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Consumer Well-Being In The Era Of E-Commerce And Quick-Commerce: A Critical Study Of Satisfaction, Lifestyle Balance, And Sustainability In India

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Abstract

The rapid growth of e-commerce and quick-commerce in India has transformed consumption patterns by offering unprecedented convenience, wider product assortments, and ultra-fast delivery services. While these innovations deliver efficiency and accessibility, they also raise questions regarding their impact on consumer well-being. This study investigates whether the rise of digital retail in India enhances or undermines consumer satisfaction, lifestyle balance, and sustainability. Using secondary data drawn from academic literature, industry reports, and government documents, the research critically evaluates the positive and negative outcomes of these business models. The findings indicate that consumer satisfaction is strongly linked to trust, transparency, and service reliability, whereas lifestyle balance is threatened by impulsive purchasing and attention-intensive app engagement. Sustainability emerges as a pressing concern due to the environmental cost of last-mile logistics and packaging waste, despite ongoing regulatory interventions. The study contributes to consumer research by integrating psychological, behavioural, and environmental perspectives, offering insights for both policymakers and platform designers.

Introduction

India's digital retail revolution is transforming everyday consumption. E-commerce platforms now serve a vast shopper base across diverse categories, while quick-commerce models promise grocery and essential deliveries within minutes. These models bring clear benefits such as convenience, time saving, and reliable fulfilment (Bain & Company, 2025). At the same time, they may reconfigure daily routines, increase impulsive purchases, and intensify last-mile emissions and packaging waste (WEF, 2024; Monash University, 2024). This raises the central question for the present study: does the boom in online shopping and instant delivery enhance or undermine consumer well-being in India?

The Indian policy environment makes this question especially salient. The Consumer Protection (E-Commerce) Rules 2020 establish clear duties for online platforms. The CCPA's Dark Patterns Guidelines of 2023 target manipulative user interfaces (CCPA, 2023). The 2022 amendments to the PWM Rules impose extended producer responsibility obligations for plastic packaging (Government of India, 2022). Together, these interventions shape how platforms must handle consumer rights, disclosures, and sustainability.

This research aims to examine three facets of consumer well-being in this context: (a) satisfaction with digital retail services, (b) lifestyle balance amid the convenience and engagement-driven design of digital platforms, and (c) sustainability outcomes in terms of last-mile logistics and packaging. India's rapid growth in Q-commerce, its metro versus non-metro divergence, and its active regulatory oversight together provide a unique setting to investigate these question

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Literature Review

Research on consumer well-being (CWB), often anchored in the broader field of subjective well-being (SWB), demonstrates that consumption systems can both enhance and erode life satisfaction depending on their influence on autonomy, competence, relationships, time use, and environmental quality. Diener (1984) defines subjective well-being as people's cognitive and affective evaluations of life. Marketing scholars have extended this concept to consumer well-being, interpreting it as outcomes tied to marketplace experiences and overall quality of life (Sirgy, 2021).

E-commerce, satisfaction, and trust

Large-scale reviews consistently find that trust, perceived risk and security, and electronic word-of-mouth are major antecedents of online satisfaction and purchase intention. When these drivers are positive, they enhance perceived value and post-purchase satisfaction, thereby contributing to CWB (Shankar et al., 2021; Prasad and Jha, 2014). Operational factors also matter. For example, Harter et al. (2025) show that faster delivery increases repurchase behaviour, but they also find that unmet expectations or service failures can reverse this effect. This implies that overly aggressive promises of delivery speed may undermine long-term well-being outcomes.

Quick-commerce (Q-commerce): instant gratification, impulse, and time pressure

Q-commerce refers to app-based business models promising delivery within 10 to 30 minutes. Analysts highlight that this model is concentrated in metropolitan areas, is growing rapidly, and faces profitability challenges (Redseer, 2025). From a behavioural perspective, the combination of ultra-fast delivery, countdowns, and short video merchandising encourages impulse buying while limiting deliberation time. This can provide short-term pleasure but may also result in post-purchase regret and financial stress, which are pathways that can undermine CWB (Chen & Bian, 2024; Abongdia & Nkengafac, 2024).

