

The Impact of Social Media on Quick Commerce: A Study Conducted in Mysuru

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Abstract

This study examines the impact of social media on the growth and success of quick commerce (Qcommerce) services. With the increasing use of platforms such as Instagram, Facebook, YouTube, and X, social media has become an important marketing tool that influences consumer awareness, purchase decisions, and brand loyalty. Quick commerce companies such as Blinkit, Zepto, and Swiggy Instamart use social media to promote products, engage with customers, and build strong brand relationships. The primary objective of this research is to analyse how social media affects consumer behaviour and purchasing decisions in the quick commerce sector. The study adopts a quantitative research approach using a structured questionnaire with a Likert scale to collect primary data from consumers. The collected data are analysed using appropriate statistical tools to identify the relationship between social media marketing and customer satisfaction, trust, and purchase intention. The findings indicate that social media significantly influences customer awareness, product discovery, and buying behaviour. Factors such as promotional content, customer reviews, influencer marketing, and interactive communication positively affect consumers' decisions to use quick commerce services. The study concludes that effective social media strategies help quick commerce companies improve customer engagement, increase sales, and strengthen brand loyalty. The research provides valuable insights for marketers and businesses to develop effective digital marketing strategies and enhance customer experience in the rapidly growing quick commerce industry.

INTRODUCTION

In today's digital world, social media and quick commerce have become an important part of people's daily lives. Quick Commerce (Q-Commerce) developed from traditional online shopping as customers started expecting faster delivery of products. Earlier, online orders usually took a few days to arrive, but improvements in technology, smartphone usage, and internet access made faster deliveries possible. The concept became popular between 2018 and 2020 and grew even more during the COVID-19 pandemic when people relied heavily on online shopping. Today, quick commerce companies like Blinkit, Zepto, and Swiggy can deliver groceries and daily essentials within minutes, making shopping more convenient and saving customers time.

Quick commerce, also known as Q-commerce, is a type of online shopping service that delivers products within a very short time, usually 10 to 30 minutes. Companies such as Blinkit, Zepto, and Swiggy Instamart provide groceries, food items, medicines, and other daily essentials quickly to customers. This service has become very popular, especially in cities, because it saves time and offers great convenience. Social media platforms like Instagram, Facebook, YouTube, and X play a major role in promoting quick commerce services. Businesses use these platforms to advertise products, share offers and discounts, interact with customers, and create awareness about their services. Through videos, reels, influencer promotions, and customer reviews, companies can easily reach a large number of people.

Social media has a strong impact on customer buying behaviour. Many consumers spend several hours each day on social media, where they regularly see advertisements, product recommendations, and promotional content. These messages often encourage people to try new products and use quick commerce applications for their daily shopping needs.

One of the biggest advantages of social media for quick commerce companies is increased visibility. Businesses can quickly reach potential customers by posting attractive advertisements, special offers, and engaging content. Social media also helps companies target specific groups of customers based on their interests and preferences.

Influencer marketing has also become an effective tool for promoting quick commerce services. Influencers share their experiences and recommend products to their followers, which helps build trust and encourages people to try these services. Many customers are influenced by such recommendations when making purchase decisions. In addition, social media helps companies maintain better relationships with customers. Customers can easily share their opinions, reviews, and feedback online. Businesses can respond to customer queries, solve problems, and improve their services based on this feedback. Positive reviews attract new customers, while negative reviews help companies identify areas that need improvement.

Social media also encourages impulse buying. Attractive advertisements, flash sales, limited-time offers, and discount campaigns often motivate customers to make quick purchasing decisions. Since quick commerce companies provide very fast delivery, customers can receive their products within minutes, making online shopping even more appealing.

Overall, social media has become a powerful marketing tool for quick commerce companies. It helps businesses attract customers, increase sales, build brand awareness, and improve customer engagement. Therefore, studying the impact of social media on quick commerce is important to understand how digital marketing influences consumer behaviour and contributes to the growth of quick commerce businesses.

