Role of Q-Commerce Instant Gratification on Customer Satisfaction : The Moderating Effect of Green Packaging

Chandan A. Chavadi [1]
Shilpa S. Kokatnur [2]
Monika Sirothiya [3]

Abstract

Purpose : This research investigated the role of *Q*-commerce instant gratification on customer satisfaction, employing the stimulus-organism-behavior-consequence framework.

Methodology : We collected 428 survey responses from Indian consumers who had used the *Q*-commerce apps through purposive and stratified sampling. Subsequently, we employed structural equation modeling to analyze the data collected.

Findings : The results revealed that instant gratification had a positive influence on customer engagement, experience, and satisfaction. Additionally, customer satisfaction affected repurchase intention and word-of-mouth (WOM), and green packaging significantly moderated the association between customer satisfaction, WOM, and repurchase intention.

Practical Implications : The research outcomes may hold importance for *Q*-Commerce companies looking to enhance customer satisfaction through quick deliveries and sustainable packaging practices.

Originality : The research contributed by using the stimulus-organism-behavior consequences framework in an emerging field, contributing to the body of scholarly literature.

Keywords : **Q-commerce, instant gratification, customer satisfaction, green packaging**

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"Quick Commerce," often known as "*Q*-Commerce," is an online shopping platform that meets the needs of consumers who prioritize ease and quickness. One essential component of *Q*-commerce is instant satisfaction without sacrificing the customer experience. The Q-commerce market is projected to grow at a steady rate of around 47% due to the rising adoption of e-commerce coupled with the ever-increasing online grocery & fast delivery options. India's *Q*-commerce market is predicted to expand by 10–15 times and reach $5 billion in revenue by 2025, according to a RedSeer analysis.

The service industry stands out as a perfect example of temporal flexibility because of consumers' need for quick gratification (Dordoni, 2017). This emerging consumer trend is characterized by a heightened focus on experiential elements, where customers seek distinct and one-of-a-kind encounters throughout their journey

[1] *Dean and Professor,* MBA Department, Presidency College, 33/2C & 33/2D, Kempa pura, Hebbal, Bengaluru - 560 024, Karnataka. (Email : chandan.chavadi@presidency.edu.in) ; ORCID iD : https://orcid.org/0000-0002-7214-5888
[2] *Assistant Professor (Corresponding Author),* Indian Institute of Plantation Management Bengaluru, Jnana Bharathi, Mallathahalli, Bengaluru - 560 056, Karnataka. (Email : kshilpa@iipmb.edu.in)
ORCID iD : https://orcid.org/0000-0003-2955-6435
[3] *Co-Founder and Research Analyst,* Research Rescue Consultancy, Itarsi, Madhya Pradesh.
(Email : monikasirothiya@gmail.com) ; ORCID iD : https://orcid.org/0000-0002-8703-3176

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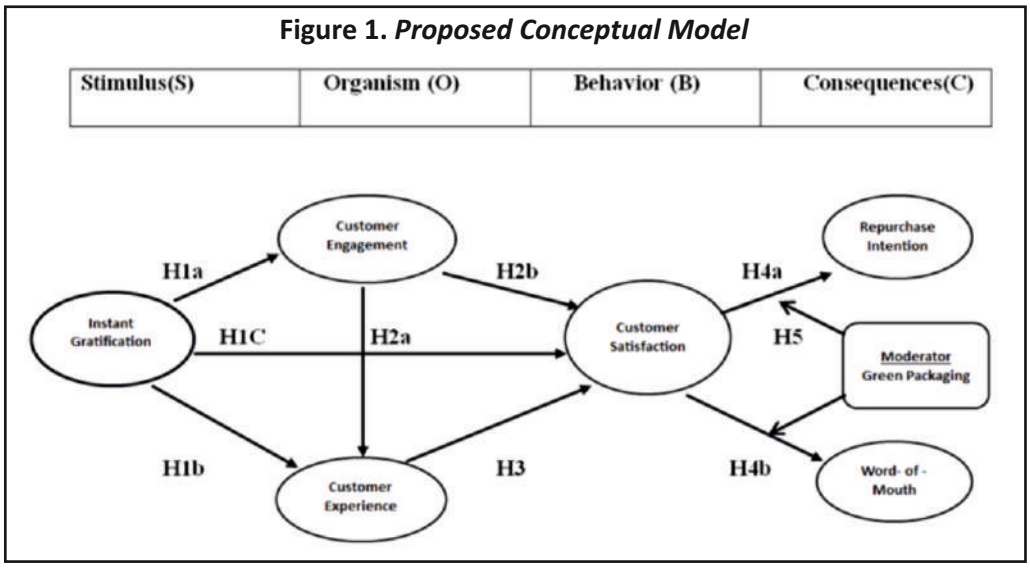
Figure 1. ***Proposed Conceptual Model***



(Grewal & Roggeveen, 2020). In the present world of instant availability, molded by brands like Amazon, Netflix, and Uber, consumers today expect consistent, prompt, and rapid services. The old "we will help you when it's convenient" strategy is no longer effective. Consumers expect prompt service, prompt attention, and rapid results. This is especially true in the retail industry. Therefore, understanding the impact of instant gratification of *Q*-commerce on consumer satisfaction is necessary. Despite the importance, limited work exists in the present literature to understand the effect of instant gratification of *Q*-commerce players on customer satisfaction (Setiyono et al., 2023). Even if research has delved into virtual on-demand services, academic input is still needed to offer new ideas and concepts in the context of *Q*-commerce (de Reuver et al., 2018).

Therefore, this study proposes the following research questions (RQs) to address the research gap using the stimulus-organism-behavior-consequence (SOBC) framework. (a) Does instant gratification of *Q*-commerce positively stimulate customer engagement, customer experience, and customer satisfaction? (b) Does customer satisfaction positively influence the repurchase intention and word-of-mouth? and (c) Does green packaging positively moderate customer satisfaction with the repurchase intention and word-of-mouth?

One innovative method for doing *Q*-commerce research was the use of the SOBC framework. This study examines the role of instant gratification as a stimulus that stimulates customer engagement and customer experience as an organism, customer satisfaction as a behavioral response, and the repurchase intention and word-of-mouth (WOM) as consequences in the SOBC model. For *Q*-commerce businesses seeking to improve customer happiness through prompt deliveries and environmentally friendly packaging, the study's findings may be significant.

