

# AN ANALYSIS OF THE DRIVERS OF CONSUMERS' PURCHASING BEHAVIOR IN QUICK COMMERCE PLATFORMS

Master's Thesis  
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**Abstract**

As shopping through quick commerce apps becomes more popular, it's essential to figure out what makes people buy things on these platforms. The study leverages two models, the Mobile Service Quality (M-SERVQUAL) and the Technology Acceptance Model (TAM) to analyze the interplay of these factors. With 120 valid responses collected through online surveys, a Partial Least Squares-based Structural Equation Modelling (PLS-SEM) approach was employed for analysis. Our findings suggest that Technology Acceptance factors including perceived usefulness and perceived ease of use, along with mobile service quality factors such as interface quality and information quality, are closely linked to consumer purchasing behaviour. This means they directly and positively influence consumer purchasing behavior. Interestingly, while interaction quality also emerged as a factor tied to consumer purchasing behaviour, it didn't significantly impact it due to the varying user preferences and expectations. This highlights the dynamic nature of quick commerce platforms. The implication is that factors traditionally acknowledged as crucial in m-commerce may not always uniformly dictate consumer choices. As such, this research provides platform developers, businesses, and other stakeholders, with a thorough understanding of the determinants that distinctly influence quick commerce platform purchasing behaviour. This understanding is key for tailoring strategies and improving platform features, ensuring a more effective and user-centric approach in the rapidly evolving field of quick commerce.

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**Keywords** quick commerce, consumer purchasing behavior, technology acceptance model, service quality model

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## 1 Introduction

In the rapidly evolving landscape of contemporary commerce, quick commerce platforms have emerged as the go-to solution for convenience, reshaping the way consumers engage in online transactions (Samsukha, 2022). With the rapid proliferation of on-demand services, the relevance of these platforms in meeting the evolving needs of modern consumers cannot be overlooked. As per Statista, in 2022 this concept gained popularity worldwide attracting more than 400 million users globally and generating more than 95bn USD. However, despite their growing importance, the research landscape in this specific field beyond food delivery, remains relatively unexplored. While previous studies have delved into consumer behavior with regards to food delivery platforms, the broader spectrum of quick commerce platforms, spanning various product verticals, is yet to receive comprehensive attention.

Given this context, our research aims to bridge this gap by uncovering the complex factors that influence how consumers make purchases on quick commerce platforms. In our pursuit of understanding the dynamics at play, we adopt a combined approach, utilizing the established frameworks of the Technology Acceptance Model (TAM) and the Service Mobile Quality Model (SERVQUAL). This approach allows us to comprehensively assess the drivers influencing consumers' decisions in the dynamic and fast-paced landscape of quick commerce platforms by answering our research question:

*Main Research Question: What are the drivers of consumers' purchasing behavior in the context of quick commerce platforms?*

This primary research question serves as the basis of our investigation, aiming to reveal the underlying factors that significantly influence consumers' purchasing decisions when engaging with quick commerce platforms. By exploring the drivers of purchasing behavior, we seek to provide a thorough understanding of the motivations and antecedents that lead consumers to choose, adopt, and utilize quick commerce platforms for their shopping.

*Sub-question a) What are the main motivations that drive consumers' adoption and usage of quick commerce platforms?*

This sub-question delves into the motivations that prompt consumers to embrace and actively use quick commerce platforms. Understanding these motivations is crucial for platform developers and businesses, offering insights into the factors that attract users and

drive initial adoption. Insights into consumers' motivations provide a foundation for tailoring marketing strategies and platform features to align with users' preferences and needs.

*Sub-question b) What factors in quick commerce platforms positively shape consumer purchasing behavior?*

This sub-question explores the specific attributes and features within quick commerce platforms that contribute positively to consumer purchasing behavior. By identifying these factors, our research aims to offer actionable insights for platform optimization. Understanding which aspects improve the overall consumer experience and drive favorable purchasing behavior is important for platform developers and businesses seeking to provide a top-notch offering, improve user satisfaction, and ultimately increase transaction volumes.

As the quick commerce industry rapidly grows with its goal of meeting consumers' needs on demand, our research aims to discover the main factors that drive people to use and make transactions on these platforms. By figuring out these influences, we hope to offer practical insights for platform developers, businesses, and any other relevant stakeholders in the quick commerce environment looking to improve their strategies and enhance the overall consumer experience, extending beyond just food delivery. Our research not only adds to the academic knowledge of consumer purchasing behavior in this growing field but also provides valuable information for industry players to succeed in the competitive quick commerce landscape.

## 2 Literature Review

In this section, the current study will present a comprehensive overview of the state-of-art of quick commerce platforms. Relevant concepts related to quick commerce, as well as other pertinent theories, will be introduced to establish a contextual framework and facilitate a deeper understanding of the field. The objective is not only to provide a solid foundation for the developing research but also to gather and understand the existing knowledge in the field.

Additionally, this aims to surface previous findings regarding the main motivators of consumers when purchasing on quick commerce platforms. By delving into existing literature, we aim to identify and analyze the key motivators that have been previously documented, contributing to a more thorough understanding of the factors shaping consumer decisions in the context of quick commerce platforms. Through this exploration, we want to bridge gaps in knowledge and build upon the insights generated by earlier studies, leading to a more informed and comprehensive exploration of consumer motivations in the evolving landscape of the quick commerce field.

### 2.1 E-commerce.

Electronic commerce, also known as e-commerce, is a concept that was first introduced in the 1970s and gained popularity in the 2000s with the boom of the internet and the exponential spread of personal computers (Wigand, 1997). Wigand explains that electronic commerce is referred to all types of economic activities done through electronic connections which can include services within different industries - such as finance, insurance, tourism, etc. – as well as products sale. This concept basically puts e-commerce as an electronic place for the exchange of products and services, in other words, an electronic marketplace. Such definition is aligned to what Wang, Mao O’Kane and Wang (2016) describe as e-commerce, selling products and services through the internet which can include business to business (B2B), business to consumer (B2C), consumer to business (C2B) and consumer to consumer (C2C) transactions.

According to a report from NielsenIQ, e-commerce transactions are done electronically via different channels, for example, websites, online marketplaces, social media platforms, mobile apps, etc. This mosaic of platforms within e-commerce has become an increasingly useful way for businesses to reach customers, expand their market reach and improve their bottom line. However, the speed at which e-commerce is evolving also brings fierce competition which provides customers a wide range of digital shopping options, one



of them called quick commerce. (NielsenIQ, The fragmented e-commerce marketplace, 2021)

## 2.2 Q-commerce

Quick commerce also referred as q-commerce, is considered as the next-generation of e-commerce. This is an emerging business model characterized by faster order fulfilment times when compared to the standard e-commerce model, minutes to half an hour vs 3-5 days. The core emphasis of quick commerce lies in the rapid delivery of a limited selection of fast-moving consumer goods (FMCG). This assortment typically includes essential items such as meals, groceries, household supplies, medications, and other commodities commonly found in convenience stores. Users engage with q-commerce primarily through mobile applications or online platforms, utilizing the convenience of digital interfaces to streamline their ordering processes. Quick commerce aligns with the current consumer's demand for immediacy and convenience. It caters to the fast-paced lifestyle by ensuring quick and easy access to essential goods, effectively transforming the online shopping experience. This emerging business model not only addresses the evolving preferences of consumers but also leverages advancements in technology to redefine the logistics and delivery landscape, setting a new standard for efficiency in the retail sector (Samsukha, 2022).

### 2.2.1 How does Q-commerce work?

Quick commerce strategically combines the strengths of e-commerce with the fast reach of last-mile delivery, creating a model that thrives on efficiency, convenience, and superior customer service (Villa & Monzón, 2021). Based on a NielsenIQ (2021) report and on (Ranjekar & Roy, 2023), three distinctive characteristics define quick commerce:

1. **Online or App Ordering:** The primary channel for customer engagement in quick commerce is through online platforms or dedicated mobile applications. This digital interface serves as the gateway for users to seamlessly place orders
2. **Limited Assortment Focused on High-Demand Products:** Quick commerce prudently narrows its product assortment to high-demand items, ensuring a curated selection that aligns with the immediate needs of consumers. This strategic focus not only streamlines operations but also contributes to the quick delivery of essential goods.
3. **Limited Delivery Area Based on Centrally Located Stores:** A crucial element of quick commerce's success lies in its geographically optimized delivery strategy. The

model strategically limits its delivery radius based on the proximity of centrally located stores. This approach facilitates fast deliveries by minimizing travel distances, allowing for timely access to preferred goods.

According to Rau et al. (2023) and Samsukha (2022) this geographical advantage enables a smooth and rapid reach to customers. This is similar to what NielsenIQ, should small brands explore quick commerce, (2022) mentions, that by delivering products from nearby stores,

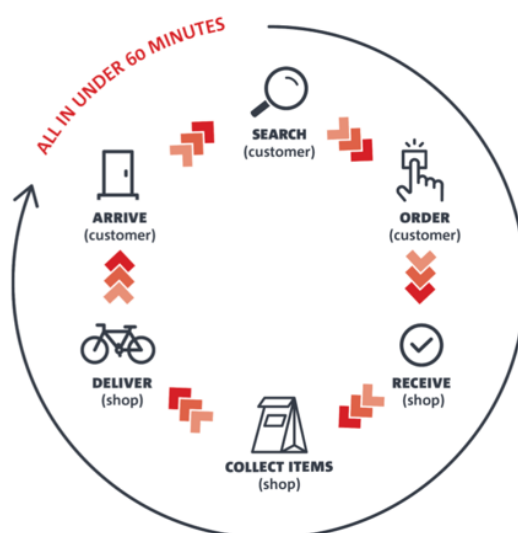


Figure 1. Quick commerce ordering and delivery cycle

quick commerce not only meets consumer expectations for prompt service but also establishes a connection with preferred local vendors. Finally, Nierynck, (2020) elaborates the quick commerce ordering and delivery cycle works as shown above.

### 2.3 Earlier studies

Since quick commerce as a concept and business model is not new there are several previous studies, but these are mainly focused on the food delivery category of quick commerce with only a few touching on other categories such as groceries, pharma, house supplies and the retail side in general. This can be attributed to the significant growth food delivery companies have had in the past years which has resulted in the interest of research from scholars in understanding the various aspects of such businesses and platforms. (Su et al., 2022)

In relation to consumer behavior, most of the earlier literature focuses on usage intention (Ray & Bala, 2021), user satisfaction (Alalwan, 2020) (Zhao & Bacao, 2020a) and customer loyalty (Suhartanto et al., 2019). These studies pay special attention to the adoption and continuance behavior of users, the drivers to start using the app and keep using it even when there are so many competitors. However, these studies have even overlooked other

important aspect that holds significant implications for retailers and the companies providing the quick commerce platforms: the purchasing behaviour of users, what drives users to make purchases in such platforms?

The existing studies that have touched on the purchasing behavior of quick commerce platforms users revolve around convenience, listing or assortment and information. Dayal (2022) mentions that nowadays purchasing behavior is strongly influenced by speed, ease and assortment, in other words the convenience of getting a product on-demand while getting a unique shopping experience. Similarly, Troise et al (2021) argue that saving money and time is a crucial driver that leads consumers to make purchasing decisions on a platform, pointing as well towards convenience. This is supported by Ray et al. (2019) who argues that people who end up buying on q-commerce platforms are driven by convenience and listing of venues, this is the variety of options they can choose from. Additionally, researches also attribute the way product information and the overall visual and navigational design is presented is a key factor, since that provides users an easy comparison tool, where they can evaluate different goods types, stores, restaurants, and prices. This approach makes their decision-making process much easier, resulting in more advantageous and cost-effective product choices (Kapoor & Vij, 2018a).

Another factor that seems to have a relevant effect on purchasing behavior is image coverage in the platform, meaning pictures of the products. Verma (2020) found that great media richness provides a positive product perception. A well-presented range of products on the platform enhances the perceived availability of items. The presence of an extensive product selection facilitates easy navigation, simplifying the search process on the platform. In addition to these factors, broader research highlighted the significance of perceived control and service fulfilment as aspects that can make a difference when purchasing through quick commerce platforms (Annaraud & Berezina, 2020).

Table 1. Summary early studies relevant to quick commerce platforms

Authors	Title	Theory	Main Drivers	Dependent Variable
Ray and Bala (2021)	User generated content for exploring factors affecting intention to use travel and food delivery services	Model of online decision-making	- Price benefits - Trust-in-service - App interaction	Usage Intention
Kaur et al. (2021)	Innovation resistance theory perspective on the use of food delivery applications	Innovation resistance theory	- Usage barrier - Value barrier - Risk barrier - Trust	Intention to use and word of mouth
Kaur et al. (2020)	The value proposition of food delivery apps from the perspective of theory of consumption value	Theory of consumption value	- Price value - Health consciousness - Social Value - Affordance Value	Purchase intention
Zhao and Bacao (2020)	What factors determining customer continuingly using food delivery apps during 2019 novel coronavirus pandemic period?	Unified theory of acceptance and use of technology The expectancy confirmation model The task-technology fit model	- Satisfaction - Perceived task-technology fit - Trust - Performance expectancy - Social influence	Continuance usage intention
Troise et al. (2021)	Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework	Technology acceptance model and theory of planned behavior	- Subjective norms - Food choices - Perceived usefulness - Perceived ease of use	Behavioural Intentions
Su et al (2022)	Modeling consumers' trust in mobile food delivery apps	Technology acceptance model and mobile SERVQUAL	- Perceived usefulness - Perceived ease of use - Personalization - Information quality - Interface quality - Interaction quality	Consumer trust and loyalty
Alawan (2020)	Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse	Unified Theory of Acceptance and Use of Technology	- online reviews - online rating - online tracking - Performance expectancy - Hedonic motivation - Price value	Customer e-satisfaction and intention
Dayal (2022)	Quick Commerce: Concept That Takes Product Fulfillment To A New High	Consumer behaviour and diffusion of innovation theory	- Time to delivery - Ease to buy - Choice options - Convenience	Purchasing behaviour and shopping experience
Verma (2020)	The effect of presentation, product availability and ease upon transaction reliability for online food delivery aggregator applications–moderated mediated model	Stimulus-organism theory and Consumer Value Theory	- media richness - product presentation - product availability	Consumer purchasing behaviour
Annaraud and Berezina (2020)	Predicting satisfaction and intentions to use online food delivery: What really makes a difference?	E-service quality model	- Control - Convenience - Customer Service - Fulfilment	Behavioural intentions
Ray et al (2019)	Why do people use food delivery apps (FDA)? A uses and gratification theory perspective	Uses and gratification theory	- Delivery experience - Ease of use - Convenience - Listing - Search of restaurants	Intention to use
Kapoor and Vij (2018)	Technology at the dinner table: Ordering food online through mobile apps	Mobile app attributes	- Information design - Navigational design - Visual design	Conversion

While the quick commerce industry continues to experience significant growth and acceptance, there are notable barriers to adoption that users and potential customers encounter. One of them, is the perceived risk associated with using quick commerce platforms since according to (Rana et al., 2019) users may express concerns about the

security of their personal and financial information when making transactions online, especially considering the increasing frequency of cybersecurity threats. This fear can hold back potential users from fully embracing quick commerce platforms, as they weigh the convenience of on-demand services against the perceived risks of digital transactions. Overcoming these security-related concerns becomes crucial for quick commerce platforms to build trust and encourage widespread adoption.

Another substantial barrier is the digital divide, which manifests in various forms, such as limited internet access, technological literacy, or smartphone ownership. Individuals who lack reliable internet connectivity or access to smartphones may find it challenging to participate in the quick commerce ecosystem which creates a potential exclusionary effect, limiting the reach of quick commerce platforms to specific demographics and geographic regions (McLean et al., 2020; Rahman, 2013). Addressing these accessibility issues is essential to ensure that the benefits of quick commerce are accessible to a broader spectrum of users, contributing to more inclusive and equitable adoption of these platforms.

These diverse factors shape the complex landscape of the relationship between quick commerce platforms and consumer behavior. Which despite the progress in research, the exploration of purchasing behavior seems to be at the early stages which opens the door to further investigation to determine and validate what factors have the greatest effect on consumers throughout their purchasing journey on such commerce platforms. However, amid this growing landscape, it is important to acknowledge the barriers hindering the overall adoption of quick commerce platforms. Concerns related to the security and privacy of online transactions, coupled with the challenges posed by the digital divide, present significant obstacles. Thus, keeping the barriers in mind is also essential to understanding the overall interplay of the factors influencing consumer purchasing behavior.

### **3 Theoretical Background and Hypotheses Development**

The earlier studies in this field are based on diverse theories and models that try to understand and explain the various factors relevant to consumer behavior in terms of usage, adoption and purchasing on quick commerce platforms. These theories encompass a wide spectrum of perspectives, offering valuable frameworks through which we can evaluate the complexities of consumer behavior within quick commerce platforms. For example the theory of consumption value (Kaur et al., 2020), the innovation resistance theory (Kaur et al., 2021), the technology acceptance model (Troise et al., 2021), the unified theory of

acceptance and use of technology (Alalwan, 2020; Zhao & Bacao, 2020b), mobile service quality model (Su et al., 2022), e-service quality model (Annaraud & Berezina, 2020), uses and gratification theory (Ray et al., 2019) and the model of online decision making (Ray & Bala, 2021). Following the above-mentioned theories, we can broadly categorize the main drivers of consumer behavior into four key categories:

- Technology factors: including elements such as perceived ease of use, perceived usefulness, perceived task-technology fit, performance expectancy, design and usability.
- Personal factors: including motivation, habits, social value and subjective norms.
- Quality factors: encompassing trust, information quality, interface quality, interaction quality, personalization.
- Innovation factors: covering both barriers and benefits.

While innovation factors may play a role in overall consumer behavior, there is a lack of research regarding their specific influence on purchasing behavior. Thus, the proposed framework in this research represents a deliberate choice grounded in empirical and theoretical considerations that focuses on technology, personal and quality factors. With this the research aims to target the key drivers that seem to shape consumer purchasing behavior. The proposed framework is based two significant theoretical constructs the Technology Acceptance Model (TAM) and M- SERVQUAL model. These models explore the different drivers and motivations that make consumers use technology-based platforms, as well as the characteristics within these platforms that shape consumer purchasing behavior (Jacoby, 2002) (Marangunic' & Granic', 2014). These also integrate the factors previously discussed (technology, personal and quality factors) with the goal of explaining and predicting purchasing user behavior in technologically-driven service environments. The selection of these models is based on their empirical robustness and applicability to the quick commerce context.