REVIEW OF LITERATURE :

Risbaa Singh (2024) explained that **social media has become an important promotional tool for quick commerce companies**. The study stated that platforms such as Instagram and Facebook help businesses reach a large number of consumers within a short time. Through attractive advertisements, influencer marketing, and customer engagement, social media creates awareness about products and delivery services. The researcher found that consumers are more likely to purchase products from quick commerce platforms when they see positive reviews, trending products, and discounts online. The study also highlighted that social media increases impulse buying behaviour because customers are constantly exposed to product recommendations and promotional offers. **Jian Wang and Fakhar Shahzad (2024)** examined the role of **emotional support and relationship quality in online purchasing behaviour**. According to the study, social media platforms create direct communication between businesses and consumers, which improves trust and customer satisfaction. The researchers found that consumers feel more confident using quick commerce platforms when brands actively respond to comments, reviews, and customer queries on social media. Personalized recommendations, engaging content, and interactive communication encourage customers to make faster purchasing decisions. The study concluded that social media strengthens customer relationships and increases repeat purchases in quick commerce. **Mayukh Mukhopadhyay (2024)** studied the **major growth factors of quick commerce and identified social media marketing** as one of the most important drivers. The research revealed that social media advertisements and influencer promotions create instant demand among consumers. Quick commerce platforms use targeted advertising strategies to attract young consumers who prefer convenience and fast delivery. The study also showed that consumers are influenced by trending products and online recommendations shared by influencers and content creators. As a result, social media increases customer engagement and contributes to the rapid growth of quick commerce businesses. **Alexandrina Maria Păuceanu and colleagues (2023)** observed that **the COVID-19 pandemic changed consumer shopping behaviour significantly**. During and after the pandemic, consumers increasingly depended on online shopping and quick delivery services. Social media became an important source of product information, reviews, and recommendations. The study explained that consumers prefer quick commerce platforms because they offer convenience, time-saving benefits, and instant delivery. Social media helped businesses maintain customer relationships during the pandemic by promoting products and delivery services online. The research concluded that social media and quick commerce together transformed the modern retail industry. **Morgan M. Bryant and Rituparna Basu (2023)** focused on the **influence of online reviews and customer-generated content on consumer behaviour**. The study stated that customers trust product reviews, ratings, and recommendations shared on social media platforms. Positive comments and customer experiences improve the reputation of quick commerce companies and encourage new consumers to try their services. The researchers also found that visual content such as product photos and videos increases customer confidence in online purchasing. The study highlighted that trust developed through social media plays an important role in increasing customer loyalty toward quick commerce platforms. **Yogesh K. Dwivedi and his team (2023)** explained that **social networking technologies have transformed digital commerce and customer interaction**. The study emphasized that social media improves communication between businesses and

consumers by providing real-time interaction and feedback opportunities. Quick commerce companies use social media platforms to announce offers, discounts, and new products, which attracts customers and increases online sales. The research also highlighted that social media helps businesses understand customer preferences and market trends. This information allows quick commerce companies to improve customer satisfaction and service quality. **Ghaith Abdulridha Mubdir and colleagues (2024)** studied the **influence of digital marketing and social media engagement on online buying behaviour**. The research found that attractive advertisements, influencer collaborations, and creative marketing campaigns encourage consumers to purchase products instantly through quick commerce apps. Social media platforms create excitement around products and increase customer interest in online shopping. The study also explained that continuous interaction with customers through comments, live videos, and promotional activities improves customer retention and brand loyalty. **Hamisu Alhaji Ali and his team (2024)** examined the **factors influencing social commerce adoption at the organizational level**. The study revealed that customer engagement, technological support, and social media communication are important for the success of quick commerce businesses. Companies that actively use social media can better understand customer needs and provide personalized services. The research also found that businesses using digital marketing strategies gain competitive advantages in the market. Social media helps quick commerce companies build strong relationships with consumers and improve brand visibility. **Khairunisa and colleagues (2024)** explained the **importance of electronic word-of-mouth (eWOM) in influencing consumer buying decisions**. According to the study, consumers often depend on reviews, comments, and recommendations shared by other users on social media before purchasing products. Positive eWOM creates trust and motivates consumers to use quick commerce platforms for fast and convenient shopping. The research also highlighted that negative reviews can affect brand reputation and customer trust. Therefore, businesses must maintain good customer service and respond effectively to customer feedback on social media. Recent studies and online discussions highlighted that platforms such as Instagram, Tik Tok, and Facebook are transforming the quick commerce industry. Influencer marketing, short video promotions, and live shopping features encourage consumers to purchase products instantly. Social media algorithms show personalized advertisements based on customer interests and online behaviour, which increases sales opportunities for quick commerce companies. Consumers, especially young people, prefer quick commerce because it provides convenience, instant delivery, and easy payment options. Researchers concluded that social media will continue to play a major role in the future growth and success of quick commerce businesses.

