



A STUDY ON THE GROWTH OF QUICK COMMERCE APPS THROUGH DIGITAL MARKETING

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ABSTRACT

This paper is aimed at learning how quick commerce apps develop with the support of digital marketing, particularly, platforms such as Blinkit or Zepto. In recent years, quick commerce has become very popular, especially in urban areas, due to its ability to provide fast delivery and convenience to consumers. The primary aim of the study is to analyse the effects of digital marketing in raising consumer awareness, usage behavior, satisfaction, and loyalty to these platforms. This research is founded on the descriptive research design and primary and secondary data. The sample was 250 respondents by way of a structured questionnaire that was administered using Google Forms. Simple statistical tools were used to analyze the data which included the percentage analysis, frequency analysis and descriptive statistics. Hypothesis testing was also used in the study to know how consumer behavior relates to digital marketing strategies. The study results indicate that digital marketing is important in terms of its contribution to customer usage, engagement, and customer satisfaction. Some of the most effective strategies in attracting and retaining users are social media advertising, influencer marketing, discounts, and push notifications. However, the study also reveals that digital marketing does not have a strong impact on the initial source of awareness. Overall, the study concludes that digital marketing is a key factor driving the growth and success of quick commerce platforms in urban markets.

KEYWORDS: Quick Commerce, Digital Marketing, Consumer Behavior, Customer Satisfaction, Customer Loyalty, Online Advertising, Social Media Marketing, Purchase Intention, Urban Consumers, Blinkit, Zepto

INTRODUCTION

Consumer buying behavior has evolved a lot in the recent years on the basis of the pace of technology and shifting lifestyle. In nearly all areas of their daily lives, people nowadays value convenience, speed, and efficiency. This has created a new term, which has been named quick commerce, also known as Q-commerce. Quick Commerce is a contemporary variant of e-commerce which is concerned with delivering goods, particularly, groceries and daily necessities within a rather limited time range, typically between 10 and 30 minutes. In cities where time is a precious commodity and the urgency to have fast services prevails, this model has been very popular.

The emergence of fast commerce may be closely associated with the popularity of smartphones and the growth of internet coverage. In some nations such as India, cheap internet and ready-to-use mobile applications have opened the doors of online shopping to a greater extent than ever. People do not have to go to brick and mortar stores in order to get what they need on a daily basis, now people can have everything they need with a few clicks of a button using a mobile app. The opportunity has been taken advantage of by platforms like Blinkit and Zepto, which have managed to offer ultra-fast delivery services, and thus restructure the traditional retail system as an efficient and customer-oriented one.

Another significant element that has enhanced the expansion of quick commerce is the creation of electronic payment systems. Secure and fast payment facilities like UPI, mobile wallets, and online banking have eased and enhanced the reliability of transactions. This has boosted consumer confidence in online stores and has motivated more individuals towards digital shopping practices. Consequently, fast commerce sites are growing fast, particularly in metropolitan and tier-1 cities where consumers are more ready to embrace new technologies.

Digital marketing has a tremendously significant impact on the prosperity and growth of the quick commerce platforms. In the current competitive world, it is not enough to offer a service to the market, but companies should also make sure that the consumers know they have something to offer. Digital marketing assists in making this awareness via different mediums like social media platforms, search engine marketing, influencer collaborations, email marketing, and mobile notifications. Such strategies enable firms to access many people in a cost-effective and targeted way.



Figure 1 Quick Commerce

The social media platforms, such as Instagram, Facebook, and You Tube have emerged as potent means of advertising quick commerce services. Companies adopt catchy adverts, content, and influencer promotions to lure the interest of potential clients. Specifically, influencers are crucial at forming opinion on consumers, since they are more likely to believe the advice that a person they follow gives them. This has a significant effect on the decision-making of consumers and motivates them to use swift commerce applications.

The high degree of convenience is one of the reasons why quick commerce is gaining popularity. Customers are able to make orders at any time and place hence reducing the necessity of traveling to get the orders and save time. This is particularly useful to working people, students and busy people. Quick commerce has become a crucial aspect of contemporary urban life due to the possibility of delivering the necessary goods within minutes without going outside.

