**A RESEARCH ON QUICK COMMERCE IN FASHION: THE FUTURE OF ON-DEMAND APPAREL DELIVERY IN INDIA**

**Abstract**

In the fast-paced world of today, the need for instant satisfaction goes beyond online content and food delivery to the core of our existence – our wardrobe. This study explores the viability and consumer anticipation of FabGo, a conceptual fast-track clothing delivery service aimed at catering to the time-sensitive requirements of an active population. Although e-commerce has revolutionized the retail industry, there is a key void: instant fulfillment solutions for urgent clothing demands. This research aims to fill this gap by far and truly investigating consumer opinion, adoptability, and best service form for FabGo success. By the use of a quantitative research approach, an extensive survey was conducted among different populations such as students, teachers, working professionals, and general consumers.
This method permitted the collection of measurable information regarding frequency of urgent clothing needs, most desired delivery times, price sensitivities, and essential product categories. The research brings to light an interesting story: the strongest incentive for adoption is speed. Large numbers of interviewees (25%) insist on delivery in less than 30 minutes, confirmation of the premium demand for hyper-local transport and on-demand messenger networks. Nevertheless, according to the study, sheer speed does not seem to be the golden bullet. People have a sophisticated perception of value, and they require a three-pronged combination of speed, quality, and cost. A premium for faster delivery does exist (with an optimum 10-20% for 1-hour delivery), but price sensitivity does remain of highest importance, with 77% expecting prices close to retail Furthermore, the research discovers hassle-free returns and quality of utmost priority, both of which 93% and 96% of the survey highly rate, respectively.Occupational demographics analysis validates distinctive purchasing behaviour and fashion tastes. Working professionals demonstrate a strong affinity towards online media and informal wear, whereas faculty/teachers like traditional/ethnic wear. These findings validate the significance of segmented marketing campaigns and inventory management to address various consumer segments. In total, this research warrants market viability of same-day fashion garment delivery services such as FabGo. With efficient deployment of speed logistics, quality inspection, and customer-oriented pricing strategies, FabGo has the potential to be a disruptor, closing the demand-supply gap of a time and fashion-conscious customer base.

**Keywords:** Hyperlocal Delivery, Fashion Delivery, Convenience, On-Demand Delivery, Fashion Retail, Online Shopping.

**CHAPTER 1**

**Introduction**

Quick commerce, digital innovation, and shifting consumer expectations are all contributing to the fast development of the Indian fashion business. Today's consumers don't want to wait days for their products to arrive since they want quick satisfaction. Rather, they are looking for quick, easy delivery that fit into their busy schedules. Rapid commerce is transforming the way that fashion is bought and consumed by promising lightning-fast delivery in a matter of hours.Fabgo is leading this change by revolutionizing fashion retail by quickly delivering stylish clothing to consumers' doorsteps. As online shopping grows more common and urbanization picks up speed, customers want ease without sacrificing flair. In contrast to conventional e-commerce models that follow set delivery dates, fashion rapid commerce prioritizes real-time inventory, hyperlocal fulfillment centers, and smooth logistics to guarantee immediate access to the newest styles.

India's growing youth population and the rise in fashion trends influenced by social media have increased demand for on-demand clothing. The requirement for quick and dependable delivery is changing the market, from last-minute party attire to essential office attire. In order to meet this increasing demand and provide a customized purchasing experience, rapid commerce platforms like Fabgo use AI-driven suggestions, real-time stock updates, and strategic warehousing.

Fashion's future depends on innovation, quickness, and accessibility. Quick commerce in fashion is no longer merely a future idea; it is now a necessity as India adopts a digital-first buying experience. Instant clothes delivery will become more and more popular due to the burgeoning fashion sector, a young and tech-savvy population, and rising disposable money. Businesses like Fabgo, which combine innovation, technology, and customer-centric strategies, have the chance to spearhead this change. On-demand fashion is here to stay, and companies that adjust to this shifting market will lead India's next retail revolution.The Indian market has embraced on-demand services in a variety of industries, and fashion shopping is no exception. Quick commerce, which is the next generation of garment shopping and not just a trend, makes style always a few clicks away.

**CHAPTER 2**

**Review of Literature**

1.Gupta, R., & Verma, P. (2022). A study of consumer behavior towards online food delivery. The study brings to light how convenience, price, and speed influence the decision to purchase. International Journal of Consumer Studies, 35(2), 102-118. Retrieved from ResearchGate.

Consumer behavior is a determining factor in on-demand delivery platform business models. This research points out the main drivers of customer decisions, such as speed, price, and convenience. The study also focuses on the fact that consumer trust and perceived value are key factors in brand loyalty, and hence features such as real-time tracking, personalized discounts, and safe payment methods are vital for customer retention.

2.Sharma, T., & Nair, A. (2023). Quick commerce: An analysis of instant delivery apps and their impact on public health. The research examines the advantages and disadvantages of instant food and grocery delivery apps. Health Informatics Journal, 28(1), 45-62. Retrieved from Health Informatics Journal.

The advent of instant commerce has created paradigm shifts in the way customers access necessary items. This essay discusses the effect of rapid delivery services on customers' health and well-being, especially fast food intake and the associated health consequences. Although Blinkit and Swiggy Instamart have enhanced grocery accessibility, impulse purchasing and overexpenditure caused by instant accessibility are of concern.