Theoretical Underpinnings

The proposed model postulates that stimuli may influence different situations, inducing individuals' internal states to drive certain behaviors (Whelan et al., 2020). To begin with, we have utilized instant gratification initiatives of the organization as stimulus (S), which stimulates consumers' experience (Rus, 2022) and purchase intention (Zhou et al., 2023). Following prior studies, Chung et al. (2020) considered gratification as a determinant of customer satisfaction in online shopping. This research, which builds on the perspective of behavioral reasoning, suggests using arguments for and against a particular behavior to represent the organism (O). This is in line with earlier study findings that indicate that fast gratification improves the customer experience (Rus, 2022).

Additionally, Thakur (2016) claimed that when users of mobile apps receive instant satisfaction, they tend to spend more time interacting with the app and making purchases. In our study, we have proposed customer engagement and experience to denote the organism (O) that impacts consumer satisfaction. We have considered customer satisfaction (Chung et al., 2020) to represent the behavioral response (B) that is connected to consumers' behavioral responses, namely repurchase intention (Wu et al., 2020) and WOM (Iqbal & Hassan, 2018) which is the consequence (C) in our proposed research model (Figure 1). It also investigates how green packaging functions as a mediator (Sabono & Murwaningsari, 2022).

Hypotheses and Research Model Development

Instant Gratification (IG) ---> Customer Engagement (CE), Customer Experience (CX), Customer Satisfaction (CS)

Optimizing self-service channels to provide quick and easy support is the first step toward instant gratification. Customers' perception of the value of their online transactions is improved by instant satisfaction (Hult et al., 2019). According to recent studies, 80% of consumers buy groceries online mostly for convenience rather than cost (Lal, 2020). Customers view shopping as a special activity where they can seek instant satisfaction, intrinsic value, increased stimulation, and a sense of connection with retailers (Evangelista et al., 2020; Horváth & Adıgüzel, 2018; Yarrow, 2014). They anticipate promptly satisfying their requirement for dependable expert information and evaluations about products to validate their purchasing choices (Hudders et al., 2021; Lee & Theokary, 2021; Ouvrein et al., 2021). Chung et al. (2020) explored the determinants of customer satisfaction context from utilitarian, technology, and hedonic gratification perspectives.

Rus (2022) found that Amazon made significant efforts to shorten delivery times in order to address the problem of delayed order fulfillment satisfaction. This approach was undertaken to meet customers' cravings for immediate gratification and an improved overall experience. Zhang et al. (2023) found that information and entertainment gratification are correlated with consumer purchase intention. Siregar et al. (2023) found that in the context of social media, GenZ looks for immediate gratification in new information and meeting new people to maintain social relationships and to learn about products and information regarding the shopping journey. The final stage of delivery, known as last-mile delivery, holds great importance in the consumer purchasing journey (Nguyen et al., 2019). Customers' evaluations of the performance of delivery services in online retailing play a crucial role in retailer satisfaction (Koufteros et al., 2014).

Previously, studies have investigated the role of gratification on satisfaction derived from AI-driven chatbots (Zhu et al., 2021); however, the diversity in demographic characteristics among participants presents difficulties in executing a systematic analysis of how gratification influences the acceptance of these technologies. Hence, it is crucial to recognize positive connections between customer engagement, satisfaction, and instant gratification (Thakur, 2016). Thus, the recommended hypotheses are:

- **H1a :** Instant gratification significantly affects customer engagement.
- **H1b :** Instant gratification significantly affects the customer experience.
- **H1c :** Instant gratification significantly affects customer satisfaction.

Customer Engagement ----> Customer Satisfaction (CS)

Customer engagement, defined as "a consumer's positively-valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions," is proposed to be particularly relevant

within the realm of mobile apps (Wang, 2020). The advent of novel technology has significantly changed the roles of both customers and businesses in their interactions, advancing the exploration of engagement to a transformative level (Barari et al., 2021). Sun et al. (2019) proposed a favorable correlation between customer engagement and purchase intention in live-streaming shopping.

Molinillo et al. (2020) conceptualized customer experience through two dimensions, cognitive and affective, while Japutra et al. (2021) proposed a more multidimensional conceptualization (affective, sensory, interactivity, and relative advantage). Customer engagement levels correlate with satisfaction, trust, involvement, and commitment (Doyle et al., 2022; Quynh, 2019; Srivastava & Fernandes, 2022). In accordance, we posit the following hypothesis.

↳ **H2 :** Customer engagement significantly affects customer satisfaction.

Customer Experience ---> Customer Satisfaction

Currently, retailers' priority is improving customer experience and embracing technological innovation (Grewal et al., 2021). Recent studies highlight the potential of employing AI for personalization, enabling companies to provide exceptional customer experiences by tailoring offerings using real-time data (Huang & Rust, 2021). Kumar and Anjaly's (2017) study highlighted the importance of delivery-related experiences, including delivery date, timing, rerouting choices, and different communication components. Moreover, the positive correlation between customer satisfaction and customer experience was also mentioned (Kamath et al., 2020; Mulyono & Situmorang, 2018; Nobar & Rostamzadeh, 2018; Raina et al., 2019; Syahputra & Murwatiningsih, 2019; Saini & Singh, 2020). Therefore, the recommended hypothesis is :

↳ **H3 :** Customer experience significantly affects customer satisfaction.

Customer Satisfaction (CS) ---> Repurchase Intention (RI), Word-of-Mouth (WOM)

Customer satisfaction refers to the mental state experienced when consumers find that their interaction with a product or service either meets or surpasses their initial expectations prior to consumption (Patrick et al., 2020). According to Benoit et al. (2020), customers who use or engage with a product are the only ones who can assess customer happiness. Repurchase intention measures the likelihood that a consumer, particularly one with prior experience, will keep making purchases from the same online retailer (Wu et al., 2020). It also indicates customers' tendency to make repeated purchases from the same company (Trivedi & Yadav, 2020).

Previous studies have investigated the potential factors influencing customer repurchase intention, primarily focusing on the buyer-seller relationship, where trust and satisfaction emerge as key predictors (Wu et al., 2020; Zhang et al., 2019). A favorable purchasing encounter results in positive outcomes, prompting consumers to share positive feedback (Wu et al., 2020). Thakur (2016) highlighted a correlation between engagement, customer satisfaction, and the use of retailers' mobile apps.

Kurup and Jain (2018) found that factors such as product offerings, convenience, past purchase experiences, and the web-store environment play a significant role in influencing repurchase behavior in e-commerce. The continuous desire among customers to engage in informal conversations and discussions about product ownership, brand attributes, company representatives, or the company itself is termed WOM intention (Fazal-e-Hasan et al., 2017; Jham, 2018). Customers treated with excellent service get involved in positive WOM (Iqbal & Hassan, 2018). Consequently, we propose that customer satisfaction with *Q*-commerce participants may result in favorable WOM and repurchase intention. Hence, we hypothesize that :

↳ **H4a :** Customer satisfaction significantly affects repurchase intention.

