



The Impact Of Social Media Marketing On Consumer Behavior: A Study Of Quick Commerce Platforms In Pune City

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Abstract

In today's digital-first environment, social media plays a pivotal role in shaping consumer preferences and purchase behavior. This influence is particularly evident in the growing Quick Commerce (Q-commerce) sector, where speed and convenience meet real-time digital engagement. This study investigates the impact of Social Media Marketing (SMM) on consumer behavior in the context of Q-commerce platforms such as Blinkit, Zepto, and Instamart. As these platforms rapidly evolve within the retail and e-commerce sectors, their use of personalized and real-time social media strategies has become crucial in shaping consumer decisions. The research focuses on how SMM influences customer attitudes, purchase intentions, brand loyalty, and engagement. Primary data was collected through a structured questionnaire, with responses from 50 Q-commerce users in Pune city. The findings reveal that personalized advertisements, influencer endorsements, time-sensitive promotions, and user-generated content significantly affect consumer behavior. Real-time engagement and interactive campaigns also enhance customer trust, satisfaction, and likelihood of repeat purchases. The study underscores the effectiveness of SMM as a strategic tool in driving consumer behavior in the fast-paced Q-commerce environment.

Keywords: Social Media Marketing, Consumer Behavior, Quick Commerce, Influencer Marketing, Real-Time Engagement, User-Generated Content, Purchase Intentions

1. Introduction

In the digital era, social media has emerged as a transformative force in marketing, fundamentally altering how businesses engage with consumers. With the increasing penetration of smartphones and internet connectivity, platforms such as Instagram, Facebook, YouTube, and X (formerly Twitter) have become integral to the daily lives of consumers, significantly influencing their perceptions, preferences, and purchasing decisions. This paradigm shift is especially pronounced in the Quick Commerce (Q-commerce) sector—an innovative extension of e-commerce that prioritizes speed, convenience, and real-time delivery, often within minutes.

Q-commerce platforms such as Blinkit, Zepto, and Instamart have rapidly expanded their presence in urban markets like Pune, driven by the demand for instant delivery of groceries, essentials, and other daily-use products. These platforms increasingly rely on Social Media Marketing (SMM) strategies to capture consumer attention, build brand awareness, and foster customer loyalty. Through techniques such as personalized advertisements, influencer collaborations, time-bound promotions, and user-generated content, Q-commerce brands are reshaping how consumers interact with and respond to marketing messages.

This study aims to examine the impact of social media marketing on consumer behavior in the context of Q-commerce platforms in Pune city. Specifically, it explores how various SMM strategies influence consumer attitudes, purchase intentions, brand engagement, and loyalty. The research is grounded in primary data collected through a structured questionnaire administered to 60 active users of Q-commerce services in Pune. The insights derived from the study highlight the critical role of interactive and personalized digital marketing efforts in shaping consumer behavior in a fast-paced, convenience-driven retail landscape.

By focusing on the intersection of SMM and Q-commerce, this research contributes to the growing body of literature on digital consumer behavior and offers valuable implications for marketers aiming to enhance customer engagement and retention in highly competitive and dynamic markets.

2. Objective of the Paper

The primary objective of this research is to analyze the impact of Social Media Marketing (SMM) on consumer behavior within the Quick Commerce (Q-commerce) sector in Pune city. The study seeks to:

- To assess the influence of social media platforms on consumer awareness and purchase decisions in the Q-commerce sector.
- To evaluate the effectiveness of influencer marketing and time-sensitive promotions in shaping consumer behaviour.
- To analyze the role of user-generated content in building trust and driving engagement.
- To identify the most impactful social media strategies for Q-commerce brands targeting young urban consumers.

3. Literature Review

The advent of social media has significantly reshaped the landscape of marketing, with platforms like Instagram, Facebook, and YouTube emerging as powerful tools for consumer engagement. Social Media Marketing (SMM) allows brands to connect with consumers in a more personalized, interactive, and real-time manner (Kaplan & Haenlein, 2010). Unlike traditional marketing, SMM facilitates two-way communication and fosters community-driven content, which in turn influences consumer behavior at multiple stages of the decision-making process (Mangold & Faulds, 2009).

