

## **Q-COMMERCE AND THE TRANSFORMATION OF MARKETING STRATEGIES: AN EMPIRICAL STUDY OF CONSUMER ENGAGEMENT AND BRAND BUILDING**

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### **Abstract**

*Quick Commerce (Q-Commerce) that provides ultra-fast delivery, hyper local operations and real time digital interaction, has evolved and revolutionized marketing. Than that of conventional E-Commerce, the Q-Commerce integrates technological and costumer engagement approach to attract the customers. The study focuses on How customer engagement impact brand development by marketing strategies in the Q-Commerce Landscape. The study uses the structured questionnaire by examining the variables like delivery speed, digital engagement, personalization and other promotional tools by using primary data from the customers in Bengaluru. In the new retail paradigm of Q-commerce the research focuses on how marketing strategies and focused customer engagement impacts brand building like brand awareness, image, trust and loyalty in the growing digital marketplaces.*

*Keywords: Q-Commerce, Marketing Strategies, Consumer Engagement, Brand Building*

### **Introduction**

The digital world has changed retail a lot. New business models focus on speed, convenience and personalization. Quick Commerce (Q-commerce) is a change here. It promises -fast delivery usually within 10–30 minutes. Q-commerce uses stores data to personalize and digital marketing to engage customers and build brands. Blinkit, Zepto and Swiggy Instamart are changing how people shop in cities. The use of dark stores in inventory management that provides real time and run targeted ads. People want things fast and easy nowadays. This change has moved retail from stores to online shopping and now to quick-commerce or Q-commerce. Experts Kotler and Keller say that modern marketing is about making customers happy by giving them experiences that feel personal and use technology.

Q-commerce platforms like Blinkit, Zepto and Swiggy Instamart etc... make use of marketing strategies like notifications popups to working with people and loyalty programs to connect with customers and make brands more memorable. The experts (Keller, 2016) opinion indicates in the Modern marketing the customer satisfaction raises by providing them the personalized experience with blend of technology usage to gain a wide repo with them but not just aiming towards sales. (Hunt, 1994)

Customer engagement is super important for brands to succeed online. It means investing time, feelings and thoughts into interacting with brands. (Shiri D. Vivek, 2012) In Q-commerce engagement comes from using apps getting personalized offers and having delivery. Usage of Artificial Intelligence and data the companies can analyse the expectations of the consumers and understand that what offering made by them attract consumers that contributes more likely to build relationship between customers and brands. (Verhoef, 2016) Building a brand in Q-commerce is always changing. (Aaker, 1991) A strong brand needs to be well known have people trust it have a reputation and keep customers coming back to stand out in online markets. When a brand always delivers things and people think positive thoughts about it that builds a good brand reputation. In Q-commerce getting things to people on time having ways to pay and making it easy to use the website or app builds trust and a good brand image. Social media and using influencers to promote about brands and help them remember the brand. (Keller K. L., 2013)

With Q-commerce growing fast not many people have studied how to market things in this area and how it affects and the way customers interact with the brands and how brands are built. Almost all time people have looked at how to do these things, in e-commerce, not Q-commerce. Q-commerce fast and local nature has strategic implications. This study looks at how Q-commerce marketing strategies like delivery speed, digital engagement, personalization and influencer marketing affect customer engagement and brand-building. By connecting retail formats with current marketing theory this research adds to the discussion on digital transformation, in retail marketing.

### **Literature Review**

(Subramaniam, 2025) This study is talking about commerce platforms. It is often said that when people are aware of these platforms and find them user friendly and they are very likely to access them. Things like delivery user friendly apps and being transparent online make people like these platforms more and come back to them. The study is saying that if

companies focus on delivering things and making the online experience smooth people will engage more with these companies and they will have a better reputation.

(Dr. Janvi Rathi, 2025) Another study is looking at how good the service's how loyal people are to these quick commerce platforms. It finds that when things are delivered on time prices are clear and the website or app is easy to use people are happy. The study says that if companies keep delivering service people will trust them more and keep coming back.

(Aparna Tembulkar, 2025) This research finds the factors which make people pleased with commerce platforms. It says that getting things delivered fast having products available and having a return policy are all important. People in cities especially want things fast and easy. The study says that companies should be efficient to build trust with people.

(Gujarathi, 2025) This study talks about why people use commerce platforms. It says that people want to save time because city life's very fast. People need commerce platforms because they do not have a lot of time. When companies give people suggestions that're just for them and make it easy to order things people use the commerce platforms more. The study is saying that using technology to market things is a way to get people to use the commerce platforms. The study supports the idea that commerce platforms are easy to use for people because they make things ease and useful.