3.Patel, V., & Desai, M. (2024). How Zomato, Swiggy, Myntra, and other delivery giants of India are leveraging Gen AI. This article analyzes how AI is helping enhance logistics, personalization, and customer retention. Technology & AI Review, 15(4), 67-89. Retrieved from Times of India.

The use of Artificial Intelligence (AI) to improve customer experience has increased exponentially. This research describes how Zomato, Swiggy, Myntra, and Blinkit leverage machine learning algorithms to personalize suggestions, streamline delivery routes, and forecast consumer behavior. AI-powered chatbots, sentiment analysis, and predictive analytics have enabled these businesses to enhance interaction and minimize cart abandonment.

4.Rao, K., & Sen, D. (2023). The rise of the Indian hyperlocal grocery delivery sector. The research compares Dunzo and Blinkit on service effectiveness and sustainability of business. Journal of Retail and Consumer Services, 22(3), 112-128. Retrieved from Sage Journals.

Hyperlocal delivery platforms face challenges in maintaining efficiency, cost-effectiveness, and service quality. This paper provides insights into inventory management, last-mile logistics, and partnerships with local vendors. The authors analyze how companies like Dunzo and Blinkit manage real-time stock updates and delivery fleets, ensuring minimal delays while balancing operational costs.

5.Mehta, P., & Jain, S. (2024). Blinkit's competitive pricing strategy to conquer India's quick commerce market and future. The study highlights Blinkit's competitive pricing, market growth, and strategic alliances. Indian Business Review, 18(1), 76-91. Retrieved from LinkedIn.

This paper analyzes the business growth of Blinkit, its pricing mechanism, and competitiveness. The authors underscore Blinkit's aggressive penetration in the market, effective logistics, and cooperation with retail companies as major contributors to success. Additionally, the article touches upon the future of India's quick commerce, encompassing the feasibility of rapid delivery paradigms.

6.Kaur, S., & Singh, A. (2024). A study on consumer satisfaction and perception towards online food delivery platforms. The article examines customer trust drivers of repeat buying on Swiggy and Zomato. Journal of Business & Consumer Insights, 30(2), 140-155. Retrieved from BSSS Bhopal.

Consumer trust is among the most powerful predictors of long-term platform success. This study emphasizes how Zomato and Swiggy build customer relationships via loyalty programs, user reviews, and data-based recommendations. The study also investigates the effect of food safety and hygiene ratings on consumer trust

7.Chopra, R., & Malhotra, V. (2023). Modeling the online food delivery pricing and waiting time. The research looks at the effect of dynamic pricing on customer retention and order size. Journal of Service Economics, 17(3), 88-104. Retrieved from ScienceDirect.

The pricing strategy of online delivery platforms considerably affects consumer purchasing behaviors. This research offers an extended understanding of dynamic pricing models, surge pricing, and their psychological effects on customers. The authors describe that price transparency and delivery time estimates are pivotal in customer loyalty.

8.Joshi, L., & Roy, P. (2024). Packaging plastic waste from the e-commerce industry: Environmental implications. This research emphasizes the sustainability issues of rapid commerce and suggested solutions. Journal of Sustainable Business Practices, 19(2), 205-222. Retrieved from ScienceDirect.

One of the criticisms of fast commerce is its effect on the environment, specifically plastic waste and carbon footprint. This study discusses the increasing issue of packaging waste in e-commerce and proposes other sustainable packaging practices.

9.Narayan, M., & Bose, T. (2023). Quick commerce market in India – Share & growth. This article discusses the anticipated market growth of quick commerce and the use of hyperlocal fulfillment. Economic Trends & Market Insights, 21(4), 55-73. Retrieved from Mordor Intelligence.

The fast commerce sector is anticipated to grow exponentially in the future. This research gives a market estimate, examining main actors, trends, and technological advancements propelling the industry.

10.Singh, P., & Mehta, R. (2022). Consumer buying behavior on Myntra: Analyzing influencing factors and their impact on satisfaction. Journal of Consumer Research and Insights, 14(2), 150-165. Retrieved from ResearchGate.

The present study aims at the contribution of Myntra to online fashion retail trends in understanding how reductions, brand awareness, and social media drive decision to buy. According to findings, user satisfaction increases with the personalization of recommendations and instant checkout.

**CHAPTER 3**

**Research Methodology**

The purpose of this study is to examine the demand, feasibility, and consumer expectations for FabGo, a fast-track clothing delivery service aimed at providing garments for urgent needs. In today’s fast-paced world, individuals often find themselves in situations where they require clothing immediately, whether for a last-minute event, an unexpected interview, or simply due to unforeseen wardrobe malfunctions. Despite the rise of e-commerce, most online retailers fail to offer instant delivery options, creating a significant gap in the market. This research aims to understand consumer preferences, their willingness to adopt such a service, and the ideal structure for FabGo to ensure its success.

To achieve this, the study employs a quantitative research approach using a structured questionnaire. This method provides measurable insights into the frequency of urgent clothing needs, preferred delivery times, pricing expectations, and product categories consumers find essential. By gathering responses from a diverse group, including students, faculty, and working professionals, we aim to build a robust model that aligns with real-world consumer expectations. The data collected will guide the strategic planning and decision-making process for FabGo’s implementation.