The TAM, focused on perceived ease of use and perceived usefulness, provides valuable insights into how users interact with and perceive technology (Marangunic' & Granic', 2014). Similarly, m-SERVQUAL model, encompassing factors such as interface quality, interaction quality, and information quality, gives a view into assessing the overall service experience within online platforms (Suhartanto et al., 2019).

By integrating these models, we aim to capture the nuanced interplay between quick commerce platforms and consumers, how technological interaction and service quality can determine purchasing behavior. This proposed framework not only addresses the existing research gap but also lays the foundation for a more comprehensive understanding of the effects quick commerce platforms have on purchasing consumer behavior.

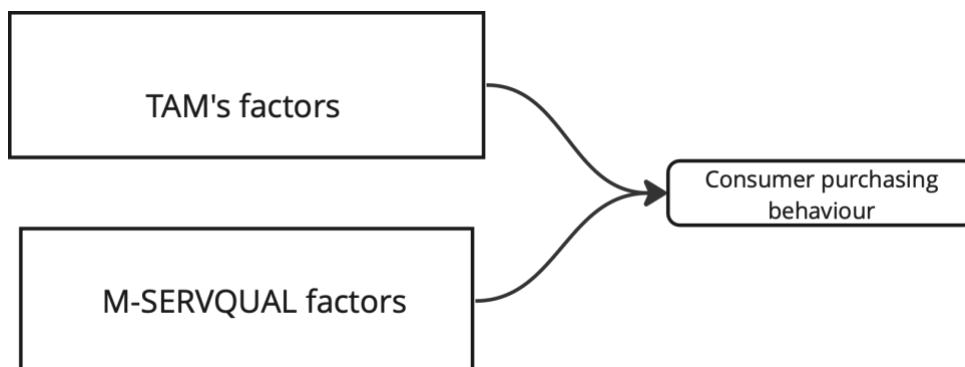


Figure 2. The conceptual framework of study

### 3.1.1 Consumer Purchasing Behavior

Consumer purchasing behavior includes the entire process and set of activities that individuals engage in when making decisions to acquire goods or services (Mohamed Ali & Ramya, 2016). It involves a series of stages, from recognizing a need or want to the actual purchase and post-purchase evaluation. This behavior is influenced by various internal and external factors, including personal preferences, social influences, cultural norms, and marketing stimuli (Peña-García et al., 2020).

Understanding consumer purchasing behavior involves examining the factors that influence decision-making, this is the the cognitive process and the criteria individuals use to evaluate options when making a purchase, which goes beyond the transaction itself and considers the motivations, attitudes, and perceptions that shape consumers' choices in the marketplace (Daroch et al., 2021).

In the context of quick commerce platforms, consumer purchasing behavior extends to the specific dynamics of online transactions, digital interactions, and the unique features that influence purchase decision-making (An et al., 2023). Studying consumer purchasing behavior in this context involves exploring the drivers, motivations, and factors that lead individuals to choose, adopt, and utilize quick commerce platforms for their needs (Campbell & Winterich, 2018). Thus, when we refer to consumer purchasing behavior we are talking about the entirety of actions and decisions individuals undertake when engaging with these platforms to fulfill their needs. However, for the purpose of this research such actions encompass browsing products or services, making selections, and completing

transactions in a quick and efficient manner. And by extension, this covers the decisions users make when selecting a product or service to satisfy their needs by assessing factors such as user interface, product attributes, price, and overall satisfaction, with the goal of making a choice that aligns with their preferences and requirements.

### 3.1.2 Technology Acceptance Model (TAM) factors

The initial goal of the Technology Acceptance model was to provide a comprehensive understanding of the factors influencing the acceptance of computers. The main concept of this model revolves around the idea that an individual's intention to use a particular technology is influenced by their perceived usefulness and perceived ease of use of such technology (Davis, 1985). As per Davis (1985), perceived usefulness is the extent to which an individual believes that utilizing a specific system would improve their job performance. While perceived ease of use, refers to the degree to which a person thinks that employing that system would require minimal effort.

The validity of this model has been tested in different scenarios showing that when people perceive a technology as useful, it leans people towards using it. On the other hand, the perceived ease of using such technology also had an impact, although this effect was somewhat smaller and would likely decrease over time (Chau, 1996). Therefore, considering quick commerce platforms as a technology system, this research views the usefulness and ease of interacting with quick commerce platforms as drivers that influence consumer purchasing behavior. In essence, how people's perception of these platforms' usefulness and ease of use can shape their decisions when making purchases.

#### **Perceived ease of use**

Davis (1985) describes it as the assessment of how effortless it is to use a particular technology or system. In other words, the perception of how straightforward and user-friendly a technology is in carrying out a task. This includes whether such technology involves minimal effort and is free from unnecessary complexities. This is crucial since a technology that is perceived as easy to use is more likely to be embraced by users.

Particularly for e-commerce platforms, when they are easy to use, it instills trust in customers, ultimately leading to higher conversion rates (such as purchases, subscriptions, etc.) this has been seen in banking mobile applications (Yan & Pan, 2015) as well as in food delivery applications (Zhao & Bacao, 2020b). Such trust in the platform being easy to use



becomes more apparent in food service mobile apps since customers often seek fast and hassle-free experiences when placing food orders. This convenience, coupled with a seamless user interface, significantly influences their decision to further engage with the platform, resulting in increased conversions and customer loyalty (Kang & Namkung, 2019b).

Other prior studies have employed "effort expectancy" to measure how easy to use are mobile platforms (Khalilzadeh et al., 2017; Shaw & Sergueeva, 2019). Such ease of use has been found to positively influence customers' behavior towards food delivery applications. Thus, this implies that the perceived ease of use of a system or platform it is likely to shape the consumer purchasing intentions which is reflected in the following hypothesis:

*H1: Perceived ease of use directly and positively affects consumer purchasing behaviour*

### **Perceived Usefulness**

Davis (1985) describes perceived usefulness as a person's belief that using a particular technology would provide tangible benefits and improvements in achieving their tasks. In other words, perceived usefulness is about whether the individual sees value and practical utility in adopting and using a technology. This perception plays a crucial role in influencing their behavior and intentions when using the technology.

Prior studies pointed out that if consumers believe that using a new system is more efficient and requires less time and effort compared to conventional methods, they are more inclined to use it often and may also share it through word of mouth to others, such as friends or family members (Y. Lee et al., 2003; Singh & Sinha, 2020). This can be seen in mobile services where saving time, customization options, and flexible access to information empowers consumers to efficiently complete tasks, strengthening their tendency to repeatedly utilize the technology (Gao & Waechter, 2017). Additionally, in the particular case of mobile food ordering consumers have attributed the transparency in pricing as well as the convenience of food delivery to their doorsteps as contributors to keep on using such services (Kang & Namkung, 2019a). Other recent studies have further validated the significant impact of the perceived usefulness of mobile ordering services on customers' inclination to continuously use the service for food orders (Alalwan, 2020; Yeo et al., 2021). Consequently, the perceived usefulness emerges as an important factor capable of shaping purchasing behavior in the context of technological systems, which produces the following hypothesis:

*H2: Perceived usefulness directly and positively affects consumer purchasing behaviour*

### 3.1.3 Mobile Service Quality Factors (M-SERVQUAL)

Mobile services are broadly categorized into mobile commerce, mobile communication, and mobile content. Mobile commerce specifically involves conducting commercial transactions, such as purchasing goods or services, through mobile devices. In the context of mobile commerce, the concept of quick commerce has emerged as a popular and dynamic category (Özer et al., 2013). Quick commerce platforms fall into the mobile commerce category, although quick commerce platforms can have a website component, its predominant component is mobile (Tan & Chou, 2008).

Mobile service quality factors are derived from the SERVQUAL (service quality) instrument, that has been used to identify quality dimensions in service environments (van Iwaarden et al., 2003). Such instrument has been found to be applicable to a myriad of services including technology services such as websites (Lien et al., 2017). For mobile services, the literature has shown seven relevant quality dimensions (contextual quality, connection quality, reliability, interface quality, information quality, device quality, and security) (Wang et al., 2019) But when focusing specifically on mobile commerce services, the emphasis narrows down to interaction quality, interface quality and information quality (Heo et al., 2017)

#### **Interaction Quality**

Interaction quality, within the framework of mobile service quality, refers to the effectiveness and efficiency of the communication and transactions between users and the mobile service platform representatives to resolve any potential issues that come up while using the service (Huang et al., 2015). It involves factors such as contact, in the sense of availability and accessibility of support channels for users, and responsiveness, which evaluates the timeliness and appropriateness of the platform's feedback to user requests or questions. Having these both conveniently available in a platform are fundamental in establishing trust among m-commerce platforms users (Corritore et al., 2003). Previous studies have highlighted that the efficiency with which customer service representatives address and resolve issues significantly impacts customers' inclination to continue using a service. (Akhmedova et al., 2020; Kim et al., 2021). Additionally, for online services such p2p transportation and shopping the quality of interaction was acknowledged as a fundamental aspect that positively influenced customer loyalty (G. G. Lee & Lin, 2005),

which has proven to be a driver of repeated purchasing behavior (Meyer-Waarden & Benavent, 2006). Suggesting that in the context of commerce platforms, interaction quality can influence customers purchasing behavior, leading to the following hypothesis:

*H3: Interaction quality directly and positively affects consumer purchasing behavior.*

### **Interface Quality**

Interface quality in the context of mobile service quality refers to the overall design, layout, and functionality of the user interface within a mobile platform or application (Hoehle et al., 2016). For m-commerce platforms this would include the way product catalogs are organized (Cai & Jun, 2003) and how they are displayed on the app. This has become a rather important factor to cater to technologically adept users and ensure their demands are successfully met (M. Cho et al., 2019).

Prior research has shown that interface quality in mobile systems is essential to influence users' behavior (Nguyen-Phuoc et al., 2021). More specifically for mobile shopping platforms, purchase decision making can be attributed to the quality attributes, design for aesthetics and engagement the user interface has (Hartmann et al., 2008). Along the same lines, user interfaces that took into account layout quality, visual appeal quality and product organization display had a positive impact on perceived enjoyment and purchasing intention (Patel et al., 2020). Similarly, the usefulness and entertainment of a user interface drives positive online behavior towards a commerce platform which in turn also impacts purchase and return intentions. These aspects collectively highlight how interface quality can shape user perceptions and behaviors in the mobile commerce environment, from which we can derive the following hypothesis:

*H4: Interface quality directly and positively affects consumer purchasing behaviour*

### **Information Quality**

In the context of mobile service quality, information quality refers to how accurate, relevant and thorough the information delivered through a mobile platform or application is to the user and the tasks they want to achieve. (DeLone & McLean, 2003). For mobile commerce platforms, information quality was considered as a predictor of trust and adoption (Gao & Waechter, 2017). Information quality in mobile commerce platforms includes elements such as product descriptions, pricing details, availability, and any other information relevant to the services offered through the platform (Chen & Chang, 2018). Poor information quality

can lead to user frustration, mistrust, and potentially impact their overall satisfaction and behavior towards the mobile service (Milan et al., 2015).

Several studies have pointed out that satisfaction with information systems significantly affects the intention to make online purchases, and especially in situations where customer involvement is high, the quality of information has a significant impact on online purchasing behavior (S.-H. Cho, 2013). Similarly, high information quality ensures that users receive accurate and pertinent data, which is crucial for making informed decisions and performing tasks effectively which ultimately influences purchasing intention (Gao et al., 2015). This has also been demonstrated in the case of fast-food mobile services, where the intention to make a purchase rises with the improvement of information quality on the mobile platform (Akram et al., 2020). These factors make evident that information quality plays a role in shaping user perception and behavior within mobile commerce services, its influence on trust, satisfaction and ultimately purchasing intention extends across different sectors based on which the following hypothesis can be formulated:

*H5: Information quality directly and positively affects consumer purchasing behavior*

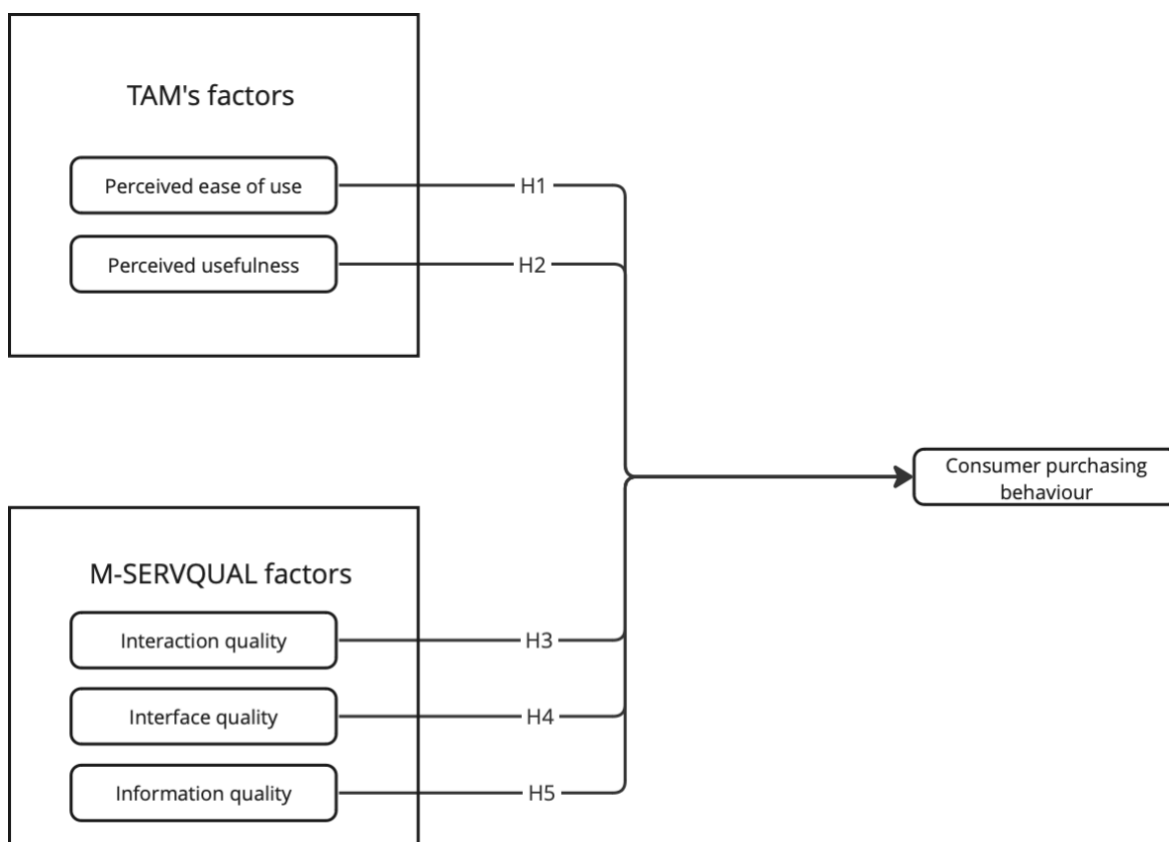


Figure 3. The Research model

## 4 Research Methods

### 4.1 Research instrument development

Within the context of our framework of study, a robust research instrument was developed. This instrument measures five key constructs that have been identified as potential determinants of consumer purchasing behavior in the context of mobile commerce service environments. These constructs include perceived ease of use, perceived usefulness, interface quality, interaction quality, and information quality. The development of this instrument involved literature review, on-hands evaluation, expert consultation, and pilot testing, to ensure its validity and reliability in capturing the nuances of consumer purchasing behavior. First, we gathered relevant item measures from the existing literature that had similar objectives as our research. Second, for our on-hands evaluation, we downloaded the most widely downloaded mobile quick commerce applications which included Zepto, Getir, Flink, Doordash and UberEats (STATISTA, 2023). With this a thorough analysis of the main features of such applications was done with the goal of ensuring item measures from the literature align with the context of quick commerce platforms. Additionally, through an app-based content analysis, this study captured other relevant items to measure the diverse constructs within our research framework. Third, these items were revised by three product managers of quick commerce applications (Wolt and Foodora), who confirmed their relevance to the context of purchasing behavior and quick commerce. As a final validation step, this was piloted with 8 students who were invited to take the survey with the goal of identifying any ambiguity or lack of clarity in the survey items. Table 2 presents the end result with 21 item measures; these are rated on a five-point Likert scale from (1) not important at all to (5) extremely important.

To ensure consistency and reliability of the item measures, we assessed the Cronbach's alpha values for the five specified constructs as shown in Table 3, which obtained more than acceptable values, all of them above the lower limit of 0.7 (Gliem & Gliem, 2003). Similarly, to understand the extent to which the variance in the dependent variable (purchasing behavior) is explained by the independent variables (constructs) we measured our dependent variable in terms of accuracy and relevance using a predictive capability analysis (Hair et al., 2019) as shown in [3.2.3](#).