(Lavuri, Kokatnur, & Thaichon, 2024) This research is showing that people like companies that do things for the environment. When companies do things that help the earth people like them more. People want to use commerce platforms that care about the society for future sustainability and want to be green. The study says that companies are expected to make utilization of marketing strategies that're good for everyone and the earth. The study highlights that companies are required to be responsible towards the environment when they market things to people. This will make people, like the companies. Use the commerce platforms more.

(Veirman, Cauberghe, & Hudders, 2017) This study is finding that using influencers to market things has an impact on how well people know a brand and also, they purchase from them. When influencers are visible, on media and are credible people engage more with the brand online. The study suggests that companies are required to make use of marketing strategies to make their brand image stronger online.

### **Research-Gap**

Most of the research on rapid commerce examines factors like delivery speed, customer satisfaction, trust, and service quality independently. But very few research are empirically

examined how Q-commerce's transformed marketing strategies such as digital engagement, personalization, delivery speed, and promotional activities directly impact consumer engagement and brand-building elements like loyalty, trust, image, and brand awareness using hypothesis-based testing. By using a hypothesis-driven methodology to examine the direct relationships between Q-commerce marketing strategies, customer engagement, and brand development, this study thus fills the gap.

### Research Methodology

The study uses a quantitative, descriptive research design to investigate how Q-commerce marketing tactics affect customer interaction and brand development. A structured questionnaire with a 5-point Likert scale was used to gather data from 302 active users of Q-commerce platforms using convenience sampling. Delivery speed, digital engagement, personalization, and influencer marketing are examples of independent variables. Consumer engagement and brand-building aspects (such as brand awareness, trust, image, and loyalty) are examples of dependent variables. To test the hypotheses at a 5% significance level. The data that are examined with the help of multiple regression, reliability analysis, and descriptive statistics.

### Hypothesis

H1: Q-Commerce Marketing Strategies have a significant positive impact on Consumer Engagement

H1: Consumer Engagement has a significant positive impact on Brand Building Outcomes

### Results and Discussion

**Demographic Profile:** The study shows that out of 302 responses collected majority of them (57.6%) are Females, most of them below to the age group 21-30 years (47%), with respect to educational qualification undergraduates (70.9%) with majority, with regard to occupation majority of the respondents are students (65.6%) and in monthly income a large majority is (68.9%) earns below Rs.20,000. Therefore, the study shows that predominantly young, undergraduate, students with relatively low-income levels.

**Table No 1: Demographic Variable Frequency Table**

Demographic Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	128	42.4
	Female	174	57.6
	<b>Total</b>	<b>302</b>	<b>100</b>
Age	Below 20	96	31.8

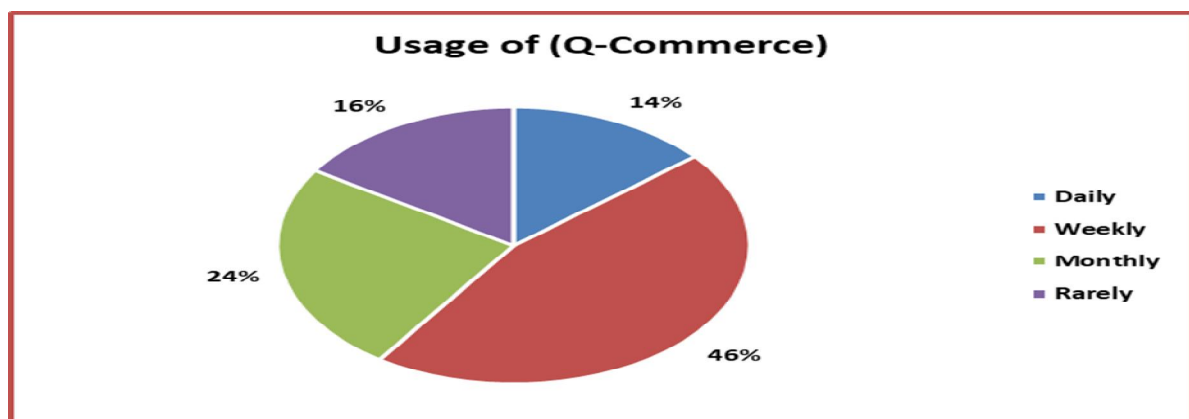
	21–30	142	47
	31–40	46	15.2
	41–50	14	4.6
	Above 50	4	1.3
	<b>Total</b>	<b>302</b>	<b>100</b>
<b>Educational Qualification</b>	Undergraduate	214	70.9
	Postgraduate	64	21.2
	Professional Degree	16	5.3
	Doctorate	8	2.6
	<b>Total</b>	<b>302</b>	<b>100</b>
<b>Occupation</b>	Student	198	65.6
	Employed	70	23.2
	Self-employed	14	4.6
	Homemaker	10	3.3
	Other	10	3.3
	<b>Total</b>	<b>302</b>	<b>100</b>
<b>Monthly Income</b>	Below ₹20,000	208	68.9
	₹20,001–₹40,000	28	9.3
	₹40,001–₹60,000	34	11.3
	₹60,001–₹80,000	10	3.3
	Above ₹80,000	22	7.3
	<b>Total</b>	<b>302</b>	<b>100</b>