Another indicator of customer satisfaction that has a direct impact is the speed of delivery. Quick commerce, in contrast to the traditional e-commerce, where delivery can take several days, is concerned with filling orders within minutes. This immediate delivery service addresses the immediate consumer needs and improves the shopping experience. Speedy delivery does not only please the customers but also brings about the feeling of reliability and effectiveness, which promotes the repetitive use of the platform.

The reliability of the service is also critical in the retention of customer satisfaction and trust. Customers demand proper delivery of orders, on-time delivery and customer care. When a platform is able to fulfill these expectations on a regular basis, then it gains a good reputation and more customer loyalty. Conversely, a late shipment, wrong product, or unsatisfactory service may adversely impact on the brand image and result in the customer dissatisfaction.

Customer retention and customer loyalty building is also a key factor in digital marketing. Firms employ personalized marketing plans like targeted advertising, unique discounts, cashback plans, and loyalty programs to keep the customers interested. Frequent correspondence via emails, SMS, and apps notifications assist in reminding the customers about the platform and making them purchase repeatedly. This will help in developing long term relationships between the company and its customers.

In densely populated city markets, quick commerce sites will be put under severe competition among themselves and even against conventional e-commerce businesses. The companies need to be innovative and to enhance their services continuously in order to remain on the top of the market. They are given the means of digital marketing to make known their distinguishing characteristics, which might be speedy delivery, improved product supply, or appealing prices. Marketing strategies that work well not only attract new customers, but also assist in retaining old customers.

Moreover, the consumer awareness is a significant factor in the development of quick commerce sites. A significant number of consumers might not be well versed with the benefits and features of these services. Digital marketing can assist in educating consumers and informing them of the benefits of using quick commerce apps. Greater awareness will result in increased adoption and will result in the overall development of the industry.

This paper will focus on exploring the rise of quick commerce applications in terms of digital marketing. It is concerned with the degree of consumer awareness of such platforms and how the digital marketing strategies affect consumer behavior. The paper also examines how speed of delivery, convenience and reliability of the services provided affects customer satisfaction.

LITERATURE REVIEW

Murugan and Mourya (2025) discovered that the concept of quick commerce in India is rapidly expanding as a result of shifting consumerism and the need to have faster deliveries. The paper points out that hyperlocal delivery models such as Blinkit and Zepto



are generating new employment opportunities. Nevertheless, critical issues that include high operating expenses, inefficient inventory management, environmental problems associated with over-packaging, and challenges associated with labor exploitation in the gig economy were also noted. The paper highlights the importance of sustainable development and adequate regulatory systems.

In a study by Gupta (2024), quick commerce has brought about a lot of changes in the Indian retail sector by adding a faster and more efficient delivery method. The paper examined the ecosystem, growth and issues of fast commerce and brought to the fore the role of consumer behavior in determining the success of these services. It also addressed how there is a need to have improved policy structures and strategic decision making to facilitate long term growth.

According to a study by Satish et al. (2022), digital marketing is key in the development of e-commerce companies in India. The research revealed effective marketing strategies, identification of the target audience, global coverage and adequate planning as some of the major contributors to business success. It has concluded that digital marketing is needed in enhancing visibility, customer interactions and general expansion of e-commerce sites.

Balasundaram et al. (2025) established that in urban India, the use of quick commerce is affected by psychological and digital aspects. The research proposed a Digital Immediacy Adoption Framework (DiIA-F) that describes how temporal values perception, dependence on algorithms in shopping, and digital authenticity influence consumer responses. It also pointed out the intricacy of consumer decision-making when it comes to instant delivery services.

The study by Badhusha et al. (2024) revealed that digital marketing plays an important role in the development of e-commerce in India. The paper has underscored the significance of customized advertising and targeted marketing as some of the key factors influencing consumer behavior. It had concluded that to enhance customer engagement and business growth, it is necessary to comprehend the digital marketing mechanisms.