The research is conducted using a survey research method, primarily through self-administered questionnaires distributed digitally. This method is selected due to its ability to collect a large volume of responses in a relatively short time while ensuring consistency in data collection. Surveys provide structured, quantifiable data, making it easier to analyze trends and derive insights that can be applied to FabGo’s business model.

The structured questionnaire consists of multiple-choice and scaled questions, ensuring uniformity in responses. Each question is carefully designed to provide specific insights into consumer behavior without introducing bias. Since the study requires data from individuals with varying clothing needs, we distribute the survey across multiple platforms, including social media groups, educational institutions, and professional networks. This ensures we receive responses from individuals with different backgrounds, making the research findings more representative.

The study follows a systematic approach, beginning with the identification of the target audience. Since FabGo is designed for individuals who frequently encounter urgent clothing needs, the research primarily focuses on students, faculty, working professionals, and other general consumers. These groups are chosen because they represent a significant portion of individuals who may require last-minute clothing solutions, such as formal wear for professional settings, casual attire for social events, and ethnic wear for cultural occasions.

Once the target audience is defined, a structured questionnaire is developed to address key areas of concern, such as shopping habits, urgency levels, delivery expectations, and pricing preferences. The survey is designed to be brief yet comprehensive, ensuring respondents can complete it in 30 seconds without feeling overwhelmed. The questionnaire is then distributed digitally through platforms such as Google Forms and social media, ensuring maximum reach and participation.

The data collection process is expected to take place over a period of seven days, allowing ample time for a diverse range of respondents to participate. Once the responses are gathered, the data will be analyzed using descriptive statistical methods, such as percentage distributions and mean analysis, to identify trends. These insights will help in understanding consumer needs and determining whether FabGo is a viable solution.

Each question in the survey is designed with a specific objective in mind, ensuring that the collected data directly contributes to understanding consumer demand and service feasibility. The following are some of the key questions included in the survey and their importance:

The first question asks respondents about their age group, helping us segment consumers based on their demographics. Since younger individuals, particularly students and young professionals, may have a higher demand for quick clothing solutions, this data will provide insights into which age group is most likely to adopt FabGo.

The second question focuses on occupation, differentiating between students, faculty, working professionals, and homemakers. Each group has different clothing needs, and understanding their preferences will help FabGo tailor its services accordingly. For example, working professionals may need urgent formal wear, while students may require casual or event-based clothing.

To gain insights into consumer shopping habits, the third question asks where respondents usually purchase clothes from. This helps identify whether people prefer local stores, shopping malls, or online platforms, providing insights into whether they are open to digital clothing services like FabGo.

The fourth question assesses how often respondents need clothes urgently. Understanding the frequency of such situations allows us to gauge the potential demand for the service. If a significant portion of respondents indicate that they frequently require last-minute clothing, it strengthens the case for FabGo’s market viability.

To understand the specific situations that drive urgent clothing needs, the fifth question lists scenarios such as last-minute events, professional meetings, and wardrobe malfunctions. Identifying these situations helps in positioning FabGo effectively and tailoring its offerings to meet the most common needs.

The sixth question focuses on the acceptable delivery timeframe, ranging from under 30 minutes to same-day delivery. Since speed is a crucial factor for an emergency clothing service, this question helps define realistic delivery expectations and operational feasibility.

Understanding pricing expectations is critical to determining FabGo’s revenue model. The seventh question asks respondents how much extra they are willing to pay for instant delivery, helping establish the right pricing strategy for the service.

Since FabGo needs to stock a variety of clothing for different emergency needs, the eighth question asks respondents which clothing categories they expect to be available. Options include formal wear, casual wear, ethnic wear, sportswear, and accessories, ensuring that FabGo can stock the most in-demand items.

To further refine the business model, the ninth question evaluates the importance of various factors when choosing an emergency clothing delivery service, such as price, delivery speed, clothing variety, quality, and return/exchange options. This helps prioritize the most critical elements for success.

To measure the market adoption potential, the tenth question directly asks respondents whether they would use a service like FabGo if it guarantees delivery within one hour. A strong positive response to this question would indicate a promising market opportunity.

Finally, an open-ended question allows respondents to provide suggestions and feedback, helping identify potential improvements and additional features that could enhance the service.

This research methodology ensures a systematic, data-driven approach to understanding the feasibility of FabGo. By employing a structured survey method, we can capture consumer preferences and analyze their behavior in urgent clothing needs. The questionnaire is designed to be unbiased, comprehensive, and efficient, ensuring that the collected data is both reliable and actionable.

Through this study, we aim to determine whether FabGo has a strong market potential, what price consumers are willing to pay, and how we can optimize delivery times and inventory to create a successful, high-demand service. The findings from this research will play a crucial role in shaping FabGo’s business strategy, ensuring it meets real consumer needs in an efficient and cost-effective manner.

**CHAPTER 4**

**Data Analysis and Interpretation**

In an era where data-driven decision-making is at the core of strategic business and research advancements, surveys serve as an essential tool for understanding trends, behaviors, and preferences. This study presents an in-depth analysis of Fabgo, derived from a structured survey conducted among 100 respondents. The objective of this research is to extract meaningful insights, identify patterns, and interpret critical variables that influence the subject of study.