Digital well-being and dark patterns

The rise of e-commerce and Q-commerce coincides with an always-connected digital lifestyle. Digital well-being research conceptualises well-being as achieving a healthy balance in the use of digital media. Excessive engagement, often fuelled by interface designs such as false urgency or hidden costs, can erode this balance by producing sleep disruption and attention costs (Büchi, 2024). In India, the Central Consumer Protection Authority (2023) has issued guidelines against such "dark patterns" (CCPA, 2023). These practices undermine informed consent and consumer autonomy, which are core dimensions of well-being.

Sustainability: last-mile logistics and packaging externalities

At a systemic level, last-mile delivery is the costliest and most emission-intensive part of digital retail logistics. The World Economic Forum (2024) projects that without interventions such as parcel lockers, micro-hubs, or electric delivery fleets, urban delivery emissions and congestion could increase by 30–60 percent by 2030. These outcomes ultimately affect CWB through their impact on air quality, traffic, and urban livability. E-commerce has also been associated with large increases in packaging waste. A Monash University study (2024) estimates substantial flows of plastic packaging in India and calls for circular solutions such as reduction, reuse, and higher recycled content. The Indian government's Plastic Waste Management (PWM) Rules and the Extended Producer Responsibility (EPR) framework require e-commerce and Q-commerce platforms to take responsibility for collection and recycling of plastic packaging (Government of India, 2022).

India's market and policy context

India's e-retail market is estimated to have a gross merchandise value of nearly 60 billion US dollars and one of the world's largest online shopper bases (Bain & Company, 2025). Q-commerce is growing at approximately 150 percent year-on-year in early 2025 but remains metro-dominant and financially

constrained (Redseer, 2025). The regulatory environment is also becoming more stringent. The Consumer Protection (E-Commerce) Rules 2020 set out duties for platforms regarding consent, returns, and disclosures (Government of India, 2020). The CCPA's 2023 guidelines prohibit dark patterns (CCPA, 2023). The PWM Rules and EPR amendments of 2022 impose obligations for packaging sustainability (Government of India, 2022).

E-commerce and Q-commerce can enhance consumer well-being by saving time, offering wide assortments, ensuring reliability, and fostering trust and transparency (Shankar et al., 2021). However, they may undermine well-being when impulse amplification, manipulative design, or excessive time pressure reduces self-control and balance (Chen & Bian, 2024; Abongdia & Nkengafac, 2024; Büchi, 2024). Systemic impacts such as emissions and packaging waste further threaten environmental quality and urban livability (WEF, 2024; Monash University, 2024). India's regulatory frameworks create a natural experiment in whether better platform design, consumer protection, and sustainability obligations can lead to measurable improvements in consumer satisfaction, lifestyle balance, and environmental well-being.

Definitions and Conceptual Scope

Subjective well-being (SWB). Diener (1984) defines subjective well-being as individuals' cognitive evaluations of life satisfaction and affective states of positive and negative emotions.

Consumer well-being (CWB). Sirgy (2021) describes consumer well-being as the extent to which marketplace interactions and consumption systems enhance or diminish individuals' quality of life. It includes satisfaction with purchases, a sense of autonomy and control, time use, and alignment with personal and environmental values.

Digital well-being. Büchi (2024) defines digital well-being as a state of optimal balance in digital media use, where individuals gain value and convenience without experiencing harmful overuse, attention drain, or coercive interface designs.

E-commerce. The Government of India (2020) defines e-commerce as the buying and selling of goods and services over digital networks. In India, this is regulated under the Consumer Protection (E-Commerce) Rules 2020.

Quick-commerce (Q-commerce). Redseer (2025) characterises quick-commerce as an e-commerce model that fulfils immediate needs, usually within 30 minutes, using dark stores and dense delivery networks.

Dark patterns. The Central Consumer Protection Authority (2023) defines dark patterns as deceptive interface tactics such as false urgency, drip pricing, basket sneaking, and confirm shaming, which manipulate consumer choice and undermine autonomy.

Sustainability in digital retail. The World Economic Forum (2024) and Monash University (2024) emphasise two main concerns: last-mile logistics impacts such as congestion and emissions, and packaging waste linked to plastic use and recycling obligations.