Goyal (2024) discovered that convenience and speed are the leading reasons why quick commerce is rapidly growing in urban India. Also noted in the study was the contribution of the technological advancements in enhancing the logistics and inventory systems. Nevertheless, it identified issues about sustainability, labor practices, and regulatory issues that should be tackled to achieve success in the long term.

The study by Arun (2025) revealed that profitability in the quick commerce industry hinges on the efficiency in operations, integration of technology, and customer-focused solutions. This paper was dedicated to Swiggy Instamart and the significance of dark store networks, AI-powered logistics, and reward schemes to enhance customer retention. It also determined other challenges like the need to keep the speed of delivery, but also to be accurate and stable in the system.

Haneefa and Singh (2025) discovered that AI-based marketing approaches have a great impact on the service experience of quick commerce platforms. The analysis revealed that personalization was identified to have the greatest effect on customer satisfaction, dynamic pricing and smart search features. It came to the conclusion that the high-level technologies can improve user experience and reinforce customer interaction.

Chavda & Mahida (2025) found that India's e-commerce sector is expected to grow rapidly due to factors such as digital infrastructure, technological innovation, and changing consumer preferences. The paper has identified such new trends as rapid commerce, personalized shopping experience, and green logistics. It also came up with the challenges including data privacy, taxation and logistics management.

Kumar and Naveena (2025) discovered that the transition of traditional e-commerce towards quick commerce is due to the rising consumer need to be fast and convenient. The paper has highlighted how technology, logistics and strategic pricing are important to business success. It also emphasized the necessity to balance the affordability and delivery speed to satisfy the demands of price-sensitive clientele.

Soni (2025) found that factors such as product availability, competitive pricing, and service reliability have a significant impact on consumer purchase intention in quick commerce. The research also found out that the speed of delivery, as much as it is a concern, is not the sole aspect that affects consumer decisions. It implied that business organizations ought to emphasize more on logistics and customer satisfaction.

According to Gupta and Jha (2025), quick commerce has altered consumer behavior, as more consumers have become more demanding about their products being available immediately. The research emphasized the impact of technology like artificial intelligence and real-time analytics in enhancing operational efficiency. It also created issues of sustainability and stressed the importance of responsible business practices.



Islam et al. (2024) discovered that the Open Network for Digital Commerce (ONDC) can help to reshape the digital commerce landscape in India to be more inclusive and equitable in competition. The research pointed out that ONDC has the potential to empower small enterprises and enhance market access. Its success however, relies on its successful implementation and acceptance by stakeholders.

Research Gaps

Based on the literature above, it is evident that a significant amount of research has been conducted in the areas of quick commerce development, consumer behaviour, technological development, as well as sustainability issues in India. A number of scholars have also emphasized the significance of digital marketing in the e-commerce at large. Nevertheless, the lack of specific studies that may directly relate the digital marketing strategies to the expansion of quick commerce platforms, particularly, in terms of consumer awareness, satisfaction, and re-use is evident. The majority of research address quick commerce and digital marketing individually, yet only a few studies address how digital marketing affects such variables as perception of delivery, convenience, reliability of service and customer loyalty in quick commerce applications like Blinkit and Zepto. Also, not much research has been done on the topic of urban consumer behavior and the effect of digital marketing as one in the quick commerce industry. Hence, this paper will fill this gap by examining the role of digital marketing in the growth, customer satisfaction, and loyalty of quick commerce platforms in urban markets.

RESEARCH OBJECTIVES

- To research the quick commerce and their awareness in the service among the consumers.
- To examine the importance of digital marketing in the marketing of quick commerce apps like Blinkit and Zepto.
- To examine how the speed of delivery and convenience and service reliability affect customer satisfaction.
- To evaluate the importance of digital marketing in promoting repeat visit and customer loyalty.
- To get insights into the role of digital marketing in the overall development of quick commerce in urban markets.
- To test the extent of brand

RESEARCH METHODOLOGY

This section describes how the research on the development of quick commerce apps via digital marketing was carried out, with Blinkit and Zepto being specifically mentioned. The methodology of the research explains the general research design, data collection sources, sampling method, analysis tools. It assists in knowing the way the data was gathered and interpreted in a logical and straight forward way.