↳ **H4b :** Customer satisfaction significantly affects WOM.

Moderating Effect of Green Packaging

Studies have indicated that the adoption of environmentally friendly packaging is consistent with the values of preservation of the environment. Adoption of such packaging methods can lead to both profitability and satisfaction among customers in the context of usage and production (Elsaed et al., 2022). When customers perceive that a company is using sustainable and environmentally responsible packaging, it can lead to a sense of alignment between their values and the company's practices. This alignment can enhance their overall product satisfaction and buying experience (Seifollahi, 2023). Rajendran et al. (2019) found that "consumer purchase intention is influenced by packaging design; therefore, knowledge of environmentally friendly packaging is a determining factor in attracting consumers to buy products." Kawa and Pierański's (2021) study highlighted that when online retailers place greater emphasis on eco-friendly delivery methods (such as parcel lockers, pick-up drop-off points, and click & collect), utilize environmentally conscious packaging materials and packaging sizes, and facilitate sustainable returns (such as returnable packaging and recycling of used products), customers tend to exhibit higher satisfaction levels and an increased inclination to make repeat purchases from the same retailers. Based on the above discussion, we posit the following hypothesis:

↳ **H5 :** Green packaging moderates the association relationship between customer satisfaction and both repurchase intention (a) and WOM (b).

Methodology

Data and Sampling Design

The research methodology employed a cross-sectional, quantitative approach to explore the dynamics of *Q*-commerce instant gratification and its influence on customer satisfaction while also considering the moderating role of green packaging. Comprehensive calculations using the G*Power computation were performed in order to find an appropriate sample size and a nominal sample size of 153 respondents was determined. Before the main phase of data collection started, a pilot test with 45 participants was carried out. In order to ensure that the survey was in line with our study goals, we were able to evaluate the survey's content validity and reliability during this early stage.

The sampling technique involved both stratified and purposive sampling methods. Bengaluru's socioeconomic stratification, based on indicators like income, occupation, and education level, facilitated an organized representation of the city's heterogeneous socioeconomic environment. The study participants were guaranteed first-hand experience with *Q*-commerce services by employing purposive sampling approaches to identify both current and prospective users of the platform across all socioeconomic levels. Data collection commenced in May 2023 and continued until July 2023. The finalized questionnaire, meticulously crafted using Google Forms, was thoughtfully designed with a 7-point Likert scale. This scale ranged from "1 - *strongly disagree*" to "7 - *strongly agree,*" facilitating a comprehensive assessment of respondents' attitudes toward the research constructs.

A total of over 590 questionnaires were meticulously distributed to *Q* commerce app users from Bengaluru, resulting in a robust return of 460 responses. Nevertheless, 32 responses were deliberately eliminated because of inaccuracies, guaranteeing the integrity of the data. The final study included a total of 428 samples, with a response rate of 72.5%. This exceeds the minimum level of validity, which is set at 20% according to the recommendation of Hair et al. (2010). Table 1 provides a detailed summary of the demographic features of the respondents.

Table 1. ***Demographic Profile of the Respondents***

Items	Number of Customers
Age	
Below 25	95
26–35	156
36–45	140
46 and above	37
Gender	
Male	168
Female	260
Educational Level	
Below Bachelors	46
Bachelors	148
Masters	139
Above Masters	95
Occupation	
Private employee	153
Govt. employee	104
Owned business	40
Homemaker	78
Unemployed	53
Family Income (Monthly)	
< 35,000	34
35,001 – 45,000	152
45,001 – 55,000	144
55,001 – Above	98

The Measuring Instruments

The assessment items for measuring instant gratification were extracted from the research by Parasuraman et al. (2005) and Seiders et al. (2007). Similarly, the dimension of customer engagement (comprising three items) was adapted from the work of Hollebeek et al. (2014), while the dimension of customer experience (consisting of five items) was borrowed from Srinivasan et al. (2002). Customer satisfaction was measured using a three-item scale that was taken from Maxham and Netemeyer (2003). Sundar and Kalyanaraman's (2004) and Dutta et al.'s (2011) investigations served as the basis for the three-item repurchase intention measure. The WOM scale was formed by adapting the four items used by Brüggen et al. (2011). The green packaging scale, with four items, was constructed based on the research of Gershoff and Frels (2015) and Haws et al. (2014).

The data analysis for the *Q*-commerce study involved a comprehensive multi-step approach. Initially, SPSS was utilized for preliminary exploration and descriptive statistics. Subsequently, advanced analytical techniques, including exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM), were conducted using AMOS 24. The moderating effect of green packaging was examined through interaction analysis.

Analysis and Results

Normality and Common Method Bias

Prior to conducting SEM, it is essential to evaluate the normality assumption of the data by examining skewness and kurtosis statistics. Table 3 illustrates that the results are within the range of –2 to +2, indicating that the data satisfies the normalcy standards (Hair Jr. et al., 2010). The potential presence of common method bias (CMB) in the data may be influenced by the fact that each respondent completed the questionnaire independently. This independent completion method could introduce bias due to shared method variance, where respondents may inadvertently respond consistently across the questionnaire items (Cai et al., 2017). The Harman one-factor test was used to examine how CMB affected the outcomes (Podsakoff et al., 2012). All items were consolidated into a single unrotated construct and underwent EFA using the principal component method. The single factor extracted explains 39.58% of the total variance, falling below the 50% threshold. This indicates that the sole factor in our sample does not account for the majority of the variability. The findings imply that CMB is not a significant concern within the context of this investigation.

Scale Validation

Both EFA and CFA were conducted on the *Q*-commerce variables to validate the scale. The adequacy of the sample was evaluated using the Kaiser–Meyer–Olkin test, resulting in a value of 0.898. The sample's suitability for EFA was further supported by Bartlett's sphericity test, which validated the sample's statistical significance. Only factors with eigenvalues greater than one were included in the principal component analysis (PCA) with Varimax rotations used by EFA. Ultimately, seven factors were identified, collectively explaining 81.06% of the total variance (see Table 2). These seven components underwent CFA after EFA, integrating all exogenous constructions, as shown in Figure 2. The measurement model's fit indices indicate a good fit because every index listed in Table 4 satisfies the acceptance requirements (Hair Jr. et al., 2010).