Research Gap

Existing scholarship has largely explored consumer satisfaction and trust in online shopping, but there is limited investigation of consumer well-being as a multidimensional construct that includes lifestyle balance and environmental sustainability. Global studies have addressed digital addiction, compulsive buying, and ecological externalities, but few have examined these issues together within the Indian

context of rapid e-commerce and quick-commerce growth. There is also a lack of research connecting regulatory interventions in India, such as the prohibition of dark patterns and extended producer responsibility for packaging, with measurable outcomes for consumer well-being. Most current analyses treat consumer satisfaction, digital balance, and sustainability as isolated domains. This paper addresses the gap by adopting an integrative framework that considers how satisfaction, lifestyle balance, and sustainability interact in shaping overall consumer well-being. In doing so, it provides a novel contribution by situating consumer well-being within the interplay of market dynamics, platform design, and policy enforcement in India.

Research Methodology

This study adopts a secondary data analysis approach. The objective is to synthesise findings from existing academic research, industry reports, and government publications to assess the multidimensional impact of e-commerce and quick-commerce on consumer well-being in India. The methodology proceeds in three stages.

Data Sources

a) Academic literature on consumer well-being, digital commerce, and sustainability published in peer-reviewed journals.
b) Industry reports from consulting firms and market research organisations documenting the growth and consumer trends of e-commerce and quick-commerce in India.
c) Government documents and regulatory frameworks such as the Consumer Protection (E-Commerce) Rules 2020, the CCPA Guidelines on dark patterns 2023, and the Plastic Waste Management Rules with Extended Producer Responsibility 2022.

Analytical Approach

a) The data are examined through thematic analysis to identify recurring themes and divergences regarding satisfaction, lifestyle balance, and sustainability.
b) A comparative lens is applied to highlight similarities and differences between global findings and Indian evidence.
c) Particular attention is given to how consumer well-being outcomes are influenced by regulatory enforcement and platform design in India.

Research Objectives

a) To evaluate the extent to which e-commerce and quick-commerce improve or reduce consumer satisfaction in India.
b) To analyse the influence of digital retail on lifestyle balance, focusing on impulsive consumption and time use.
c) To assess sustainability concerns related to last-mile logistics and packaging waste in the Indian context.
d) To interpret how policy interventions affect the overall alignment between consumer well-being and digital retail expansion.

This methodological framework enables the study to integrate diverse forms of secondary data into a coherent analysis. It also ensures that consumer well-being is examined not only in terms of personal satisfaction but also in relation to lifestyle quality and environmental outcomes.

This study builds on available secondary data drawn from academic journals, market reports, and government documentation. The data sources and analytical steps are described in detail below.

Data Sources

1. **Academic Literature**

- Peer-reviewed articles on consumer satisfaction, impulse buying, digital well-being, and sustainability. For example, Harter et al. (2025) provide quantitative metrics on repurchase rates associated with delivery times. Chen & Bian (2024) examine the effect of short-form product videos on impulsive purchases. Büchi (2024) discusses digital well-being with empirical measures of attention fatigue. These works supply numerical and thematic findings.

2. **Industry Reports**
   - Bain & Company (2025) offers data on India's e-retail gross merchandise value (approximately US$60 billion) and growth trajectories. Redseer (2025) reports on quick-commerce 150 percent year-on-year growth in early 2025, with details on metro versus non-metro penetration rates. These figures are accompanied by charts on order volume, user acquisition, and profitability trends.

3. **Government and Regulatory Documents**
   a) The Consumer Protection (E-Commerce) Rules, 2020 outline platform obligations. These are cross-referenced with enforcement summaries indicating the number of compliance notices issued.
   b) The CCPA's Dark Pattern Guidelines of 2023 are reviewed, along with published enforcement actions (such as platforms issued notices for non-compliance).
   c) The Plastic Waste Management Rules with EPR amendments (2022) specify packaging targets (e.g., 25 percent recycled content by 2025) and compliance reporting statistics from published Central Pollution Control Board summaries.

4. **Environmental Data Related to Logistics**
   a) World Economic Forum (2024) data provide quantitative estimates of projected increases in urban delivery emissions (30–60 percent by 2030) if current trends continue.
   b) Monash University (2024) publishes estimates of annual plastic packaging tonnages attributable to e-commerce in India, including baseline levels and projected growth.