Research Design

For this study, a descriptive research design was used. Descriptive research assists in the study of the existing behavior, opinions and preferences of the consumers. The design in this study was useful in investigating the interaction of users with quick commerce applications and the impact of digital marketing on their awareness, satisfaction, and usage behavior.

Data Collection

The researchers employed a primary and secondary data.

Primary Data: Primary data were gathered using a structured questionnaire that was prepared with Google Forms. The questionnaire contained close-ended questions and 5-point Likert scale questions to gain an insight into consumer awareness, the impact of digital marketing, delivery experience, convenience, and customer satisfaction with the quick commerce apps.

Secondary Data: The secondary data was gathered through research journals, articles, websites, reports, and past studies on quick commerce, digital marketing and consumer behavior. This contributed towards the construction of the theoretical background of the study.

Sampling

- **Sample Size:** 250 respondents
- **Target Group:** The potential customer group includes people who can afford to buy products in urban locations (students, working professionals, young consumers) and use the quick commerce apps (Blinkit and Zepto).
- **Sampling Method:** Convenience sampling method was employed since it was easy and fast to access those respondents who are already conversant with quick commerce apps.
- **Sampling Area:** The research is primarily oriented on urban districts where the utilization of quick commerce platforms is popular and consumers are more digitally involved.

Tools of Analysis

Data gathered was analyzed through Microsoft Excel and simple statistical means.

The following methods were used:

- **Frequency Analysis** - to learn about demographic information and usage patterns of respondents.
- **Percentage Analysis** - to compare consumer awareness, satisfaction and usage of quick commerce apps.



- Descriptive Analysis (Mean and Standard Deviation) - to examine the responses connected to the digital marketing impact and customer perception.

These tools assisted in providing the information in an understandable and straightforward way and in determining significant trends.

Variables of the Study

- Independent Variable- Digital marketing channels that include social media advertising, influencer marketing, push notifications, app promotions, discounts, and online campaigns.
- Dependent Variable - Consumer behavior towards quick commerce apps, such as awareness, frequency of use, satisfaction and loyalty.

Limitations of the Study

- Convenience sampling was employed in the study, and this might not be the population as a whole.
- The sample size is restricted to 250 respondents that can influence generalization.
- The research is also confined to urban areas and hence might not be relevant to rural areas.
- Responses are made on the subjective opinion of the respondents hence, some bias is likely to be in place.

Ethical Considerations

- The survey was done on a voluntary basis.
- The purpose of the study was explained to the respondents.
- Participant privacy and confidentiality was upheld.
- The data collected was collected with academic purposes only.

Summary

The present research project took a descriptive research design to investigate the development of quick commerce apps using digital marketing. Both primary data (through questionnaires) and secondary data (from journals and reports) were used. The convenience sampling method was employed in selecting 200 respondents and the data analyzed through Excel using frequency, percentage and descriptive analysis tools.

HYPOTHESES OF THE STUDY

Hypothesis 1

H₀: Digital marketing has no significant impact on consumer awareness of quick commerce apps.

H₁: Digital marketing has a significant impact on consumer awareness of quick commerce apps.

Hypothesis 2

H₀: Digital marketing strategies do not significantly influence customer usage and purchase frequency of quick commerce apps.

H₁: Customer usage and purchase frequency of quick commerce apps are greatly affected by digital marketing strategies.

Hypothesis 3

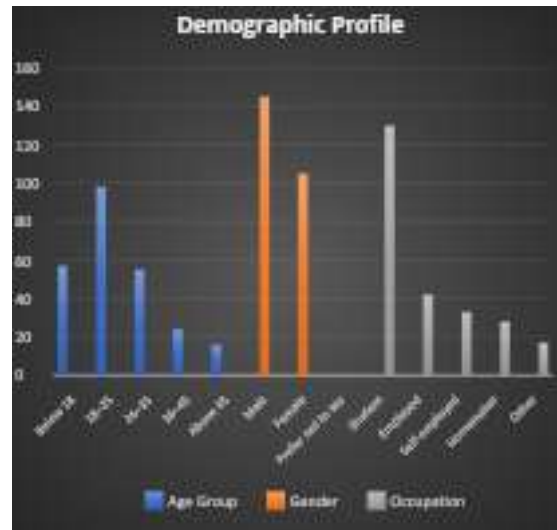
H₀: Digital marketing does not significantly influence customer satisfaction and loyalty towards quick commerce apps.