Table 2. ***Factor Loadings and Alpha Values***

Construct	Items	Loadings	Cronbach's Alpha
Instant Gratification *(IG)*	*IG1:* The *Q*-commerce app delivers the orders as promised.	0.824	0.886
	IG2: The *Q*-commerce app provides products available for delivery within an appropriate time frame.	0.817	
	IG3: The *Q*-commerce apps quickly deliver what we order.	0.771	
	IG4: I can complete my purchase quickly with this app.	0.792	
Customer Engagement *(CE)*	*CE1:* I use this app frequently compared with other apps.	0.854	0.881
	CE2: Whenever I am using *Q*-comm apps, I usually use this app.	0.850	
	CE3: I use this app the most.	0.870	
Customer Experience *(CX)*	*CX1:* This app gives us purchase recommendations that are tailored to our needs.	0.816	0.913
	CX2: This application allows me to purchase personalized products.	0.820	
	CX3: The advertisements and promotions this app sends me are personalized to my situation.	0.791	
	CX4: This app makes me feel that I am a unique customer.	0.806	
Customer Satisfaction *(CS)*	*CS1:* I am content with the overall encounter using this app.	0.795	0.919
	CS2: As a whole, I am satisfied with this app.	0.782	
	CS3: Please evaluate your overall satisfaction with the quality of this app.	0.783	

Repurchase Intention (RI)	*RI1:* How likely are you to try this app if you need a _____ in the future?	0.818	0.886
	RI2: How likely are you to buy it from this app if you ever purchase a _____ again?	0.800	
	RI3: How probable are you to revisit this app for shopping?	0.808	
Word of Mouth (WoM)	*WoM1:* I will likely say positive about this app to other people.	0.801	0.893
	WoM2: I am likely to recommend this app to a friend or colleague.	0.791	
	WoM3: I am likely to say positive about this app in general to other people.	0.770	
	WoM4: I am likely to encourage friends and relatives to use this app.	0.753	
Green Packaging (GP)	*GP1:* This packaging is friendly to the environment.	0.911	0.918
	GP2: The manufacturing and disposal of this packaging cause less harm to the environment.	0.888	
	GP3: This packaging is relatively more eco-friendly than other packaging.	0.912	
	GP4: This packaging deserves to be labeled environmentally friendly.	0.886	

Figure 2. ***Measurement Model (CFA)***

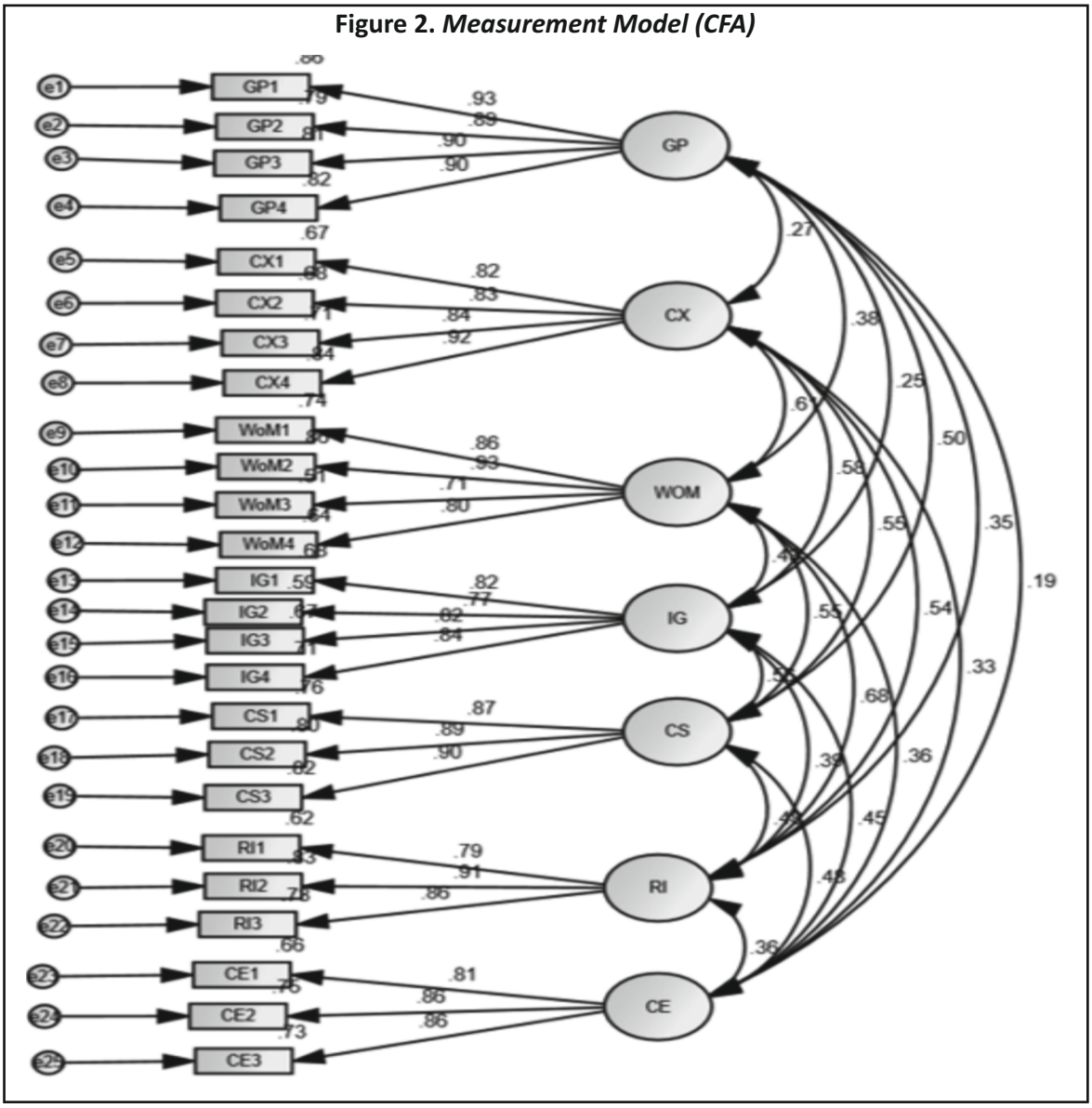


Table 3. ***Descriptives, Kurtosis, and Skewness***

Variables	Mean	Standard Deviation	Skewness	Kurtosis
IG1	4.67	1.763	–0.485	–0.735
IG2	4.45	1.824	–0.360	–0.914
IG3	5.09	1.681	–0.761	–0.368
IG4	5.17	1.708	–0.772	–0.419
CE3	4.51	1.702	–0.470	–0.714
CE2	4.88	1.609	–0.650	–0.200
CE1	4.72	1.697	–0.245	–1.024
CX1	5.18	1.599	–0.604	–0.496
CX2	5.45	1.490	–0.976	0.431
CX3	5.58	1.524	–1.186	0.727
CX4	5.69	1.504	–1.332	1.256
GP1	4.52	1.819	–0.214	–1.052
GP2	4.52	1.735	–0.260	–1.001
GP3	4.49	1.809	–0.204	–1.070
GP4	4.61	1.783	–0.246	–1.109
CS3	4.96	1.800	–0.821	–0.294
CS2	5.05	1.699	–0.722	–0.467
CS1	5.10	1.753	–0.646	–0.682
RI3	4.29	1.666	–0.478	–0.755
RI2	4.73	1.791	–0.544	–0.678
RI1	4.80	1.766	–0.326	–0.765
WoM1	4.76	1.675	–0.707	–0.272
WoM2	5.22	1.536	–0.921	0.171
WoM3	4.89	1.782	–0.489	–0.757
WoM4	5.20	1.716	–0.765	–0.424