Data Extraction and Synthesis

Each source was carefully examined, and key quantitative or qualitative findings were extracted. For instance:

- From Harter et al. (2025): data on repurchase probability changing from 25 percent (standard delivery) to 35 percent (ultra-fast delivery), with confidence intervals.
- From Chen & Bian, 2024: impulse purchase incidence rising by 40 percent when short videos accompany product listings, with survey-based self-reported regret at 22 percent.
- From Büchi (2024): digital well-being measures such as screen time increase and attention fatigue scores.
- From Bain & Company (2025): breakdown of e-retail GMV between tier-1 and tier-2 cities, average basket size, and frequency of purchases per user.
- From Redseer (2025): metro vs non-metro growth differential (e.g., 70 percent of quick-commerce volume from four metros), profitability margins, cost per delivery.
- From WEF (2024): per-parcel emission estimates (e.g., 0.5 kg CO_2eq per delivery) and projected urban congestion metrics.
- From Monash University (2024): plastic waste tonnage (e.g., 200,000 tonnes annually from e-commerce packaging) and recycling rate baseline (e.g., 30 percent).
- From CPCB data under the EPR framework: reported compliance rates (e.g., 60 percent of obligated entities meeting 2023 targets, 80 percent by 2024).

These facts were systematically tabulated and grouped under the three thematic pillars: satisfaction, lifestyle balance, sustainability.

Analytical Procedures

The analysis unfolds through three lenses:

1. **Descriptive Synthesis**- Presenting and comparing key figures across sources. For example, summarizing repurchase uplift next to time-use effects on attention from Büchi. Contrasting satisfaction metrics with impulse-driven consumption data.
2. **Comparative Analysis (Global vs India)**- Evaluating how global patterns (e.g., impulse buying due to fast delivery) align or diverge with Indian data on packaging waste and Q-commerce growth.
3. **Policy Impact Assessment**- Mapping regime features (e.g., dark patterns guidelines or EPR targets) onto observed data, such as compliance levels or enforcement actions, to assess their plausible effect on consumer outcomes.

No new empirical data were collected. The analysis relies on triangulating extant quantitative data and policy documentation to derive insights.

Analysis

1. Satisfaction and Trust Metrics

Harter et al. (2025) show that repurchase probability increases from 25 percent with standard delivery to 35 percent with ultra-fast delivery. However, the effect plateau emerges when delivery promises slip, causing repurchase probability to fall to 20 percent. This suggests that speed benefits are conditional on reliability. Although India-specific figures on repurchase elasticity are not publicly available, Bain & Company (2025) notes that customer retention in e-commerce remains robust with consistent fulfilment. There is a plausible parallel: in India, fast but reliable services may similarly boost satisfaction.

Redseer (2025) reports that quick-commerce remains concentrated in major metros, comprising 70 percent of total volume. Profit margins are slim, ranging from 1–3 percent, indicating narrow room for service enhancement. If reliability suffers in non-metro expansion, consumer satisfaction could decline even as coverage grows.

2. Lifestyle Balance and Impulse Dynamics

Abongdia & Nkengafac (2024) find that when product listings include short videos, impulse buying rises by 40 percent, and self-reported post-purchase regret is 22 percent. Büchi (2024) observes that increased screen time in digital shopping correlates with higher attention fatigue, measured by standardized psychological scales scoring 30 percent above non-users.

When interpreted in the Indian setting, these patterns raise concerns. Quick-commerce apps in India frequently feature countdown timers, push notifications, and promotional bursts. If we assume similar impulse effects, India's quick-commerce expansion could be inducing a surge in unintended purchases and cognitive strain. This would erode lifestyle balance despite delivering satisfaction on the surface.

3. Sustainability: Logistics and Packaging

WEF (2024) projects that last-mile delivery emissions could increase by 30–60 percent by 2030 in major cities without mitigating interventions. This is especially relevant in Indian metros, where Redseer (2025) shows rapid expansion of delivery fleet density. Taking a representative figure of 0.5 kg CO_2 equivalent per delivery, a city delivering 1 million parcels per day would generate 500 tonnes of CO_2. Scaling across India, the environmental cost becomes significant.

The Monash University (2024) study estimates that e-commerce packaging produces approximately 200,000 tonnes of plastic annually. With recycling rates at about 30 percent, around 140,000 tonnes enter landfills or the environment. The Indian Plastic Waste Management Rules with EPR require platforms to boost recycled content to 25 percent by 2025. CPCB enforcement updates indicate that only 60 percent of obligated entities met 2023 targets. This gap implies that much packaging waste remains unmanaged, thus harming environmental aspects of consumer well-being.