Table 2. Measurement scales of construct

<b>Constructs</b>	<b>Item Code</b>	<b>Source</b>
<b>Perceived ease of use (PEU)</b>		
It is easy to complete an order through the quick commerce platform	PEU1	(G. G. Lee & Lin, 2005)
It is easy to operate the app to find what I'm looking for on the quick commerce platform	PEU2	(Barnes & Vidgen, 2002)
It is easy to pay for my order on the quick commerce platform	PEU3	App feature and content analysis
It is easy to track my order on the quick commerce platform	PEU4	(Su et al., 2022)
<b>Perceived usefulness (PUS)</b>		
The quick commerce platform can make shopping (groceries, food, Pharma, etc) faster than going to a physical store	PUS1	(Zhao & Bacao, 2020b)
The quick commerce platform has a wide range of products that meet my needs	PUS2	(Zhao & Bacao, 2020b)
The quick commerce platform can deliver my goods on-demand (less than an hour)	PUS3	(Zhao & Bacao, 2020b)
The quick commerce platform has competitive prices compared to traditional shopping methods.	PUS4	App feature and content analysis
The quick commerce platform can provide personalised recommendations based on my past behaviour	PUS5	App feature and content analysis
The quick commerce platform can provide relevant deals and offers to my needs	PUS6	App feature and content analysis
<b>Interface quality (INQ)</b>		
The quick commerce platform has an attractive appearance	INQ1	(G. G. Lee & Lin, 2005)
The quick commerce platform is well-organized and easy to navigate	INQ2	(G. G. Lee & Lin, 2005)
The quick commerce platform responds quickly to my actions	INQ3	(Barnes & Vidgen, 2002)
The quick commerce platform shows high quality image of the products/items it offers	INQ4	(Yoo & Donthu, 2001)
<b>Interaction quality (IRQ)</b>		
The customer service representatives are knowledgeable and helpful in resolving issues	IRQ1	(Z. Yang & Jun, 2002)
The quick commerce platform takes proactive measures to address customer concerns and feedback	IRQ2	(Z. Yang & Jun, 2002)
The quick commerce platform provides reliable assistance	IRQ3	(Z. Yang & Jun, 2002)
<b>Information quality (IFQ)</b>		
The quick commerce platform provides accurate and reliable information	IFQ1	(Yoo & Donthu, 2001)
The quick commerce platform provides all the necessary information about the products/items I want	IFQ2	(Yoo & Donthu, 2001)
The quick commerce platform makes sure the information provided is up-to-date	IFQ3	(Eid, 2011)
The quick commerce platform provides easy to understand information	IFQ4	(Eid, 2011)

Table 3. Evaluation of measurement model

Construct	Cronbach's alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Perceived ease of use (PEU)	0.79	0.66	0.88
Perceived usefulness (PUS)	0.76	0.85	0.59
Interface quality (INQ)	0.79	0.85	0.54
Interaction quality (IRQ)	0.83	0.71	0.91
Information quality (IFQ)	0.71	0.53	0.84

## 4.2 Data collection and analysis

The study focused on individuals who were familiar with quick commerce platforms, this included those who had utilized these services to order various items online, including food, groceries, fashion, pharmaceuticals, and more. To recruit participants, we employed an online survey and adopted a purposive sampling technique. In this approach, participants were selected based on accessibility and convenience criteria, thus, the sampling pool consisted of individuals readily available and easily accessible for study participation. The recruitment process did not target any specific group or a defined demographic; instead, it focused on those with practical accessibility to ensure a diverse representation of individuals familiar with quick commerce platforms, this included fellow students, friends and coworkers (Stratton, 2021). After a screening question, (“Have you ever used a quick commerce platform”) to ensure the participants had used a quick commerce platform, the sample size was of 120 individuals which follows the threshold of minimum number of participants to be five times more than the number of item measures, 21 item measures need a minimum of 105 responses (Hair et al., 2019). The survey was distributed through a link in a timeframe of 6 weeks starting from early June 2023, besides the item measures the survey obtained demographic data (age, gender, education) and usage of quick commerce platforms as shown in Table 4.

The gathered data was then analyzed from two lenses, (1) a descriptive analysis to obtain a high level view on what item measures respondents attribute their purchasing behavior and (2) a partial least squares-based structural equation modeling analysis to understand the relationships between the item measures and the consumer purchasing behavior in terms of TAM factors – consumer purchasing behavior relationship and m-SERVQUAL factors – consumer purchasing behavior relationship (Hair et al., 2019)

Table 4. Respondents' demographics (n=120)

	n	%		n	%
<b>Gender</b>			<b>Education</b>		
Female	48	40.0%	High school or equivalent	30	25.0%
Male	69	57.5%	Bachelor degree	18	15.0%
Prefer not to say	3	2.5%	Masters degree	10	8.3%
<b>Age</b>			Postgraduate	3	2.5%
18-24	60	50.0%	Other	3	2.5%
25-34	51	42.5%	<b>Frequency of use</b>		
35-44	6	5.0%	More than 2 times per week	3	2.5%
45-54	0	0.0%	1-2 times per week	15	12.5%
55-64	3	2.5%	1-2 times per month	36	30.0%
>65	0	0.0%	Less than 1 time per month	66	55.0%

#### 4.2.1 Descriptive Analysis

In the analysis of the survey responses, we aim to provide a comprehensive overview of participants' preferences and behaviors with regards to quick commerce platforms and taking into account the 5 different constructs.

In terms of the perceived ease of use, easily completing an order, finding what you are looking for and paying for the order were considered as important or extremely important (~80%). Additionally, while the ease to track the order was also considered important by a high percentage (~75%), the rest of the participants also found it as a neutral factor.

As for perceived usefulness, the convenience of making shopping faster and providing relevant deals and offers were valued as important or extremely important by around 50% of respondents while others considered it as not so important or neutral. The range of products, on-demand delivery and competitive prices were considered as important or extremely important by most of the respondents (~70%). Personalized recommendations, however, lacked a clear trend in importance, with responses varying from not important to neutral and extremely important.

In assessing the interface quality, a well-organized and a quick to respond interface received high ratings for important or extremely important by the vast majority (~90%). On the other hand, while an attractive appearance and a high quality of images of the products were also considered important or extremely important (~60%) some of the respondents also deemed those factors as neutral or not important (~30%).

In terms of the interaction quality construct, the helpfulness of the customer service, the proactivity to address customer concerns and the reliability of the assistance were all



considered as important or extremely important by ~70% of the respondents while the rest found those factors neutral to their experience.

Finally, concerning information quality, approximately 85% highlighted the importance of complete, accurate and easy to understand information. Although, information relevant to the user needs was also considered important or extremely important, some people also found it neutral or not important (~20%).

#### 4.2.2 Direct effects Analysis

The partial least squares-based structural equation modeling analysis used 1200 bootstrap samples for the 120 observations to assess the significance of path coefficients which indicate the strength and direction of the relationship between each of the constructs and the consumer purchasing behavior. Additionally, we used t-values to evaluate whether the path coefficient values are greater than the recommended critical value (1.96) when considering a significance level of 0.05 (Hair et al., 2019). With the before mentioned we obtained that 4 out of our 5 hypotheses are statistically supported, meaning that the relationship with consumer purchasing behavior is statistically significant (Table 5.)

To support the hypotheses that the suggested constructs have a significant positive effect on purchasing consumer behavior we looked at a combination of a sufficiently large absolute t-value and a small p-value, keeping in mind the path coefficient values to evaluate the relationship between the predictor variables (constructs) and the outcome variable (consumer purchasing behavior).

*Table 5. Partial Least-squares based analysis*

<b>Hypotheses</b>	<b>Path coefficient</b>	<b>t-value</b>	<b>p-value</b>	<b>Supported (Yes/No)</b>
H1: Perceived ease of use directly and positively affects customer purchasing behaviour	0.3	2	0.045	<b>Yes</b>
H2: Perceived usefulness directly and positively affects customer purchasing behaviour	0.16	2.1	0.027	<b>Yes</b>
H3: Interaction quality directly and positively affects customer purchasing behaviour	0.15	0.8	0.42	No
H4: Interface quality directly and positively affects customer purchasing behaviour	0.4	2.5	0.012	<b>Yes</b>
H5: Information quality directly and positively affects customer purchasing behaviour	0.35	2.2	0.03	<b>Yes</b>

**Hypothesis 1: Perceived ease of use directly and positively affects customer purchasing behavior.**

Our analysis shows a substantial and statistically significant relationship between perceived ease of use and customer purchasing behavior. The path coefficient (Beta) of 0.30 indicates that for every one-unit increase in perceived ease of use, there is a corresponding 0.30 unit increase in consumer purchasing behavior. This means that as users perceive the platform to be easier to use, their likelihood of engaging in purchasing behavior experiences a noticeable positive impact.

The t-value of 2.00 is above the critical value of 1.96 at a 5% significance level, signifying the statistical significance of the relationship. In simpler terms, the platform's perceived ease of use is not a random occurrence; it is a meaningful factor influencing consumer behavior. The p-value of 0.045, being less than the conventional threshold of 0.05, further supports the observation that the above mentioned relationship is statistically significant.

### **Hypothesis 2: Perceived usefulness directly and positively affects customer purchasing behavior.**

Analyzing the relationship between perceived usefulness and customer purchasing behavior we look at the path coefficient (Beta) of 0.16, this signifies that for every one-unit increase in perceived usefulness, there is a corresponding 0.16 unit increase in consumer purchasing behavior. This indicates that as users perceive the platform as more useful, their inclination to engage in purchasing behavior sees a moderate positive impact.

The t-value of 2.10 exceeds the critical value of 1.96 at a 5% significance level, pointing to the statistical significance of this relationship. In other terms, perceived usefulness is not a random factor; it significantly influences consumer behavior. The p-value of 0.027, being less than the conventional threshold of 0.05, further solidifies the conclusion that this relationship is statistically significant.

### **Hypothesis 3: Interaction quality directly and positively affects customer purchasing behavior.**

Our analysis shows that the relationship between interaction quality and customer purchasing behavior is not relevant in the context of this study. The path coefficient (Beta) of 0.15 indicates that for every one-unit increase in interaction quality, there is a corresponding 0.15 unit increase in consumer purchasing behavior. However, the t-value of 0.8 falls below the critical value of 1.96 at a 5% significance level, indicating that the observed relationship is not statistically significant. Additionally, the p-value of 0.42 is

greater than 0.05, further supporting the conclusion that there is no statistically significant positive effect of interaction quality on consumer purchasing behavior.

**Hypothesis 4: Interface quality directly and positively affects customer purchasing behavior.**

Analysing the relationship between interface quality and customer purchasing behavior we look at the path coefficient (Beta) of 0.40, this indicates that for every one-unit increase in interface quality, there is a corresponding 0.40 unit increase in consumer purchasing behavior. This shows that as the interface quality is high, users purchasing behavior is influenced leading to more engagement in platform transactions.

The t-value of 2.5 exceeds the critical value of 1.96 at a 5% significance level, underscoring the statistical significance of the relationship, demonstrating that the platform's interface quality is not a random occurrence but rather a meaningful factor influencing consumer behavior. Moreover, the p-value of 0.012 is less than 0.05, reinforcing that the observed relationship is statistically significant.

**Hypothesis 5: Information quality directly and positively affects customer purchasing behavior.**

The relationship between information quality and customer purchasing behavior shows a positive and direct effect. The path coefficient (Beta) of 0.35 suggests that for every one-unit increase in information quality, there is a corresponding 0.35 unit increase in consumer purchasing behavior. This indicates that when information quality is high, users' likelihood of engaging in purchasing behavior experiences a noticeable positive impact.

The t-value of 2.2 exceeds the critical value of 1.96 at a 5% significance level, indicating the statistical significance of the relationship. In other words, the platform's information quality is not a random factor; it significantly influences consumer behavior. Additionally, the p-value of 0.03 is less than 0.05, affirming that the observed relationship is statistically significant.

#### 4.2.3 Analysis of predictive capability

The study also assessed the effectiveness of the framework by analyzing its predictive capabilities in terms of accuracy and relevance. The predictive accuracy was measured using the coefficient of determination ( $R^2$ ), this coefficient reveals the extent to which the variance in the dependent variable (purchasing behavior) is explained by the independent variables

(constructs). This is a statistical measure serves as an indicator of the goodness of fit of the model. We obtained a value of 0.677 which indicates a reasonable level of predictive accuracy.

To measure the predictive relevance capabilities of the model we used the  $Q^2$  coefficient which is an extension of  $R^2$ . We obtained a value of 0.413, a value greater than 0.2 is often considered indicative of good predictive ability and that the predictive power of our framework goes beyond pure chance (Hair et al., 2019).

## 5 Findings and discussions

### Perceived ease of use

The hypothesis 1, “Perceived ease of use directly and positively affects customer purchasing behavior” is largely supported by our findings, strengthening the conclusion that the statistically significant positive effect of perceived ease of use on consumer purchasing behavior suggests that as users find the platform easier to use, they are more likely to make purchases through it. Such findings highlight the significant role of perceived ease of use when consumers purchase through quick commerce platforms, this is consistent with previous research that have established that the perceived use of a system directly impacts the intention to use such system (Bhatti, 2007), suggesting that if a quick commerce platform is perceived as easy to use a consumer will have the intention to use it which by extension would involve making purchases through it. Building on this, studies in the mobile commerce field have argued that the perceived ease of use of a m-commerce platform influences the intended use of the same (Gefen & Straub, 2000; Sarkar, Chauhan, et al., 2020a). In the context of quick commerce platforms this means that the easier it is to use them, the greater the likelihood of consumers making purchases since, in this way, they would be fulfilling the primary intended use of such platforms. However, it is important to keep in mind that the perceived ease of use of a commerce platform can be limited to the consumer attitudes and the intrinsic motivation to engage with the platform and may also be influenced by external factors such as technological literacy and the overall user interface design. (Sun et al., 2010). Therefore, it is worth delving into the four specific aspects the proposed framework includes as part of the perceived ease of use of a quick commerce platform.

First, order completion ease, this is the perceived ease of making and completing and order through the quick commerce platform encompassing the clarity of instructions,

intuitiveness and overall flow to go through the order completion steps (Zhao & Bacao, 2020b). Our findings show this is a rather crucial aspect of quick commerce platforms, which is aligned to earlier research that extend beyond this domain, finding similarities in other mobile services such as ride-hailing. For example, Nguyen-Phuoc et al. (2020) mentions that a frictionless ride order completion process makes up for a favorable environment to repeat transactions and foster customer loyalty. Additionally, in the context of mobile commerce it has been found that a hassle-free ordering process positively influences the perceived ease of use, encouraging users to make purchases without facing obstacles (Nguyen et al., 2021). Platforms that prioritize and optimize the order completion process are likely to see increased user satisfaction and thus user conversion (Omar et al., 2021). In this sense, our findings suggest that the importance of the ease of order completion lies in its potential to reduce transaction friction by ensuring a smooth experience for users, which in turn shapes a positive consumer purchasing behavior within the quick commerce context.

Second, app navigation ease, this refers to the overall ease of finding specific items or features to achieve desired tasks through the platform (Ohk et al., 2015). Our results show that users perceive this as another crucial factor influencing the ease of use in quick commerce platforms. This is supported by (Li et al., 2020) who argues that the ease of app navigation is a key determinant influencing user's decision-making processes during their purchasing journey. If users can easily locate desired products or perform specific actions, they are more likely to engage with the platform frequently, driving higher conversion rates and influencing positive purchasing behavior (Saoula et al., 2023). Platforms that invest in user-friendly interfaces and seamless navigation have a competitive edge since an enhanced app navigation not only contributes to positive perceptions of ease but also creates an environment with a sense of convenience, leading users to explore and engage with the platform more often (Pramudito et al., 2023). Therefore and as previous research suggests, our findings indicate that the optimization of app navigation ease is imperative for quick commerce platform as this not only enhances the user experience and satisfaction but also fosters a user-friendly environment that promotes a positive purchasing behavior, which all jointly ultimately contribute to favorably shape the way consumers make purchases.

Third, payment process ease, this involves the level of simplicity and efficiency in the process users go through to complete transactions and understand the payment journey (Najib & Fahma, 2020). Our results show that participants identified a simple payment process as a decisive factor in their overall ease of use perception. A seamless payment experience ensures the likelihood of transaction abandonment is reduced while cultivating

trust (Setyo Iriani & Lestari Andjarwati, 2020). Previous studies in retail online commerce have found that when users perceive the payment process as easy and secure, they are more inclined to finalize their purchases, positively impacting their purchasing behavior (Kaatze, 2020; Yan & Pan, 2015). Additionally, platforms that ensure their payment processes are simple and straightforward present reduced cart abandonment rates, once again showing a positive relationship between user-friendly payment experiences and conversion rates (Noor Ardiansah et al., 2020). Consequently, and aligned to previous research, our findings suggest that a smooth and efficient payment experience contributes to a positive shopping experience promoting a seamless and favorable consumer purchasing behavior, ultimately increasing the overall perceived ease of use in the quick commerce context.

Lastly, order tracking ease refers to the extent to which users can monitor and trace the status and location of their orders in a simple yet effective way throughout the entire fulfillment process (Ray et al., 2019). In the present study, while a significant portion of the participants acknowledged order tracking ease as a contributor to the perceived ease of use of a platform, a notable proportion also considered it a neutral or less critical factor. This is somewhat contrary to what (Hong et al., 2021) found in food delivery services where ease of tracking was a determinant or must-have factor in the perceived ease of use and overall consumer behavior. Along the same lines, Saad (2021) argues that an easy-to-use tracking feature contributes to the perceived ease of use by keeping users informed about their order status since this transparency positively influences their perception of the platform, instilling confidence which indirectly can also lead to repeat purchases. A similar behavior was also found in ride-hailing services in which as users experience real-time information tracking this enhances safety, and improved overall satisfaction, as a result the platform becomes more user-friendly, contributing to a positive perception of ease of use (Nguyen-Phuoc et al., 2021). While these studies signal that order tracking ease is a crucial aspect of the perceived ease of use, it is worth noting that previous research has often focused on specific uses cases, such as food delivery, and these findings may not universally apply to the broader context of quick commerce platforms. In that sense, our results suggest that this nuanced perspective on order tracking ease implies that although it can contribute to the perceived ease of use, other factors such as order completion ease and app navigation ease may carry more weight in the overall ease of use perception and by extension might be more determinant in influencing purchasing decisions.

As far as the perceived ease of use goes and in the context of quick commerce, our results suggest two main things (1) each of the components analyzed plays a role in shaping

the perceived ease of use of quick commerce platforms, however, platforms should recognize that while providing order tracking features may contribute to it, an emphasis on the overall ordering process and app interface should be prioritized to ensure a seamless and positive purchasing experience. The balance between order tracking functionality and other usability aspects should be carefully considered to align with user expectations and preferences. And (2) by prioritizing these components, platforms can create a user-friendly environment that not only increases the perceived ease of use but also drives sustained customer engagement with ultimately promotes and shapes a positive purchasing experience. These insights hold valuable implications for strategy development, emphasizing the importance of user-centric design in promoting a more seamless and transaction-friendly environment.

## Perceived Usefulness

Our findings strongly support hypothesis 2, “Perceived usefulness directly and positively affects customer purchasing behavior”, the statistically significant positive effect of perceived usefulness on consumer purchasing behavior suggests that as users perceive the platform as more useful, their purchasing behavior increases positively meaning more purchases are performed. This is in line to what previous research has found, such as the work of (Bhullar & Gill, 2019) that highlights the relevance of perceived usefulness as a factor driving users’ intentions and actions in their shopping journey, this is the users’ perception on how effectively the platform enhances their shopping experience. Similarly, perceived usefulness is considered as a motive that directly affects behavioral intentions through convenience, efficiency and added benefits which when complemented with motives of joy it has a stronger effect on shopping intentions (Ertz et al., 2022; Sarkar, Chauhan, et al., 2020b). In the context of quick commerce platforms this means as users find the platforms useful the more likely they are to make purchases through it. However, it is important to recognize that individual perceptions can vary based on external factors such as technological literacy, urgency of the tasks they are trying to achieve and other contextual nuances (Sun et al., 2010). Therefore, it makes sense to examine more in detail the six specific aspects the proposed framework includes as part of the perceived usefulness of a quick commerce platform.