OBJECTIVES

- To analyse the impact of social media advertisements, influencer endorsements, and promotional content on quick commerce buying decisions.
- To assess the extent and patterns of social media usage among consumers of quick commerce platforms.
- To evaluate consumer purchasing behaviour and frequency of orders in the quick commerce sector.
- To examine the influence of demographic factors on the relationship between social media exposure and quick commerce adoption.

STATEMENT OF THE PROBLEM:

Statement of the Problem the rapid growth of social media platforms such as Instagram, Facebook, and YouTube has greatly influenced consumer purchasing behaviour and online shopping trends. At the same time, quick commerce companies like Blinkit, Zepto, and Swiggy Instamart are expanding rapidly by offering fast delivery services to customers. Social media is widely used by these companies for advertising, promotions, influencer marketing, and customer engagement.

However, there is limited understanding of how social media actually impacts consumer behaviour, purchasing decisions, customer satisfaction, and brand loyalty in quick commerce. Challenges such as fake reviews, misleading advertisements, and intense market competition also affect the effectiveness of social media marketing. Therefore, this study aims to analyze the impact of social media on quick commerce and understand how social media influences the growth and success of quick commerce businesses.

NEED FOR STUDY:

Social media plays a major role in people's daily lives and has a strong influence on the way they shop and make purchasing decisions. Quick commerce companies use platforms such as Instagram, Facebook, YouTube, and X to

promote their products, share offers, and connect with customers. This study is needed to understand how social media affects customer awareness, interests, and buying behaviour in the quick commerce sector. It also helps to examine whether social media marketing, influencer recommendations, and online reviews encourage customers to use quick commerce services. The study provides valuable insights into how businesses can improve their marketing strategies, attract more customers, increase sales, and build long-term customer relationships. As quick commerce continues to grow rapidly, understanding the impact of social media is important for both businesses and consumers.

HYPOTHESIS

NULL HYPOTHESIS:

Social media has no significant impact on consumers purchasing decisions in quick commerce.

ALTERNATIVE HYPOTHESIS:

Social media has significant impact on consumers purchasing decisions in quick commerce.

Research Methodology

Research approach

This study follows a quantitative research approach, where information is collected from consumers through a questionnaire. The purpose is to understand how social media influences people's decisions to use quick commerce services. The collected responses are analyzed to identify trends and measure the impact of social media on customer behavior and purchasing decisions.

Research Design

Descriptive research design:

Descriptive research design is used to describe and understand the current situation, opinions, and behaviour of people. It helps collect information about a topic without changing or controlling any factors.

SAMPLING DESIGN

Sampling Method: Non-Probability Sampling

In this method, every individual does not have an equal chance of being selected. Respondents are chosen based on convenience and availability.

Sampling Technique: Convenience Sampling

Data is collected from respondents who are easily available and willing to participate.

Sampling Unit or Population

The population for this study consists of consumers who actively use social media platforms and have experience purchasing products through quick commerce applications. These respondents provide valuable insights into how social media influences their buying behaviour.