H₀: There is no significant impact of digital marketing on the customer satisfaction and loyalty to quick commerce apps.

ANALYSIS AND DISCUSSION

Demographic Profile

Variable	Category	Frequency	Percentage (%)
Age Group	Below 18	57	22.8
	18–25	98	39.2
	26–35	55	22.0
	36–45	24	9.6
	Above 45	16	6.4
	Total	250	100.0
Gender	Male	145	58.0
	Female	105	42.0
	Prefer not to say	0	0.0
	Total	250	100.0
Occupation	Student	130	52.0
	Employed	42	16.8
	Self-employed	33	13.2
	Homemaker	28	11.2
	Other	17	6.8
	Total	250	100.0



Interpretation

According to demographic data, most of the respondents are between 1825 (39.2), Below 18 (22.8), and 2635 (22.0), which means that young people constitute the largest part of the sample. There is a relatively lower representation of older age groups.

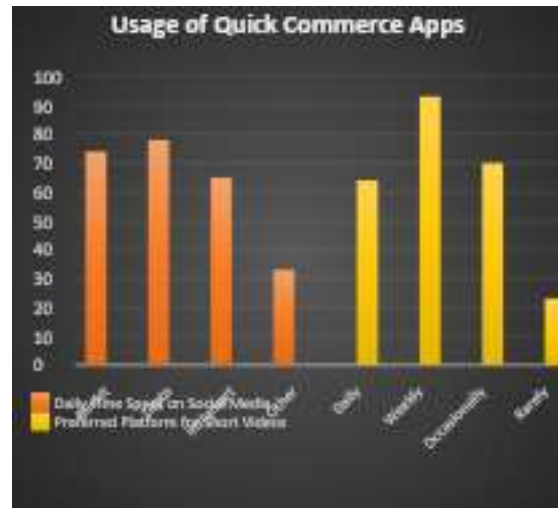
Gender wise, male respondents (58.0%) are more than the female respondents (42.0%), with a slightly higher number of male respondents.

In terms of occupation, the majority of the respondents are students (52.0%), then employed (16.8%), and self-employed (13.2%). A lesser share is comprised of homemakers and others.

In general, the research is dominated by young and student participants, which indicates that quick commerce applications are more popular among youth.

Section B: Usage of Quick Commerce Apps

Variable	Category	Frequency	Percentage (%)
Most Frequently Used Quick Commerce App	Blinkit	74	29.6
	Zepto	78	31.2
	Instamart	65	26.0
	Other	33	13.2
	Total	250	100.0
Frequency of Quick Commerce App Usage	Daily	64	25.6
	Weekly	93	37.2
	Occasionally	70	28.0
	Rarely	23	9.2
	Total	250	100.0



Interpretation

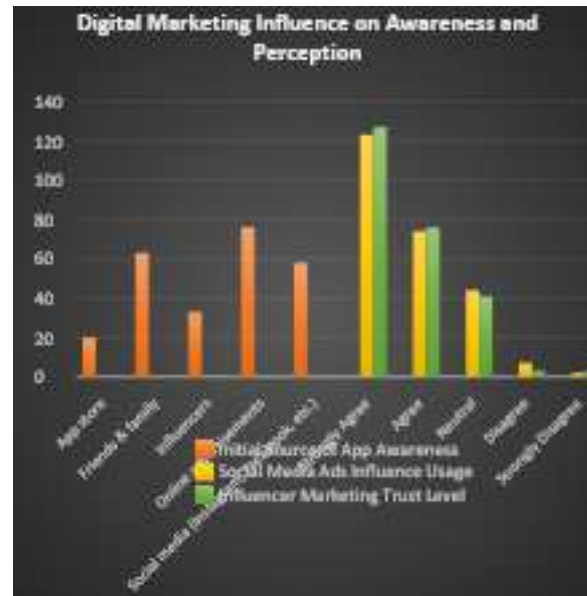
According to the data, Zepto (31.2) is the most used quick commerce app, with Blinkit (29.6) and Instamart (26.0) right behind it, with a smaller percentage (13.2) using other apps. This indicates competitive usage patterns of major platforms.