First, shopping convenience, this involves ensuring the shopping process is streamlined and efficient, allowing users to save time and effort, especially when compared

to visiting a physical store (Marza et al., 2019). In our study, roughly more than half of the participants expressed that platforms that clearly make purchasing easier and faster than going to traditional brick and mortar stores are considered as useful since those allow them to achieve their tasks in a handy manner. However, at the same time a notable percentage of participants deemed shopping convenience as neutral or not so critical to the usefulness of the platform. Such results are not fully aligned to what earlier research has shown where shopping convenience directly translates to perceived usefulness. For instance, Suleman et al. (2013) mentioned that the reduced effort required to locate and purchase products on a platform, improves its overall perceived usefulness. Similarly, Ventre & Kolbe (2020) and (An et al., 2023) argue that flexibility for payments, prompt order fulfilment and quick delivery collectively contribute to the perceived usefulness of quick commerce platforms.

The difference between our findings and previous research can be explained by the nuanced nature of user preferences and expectations of quick commerce platforms (Bhullar & Gill, 2019) this does not mean our findings are invalid but rather emphasizes the importance of recognizing the diversity of user perspectives so the platform can cater to a broad spectrum of consumer needs. In terms of purchasing behavior, shopping convenience can contribute to a positive purchasing experience by promoting a more favorable attitude towards the platform (Wafiyah et al., 2021). This positive experience, in turn, increases the likelihood of repeat purchases, brand loyalty, and positive word-of-mouth recommendations which at the same time reinforces the impact of shopping convenience on sustained and positive purchasing behavior (Suhartanto et al., 2019). Accordingly, our study suggests that shopping convenience, although influential to the perceived usefulness, is seen as such with varying degrees of importance by users. At the same time, shopping convenience is able to shape a positive purchasing experience, thus, it is worth considering incorporating and improving shopping convenience features within quick commerce platforms to highlight its perceived usefulness and positively influence users purchasing behavior.

Second, wide range of products, this refers to having a diverse product range offering that caters to varied needs. An extensive and diverse selection of goods and services across various categories, ranging from everyday essentials to specialty items, ensuring that users can find and purchase a comprehensive array of items through the platform (Zheng et al., 2019). In our study, participants notably deemed having a wide a range of products as an important aspect of the perceived usefulness of a quick commerce platform. This is supported by earlier research where it was found that ensuring that users can find and purchase a variety of items from everyday essentials to niche products enhanced the



platform's perceived usefulness by making it a comprehensive solution for diverse shopping requirements (Setyo Iriani & Lestari Andjarwati, 2020). Additionally, (Rita et al., 2019) mentioned that a platform with a broad selection can act as a one-stop shopping destination prompting users to return regularly to explore and buy different items. Users perceive the platform as more useful when they can fulfill multiple needs in one place, saving time and effort compared to shopping across various platforms or physical stores which in turn promotes a positive purchasing behavior, this not only enhances the shopping experience but also influences consumers to make additional purchases beyond their initial intent (Anwar et al., 2021). The availability of a wide range of products contributes to larger basket sizes per transaction, when users face diverse offerings they are more likely to add multiple items to their carts during a single shopping session, leading to increased spending (McLean et al., 2020). In that sense, our findings suggest that allowing the platform to cater to a broad range of consumer needs and preferences through an extensive selection, enhances its usefulness and appeal to a diverse user base. Consequently, this shapes their purchasing behavior by influencing the frequency and size of consumer purchases.

Third, on-demand delivery, this refers to the immediate and flexible fulfillment of customer orders, typically within a short timeframe after the order is placed. This service is characterized by its responsiveness to the consumer's need for rapid delivery, offering convenience and timeliness as key attributes (Shroff et al., 2022). Our results show that participants consider on-demand delivery as a crucial factor in the perceived usefulness of the platform. This is similar to what previous research has shown, on-demand delivery contributes towards the perceived usefulness of a platform by addressing the key consumer expectation of convenience (C. Wang et al., 2016). Users value the ability to receive products promptly, this immediacy aligns with the fast-paced nature of modern lifestyles, making the platform an efficient solution for meeting urgent needs (Belanche et al., 2020). In terms of consumer purchasing behavior, the convenience of prompt delivery encourages more frequent transactions. Users, appreciating the quick and smooth fulfillment of their orders, are inclined to turn to the platform whenever they require products promptly (Alalwan, 2020). Additionally, the reliability and consistency of on-demand delivery promote customer loyalty and a sense of trust in the platform's commitment to providing timely services, making them more likely to choose the platform for their regular and immediate needs, thus reinforcing positive purchasing behavior over time (Farahani et al., 2022). In that sense, our study suggests that on-demand delivery influences the perceived usefulness of a quick commerce platform by aligning with consumer expectations for convenience and

immediacy, and as a result it shapes consumer purchasing behavior by promoting more frequent transactions and fostering customer loyalty for repeated purchases.

Fourth, competitive pricing, this involves the setting of product prices at a level that is comparable or advantageous when compared to other similar platforms or traditional retail outlets, the main goal is to position the products available in the platform attractively in terms of affordability (Maia et al., 2019). In the study participants identified competitive pricing as a relevant factor contributing to the perceived usefulness of a platform. This is aligned to what (Tarhini et al., 2019) mentioned, competitive pricing influences the perceived usefulness of a platform by offering users a cost-effective and valuable shopping experience. When users perceive that the platform consistently provides products at competitive prices, it improves their overall satisfaction and instills confidence in the platform's value proposition (Tang, 2019). The affordability of items contributes to the perceived usefulness as users recognize the platform as a budget-friendly and economical solution for their shopping needs (Liu & Li, 2019). This in turn, stimulates increased purchase frequency, when users consistently find products at competitive prices, they are more likely to make repeated transactions, taking advantage of the perceived affordability (Tarhini et al., 2019). Additionally, competitive pricing influences larger basket sizes as users are motivated to explore additional products, attracted by the perceived value for money (Hamouda, 2021). Consequently, our results suggests that competitive pricing influences the perceived usefulness of a platform by making it not only a convenient solution but also an economically advantageous one and in this way shaping consumer purchasing behavior by encouraging users to maximize their spending during each transaction either through repeated transactions or larger basket sizes.

Fifth, personalized recommendations, this involves the tailored presentation of product suggestions to users based on their past preferences, browsing behavior, purchase history, and other relevant data. This aims to offer curated and targeted suggestions that align with the user's unique preferences and needs (Tong et al., 2020). Participants in our study did not consider this aspect as relevant to the perceived usefulness. However, previous literature does emphasize personalized recommendations as a factor that influences the user perception on the platform usefulness. For example, (Zhang et al., 2019) mentions that the personalized nature of recommendations increases the perceived relevance of the platform, as users feel that the suggestions align closely with their specific needs and as a result this contributes to an overall positive perception of the platform's usefulness, as users recognize it as a valuable tool that not only offers a wide range of products but also assists them in

discovering items tailored to their individual tastes. Along the same lines, presenting users with products that align with their interests and preferences stimulates impulse buying by prompting them to make unplanned but relevant purchases, which demonstrate its influence on purchasing behavior (Zheng et al., 2019). Similarly, the sense of personalization builds customer loyalty, as users are more likely to return to a platform that consistently understands and caters to their preferences, leading to potential repeated purchases (Tong et al., 2020).

The subjective nature of user perceptions, influenced by personal preferences, expectations, and past experiences, contributes to the variation observed between our results and the literature in attitudes toward the impact of personalized recommendations on their overall shopping behavior and perceived usefulness (Rowland, 2022; Troise et al., 2021). Thus, our study suggests that personalized recommendations have shown to be a key contributor to a positive perception of the platform's usefulness and shape purchasing behavior through stimulating impulse buying and promoting repeated purchases. However, it is important to acknowledge that subjective factors can influence users' perceptions, therefore, recognizing and addressing these subjective factors is key for quick commerce platforms, so they can refine their recommendation algorithms, ensuring they align more closely with users' varied preferences.

Lastly, relevant deals and offers, this includes promotions, discounts, or incentives that aim to provide users with personalized opportunities to save money or receive added value on products that align with their interests (Sarkar et al., 2020). In our results, participants identified relevant deals and offers as a valuable aspect towards the perceived usefulness of a quick commerce platform. Similarly, previous studies show that in the mobile commerce context deals and offers influence the perceived usefulness of a platform, since users appreciate platforms that go beyond just selling and rather present deals that are aligned with their interests and needs (Chopdar & Balakrishnan, 2020). This results in users viewing the platform as a valuable tool that not only offers convenience but also actively contributes to their cost savings (Marza et al., 2019). The relevance of deals adds a layer of usefulness to the platform, making it a wanted resource for users looking for both broad selection and personalized savings opportunities (Daroch et al., 2021). When it comes to purchasing behavior, offers and deals act as powerful incentives, encouraging users to make immediate purchase decisions by capitalizing on time-sensitive discounts or exclusive promotions (Sarkar et al., 2020). The sense of urgency created by these deals makes users to engage more frequently with the platform and make unplanned but cost saving purchases while at

the same time such deals will promote increased loyalty and repeated purchases (Meyer-Waarden & Benavent, 2006). Consequently, our results suggest that the incorporation of relevant deals and offers not only influences immediate purchasing decisions but also contributes to long-term user loyalty, reinforcing the platform's perceived usefulness and potentially establishing it as a go-to destination for cost-conscious and value-seeking consumers.

Overall, for the perceived usefulness of quick commerce platforms our results suggest that while each of the components has a different degree of influence on the perceived usefulness, all of them jointly contribute to shaping a holistic framework that addresses various aspects of consumers needs. In other words, it is the synergistic effect of these components that not only has an effect on the perceived usefulness of the platform but also significantly impacts consumer purchasing behavior. Additionally, our findings highlight the nature of user perceptions and the importance of considering the diversity in such perceptions when designing and developing quick commerce platforms. By recognizing and optimizing these diverse elements, quick commerce platforms can better cater to the dynamic and varied expectations of users, which helps creating a positive environment for sustained engagement, repeat transactions, and the establishment of long-term customer loyalty.

### Interaction Quality

Our findings do not support Hypothesis 3 “Interaction quality directly and positively affects customer purchasing behavior”, as the lack of statistical significance suggests that there is no clear direct positive effect of interaction quality on consumer purchasing behavior in the context of quick commerce platforms. While interaction quality is often considered crucial for positive user experiences, our analysis does not find evidence of its direct impact on influencing consumer purchasing behavior. This challenges what previous research in mobile commerce had established. Huang et al. (2015) mentioned that the availability and accessibility of support channels, as well as responsiveness and appropriateness of platform feedback are foundational in establishing a sense of reliability and trustworthiness among users, thereby positively influencing their inclination to continue using a mobile service. This in the context of quick commerce platforms translates to the convenient availability of contact and responsiveness features in a platform which serve as a key determinant in shaping consumer loyalty, a factor proven to drive repeated purchasing behavior according

to Corritore et al. (2003). Akhmedova et al. (2020) argues that the efficiency with which customer service representatives address and resolve issues significantly impacts customers' propensity to continue using a service. This further strengthens the argument that positive interaction quality correlates with users' intention, which for m-commerce platforms reinforces the significance of interaction quality in shaping consumer decisions and preferences in their purchasing journey.

This nuanced result challenges conventional assumptions and highlights the complexity of factors influencing consumer decisions in the dynamic field of quick commerce platforms, and the discrepancy in our results when compared to the literature may come from the dynamic landscape of quick commerce platforms, where factors beyond traditional interaction quality, such as seamless navigation, personalized experiences, or competitive pricing, might play a more pronounced role in influencing consumer purchasing behavior (Rahman, 2013). As mobile commerce continues to evolve, user preferences and expectations may shift, impacting the relative importance of interaction quality in the overall consumer decision-making process, in that sense it makes sense to explore more in detail how each of the components of interaction quality relate to consumer purchasing behavior.

First, knowledgeable customer service, this involves ensuring a seamless user experience by efficiently resolving any issues or concerns users may encounter during their interactions with the platform (Ahn & Kwon, 2021). Participants in our study believe this is an important aspect of interaction quality. Past studies pointed out that a positive interaction with knowledgeable and helpful customer service representatives improves the overall satisfaction of users, potentially leading to increased loyalty and repeated purchasing behavior (Campbell & Winterich, 2018). Similarly, the presence of competent and supportive representatives is considered crucial for instilling trust among users and with the platform (Gunden et al., 2020). While having knowledgeable and helpful customer service representatives is generally beneficial, individual preferences regarding the level and mode of customer support may differ. Some users may prioritize self-service options and prefer minimal interaction with representatives (Bhullar & Gill, 2019). Therefore, while this component contributes significantly to interaction quality for many users, its impact on consumer purchasing behavior might vary based on individual preferences and expectations.

Second, addressing feedback, this involves taking proactive actions in identifying and resolving potential issues before they escalate (Nguyen-Phuoc et al., 2021). In our study, participants identified this component as of medium relevance in the interaction quality. This is aligned with previous studies that argue that a proactive approach demonstrates a

platform's commitment to customer satisfaction and contributes to a positive interaction quality (Ohk et al., 2015). A proactive engagement towards user feedback can have a positive impact on consumer purchasing behavior by minimizing disruptions, building trust, and improving the overall user experience (Tan & Chou, 2008). However, it's important to note that the effectiveness of proactive measures may vary depending on the nature of the concerns and the preferences of users (Cai & Jun, 2003). Therefore, the success of such measures in influencing consumer purchasing behavior may depend on the platform's ability to adapt these actions to specific user needs and expectations.

Third, reliable assistance, this refers to the consistency and dependability of the support provided by the quick commerce platform. The reliability of assistance is reflected in the platform's ability to consistently deliver accurate and effective support, contributing to a positive interaction quality (Guo et al., 2017). Participants in the study identified it as a relevant aspect with regards to the interaction quality in the context of quick commerce platforms. This is similar to what (Saoula et al., 2023) mentioned for mobile commerce, where reliable assistance is a fundamental component for establishing and maintaining user trust, as users need assurance that assistance will be available whenever needed. Additionally, reliable assistance contributes to a seamless and efficient resolution of issues, minimizing disruptions in the user experience (Hamouda, 2021). Users appreciate a platform that delivers consistent support, and this reliability positively shapes their interaction with the platform (Guo et al., 2017). Reliable assistance can positively influence consumer purchasing behavior by creating a sense of security and reducing uncertainty, leading to increased confidence in using the platform for transactions (Noor Ardiansah et al., 2020), however its impact may vary based on individual user preferences and expectations. Consequently, our results suggest that a quick commerce platform that consistently provides accurate, timely, and effective assistance leads to a positive interaction quality which can ultimately influence their decision-making and purchasing behavior depending on contextual factors.

Overall, our results show that while interaction quality, responsive customer service and accessible support channels are essential for user satisfaction, they may not be the decisive factors in consumers' choices when purchasing, especially when taking into account the ever changing user preferences and expectations. Thus, the effect of interaction quality on consumer purchasing behavior seems to be low to medium and indirect.

## Interface Quality

Hypothesis 4 “Interface quality directly and positively affects customer purchasing behavior” is strongly supported by our findings. The statistically significant positive effect of interface quality on consumer purchasing behavior suggests that, as users perceive the platform's interface to be of higher quality, their likelihood of engaging in purchasing behavior experiences a substantial positive impact. This is aligned with previous research in the mobile commerce field where it was found that a user-friendly interface significantly influences users' decisions, impacting their overall satisfaction and likelihood of making a purchase (Hartmann et al., 2008). A visually appealing and intuitive interface promotes engagement with the app. The more time users spend exploring products and navigating the platform, the higher the likelihood of them discovering items of interest and making a purchase (Hausman & Siekpe, 2009). Along the same lines, a thoughtfully organized product catalog and intuitive search and navigation, facilitates easy product discovery. When users can quickly find what they are looking for, they are more likely to make purchases, leading to higher conversion rates (Patel et al., 2020). This results in a positive user experience, satisfied users are more likely to return to the platform for future purchases and may become loyal customers (Eid, 2011). On the other hand, a lack of responsiveness in the interface experience may lead to frustration and potential abandonment of the purchasing process (Omar et al., 2021). That is why a streamlined and efficient checkout experience, free from interface bugs, reduces friction and encourages users to complete their purchases (Z. Yang & Jun, 2002). Still, interface quality needs to consider a diverse user base since its impact on purchasing behavior also depends on individual preferences and tech-savviness (Cai & Jun, 2003). In that way, it makes sense to have a closer look at the components within our framework that contribute to interface quality to assess how each of them interplays with consumers purchasing behavior.

First, attractive interface appearance, this involves the visual aesthetics, graphic design, and overall appeal of the quick commerce platform, it includes elements such as color schemes, imagery, and overall visual presentation (Chi, 2018). Our study shows that participants identified an attractive appearance in quick commerce platforms as relatively important. This aligns with earlier findings, conversely such findings consider it as of significant importance. For example, Indriana & Adzani (2017) says that an attractive appearance improves the overall appeal and user engagement with the platform which creates a visually pleasing environment that captures users' attention making the interface more enjoyable. Similarly, the use of pleasing visuals establishes a positive first impression, setting the tone for a delightful browsing experience which also impacts the interface quality

(Hartmann et al., 2008). Moreover, the visual appeal of the interface can significantly influence consumer perceptions and purchasing behavior (S.-H. Cho, 2013). An aesthetically pleasing appearance can positively affect users' attitudes toward the platform, making it more likely for them to explore products, stay engaged, and ultimately make a purchase (Patel et al., 2020). Therefore, our results suggest that a quick commerce platform with an attractive appearance contributes to a more successful and user-friendly shopping experience which ultimately can drive higher conversion rates shaping in that way users purchasing behavior.

