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CHAPTER 1

INTRODUCTION

1.1 Brief Introduction

1.1.1 Q-Commerce

Quick commerce, or Q-Commerce, is a new e-commerce trend that emphasizes speedy delivery of products and services. It meets the need for rapid satisfaction by striving for delivery in a matter of minutes or hours. Q-Commerce suppliers use technology, logistical infrastructure, and local fulfilment centres to accomplish fast delivery. Gig economy platforms, mobile technologies, and optimized routing algorithms are used to optimize their operations. Some businesses even deploy automated technology, such as robots or drones, for last-mile deliveries. Q-Commerce is transforming the retail sector in addition to providing on-demand delivery of a range of goods, such as consumer electronics and groceries.

segmentify	
2nd Generation eCommerce	3rd Generation Q-commerce
2-14 days delivery	10-60 minutes delivery
High range of product selection	Small range of product selection
Industries like Fashion, Beauty, Entertainment	Industries like Food & Beverage, Grocery
Delivery Truck	Motorcycle, Bicycle
Huge Warehouses	Local Stores Several Small Warehouses

Fig 1.1 Q Commerce updation

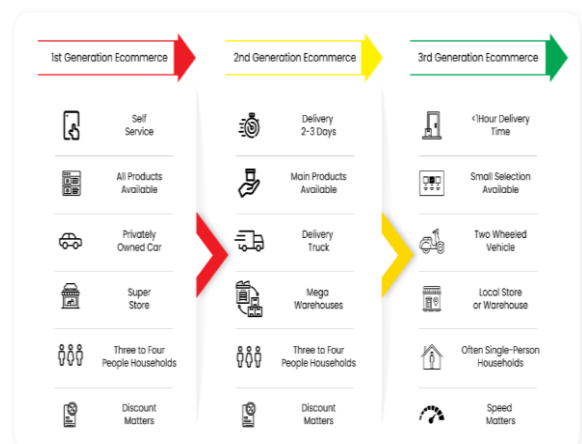


Fig 1.2 Q Commerce updation

By 2025, the \$700 million rapid commerce business in India is expected to have grown eight times to a \$5.5 billion market value. At the moment, rapid commerce only accounts for 4-5 percent of the whole Q-commerce industry.

The cornerstone of rapid commerce is based on a business strategy that combines greater delivery costs and poor margins with quicker turnaround times (TAT), resulting in excessive cash burn for businesses. As a result, in order to thrive in the current competitive environment, the firms must possess the resources needed to continue operating at a loss for years on end until this model takes form and becomes a viable

offering. This approach is a little riskier due to the strain of a quicker turnaround time (TAT) and high operating costs.

1.1.1 Digital Marketing

The term "digital marketing," which may also mean "online marketing"²⁸ or "internet marketing," is the process of promoting a product or service via the use of electronic devices that can receive and transmit data digitally.

Raising⁷ product awareness and influencing customer decisions to promote sales is the end goal of both digital and traditional marketing strategies, including print ads and direct mail. The main difference between digital and traditional marketing is that the latter uses instruments linked to the internet to interact and communicate with their audience. The advent of the World Wide Web in 1989 was a stepping stone towards the maturation of digital advertising. An integral aspect of most businesses' marketing strategy now is internet marketing, which is mostly attributable to the proliferation of digital technology. Additionally, it yields remarkable outcomes.



Fig 1.3 Digital Marketing

Businesses¹¹ are facing greater competition than ever before, making it more important than ever to find effective ways to promote their products and services. More choices from more places mean greater competition for customers' attention. With the help of digital marketing technologies, you may make an impact by delivering interesting content..

1.2 Brief background

The term "digital marketing" didn't first show up until the '90s. After the internet and the Web 1.0 platform were developed, the digital age started. Users²⁹ could only access and

search information on the Web 1.0 platform; they could not upload or share anything online. Global marketers had their doubts regarding the internet platform up to that point. Given the limited use of the internet at the time, they were uncertain of the viability of their methods.

Along with HotWired's acquisition of a handful of banner ads, ²⁶ the first clickable banner went live in 1993. The transition to the digital era of marketing began with this. New technology joined the online marketplace in 1994 as a result of ³⁷ this gradual transition. Yahoo! was also launched in the same year.

In its first year of operation, Yahoo! (often called "Jerry's Guide to the World Wide Web" after its developer, Jerry Yang) attracted around one million visitors. Because of this, a lot of things changed in the world of digital marketing, as companies started optimising ²² their websites for search engines. Several new search engines and tools were released in 1996, including HotBot, LookSmart, and Alexa.

That year, 1998, Google was born. Both Yahoo! and Microsoft's MSN search engines were released at different times. ¹⁵ All the smaller search engines were either left behind or died out when the internet bubble burst two years later, making place for the industry's heavyweights.

Social networking sites sprang up not long after. The two most prominent early social networking sites were MySpace and Facebook. A lot of companies saw that there were new ways to advertise their products and services on all these new websites. It heralded a new age in business and opened up new chances for companies. Using Q-Commerce Doing work.

Central to Q-Commerce (Quick Commerce) is fast, easy, and effective delivery. Here is a high-level summary of how Q-Commerce works to help you understand it better:



Fig 1.4 Q-Commerce Work

- **Online Ordering:** Customers have the option to use either a mobile app or the internet to make orders with Q-Commerce. The app or website has an easy-to-navigate interface that lets customers peruse goods or services, put things in their carts, and then go to checkout. Making an account allows consumers to save their details, including payment data and personal preferences, for future transactions.
- **Inventory Management:** There are a number of ways in which Q-Commerce platforms handle inventory management. Some have their own fulfilment centres, while others work in tandem with local shops. They keep track of inventories in real-time so consumers may get precise information about product availability. Customers are better able to make educated purchases and fewer orders are cancelled because of goods that are out of stock when this information is provided..
- **Order Processing:** The Q-Commerce platform moves quickly to fulfil orders. In order to get an order ready for delivery, it is necessary to validate the order, confirm the payment, and inform the relevant fulfilment centre or local partner. In order to streamline processing, reduce processing time, and optimise order routing, the platform may also use algorithms and automation..
- **Delivery Logistics:** Q-Commerce businesses set up a strong logistics network to allow for quick and effective delivery. Based on proximity and availability, they may send orders to independent couriers or use delivery staff. The most effective delivery routes are determined by the platform's advanced routing algorithms, which maximise efficiency and minimise trip time..
- **Real-Time Tracking:** : Q-Commerce solutions often provide the option to monitor orders in real-time. With the help of the website or mobile app, consumers may monitor the whereabouts and anticipated arrival time of their purchases. Consequently, both the customer experience and the manageability of delivery expectations are enhanced.

1.3 ³ Features of Q-Commerce Business Model

The q-commerce business model differentiates itself from other business models by providing the following features:

- **Faster Delivery Time:** The primary focus of q-commerce is to provide faster delivery, making buying through this platform a convenient and time-saving process.

- **Convenience:** The ability to purchase whenever and wherever you choose with the swipe of a smartphone is the most appealing aspect of q-commerce..
- **Anytime delivery:** With Q-commerce, buyers may choose when they'd want their orders delivered. Customers are not restricted to certain business hours..
- **Reliability:** Customers may have faith in the delivery and quality of these products since they are well-known brands..
- **Lower Pricing:** The q-commerce companies often purchase in bulk, lowering their per-item costs and allowing them to provide attractive discounts..
- **Order tracking:** An additional function of q-commerce that enables clients to monitor the progress of their purchases is order tracking..
- **'One stop shop':** In order to streamline the ordering process, several things may be purchased at once using the applications developed by rapid commerce firms.

1.5 Quick commerce VS eCommerce

The phrases "q-commerce" or "quick-commerce" have also been introduced as a variation of eCommerce to the extensive list of fashionable firms. Similar to eCommerce, Q-commerce is an online marketplace for buying and selling goods and services.

E-commerce emerged first, and as technology developed, so did consumer demands and expectations. Quick commerce systems have emerged, providing much-needed relief to the time-pressed working millennial population. A few e-commerce companies, including Zepto, Gorillas, Swiggy's instamart, Dunzo Daily, Blinkit, and a few more, have already used rapid commerce. Even now, the majority of well-known firms make use of progressive web app platforms.

eCommerce	Q-Commerce
3-4 days or longer delivery period	30 minutes to 1 hour delivery period
Uses traditional methods, and delivery period may extend	Use quantum mechanisms to speed up transactions
Inventory stocked in warehouses	Guaranteed availability and higher security
Wide variety of products	Localized stores and warehouses available
Bigger delivery vehicles	Small or selected range of products

1.6 Performance marketing

The digital revolution has brought about significant change in the marketing industry. Technology businesses can now acquire, analyse, and process enormous amounts of data thanks to improved connection and computing capacity. Of course, marketing experts devote a lot of effort to analyzing client behaviour. You might argue that the digital era has given mankind a goldmine, allowing marketers to simply tailor their methods to the tastes of their target audiences.

- **Dynamic Remarketing:**

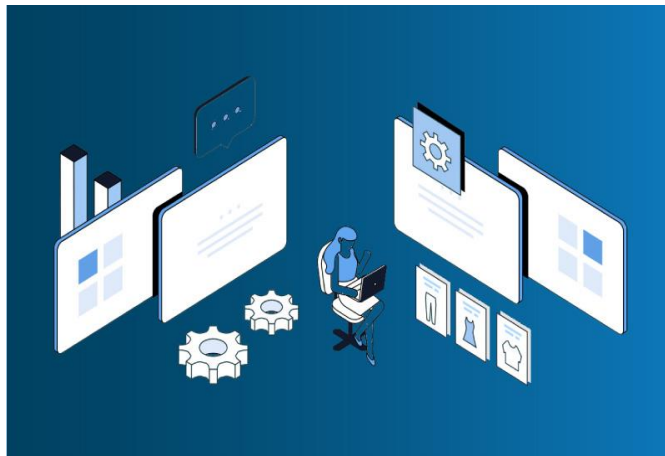


Fig 1.5 Dynamic Remarketing

It is one of the most popular aspects of performance marketing since it can utilize its data to personalize the consumer experience. Companies may utilise their behavioural data to tailor adverts that customers view via dynamic remarketing. For example, if a customer visits a website and adds a product to their basket but does not finish the purchase, the merchant may simply include the product into its advertising creative to persuade the customer to continue the purchasing process. As a result, retargeting advertising will most likely appear on social media and search engines. Because the customer has previously shown interest, conversion rates for remarketing will be higher than for general acquisition techniques.

- **Influencer Marketing**



Fig 1.6 Influencer Marketing

It usually has a mixed reputation among current social media marketing. On the other hand, it may be a cost-effective strategy to reach your target audience on social media using various personalities. When executed well, it is a more relatable kind of advertising than any other sales presentation. However, determining its value might be difficult. But you should know that influencer marketing is rapidly developing, and social media platforms are eager to integrate this new era, resulting in very delighted advertisers guaranteeing spectacular money. Instagram is also continuing to explore the elimination of likes on its platforms, with the goal of encouraging influencers to concentrate on engagement over reach. It complements the performance-based strategy that most companies choose.

- **Visual Search**



Fig 1.7 Visual Search

It essentially transforms a smartphone's camera into a visual discovery tool. To use it, all one has to do is point at the camera with the device, and the technology will instantly

convert the picture to search instead of inputting any queries. While shopping has always been a very visual experience, digital technology has clearly caught up. The major search engines and social media platforms have made significant investments in visual search. The target audience may effectively communicate their goals and create a wonderful opportunity via the visual analysis.