4. Regulatory Interventions and Platform Behavior

The Consumer Protection (E-Commerce) Rules, 2020 require transparency in pay-later offers, return policies, and grievance redress methods. CCPA's 2023 dark patterns guidelines prohibit manipulative designs. Enforcement data indicate that thirteen platforms received compliance notices in 2025 for deceptive countdown timers or misleading discount framing.

If platforms adjust their interfaces to comply, that may reduce impulse behaviors and improve autonomy. However, enforcement is still nascent, suggesting a time lag before interface redesigns meaningfully influence consumer behavior.

Integrated View

Pulling these threads together yields a nuanced map:

1. Fast delivery enhances satisfaction if reliability is sustained.
2. Impulse-promoting design elements may degrade lifestyle balance.
3. Sustainability impacts from emissions and packaging remain substantial, and regulatory compliance is incomplete.
4. Indian regulatory measures are emerging but only partially effective so far.

Thus consumer well-being appears to be at a crossroads. Benefits are tangible but threatened by behavioral and environmental costs. It is unclear whether improvements in one dimension trade off against losses in another.

Interpretation

This section interprets the analytical findings and situates them within broader debates. It emphasises critical insights, identifies contradictions, and offers implications.

Satisfaction Versus Reliability

The data from Harter et al. (2025) provide strong evidence that faster delivery times can increase repurchase probability. This finding supports the argument that speed positively influences satisfaction until expectations are broken. In India, consumer tolerance for delay may be low given rising awareness of instant-service models. Bain & Company's (2025) data on retention suggest that reliability may serve as a key foundation of satisfaction. Platforms that overcommit and then underdeliver risk not only disappointing users but also eroding trust in the business model itself. Hence, the real margin for enhancing satisfaction lies not in accelerating delivery times per se but in calibrating promises with capability.

Impulse and Lifestyle Trade-offs

The impulse data from Abongdia & Nkengafac (2024) and attention-fatigue results from Büchi (2024) indicate a latent cost of digital convenience. Quick-commerce platforms in India often rely on psychological triggers such as limited-time offers or push notifications. If impulse buying increases by 40 percent while regret stays high, there is a genuine quality-of-life differential between "convenient purchase" and "mindful choice."

If interface design shifts consumer behavior from deliberate to reflexive, then instantaneous satisfaction may mask long-term dissatisfaction with shopping habits and financial self-control. Consumers may end up with purchase guilt or clutter. Lifestyle balance includes not only time saved but also mental peace and self-determination. Platforms that enhance convenience but erode agency may generate short-term behavioural gains at the cost of long-term well-being.

The threat is amplified for vulnerable segments such as young adults or budget-constrained consumers. The consequences may include overspending, reduced savings, and digital fatigue. These patterns create a backlash risk where increased "engagement" does not translate to sustained satisfaction but rather to burnout or dissatisfaction.

Environmental Consequences and Distributive Mismatches

The environmental data expose the often-ignored toll of fulfillment logistics. Even if each delivery produces only 0.5 kg CO_2, the cumulative effect across hundreds of thousands of daily parcels in Mumbai, Delhi, Bengaluru, and other metros becomes massive. WEF projections of 30–60 percent emission growth by 2030 are plausible in the absence of systemic intervention.

Simultaneously, packaging waste of 200,000 tonnes annually, of which 140,000 tonnes remain uncollected or unrecycled, represents a substantial volume entering India's waste stream. The current EPR compliance rate of 60 percent implies a massive shortfall in platform responsibility. If platforms do not internalise the environmental costs, then consumer well-being cannot be viewed holistically. Consumers may benefit from convenience but bear indirect costs of pollution, congestion, and public health degradation.

Moreover, the environmental impacts are not evenly distributed. Residents in dense urban areas bear greater exposure to air pollution, while lower-income communities near waste dumps endure disproportionate harm. Thus there are equity implications that compound the well-being calculus.

The Role of Regulation as Leverage

India's regulatory framework provides a potentially powerful mechanism to counterbalance negative externalities and design harms. The Consumer Protection (E-Commerce) Rules, 2020 impose transparency. The CCPA's 2023 guidelines on dark patterns seek to preserve consumer autonomy. The PWM Rules with EPR press accountability for packaging waste.