Second, well-organized and easy to navigate, this component refers to the structural layout and navigational efficiency of the quick commerce platform. It involves how product categories are organized, the simplicity of menu structures, and the ease with which users can find what they're looking for (Ohk et al., 2015). Participants in our study consider this component of significant importance in the context of quick commerce platforms. This is also supported by Lee & Lin, (2005) that argue that an intuitive interface ensures that users can effortlessly locate products and navigate through the platform which is important to reduce cognitive load and frustration, contributing to a positive user experience and overall interface quality. Similarly, the seamless arrangement of elements and the intuitive structuring of information within the platform, ensures that users can effortlessly navigate through the digital space (Tan & Chou, 2008). This results in users experiencing a sense of control and mastery over the navigation process, which makes up for a high quality app interface through a positive and empowering user experience (Ray et al., 2019). As for the consumer purchasing behavior, the ease of navigation directly affects consumer satisfaction and purchasing behavior (Saoula et al., 2023). A well-organized interface streamlines the shopping process, encouraging users to explore more products and complete their purchases, thereby positively influencing their overall experience (Chi, 2018). The streamlined navigation also expedites the decision-making process since users can efficiently move through different sections, assess various offerings, and make informed choices without the frustration associated with complex interfaces (Sarkar, et al., 2020). In that sense, our results suggest that a well-organized interface not only improves satisfaction but also extends the user's engagement with the platform, leading to increased exploration and, subsequently, more frequent and successful transactions.

Third, quick responsiveness to user actions, this is the platform's agility and efficiency in responding to user commands and interactions, such as tapping on buttons, scrolling, or selecting items (S. Yang & Lee, 2017). In our study participants identified this component



as rather relevant for quick commerce platforms. This is in line to what Desmal et al. (2019) mentioned on how this attribute contributes significantly to the platform's fluidity and usability, creating an environment where users experience seamless interactions. The influence on interface quality is evident in the reduction of latency, this reduction in lag contributes to a more dynamic and engaging user experience, where interactions feel instantaneous and free-flowing (Patel et al., 2020). Additionally, in regards to purchasing behavior users inherently appreciate platforms that respond promptly to their actions, as it gives them a sense of control and immediacy in their interactions (Hausman & Siekpe, 2009). This responsiveness influences purchasing decisions, as it reduces the decision-making time leading users to proceed to checkout when they experience a platform that responds promptly to their actions (Gao et al., 2015). The seamless and responsive interaction contributes to a positive shopping experience, making users to feel in control and, consequently, encouraging them to make timely and confident purchasing decisions (Hamouda, 2021). Therefore, our results suggest that a platform that feels agile and efficient creates a positive user perception of its usability and design. And the positive association between quick responsiveness and user engagement positively shapes consumer behavior by influencing users to easily explore products further and make quicker, more confident purchasing decisions.

Lastly, high-quality product images, this involves the visual representation of products on the quick commerce platform that accurately shows the details and features of each item (S. Cho, 2013). Participants identified this component as a relevant one in the context of interface quality and quick commerce platforms. Previous studies mention that users are drawn to platforms that prioritize the presentation of products with clarity and authenticity since high-quality images enhance the visual appeal of the platform which creates an aesthetically pleasing and engaging interface (Hausman & Siekpe, 2009). Along the same lines, the presence of clear, high-resolution images gives confidence to users, when users can visually assess the products they intend to purchase, they feel more assured about the quality and characteristics of the items, providing a comprehensive virtual shopping experience that mirrors the in-person inspection of items in a physical store (S. Yang & Lee, 2017). This detailed visual representation enables users them to make more confident purchase choices aligned with their preferences (Hartmann et al., 2008). Similarly, clear images reduce uncertainty about the characteristics of products and this reduction in uncertainty positively impacts users' confidence in their purchasing decisions (Hamouda, 2021). In that sense, our results indicate that the inclusion of high-quality images goes

beyond enhancing the interface; it significantly influences user behavior by facilitating informed decision-making, reducing uncertainty, and contributing to a positive and satisfying shopping experience on the quick commerce platform.

Finally, based on the above mentioned our results show that an attractive and well-organized interface, coupled with quick responsiveness and high-quality images, improves the overall user in a way that influences purchasing decisions and reinforces the platform's appeal.

## Information Quality

Our findings strongly supports the validity of Hypothesis 5 “Information quality directly and positively affects customer purchasing behavior” as the statistically significant positive effect of information quality on consumer purchasing behavior indicates that, when users perceive the information on the platform to be of higher quality, their likelihood of engaging in purchasing behavior experiences a greater positive impact. This is supported by Kim et al. (2021), who mentions that information quality serves as the foundation for building trust, shaping user satisfaction, and influencing purchasing intentions. Based on Lee et al. (2019), inaccurate or inadequate information can lead to user frustration, harm trust, and negatively affect the overall user satisfaction which ultimately has an impact on the conversion rate. Similarly, when users trust that the information provided by the platform is precise and reliable, they are more likely to feel confident in their purchasing decisions which in turns drive repeated transactions (Milan et al., 2015). Incomplete or unclear information introduces uncertainty, leading to user hesitation. When users encounter gaps or ambiguity in the information presented, they may be hesitant to proceed with a purchase (Cho, 2013). On the contrary, platforms that prioritize information quality by offering complete, current, and easily understandable details reduce uncertainty and this reduction contributes to a smoother purchasing process encouraging users to finalize transactions (Verma, 2020). To understand the information quality and purchasing behavior relationship it is worth taking a look at the interplay of each of the information quality components.

First, accurate and relevant information, this involves the accuracy and confidence level of the data provided to be of interest to the end user (Lee et al., 2019). Participants consider such aspect to be important in the context of quick commerce platforms. This has been found to be critical in the mobile commerce field since users rely on the platform to present accurate details that are pertinent to their needs, such as precise product descriptions, up-to-date pricing, and availability (Peng et al., 2017). The accuracy and relevance of

information contribute to a user's confidence in the platform's transparency and reliability which is also a positive driver in the purchasing journey (Lee et al., 2017). Clear and reliable information influences users at various stages of the purchasing journey, from product exploration to the final transaction, it builds trust and help users make informed decisions while reducing uncertainty (Chen & Chang, 2018). Consequently, our study suggests that accurate and relevant information significantly improves the overall quality of information which at the same time serves as a key determinant in shaping positive user experiences, influencing trust, satisfaction, and ultimately purchasing behavior.

Second, complete product information, this involves providing all the necessary information, this is, the inclusivity of details related to the products or items offered on the platform (Alalwan, 2020). Participants in our study identified this aspect as relevant in the context of quick commerce platforms. Earlier research also supports this mentioning that information quality is improved when the platform ensures comprehensive details about products (Cho, 2013). This includes thorough product descriptions and any other information relevant to user needs, such completeness of information contributes to a more informed and satisfactory user experience (Tan & Chou, 2008). With regards to purchasing behavior, the availability of all needed information encourages users to be more inclined to explore products and make informed purchasing decisions when presented with comprehensive details (Chi, 2018). This positive impact on purchasing behaviour extends to overall satisfaction, as users feel properly informed, facilitating a smoother and more confident engagement with the platform (Hausman & Siekpe, 2009). In contrast, incomplete information introduces uncertainty and may discourage users from proceeding with purchases, influencing their overall satisfaction and limiting their engagement with the platform (Liu & Li, 2019). Thus, our results suggest that a platform that prioritizes complete information contributes to a more robust and informative user experience, reducing uncertainties while giving confidence to users to make purchases.

Third, updated information, this refers to providing accurate, current, and relevant data to users which involves maintaining a dynamic and responsive information ecosystem, ensuring that the presented information aligns with the latest updates and meets the evolving needs of users in real or close to real-time (Milan et al., 2015). The value of this component in the context of quick commerce platforms was highlighted by our participants in the study. The relevance of this component is also supported in the mobile commerce field, when the platform consistently delivers real-time information on product availability, pricing, and other dynamic details, it improves the overall information quality (Kim et al., 2021).

Updated information is essential to meet user expectations for accuracy and relevance which in turn contributes to their trust in the platform (Alalwan, 2020). Additionally, providing timely information not only meets user expectations but also creates a sense of reliability and this is important when making time-sensitive purchases (Cai & Jun, 2003). When users have access to up-to-date information, they are more likely to proceed with confidence, make quicker purchasing decisions, and engage more actively with the platform (Kang & Namkung, 2019a). On the other hand, outdated information may result in user dissatisfaction and limit purchasing behaviour (Daroch et al., 2021). Thus, our results suggest that this positive correlation between timely information and consumer purchasing behaviour highlights the strategic importance of keeping information current to contribute to high information quality while facilitating seamless and prompt transactions.

Fourth, easy-to-understand information, this refers to the clarity and simplicity of the data presented and transmitted to users by a platform (Desmal et al., 2019). Participants in the study deemed this aspect as relevant in the context of quick commerce platforms. Previous studies in the mobile commerce field have also found the same. For instance, Lee et al. (2017) argues that when a platform prioritizes clear and straightforward communication the information quality is improved. This is when users can easily comprehend product details, pricing information, and other relevant data without confusion or ambiguity. Clarity in presentation the information ensures that users can make accurate interpretations of what is provided to them (Indriana & Adzani, 2017). In terms of purchasing behavior, clarity in the information shared reduces cognitive load, making it easier for users to make informed purchases (Chen & Chang, 2018). Users are more likely to engage actively with the platform and proceed with purchases when the information is presented in a clear and comprehensible manner since this makes users feel knowledgeable of the purchase they intend to make (Patel et al., 2020). On the contrary, complex information may lead to user frustration and a reluctance to engage in transactions, since they might feel a lack of transparency with the data shared resulting in limiting their purchasing behaviour (Chi, 2018). Consequently, our results suggest that platforms that prioritize user-friendly information presentation contribute to a high information quality which enables users to feel comfortable and confident with their purchases decisions ultimately shaping their purchasing behavior.

Overall, information quality is relevant in quick commerce platforms, influencing user trust, satisfaction, and purchasing intentions. Accurate, comprehensive, and up-to-date information enhances the overall user experience, reducing uncertainty and increasing

confidence which positively impacts user behavior and contributing to a positive shopping environment.

## 5.1 Theoretical implications

The present study unfolds diverse theoretical implications that extends the current knowledge in the field of quick commerce platforms. By exploring each of the constructs we are able to surface insights that bridge the existing gaps in understanding what shapes consumer purchasing behavior on quick commerce platforms. Drawing upon the Technology Acceptance Model and Mobile Service Quality Model, this study offers fresh perspectives that, both, agree and challenge the existing research in the field providing a more nuanced view on factors that are key in defining purchasing consumer behavior.

### Perceived ease of use

In terms of perceived ease of use, the theoretical implications of our research can be appreciated in the context of existing literature on technology acceptance models. Drawing parallels with prior research (Bhatti, 2007; Gefen & Straub, 2000; Sarkar, Chauhan, et al., 2020a), our study aligns with the broader understanding that the perceived ease of a system directly influences users' intentions to engage with it. This aligns with the central tenets of the Technology Acceptance Model, however, our study goes beyond and adds a distinctive layer to the existing research by delving into the unique components that constitute perceived ease of use in the field of quick commerce. While prior studies have acknowledged the influence of perceived ease of use on user intentions, our research provides a granular examination, revealing the specific aspects such as order completion ease, app navigation ease, payment process ease, and order tracking ease. This level of detail offers a more comprehensive understanding of how users interact with quick commerce platforms and make purchasing decisions, refining in this way the existing knowledge and pinpointing the critical components that contribute to perceived ease of use while emphasizing their differential impact. These insights contribute methodologically by demonstrating the applicability of nuanced investigations into the perceived ease of use in the context of quick commerce and by providing a template for future research work looking to unravel the intricacies of consumer behavior in rapidly evolving technological landscapes.

## Perceived usefulness

The theoretical contributions to the understanding of perceived usefulness in the context of quick commerce platforms come from the breakdown of perceived usefulness into distinct elements—shopping convenience, a wide range of products, on-demand delivery, competitive pricing, personalized recommendations, and relevant deals and offers—offering a comprehensive view of the factors influencing user perceptions and behaviors. This granularity contributes to the existing body of research by shedding light on the specific dimensions that significantly shape users' perceptions of usefulness and, consequently, their purchasing decisions.

The nuanced findings related to shopping convenience, on-demand delivery, competitive pricing, personalized recommendations and relevant offers highlight the varied perspectives of users within the quick commerce landscape. While the conventional wisdom emphasizes the direct translation of shopping convenience to perceived usefulness (Gefen & Straub, 2000; Ohk et al., 2015; Sun et al., 2010), our research uncovers the diverse nature of user preferences. This adds a layer of complexity to the understanding of perceived usefulness, emphasizing the need for platforms to cater to a broad spectrum of consumer needs and preferences. In the same way, this contributes to the refinement of theoretical models by acknowledging the diversity of user perspectives within the quick commerce ecosystem. These insights refine and extend existing theoretical frameworks by breaking down the various components of perceived usefulness within quick commerce platforms contributing to a more nuanced understanding of how these components interact to shape users' perceptions and influence their purchasing behavior.

## Interaction Quality

Our research introduces a novel perspective to the existing literature by challenging the widely accepted notion that interaction quality directly and positively influences customer purchasing behavior in the context of quick commerce platforms (S. Yang & Lee, 2017). The lack of statistical significance suggests a nuanced relationship, prompting a reevaluation of the conventional understanding of the role of interaction quality. This theoretical contribution highlights the dynamic nature of quick commerce platforms, where factors beyond traditional interaction quality, such as seamless navigation and competitive pricing, may have a more substantial impact on shaping consumer purchasing behavior. By revealing this complexity, our study can refine theoretical models, encouraging scholars to consider a

broader spectrum of influential factors in the ever-changing landscape of quick commerce. While the contextual relevance of knowledgeable customer service, proactive addressing of feedback, and reliable assistance are considered crucial for a positive interaction quality, our research highlights that their impact on consumer purchasing behavior is dependent on individual preferences and expectations. Thus, our study brings a valuable theoretical contribution by offering a more nuanced understanding of the impact of interaction quality on consumer decisions within the quick commerce platforms context, prompting scholars to dig deeper into the evolving user preferences and the intricate interplay of factors that truly influence purchasing behavior.

### Interface Quality

In terms of the interface quality, our research advances the understanding of customer purchasing behavior in the context of quick commerce platforms. By showing the positive association between an attractive appearance and higher conversion rates, our research provides theoretical support for the strategic importance of visual aesthetics in influencing consumer behavior (Hartmann et al., 2008; Hausman & Siekpe, 2009; Patel et al., 2020). The recognition of well-organized and easy-to-navigate interfaces, responsiveness and high quality images as of significant importance further advances theoretical understanding refining theoretical models and emphasizing the interplay of interface organization and consumer purchasing behavior. These insights enrich theoretical frameworks by recognizing the profound influence of visual representations on user confidence and purchasing decisions and by exploring the components of interface quality and examining their individual contributions, our research promotes a more nuanced exploration of the intricate factors influencing consumer decisions within the quick commerce landscape.

### Information Quality

Our research extends the understanding of the role information quality plays in shaping user experiences, fostering trust, and influencing purchasing intentions (Kang & Namkung, 2019a; Milan et al., 2015). Digging deeper into specific components of information quality, our research advances existing theoretical models by uncovering nuanced relationships. The emphasis on accurate and relevant information challenges conventional assumptions about information precision, emphasizing its crucial role in building user confidence and satisfaction. Additionally, recognizing the dynamic nature of information needs, as seen in

the positive association between updated information and consumer behavior, challenges established assumptions and shows the strategic role of real-time information in improving user confidence. In essence, our research provides an extended theoretical understanding of how information quality intricately influences consumer purchasing behavior in the fast-paced landscape of quick commerce platforms. These insights contribute to the update and expansion of existing models, guiding future research in this evolving field.

All the above-mentioned insights not only contribute to our understanding of the theoretical landscape of quick commerce platforms and the drivers of consumer purchasing behavior but also provide a guidepost for future research work opening avenues for further theoretical development. Researchers can build upon these insights to explore how evolving user preferences, technological advancements, and market dynamics may shape the role of each of the analyzed components in influencing customer decisions within the quick commerce ecosystem.

## **5.2 Implications to practice**

Beyond its theoretical contributions, this research holds implications for the booming quick commerce industry, shedding light on potential avenues for further exploration and practical implementation. Understanding what people consider as ease of use, useful, high-quality interaction, information and interface, is beneficial for quick commerce platform developer applications or companies, since those determinants can be used to design or improve the platforms to encourage and increase acceptance and usage, which ultimately shapes the consumer purchasing behavior (Sun et al., 2010).

### **Perceived ease of use**

In terms of the perceived ease of use, the study emphasizes the important role it plays in driving consumer purchasing behavior on quick commerce platforms. For quick commerce platforms seeking to positively impact consumer purchasing behavior, the empirical implications are clear. Firstly, platforms should prioritize and optimize the order completion process, ensuring clarity, intuitiveness, and a seamless flow (Kapoor & Vij, 2018b). User-friendly interfaces that improve and make app navigation smooth are crucial, facilitating users in finding products and completing tasks effortlessly (Patel et al., 2020). Simplifying the payment process is critical, as platforms with efficient and secure payment journeys are



more likely to reduce transaction abandonment and create trust (Noor Ardiansah et al., 2020). While there are several individual factors acknowledged as contributors to the perceived ease of use, the study suggests a nuanced perspective and to balance the features with overall usability aspects, this is, to consider a holistic approach to enhance the overall user experience and, consequently, drive positive consumer purchasing behavior.

### Perceived usefulness

Despite varying user perspectives, highlighting shopping convenience features within quick commerce platforms is recommended to easily convey its perceived usefulness and positively shape purchasing behavior. Platforms should focus on features that streamline the purchasing process, recognizing the nuanced preferences of diverse users (Najib & Fahma, 2020). At the same time, diversifying the product range is essential, as platforms acting as comprehensive one-stop shopping destinations, offering a broad array of products, attract a wider user base (Zheng et al., 2019). Similarly, focusing on on-demand delivery services is fundamental, meeting consumer expectations for prompt and reliable order fulfillment, promotes loyalty and encourages repeat transactions (Annaraud & Berezina, 2020). On that front, the study also suggests implementing competitive pricing strategies helps to consistently offer cost-effective and valuable shopping experiences, influencing user satisfaction, and stimulating larger basket sizes (Maia et al., 2019). Finally, platforms should recognize the subjective nature of user perceptions so aligning recommendation algorithms and relevant deals and offers with individual preferences is vital to stimulate impulse buying and promote customer loyalty (Kang & Namkung, 2019b). Platforms that drive their perceived usefulness have a strong hold to positively shape consumer purchasing behavior in their favor.