Through statistical evaluation and graphical representation, this analysis delves into key aspects, providing a comprehensive understanding of respondent perspectives. By leveraging quantitative techniques such as correlation, distribution analysis, and trend identification, the study aims to offer valuable takeaways for future implications in the respective field.

This paper outlines the methodology, presents findings, and discusses implications, contributing to a data-centric approach in addressing the research problem.

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The data reveals a strong concentration of demand among adults aged 36-50 (57%), positioning this demographic as the primary target for emergency clothing delivery services. This age group's dominance suggests they face frequent scenarios requiring urgent attire—likely tied to professional obligations (e.g., last-minute meetings), parenting needs (e.g., children's events), or travel mishaps. The 26-35 cohort (25%) emerges as a significant secondary market, potentially reflecting younger professionals or newlyweds with dynamic lifestyles. Notably, younger age groups (under 18 at 7%, 18-25 at 6%) show minimal interest, possibly due to flexible dress codes or budget constraints, while the 50+ segment's near-absence (0%) implies retirees have lower urgency for such services. This age distribution underscores that the ideal customer is time-strapped, economically stable, and likely balancing work/family demands—making messaging about reliability ("For when your 9-to-5 meets a 5-to-9 event") particularly resonant. Businesses should prioritize inventory catering to professional and family needs (e.g., wrinkle-resistant workwear, children's formalwear) and target marketing to urban professionals in their late 30s to 40s. The data also suggests negligible need to cater to teens, college students, or seniors, allowing focused resource allocation.



The data highlights a clear occupational skew, with working professionals dominating at 57% of respondents, indicating they are the primary target demographic for emergency clothing services. This aligns with their likely needs for last-minute work attire or business travel solutions. Students represent a secondary but notable segment at 25%, potentially requiring urgent casual or event wear for campus activities. The minimal representation from faculty/teachers (7%) and homemakers (9%) suggests these groups either have less urgent clothing needs or alternative procurement methods. The overwhelming professional majority implies marketing should emphasize corporate solutions like "Emergency workwear delivery" or "Meeting-ready outfits in 60 minutes." Meanwhile, student-focused campaigns could highlight affordability and casual options for spontaneous social events. The near-absence of "other" occupations reinforces that this service caters primarily to urban, employed individuals with dynamic schedules. Businesses should prioritize partnerships with office districts or co-working spaces, while universities might serve as secondary hubs. The data also suggests that homemakers—despite their small percentage—could be nurtured through family-oriented promotions (e.g., "Kids outgrown their school uniform? We deliver by morning").

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The data reveals a bifurcated shopping preference among consumers, with online platforms (44%) and local stores (42%) emerging as nearly equal dominant channels, together accounting for 86% of clothing purchases. This near-tie suggests that while e-commerce has significant penetration, brick-and-mortar retail—particularly neighborhood stores—remains fiercely competitive by offering immediacy and tactile experiences. The minimal usage of shopping malls (6%) and street markets (8%) indicates these formats are becoming niche options, likely due to convenience factors (e.g., mall parking hassles) or limited inventory (e.g., street market unpredictability). For emergency clothing delivery services, this split implies two key strategic insights: First, the 44% online shoppers are primed for digital-first solutions and may value app-based urgent delivery. Second, the 42% local-store loyalists represent an opportunity to partner with community retailers for hyperlocal fulfillment ("Order from your favorite boutique, delivered in 1 hour"). The data also hints that omnichannel approaches—like "buy online, pickup from nearby stores"—could bridge these preferences. Notably, the near-irrelevance of malls and street markets suggests marketing resources should focus on digital platforms and neighborhood store collaborations rather than traditional retail spaces.



The data from Chart reveals that a significant portion of respondents frequently require urgent clothing deliveries, with "Frequently" and "Occasionally" emerging as the top responses. This suggests that emergency clothing needs are not isolated incidents but rather recurring occurrences for many customers, pointing to a sustainable demand for such services. The high frequency of urgent needs likely stems from dynamic lifestyles, last-minute professional demands, or frequent travel scenarios. Such patterns indicate that a subscription-based or membership model could be viable, offering convenience and reliability for repeat users. Additionally, the data implies that businesses should prioritize rapid delivery systems and maintain well-stocked inventories of high-demand items like workwear or travel essentials. Marketing strategies should emphasize speed, reliability, and tailored solutions for common urgent scenarios to attract both frequent and occasional users. The minority of "Rarely" responses further highlights that while not everyone needs the service regularly, a core customer base exists with consistent demand. Companies can capitalize on this by offering flexible pricing tiers, from one-time emergency deliveries to subscription plans for high-frequency users. Ultimately, the chart underscores the potential for a scalable business model centered on convenience and repeat patronage, with opportunities to expand through targeted promotions and customer loyalty programs. This insight reshapes the service from a niche offering to a potentially indispensable solution for time-strapped consumers.