Source: Filed study

### Usage of Quick Commerce Platform

The study made it is found that out of 302 responses collected 42 (13.9%) use it daily, 138 (45.7%) use it weekly, 74 (24.5%) use it monthly and 48 (15.9%) use it rarely. Therefore, most of the respondents use it Weekly

Graph No 1: Usage of (Q-Commerce)



### Descriptive Analysis

The descriptive statistics analysis shows that out of 302 responses collected reveals that moderately positive perception across all the constructs with mean value ranging from 3.00 to 3.64 and standard-deviation ranging from 1.02 to 1.22.

**Table No 2: Descriptive Statistics**

Construct	Variable	N	Mean	Std. Deviation
Delivery Speed	Q-Commerce platforms deliver products within the promised time frame	302	3.51	1.11
Delivery Speed	Faster delivery influences my preference for Q-Commerce platforms	302	3.60	1.11
Delivery Speed	Delivery speed enhances my overall shopping experience	302	3.51	1.11
Digital Engagement	Push notifications keep me informed about offers and updates	302	3.37	1.09
Digital Engagement	The app interface of Q-Commerce platforms is user-friendly	302	3.52	1.09
Digital Engagement	Digital features of the app make shopping convenient and quick	302	3.64	1.08
Personalisation	Personalized recommendations match my shopping needs	302	3.32	1.18
Personalisation	Discounts and promotional offers motivate me to place orders	302	3.47	1.22
Personalisation	Loyalty rewards encourage me to continue using the platform	302	3.43	1.14
Influencer Marketing	Influencer promotions improve my awareness of Q-Commerce platforms	302	3.07	1.16
Influencer Marketing	Social media advertisements create interest in using Q-Commerce apps	302	3.34	1.06
Influencer Marketing	Online promotions positively influence my perception of Q-Commerce brands	302	3.34	1.11
Consumer Engagement	I frequently use Q-Commerce apps for browsing or purchasing	302	3.33	1.16
Consumer Engagement	I actively interact with offers, notifications, or recommendations	302	3.18	1.12
Consumer Engagement	I feel emotionally connected to my preferred Q-Commerce platform	302	3.00	1.17
Brand Building	Q-Commerce platforms are easy to recognize among shopping apps	302	3.49	1.04
Brand Building	I can easily recall Q-Commerce brands when I need quick delivery	302	3.63	1.03
Brand Building	Q-Commerce platforms have strong digital visibility	302	3.64	1.08

Brand Building	I trust Q-Commerce platforms to deliver quality products	302	3.42	1.03
Brand Building	I feel secure while making payments on Q-Commerce apps	302	3.45	1.09
Brand Building	Q-Commerce platforms consistently fulfil their service promises	302	3.47	1.03
Brand Building	Q-Commerce platforms have a modern and innovative image	302	3.55	1.07
Brand Building	The brand image of Q-Commerce platforms matches my expectations	302	3.46	1.03
Brand Building	I associate Q-Commerce platforms with convenience and reliability	302	3.47	1.08
Brand Building	I prefer using the same Q-Commerce platform repeatedly	302	3.55	1.05
Brand Building	I would recommend my preferred Q-Commerce platform to others	302	3.58	1.05
Brand Building	I intend to continue using Q-Commerce platforms in the future	302	3.60	1.02

To check the reliability of the Likert scale of all the variables, the Cronbach's alpha was used. The value indicates 0.968, which shows that all the constructs and the number of items used are reliable to measure the marketing strategies, consumer engagement, and brand building.

**Table No 3: Test of Cronbach's Alpha**

Construct	Number of Items	Cronbach's Alpha
Overall	27	0.968

**H1: Q-Commerce Marketing Strategies have a significant positive impact on Consumer Engagement**

The Model Summary table shows a significant positive correlation between the marketing strategy dimensions and consumer engagement ( $R = 0.708$ ). 50.1% of the variance in consumer engagement is explained by delivery speed, digital engagement, personalization, and influencer marketing, with an  $R$  square of 0.501 and an Adjusted  $R$  square of 0.495. Therefore, it indicates that the explanatory power of the model is strong.

**Table No 4: Model Summary**

Model	R	R square	Adjusted R Square	Std. Error of the estimate
1	0.708	0.501	0.495	0.707

The Anova table indicates that the regression model is statistically significant as  $F=74.63$  with a  $p$  value of 0.000, which is less than 0.05. Therefore, it shows that the independent variables collectively have a significant impact on consumer engagement.