- **YouTube Shopping**



Fig 1.8 YouTube Shopping

When looking for any kind of goods, consumers are increasingly turning to video networks, such as YouTube. However, purchasing anything straight from YouTube is difficult. Customers then leave the forum and go on with their purchases. Google plans to introduce some retail advertising on the site in an effort to end this loop. Given that businesses can now display every product to consumers at the precise time of purchase, this is one of their biggest chances.

1.7 Social media marketing of Q Commerce

Direct sales may be facilitated by social media marketing. Numerous social media networks provide free, interactive native shopping solutions to company accounts. The consumer journey is shortened with social media eCommerce since users may purchase straight from their feeds.

1.7.1 Build brand awareness

When it comes to marketing, social media is where it's at. Promote your new venture, products, services, events, or deals in this prime spot. ⁴⁹ it's great for engaging in conversations with your target demographic as well.

If you want to boost brand awareness, your posting strategy has to have a consistent voice and message. Be creative and use a wide range of mediums when publishing. Take part in one-on-one conversations using popular topics and hashtags.

Building a stronger reputation for your brand takes time. Time is needed. Make use of these guidelines:

- ²⁵ Display your character and principles.
- Keep your message constant.
- Talk to the appropriate individuals
- Show off your worth.
- Answer criticism

1.7.2 Advertise

¹ Social networking is the most effective advertising medium available. The worldwide reach of social media ads is enormous and continues to expand quickly.

According to Hootsuite's data, the ad reach by social media channel is as follows:

1.8 Facebook Ads: 2.17 billion

1.9 14% of Instagram Ads revenue

1.10 On TikTok, 1.02 billion ads

1.11 LinkedIn Ads: 849.6 million

There are large audiences. In fact, it's too big. Consequently, these social media platforms have also strong segmentation and targeting capabilities.

¹ In order to properly promote on social media, ensure that you:

- Decide who your audience and target market are.
- Stack targeting settings to focus on that particular audience.
- Develop an engaging content strategy to communicate with them.
- Establish objectives and KPIs for every channel.
- Select the ad formats that best fit your objectives.
- Choose the appropriate conversion metrics.

The ad kinds, KPIs, and conversion metrics you choose for your social media advertising campaign will depend on your aims. As well as the platforms, you finance.

For example, an aim to increase brand recognition works best when it is:

Carousel, image, and video advertisements that increase engagement, ad impressions, and store visits

In order to increase sales, you need choose:

Advertising for products, collections, or shops that encourage direct purchases and product page visits ,

1.7.3 Sell products directly on social media

Social commerce has never been simpler. Currently, four social networking applications include built-in social selling features:

- ✓ Facebook
- ✓ Instagram
- ✓ Pinterest
- ✓ TikTok

Twitter and Snapchat have also collaborated with Shopify to develop social commerce capabilities of their own.

Here is where social media ecommerce marketing intersects with social commerce. Where social media's reach and brand-building power may translate into direct business.

The advantages of adopting social commerce systems are:

- They're free to set up.
- They develop distinctive and engaging online purchasing experiences.
- They improve sales efficiency and expand sales opportunities.
- They allow headless trade.
- They allow you to build live shopping experiences.

If you want to try social commerce, check out these instructions to getting started:

- An Instagram shop
- Options include a Facebook store,
- Pinterest product pins, and
- TikTok video advertisements for shopping.

1.7.4 Increase sales with an ecommerce chatbot

To paraphrase Uncle Ben, tremendous size (and sales) entails huge responsibility. Brands that extend their social media presence and sales capability must also scale customer assistance.

Ecommerce chatbots are the most efficient approach to do this. Using an AI-powered chatbot such as Heyday by Hootsuite, marketers can:

- Easily connect and communicate with customers one-on-one across numerous channels.
- Provide pre- and post-sales assistance at any time.
- Offer discounts, recommend items, and highlight specials automatically.
- Answer FAQs.
- Guide consumers through the purchasing process.

They can accomplish all of this on a large scale for a fraction of the cost of a support crew.

Interested? Learn how to use chatbots for Instagram and Facebook.

1.7.5 Customer support

Customer assistance is an essential component of any social media ecommerce strategy. Social media channels are fantastic for growing and supporting current clients. As a result, they have become the primary customer service channel for the majority of large businesses.

Customers may visit your profile to:

- Find information
- Ask questions
- Give feedback
- Engage with your content
- Offer insights into what they want.

Brands and social media managers must be prepared to handle incoming comments and direct messages. If you can't, an ecommerce chatbot might assist.

Apart from creating a positive client experience, social proof is another reason to ensure that your social accounts are dynamic. Prospects will see public interactions with consumers. This will influence whether or not they decide to make a purchase. How you handle complaints publicly reveals much about how you manage them personally.

1.7.6 Social listening

With the correct tools, social media can be a data goldmine for your company. Social listening is the activity of monitoring social media for mentions of your business or related discussions.

67% of marketers believe social listening is an effective technique to monitor and understand their customers' requirements. Furthermore, it provides essential insights, such as:

- ✓ What items people adore the most?
- ✓ Where persistent difficulties or troubles may reside.
- ✓ The public's feeling towards your brand

This enables you to handle difficulties, grasp opportunities, and tailor your message to market expectations.

1.8 Key Players in Indian Q-Commerce

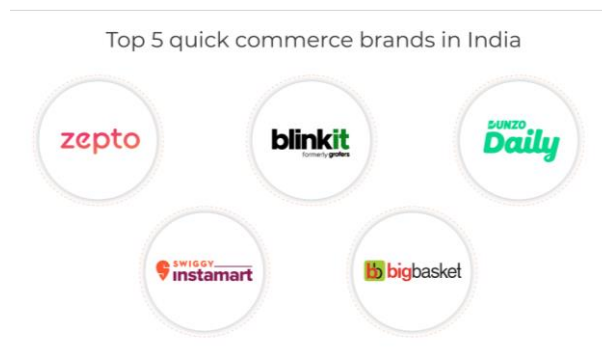


Fig 1.9 Key Players in Indian Q-Commerce

1. Zepto

Zepto began offering its services in April 2021 and promises to deliver groceries, toiletries, household necessities, infant care items, and more in less than ten minutes. Eight minutes and forty seconds is the average delivery time (estimated).

Cities Covered: Bangalore, Mumbai, Delhi, Chennai, Hyderabad and Pune.

Their Strategies + ROI Of Adopting Quick Commerce Business Model

2,500 orders may be completed daily by their 100 micro-warehouses, enabling delivery within 10 minutes. They are able to overcome challenges like busy highways, last-mile connection, and the number of deliveries as a result.

- The unique customer experience is created by the Zepto App's features, which include live order tracking, fast pick-up, cashless payment, digital wallets, geo-fencing with ETA alerts, and SMS verification for pickup and delivery.

With a \$10 billion value, the Q-commerce delivery concept by itself generated millions of dollars for them. Their yearly grocery delivery are 200% more than before.

2. BlinkIt

Grofers, the company's previous name, was relaunched as Blinkit with the goal of delivering consumer items in ten to twenty minutes. At the moment, 14 cities are served by it..

Cities Covered: Agra, Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi-NCR, Hyderabad, Jaipur, Kolkata, Mohali, Mumbai, Pune, UP-NCR.

Their Strategies + ROI Of Adopting Quick Commerce Business Model:

- Currently, Blinkit has over a million weekly shoppers. Weekly retention on average is around 50%. This indicates that 50% of consumers return to shop.
- They have 250 micro warehouses and local kiranas that serve each covered region to ensure that supplies never run out.
- They have lucrative compensation agreements in place with 14,000–15,000 different delivery partners.

3. Dunzo Daily

In 35–40 minutes, Dunzo Daily, a fast commerce firm in India, provides household goods, food, medications, pet supplies, health and wellness, presents, bike rides, pick-up and drop, washing delivery, etc. for a minimal delivery price.

Cities Covered: Gurgaon, Pune, Chennai, Mumbai and Hyderabad, Bangalore, Delhi & Hyderabad.

Their Strategies + ROI of adopting Quick Commerce Business Model

- They developed the "Dunzo Delivery Partner App" to track delivery personnel and allocate orders to them.
- Its platform leverages artificial intelligence to estimate demand more accurately, improve inventory choices, and streamline supply chain processes.

- A few of the app's attributes that maintain users' satisfaction and loyalty are:
 - GPS real-time monitoring of delivery guys' whereabouts for customers
 - o Offers well-liked payment methods including UPI, Credit/Debit Cards, Online Banking, etc.
 - o Notifies users via push notifications about the most recent sales, special offers, loyalty programmes, payment confirmations, shipping statuses, etc.
 - o Concentrates on Compiling Reviews & Ratings
- In 2020–21, it had 40x growth with an emphasis on supply chain and providing an amazing client experience. Every month, they have been delivering two million orders.

4. Swiggy Instamart

Swiggy Instamart launched in August 2020 with a quick commerce business model to deliver groceries within 45 minutes to customers around 18 cities. Today, it processes 1 million orders weekly.

Cities Covered: Bangalore, Delhi-NCR, Hyderabad, Mumbai, Chennai & Pune

Their Strategies + ROI Of Adopting Quick Commerce

- Key resources of Swiggy include local shops and restaurants, technology, payment system, delivery providers
- For fleet management, they have partnered with Fast Despatch Logistics, a last-mile delivery service provider. It collaborated with the electric-cycle manufacturer i.e. Hero Lectro Cargo (HLC) to deliver orders through e-bikes
- To enable hyper-quick deliveries, they leveraged dark stores owned by third-party sellers
- On Swiggy App, customers also get multiple payment methods —Card Credit, Debit Cards, Net Banking, mobile wallets, COD, etc
- To enable exceptional customer experience, they offer facilities like chat/call support, auto-detection of location, live order tracking, coupons, etc on their App

5. Big Basket

Just like other **quick commerce startups**, Bigbasket is also establishing a network of 'dark stores' and using advanced technology for instant deliveries.

1.9 Gaps in literature

Based on the literature provided, there are several noticeable gaps in the existing research landscape regarding digital marketing practices, particularly in the context of quick commerce companies. While the literature offers valuable insights into various aspects of digital marketing, there is a lack of specific focus on the unique strategies and challenges faced by quick commerce companies in leveraging digital marketing for business growth.

Most of the existing studies primarily focus on digital marketing practices in general or within specific industries, such as e-commerce, startups, or small businesses. However, there is a distinct absence of literature specifically examining digital marketing practices within the emerging domain of quick commerce, which operates on ultra-fast delivery models.

The gaps in the literature highlight the need for targeted research focusing specifically on the digital marketing practices of quick commerce companies. Addressing these gaps would contribute to a deeper understanding of the challenges and opportunities in this rapidly evolving sector and provide actionable insights for companies looking to harness the power of digital marketing to thrive in the competitive quick commerce landscape.

1.10 Objectives of the study

- To study the digital marketing methods used by fast commerce enterprises.
- To evaluate the efficacy of digital marketing methods used by fast commerce enterprises for client acquisition and retention.
- To identify the primary issues that rapid commerce organizations encounter while adopting digital marketing tactics.
- To provide suggestions for improving digital marketing methods in order to increase the competitiveness of rapid commerce enterprises.

LITERATURE REVIEW

2.1 Introduction

The literature review provides a comprehensive examination of existing research pertaining to digital marketing practices, focusing particularly on quick commerce companies. By synthesizing insights from a range of scholarly articles, this chapter aims to identify gaps in the literature and establish a foundation for understanding the digital marketing landscape within the context of quick commerce. Through a critical analysis of the available literature, this review sets the stage for the subsequent exploration of digital marketing strategies employed by quick commerce companies, highlighting both the challenges and opportunities inherent in this dynamic and rapidly evolving sector.

