


Chapter 2

Influence of Social Media on Quick Commerce

Thouraya Othman Hmidi

 <https://orcid.org/0009-0004-8922-5384>

Shaqra University, Saudi Arabia

ABSTRACT

The study concluded that the Social media has a significant influence on quick commerce (q-commerce), which is the fast delivery of goods and services, often within an hour or less. The influence can be observed in several key areas. The study also concluded that Social media platforms like Facebook, Instagram, and TikTok allow q-commerce brands to run highly targeted ad campaigns. Using customer data such as location, interests, and browsing behavior, q-commerce businesses can personalize promotions to encourage immediate purchases. For instance, a person living in a busy city may see an ad for a q-commerce service offering fast food delivery or essential goods. The purpose of this study is to explain the effect of social media on q-commerce to answer the research questions. The dataset on which the study was conducted consists of a sample of customers in Tunisia.

INTRODUCTION

In a world increasingly driven by instantaneity, Quick Commerce (Q-commerce) is emerging as an innovative model that meets consumers' growing expectations for fast delivery and convenience. Based on the promise of delivering essential products—such as groceries, meals, or electronics—in less than 60 minutes, this

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model is particularly relevant in densely populated, connected urban environments (Koli et al., 2023; Khosla & Kumar, 2017).

Beyond its logistical advantages, Q-commerce derives much of its momentum from the rise of social media, which plays a central role in building brand awareness, stimulating purchase intentions, and building customer loyalty. Platforms such as Instagram, TikTok, Facebook, and Twitter have profoundly changed the way businesses interact with consumers, establishing a direct, interactive, and often emotional relationship (Mittal & Sharma, 2023).

In the first part of our analysis, we explored the consolidation of the Q-commerce market and highlighted the partnership strategies between quick commerce players and major retailers (Singh, 2023).

In the first part of our analysis, we explored the consolidation of the Q-commerce market and highlighted partnership strategies between quick commerce players and major retailers (Singh, 2023). This study now focuses on a key differentiating factor: the impact of social media on consumer purchasing behavior in Q-commerce.

Based on a recent literature review and an empirically validated conceptual framework, we will analyze how the perceived credibility of social media advertising influences consumer attitudes and purchase intentions. This research adopts a specific perspective, focusing on the Tunisian context, to better understand the local dynamics of Q-commerce through the use of social media.

The rise of quick commerce has provided a new business opportunity to budding entrepreneurs, startups, and various established e-commerce players. Instant deliveries, which were primarily used for food deliveries till a few years ago, are now being used to deliver vegetables, groceries, pharmaceuticals, and even consumer electronics. The sector has also attracted considerable attention from industry and researchers. The following section conducts a literature review of the academic work done on quick commerce.

1- LITERATURE REVIEW

Based on a review of previous work, we established a conceptual framework whose links have been largely validated. On the one hand, our results confirmed that the perceived credibility of social media advertising influences consumers' attitudes toward it, which in turn influences consumers' purchase intentions. On the other hand, our results indicated that perceived credibility positively and significantly influences consumers' purchase intentions. All of these results converge with those of previous studies conducted in the context of advertising in general (Goldsmith et al. 2000; Tsang, Ho, and Liang, 2004; Haghirian and Madlberger, 2005; Lafferty,

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