The data reveals that last-minute events are the primary driver of urgent clothing needs, indicating that customers often face unexpected social or professional occasions requiring immediate attire. This suggests a strong demand for versatile, ready-to-wear options suitable for events like meetings, weddings, or parties. The secondary triggers—such as travel emergencies or weather changes—highlight complementary niches, but the dominance of event-related urgency should shape core business strategy. To capitalize on this, the service should prioritize fast fashion staples (e.g., blazers, dresses) and offer curated "event packs" for common scenarios. Marketing efforts could emphasize solutions like, "Need an outfit in 2 hours for a surprise party? We’ve got you." Additionally, partnerships with event planners or corporate offices could tap into recurring demand. While travel and weather-related needs remain relevant, the focus on events aligns with higher-margin purchases and repeat usage. This insight positions the service as a lifesaver for time-sensitive occasions, with inventory and logistics tailored to rapid, style-conscious deliveries.



The data from Chart 6 reveals clear customer expectations for emergency clothing delivery timelines, with 26% of respondents willing to wait for a same-day delivery, closely followed by 25% demanding under 30 minutes and 21% accepting 30-60 minutes. This split indicates a market segmented by urgency: a quarter of customers prioritize extreme speed (sub-30 minutes), likely for critical needs like last-minute events or travel mishaps, while another significant group finds same-day service sufficient for less pressing scenarios. The low tolerance for 1-2 hours (7%) and next-day delivery (21%) suggests that slower options are less competitive unless paired with other perks (e.g., lower pricing). Businesses must prioritize hyper-local logistics (e.g., urban warehouses or on-demand couriers) to meet the sub-30-minute demand, while same-day services could cater to cost-conscious users. The minimal interest in 1-2-hour windows implies this timeframe is neither fast enough for emergencies nor slow enough to reduce costs meaningfully. To capture the majority, companies should tier pricing by speed (e.g., premium for under 30 minutes, standard for same-day) and highlight guaranteed timeframes in marketing. This data underscores that speed is a non-negotiable differentiator, with operational models needing to align with the urgency of high-intent customers.



The pricing sensitivity data reveals a clear consumer preference for affordability in emergency clothing delivery services, with 77% of respondents (38% + 39%) accepting either regular retail pricing or a modest up to 10% premium. This indicates that while customers recognize the convenience of urgent delivery, they are largely unwilling to pay significant markups, positioning the service as a value-added rather than premium offering. Only 19% would tolerate a 10-20% price increase, and negligible interest exists for higher premiums (20-30%+), suggesting that aggressive pricing strategies would alienate most of the market. To align with customer expectations, businesses should absorb some logistical costs or offset premiums through volume discounts, bundling, or membership perks. The data also implies that speed-tiered pricing (e.g., "basic" same-day vs. "express" hourly delivery) could cater to both budget-conscious and urgency-driven segments without overpricing core services. Marketing should emphasize transparency—e.g., "Only 5% extra for 2-hour delivery"—to mitigate perceived cost barriers. Notably, the lack of demand for steep premiums (30%+) rules out luxury positioning, reinforcing that this is a mass-market convenience service. Companies must balance operational feasibility with the dominant preference for near-retail pricing to ensure adoption and retention.



The demand for urgent clothing delivery varies significantly by category, with casual wear emerging as the clear frontrunner at 72%, reflecting its everyday necessity and broad appeal. Traditional/ethnic wear (50%) and formal wear (42%) also show substantial demand, suggesting customers frequently face last-minute events requiring culturally specific or professional attire. The equal interest in accessories (42%)—like ties or scarves—indicates these items are often forgotten or needed to complete outfits quickly. Notably, sportswear (17%) lags far behind, likely due to its niche use and lower urgency. This data implies that inventory should prioritize versatile casual basics (e.g., jeans, shirts) while maintaining curated selections of formal and traditional wear for event-driven emergencies. The strong accessory demand further supports offering "outfit savers" (e.g., belts with formal wear) as add-ons. Geographically, regions with frequent cultural events may warrant heavier ethnic wear stock, while urban business hubs should emphasize formal options. The low sportswear interest suggests excluding it from core offerings unless tied to specific partnerships (e.g., gym collaborations). Overall, the service must balance breadth (covering key categories) and depth (stocking high-demand items) to meet urgent yet varied needs efficiently.



The data reveals that price is a critically important factor for customers when selecting an emergency clothing delivery service, with 96% of respondents rating it as important (3), very important (4), or extremely important (5). The overwhelming majority—72% (38% + 34%)—assigned top-tier importance (4 or 5), indicating that competitive pricing is non-negotiable for widespread adoption. Only a negligible 4% dismissed price as unimportant (1 or 2), reinforcing that affordability is central to the service’s value proposition. This aligns with earlier findings (Chart 7) where 77% of customers expected near-retail pricing, suggesting businesses must optimize logistics to minimize markups while maintaining speed. The high sensitivity to cost implies that tiered pricing models (e.g., basic vs. express delivery) or membership discounts could help balance profitability and accessibility. Notably, the absence of polarizing extremes (no 0% at 1 or 5) shows nuanced preferences—some customers prioritize price slightly less than others, but none outright ignore it. To convert interest into sales, marketing should highlight cost transparency (e.g., “No hidden fees”) and emphasize value-driven messaging like, “Emergency convenience without the luxury markup.” Ultimately, this chart underscores that while speed and reliability matter (per earlier charts), price remains the dominant decision-making factor for most customers in this space.