2.2 Literature Review

Valter Afonso Vieira et al. (2019) “In pursuit of an effective B2B digital marketing strategy in an emerging market” In their study, Vieira et al. delve into the complexities of crafting a successful B2B digital marketing strategy within emerging markets. They highlight the evolving landscape of digital communication channels, including paid media, owned media, and digital inbound marketing, and the uncertainties surrounding their influence on B2B sales and customer acquisition. Through empirical analysis utilizing vector autoregressive modeling on a unique dataset from a Brazilian hub firm, the researchers uncover insights specific to emerging markets.

Yakup Durmaz et al. (2016) “Travel from Traditional Marketing to Digital Marketing” “Durmaz and colleagues explore the transition from traditional to digital marketing propelled by advancements in information technology and widespread internet access. The study underscores the importance of customer communication and understanding their needs in both traditional and digital marketing contexts. Furthermore, it highlights the advantages of digital marketing in reaching target audiences through social media and search engines, ultimately enabling companies to stay competitive in a rapidly evolving landscape.

Shams Mukhtae et al. (2023) “EXPLORING THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR AND LOYALTY” Mukhtae et al. investigate the impact of digital marketing techniques on consumer behavior and loyalty.

Their literature review outlines the various facets of digital marketing, including search engine optimization, social media marketing, and mobile marketing, and their influence on consumer conduct. Additionally, it emphasizes the importance of interaction and customization in fostering lasting consumer relationships. The findings underscore the need for marketing professionals to leverage digital media effectively to enhance customer satisfaction and loyalty.

Mykola Ivanov (2019) “The digital marketing with the application of cloud technologies” Ivanov's study focuses on the intersection of digital marketing and cloud technologies in the modern digital economy. He analyzes how market dynamics necessitate quick analysis of multidimensional data, impacting product production, market promotion, and pricing strategies. Ivanov proposes a digital marketing system based on market segmentation, taking into account factors like geography, costs, and time. He introduces a method for assessing consumer demand in target markets, facilitating effective management of trading platforms using cloud technologies.

Dewi Surya Wuisan (2023) “Maximizing Online Marketing Strategy with Digital Advertising” Wuisan's study investigates the implementation of online advertising to capture consumer interest and drive purchases. Utilizing a descriptive survey method with 96 Lazada users, the research demonstrates the direct influence of online advertising on customer intent to purchase. The study highlights the significant impact of digital marketing, particularly through social media, in increasing sales volume and profit, emphasizing its effectiveness in the era of globalization.

Huseyin Guven (2020) “Industry 4.0 and Marketing 4.0: In Perspective of Digitalization and E-Commerce” Guven explores the convergence of Industry 4.0 and Marketing 4.0 in the context of digitalization and e-commerce. He emphasizes the pivotal role of e-commerce in influencing consumer purchasing decisions and underscores the importance for marketing managers to adapt to rapidly evolving information and communication technologies. The study provides insights into the digitalization of e-commerce sites and the emerging trends in digital marketing, emphasizing the need for marketers to stay abreast of technological transformations.

Akshay Raju Tandava et al. (2021) “A REVIEW ON DIGITAL MARKETING” Tandava et al. provide a comprehensive review of digital marketing strategies and components employed by marketers to reach customers effectively. They highlight the

significance of digital technologies, such as search engine optimization, content marketing, and data analytics, in enhancing customer reach and influence. The study underscores the importance of leveraging digital marketing tools to adapt to the evolving digital landscape and meet consumer expectations.

Butkovskaya Galina et al. (2019) “DIGITAL MARKETING: CONSUMER BEHAVIOR” Butkovskaya et al. delve into the changes in consumer behavior influenced by digital technologies and the digital environment. They explore the impact of digital marketing on consumer relationships, emphasizing the need for corporations to invest in building digital relationships with customers. The study sets the stage for future research on consumer behavior in the context of digital marketing strategies and tactics.

Darius Zumstein et al. (2020) “ACTORS OF E-COMMERCE – DRIVERS OF THE CONVERSIO” Zumstein et al. investigate the success factors driving digital commerce, focusing on online retailers' strategies to increase conversion rates and revenues. Their findings highlight the importance of customer-driven, service-driven, and data-driven approaches in optimizing online shops. The study underscores the significance of digital analytics, personalized content, and omnichannel marketing in enhancing conversion rates and customer satisfaction.

José M. Ponzoa & Anett Erdmann (2021) “E-Commerce Customer Attraction: Digital Marketing Techniques, Evolution and Dynamics across Firms” Ponzoa and Erdmann analyze digital marketing techniques' impact on customer attraction to e-commerce websites across different firms and regions. Through empirical analysis, they uncover differences in digital marketing strategies across American and European firms and explore how competitors' marketing activities affect focal firms. Their study sheds light on the evolving dynamics of digital marketing in the e-commerce landscape, emphasizing the importance of adapting marketing strategies to remain competitive.

Ramdani Murdiana (2020) “E-commerce marketing strategies in industry 4.0” Murdiana explores the strategic steps companies must take to ensure sustainability in the transition from conventional to digital business processes, particularly in the era of Industry 4.0. Employing a descriptive research method with a qualitative analysis approach, the study gathers empirical data through primary and secondary data collection methods. The research identifies nine e-commerce strategies tailored for Industry 4.0, including framing market opportunities, formulating marketing strategies, designing

customer experiences, crafting customer interfaces, and leveraging customer information through technology.

Eric M. Olson et al. (2021) “Business strategy and the management of digital marketing” Olson et al. address the challenges faced by marketing managers in prioritizing objectives and determining investment in digital marketing tactics within different business strategies. The article categorizes ⁴¹ business strategies into prospectors, analyzers, low-cost defenders, and differentiated defenders. Through insights gleaned from various business strategies, the authors aim to assist marketing managers in efficiently and effectively implementing digital marketing tactics aligned with their firm’s chosen strategy.

Elaysia Parks et al. (2020) “Digital Marketing Proposal for Small Businesses: A Review of Digital Marketing Strategies Regarded as Best Practices for Brand Expansion” Parks and her team emphasize the pivotal ⁴⁸ role of digital marketing in brand communication and advertising. The study underscores the importance of establishing an online presence and engaging with the audience to positively influence brand perception and reputation. By analyzing advertising across different media forms and the impact of product reviews on consumer engagement, Parks et al. advocate for the adoption of digital marketing plans, illustrated through a case study on "Menifee Financial."

Dr. Mrs. Vaibhava Desai (2019) “Digital Marketing: A Review” Desai's paper provides a conceptual understanding of digital marketing, emphasizing its evolution and impact on contemporary business practices. Focusing on the utilization ³⁵ of digital technologies for marketing purposes, the review highlights the prevalence of digital platforms in modern marketing strategies. Through examples and cases, Desai elucidates the role of digital marketing in enhancing brand visibility, customer engagement, and overall marketing effectiveness.

Prativindhya (2018) “Digital Marketing: Overview” Prativindhya presents an overview of digital marketing, encompassing various electronic devices and technologies utilized for selling products or services. The study emphasizes the flexibility and cost-effectiveness of online ²⁴ marketing strategies such as search engine optimization, content marketing, and social media marketing. By analyzing the growth of digital marketing over the past decade, the paper highlights its superiority over traditional marketing methods.

Afrina Yasmin et al. (2015) “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study” Yasmin et al. investigate the effectiveness of digital marketing in the contemporary business landscape. Through empirical analysis involving 150 firms and 50 executives, the study examines the impact of digital marketing on sales and compares it with traditional marketing methods. The findings underscore the importance of digital marketing in enhancing firm performance and driving sales in today's competitive environment.

Niken Febriani Kusumawati et al. (2019) “The Effectiveness of Digital Marketing for Show Up Company: Issues and Challenges” Kusumawati and colleagues focus on the effectiveness of digital marketing in startup companies, particularly in leveraging social media platforms for brand promotion and customer engagement. The study aims to investigate the challenges faced by startups in implementing digital marketing strategies and suggests solutions to enhance their online presence and attractiveness to potential customers.

Marin Ištvančić et al. (2017) “Digital Marketing in the Business Environment Volume 8, Number 2, 2017 67 Preliminary Communication” Ištvančić et al. discuss the significance of digital marketing in the contemporary business environment, particularly in comparison to traditional marketing methods. They explore various digital advertising tools and techniques, including search engine optimization, display advertising, social networking marketing, and email marketing, highlighting their advantages and disadvantages. The paper aims to facilitate more efficient creation and implementation of digital marketing strategies in new business environments.

S. Mahalingam and B. Ashokkumar (2020) “An Overview of Digital Marketing Practices in India” Mahalingam and Ashokkumar delve into digital marketing practices in India, emphasizing its transformative impact on businesses. They highlight the importance of the internet and social networks in promoting and selling products, stressing the need for companies to develop and apply digital strategies for effective communication with customers. The paper underscores the necessity for businesses to strike a balance between traditional and modern communication media to ensure successful online marketing.

Mykola Ivanov (2020) “Cloud-based Digital Marketing” Ivanov's paper analyzes the role of cloud technologies in digital marketing strategies, particularly in market

segmentation and consumer demand assessment. He proposes a digital marketing system based on cloud technologies, considering factors like geography, costs, and time. Ivanov's concept aims to enhance marketing efficiency through the utilization of cloud-based tools for consumer demand analysis and management of trading platforms.

Sushma Tiwari et al. (2023) “Digital Marketing Dynamics in the Indian Context: A Journey through Time” Tiwari et al. ³¹ explore the evolution of digital marketing in India and its impact on various business sectors. They discuss the rise of digital marketing alongside advancements in technology, highlighting its significance in communication, e-commerce, online transactions, and banking. The paper provides insights into the opportunities and challenges posed by digital marketing in India, addressing issues such as security, privacy, and the need for effective marketing strategies in the digital age.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 Introduction

The methodology employed to investigate the digital marketing practices of quick commerce companies is outlined. The methodology served as a roadmap for conducting the research, guiding the selection of data collection methods, analysis techniques, and ensuring the validity and reliability of the findings. By adhering to a systematic approach, the study aimed to achieve comprehensive insights into the digital marketing strategies utilized by fast commerce enterprises, their effectiveness in acquiring and retaining clients, as well as the primary challenges encountered and potential areas for improvement.

3.2 Research Design

A mixed-method approach was chosen to investigate the digital marketing practices of quick commerce companies.

This approach integrated qualitative and quantitative methods to provide a comprehensive understanding of the research topic.

- **Mixed-Method Approach:**

Qualitative methods (interviews, observations) were utilized to delve into the nuances of digital marketing methods employed by fast commerce enterprises and to understand challenges faced during adoption.

Quantitative methods (surveys, data analysis) were employed to assess the effectiveness of digital marketing strategies in client acquisition and retention.

The mixed-method approach allowed for triangulation of findings, enhancing the validity and reliability of the research outcomes.

- **Reasoning behind Choice of Research Design:**

The objectives of the study necessitated a multifaceted exploration of digital marketing practices in quick commerce companies.

Qualitative methods facilitated an in-depth understanding of strategies and challenges, while quantitative methods provided statistical evidence to support findings.

By combining these approaches, the research design aimed to offer a comprehensive analysis, addressing both qualitative nuances and quantitative metrics relevant to the objectives.

3.3 Sampling Strategy

The target population for this study comprised quick commerce enterprises, encompassing companies engaged in rapid delivery of goods or services through digital platforms.