3.1 Social Media Marketing and Consumer Behavior

Several studies have highlighted the direct impact of SMM on consumer attitudes and purchase intentions. According to Hajli (2014), trust-building through social platforms significantly affects consumers' willingness to purchase, particularly when influenced by online reviews and peer recommendations. Furthermore, Duffett (2017) found that social media advertising positively influences brand awareness and purchase intentions, especially among millennials and Gen Z consumers, who constitute the primary user base for Q-commerce services.

3.2 Personalized Marketing and Real-Time Engagement

Personalization is a cornerstone of modern SMM strategies. Research by Tuten and Solomon (2017) emphasizes that targeted content, based on user preferences and behaviors, enhances engagement and conversion rates. In the Q-commerce sector, real-time promotions and time-sensitive offers delivered via social media often drive impulse purchases and repeat usage (Sivathanu, 2019). These techniques are particularly effective in urban settings where consumers demand speed and convenience.

3.3 Influencer Marketing and User-Generated Content

The rise of influencer marketing has added a new dimension to SMM. Influencers serve as opinion leaders, and their endorsements significantly shape brand perception and consumer trust (Freberg, Graham, McGaughey, & Freberg, 2011). Similarly, user-generated content (UGC) builds authenticity and community, which enhances consumer loyalty and advocacy (Pérez-Cabañero, Rubio, & Villegas, 2022). These factors are increasingly leveraged by Q-commerce platforms to differentiate themselves in a competitive market.

3.4 Q-Commerce and Digital Consumer Behavior

The Q-commerce model thrives on immediacy, and its success heavily depends on agile and responsive digital marketing strategies. According to Singh and Agarwal (2021), the integration of real-time communication tools with promotional campaigns boosts customer satisfaction and retention. As consumers increasingly rely on digital cues for purchase decisions, the role of SMM in influencing their behavior becomes even more critical.

In summary, existing literature underscores the profound influence of social media marketing on various dimensions of consumer behavior. While many studies have explored SMM in the broader context of e-commerce, limited research has been conducted specifically on its impact within the Q-commerce domain—particularly in emerging urban markets like Pune. This study aims to bridge this gap by providing empirical insights into how SMM drives consumer behavior in this rapidly growing sector.

4. Research Methodology

This study adopts a quantitative research design to examine the impact of Social Media Marketing (SMM) on consumer behavior in the context of Quick Commerce (Q-commerce) platforms in Pune city. The methodology is designed to collect and analyze primary data from active users of Q-commerce services such as Blinkit, Zepto, and Instamart. The research follows a descriptive and cross-sectional approach to understand the current perceptions, attitudes, and behaviors of Q-commerce consumers influenced by social media marketing. The focus is on identifying key factors such as brand engagement, purchase intention, customer trust, and loyalty as shaped by various SMM strategies.

Primary data was collected through a structured online questionnaire administered via Google Forms. The survey was designed to capture insights into consumers' social media usage patterns, exposure to Q-commerce marketing content, and subsequent behavioral responses. The questionnaire includes both closed-ended and Likert scale questions to ensure standardized responses and ease of statistical analysis. A purposive sampling technique was employed to target respondents who have recently used Q-commerce services and are active on social media platforms. A total of 50 responses were collected from Q-commerce users residing in Pune city, ensuring the sample is contextually relevant and demographically diverse.

The collected data is analyzed using descriptive statistics, frequency distributions, and correlation analysis to identify relationships between variables. Tools such as Microsoft Excel and SPSS (or Google Sheets for initial data sorting) are used for data coding, visualization, and interpretation.

5. Data Analysis and Interpretation

The data was collected through a structured questionnaire administered online via Google Forms. A total of 60 valid responses were recorded. The questionnaire consisted of multiple-choice and Likert-scale items aimed at evaluating various aspects of social media marketing's influence on consumer behavior in Q-commerce.