Sample size

The study collected data from 54 respondents through questionnaires. The selected sample size was considered adequate to analyse consumer perceptions and draw meaningful conclusions regarding the impact of social media on quick commerce.

SOURCES OF DATA

Primary Data

Data collected directly from respondents through questionnaires, surveys, or interviews. **Secondary Data**

Data collected from journals, research papers, books, websites, articles, and company reports.

Plan of Analysis

The collected data will be analyzed using percentage analysis, tables, charts, and simple statistical tools to understand the financial literacy level among young adults.

- Percentage Analysis

- Tables and Charts
- Mean Analysis
- Chi-Square Test (if required)
- Interpretation of survey responses

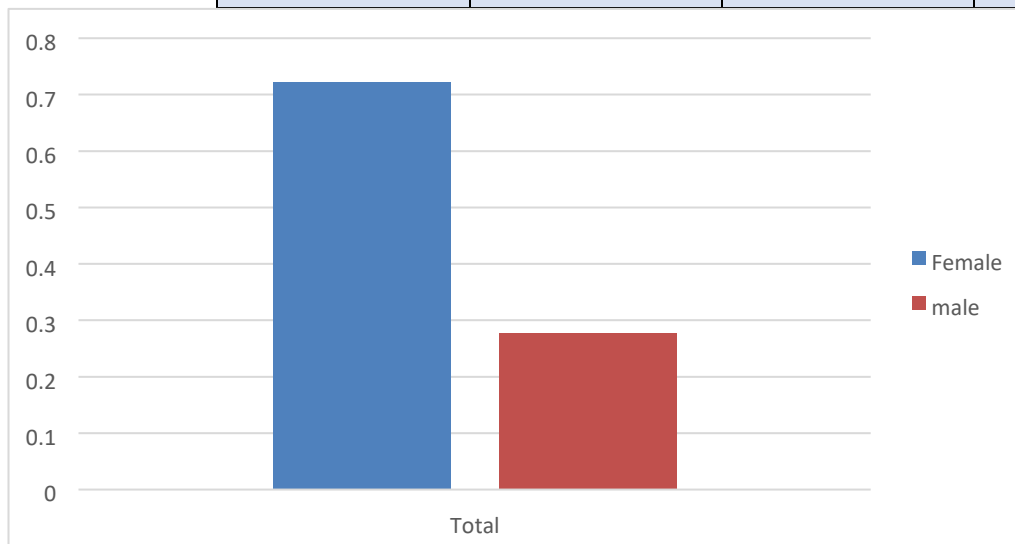
Limitations of the Study (Constraints)

- The study is limited to a small number of respondents.
- Responses may be based on personal opinions and may not always be completely accurate.
- Time constraints limited the scope of data collection.
- The study focuses only on social media users and quick commerce users.
- Findings may not represent the opinions of all consumers.

DATA ANALYSIS INTERPRETATION:

DEMOGRAPHY DATA

Gender			
Gender	Female	male	Grand Total
Total	72.22%	27.78%	100.00%



Analysis: The table indicates that 72.22% of the respondents are female, while 27.78% are male. This shows that female participants constitute a larger share of the total sample. The difference between the percentages suggests a higher level of participation among females compared to males.