The sampling method employed for this study was purposive sampling.

Purposive sampling was chosen to ensure representation of a diverse range of quick commerce enterprises, considering factors such as size, geographic location, and digital marketing maturity.

Purposive sampling allowed for the selection of participants who possessed relevant expertise and experience in digital marketing within the quick commerce sector.

By targeting specific companies known for their innovative digital marketing practices, the study aimed to gather insights from industry leaders, thereby enhancing the richness and depth of the data.

Sample Size: 100

3.4 Data Collection Methods

1. Interviews:

- **Process:** Participants for interviews were selected through purposive sampling, targeting individuals with expertise in digital marketing within quick commerce enterprises. Semi-structured interviews were conducted either in person or via video conferencing, allowing for open-ended exploration of participants' experiences, strategies, and challenges in digital marketing.

2. Surveys:

- **Design:** A structured survey questionnaire was designed to assess the effectiveness of digital marketing methods in client acquisition and retention among quick commerce enterprises. The questionnaire included both closed-ended and Likert scale questions, covering various aspects of digital marketing strategies and outcomes.

- **Distribution Method:** Surveys were distributed electronically via email and online survey platforms to a sample of 100 quick commerce companies. Reminder emails were sent to encourage participation and ensure a satisfactory response rate.
- **Response Collection:** Responses were collected anonymously to maintain participant confidentiality. Data from completed surveys were compiled and analyzed using statistical software for quantitative analysis.

3.5 Data Analysis Techniques

- **Quantitative Analysis**

To address the research objectives related to evaluating the efficacy of digital marketing methods for client acquisition and retention, quantitative analysis of survey data was conducted.

Statistical techniques such as descriptive statistics (mean, median, standard deviation), inferential statistics (t-tests, chi-square tests), and regression analysis were employed to analyze survey responses.

These statistical analyses allowed for the identification of significant relationships, trends, and patterns in the data, providing quantitative insights into the effectiveness of digital marketing strategies employed by quick commerce enterprises.

- **Qualitative Analysis**

For addressing research objectives concerning the study of digital marketing methods used by quick commerce enterprises and the identification of primary issues encountered, qualitative analysis of interview transcripts was performed.

Thematic analysis was employed to systematically identify, analyze, and interpret patterns or themes within the qualitative data.

Through an iterative process of coding, categorization, and interpretation, themes related to digital marketing strategies, challenges, and best practices were identified and analyzed.

Additional qualitative data analysis techniques, such as content analysis or narrative analysis, were utilized depending on the nature of the data and research objectives.

3.6 Validity and Reliability

1. Validity:

To ensure the validity of the research findings, the study implemented triangulation of data sources and member checking. Triangulation integrated various data sources, such as interviews and surveys, alongside qualitative and quantitative methods, enhancing the credibility of the conclusions drawn. This approach facilitated cross-verification of findings, offering a comprehensive and nuanced understanding of the research topic. Additionally, member checking was employed, involving the sharing of preliminary findings with participants to validate accuracy and ensure their perspectives were accurately portrayed in the analysis.

2. Reliability:

Measures were diligently undertaken to uphold the reliability and consistency of the study. Standardized data collection protocols were meticulously adhered to, ensuring uniformity across interviews and surveys. Comprehensive documentation of research procedures and data analysis techniques was maintained, facilitating potential replication by other researchers. Furthermore, inter-coder reliability was rigorously evaluated during qualitative data analysis, guaranteeing consistency in coding and interpretation among researchers.

3.7 Ethical Considerations

Throughout the research process, stringent ethical considerations were meticulously upheld. Prior to their involvement, all participants provided informed consent, which detailed the study's purpose, confidentiality measures, and their rights. Participants were assured of their ability to withdraw from the study at any point without facing consequences. Confidentiality of participant data was rigorously maintained, with measures in place to anonymize data and safeguard against unauthorized access or disclosure. Data protection protocols were strictly followed, employing secure storage and transfer methods accessible only to authorized personnel. Adherence to ethical guidelines and protocols was paramount, with Institutional Review Board (IRB) approval obtained prior to commencing the study, ensuring alignment with ethical standards. Researchers remained vigilant in monitoring ethical considerations throughout the study, promptly addressing any concerns or issues that arose, thus upholding the integrity and trustworthiness of the research endeavor.

Hypothesis

1.Null Hypothesis (H0): There is no significant difference in the digital marketing methods used by fast commerce enterprises.

Alternative Hypothesis (H1): There is a significant difference in the digital marketing methods used by fast commerce enterprises.

2.Null Hypothesis (H0): There is no significant difference in the efficacy of digital marketing methods for client acquisition and retention among fast commerce enterprises.

Alternative Hypothesis (H1): There is a significant difference in the efficacy of digital marketing methods for client acquisition and retention among fast commerce enterprises.

3.Null Hypothesis (H0): There are no significant issues encountered by rapid commerce organizations while adopting digital marketing tactics.

Alternative Hypothesis (H1): There are significant issues encountered by rapid commerce organizations while adopting digital marketing tactics.

4.Null Hypothesis (H0): There is no significant relationship between implementing suggested improvements and increasing the competitiveness of rapid commerce enterprises.

Alternative Hypothesis (H1): There is a significant relationship between implementing suggested improvements and increasing the competitiveness of rapid commerce enterprises.

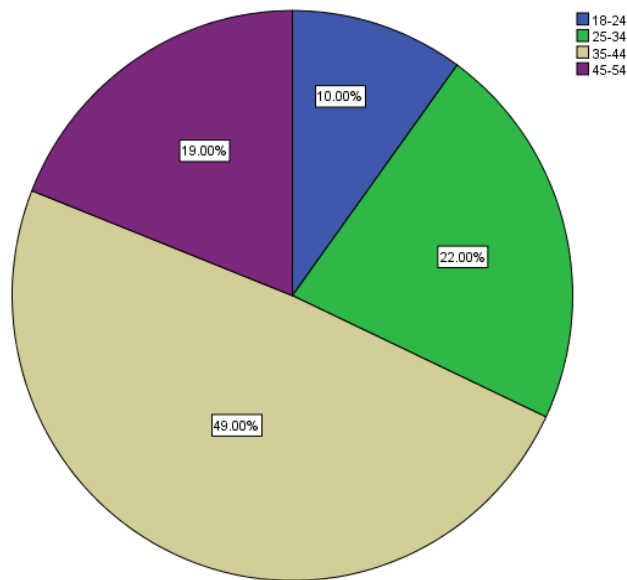
CHAPTER-4

DATA ANALYSIS

4.1 Frequencies

Table 1 Age

Option	Frequency	Percent
18-24	10	10.0
25-34	22	22.0
35-44	49	49.0
45-54	19	19.0
⁴⁴ Total	100	100.0

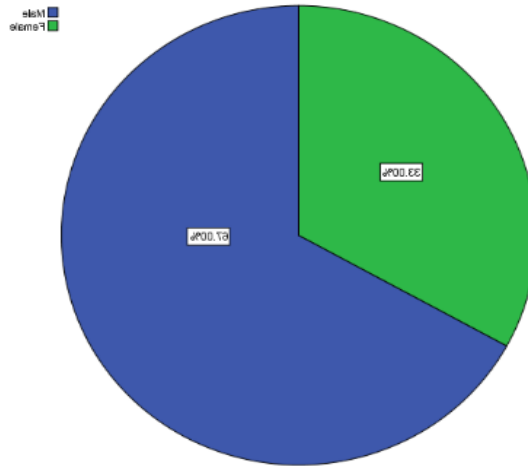


Graph 1 Age

The table displays the distribution of respondents' ages in four categories: 18-24, 25-34, 35-44, and 45-54. The data indicates that the largest proportion of respondents fall within the age range of 35-44, accounting for 49% of the total sample. The next most common age group is 25-34, comprising 22% of the respondents. Age groups 18-24 and 45-54 represent 10% and 19% of the sample, respectively.

Table 17 Gender

Option	Frequency	Percent
Male	67	67.0
Female	33	33.0
Total	100	100.0

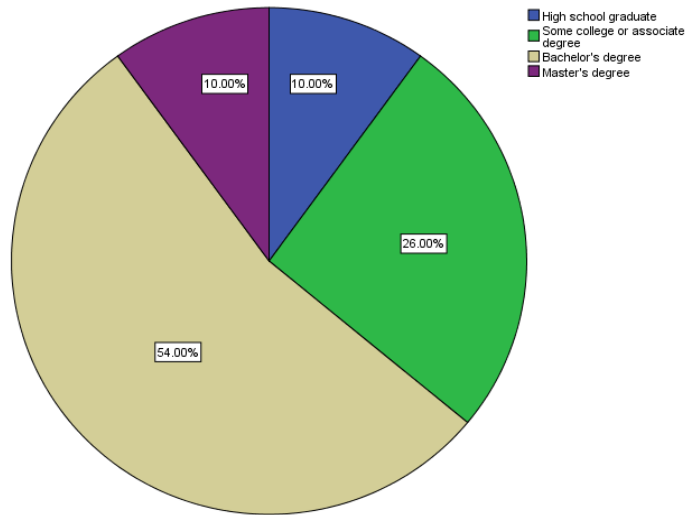


Graph 2 Gender

The table illustrates the gender distribution among respondents, with 67% identifying as male and 33% as female. This suggests a noticeable majority of male respondents compared to females within the sample. Such a gender imbalance could potentially impact the interpretation of any subsequent analysis or conclusions drawn from the data, emphasizing the importance of considering gender dynamics in the context of the research.

Table 3 Education Level

Option	Frequency	Percent
High school graduate	10	10.0
Some college or associate degree	26	26.0
Bachelor's degree	54	54.0
Master's degree	10	10.0
Total	100	100.0

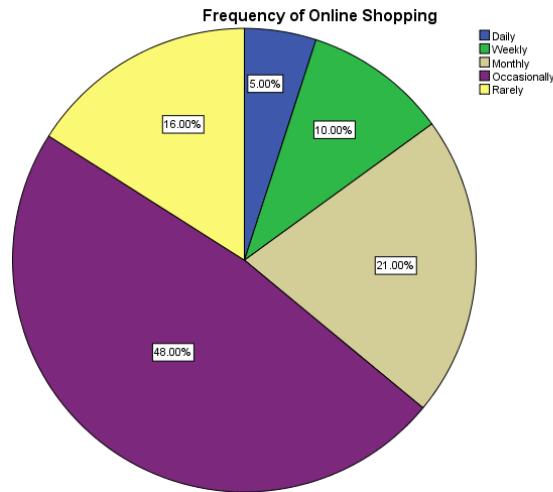


Graph 3 Education Level

The table presents the distribution of respondents' education levels, indicating that the majority, 54%, hold a bachelor's degree, followed by 26% with some college or an associate degree. A smaller proportion, 10%, reported having either a high school diploma or a master's degree. This distribution underscores the prevalence of bachelor's degrees among the respondents, suggesting a relatively high level of educational attainment within the sample population, which could have implications for their perspectives and behaviors in the context of the research.