Regarding frequency of use, most of the respondents use quick commerce apps once per week (37.2%), occasionally (28.0%), and daily (25.6%) with a minor proportion (9.2%) using them infrequently. This implies that majority of users use quick commerce apps on a regular basis, but not necessarily daily.

Generally, the results show that fast business applications have attained a steady user interaction, and weekly use is the most frequent tendency.

Section C: Digital Marketing Influence on Awareness and Perception

Variable	Category	Frequency	Percentage (%)
Initial Source of App Awareness	App store	20	8.0
	Friends & family	63	25.2
	Influencers	33	13.2
	Online advertisements	76	30.4
	Social media (Instagram, Facebook, etc.)	58	23.2
	Total	250	100.0
Social Media Ads Influence Usage	Strongly Agree	123	49.2
	Agree	74	29.6
	Neutral	44	17.6
	Disagree	7	2.8
	Strongly Disagree	2	0.8
	Total	250	100.0
Influencer Marketing Trust Level	Strongly Agree	127	50.8
	Agree	76	30.4
	Neutral	41	16.4
	Disagree	3	1.2
	Strongly Disagree	3	1.2
	Total	250	100.0



Interpretation

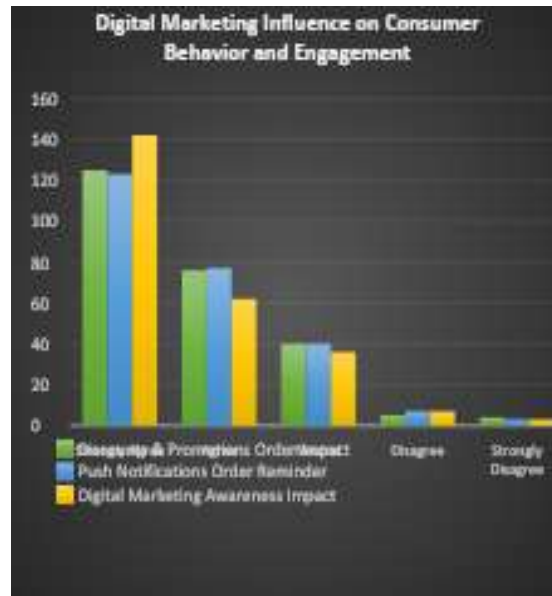
The information shows that online advertisements (30.4) and social media (23.2) are the primary drivers of people knowing about quick commerce apps, followed by friends and family (25.2) and influencers and app stores (relatively insignificant).

Moreover, a significant percentage (49.2) and (29.6) of the respondents strongly agree and agree respectively that social media advertisements affect their usage decision. In a similar manner, influencer marketing is also rated with high influence on trust with 50.8% strongly agreeing and 30.4% agreeing.

In general, the results indicate that digital marketing platforms, in particular, social media and influencers, are important to establish awareness and influence the perception of users.