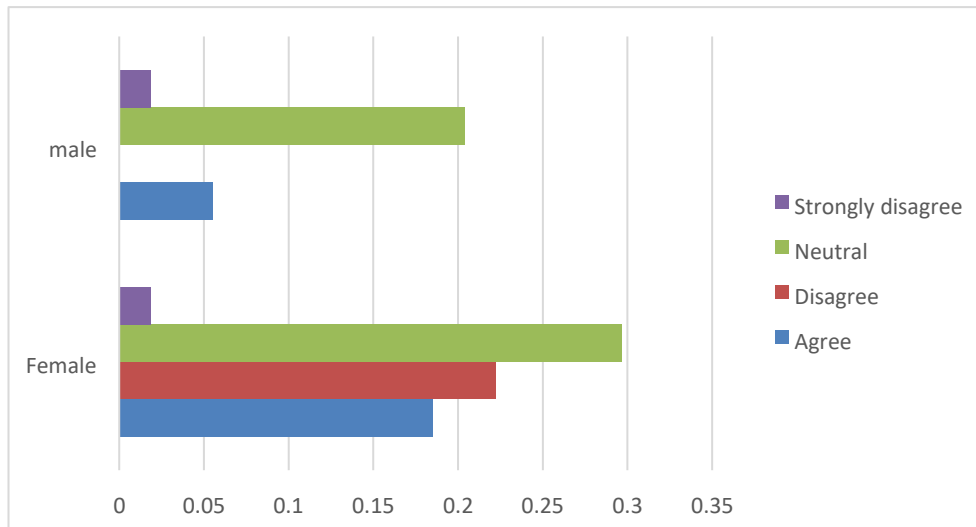
Interpretation:

The gender distribution reveals that the study is predominantly represented by female respondents. As a result, the findings and opinions gathered from the survey may largely reflect the views, experiences, and preferences of female participants. However, the inclusion of male respondents also contributes to obtaining a broader understanding of the research topic.

DEPENDENT DATA

I often make unplanned, impulse purchases on quick commerce apps right after seeing a related post or ad on social media.					
Gender	Agree	Disagree	Neutral	Strongly disagree	Grand Total
Female	18.52%	22.22%	29.63%	1.85%	72.22%

male	5.56%	0.00%	20.37%	1.85%	27.78%
Grand Total	24.07%	22.22%	50.00%	3.70%	100.00%



Analysis:

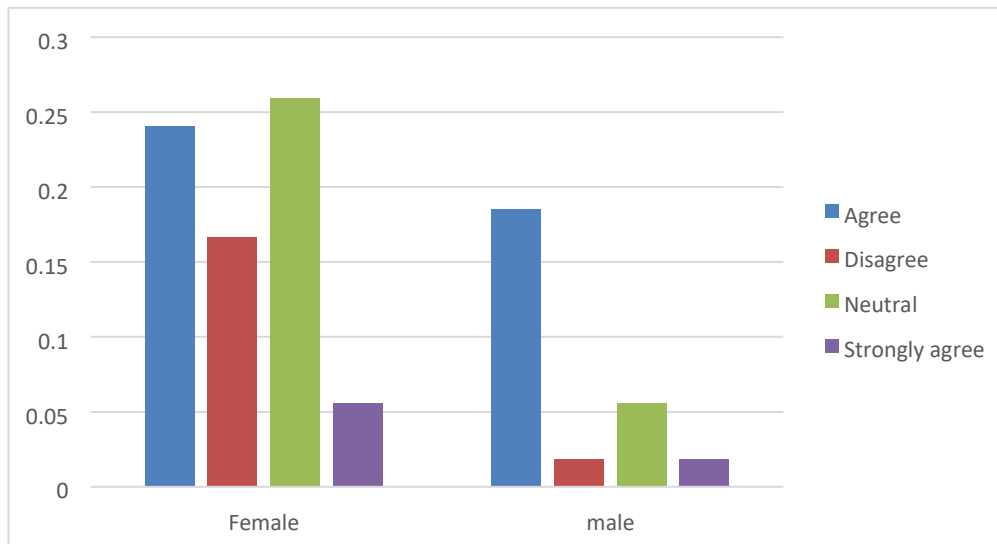
The table shows respondents' opinions on making unplanned purchases on quick commerce apps after seeing social media posts or advertisements. Most respondents (50%) remained neutral, while 24.07% agreed and 22.22% disagreed with the statement. Only 3.70% strongly disagreed.