Table 4 Frequency of Online Shopping

Option	Frequency	Percent
Daily	5	5.0
Weekly	10	10.0
Monthly	21	21.0
Occasionally	48	48.0
Rarely	16	16.0
Total	100	100.0

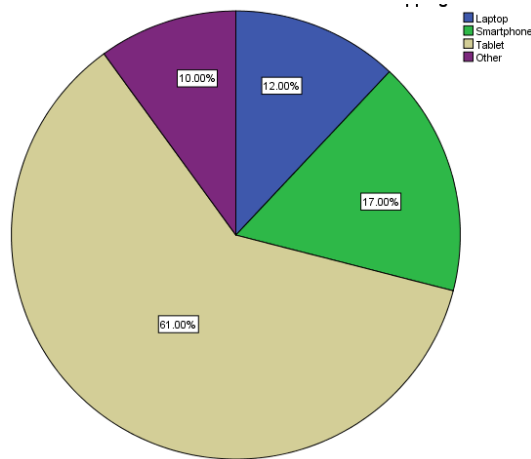


Graph 4 Frequency of Online Shopping

The table presents the frequency of online shopping among respondents, revealing that the majority, 48%, shop occasionally, followed by 21% who do so monthly. A smaller proportion of respondents reported shopping weekly (10%), while 5% shop daily and 16% do so rarely. This distribution highlights a diverse range of online shopping habits within the sample population, with a significant portion engaging in occasional purchases and a smaller but notable segment shopping on a monthly basis, indicating varied levels of online shopping frequency among the respondents.

Table 5 Preferred Device for Online Shopping

Option	Frequency	Percent
Laptop	12	12.0
Smartphone	17	17.0
Tablet	61	61.0
Other	10	10.0
Total	100	100.0

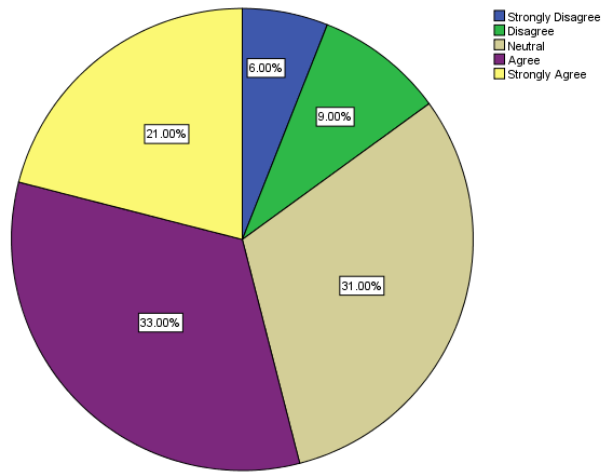


Graph 5 Preferred Device for Online Shopping

The table displays the preferred devices for online shopping among respondents, with the majority, 61%, favoring tablets, followed by 17% using smartphones and 12% using laptops. A smaller proportion, 10%, opted for other devices. This distribution underscores the prevalence of tablet usage for online shopping within the sample population, indicating a preference for larger-screen devices potentially offering enhanced browsing and purchasing experiences. The relatively lower percentages for smartphones and laptops suggest that while these devices are still utilized, they are less preferred compared to tablets for online shopping activities among the respondents.

Table 6 How strongly do you agree or disagree that the digital marketing methods employed by Q commerce companies effectively communicate their products/services?

Option	Frequency	Percent
Strongly Disagree	6	6.0
Disagree	9	9.0
Neutral	31	31.0
Agree	33	33.0
Strongly Agree	21	21.0
Total	100	100.0

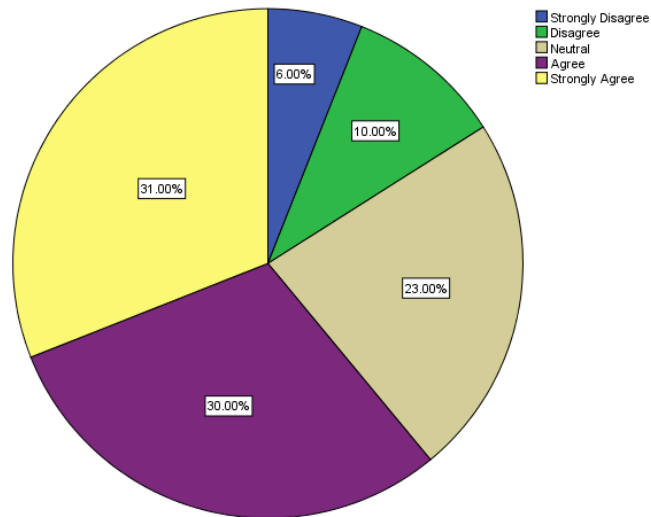


Graph 6 How strongly do you agree or disagree that the digital marketing methods employed by Q commerce companies effectively communicate their products/services?

The table illustrates respondents' attitudes towards the effectiveness of digital marketing methods employed by Q commerce companies in communicating their products/services. The data reveals that a notable proportion, 54%, either agree or strongly agree with the effectiveness of these methods, while a smaller percentage, 15%, disagree or strongly disagree. Meanwhile, 31% of respondents express a neutral stance. This distribution suggests a generally positive perception among respondents towards the effectiveness of digital marketing strategies utilized by Q commerce companies, with a significant portion acknowledging their efficacy in conveying products/services.

Table 7 To what extent do you believe that the digital marketing strategies used by Q commerce companies influence your decision to purchase from them?

Option	Frequency	Percent
Strongly Disagree	6	6.0
Disagree	10	10.0
Neutral	23	23.0
Agree	30	30.0
Strongly Agree	31	31.0
Total	100	100.0

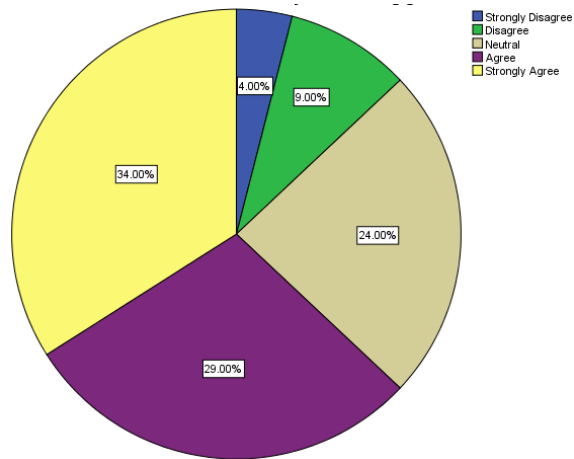


Graph 7 To what extent do you believe that the digital marketing strategies used by Q-commerce companies influence your decision to purchase from them?

The table presents respondents' perceptions regarding the influence of digital marketing strategies employed by Q-commerce companies on their purchasing decisions. It shows that a substantial majority, 61%, either agree or strongly agree that these strategies influence their purchasing decisions, while only 16% express disagreement. Additionally, 23% remain neutral. This distribution indicates a significant impact of digital marketing efforts on respondents' purchasing behaviors, with a notable portion acknowledging a strong influence, highlighting the effectiveness of these strategies in driving consumer actions within the Q-commerce sector.

Table 8 How strongly do you agree or disagree that fast-commerce enterprises offer convenience and efficiency in delivering goods/services?

Option	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	9	9.0
Neutral	24	24.0
Agree	29	29.0
Strongly Agree	34	34.0
Total	100	100.0

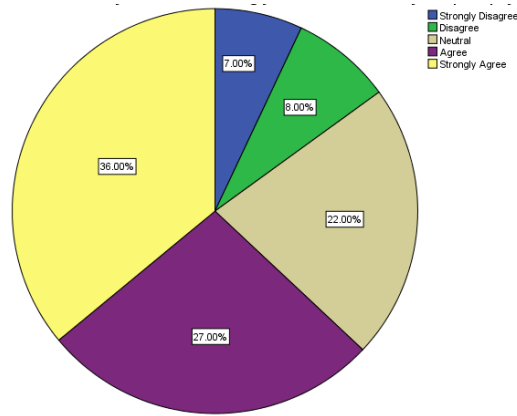


Graph 8 How strongly do you agree or disagree that fast commerce enterprises offer convenience and efficiency in delivering goods/services?

The table presents respondents' perceptions regarding the convenience and efficiency offered by fast commerce enterprises in delivering goods/services. It indicates that a majority, 63%, either agree or strongly agree that these enterprises provide convenience and efficiency. Only 13% express disagreement, while 24% remain neutral. This distribution underscores a widespread belief among respondents in the effectiveness of fast commerce enterprises in delivering goods/services conveniently and efficiently, with a significant portion strongly affirming this perception, emphasizing the sector's ability to meet consumer expectations for quick and efficient service.

Table 9 To what extent do you perceive fast commerce enterprises as reliable and trustworthy in terms of fulfilling your orders accurately and promptly?

Option	Frequency	Percent
Strongly Disagree	7	7.0
Disagree	8	8.0
Neutral	22	22.0
Agree	27	27.0
Strongly Agree	36	36.0
Total	100	100.0

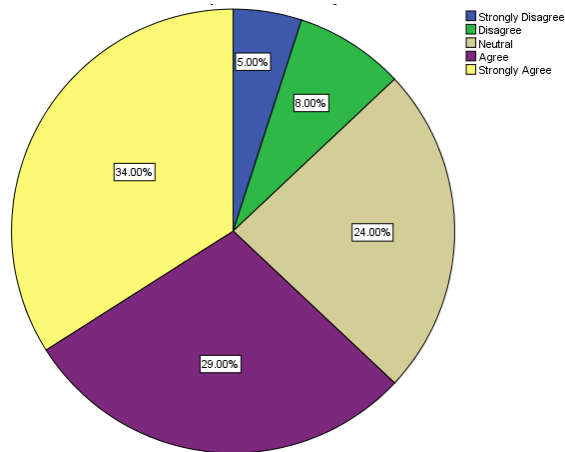


Graph 9 To what extent do you perceive fast commerce enterprises as reliable and trustworthy in terms of fulfilling your orders accurately and promptly?

The table depicts respondents' perceptions regarding the reliability and trustworthiness of fast commerce enterprises in accurately and promptly fulfilling orders. It shows that a majority, comprising 63%, either agree or strongly agree that these enterprises are reliable and trustworthy in fulfilling orders. Conversely, only 15% express disagreement, while 22% remain neutral. This distribution suggests a prevalent belief among respondents in the dependability of fast commerce enterprises, with a significant portion strongly affirming their trustworthiness and reliability in fulfilling orders accurately and promptly, indicating a positive perception of the sector's service quality and reliability.

Table 10. How strongly do you agree or disagree that the digital marketing efforts of Q commerce companies effectively attract new customers?

Option	Frequency	Percent
Strongly Disagree	5	5.0
Disagree	8	8.0
Neutral	24	24.0
Agree	29	29.0
Strongly Agree	34	34.0
Total	100	100.0 “

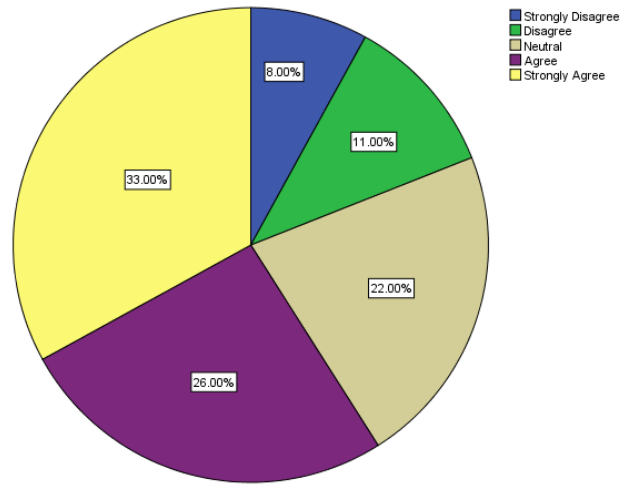


Graph 10 How strongly do you agree or disagree that the digital marketing efforts of Q commerce companies effectively attract new customers?