### Interaction Quality

Contrary to prior mobile commerce literature, our study indicates quick commerce platforms should reconsider the conventional wisdom regarding the direct impact of interaction quality on consumer purchasing behavior. This is not to say quick commerce platforms should not consider interaction quality within their strategies, but rather that even when interaction quality, responsive customer service, and accessible support channels contribute to user satisfaction, they may not be the sole determinants of purchasing choices. Our study highlights the nuanced nature of user preferences and while knowledgeable customer service

is perceived as important, its impact on purchasing behavior varies, with some users favoring self-service options (Rita et al., 2019). Proactively addressing feedback was found to be of medium relevance, emphasizing the importance of adapting actions to specific user needs for influencing purchasing behavior (Nguyen-Phuoc et al., 2020). Reliable assistance, reflecting consistency and dependability, positively shapes user interaction and may influence purchasing behavior by creating a sense of security (Guo et al., 2017). In that sense, platforms should adopt a holistic approach, recognizing the evolving landscape of user preferences and expectations which involves understanding that a one-size-fits-all approach with regards to interaction quality may not be effective in the dynamic field of quick commerce. As user preferences and expectations continue to evolve, platforms should embrace a more flexible strategy that goes beyond traditional customer service measures. This includes staying up to date with emerging trends and technologies that empower users with greater control over their shopping experiences.

## Interface Quality

The empirical implications of our study on interface quality hold valuable insights for quick commerce platforms seeking to positively drive consumer purchasing behavior. Our findings affirm that a positive and direct impact exists between interface quality and consumers' purchasing decisions. This aligns with prior research in mobile commerce, emphasizing the crucial role of a user-friendly interface in influencing overall satisfaction and the likelihood of making a purchase, thus, prioritizing visual appeal and organization is crucial (Patel et al., 2020). Quick commerce platforms should invest in an attractive appearance, including visually pleasing elements, and ensuring a well-organized, easy-to-navigate interface to create a responsive user interaction during the purchasing journey (S.-H. Cho, 2013). Reducing latency and providing a seamless, dynamic user experience positively impact user perception, encouraging timely and confident purchasing decisions (Hausman & Siekpe, 2009). Additionally, optimizing product presentation with high-quality images significantly influences decision-making, increasing confidence, and reducing uncertainty in purchases (Peng et al., 2017). Finally, these platforms should also keep in mind customization options and adaptable interfaces since in that way they can cater to diverse user preferences and tech-savviness (Hartmann et al., 2008). By prioritizing these considerations, quick commerce platforms can create a user-centric environment that not only improves the overall shopping

experience but also positively influences consumer purchasing behavior, leading to increased satisfaction, loyalty, and repeat transactions.

### Information Quality

Quick commerce platforms can strategically improve their information quality to positively impact consumer purchasing behavior. By ensuring precise details, including product descriptions, pricing, and availability they can build trust, enhance satisfaction, and influence purchasing decisions (Chen & Chang, 2018). Providing clear and reliable information at various stages of the user journey reduces uncertainty, which creates a positive experience that impacts purchasing behavior (Milan et al., 2015). Platforms should provide comprehensive details about products, including thorough descriptions to contribute to informed and satisfactory user experiences (S. W. Lee et al., 2019). In the same way, maintaining updated information is essential as offering accurate, current, and relevant data in real or near-real-time facilitating prompt and confident transactions such as time-sensitive purchases (Kang & Namkung, 2019a). Lastly, presenting easy-to-understand information reduces cognitive load, making it simpler for users to make informed purchases (S.-H. Cho, 2013). In essence, better information quality results in users experiencing a positive and reliable environment, which, in turn, encourages and facilitates increased purchasing on quick commerce platforms.

To sum up, the empirical insights for quick commerce platforms seeking to influence consumer purchasing behavior is twofold. (1) the diverse components that directly drive consumer purchasing behavior which involves a comprehensive approach. The perceived ease of use involves prioritizing a seamless order completion process and user-friendly interfaces. The perceived usefulness is driven by diversifying product ranges, ensuring on-demand delivery, competitive pricing, and aligning with individual preferences. Interaction quality demands flexible strategies, adapting to evolving trends. Interface quality, focusing on visual appeal, organization, responsiveness, and customization, significantly influences consumer decisions. Information quality, emphasizing accuracy, completeness, timeliness, and clarity, fosters trust and reduces uncertainty. And (2), the nuanced nature of user preferences that shape the landscape of purchases decision-making in the quick commerce industry. Recognizing the complexity of user preferences, platforms must acknowledge that perceived ease of use, perceived usefulness, interaction quality, interface quality, and

information quality are interwoven factors that collectively influence purchasing behavior. Quick commerce platforms should embrace a holistic strategy that adapts to evolving trends and considers the dynamic expectations of users. This means prioritizing not only efficient and flashy features but also having the flexibility to cater to individual preferences. In other words, success in influencing consumer purchasing behavior lies in understanding and navigating both the explicit drivers and the varying user preferences within the dynamic quick commerce landscape. By integrating these insights, quick commerce platforms can navigate such landscape ensuring high satisfaction, loyalty, and positive purchase behavior.

## 6 Conclusions

In the context of quick commerce platforms our study provides valuable insights into the factors that significantly shape consumers' purchasing behavior. And 4 out of our 5 proposed components - the perceived ease of use, perceived usefulness, interface and information quality - have a direct and positive impact on consumers purchasing behavior. While interaction quality has a lower and indirect impact on purchasing behavior. This means that if quick commerce platforms enhance such 4 components in their development, they will be positively shaping purchasing behavior. On the other hand, emphasizing interaction is likely to not have a noticeable effect on purchasing behavior. The perceived ease of use highlights the importance of a seamless order completion process and user-friendly interfaces, contributing to a positive shopping environment. The perceived usefulness, driven by diverse product ranges, on-demand delivery, competitive pricing, and personalized experiences, establishes these platforms as comprehensive and valuable shopping destinations. Interface quality, focusing on visual appeal, organization, responsiveness, and customization, plays a crucial role in shaping consumer decisions by improving overall satisfaction and driving purchase likelihood. Information quality, emphasizing accuracy, completeness, timeliness, and clarity, creates trust, reduces uncertainty, and positively influences consumer behavior. However, interaction quality, while important, shows a lower and indirect impact on purchasing decisions, highlighting the nuanced nature of user preferences in this rather dynamic industry.

In addition to exploring the interplay of the components of our proposed framework with the consumer purchasing behavior it's also important to acknowledge the relationship between such components and other key determinants of consumer behavior on quick commerce platforms. Factors such as user expectations, varying needs, and tech-savviness

play a significant role in shaping the impact of perceived ease of use, perceived usefulness, interface quality, and information quality. User expectations, evolving with technological advancements and market trends, contribute to the dynamic nature of these components, requiring platforms to stay agile in meeting these changing demands. The varying needs of users, influenced by external factors like demographics, geographic locations, and cultural preferences, further emphasizes the importance of customization and adaptability within each component. Additionally, the varying levels of tech-savviness among users contribute to the effectiveness of interface and information quality, making it indispensable the need for user-friendly designs and clear communication. Recognizing and understanding the interaction between these components and broader determinants is essential for quick commerce platforms to tailor their strategies effectively and meet the diverse demands of their user base, which as a result will create a more holistic perspective to successfully address and leverage to their favor the dynamics influencing consumer purchasing decisions.

## **7 Limitations and future research**

While the present study has provided insights into the components influencing consumer purchasing behavior on quick commerce platforms, it is important to acknowledge certain limitations that create opportunities future research. One significant area for exploration involves the inclusion of demographic factors in the analysis, such as age, gender, and technological proficiency. Integrating these factors into our framework would enable a more nuanced understanding of how perceived ease of use, perceived usefulness, interaction quality, interface quality, and information quality impact different consumer segments. Analyzing potential variations in the adoption and usage of quick commerce across demographics can reveal other insights into the diverse dynamics at play, contributing to the development of targeted strategies tailored to drive positive purchasing behavior of specific consumer groups.

Another important aspect that could be explored in future research corresponds to user satisfaction and the role of loyalty and trust in quick commerce platforms. While our framework has focused on the specific components before mentioned, we have not explored user satisfaction or loyalty and trust as individual components that impact purchasing behavior, they have been rather treated as result of our proposed drivers. Future studies could delve deeper into these dimensions, examining how user satisfaction contributes to repeated transactions and the development of loyalty on quick commerce platforms. Understanding

the how user satisfaction, trust, and loyalty blend with the other components will provide a more holistic view of the factors influencing long-term engagement, retention and purchasing behavior, ultimately shaping the success of quick commerce platforms in a highly competitive market.

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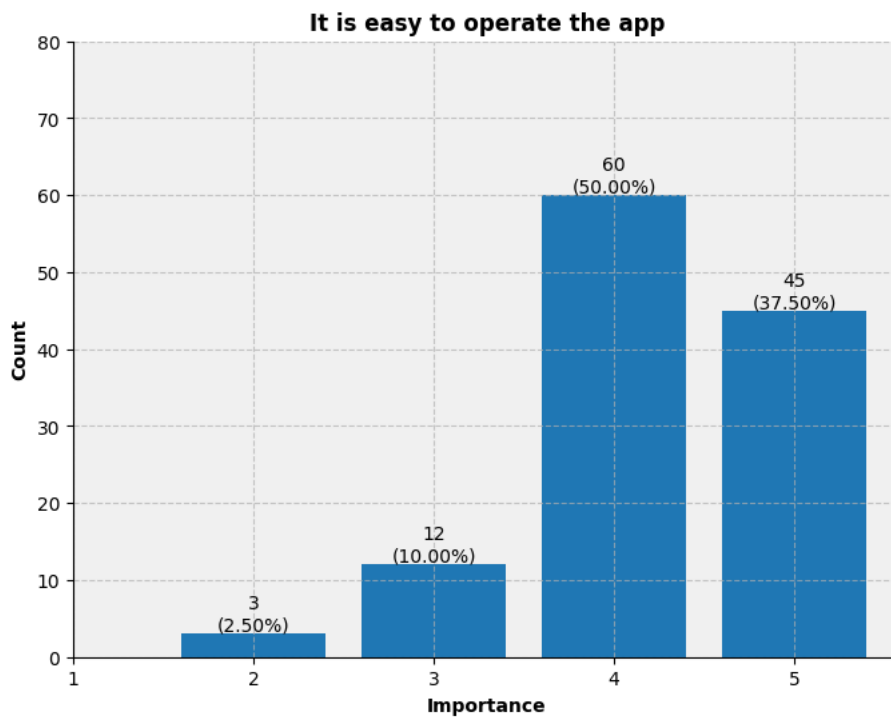
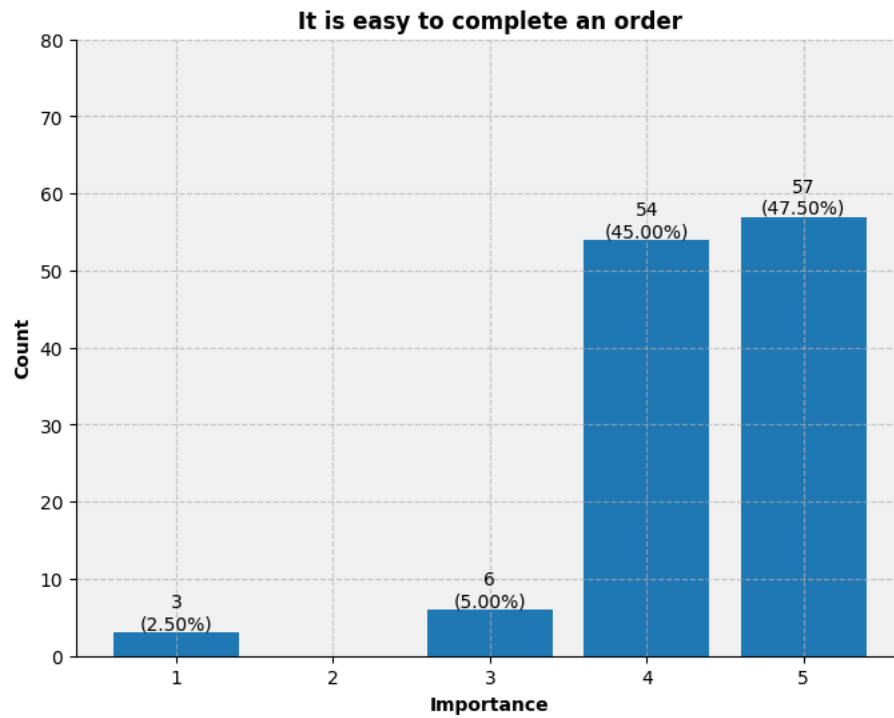
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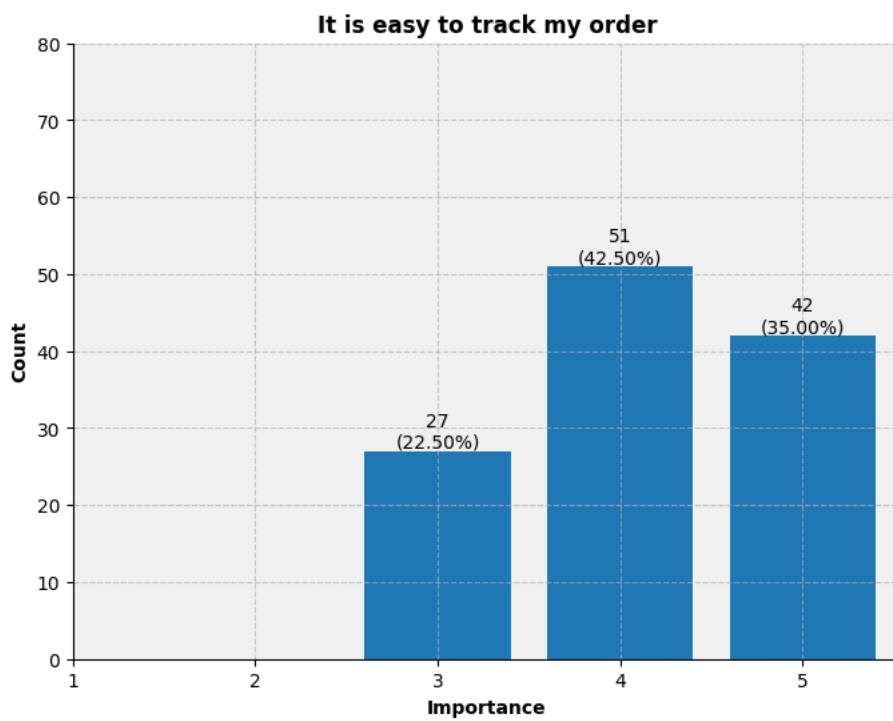
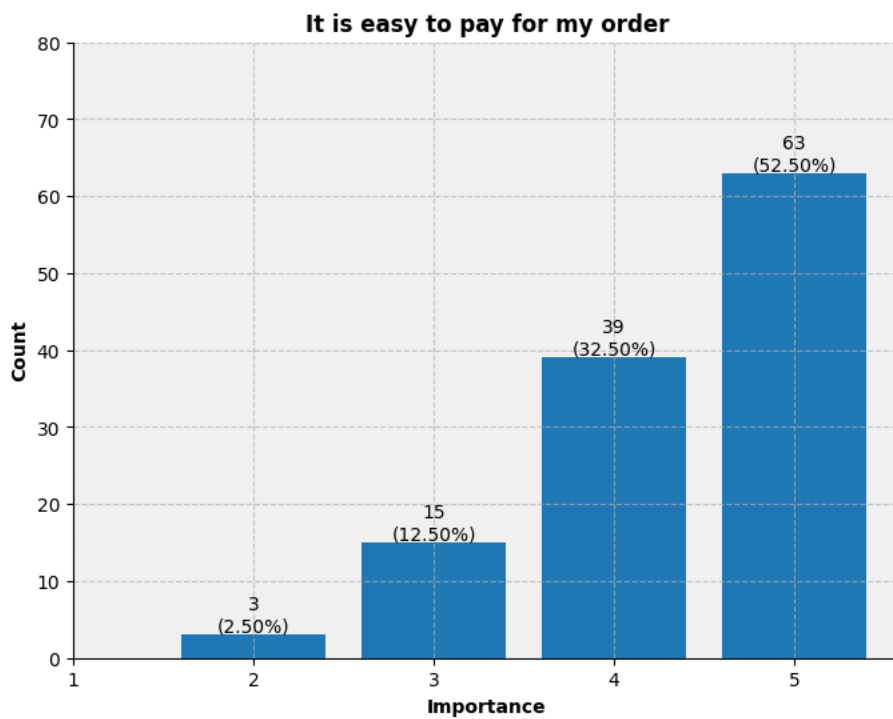
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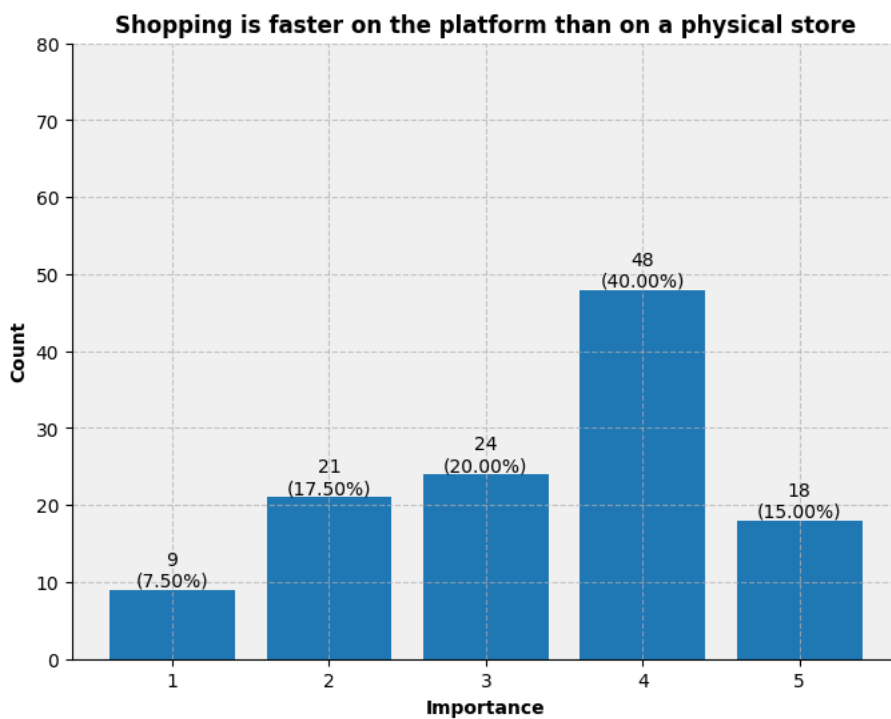
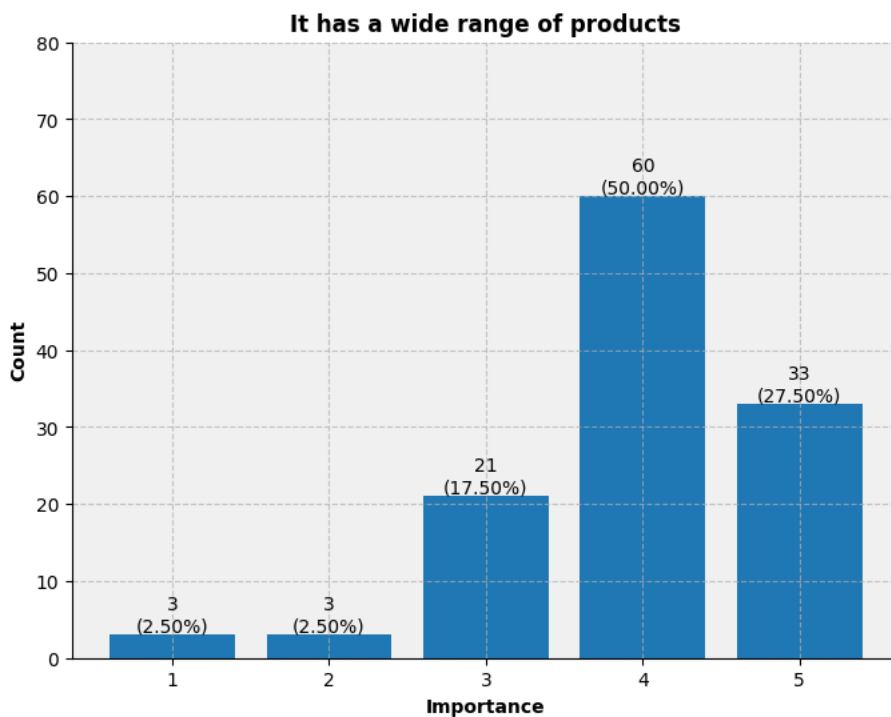


