


Chapter 12

Analysis of Interactions Between Crowdfunding, Quick Commerce, and Sustainability

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ABSTRACT

This chapter explores the complex interplay between crowdfunding, quick commerce, and sustainability using a cognitive mapping approach combined with the MICMAC method. The study aims to identify key variables and their interactions to propose actionable insights for fostering more sustainable quick commerce models supported by crowdfunding. The methodology involves constructing a cognitive map to visualize the relationships between variables such as funding amounts, delivery speed, CO₂ emissions, labor conditions, and consumer engagement. The study concludes that while crowdfunding offers significant potential to support sustainable quick commerce, its effectiveness depends on transparent communication, regulatory support, and consumer awareness. This research contributes to the literature by providing a systemic understanding of the interactions between crowdfunding, quick commerce, and sustainability, offering practical recommendations for entrepreneurs, policymakers, and investors.

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INTRODUCTION

The rapid growth of quick commerce, characterized by ultra-quick delivery services (often within 30 minutes), has revolutionized the retail and e-commerce sectors. Companies like Gorillas, Getir, and Deliveroo have capitalized on consumer demand for convenience, offering unprecedented speed in delivering goods. However, this model has come under scrutiny for its significant environmental and social impacts, including high carbon emissions, excessive packaging waste, and precarious labor conditions for delivery workers (He et al., 2021; Chen et al., 2022). As the quick commerce industry continues to expand, there is an urgent need to address these challenges and transition toward more sustainable practices.

At the same time, crowdfunding has emerged as a powerful tool for financing innovative projects, particularly those aligned with social and environmental goals. Unlike traditional funding mechanisms, crowdfunding allows entrepreneurs to tap into a broad base of small investors who are often motivated by values such as sustainability and community impact (Belleflamme et al., 2014; Davies et al., 2022).

Crowdfunding is defined as “a collective effort to pool financial resources, typically via digital platforms, to support projects, ventures, or causes initiated by individuals or organizations” (Mollick, 2014, p. 2). This model democratizes access to capital by bypassing traditional intermediaries like banks or venture capitalists. Recent studies emphasize its role in fostering financial inclusion, particularly for underrepresented entrepreneurs (Boeuf et al., 2023; OECD, 2021). For instance, female-led projects now account for 35% of successful Kickstarter campaigns, up from 22% in 2014 (Kickstarter, 2023).

This participatory approach to financing has the potential to support the development of sustainable business models, including in the quick commerce sector. However, the intersection between crowdfunding, quick commerce, and sustainability remains underexplored in the academic literature.

This study seeks to bridge this gap by examining how crowdfunding can influence the environmental and social sustainability of quick commerce models. Specifically, it addresses the following research questions:

1. What are the key variables that link crowdfunding, quick commerce, and sustainability?
2. How do these variables interact within the system, and which ones are most influential?
3. What strategies can entrepreneurs, policymakers, and investors adopt to promote sustainable quick commerce through crowdfunding?

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