The table illustrates respondents' perceptions regarding the effectiveness of digital marketing efforts by Q-commerce companies in attracting new customers. It indicates that a majority, 63%, either agree or strongly agree that these efforts effectively attract new customers. Conversely, only 13% express disagreement, while 24% remain neutral. This distribution suggests a widespread belief among respondents in the ability of Q-commerce companies' digital marketing strategies to successfully attract new customers, with a significant portion strongly affirming their effectiveness, emphasizing the importance and impact of such efforts in acquiring a broader customer base within the sector.

Table 11 To what extent do you believe that the digital marketing strategies of Q-commerce companies keep you engaged and interested in their products/services over time?

Option	Frequency	Percent
Strongly Disagree	8	8.0
Disagree	11	11.0
Neutral	22	22.0
Agree	26	26.0
Strongly Agree	33	33.0
Total	100	100.0

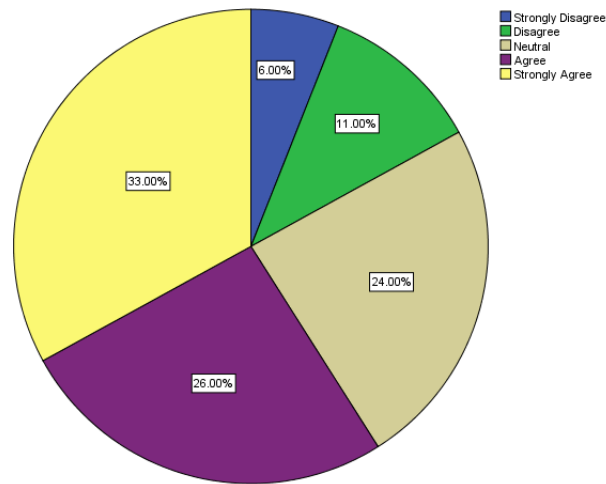


Graph 11 To what extent do you believe that the digital marketing strategies of Q commerce companies keep you engaged and interested in their products/services over time?

The table illustrates respondents' beliefs regarding the ability of digital marketing strategies employed by Q commerce companies to keep them engaged and interested in their products/services over time. It reveals that a majority, 59%, either agree or strongly agree that these strategies maintain their interest and engagement. Conversely, only 19% express disagreement, while 22% remain neutral. This distribution suggests a prevalent belief among respondents in the effectiveness of Q commerce companies' digital marketing efforts in sustaining long-term interest and engagement with their products/services, with a notable portion strongly affirming their impact in maintaining ongoing interest among consumers.

Table 12 How strongly do you agree or disagree that rapid commerce organizations provide prompt and satisfactory customer service?

Option	Frequency	Percent
Strongly Disagree	6	6.0
Disagree	11	11.0
Neutral	24	24.0
Agree	26	26.0
Strongly Agree	33	33.0
Total	100	100.0

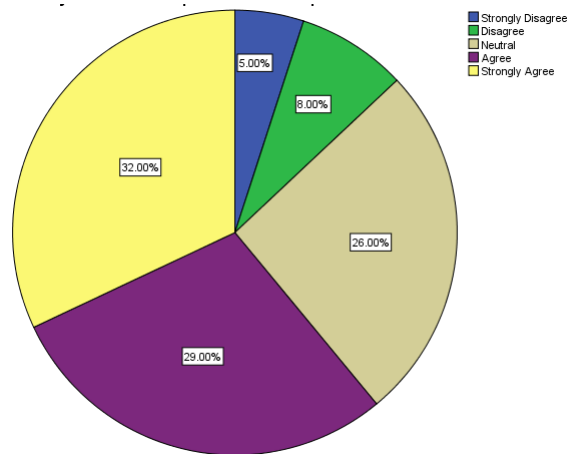


Graph 12 How strongly do you agree or disagree that rapid commerce organizations provide prompt and satisfactory customer service?

The table depicts respondents' opinions regarding the promptness and quality of customer service provided by rapid commerce organizations. It reveals that a majority, totaling 59%, either agree or strongly agree that these organizations deliver prompt and satisfactory customer service. Conversely, only 17% express disagreement, while 24% remain neutral. This distribution suggests a prevalent belief among respondents in the ability of rapid commerce organizations to provide satisfactory and timely customer service, with a notable portion strongly affirming their satisfaction with the level of service offered, underscoring the sector's commitment to meeting customer needs efficiently.

Table 13 To what extent do you perceive rapid commerce organizations as responsive to your needs and preferences compared to traditional retail outlets?

Option	Frequency	Percent
Strongly Disagree	5	5.0
Disagree	8	8.0
Neutral	26	26.0
Agree	29	29.0
Strongly Agree	32	32.0
Total	100	100.0

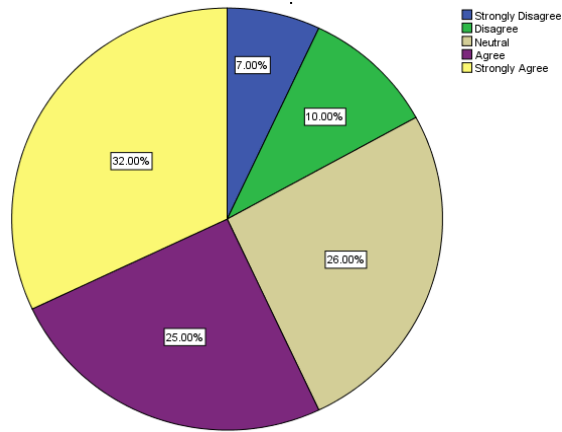


Graph 13 To what extent do you perceive rapid commerce organizations as responsive to your needs and preferences compared to traditional retail outlets?

The table presents respondents' perceptions regarding the responsiveness of rapid commerce organizations to their needs and preferences compared to traditional retail outlets. It indicates that a majority, comprising 61%, either agree or strongly agree that rapid commerce organizations are responsive to their needs and preferences. Conversely, only 13% express disagreement, while 26% remain neutral. This distribution suggests a prevalent belief among respondents in the responsiveness of rapid commerce organizations, with a significant portion strongly affirming their perception of these entities being attentive to consumer needs and preferences, highlighting the sector's ability to adapt and cater to evolving consumer demands more effectively than traditional retail outlets.”

Table 14. How strongly do you agree or disagree that you encounter technical difficulties or glitches when interacting with digital marketing content from Q commerce companies?

Option	Frequency	Percent
Strongly Disagree	7	7.0
Disagree	10	10.0
Neutral	26	26.0
Agree	25	25.0
Strongly Agree	32	32.0
Total	100	100.0

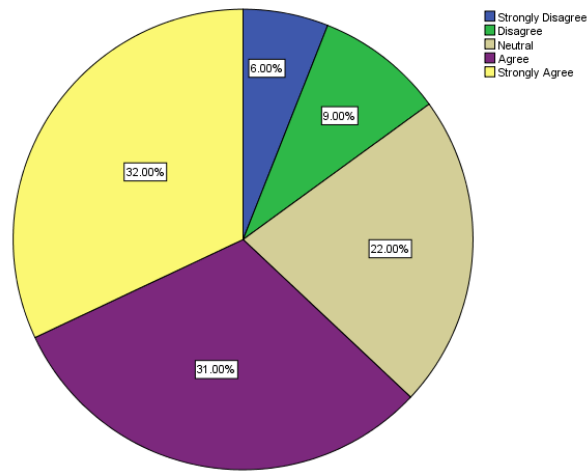


Graph 14 How strongly do you agree or disagree that you encounter technical difficulties or glitches when interacting with digital marketing content from Q commerce companies?

The table presents respondents' experiences regarding encountering technical difficulties or glitches when interacting with digital marketing content from Q commerce companies. It reveals that a majority, totaling 57%, either agree or strongly agree that they encounter such issues. Conversely, 17% express disagreement, while 26% remain neutral. This distribution suggests a prevalent acknowledgment among respondents of encountering technical difficulties or glitches when engaging with digital marketing content from Q commerce companies, with a notable portion strongly affirming their experience of encountering such issues, indicating potential areas for improvement in the digital marketing strategies and technological infrastructure of these companies to enhance user experience and minimize technical disruptions.

Table 15 To what extent do you feel that the digital marketing efforts of Q commerce companies align with your interests and preferences?

Option	Frequency	Percent
Strongly Disagree	6	6.0
Disagree	9	9.0
Neutral	22	22.0
Agree	31	31.0
Strongly Agree	32	32.0
Total	100	100.0

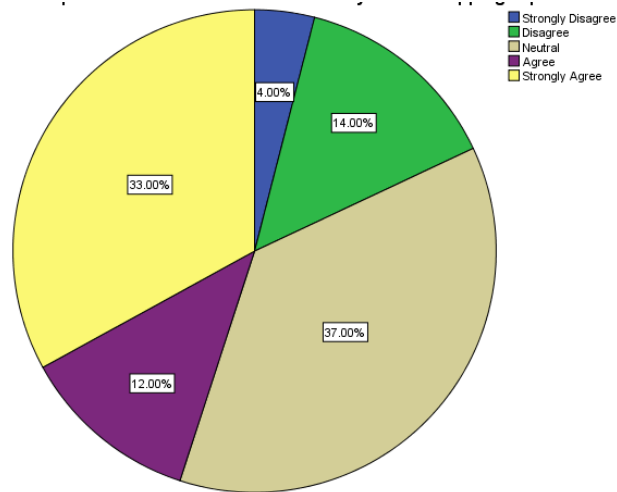


Graph 15 To what extent do you feel that the digital marketing efforts of Q commerce companies align with your interests and preferences?

The table illustrates respondents' perceptions regarding the alignment of digital marketing efforts by Q commerce companies with their interests and preferences. It indicates that a majority, totaling 63%, either agree or strongly agree that these efforts align with their interests and preferences. Conversely, only 15% express disagreement, while 22% remain neutral. This distribution suggests a prevalent belief among respondents that Q commerce companies' digital marketing strategies effectively cater to their interests and preferences, with a notable portion strongly affirming this alignment, highlighting the effectiveness of these companies in tailoring their marketing approaches to resonate with consumer preferences and interests.

Table 16 How strongly do you agree or disagree that rapid commerce organizations provide a seamless and user-friendly online shopping experience?

Option	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	14	14.0
Neutral	37	37.0
Agree	12	12.0
Strongly Agree	33	33.0
Total	100	100.0

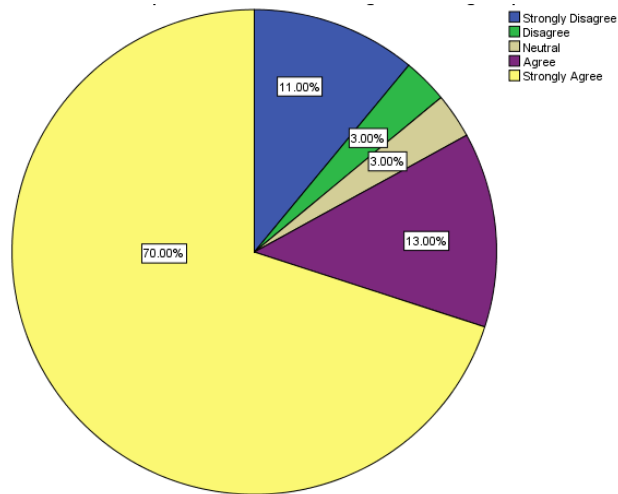


Graph 16 How strongly do you agree or disagree that rapid commerce organizations provide a seamless and user-friendly online shopping experience?