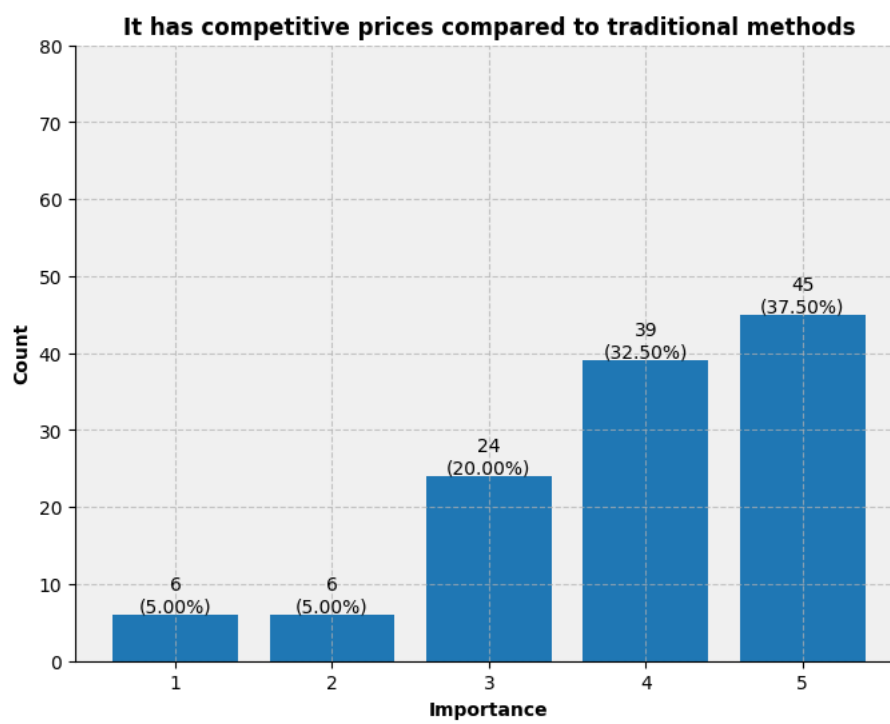
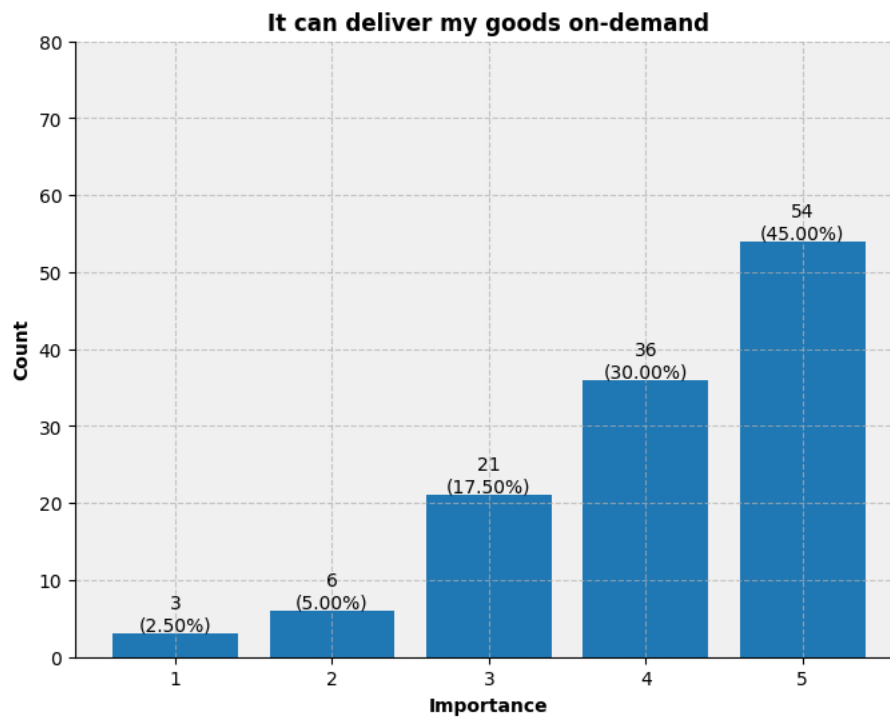
## Appendix A: Survey descriptive analysis – Perceived ease of use

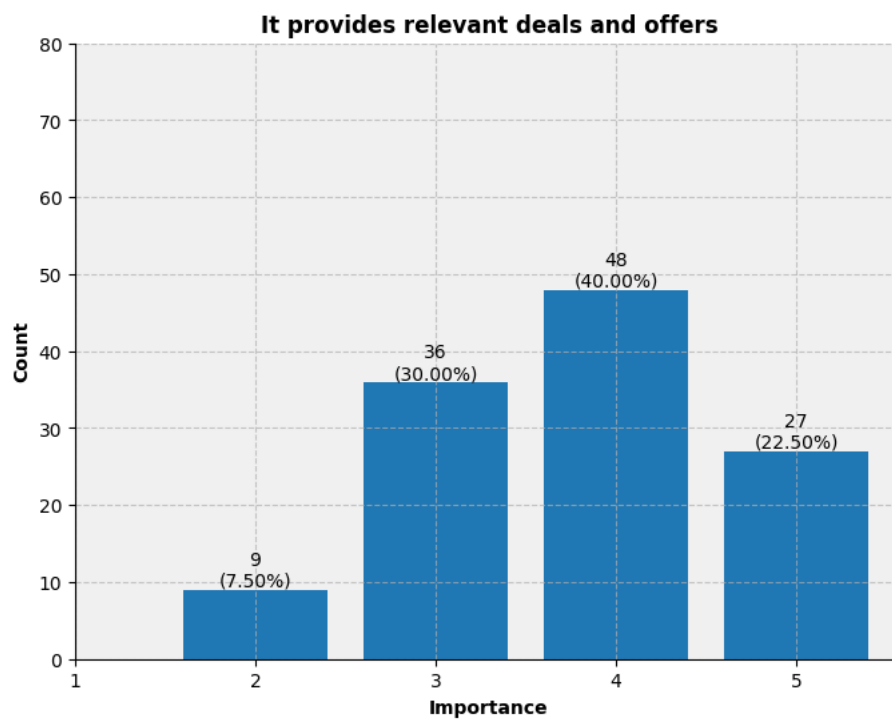
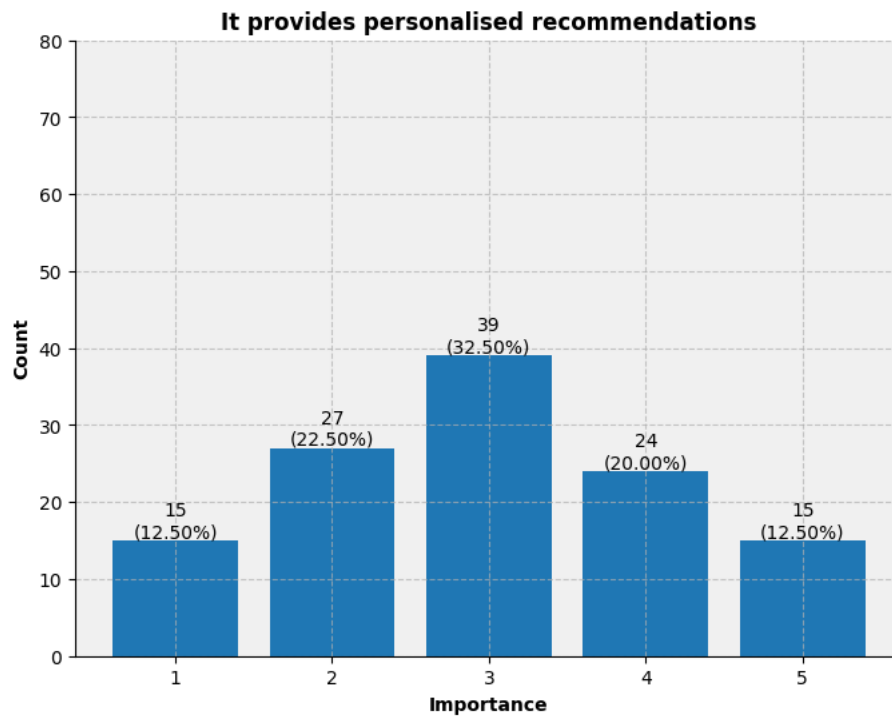




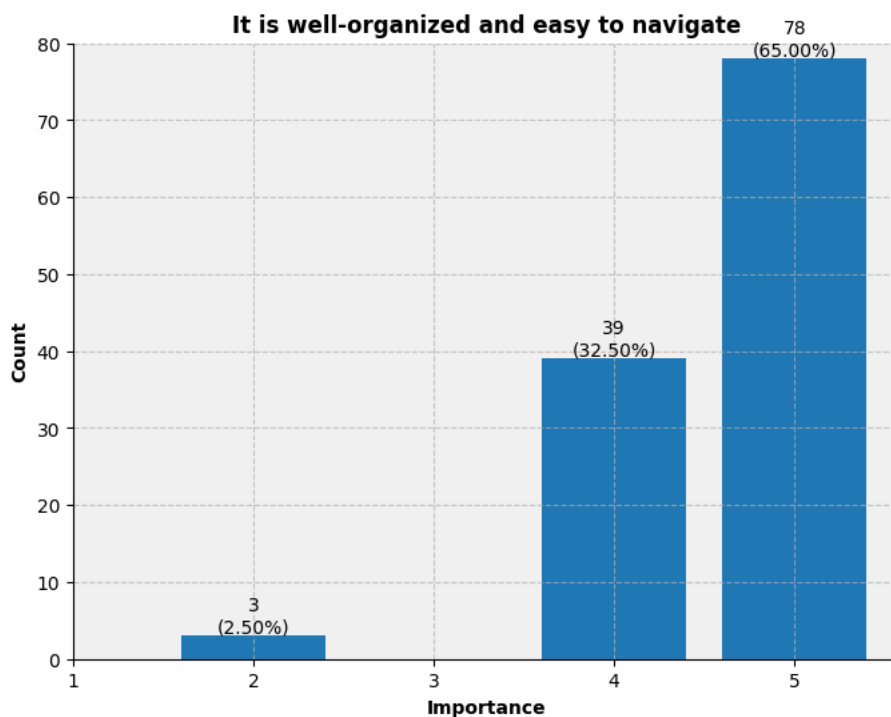
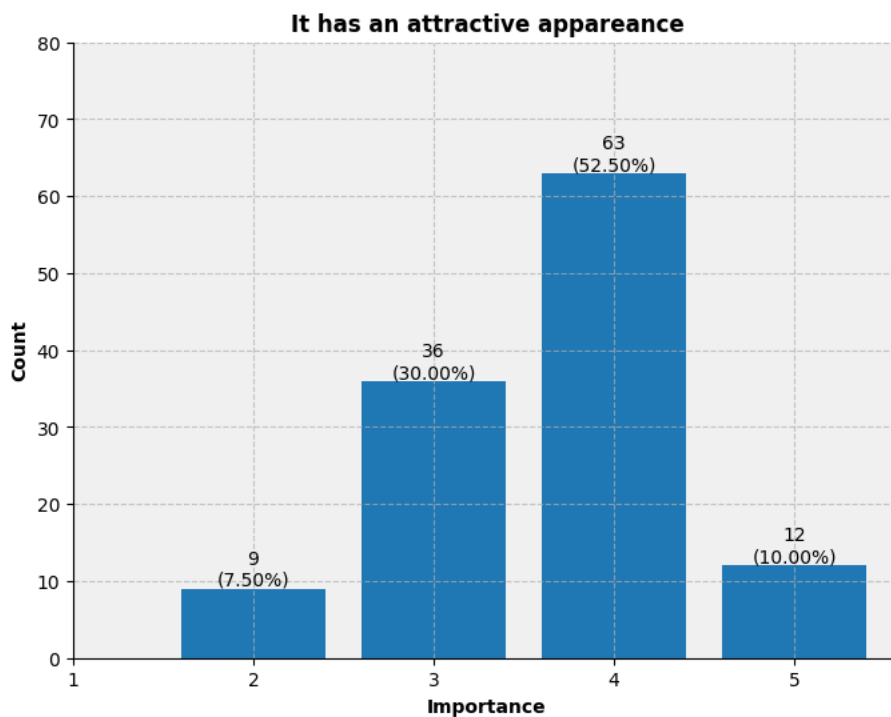
## Appendix B: Survey descriptive analysis – Perceived usefulness

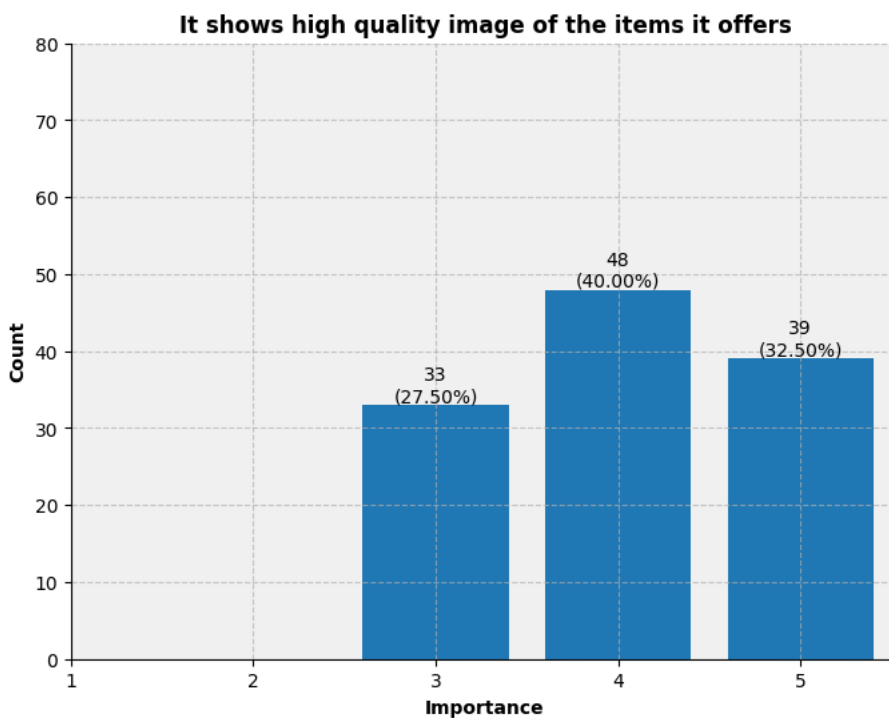
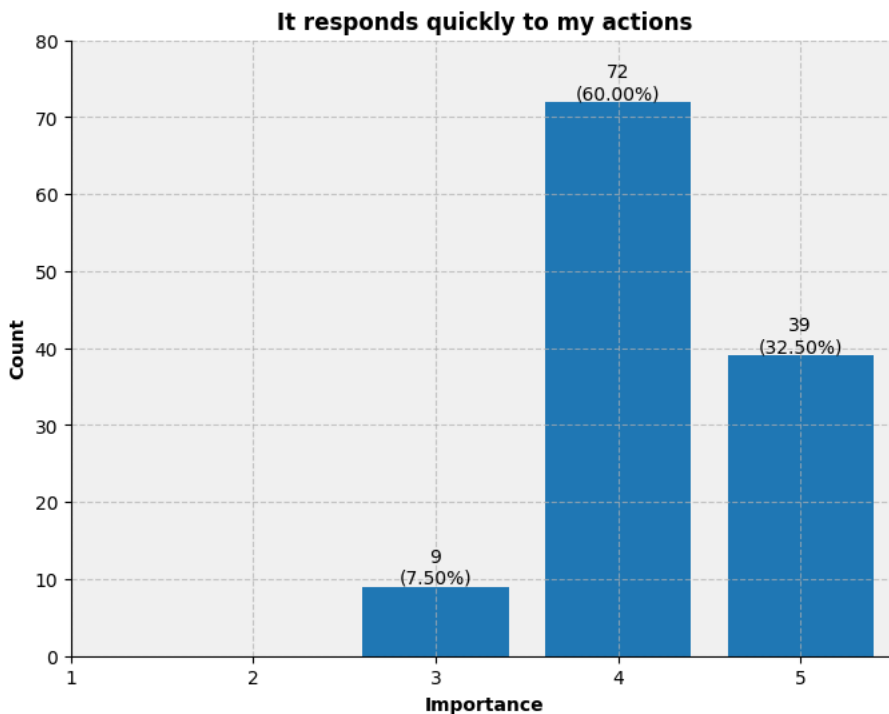