The data demonstrates that delivery speed is the single most critical factor for customers of emergency clothing services, with a staggering 81% rating it as "extremely important" (5/5) and another 12% as "very important" (4/5). Combined, 93% of respondents prioritize speed above all else, dwarfing even price sensitivity (Chart 9) in urgency-driven scenarios. The near-total irrelevance of low ratings (just 2% at 2/5 and 5% at 3/5) confirms that slow delivery is non-negotiable for this service’s value proposition. This overwhelming emphasis on speed suggests customers view emergency clothing as a true last-resort solution—where delays defeat the core purpose. Businesses must treat sub-2-hour delivery (per Chart 6) as a baseline requirement, investing in hyper-local fulfillment (micro-warehouses, on-demand couriers) to guarantee reliability. The data also implies that companies can command modest price premiums (Chart 7) *only* if paired with ironclad speed guarantees. Marketing should spotlight time-bound promises ("Guaranteed in 90 minutes or free") to convert urgency into trust. While other factors like price and quality matter, this chart proves speed is the ultimate competitive moat—operations must be engineered around it, even if requiring higher initial costs.



The data reveals that clothing variety is a highly valued but secondary factor for emergency delivery services, with 72% of respondents rating it as "extremely important" (5/5) and another \*\*23% as "very important" (4/5). Together, 95% of customers consider variety moderately to critically important, though its slightly lower urgency than speed (Chart 10) or price (Chart 9) suggests it's a hygiene factor—expected but not the primary driver. The near-zero low ratings (just 1% at 2/5 and 4% at 3/5) confirm that limited selection would deter adoption, even if other service aspects excel. This implies inventory must cover essential categories (per Chart 8: casual, formal, accessories) without overextending into niche items. Notably, variety’s importance likely ties to situational versatility—customers want options that fit diverse emergencies, from job interviews to weddings. To balance logistics with demand, businesses should curate a "core collection" of high-utility pieces (e.g., neutral blazers, versatile dresses) rather than exhaustive choices. Partnerships with local brands could expand perceived variety without overstocking. While speed and price remain top priorities, this chart warns that neglecting variety risks losing nearly a quarter of potential customers who rate it 4/5.



The data shows clothing quality is non-negotiable for emergency delivery services, with a remarkable 81% of customers rating it as "extremely important" (5/5) and another \*\*12% as "very important" (4/5). Combined, 93% of respondents demand high-quality garments, placing this factor on par with delivery speed in importance. The near-total absence of low ratings (0% at 1/2 and just 7% at 3/5) proves customers won't compromise on quality, even for urgent needs. This creates a critical challenge: the service must deliver premium-quality items rapidly without the markup tolerance seen in traditional retail (per Chart 7). To reconcile this, businesses should focus on durable, versatile basics that balance cost and longevity—think wrinkle-resistant shirts or stain-hiding dark fabrics. Strategic supplier partnerships could secure bulk discounts on quality materials while maintaining speed. The data also suggests that quality assurance messaging ("Premium fabrics, emergency speed") could justify modest price premiums better than variety or extras. Notably, this chart reveals a key insight: customers view emergency clothing as temporary solutions with permanent standards—they expect the same quality they'd get from a regular purchase, just faster.



The data reveals that flexible return/exchange policies are absolutely critical for emergency clothing delivery services, with a striking 74% of customers rating this option as "extremely important" (5/5) and another \*\*22% as "very important" (4/5). Together, 96% of respondents consider return flexibility essential, making it one of the most non-negotiable service features alongside quality and speed. The near-zero low ratings (just 1% at 2/5 and 3% at 3/5) confirm that restrictive policies would severely deter adoption, even if other aspects like pricing or delivery times are competitive. This overwhelming preference suggests customers view emergency purchases as high-risk transactions where fit and suitability can't be guaranteed upfront. Businesses must implement hassle-free return systems—such as prepaid labels, extended windows (e.g., 14 days), and instant refunds—to alleviate purchase anxiety. The data also implies that prominently advertising return policies ("Buy 3 sizes, return 2 for free") could significantly boost conversion rates. While this adds logistical complexity, the chart shows that the cost of strict policies would outweigh operational savings, as nearly all potential customers demand this flexibility. Notably, this preference may correlate with the importance of quality (Chart 12), as customers want assurance they won't be stuck with subpar or ill-fitting items during time-sensitive situations.



The data demonstrates strong market potential for guaranteed faster clothing delivery, with 81% of respondents expressing definite or probable interest ("Definitely yes" 62% + "Probably yes" 19%). This overwhelming majority confirms that speed guarantees are a powerful conversion driver, capable of swaying even hesitant customers. The minimal resistance ("Probably no" 17% and 0% for "Definitely no") suggests objections would likely stem from cost or reliability concerns rather than rejecting the core concept. This aligns with earlier findings (Chart 10) where 93% prioritized delivery speed, indicating customers value promises backed by action. The 17% neutral/negative respondents may represent price-sensitive users or those with infrequent needs, highlighting opportunities to address barriers through tiered pricing or targeted promotions. Businesses should position speed guarantees as competitive differentiators (e.g., "Guaranteed in 1 hour or 50% off"), while ensuring operational capacity to avoid broken promises that could damage trust. The chart also implies that marketing should emphasize reliability over mere speed claims, as "guarantee" language resonates strongly. With only 2% outright rejection, this service concept has near-universal appeal, provided execution matches messaging.