Section D: Digital Marketing Influence on Consumer Behavior and Engagement

Variable	Category	Frequency	Percentage (%)
Discounts & Promotions Order Impact	Strongly Agree	125	50.0
	Agree	76	30.4
	Neutral	40	16.0
	Disagree	5	2.0
	Strongly Disagree	4	1.6
	Total	250	100.0
Push Notifications Order Reminder	Strongly Agree	123	49.2
	Agree	77	30.8
	Neutral	40	16.0
	Disagree	7	2.8
	Strongly Disagree	3	1.2
	Total	250	100.0
Digital Marketing Awareness Impact	Strongly Agree	142	56.8
	Agree	62	24.8
	Neutral	36	14.4
	Disagree	7	2.8
	Strongly Disagree	3	1.2
	Total	250	100.0



Interpretation

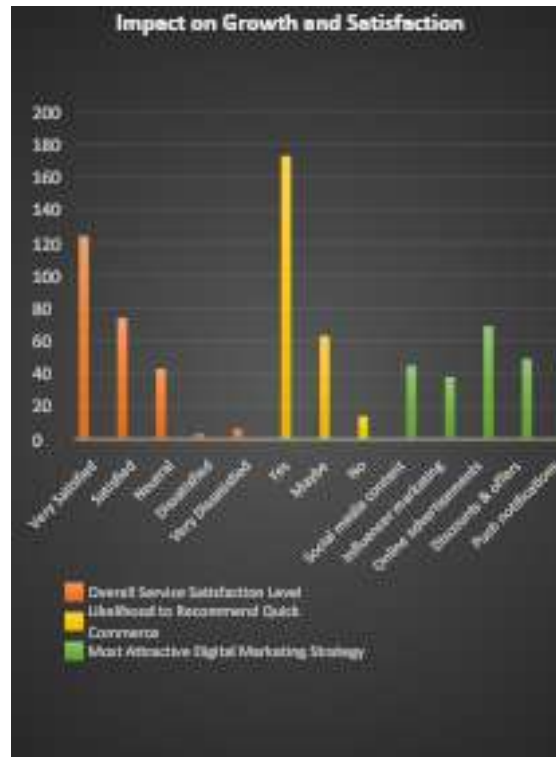
The table indicates that discounts and promotional offers are closely associated with purchasing behavior as 50.0% of them strongly agree and 30.4% agree that when they receive discounts and promotional offers, they are willing to order more.

On the same note, push notifications can work well with reminding users, with 49.2% strongly agreeing that they do so and 30.8% agreeing. Digital marketing has also significantly increased awareness with the largest percentage of the respondents strongly agreeing (56.8%).

On balance, the results indicate that digital marketing strategies do not only attract users but, to the contrary, actively promote the engagement and repeat use of quick commerce apps.

Section E: Impact on Growth and Satisfaction

Variable	Category	Frequency	Percentage (%)
Overall Service Satisfaction Level	Very Satisfied	124	49.6
	Satisfied	74	29.6
	Neutral	43	17.2
	Dissatisfied	3	1.2
	Very Dissatisfied	6	2.4
	Total	250	100.0
Likelihood to Recommend Quick Commerce	Yes	173	69.2
	Maybe	63	25.2
	No	14	5.6
	Total	250	100.0
Most Attractive Digital Marketing Strategy	Social media content	45	18.0
	Influencer marketing	38	15.2
	Online advertisements	69	27.6
	Discounts & offers	49	19.6
	Push notifications	49	19.6
	Total	250	100.0



Interpretation

The data indicates that most of the respondents are very satisfied with quick commerce services with 49.6 being very satisfied and 29.6 satisfied, which is a high level of customer satisfaction. A very low proportion of respondents were dissatisfied.

Regarding the recommendation, a considerable percentage of the respondents (69.2) will recommend quick commerce apps to other people, whereas only 5.6% do not intend to do it, which is an indicator of high customer loyalty and word-of-mouth possibilities. In the case of digital marketing strategies, the most appealing ones are online advertisements (27.6), then there are discounts and offers (19.6), and push notifications (19.6) with social media content and influencer marketing having a significant presence as well. On the whole, the results indicate that high levels of satisfaction and successful digital marketing plans are one of the factors that lead to the development and popularity of quick commerce apps.

Hypothesis 1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.217 ^a	16	.657
Likelihood Ratio	15.804	16	.467
N of Valid Cases	250		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .24.			

Result

The p-value (0.657) is greater than 0.05, so the null hypothesis (H_0) is accepted.

Interpretation

This implies that the digital marketing sources are not related to consumer awareness significantly. Putting it in a straightforward language, digital marketing is not a significant influence on the awareness of people about quick commerce apps.