Table 1. Age Distribution of Respondents

Age Group	Count	Percentage
18–25 years	35	58.3%
26–35 years	18	30.0%
36–45 years	5	8.3%
Above 45 years	2	3.3%

The table 1 specify that the largest group of respondents (58.3%) are aged between 18–25 years, followed by 26–35 years (30%). This indicates that Q-commerce platforms in Pune are primarily used by younger demographics, who are also the most active on social media platforms. This alignment supports the study's focus on the impact of digital marketing strategies aimed at younger consumers.

Table 2. Awareness of Q-Commerce Platforms Through Social Media

Response	Count	Percentage
Yes	52	86.7%
No	8	13.3%

The table 2 specify that there is a strong majority (86.7%) reported learning about Q-commerce platforms through social media, highlighting its dominance as an awareness channel. This finding underlines the effectiveness of digital campaigns and reaffirms that social media is an essential tool for customer outreach and education in the Q-commerce sector.

Table 3. Platforms That Influence Purchase Decisions Most

Platform	Count	Percentage
Instagram	27	45.0%
YouTube	12	20.0%
Facebook	10	16.7%
Twitter	3	5.0%
Others	8	13.3%

The table 3 reveals that Instagram leads as the most influential platform (45%), especially among young users. Visual appeal, influencer presence, and interactive ads contribute to Instagram's effectiveness. YouTube (20%) and Facebook (16.7%) also play significant roles. Marketers should prioritize Instagram for visual storytelling and influencer content while utilizing YouTube for in-depth product content and Facebook for community-building.

Table 4. Impact of Influencer Marketing

Response	Count	Percentage
Strongly Agree	22	36.7%
Agree	24	40.0%
Neutral	10	16.7%
Disagree	3	5.0%
Strongly Disagree	1	1.6%

The table 4 reveals that 76.7% of respondents (36.7% strongly agree and 40% agree) acknowledge that influencer marketing has a tangible impact on their purchasing behavior on Q-commerce platforms. This majority response indicates a strong inclination toward trusting and being persuaded by influencers they follow. Influencer marketing has evidently become a credible and relatable form of advertisement, especially among younger users who engage regularly on platforms like Instagram and YouTube. The neutral segment (16.7%) suggests a group that remains ambivalent—potentially needing more consistent or relevant influencer engagement to sway their behavior. Only a small fraction (6.6%) expressed disagreement, with 5% disagreeing and 1.6% strongly disagreeing. This minimal resistance confirms that negative perceptions of influencer marketing are rare among the target demographic.

Table 5. Effectiveness of Time-Sensitive Promotions

Response	Count	Percentage
Strongly Agree	18	30.0%
Agree	28	46.7%
Neutral	10	16.7%
Disagree	3	5.0%
Strongly Disagree	1	1.6%

The table 5 clearly indicates that a majority of respondents (76.7%)—comprising 30.0% who strongly agree and 46.7% who agree—believe that time-sensitive promotions such as limited-time discounts and flash sales influence their purchase decisions on Q-commerce platforms. This suggests that urgency-based marketing tactics are effective in driving consumer action, particularly in a fast-paced environment where immediacy is a key value proposition. The neutral group (16.7%) may represent users who are either indifferent to urgency cues or are not consistently exposed to them in a compelling way. They could potentially be influenced with better targeting or clearer value propositions in time-sensitive messaging. Only a small minority (6.6%) expressed disagreement, indicating that resistance or ineffectiveness of such promotions is relatively rare.

Table 6. Purchase Frequency After Seeing Social Media Ads

Response	Count	Percentage
Very Often	16	26.7%
Often	20	33.3%
Sometimes	18	30.0%
Rarely	5	8.3%
Never	1	1.6%

The table 6 shows that a strong majority (90%) of respondents purchase from Q-commerce platforms at least occasionally after seeing social media advertisements, with 26.7% doing so very often, 33.3% often, and 30% sometimes. This confirms the powerful role of social media advertising in driving customer

purchases, reinforcing its importance as a primary marketing channel for Q-commerce brands. The 8.3% who rarely purchase after seeing ads may represent a more price-sensitive or skeptical segment that requires stronger promotional cues or trust-building strategies such as user reviews or influencer credibility. The 1.6% who never purchase following social media ads highlights a very small portion of resistant users, suggesting that most Q-commerce customers are at least somewhat influenced by online marketing exposure.