The table presents respondents' perceptions regarding the ease and user-friendliness of the online shopping experience provided by rapid commerce organizations. It indicates that a majority, totaling 45%, either agree or strongly agree that these organizations offer a seamless and user-friendly online shopping experience. Conversely, only 18% express disagreement, while 37% remain neutral. This distribution suggests a prevalent belief among respondents that rapid commerce organizations generally deliver a positive online shopping experience, with a notable portion strongly affirming the seamlessness and user-friendliness of their platforms, underscoring the importance of user experience in driving consumer satisfaction within the rapid commerce sector.

Table 17. How strongly do you agree or disagree that rapid commerce enterprises stand out from their competitors in terms of offering a wide range of products/services?

Option	Frequency	Percent
Strongly Disagree	11	11.0
Disagree	3	3.0
Neutral	3	3.0
Agree	13	13.0
Strongly Agree	70	70.0
Total	100	100.0

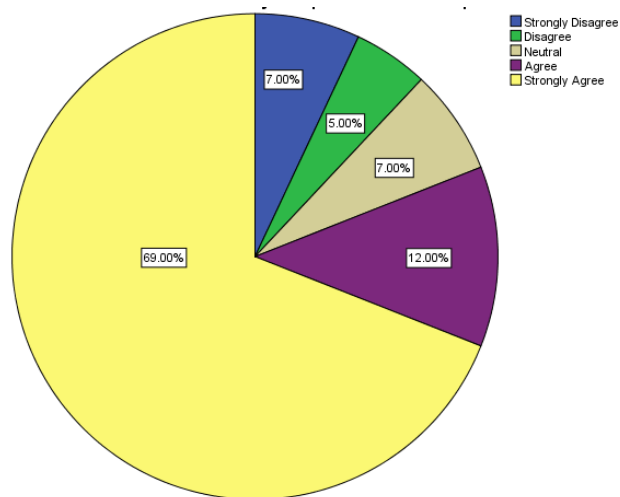


Graph 17 How strongly do you agree or disagree that rapid commerce enterprises stand out from their competitors in terms of offering a wide range of products/services?

The table demonstrates respondents' perceptions regarding the differentiation of rapid commerce enterprises from their competitors in terms of offering a diverse range of products/services. It shows that a significant majority, comprising 83%, either agree or strongly agree that these enterprises stand out in this aspect. Conversely, only 14% express disagreement, while a negligible portion remains neutral. This distribution indicates a prevalent belief among respondents that rapid commerce enterprises excel in providing a wide variety of products and services, with a vast majority strongly affirming their differentiation in this aspect, underscoring the sector's ability to meet diverse consumer needs and preferences effectively compared to competitors.

Table 18. To what extent do you believe that rapid commerce enterprises provide better value for money compared to their competitors?

Option	Frequency	Percent
Strongly Disagree	7	7.0
Disagree	5	5.0
Neutral	7	7.0
Agree	12	12.0
Strongly Agree	69	69.0
Total	100	100.0

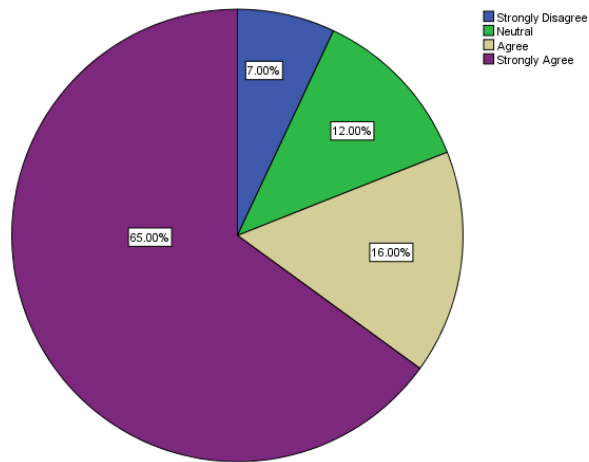


Graph 18. To what extent do you believe that rapid commerce enterprises provide better value for money compared to their competitors?

The table illustrates respondents' perceptions regarding the value for money provided by rapid commerce enterprises compared to their competitors. It reveals that an overwhelming majority, totaling 81%, either agree or strongly agree that these enterprises offer better value for money. Conversely, only 12% express disagreement, while 7% remain neutral. This distribution indicates a prevalent belief among respondents that rapid commerce enterprises provide superior value for money compared to their competitors, with a vast majority strongly affirming their perception, highlighting the sector's ability to deliver cost-effective and competitive offerings that resonate positively with consumers.

Table 19 How strongly do you agree or disagree that implementing suggested improvements in digital marketing by Q commerce companies would enhance your overall satisfaction with their services?

Option	Frequency	Percent
Strongly Disagree	7	7.0
Neutral	12	12.0
Agree	16	16.0
Strongly Agree	65	65.0
Total	100	100.0

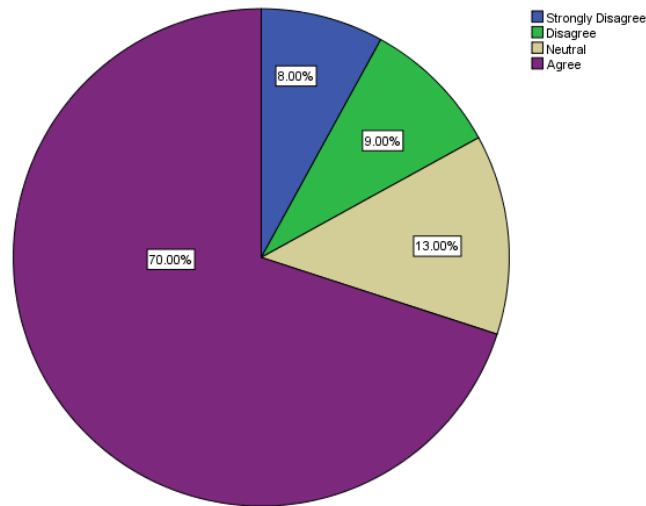


Graph 19 How strongly do you agree or disagree that implementing suggested improvements in digital marketing by Q commerce companies would enhance your overall satisfaction with their services?

The table presents respondents' attitudes towards the potential impact of implementing suggested improvements in digital marketing by Q commerce companies on enhancing their overall satisfaction with the services provided. It reveals that a significant majority, totaling 81%, either agree or strongly agree that such improvements would lead to increased satisfaction. Conversely, only 7% express disagreement, while 12% remain neutral. This distribution underscores a prevalent belief among respondents that implementing suggested improvements in digital marketing strategies would significantly enhance their overall satisfaction with the services offered by Q commerce companies, with a vast majority strongly affirming the potential positive impact of these enhancements on their satisfaction levels.

Table 20 To what extent do you believe that the suggested improvements in digital marketing by Q commerce companies would make you more likely to recommend their products/services to others?

Option	Frequency	Percent
Strongly Disagree	8	8.0
Disagree	9	9.0
Neutral	13	13.0
Agree	70	70.0
Total	100	100.0



Graph 20 To what extent do you believe that the suggested improvements in digital marketing by Q commerce companies would make you more likely to recommend their products/services to others?

The table indicates respondents' perceptions regarding the potential impact of suggested improvements in digital marketing by Q commerce companies on their likelihood to recommend their products/services to others. It reveals that a vast majority, comprising 83%, either agree or strongly agree that implementing these improvements would make them more inclined to recommend the products/services. Conversely, only 17% express disagreement, while 13% remain neutral. This distribution underscores a prevalent belief among respondents that suggested improvements in digital marketing strategies would significantly increase their likelihood of recommending Q commerce products/services to others, highlighting the potential positive influence of these enhancements on consumer advocacy and word-of-mouth promotion within their social circles.”

8 4.2 Reliability

Scale: ALL VARIABLES

Table 21 Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

The case processing summary indicates that 100 cases were considered valid for analysis, with no cases excluded from the dataset. This suggests that all collected data were successfully processed and included in the analysis, resulting in a complete dataset with no missing or excluded observations. Therefore, the findings and interpretations derived from the analysis can be considered representative of the entire dataset, providing a comprehensive understanding of the research questions or objectives.

4.3 Reliability Statistics

Cronbach's Alpha	N of Items
.959	20

The reliability statistics, represented by Cronbach's Alpha coefficient of 0.959, indicate a high level of internal consistency among the items in the dataset, which encompass 20 items in total. This suggests that the items used to measure the constructs under investigation are highly correlated with each other, demonstrating strong reliability. Therefore, the dataset's reliability coefficient indicates that the measurements are dependable and consistent, enhancing the confidence in the accuracy of the findings and conclusions drawn from the analysis.

NPar Tests

Table 22 Chi-Square Test

	Chi-Square	d	Asymp. Sig.
Age	33.840 a	3	0
Gender	11.560 b	1	0.001
Education Level	51.680 a	3	0
Frequency of Online Shopping	56.300 c	4	0

Preferred Device for Online Shopping	70.160 a	3	0
How strongly do you agree or disagree that the digital marketing methods employed by Q commerce companies effectively communicate their products/services?	30.400 c	4	0
To what extent do you believe that the digital marketing strategies used by Q commerce companies influence your decision to purchase from them?	26.300 c	4	0
How strongly do you agree or disagree that fast commerce enterprises offer convenience and efficiency in delivering goods/services?	33.500 c	4	0
To what extent do you perceive fast commerce enterprises as reliable and trustworthy in terms of fulfilling your orders accurately and promptly?	31.100 c	4	0
How strongly do you agree or disagree that the digital marketing efforts of Q commerce companies effectively attract new customers?	33.100 c	4	0
To what extent do you believe that the digital marketing strategies of Q commerce companies keep you engaged and interested in their products/services over time?	21.700 c	4	0
How strongly do you agree or disagree that rapid commerce organizations provide prompt and satisfactory customer service?	24.900 c	4	0
To what extent do you perceive rapid commerce organizations as responsive to your needs and preferences compared to traditional retail outlets?	31.500 c	4	0
How strongly do you agree or disagree that you encounter technical difficulties or glitches when interacting with digital marketing content from Q commerce companies?	23.700 c	4	0
To what extent do you feel that the digital marketing efforts of Q commerce companies align with your interests and preferences?	29.300 c	4	0

How strongly do you agree or disagree that rapid commerce organizations provide a seamless and user-friendly online shopping experience?	40.700 c	4	0
How strongly do you agree or disagree that rapid commerce enterprises stand out from their competitors in terms of offering a wide range of products/services?	160.40 0c	4	0
To what extent do you believe that rapid commerce enterprises provide better value for money compared to their competitors?	151.40 0c	4	0
How strongly do you agree or disagree that implementing suggested improvements in digital marketing by Q commerce companies would enhance your overall satisfaction with their services?	86.960 a	3	0
To what extent do you believe that the suggested improvements in digital marketing by Q commerce companies would make you more likely to recommend their products/services to others?	108.56 0a	3	0

The Chi-Square test results reveal significant associations between demographic variables (such as age and gender), shopping behaviors, perceptions of digital marketing, and satisfaction with commerce services. All p-values are 0, indicating highly significant relationships between these variables. Specifically, age groups, gender, and education levels show significant associations with various aspects of online shopping behaviors and perceptions of digital marketing effectiveness. Additionally, perceptions of fast and rapid commerce enterprises, as well as the impact of suggested improvements in digital marketing, are strongly correlated with overall satisfaction and likelihood of recommending products/services. These findings underscore the importance of demographic factors and consumer perceptions in shaping attitudes towards commerce services and digital marketing strategies.