Table 4. ***Goodness of Fit Statistics for the Measurement Model***

Category	Indices	Abbreviation	Value	Acceptance Criteria
Absolute fit	Chi-square	χ^2	412.67	p>0.05
	Root mean square error of approximation	RMSEA	0.038	<0.08
		GFI	0.927	>0.80
Incremental fit	Adjusted GFI	AGFI	0.907	>0.80
	Comparative fit index	CFI	0.981	>0.90
	Normed fit index	NFI	0.952	>0.90
Parsimonious fit	Normed chi-square	χ^2/df	1.625	<3

Reliability and Validity

The results obtained from the measurement model were utilized to evaluate the reliability and accuracy of the measurements. Composite reliability and Cronbach's alpha coefficients are commonly utilized to assess the reliability of measurement instruments. Both indices surpassed the suggested threshold of 0.70, as recommended by Nunnally and Bernstein (1994). The average variance extracted (AVE) values above 0.5 criteria were utilized in our study to assess the dependability of our measurements. By making sure that every observed variable was correctly assigned to the corresponding constructs, as shown in Table 2, we also proved convergent validity. Finally, discriminant validity was assessed using the Fornell and Larcker (1981) criterion. According to this criterion, we compared the AVE values of all constructs with the maximum shared variances (MSV). As all of the AVE values in Table 5 are greater than the MSV, the requirement for discriminant validity is satisfied.

Hypotheses Testing Using SEM

SEM employs the maximum likelihood estimation method, which is widely used and favored for hypothesis testing (Blunch, 2013). The standardized regression coefficients (β) and their corresponding *p*-values are utilized as evidence to determine whether the formulated hypotheses are supported or rejected. Acceptance of research

Table 5. ***Results for Construct Reliability, Validity, and Correlation Coefficients***

Construct	CR	AVE	MSV	Correlations						
				IG	*CE*	*CX*	*GP*	*CS*	*WOM*	*RI*
IG	0.887	0.663	0.340	1						
CE	0.882	0.714	0.229	0.509**	1					
CX	0.913	0.725	0.375	0.649**	0.346**	1				
GP	0.948	0.819	0.250	0.264**	0.199**	0.273**	1			
CS	0.920	0.792	0.317	0.638**	0.535**	0.626	0.475**	1		
WOM	0.897	0.688	0.463	0.431**	0.367**	0.528**	0.348**	0.574**	1	
RI	0.888	0.726	0.463	0.471**	0.373**	0.597**	0.376**	0.638**	0.650**	1

Note. **Correlation significant at the 0.01 level (2-tailed). Composite reliability (CR > 0.7), convergent validity (AVE > 0.5), and discriminant validity (MSV < AVE) are met.

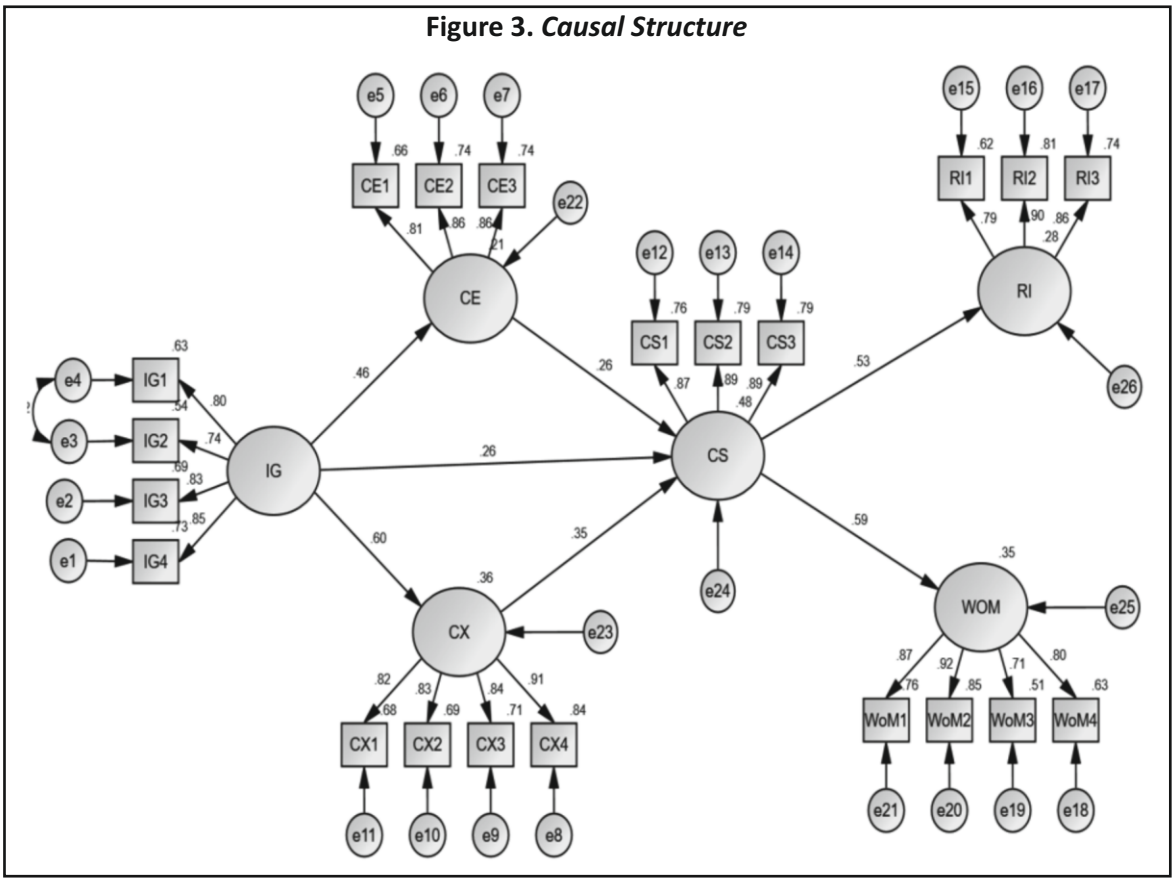
Source : Gaskin and Lim (2016), "Master Validity Tool," AMOS Plugin.