**Table No 5: Anova**

Model	Sum of Squares	Df	Mean Square	F	Sig.
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Regression	149.33	4	37.332	74.63	.000
Residual	148.56	297	0.500		
Total	297.89	301			

Our examination of the coefficients (Table 6) indicates that Influencer Marketing ( $\beta = 0.446$ ,  $p < 0.001$ ) has the most substantial degree of positive effect on Consumer Engagement when compared with Personalisation ( $\beta = 0.181$ ,  $p = 0.004$ ) and Digital Engagement ( $\beta = 0.147$ ,  $p = 0.028$ ). In contrast, Delivery Speed ( $\beta = 0.030$ ,  $p = 0.614$ ), although very meaningful, was not statistically significance, it is because the delivery speed is a basic function expected by the customers in all the Q-Commerce platform, it serves for the customer satisfaction but not as a key driver for the engagement directly. All in All, our results demonstrate that marketing tactics and actions plays a role in driving consumer engagement, though results vary by dimension.

**Table No 6: Co-efficient**

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	0.517	0.170	-	3.035	.003
Delivery Speed	0.031	0.061	0.030	0.506	.614
Digital Engagement	0.151	0.069	0.147	2.202	.028
Personalization	0.169	0.058	0.181	2.920	.004
Influence Marketing	0.442	0.056	0.446	7.934	.000

**H1: Consumer Engagement has a significant Positive impact on Brand Building Outcomes**

The Model Summary table, there is a significant positive correlation between the consumer engagement and Brand building ( $R = .654$ ). 42.8% of variance in Brand Building is explained by consumer engagement with R square of 0.654 and Adjusted R square of 0.428. Therefore, it indicates the explanatory power of model is good.

**Table No 7: Model Summary**

Model	R	R square	Adjusted R Square	Std. Error of the estimate
1	0.654	0.428	0.426	0.661

The Anova table indicates that the regression model is statistically significant as  $F=224.20$  with p value of 0.000 that is less than 0.05. Therefore, it shows that the Independent Variables are collectively have a significant impact on Brand Building.

**Table No 8: Anova**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	97.89	1	97.89	224.09	.000

Residual	131.05	300	0.437		
Total	228.94	301			

The co-efficient table indicates that Consumer engagement has the positive significant impact on the dependent variable Brand Building with standardized beta value of 0.654 shows a strong positive relationship. The significance value is lesser than 0.05 that indicates statistically significance. Therefore, Consumer engagement has positive impact on brand building.

**Table No 9: Co-efficient**

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	1.708	0.127	-	13.424	.000
Brand Building	0.573	0.038	0.654	14.970	.000

### Conclusion

The study that examined the influence of Q-Commerce Marketing strategies on consumer engagement to build a brand. In this rapidly evolving Q-Commerce platforms the results show that factors such as influencer marketing, personalized experience and continuous digital engagement significantly contributes to enhance consumer engagement, but delivery speed acts as a basic service expectation not a key engagement drive. Through the interactive and technology integrated marketing strategies can foster a meaning customer involvement than operational benefits. The study statistically proves that consumer engagement has an impact on brand building that measures like awareness, trust, loyalty and future usage intention. The study demonstrates that active interaction of consumers with Q-Commerce platforms helps to develop network that enhances the brand equity considerably. By addressing the present research gap, contributes empirically and demonstrates that engagement serves as crucial link between strategic efforts and sustainable brand building. Therefore, the study articulates that for long term success in Q-Commerce not only depends on speed and convenience but only on building meaning brand by technology-driven customer relationship.

### Implications of the study

The results have significant managerial and theoretical implications. Managerially, Q-Commerce platforms need to focus on influencer marketing, personalized promotions, and interactive digital elements to increase consumer engagement. As consumer delivery speed is viewed as a hygiene factor, companies need to focus on it less and more on experiential and relationship-building marketing approaches to differentiate their brands. Improving digital

communication, loyalty programs, and social media engagement can greatly help in improving levels of engagement, which in turn can improve brand image, trust, and loyalty. Theoretically, the study makes significant contributions to the existing knowledge on Q-Commerce by empirically confirming the relationship between marketing strategies, consumer engagement, and brand building. It reiterates the significance of engagement theory in digital commerce settings and establishes that engagement is a crucial antecedent of sustainable brand outcomes. The study offers a systematic framework to comprehend the role of strategic marketing practices in building long-term brand equity in new quick-commerce environments.

### **Limitation of the study**

The study may restrict the generalizability to other demographic segments as the predominant respondents are young and study-based sample. The study targets cross sectional design that will not reflect the modifications in behaviour over the time and study is based on only the self-reported responses which may have response bias.

### **Scope for the future research**

Future research scope can be on use of diverse sample to enhance generalizability and can use longitudinal study to examine change in consumer engagement and brand perception. Further study can add additional variables such as customer satisfaction, trust or perceived value for better broader understanding of brand building in Q-Commerce.

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