Interpretation:

It can be interpreted that social media presence has positively influenced the ordering frequency of many respondents on quick commerce platforms. The higher percentage of agreement indicates that social media plays an important role in encouraging customers to place more orders. **My frequency of ordering**

from quick commerce platforms has significantly increased due to their social media presence.

Gender	Agree	Disagree	Neutral	Strongly agree	Grand Total
Female	24.07%	16.67%	25.93%	5.56%	72.22%
male	1.85%	27.78%	18.52%	1.85%	5.56%
Grand Total	42.59%	18.52%	31.48%	7.41%	100.00%



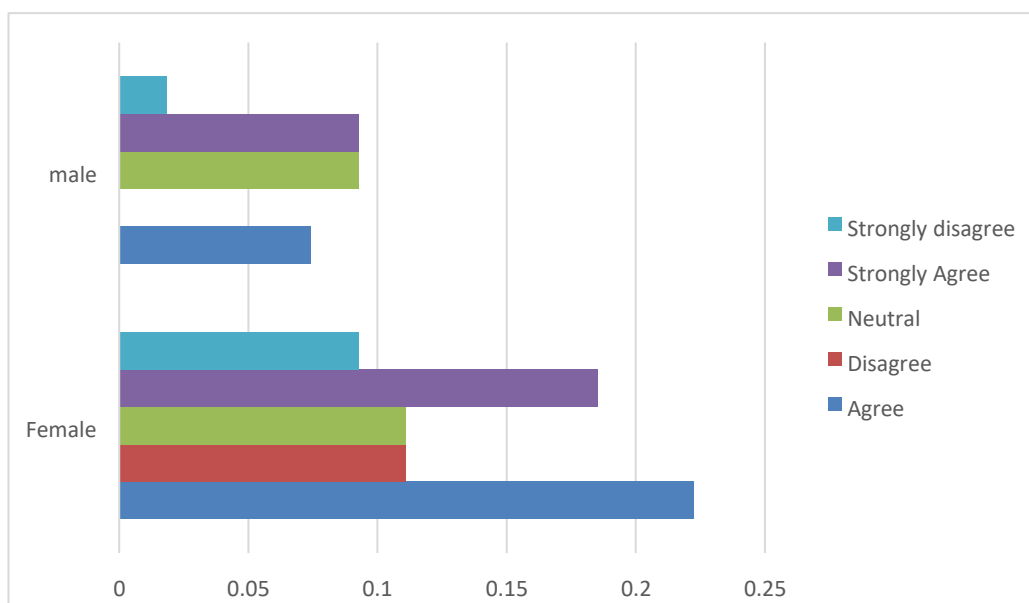
Analysis:

The table shows respondents' opinions on whether their frequency of ordering from quick commerce platforms has increased due to social media presence. A majority of respondents (42.59%) agreed with the statement, while 31.48% remained neutral. Further, 18.52% disagreed and 7.41% strongly agreed. **Interpretation:**

It can be interpreted that most respondents frequently encounter quick commerce advertisements on their social media feeds. This indicates that social media is an effective platform for promoting quick commerce brands and increasing their visibility among users.

INDEPENDENT DATA

I frequently see advertisements or promotional content for quick commerce brands on my social media feeds.						
Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly disagree	Grand Total
Female	22.22%	11.11%	11.11%	18.52%	9.26%	72.22%
male	7.41%	0.00%	9.26%	9.26%	1.85%	27.78%
Grand Total	29.63%	11.11%	20.37%	27.78%	11.11%	100.00%