Table 6. ***Path Coefficients of the Structural Model***

Path	SE	CR	*P*	Path coefficient	Decision
Instant Gratification → Customer Engagement	0.051	8.487	***	0.458	H1a Supported
Instant Gratification → Customer Experience	0.047	11.996	***	0.596	H1b Supported
Instant Gratification → Customer Satisfaction	0.065	4.244	***	0.257	H1c Supported
Customer Engagement → Customer Satisfaction	0.055	5.414	***	0.265	H2 Supported
Customer Experience → Customer Satisfaction	0.062	6.472	***	0.350	H3 Supported
Customer Satisfaction → Repurchase Intention	0.044	10.102	***	0.529	H4a Supported
Customer Satisfaction → Word of Mouth	0.045	11.585	***	0.594	H4b Supported

Note. *P* refers to the differential probability. *** *P*<0.00.

Figure 3. ***Causal Structure***



hypotheses relies on meeting specific criteria: a critical ratio (CR) or *t*-value above 1.96 and a *p*-value below 0.05 at the 5% significance level.

The standardized path coefficient (β) for the impact of instant gratification on customer engagement is 0.458, but the coefficient for its impact on customer experience is 0.596, as deduced from the analysis of Table 6 and Figure 3. Acceptance of H1a and H1b hypotheses is supported by the pathways with *p*-values less than 0.05. Factors like instant gratification, customer engagement, and customer experience positively and significantly impact customer satisfaction, supported by a *p*-value below 0.05. The research highlights that customer experience has the most substantial influence on customer satisfaction (β = 0.350), followed by customer engagement (β = 0.265) and instant gratification (β = 0.257). This confirms the validation of hypotheses H3, H2, and H1c, respectively.

The final results show that WOM and repurchase intention are positively and significantly impacted by customer satisfaction; β = 0.529 (p<0.05) and β = 0.594 (p<0.05) are the respective route coefficients for the outcome variables. According to the study's findings, hypotheses H4a and H4b should be accepted. The coefficient of determination (R^2) value of 0.478 indicates that the components of quick gratification, customer involvement, and customer experience together account for 48% of the observed variances in customer satisfaction. The coefficient of determination values for repurchase intention (R^2 = 0.28) and WOM (R^2 = 0.353) suggest that customer satisfaction accounts for 28% of the variability in repurchase intention and 35% of the variability in WOM.

The model fit indices, including CMIN/*df* = 2.741, GFI = 0.915, AGFI = 0.869, CFI = 0.952, NFI = 0.926, and RMSEA = 0.064, suggesting that the structural model meets requirements for use in prediction and interpretation.

Moderation Analysis

The research postulates that the relationship between consumer satisfaction, repurchase intention, and WOM is moderated by green packaging. Standardized values of customer happiness and green packaging were multiplied to construct the moderator impact interaction term in the model for testing. The results reveal (Table 7 and Figure 4) that the interaction effect between customer satisfaction and green packaging significantly impacts repurchase intention ($\beta = 0.238$, $t = 6.341$, $p = 0.000$). The 95% bias-corrected confidence interval (BCCI) is 0.140 (LLCI) and 0.343 (ULCI). Since zero is not contained in the CI result and the value is less than 0.05 with a *t*-value above 1.96, therefore, this hypothesis is accepted. Similarly, the results also confirm that green packaging acts as a moderating variable in the relationship between customer satisfaction and WOM, as the interaction term is significant with $\beta = 0.255$ and $p<0.05$.

The scatter plots depicted in Figures 5 and 6 illustrate the influence of a moderating variable. When green packaging is abundant, there exists a positive correlation between customer satisfaction, repurchase intention, and

Table 7. ***Results for Moderation Hypothesis***

	SE	CR	*p*	Path Coefficient	LLCI	ULCI
Dependent Variable: Repurchase Intention						
Customer Satisfaction	0.046	9.971	***	0.422	0.255	0.574
Green Packaging	0.044	5.050	***	0.211	0.077	0.353
Customer Satisfaction × Green Packaging (Interaction)	0.029	6.341	***	0.238	0.140	0.343
Dependent Variable: Word of Mouth						
Customer Satisfaction	0.042	13.242	***	0.495	0.335	0.655
Green Packaging	0.039	6.090	***	0.225	0.098	0.368
Customer Satisfaction × Green Packaging (Interaction)	0.026	7.690	***	0.255	0.154	0.382

Note. *** $p<0.000$.

Figure 4. ***Green Packaging as a Moderating Variable***

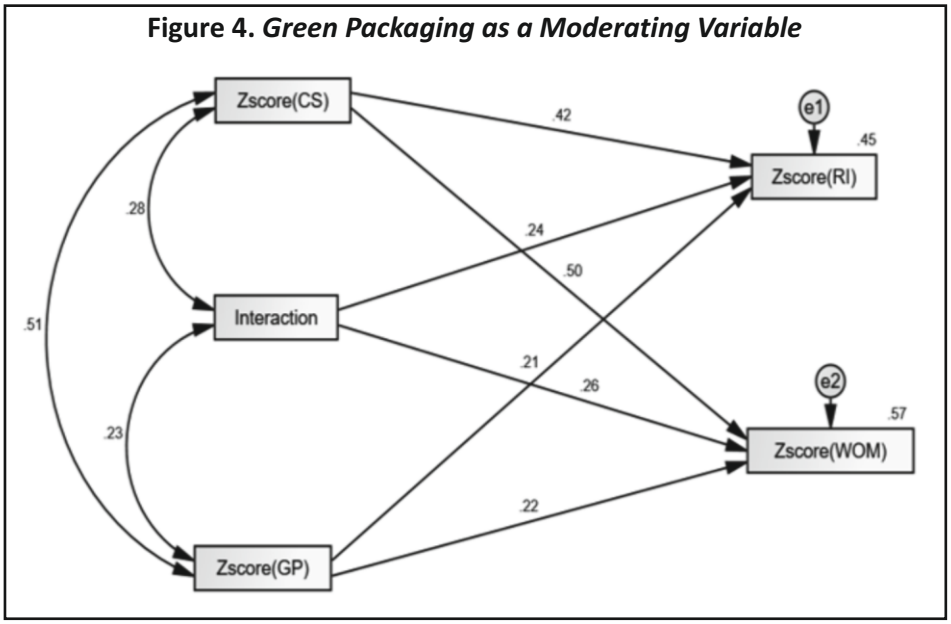


Figure 5. ***Scatter Plot for Green Packaging Moderates the Relationship Between Customer Satisfaction and Repurchase Intention***