Table 7. Influence of User-Generated Content (UGC)

Response	Count	Percentage
Strongly Agree	15	25.0%
Agree	25	41.7%
Neutral	14	23.3%
Disagree	4	6.7%
Strongly Disagree	2	3.3%

The table 7 shows that a majority of respondents (66.7%)—including 25% who strongly agree and 41.7% who agree—believe that user-generated content (UGC) such as customer reviews, photos, and testimonials influences their purchasing behavior on Q-commerce platforms. This highlights the growing credibility and trust consumers place in peer content over brand-produced messaging. A significant portion (23.3%) expressed neutrality, suggesting that while they do not oppose UGC, they may not actively rely on it, possibly due to infrequent engagement or a preference for other forms of validation like influencer endorsements or direct product experience. A combined 10% (6.7% disagree and 3.3% strongly disagree) indicates a small group that does not consider UGC influential. These individuals might be less active on platforms where such content is prevalent or more skeptical of authenticity in peer content.

6. Finding of the Study

- **Young Adults are the Primary Users of Q-commerce in Pune** - The largest proportion of respondents (58.3%) fall in the 18–25 age group, followed by 30% in the 26–35 group. This suggests that Q-commerce usage is most prominent among digitally active younger consumers, aligning well with the social media marketing strategies targeting this segment.
- **High Awareness of Q-Commerce Platforms through social media** - A significant 86.7% of respondents learned about Q-commerce platforms through social media. This confirms that social media is the dominant awareness and discovery channel, reinforcing its strategic importance for Q-commerce brand visibility.
- **Instagram as the Most Influential Platform** - Instagram was identified by 45% of respondents as the most influential platform affecting purchase decisions, followed by YouTube and Facebook. This emphasizes the importance of visual-centric and influencer-led content, especially on Instagram, for marketing success.
- **Influencer Marketing Drives Consumer Behaviour** - Over three-fourths (76.7%) of respondents agree that influencer marketing positively affects their purchase decisions. This shows that influencers serve as effective trust-builders and brand advocates in the Q-commerce space.
- **Time-Sensitive Promotions Encourage Purchases** - Similarly, 76.7% of respondents reported that limited-time offers influence their buying decisions, suggesting that urgency-based tactics are effective in prompting faster customer conversions.
- **Social Media Ads Drive Frequent Purchases** - A compelling 90% of respondents stated they purchase from Q-commerce platforms at least occasionally after seeing ads on social media, confirming that social media advertising directly contributes to sales conversions.

- **User-Generated Content (UGC) Builds Trust and Engagement** -66.7% of respondents are influenced by UGC such as customer reviews and testimonials, indicating that peer-generated content increases trust and plays a valuable role in shaping purchase intent.

7. Conclusion

The present study reveals the significant impact of social media marketing on consumer behavior in the Q-commerce sector, particularly among young adults in Pune. The findings clearly demonstrate that platforms such as Instagram, YouTube, and Facebook serve not only as awareness tools but also as powerful influencers of purchase decisions. A substantial portion of respondents indicated that their awareness and buying behavior were shaped by social media advertisements, influencer endorsements, and user-generated content.

Key digital strategies—such as influencer marketing and time-sensitive promotions—have proven effective in capturing attention and driving immediate consumer action. The strong response to urgency-based campaigns and frequent purchases following social media exposure highlight the need for Q-commerce brands to maintain a dynamic and engaging online presence.

Furthermore, the trust placed in peer-generated content underscores the shift in consumer trust from traditional brand messages to authentic, community-driven insights. These results suggest that Q-commerce marketers must prioritize content that is relatable, credible, and interactive to resonate with today's digital consumers.

In conclusion, social media is not just a promotional channel but a critical touchpoint that significantly shapes consumer decisions in the fast-paced Q-commerce environment. Brands that strategically leverage influencers, timely promotions, and user engagement on the right platforms stand to gain a competitive edge in attracting and retaining tech-savvy, socially connected customers.

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