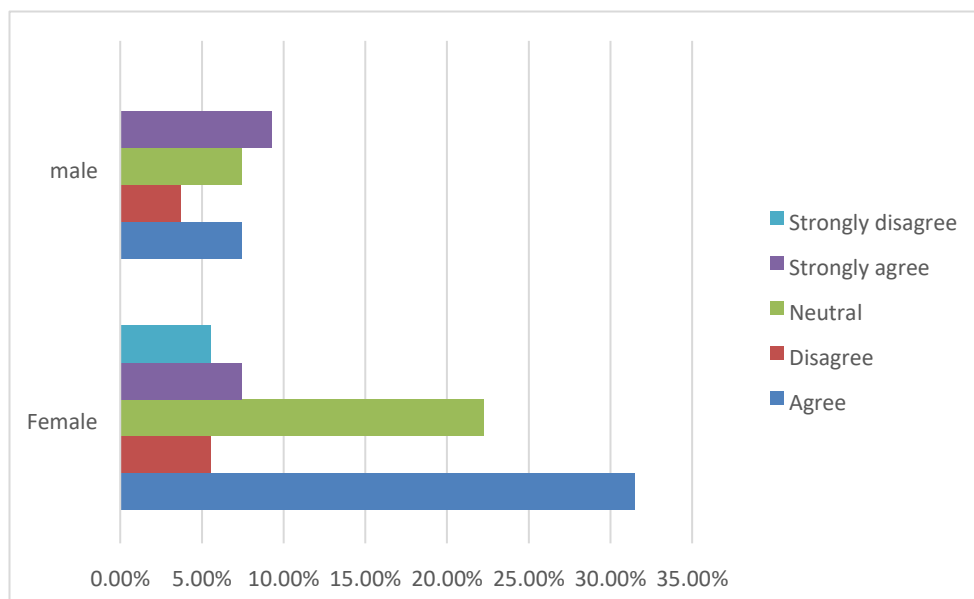
Analysis:

The table shows respondents' opinions on frequently seeing advertisements or promotional content for quick commerce brands on social media. The highest percentage of respondents agreed (29.63%), followed by strongly agree (27.78%). Meanwhile, 20.37% were neutral, and only 11.11% each disagreed and strongly disagreed.

Interpretation:

It can be interpreted that most respondents frequently encounter quick commerce advertisements on their social media feeds. This indicates that social media is an effective platform for promoting quick commerce brands and increasing their visibility among users.

Recommendations, reviews, or unboxing videos by influencers/peers on social media make me aware of new quick commerce services.						
Gender	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
Female	31.48%	5.56%	22.22%	7.41%	5.56%	72.22%
male	7.41%	3.70%	7.41%	9.26%	0.00%	27.78%
Grand Total	38.89%	9.26%	29.63%	16.67%	5.56%	100.00%



Analysis:

The table shows respondents' opinions on whether recommendations, reviews, or unboxing videos on social media make them aware of new quick commerce services. The highest percentage of respondents agreed (38.89%), followed by neutral responses (29.63%). Further, 16.67% strongly agreed, while only 9.26% disagreed and 5.56% strongly disagreed.

Interpretation:

It can be interpreted that recommendations, reviews, and unboxing videos on social media help create awareness about new quick commerce services among respondents. The high level of agreement indicates that influencer and peer-generated content plays an important role in informing consumers about quick commerce platforms.

SPSS DATA

Reliability test:

Reliability Statistics

Cronbach's Alpha	N of Items
.652	4

ANNOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	21.346	4	5.337	4.466	.004 ^b
Residual	53.774	45	1.195		
Total	75.120	49			

- a. Dependent Variable: 14. Social media posts highlighting "instant delivery" or "late-night c my immediate needs.
- b. Predictors: (Constant), 10. Flash sales and limited-time deals discovered through social when I place an order on quick commerce apps., 7. I often make unplanned, impuls commerce apps right after seeing a related post or ad on social media., 8. My frequency commerce platforms has significantly increased due to their social media presence. , 9 commerce apps over traditional e-commerce or physical stores because of the instant g online.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of 1. Gender occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of 2. Age Group occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of 3. Occupation occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of 4. Daily Time Spent on Social Media (Instagram, TikTok, YouTube, etc.) occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of 5. Frequency of Using Quick Commerce Apps (e.g., 10-20 minute delivery apps) per week occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of 6. Average Monthly Income / Pocket Money occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of 7. I often make unplanned, impulse purchases on quick commerce apps right after seeing a related post or ad on social media. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of 8. My frequency of ordering from quick commerce platforms has significantly increased due to their social media presence. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of 9. I prefer using quick commerce apps over traditional e-commerce or physical stores because of the instant gratification advertised online. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
10	The categories of 10. Flash sales and limited-time deals discovered through social media heavily dictate when I place an order on quick commerce apps. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Regression