The Cramér's V score of 0.333 reveals a moderate correlation between occupation and preferred clothing purchase locations, indicating that profession significantly influences where people shop. The heatmap highlights distinct patterns: Working professionals (64%) overwhelmingly prefer online platforms, likely due to convenience and time constraints, while students show a split preference between online platforms (50.9%) and shopping malls (38.6%), reflecting their hybrid shopping habits. Notably, homemakers (33.3%) and faculty/teachers (42.9%) favor shopping malls, possibly valuing in-person browsing experiences. Street markets attract minimal interest except from the "Other" occupation group (50%), suggesting niche appeal. The data implies that emergency clothing services should prioritize digital platforms for professionals and mall partnerships for educators/homemakers, while students require both channels. The absence of local store dominance in any group contradicts assumptions about neighborhood retail, urging a reevaluation of physical fulfillment strategies. These occupation-based preferences can guide targeted marketing: emphasize speed for professionals, affordability for students, and convenience for faculty. The moderate V score confirms that while occupation matters, other factors (e.g., age, urgency) likely also influence location choices, warranting deeper segmentation.



The data reveals clear occupation-driven clothing preferences, with casual wear emerging as the universal staple (67-76% demand across all groups), underscoring its role as an emergency essential. Faculty/teachers stand out with exceptionally high demand for traditional/ethnic wear (86%) alongside formal attire (71%), reflecting their dual need for cultural and professional clothing solutions. Working professionals prioritize casual wear (76%) over formal options (40%), suggesting evolving workplace dress norms, while students exhibit balanced needs across casual (72%), traditional (54%), and accessories (47%). Homemakers show symmetrical demand for casual and traditional wear (67% each), likely catering to family and cultural events, whereas sportswear remains niche (peaking at 25% among students). Accessories maintain steady relevance (32-50% across occupations) as versatile outfit completers. Notably, the "Other" occupation group displays equal demand for casual, formal, and accessories (50% each), indicating undefined but consistent needs. The complete absence of formal wear demand among homemakers and minimal sportswear interest (0-8%) in most groups highlights critical inventory segmentation opportunities. These patterns suggest emergency services should structure core offerings around casual-accessory bundles while maintaining occupation-specific clusters - traditional wear for educators, formal options for professionals, and multipurpose casual wear for students and homemakers. The findings ultimately emphasize that while baseline needs are consistent, strategic stock differentiation by profession can capture untapped demand segments.



The scatter plot reveals a clear inverse relationship between delivery speed and price tolerance, with customers willing to pay higher premiums for faster service. Demand for ultra-fast delivery (under 30 minutes) commands the highest price premiums of 20-30%, indicating strong willingness to pay for urgent situations, particularly among professionals. The 1-hour delivery window emerges as the sweet spot, with most respondents accepting 10-20% price increases, making it the optimal balance between speed and affordability. Beyond 2 hours, price sensitivity increases sharply, with same-day delivery only justifying 0-10% premiums. Next-day delivery shows no price flexibility, requiring retail pricing to attract customers. The trendline's steep decline between 1-hour and same-day delivery suggests consumers perceive significant value loss in slower turnaround times. Outliers at 30% premiums for same-day service may represent niche luxury or emergency use cases. This data suggests businesses should prioritize sub-2-hour delivery options to maintain pricing power, as speed becomes less differentiable afterward. The findings support a tiered pricing strategy: premium pricing for expedited (under 1 hour) service, moderate premiums for standard (1-2 hour) delivery, and retail pricing for same-day or next-day options. This approach aligns with consumer willingness-to-pay while maximizing revenue potential across segments.

The survey highlights that customers expect FabGo to deliver a seamless experience combining fast service (especially under 1 hour), high-quality clothing, and competitive pricing (10-20% premium for urgency). Open-ended responses emphasize demands for reliable delivery guarantees, easy returns, and diverse inventory (casual, formal, and traditional options). Users also suggested real-time tracking and personalized recommendations to enhance convenience. To stand out, FabGo must balance speed with affordability while maintaining premium quality—a trifecta that emerged as non-negotiable across all demographics. These insights position FabGo as a potential market leader by addressing unmet needs in urgent fashion logistics.

**CHAPTER 5**

**Findings and Recommendations**

**KEY FINDINGS**

**1. Target Demographic**:

 - The primary audience for emergency clothing delivery services is working professionals (57%) aged 36-50 (57%), who value speed and reliability for last-minute needs like workwear or family events.

 - Students (25%) are a secondary market, primarily interested in casual and event wear.

**2. Consumer Preferences:**

* Speed: 93% of respondents rated delivery speed as "extremely" or "very" important, with 26% expecting delivery within 30 minutes.
* Price Sensitivity: 77% are unwilling to pay more than a 10% premium for urgency, emphasizing affordability.
* Quality & Returns: 93% demand high-quality clothing, and 96% prioritize flexible return policies.
* Clothing Categories: Casual wear (72%) is most sought-after, followed by traditional/ethnic wear (50%) and formal wear (42%).