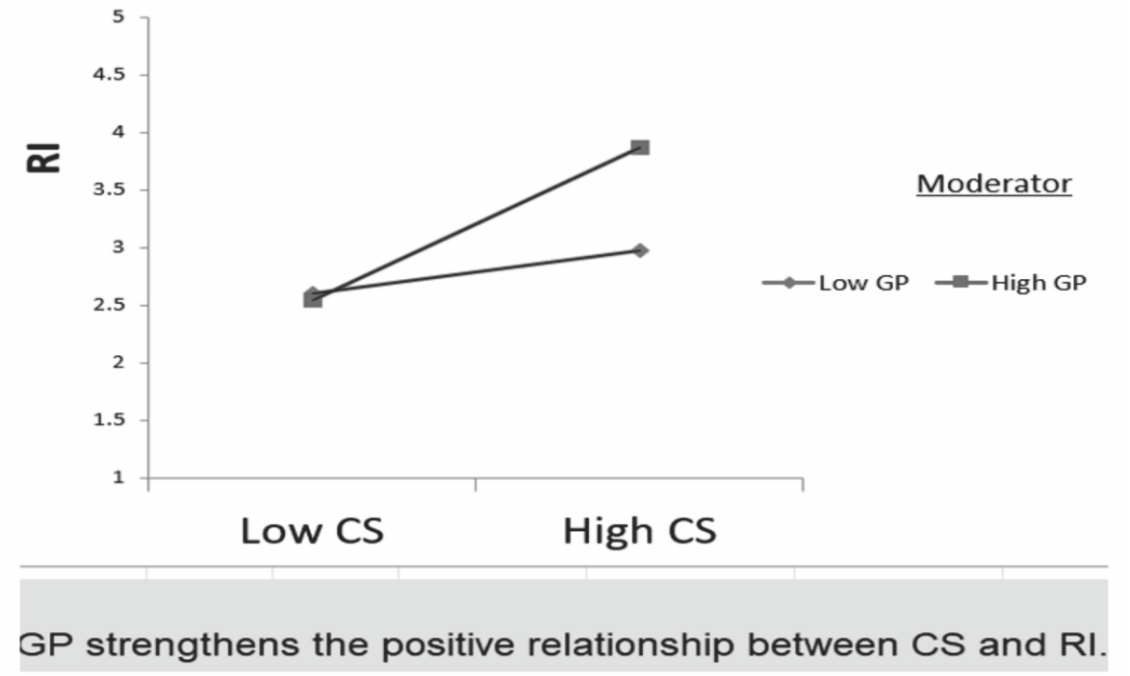
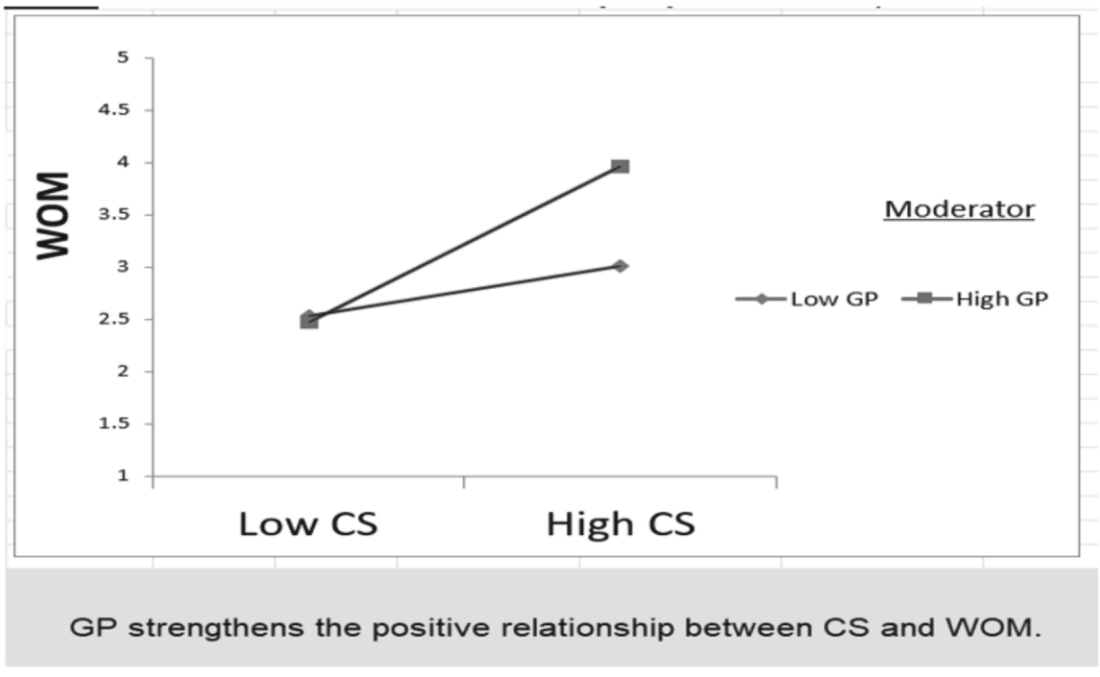


Figure 6. ***Scatter Plot for Green Packaging Moderates the Relationship Between Customer Satisfaction and WOM***



WOM. Therefore, the positive correlation between consumer satisfaction, repurchase intention, and WOM is strengthened when green packaging is present. Notably, the interaction effect is considered significant because the graphs cross. As a result, the results confirm that hypotheses H5a and H5b are accepted.

Discussion and Conclusion

This study uses the SOBC framework as its theoretical foundation to investigate how *Q*-commerce players' rapid gratification affects customer happiness in emerging markets. The study results reveal that H1a, proposing a positive association of *Q*-Commerce instant gratification with customer engagement, is supported, in line with previous research (Thakur, 2016), demonstrating that instant gratification by *Q*-Commerce players influences customer engagement. In a similar vein, H1b suggests that rapid gratification in *Q*-commerce had a major impact on consumers' experiences. This assertion is endorsed by prior studies (Rus, 2022), implying that instant gratification substantially impacts consumers' experiences. H1c suggests that immediate gratification and customer satisfaction are positively correlated, in line with the findings of Zhu et al. (2021). The results show that customer engagement positively affects customer satisfaction (H2). These results were substantiated in a previous study by Doyle et al. (2022).