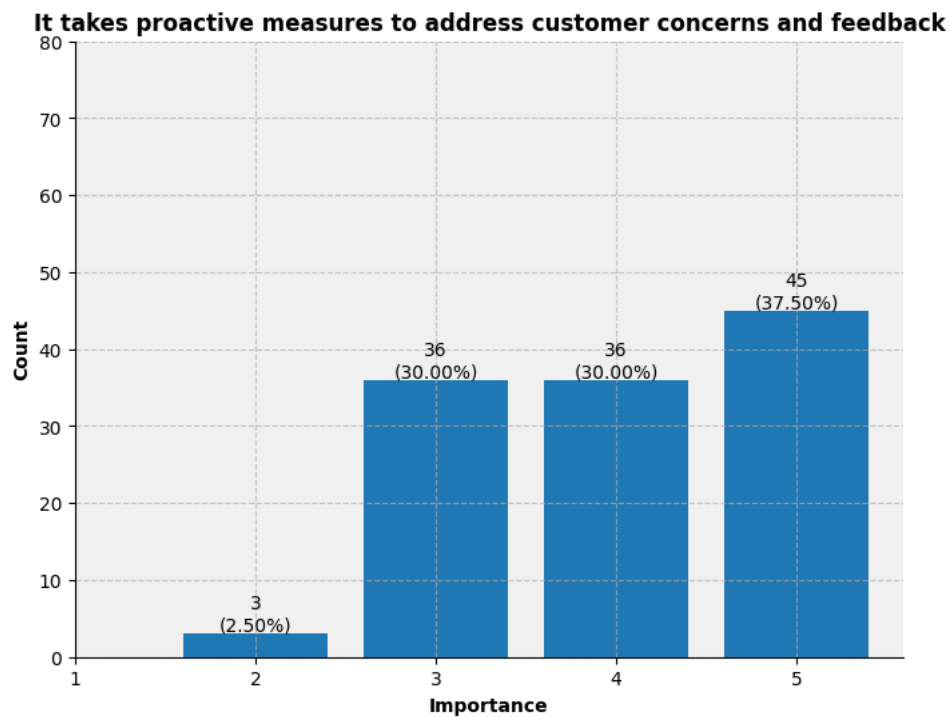
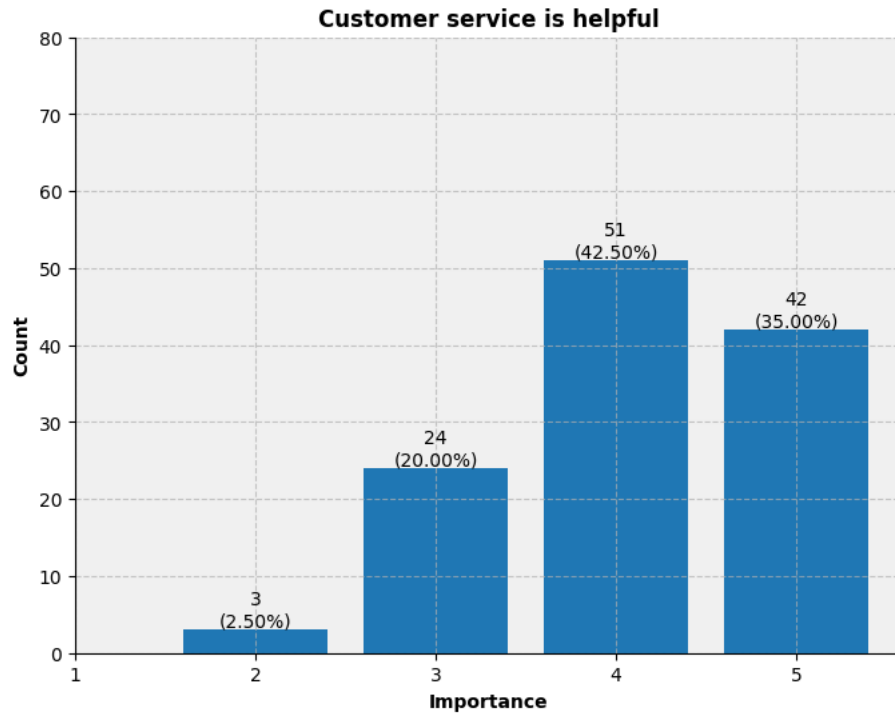


## Appendix C: Survey descriptive analysis – Interface Quality

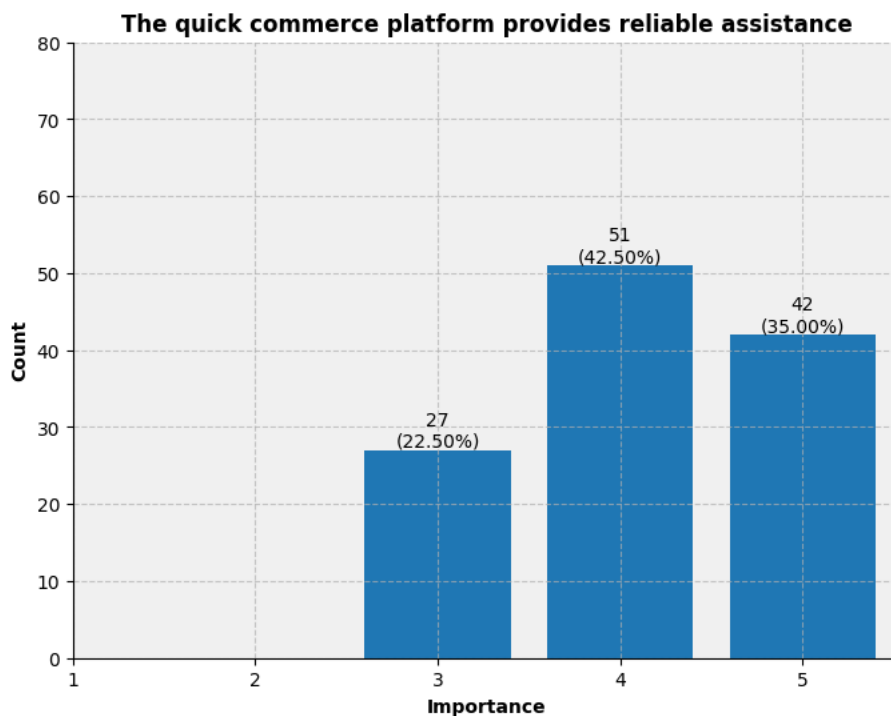




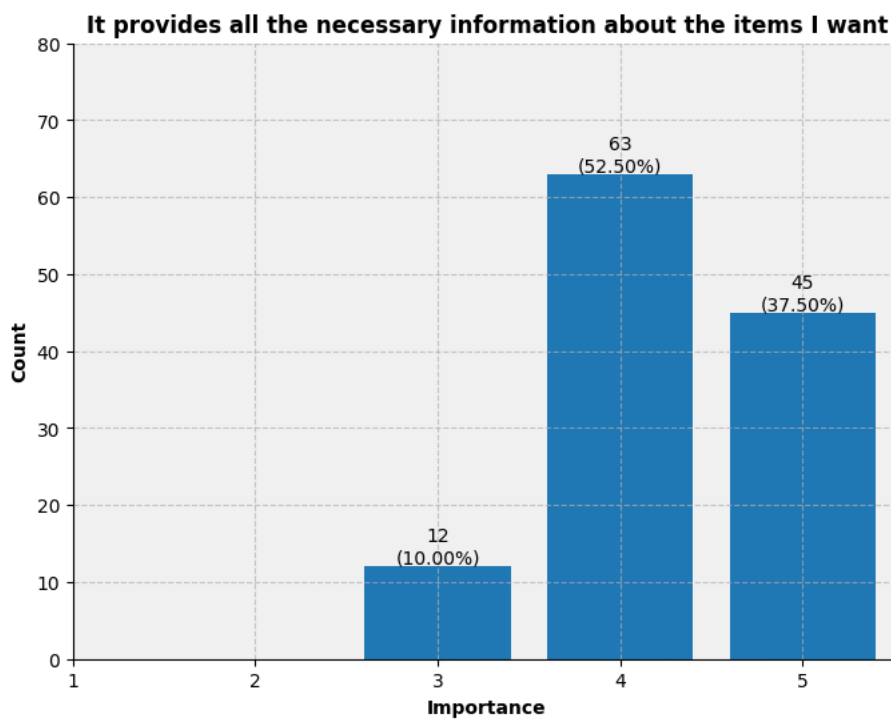
## Appendix D: Survey descriptive analysis – Interaction Quality

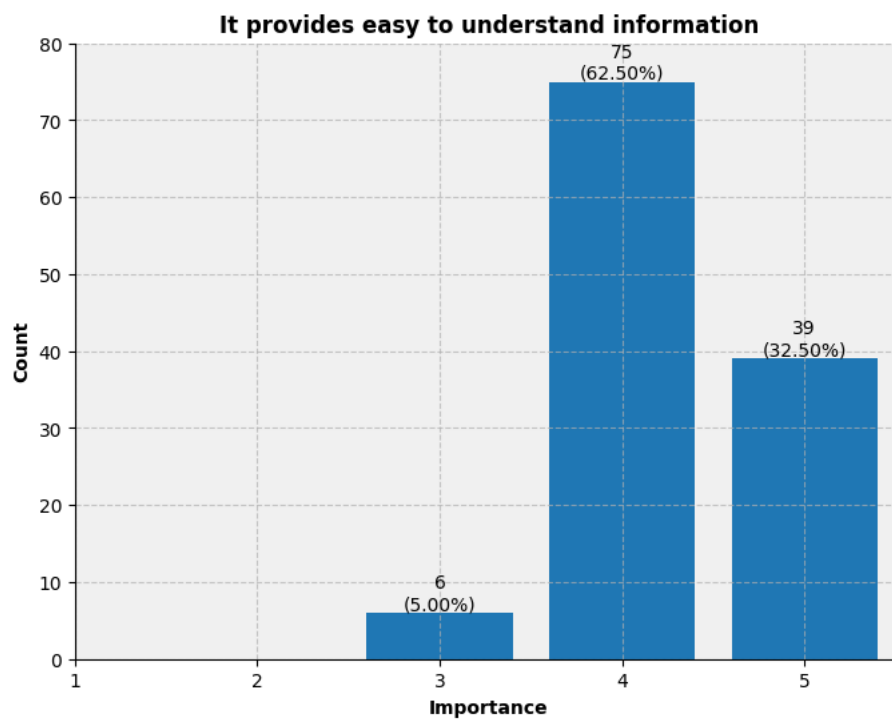
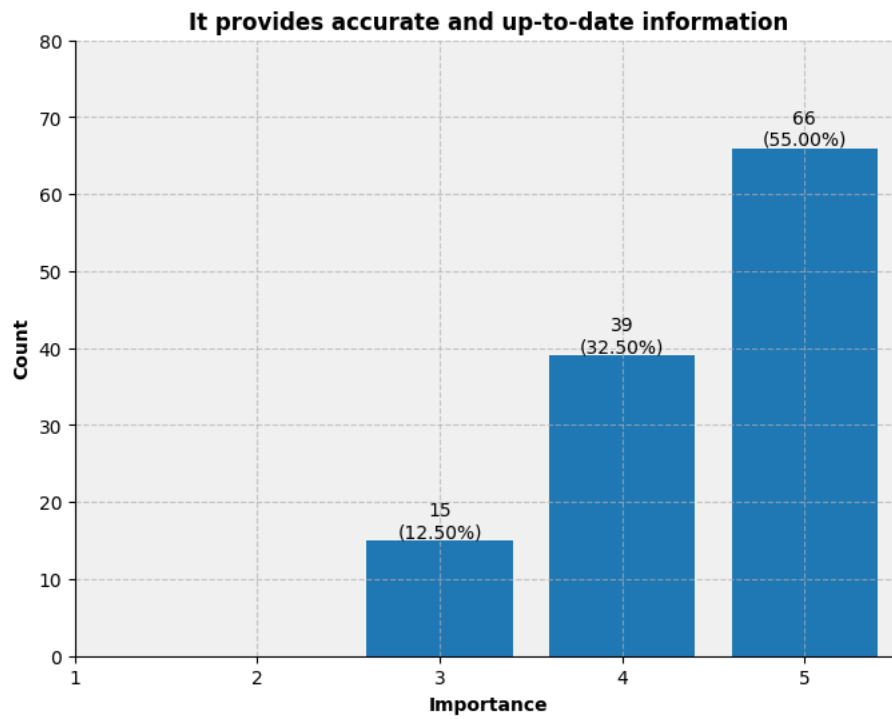






## Appendix E: Survey descriptive analysis – Information Quality





## Appendix F: Survey Questionnaire

Quick commerce platforms

27.12.2023, 4.34

### Quick commerce platforms

Hi,

Thanks for participating! This should not take more than 5-10 min.

Here you will have the opportunity to share your thoughts and experiences regarding quick commerce platforms. Your valuable input will help us gain a deeper understanding of how these platforms influence purchasing decisions, preferences, and overall consumer behavior.

Your privacy is of utmost importance to us. By participating in this survey, please be assured that any personal information you provide will be kept strictly confidential and used solely for research purposes. We fully adhere to the General Data Protection Regulation (GDPR) and will handle your data in accordance with its guidelines.

Your responses will be anonymized and aggregated to ensure that no individual participant can be identified. The data collected will be used solely for the purposes of this research study and will be securely stored on password-protected servers. Only the researchers involved in this study will have access to the data, and it will not be shared with any third parties.

\* Indicates required question

---

Who are you?

Let's start with some basic info to get to know you

1. Please select your gender \*

*Mark only one oval.*

- Male
- Female
- Prefer not to say

2. What is your age range \*

*Mark only one oval.*

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65> years old

3. What is your level of education? \*

*Mark only one oval.*

- High School or equivalent
- Bachelor Degree
- Masters Degree
- Postgraduate
- Other: \_\_\_\_\_

Next, you will answer a question about quick commerce platforms

Quick commerce platforms are digital platforms that enable businesses to provide rapid and on-demand delivery of products to consumers. These platforms leverage technology and logistics to fulfill orders swiftly, often within a very short time frame, such as within an hour or less.

Quick commerce platforms

27.12.2023, 4.39

4. How often do you shop using quick commerce platforms (Wolt, Foodora, UberEats, Doordash, Deliveroo, Rappi, etc) ?

*Mark only one oval.*

- More than 2 times per week
- 1-2 times per week
- 1-2 times per month
- Less than 1 time per month

#### Perceived Ease of Use

Now assume the following scenario:

You are about to make a purchase using a quick commerce platform, what is important to you before choosing to use one?

5. It is easy to complete an order through the quick commerce platform \*

*Mark only one oval.*

- 1 2 3 4 5
- 
- Not      Extremely important

6. It is easy to operate the app to find what I'm looking for on the quick commerce platform \*

*Mark only one oval.*

- 1 2 3 4 5
- 
- Not      Extremely important

Quick commerce platforms

27.12.2023, 4.39

7. It is easy to pay for my order on the quick commerce platform \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

8. It is easy to track my order on the quick commerce platform \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

### Perceived Usefulness

You are about to make a purchase using a quick commerce platform, what is important to you before choosing to use one?

9. The quick commerce platform can make shopping (groceries, food, Pharma, etc) faster than going to a physical store

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

10. The quick commerce platform has a wide range of products that meet my needs \*

Mark only one oval.

1 2 3 4 5

Not      Extremely important

11. The quick commerce platform can deliver my goods on-demand (less than an hour) \*

Mark only one oval.

1 2 3 4 5

Not      Extremely important

12. The quick commerce platform has competitive prices compared to traditional shopping methods.

Mark only one oval.

1 2 3 4 5

Not      Extremely important

13. The quick commerce platform can provide personalised recommendations based on my past behaviour

Mark only one oval.

1 2 3 4 5

Not      Extremely important

Quick commerce platforms

27.12.2023, 4.39

14. The quick commerce platform can provide relevant deals and offers to my needs \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

### Interface Quality

You are about to make a purchase using a quick commerce platform, what is important in terms of its looks to you before choosing to use one?

15. The quick commerce platform has an attractive appearance \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

16. The quick commerce platform is well-organized and easy to navigate \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important



Quick commerce platforms

27.12.2023, 4.40

17. The quick commerce platform responds quickly to my actions \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

18. The quick commerce platform shows high quality image of the products/items it offers \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

### Interaction Quality

You are about to make a purchase using a quick commerce platform, what is important about how they interact with you before choosing to use one?

19. The customer service representatives are knowledgeable and helpful in resolving issues \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

Quick commerce platforms

27.12.2023, 4.40

20. The quick commerce platform takes proactive measures to address customer concerns and feedback

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

21. The quick commerce platform provides reliable assistance \*

Mark only one oval.

1 2 3 4 5

---

Not      Extremely important

### Information Quality

You are about to make a purchase using a quick commerce platform, what is important regarding the information you see on the platform?

22. The quick commerce platform provides information relevant to my needs \*

Mark only one oval.

1 2 3 4 5

---

Not      Strongly agree

23. The quick commerce platform provides all the necessary information about the products/items I want

*Mark only one oval.*

1 2 3 4 5

---

Not      Extremely important

24. The quick commerce platform makes sure the information provided is accurate and up-to-date

*Mark only one oval.*

1 2 3 4 5

---

Not      Extremely important

25. The quick commerce platform provides easy to understand information \*

*Mark only one oval.*

1 2 3 4 5

---

Not      Extremely important

**Thank you!**

Your time and feedback are highly appreciated and will contribute to advancing our understanding of the impact of quick commerce platforms on consumer purchasing behavior.

If you have any questions or concerns regarding this survey or the research study in general, please feel free to reach out to us at [pedro.lunasanchez@aalto.fi](mailto:pedro.lunasanchez@aalto.fi) We are more than happy to address any inquiries you may have.