



Notice for the PhD Viva Voce Examination

Mr Haneefa K V, Registration Number: 2270006, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Friday, 14 August 2026 at 11.00 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Examining Determinants of Continuance Intention With Quick Commerce Platforms: An Indian Perspective
Discipline	:	Commerce
External Examiner - I	:	Dr R Shanthi Professor Department of Commerce University of Madras Chepauk Campus Chennai - 600005 Tamil Nadu
External Examiner - II	:	Dr Mohammed Shamim Professor Department of Commerce Aligarh Muslim University Aligarh - 202001 Uttar Pradesh
Supervisor	:	Dr Harmandeep Singh Assistant Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 16 July 2026

Registrar (Academics)

ABSTRACT

Quick commerce (Q-commerce) depends on repeated and time-sensitive user interactions, making continuance intention central to platform sustainability. This study examines the determinants of continuance intention in the Indian Q-commerce context through service experience, confirmation, customer satisfaction, and platform trust. Service experience is conceptualised through app design, fulfilment, security, and service support. Drawing on Expectation Confirmation Theory, Commitment-Trust Theory, and Temporal Utility Theory, the study investigates how service experience and platform trust influence confirmation, satisfaction, and continuance intention. Data were collected from 649 active Q-commerce users in India and analysed using PLS-SEM and Importance–Performance Map Analysis (IPMA). The findings show that service experience significantly influences confirmation, satisfaction, and platform trust, while satisfaction is the strongest predictor of continuance intention. Platform trust also contributes to continuance intention, although its effect is comparatively smaller. IPMA identifies service experience as the construct with the highest strategic importance for managerial intervention. The study extends post-adoption research within the Q-commerce context and offers implications for improving user retention through service-related improvements.

Keywords: Q-Commerce, ECT, QCSE, Continuance Intention, IPMA, Service Experience, Trust

Publications:

1. **Haneefa, K. V., & Singh, H. (2025).** From Convenience to Sustainability: Reimagining Quick Commerce in India. In *Green Economics and Strategies for Business Sustainability* (pp. 261–288). IGI Global. <https://doi.org/10.4018/979-8-3693-8949-2.ch011>.
2. **Haneefa, K. V., & Singh, H. (2025).** Enhancing Quick Commerce Service Experience Through AI Marketing. In *Leveraging AI-Powered Marketing in the Experience-Driven Economy* (Vol. 1, pp. 203–228). IGI Global. <https://doi.org/10.4018/979-8-3693-9561-5.ch007>.
3. **Haneefa, K. V., & Singh, H. (2025).** Does AI matter in marketing? Unveiling the role of AI-driven marketing in quick grocery. *The International Review of Retail, Distribution and Consumer Research*, 1–23. <https://doi.org/10.1080/09593969.2025.2526482>.