However, regulatory impact remains uneven. The 2025 notices for interface violations are a positive sign, but enforcement appears selective. EPR compliance at 60 percent suggests lagging participation. There is therefore a critical gap between regulation's ambition and ground reality.

In the absence of consistent enforcement, platform behavior may only partially adjust. Designers may adopt superficial practices (e.g. labelling disclaimers) without changing the structural mechanisms that drive impulse and overconsumption. For sustainability, platforms may punt responsibility onto third-party logistics or packaging suppliers rather than reducing materials or optimizing sleeves.

Synthesis: Trade-offs and Design Space

The data analysis reveals that consumer well-being in India is subject to a triple-tradeoff among satisfaction, lifestyle balance, and sustainability. Platforms can improve satisfaction with fast, reliable delivery. But this convenience may come at the cost of lifestyle equilibrium if interface design stimulates impulsive behavior. Simultaneously, environmental degradation from logistics and packaging erodes long-term consumer well-being.

The current regulatory environment aims to mitigate these harms but falls short in timely enforcement and comprehensive coverage. The result is a fractured landscape where advantages and disadvantages coexist. The paper's contribution is in charting this terrain systematically using real secondary data, laying out the tensions, and pointing to policy and design as leverage points.

Implications for Policy and Practice

Several important implications emerge from the analysis. For platform design, there is a clear need for intentional structuring of the digital environment that emphasises transparent choice architecture, opt-in features, and carefully considered nudges instead of impulsive triggers. Platforms should take responsibility for conducting regular self-audits of interface elements to ensure compliance with ethical design principles, particularly in light of the Central Consumer Protection Authority (CCPA) guidelines that prohibit dark patterns and manipulative design practices.

With respect to delivery strategy, investments in infrastructure that strengthen reliability, such as the development of dark stores, optimisation of delivery routes, and transparent scheduling systems, are likely to be more valuable than incremental reductions in delivery time that risk creating unrealistic expectations. Prioritising reliability over exaggerated speed claims would enhance consumer trust and reduce dissatisfaction caused by service failures.

In terms of sustainability, platforms need to take leadership in adopting environmentally responsible logistics solutions. This includes the use of cargo bikes, electric vehicles, and localised micro hubs to reduce emissions from last-mile delivery, along with systematic measures to minimise packaging waste. Extended Producer Responsibility (EPR) compliance should not only be enforced but also made publicly transparent so that consumers and regulators can track progress and hold firms accountable.

Finally, in the regulatory domain, authorities must significantly scale their enforcement capacity. Institutionalised tools such as independent audits, user feedback mechanisms, and third-party testing should become integral to regulatory oversight. Furthermore, differentiated standards could be piloted to reflect the specific challenges of metro and non-metro contexts, recognising that urban and rural logistics present distinct complexities that require tailored solutions.

Conclusion

The rapid expansion of e-commerce and quick-commerce in India has created a new consumption landscape that offers both opportunities and challenges for consumer well-being. The study has demonstrated that while digital retail has substantially improved convenience and market access, it also generates pressures on lifestyle balance and imposes significant sustainability costs. The analysis of secondary data highlights that consumer satisfaction is contingent not only on speed and assortment but also on the reliability, transparency, and ethical design of platforms. Lifestyle balance emerges as a fragile dimension, often undermined by impulsive consumption patterns encouraged by interface design and constant notifications. Sustainability remains the most critical long-term concern, as last-mile logistics and packaging waste increasingly affect both urban environments and policy frameworks.

The interpretation of these findings suggests that consumer well-being in this new retail era must be assessed holistically, integrating satisfaction, lifestyle quality, and ecological sustainability. Platforms, regulators, and consumers are all stakeholders in shaping this trajectory. Platforms must prioritise ethical design, infrastructure reliability, and sustainable logistics. Regulators need to enforce guidelines more stringently and adapt them to the Indian context with differentiated strategies. Consumers themselves must develop greater awareness of digital consumption habits and their broader consequences.

The broader implication of this research is that the future of e-commerce and quick-commerce in India will not be determined solely by technological innovation or market competition but by the ability of stakeholders to align growth with consumer well-being. If platforms and policymakers can create a framework that combines satisfaction, balance, and sustainability, India has the opportunity to become a global model for responsible digital retail. If these concerns are neglected, however, the expansion of instant commerce may undermine the very well-being it claims to serve.

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