Similarly, H3, which suggests a favorable effect of customer experience on customer satisfaction, finds validation, aligning with the results of prior research conducted by Syahputra and Murwatiningsih (2019) and Saini and Singh (2020). The study results also show that customer satisfaction significantly impacts repurchase intention (H4a) and WOM (H4b), the consequences of the SOBC model. The moderation results reveal that green packaging significantly affects the relationships between repurchase intention (H5a) and word of mouth (H5b).

Implications

Theoretical Implications

This research enhances the literature on the SOBC model by presenting three theoretical implications. The research results depict that the instant gratification of *Q*-Commerce players serves as a stimulant, leading to customer satisfaction (behavior), repurchase intention, and WOM (consequence). In addition, the research contributes by using the SOBC framework in a developing field, contributing to the body of scholarly literature. Second, empirical data encompassing the SOBC model supports the research conclusions. The study outcomes demonstrate that the role of instant gratification offered by *Q*-Commerce players (S) greatly influences customer engagement and experience (O), leading to customer satisfaction (B). In addition, this research demonstrates the effect of customer satisfaction on repurchase intention and WOM (behavior and consequences, respectively). The study enhances comprehension of the SOBC framework by incorporating the moderating impact of green packaging on the correlations among customer satisfaction, repurchase intention, and WOM. Consequently, this research investigates various aspects of consumer behavior by applying the SOBC model to a new setting.

Managerial Implications

The current study provides applicable outcomes for *Q*-Commerce players, consumers, and policymakers. This study demonstrates that instant gratification by *Q*-Commerce players impacts customer satisfaction, highlighting the importance of instant fulfillment by *Q*-commerce players. The research reveals that the instant gratification service *Q*-commerce players provide offers a unique opportunity to engage with their customers on a deeper level and shape customer experience by offering convenience, speed, and efficiency. Attaining this needs strategic planning of delivery accuracy, ensuring the quality of products and clear communication. By fulfilling orders

quickly, businesses can create positive, memorable experiences that resonate with customers, encourage loyalty, and drive ongoing interactions. *Q*-commerce businesses should invest in technologies like real-time tracking, automated warehouses, and route optimization algorithms to ensure quick and accurate order fulfillment.

This research underscores the impact of instant gratification on shaping consumer satisfaction, consequently fostering repurchase intention and generating positive WOM. This suggests that *Q*-commerce participants should prioritize providing rapid and effective delivery services. They can efficiently satisfy customers' need for immediacy and improve their entire experience by taking care of these issues.

Q-commerce's emphasis on rapid delivery and convenience can increase packaging waste and energy consumption. Incorporating green packaging practices in *Q*-commerce is crucial for minimizing the environmental impact of rapid deliveries. Companies can take action to use eco-friendly shipping methods, optimize packaging designs, and use sustainable packaging materials. *Q*-commerce businesses may better connect with consumers, build brand sustainability, and usher in a more ecologically conscious future by tackling environmental issues.

Policy decisions may be required to encourage or mandate sustainable practices in *Q*-commerce, such as using electric or hybrid delivery vehicles, promoting eco-friendly packaging, and incentivizing carbon-neutral or carbon-offset delivery services. *Q*-commerce has the potential to impact several sustainable development goals; by adopting sustainable practices, promoting responsible consumption, and collaborating with stakeholders, the *Q*-commerce players can contribute to a more sustainable and inclusive future while addressing the issues that arise along the way.

Limitations of the Study and Directions for Future Research

While this study offers novel findings on understanding the role of *Q*-commerce instant gratification on customer satisfaction, we acknowledge the following limitations. Results from a specific geographic region or cultural context might not be easily generalizable to other regions or cultures due to differences in consumer behaviors, expectations, and technological infrastructure. Future research projects may broaden their scope to include other nations. Furthermore, this study exclusively examines a single aspect of *Q*-commerce participants. Subsequent investigations may consider factors such as product quality, customer service, pricing, and brand reputation. The study might rely solely on survey responses, which could lack depth and fail to capture qualitative insights that could provide a more comprehensive understanding. Future studies may employ qualitative methods like in-depth interviews and focus groups to gain deeper insights.

Authors' Contribution

Dr. Shilpa S. Kokatnur formulated the research idea, defining the research questions and hypotheses, and outlining the study's scope and objectives. Also, she contributed to designing the study, choosing the research methods and data collection techniques, and ensuring the study is scientifically rigorous in consultation with Prof. Chandan A. Chavadi. Additionally, Dr. Shilpa drafted different sections of the paper, including the introduction, methodology, discussion, and conclusion. Dr. Monika Sirothiya was involved in analyzing the collected data, performing statistical analyses, and interpreting the results to draw meaningful conclusions. Prof. Chandan A. Chavadi reviewed and edited the paper for clarity, grammar, style, and adherence to formatting guidelines.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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About the Authors

Dr. Chandan A. Chavadi is the Dean and Professor of the Presidency Business School, Presidency College, Bengaluru. A Ph.D. from Karnatak University, Dharwad, and an MBA (Marketing). He holds a primary degree in B.E. (E&C). He had two years of corporate experience before he moved to academics. He has been in academics for the last 23 years. He has 37 papers, 2 book reviews, and 4 book chapters to his credit, published in reputed journals and magazines. He is the editor of the book titled *Global Perspectives on Social Media Usage Within Governments* published by IGI Global International publisher. He has attended several national and international conferences conducted by institutes of repute across the country. He was responsible for launching the *Presidency Journal of Management Thought & Research* (PJMTR) with ISSN 2229-5275 for Presidency College, Bangalore. He is a recognized Ph.D. Guide in Management for Bangalore City University. His research interests are in the areas of retailing and consumer behavior.

Dr. Shilpa S. Kokatnur is an Assistant Professor at the Indian Institute of Plantation Management (IIPM) in Bengaluru, India. She possesses a master's degree in marketing and holds a Ph.D. in retail. She serves as the Principal Investigator on numerous sponsored research projects. She has coordinated various training programs that have benefitted the stakeholders. Her areas of research focus on retail management, communication tools for farmer collectives, market linkage, and customer relations. She has authored articles published in reputed journals indexed in ABDC, Web of Science, Scopus, and UGC-Care list and has presented various research papers at both international and national conferences and seminars.

Dr. Monika Sirothiya received her Ph.D. in marketing of compressed biogas in India from Bangalore University in 2022. She has a master's degree in international business management and a bachelor's in biotechnology. She has contributed significantly to several research publications that analyzed primary and secondary data using statistical packages such as SPSS, AMOS, and R. She has published papers in Scopus, UGC Care, and ABDC-indexed journals. She currently holds co-founder and research analyst positions at the Research Rescue Consultancy.