

Leveraging Social Media Marketing to Drive Consumer Engagement in Quick Commerce Platforms

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ABSTRACT

This study explores the role of social media marketing (SMM) activities in driving consumer engagement on quick commerce platforms and influencing role of consumer engagement in quick commerce platforms on behavioural outcomes. This study adopted a qualitative, conceptual approach grounded in the Stimulus–Organism–Response (S–O–R) framework. The study identifies six key SMM activities, such as personalisation, informativeness, interactivity, trendiness, word-of-mouth (WoM), and entertainment, as critical stimuli influencing consumer engagement responses. The findings reveal that these activities enhance customer satisfaction, loyalty, and advocacy by stimulating emotional and cognitive engagement. The study emphasizes the need for quick commerce platforms to integrate personalized, interactive, and trend-driven social media strategies to sustain long-term engagement and compet-

itiveness. The insights contribute to both theory and practice by contextualizing the S–O–R model within the emerging quick commerce ecosystem and highlighting consumer engagement.

INTRODUCTION

In recent years, quick commerce industry has witnessed exponential growth, transforming the way consumers purchase everyday essentials. As modern lifestyles become increasingly fast-paced and more demanding schedules, many individuals struggle to allocate time for traditional shopping. This shift highlights the rising significance of quick commerce platforms in meeting evolving consumer needs. Globally, government-enforced lockdowns implemented as precautionary measures for pandemic control (Granheim et al., 2020) compelled organizations to reconfigure their marketing strategies and business models to remain competitive in a rapidly changing environment (Bonnet and Westerman, 2020). This transformation further influenced consumer behaviour and led to an increase in the online purchase of perishables and grocery items.

India's quick commerce industry has witnessed remarkable growth, with sales surging by over 280 per cent in the past two years, according to a report by financial services firm Chryseum (ANI, 2024). The Gross Merchandise Value (GMV) of quick commerce in India increased from Rs.0.5 billion in 2022 to Rs.3.3 billion in 2024 (ANI, 2024), reflecting a significantly faster growth trajectory than that of traditional e-commerce. While India's e-commerce sector is registering an annual growth rate of 14%, quick commerce has expanded at an impressive 73% annual growth rate during the FY 2023-24. This highlights the significant shift in consumer behaviour towards fast and more convenient delivery options. Changes in consumer behaviour, influenced by factors such as safety concerns, convenience, heightened digital awareness, and the preference for contactless transactions, are driving this continuous growth (Gani et al., 2023). Additionally, increasing digital penetration, evolving company strategies, technological advancements, and the attractiveness of diverse products alternatives have further contributed to the sustained expansion and widespread adoption of quick commerce in India (Raza et al., 2023).

The quick commerce market in India is currently valued at USD 3.34 billion in 2024 and is projected to reach USD 9.95 billion by 2029, growing at a CAGR of more than 4.5% over the forecast period (2024-2029). By 2029, it is anticipated that the number of users in India's quick commerce market is expected to reach 60.6 million users. Despite its rapid expansion, the industry remains relatively underpenetrated, accounting for only 7% of the total addressable market, which is valued at USD 45

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