**3 Shopping Channels**:

 Online platforms (44%) and local stores (42%) dominate, suggesting a hybrid fulfillment strategy (e.g., app-based orders with hyperlocal pickup).

**4. Urgency Drivers:**

 last-minute events (e.g., parties, meetings) are the top reason for urgent clothing needs (72%).

**5. Occupation-Based Trends:**

* Faculty/teachers prefer ethnic wear (86%); professionals prioritize casual wear (76%).
* Students split preferences between online platforms (51%) and malls (39%).

**6. Pricing-Speed Tradeoff**:

Customers accept 10–20% premiums for 1-hour delivery but resist markups beyond 20%. Same-day delivery must be priced at or near retail.

**SUGGESTIONS**

**1. Prioritize Speed and Reliability:**

* Invest in hyperlocal fulfillment centers (e.g., urban warehouses) to guarantee sub-1-hour delivery.
* Offer tiered pricing: "Express" (under 1 hour at 10–20% premium) and "Standard" (same-day at retail price).

**2. Optimize Inventory**:

* Stock versatile casual wear (e.g., wrinkle-resistant shirts) and high-demand categories like ethnic wear (for faculty) and formal accessories.
* Exclude low-urgency items (e.g., sportswear) unless tied to partnerships (e.g., gym collaborations).

**3. Enhance Customer Trust:**

* Advertise ironclad return policies (e.g., "Free returns within 14 days") and quality guarantees ("Premium fabrics, emergency speed").
* Implement real-time order tracking and AI-driven recommendations (e.g., "Complete your outfit with a matching tie").

**4. Targeted Marketing:**

* Professionals: Highlight workwear solutions ("Meeting-ready in 60 minutes").
* Students: Promote affordable casual bundles for social events.
* Faculty/Homemakers: Emphasize ethnic wear and family-oriented options.

**5. Operational Efficiency:**

* Partner with local boutiques for hyperlocal fulfillment to reduce costs and expand inventory.
* Use dynamic pricing for peak-demand periods (e.g., weekends) to balance speed and profitability.

**6. Sustainability:**

Address environmental concerns (raised in literature) by using eco-friendly packaging and promoting "slow fashion" options for non-urgent needs.

**7. Loyalty Programs:**

Introduce subscriptions for frequent users (e.g., "FabGo Prime" with waived delivery fees).

**CHAPTER 6**

**CONCLUSION**

The research on FabGo underscores a significant and growing demand for quick-commerce fashion solutions in India, driven by the fast-paced lifestyles of urban consumers. The findings reveal that modern shoppers, particularly working professionals and students, increasingly prioritize \*speed, affordability, and convenience\* when it comes to clothing purchases, especially in urgent scenarios such as last-minute events, professional meetings, or travel emergencies. The study highlights that \*81% of respondents\* are willing to use an emergency clothing delivery service like FabGo if it guarantees \*one-hour delivery, confirming a strong market opportunity. However, success in this space requires a \*\*strategic balance\* between operational efficiency, customer expectations, and competitive pricing.

Key insights from the research indicate that \*speed is non-negotiable, with 93% of consumers rating fast delivery as extremely important, and 26% expecting their orders within \*\*30 minutes or less. At the same time, \*\*price sensitivity\* remains a critical factor, with 77% of respondents unwilling to pay more than a \*10% premium\* for urgent delivery. Additionally, \*quality and flexible return policies\* are paramount, with 93% of customers demanding high-quality garments and 96% expecting hassle-free returns. These findings suggest that while consumers value immediacy, they are not willing to compromise on cost or product standards.

To capitalize on this demand, FabGo must adopt a \*multi-pronged strategy\* that integrates \*hyperlocal fulfillment, smart inventory management, and customer-centric policies. Establishing \*\*micro-warehouses\* in high-demand urban areas and partnering with local retailers can help achieve the \*sub-1-hour delivery\* target. Implementing \*AI-driven logistics, such as real-time tracking and dynamic route optimization, will further enhance efficiency. On the pricing front, a \*\*tiered model\*—offering premium rates for ultra-fast delivery (under 1 hour) and standard pricing for same-day service—can cater to different consumer needs while maintaining profitability.

Moreover, FabGo should \*curate its inventory\* based on data-driven insights, focusing on \*high-demand categories\* like casual wear (72%), ethnic wear (50%), and formal wear (42%), while avoiding low-urgency items like sportswear. Introducing \*subscription plans or loyalty programs\* could also boost customer retention by offering perks such as waived delivery fees or exclusive discounts. Sustainability should not be overlooked; adopting \*eco-friendly packaging\* and promoting rental or pre-owned fashion options could appeal to environmentally conscious consumers and differentiate FabGo from competitors.

In conclusion, FabGo has the potential to \*revolutionize India’s fashion quick-commerce sector\* by addressing unmet consumer needs for \*fast, affordable, and reliable\* clothing solutions. By leveraging \*technology, strategic partnerships, and data-driven decision-making, FabGo can establish itself as a market leader in this emerging space. The key to success lies in \*\*executional excellence\*—ensuring that speed does not come at the expense of quality, affordability, or customer experience. If implemented effectively, FabGo can set new industry standards and become an indispensable service for India’s time-strapped, fashion-conscious consumers.

**CHAPTER 7**

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