerce, or q-commerce, has quickly become a groundbreaking new model in today's retail, focused on rapid delivery (generally in 30 to 60 minutes). The emergence of q-commerce is framed around the Changing Point Model that lays out the main shifts in the industry; from the pre-pandemic experimentation early-stage through the crisis-induced adoption phase and the current market consolidation and optimization phase. While the consumer preferences keep revolving around convenience vs. cost, companies are left to battle with serious operational and logistical concerns like sustainability, gig economy drivers, and prohibitive/impossible infrastructure. In a bid to remain competitive, companies are betting on green logistics, electric transport, and artificial intelligence personalization to enhance efficiencies and reduce environmental harms. Q-commerce will further evolve through drone deliveries, decentralized supply chains, and autonomous technology, reshaping last mile logistics.*

DOI: 10.4018/979-8-3373-1712-0.ch011

## INTRODUCTION

Starting in late 2019, the COVID-19 pandemic rapidly escalated into a global health emergency, bringing with it widespread disruptions to businesses, society, and economies. As travel bans, lockdowns, and social distancing measures were implemented worldwide, businesses were compelled to quickly adjust to new consumer demands. One of the industries that underwent the most significant transformation during the pandemic was fast commerce, sometimes referred to as rapid commerce or q-commerce. Fast commerce is currently a major factor in meeting customers' urgent demands because of its extremely quick delivery services, which are often provided in 30 to 60 minutes (Smith, 2021).

Due to the growing need for quick and easy services, fast commerce was already growing in big cities prior to the pandemic (Williams & Thompson, 2019). The growing need for groceries, health products, and other household essentials has made it more necessary for quick-commerce businesses like Instacart, Gorillas, and Joker to expand their offerings and reach a wider audience (Peterson, 2021). Along with supply chain advances and effective logistics, mobile technology has contributed to an increase in order changes.

The expansion of fast trade wasn't without difficulties. The industry also had to deal with supply chain bottlenecks, logistical difficulties, and regulatory scrutiny as they worked to preserve profitability and service quality. The business climate for q-commerce enterprises was further determined by the implementation of new worker protections and sanitation laws by governments.

In addition, the regulatory landscape surrounding quick trade grew more complex. In addition to providing labour protection, the governments set new standards for hygiene and delivery practices. The impact of the COVID-19 pandemic on the rapid expansion of commerce is covered in this chapter along with changes in consumer demands, technological advancements, operational challenges, and legislative responses. It also introduces the Changing Point Model (CPM) as an analytical tool to examine how the pandemic served as a turning point in the retail industry's restructuring and the adoption of rapid commerce.

## LITERATURE REVIEW

The emergence of Q-commerce as an extension of e-commerce has stemmed from technological advances, changing consumer demand, and advancements in logistics (Evans & Wurster, 2020). Increased urbanisation, increased disposable income, and increasing willingness by consumers to pay higher prices for convenience than for

30 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/the-impact-of-the-covid-19-pandemic-on-fast-commerce/383434](http://www.igi-global.com/chapter/the-impact-of-the-covid-19-pandemic-on-fast-commerce/383434)

## Related Content

---

### A Framework to Secure Medical Image Storage in Cloud Computing Environment

Mbarek Marwan, Ali Kartitand Hassan Ouahmane (2018). *Journal of Electronic Commerce in Organizations* (pp. 1-16).

[www.irma-international.org/article/a-framework-to-secure-medical-image-storage-in-cloud-computing-environment/196177](http://www.irma-international.org/article/a-framework-to-secure-medical-image-storage-in-cloud-computing-environment/196177)

### Gaining Insight into Cognitive Structure Using GALILEO Method: Where is Your Web Site in the Customers' Cognitive Space?

Junghoon Moon, Cheul Rhee, Hyunjeong Kangand G. Lawrence Sanders (2010). *Journal of Electronic Commerce in Organizations* (pp. 26-40).

[www.irma-international.org/article/gaining-insight-into-cognitive-structure/40247](http://www.irma-international.org/article/gaining-insight-into-cognitive-structure/40247)

### Current and Future Years of E-Commerce

Pengtao Li (2016). *Encyclopedia of E-Commerce Development, Implementation, and Management* (pp. 1031-1044).

[www.irma-international.org/chapter/current-and-future-years-of-e-commerce/149022](http://www.irma-international.org/chapter/current-and-future-years-of-e-commerce/149022)

### E-Taxation-An Introduction to the Use of TaxXML for Corporate Tax Reporting

Vikramaditya Pant, M.Susan Stinerand William P. Wagner (2004). *Journal of Electronic Commerce in Organizations* (pp. 29-41).

[www.irma-international.org/article/taxation-introduction-use-taxxml-corporate/3423](http://www.irma-international.org/article/taxation-introduction-use-taxxml-corporate/3423)

### Factors That Influence Consumer Loyalty of Services Acquired via the Internet in Mexico

Berenice Juárez-Lóopezand Grace Aileen Ruiz-Santoyo (2019). *Journal of Electronic Commerce in Organizations* (pp. 16-29).

[www.irma-international.org/article/factors-that-influence-consumer-loyalty-of-services-acquired-via-the-internet-in-mexico/236089](http://www.irma-international.org/article/factors-that-influence-consumer-loyalty-of-services-acquired-via-the-internet-in-mexico/236089)