Descriptive Statistics			
	Mean	Std. Deviation	N
14. Social media posts highlighting "instant delivery" or "late-night cravings" resonate with my immediate needs.	3.76	1.238	50
7. I often make unplanned, impulse purchases on quick commerce apps right after seeing a related post or ad on social media.	2.62	.923	50
8. My frequency of ordering from quick commerce platforms has significantly increased due to their social media presence.	3.90	1.147	50
9. I prefer using quick commerce apps over traditional e-commerce or physical stores because of the instant gratification advertised online.	3.86	1.229	50
10. Flash sales and limitedtime deals discovered through social media heavily dictate when I place an order on quick commerce apps.	3.56	1.091	50

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.93	4.86	3.76	.660	50
Residual	-1.929	2.042	.000	1.048	50
Std. Predicted Value	-2.766	1.674	.000	1.000	50
Std. Residual	-1.764	1.868	.000	.958	50

Dependent Variable: 14. Social media posts highlighting "instant delivery" or "late-night cravings" resonate with my immediate needs.

Chi-Square Test Frequencies

7. I often make unplanned, impulse purchases on quick commerce apps right after seeing a related post or ad on social media.			
	Observed N	Expected N	Residual
1	3	12.5	-9.5
2	25	12.5	12.5
3	10	12.5	-2.5
4	12	12.5	-.5
Total	50		

FINDINGS

1. Most people in Mysuru use social media platforms like Instagram, Facebook, and YouTube every day, making them an effective way to reach customers.
2. Social media advertisements help people learn about quick commerce apps and the products and services they offer.
3. Discounts, special offers, and influencer promotions on social media encourage customers to try quick commerce platforms.
4. Customers mainly prefer quick commerce because it saves time and provides fast doorstep delivery.
5. Social media plays an important role in influencing customers' buying decisions, especially among young people and students.
6. Positive reviews, ratings, and recommendations shared on social media increase customers' trust in quick commerce platforms.
7. Personalized advertisements based on users' interests encourage them to make repeat purchases.
8. Instagram and YouTube are the most popular platforms for discovering new products, offers, and quick commerce services.
9. Many customers make unplanned or impulse purchases after seeing attractive promotions or limited time offers on social media.
10. Overall, the study found that social media has a positive impact on the growth of quick commerce in Mysuru by increasing customer awareness, trust, and purchase intention.

CONCLUSION

This study shows that social media has a positive influence on the growth of quick commerce in Mysuru. Many people use platforms like Instagram, Facebook, and YouTube to learn about products, discounts, and special offers. These platforms help customers discover quick commerce apps and make informed purchasing decisions.

The study also found that customers prefer quick commerce because it is fast, convenient, and saves time. Social media advertisements, influencer recommendations, and customer reviews increase trust and encourage people to use these services more often. Overall, social media plays an important role in attracting customers, improving their shopping experience, and supporting the growth of quick commerce in Mysuru.

SUGGESTION

1. Quick commerce companies should post useful and attractive content on social media regularly to keep customers interested.
2. They should provide discounts, cashback offers, and special deals through social media to attract more customers.
3. Companies can work with local influencers to promote their products and build trust among people in Mysuru.
4. Customer reviews and feedback should be encouraged because they help other customers make better buying decisions.
5. Quick commerce platforms should ensure fast delivery and good product quality to keep customers satisfied.

6. Personalized advertisements based on customers' interests can make marketing more effective and encourage repeat purchases.
7. Companies should respond quickly to customer questions and complaints on social media to improve customer satisfaction.

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