Hypothesis 2

Correlations				
			Discounts_Promotions_Order_Impact	PushNotifications_Order_Reminder
Spearman's rho	Discounts_Promotions_Order_Impact	Correlation Coefficient	1.000	.002
		Sig. (2-tailed)	.	.007
		N	250	250
	PushNotifications_Order_Reminder	Correlation Coefficient	.002	1.000
		Sig. (2-tailed)	.007	.
		N	250	250

Result

The p-value (0.007) does not exceed 0.05 and therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Interpretation

This demonstrates that online marketing campaigns such as discounts and push messages can greatly influence usage by customers. Simply put, propositions and messages prompt individuals to place more orders.

Hypothesis 3

Correlations				
			SocialMedia_Ads_Influence_Usage	Overall_Service_Satisfaction_Level
Spearman's rho	SocialMedia_Ads_Influence_Usage	Correlation Coefficient	1.000	.002
		Sig. (2-tailed)	.	.010
		N	250	250
	Overall_Service_Satisfaction_Level	Correlation Coefficient	.002	1.000
		Sig. (2-tailed)	.010	.
		N	250	250

Result

The p-value (0.010) is less than 0.05, so the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Interpretation

This implies that customer satisfaction is greatly influenced by digital marketing. To put it straightforward, social media advertisements have an impact on users and make them more satisfied with quick commerce apps.

FINDINGS AND SUGGESTIONS

Findings

Based on the analysis, the following key findings were identified:

- A majority of the respondents are in the 18-25 age bracket with an increased use among young users.
- The most favored apps are Zepto and Blinkit, which implies that there is a high level of competition in the market.
- Weekly use is the preferred use of the users, with regular, but not daily dependence.
- The primary awareness source is through digital marketing, particularly online advertising and social media.
- Influencer marketing and social media advertisements have a great impact on user choice and credibility.
- The largest drivers of frequent usage are discounts and offers.
- Push notifications are useful at reminding users and enhancing their engagement with the app.
- Awareness of quick commerce apps has been greatly enhanced by digital marketing.
- The majority of users are happy because of the quick delivery and convenience.
- Many users are ready to recommend such apps, and they are loyal.
- The results of the hypothesis indicate that digital marketing influences the usage and satisfaction, but not the pre-awareness.



- In general, digital marketing is important in growth and interaction with customers.

Suggestions

Based on the findings, the following suggestions are given:

- Pay more attention to social media marketing in order to attract users.
- Keep on giving discounts and offers and make them use it.
- Push notifications should be used sparingly to prevent annoyance to users.
- Enhance reliability of services and customer services.
- Enhance user experience and loyalty by using personalized marketing.
- Reach out to more people, such as older ages.
- Enhance influencer marketing to enhance trust building.
- Strike the right balance between speed and service levels.
- Create awareness among new users by campaigns.
- Regularly collect feedback and improve services accordingly.

CONCLUSION

To sum up, the paper has demonstrated that the rapid development of the quick commerce app, such as Blinkit and Zepto, is observed, particularly in big cities where residents are more concerned with convenience and time-saving services. The results show clearly that young consumers especially students and working people are the users of these platforms. These apps have become their daily routine because of fast delivery, convenience of ordering and getting access to the products. With this, digital marketing has been extremely significant to raising awareness and shaping consumer behavior. Instead, social media, online advertising, and influencer marketing have assisted users to be aware of these apps and develop trust in them.

Another important point mentioned in the study is that digital marketing techniques, including discounts, offers, and push messages are highly efficient in enhancing the use of the app and customer interaction. Customer loyalty is high as most users are satisfied with the services and recommend these apps. Digital marketing does not have a great influence on the first point of awareness, but it has a great influence on the frequency of use and customer satisfaction. Altogether, it can be concluded that one of the primary factors of the rise of quick commerce apps is the digital marketing. To achieve further growth, companies must work on bettering service levels, individualized marketing plans, and balance speed and reliability in a bid to ensure that customers are satisfied and remain loyal.

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