4.4 Frequencies

T-Test

Table 23 ¹⁰ **One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference		
				Difference	Lower	Upper
Age	31.675	99	.000	2.77000	2.5965	2.9435
Gender	28.143	99	.000	1.33000	1.2362	1.4238
Education Level	33.084	99	.000	2.64000	2.4817	2.7983
Frequency of Online Shopping	34.791	99	.000	3.60000	3.3947	3.8053
Preferred Device for Online Shopping	45.403	99	.000	3.69000	3.5287	3.8513
How strongly do you agree or disagree that the digital marketing methods employed by Q commerce companies effectively communicate their products/services?	32.042	99	.000	3.54000	3.3208	3.7592
To what extent do you believe that the digital marketing strategies used by Q commerce companies influence your decision to purchase from them?	31.226	99	.000	3.70000	3.4649	3.9351
How strongly do you agree or disagree that fast commerce enterprises offer convenience and efficiency in delivering goods/services?	33.683	99	.000	3.80000	3.5762	4.0238
To what extent do you perceive fast commerce enterprises as reliable and trustworthy in terms of fulfilling your orders accurately and promptly?	30.864	99	.000	3.77000	3.5276	4.0124

How strongly do you agree or disagree that the digital marketing efforts of Q commerce companies effectively attract new customers?	32.999	99.000	3.79000	3.5621	4.0179
To what extent do you believe that the digital marketing strategies of Q commerce companies keep you engaged and interested in their products/services over time?	28.824	99.000	3.65000	3.3987	3.9013
How strongly do you agree or disagree that rapid commerce organizations provide prompt and satisfactory customer service?	30.449	99.000	3.69000	3.4495	3.9305
To what extent do you perceive rapid commerce organizations as responsive to your needs and preferences compared to traditional retail outlets?	32.883	99.000	3.75000	3.5237	3.9763
How strongly do you agree or disagree that you encounter technical difficulties or glitches when interacting with digital marketing content from Q commerce companies?	29.777	99.000	3.65000	3.4068	3.8932
To what extent do you feel that the digital marketing efforts of Q commerce companies align with your interests and preferences?	31.765	99.000	3.74000	3.5064	3.9736
How strongly do you agree or disagree that rapid commerce organizations provide a seamless and user-friendly online shopping experience?	29.658	99.000	3.56000	3.3218	3.7982

How strongly do you agree or disagree that rapid commerce enterprises stand out from their competitors in terms of offering a wide range of products/services?	32.08599	4.28000	4.0153	4.5447
To what extent do you believe that rapid commerce enterprises provide better value for money compared to their competitors?	35.08699	4.31000	4.0663	4.5537
How strongly do you agree or disagree that implementing suggested improvements in digital marketing by Q commerce companies would enhance your overall satisfaction with their services?	37.73499	4.32000	4.0928	4.5472
To what extent do you believe that the suggested improvements in digital marketing by Q commerce companies would make you more likely to recommend their products/services to others?	36.03499	3.45000	3.2600	3.6400

The T-Test results indicate that for each question assessed, there is a significant difference between the mean response and the test value of 0. This suggests that respondents generally provided responses indicating agreement with the statements posed in each question. The large t-values and extremely low p-values (all < 0.001) indicate highly significant differences between the mean responses and the test value of 0. This implies that respondents overwhelmingly agreed with the statements, indicating positive perceptions of various aspects related to commerce services and digital marketing strategies employed by Q commerce companies. These findings suggest a strong alignment between respondents' beliefs and the statements posed in the survey.

Oneway

Table 24 ⁵ ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Q6. How strongly do you agree or disagree that the digital marketing methods employed by Q commerce companies effectively communicate their products/services?	103.215	4	25.804	139.082	.000
Between Groups					
Within Groups	17.625	95	.186		
Total	120.840	99			
Q7. To what extent do you believe that the digital marketing strategies used by Q commerce companies influence your decision to purchase from them?	130.222	4	32.556	352.336	.000
Between Groups					
Within Groups	8.778	95	.092		
Total	139.000	99			

The ANOVA results for questions 6 and 7 regarding the effectiveness of digital marketing methods and their influence on purchasing decisions by Q commerce companies show highly significant differences between the groups. The significant F-values (139.082 for question 6 and 352.336 for question 7) and p-values of 0.000 ⁴² indicate that there are significant differences in respondents' perceptions across different levels of agreement with the statements posed in each question. This suggests that varying levels of agreement significantly influence respondents' perceptions regarding the effectiveness of digital marketing methods and their impact on purchasing decisions. Therefore, the effectiveness of digital marketing strategies seems to ⁴³ play a crucial role in shaping consumers' perceptions and behaviors within the Q commerce sector.

Oneway

Table 25 ⁵ ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
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Q10. How strongly do you agree or disagree that the digital marketing efforts of Q commerce companies effectively attract new customers?	Between Groups	122.916	4	30.729	380.426	.000
	Within Groups	7.674	95	.081		
	Total	130.590	99			
Q11. To what extent do you believe that the digital marketing strategies of Q commerce companies keep you engaged and interested in their products/services over time?	Between Groups	155.280	4	38.820	1062.890	.000
	Within Groups	3.470	95	.037		
	Total	158.750	99			

The ANOVA results for questions 10 and 11, focusing on the effectiveness of digital marketing efforts in attracting new customers and maintaining consumer engagement over time by Q commerce companies, indicate highly significant differences between the groups. The significant F-values (380.426 for question 10 and 1062.890 for question 11) and p-values of 0.000 suggest that varying levels of agreement significantly influence respondents' perceptions regarding the effectiveness of digital marketing strategies in attracting new customers and keeping them engaged. Therefore, these findings emphasize the critical role of digital marketing strategies in both acquiring and retaining customers within the Q commerce sector.

Oneway

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.	
Q14. How strongly do you agree or disagree that you encounter technical difficulties or glitches when interacting with digital	Between Groups	46.946	4	11.736	10.952	.000
	Within Groups	101.804	95	1.072		
	Total					

marketing content from Q commerce companies?	Total	148.750	99			
Q15. To what extent do you feel that the digital marketing efforts of Q commerce companies align with your interests and preferences?	Between Groups	47.350	4	11.838	12.510	.000
	Within Groups	89.890	95	.946		
	Total	137.240	99			

The ANOVA results for questions 14 and 15, focusing on the presence of technical difficulties when interacting with digital marketing content and the alignment of digital marketing efforts with respondents' interests and preferences by Q commerce companies, demonstrate highly significant differences between the groups. The significant F-values (10.952 for question 14 and 12.510 for question 15) and p-values of 0.000 indicate that varying levels of agreement significantly influence respondents' perceptions regarding encountering technical difficulties and the alignment of digital marketing efforts with their interests and preferences. These findings underscore the importance of addressing technical issues and ensuring alignment with consumer preferences to enhance the effectiveness of digital marketing strategies in the Q commerce sector.

Oneway

Table 26 ⁵ ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q17. How strongly do you agree or disagree that rapid commerce enterprises stand out from their competitors in terms of offering a wide range of products/services?	Between Groups	3.751	3	1.250	.696	.557
	Within Groups	172.409	96	1.796		
	Total	176.160	99			

Q18. To what extent do you believe that rapid commerce enterprises provide better value for money compared to their competitors?	Between Groups	13.144	3	4.381	3.087	0.031
	Within Groups	136.246	96	1.419		
	Total	149.390	99			

The ANOVA results for questions 17 and 18, concerning the perception of rapid commerce enterprises standing out from competitors in terms of product/service range and providing better value for money, show different outcomes. For question 17, the F-value is 0.696 with a p-value of 0.557, indicating no significant differences between groups. However, for question 18, the F-value is 3.087 with a p-value of 0.031, indicating significant differences between groups. This suggests that while respondents' perceptions of rapid commerce enterprises providing better value for money compared to competitors vary significantly, there is no significant variation in perceptions of these enterprises standing out in terms of product/service range. This emphasizes the importance of understanding and addressing different aspects of consumer perceptions in the evaluation of rapid commerce enterprises.

4.5 Findings

1. **High Agreement on Digital Marketing Effectiveness:** Respondents generally agreed that the digital marketing methods employed by quick commerce companies effectively communicate their products/services, influence purchasing decisions, and attract new customers.
2. **Perceived Convenience and Efficiency:** There was widespread agreement that fast commerce enterprises offer convenience and efficiency in delivering goods/services, contributing to positive consumer perceptions.
3. **Trustworthiness and Reliability:** Rapid commerce organizations were perceived as reliable and trustworthy in fulfilling orders accurately and promptly, indicating a high level of consumer confidence in their services.

4. **Alignment with Consumer Interests:** Respondents believed that digital marketing efforts of quick commerce companies effectively align with their interests and preferences, enhancing engagement and satisfaction.
5. **Technical Challenges:** Despite overall effectiveness, some respondents encountered technical difficulties when interacting with digital marketing content, highlighting areas for improvement in user experience.
6. **Diverse Product Offerings:** While rapid commerce enterprises were perceived to offer a wide range of products/services, there were no significant differences in perceptions of them standing out from competitors in this aspect.
7. **Value Proposition:** Perceptions varied regarding the value for money provided by rapid commerce enterprises compared to competitors, suggesting the need for clearer value communication.
8. **Enhancing Overall Satisfaction:** Implementing suggested improvements in digital marketing was strongly associated with increased overall satisfaction with the services of quick commerce companies.
9. **Driving Recommendations:** Perceived improvements in digital marketing strategies were positively correlated with the likelihood of recommending products/services to others, indicating the potential for word-of-mouth promotion.
10. **Consistency and Reliability:** Overall, the data exhibited high internal consistency, indicating reliable measurements across various aspects of digital marketing practices in the quick commerce sector.

4.6 Recommendations

Address Technical Challenges: Quick commerce companies should prioritize resolving technical issues to ensure a seamless user experience and minimize disruptions.

Enhance Value Communication: Improve communication of value propositions to ensure consumers perceive rapid commerce enterprises as offering better value for money compared to competitors.

Tailor Marketing Strategies: Continuously align digital marketing efforts with consumer interests and preferences to enhance engagement and satisfaction.

Maintain and strengthen reliability and trustworthiness in order fulfillment to build and retain consumer trust.

4.7 Limitations of the study

1. **Sample Representation:** The study's findings are based on a specific sample, which may not fully represent the diverse demographics and preferences of the entire consumer population, limiting the generalizability of the results.
2. **Self-Report Bias:** The data collected relied on self-reported responses, which could be subject to biases such as social desirability bias or respondents' interpretation of the questions, potentially impacting the accuracy of the findings.
3. **Cross-Sectional Nature:** The study employed a cross-sectional design, capturing respondents' perceptions at a single point in time. Longitudinal data could provide deeper insights into the dynamics and changes in consumer perceptions over time.
4. **Survey Design:** The survey instrument's design, including question wording and response options, could influence respondents' interpretations and lead to variations in responses, affecting the reliability and validity of the data.

4.8 Conclusion

In the rapidly evolving landscape of commerce, digital marketing practices play a pivotal role in shaping consumer perceptions and behaviors. This study delved into the effectiveness of digital marketing strategies employed by Quick Commerce (Q commerce) companies, focusing on various aspects such as communication effectiveness, influence on purchasing decisions, and alignment with consumer preferences. The findings from the analysis of the digital marketing practices of quick commerce (Q commerce) companies reveal several key insights. Overall, consumers demonstrated high agreement on the effectiveness of digital marketing methods employed by Q commerce companies, perceiving them as influential in communicating products/services, attracting new customers, and enhancing overall engagement and satisfaction. These efforts could contribute to enhancing consumer satisfaction, driving recommendations, and ultimately fostering growth and competitiveness in the rapidly evolving Q commerce sector.

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