

# Impact of Digital Branding on Customer Engagement in Quick Commerce

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## ABSTRACT

This study looks at how digital branding tactics affect consumer interaction in the rapid commerce industry. Digital branding has become a crucial element affecting consumer perception, trust, and interaction due to the quick expansion of technology-driven retail platforms. The study intends to examine how customer engagement levels on rapid commerce platforms are impacted by different digital branding components, such as social media presence, online ads, personalised communication, and brand trust. To guarantee thorough analysis, a mixed research strategy that combined quantitative and qualitative methods was used. Structured questionnaires were used to gather primary data, and statistical tools were used to test the hypotheses that were put forth. The results show that customer engagement is significantly impacted by digital branding initiatives. Personalised digital branding, in particular, has a substantial positive correlation with engagement, indicating that focused communication and customised content improve customer involvement and loyalty. To ascertain its statistical significance, the study additionally assesses the connection between engagement and brand trust. The findings advance our knowledge of how customer behaviour is influenced by digital branding strategies in the fast-paced world of instant commerce. By emphasising the value of deliberate digital branding and personalisation in creating lasting customer relationships, the report offers managers and marketers useful takeaways. It also provides information for upcoming studies on changing customer demands and technology developments in the online business.

**Keywords:** Digital Branding, Consumer Engagement, Rapid Commerce, Social Media Marketing, Online Advertising, Personalised Communication, Brand Trust, Customer Loyalty, Digital Marketing Strategies, Consumer Behaviour, E-commerce Platforms, Instant Commerce

## CHAPTER 1: INTRODUCTION

Digital technology's explosive growth has completely changed the retail industry worldwide, altering how companies engage with their clientele and how consumers make decisions about what to buy. The transition from traditional brick-and-mortar retail to digital commerce has been hastened during the past ten years by the integration of cellphones, high-speed internet, artificial intelligence, and data analytics. Quick commerce, or q-commerce, is a new retail model that has become one of the most disruptive innovations in the business in this dynamic environment. Quick commerce is the term used to describe the extremely quick delivery of goods, usually within 10 to 30 minutes, made possible by technology-driven logistics networks, hyperlocal warehouses, and app-based ordering systems. This approach redefines speed, convenience, and customer expectations rather than just being an extension of e-commerce.

The expansion of fast commerce has been especially noteworthy in India. This model has flourished due to factors including rising disposable income, growing smartphone usage, rapid urbanisation, and shifting customer lifestyles. Immediacy and convenience are becoming more and more important to urban consumers, particularly millennials and Gen Z, when making purchases. Time restrictions, hectic work schedules, and the need for instant satisfaction have increased demand for platforms that can deliver daily-use items, household necessities, and groceries in a matter of minutes. In order to meet this demand, businesses like Blinkit, Zepto, and Swiggy Instamart have established advanced last-mile delivery networks and well-placed dark storefronts to guarantee quick fulfilment. Quick commerce has consequently changed from being a specialised business to a fiercely competitive and quickly growing sector of the digital economy.

On the other hand, there is little product diversification and fierce rivalry in the rapid commerce market. The majority of platforms provide identical pricing schemes, overlapping delivery zones, and equivalent product assortments. Businesses cannot maintain growth in such a situation by depending just on speed and operational effectiveness. To set themselves apart, they must instead develop powerful brand identities and deep connections with their customers. At this point, digital branding becomes strategically significant. The process of creating and marketing a brand's identity, values, and personality through online platforms, influencer partnerships, websites, mobile applications, social media platforms, digital ads, and customised communication tools is known as digital branding. Digital branding allows for real-time, interactive, and customised consumer involvement, in contrast to traditional branding, which mostly depended on one-way communication through print, television, or outdoor advertising.

In the fast commerce industry, digital branding extends beyond advertising campaigns and logo creation. It includes all aspects of the digital experience users get when interacting with a platform. Consumer views are influenced by a variety of factors, including gamification elements, digital promotions, push alerts, tailored suggestions, colour schemes, typography, social media presence, and the design of the app's user interface. Positive brand associations and improved usefulness can be achieved with a smooth and aesthetically pleasing mobile application. Engaging social media content can promote user-generated interactions and raise business awareness. With the use of artificial intelligence and data analytics, tailored offers and suggestions may give each consumer a feeling of importance and worth. When combined, these components support the development of long-term engagement, loyalty, trust, and brand awareness.

In relationship management and digital marketing, customer engagement has become a crucial performance indicator. Customers' emotional, cognitive, and behavioural ties to brands are all included in engagement, which goes beyond transactional exchanges. The frequency of app usage, responsiveness to promotional notifications, involvement in loyalty programs, social media interactions, favourable reviews, repeat business, and brand advocacy are all examples of customer engagement in the context of rapid commerce. Engaged users are more likely to show higher lifetime value, contribute to positive electronic word-of-mouth, and create long-term relationships with a platform. Therefore, businesses functioning in fiercely competitive digital marketplaces must comprehend the factors that influence client engagement. Relationship marketing, brand equity theory, and consumer behaviour research serve as the theoretical underpinnings of digital branding and customer engagement. Instead of concentrating only on short-term transactions, relationship marketing highlights the value of developing long-term relationships. According to brand equity theory, a brand's total value is influenced by its associations, perceived quality, loyalty, and brand awareness. Online experiences, content consistency, personalisation tactics, and trust-building processes all influence these qualities in digital contexts. Strong digital branding, according to academics,

improves perceived credibility and lowers transactional uncertainty. Trust becomes a key factor in determining engagement and the intention to make more purchases in industries where service dependability and delivery performance are essential.

Because transactions in rapid commerce are time-sensitive, trust takes on special importance. Consumers anticipate precise product availability, clear pricing, safe payment methods, and prompt delivery. Any shortcomings in these areas have the potential to harm brand perception and deter future interaction. Transparency, dependability, and customer-focused communication are key components of digital branding strategies that can boost trust and encourage constructive interaction. By customising alerts, discounts, and recommendations to each user's interests, personalised branding tactics also seek to increase relevance. Quick commerce platforms can send user-relevant messaging by utilising data analytics to examine browsing habits, past purchases, and location information. In addition to enhancing the user experience, personalisation promotes gratitude and acknowledgement.

Even though digital branding is acknowledged to be important, little is known about how it actually affects customer involvement in the rapid commerce industry. The majority of the literature currently in publication has concentrated on social media marketing in more general contexts, online retail websites, or traditional e-commerce platforms. On the other hand, quick commerce functions in a special environment that is marked by intense time constraints, impulsive buying, and hyperlocal rivalry. Quick commerce app users are frequently driven more by urgent needs than by in-depth brand research or product comparison. This raises the crucial concerns of whether operational considerations like product availability and delivery time are more relevant or whether digital branding initiatives have a major impact on engagement in such a utilitarian setting.

Additionally, there are unique features of the Indian fast commerce industry that require careful research. Consumer categories differ greatly in terms of cultural variety, regional preferences, price sensitivity, and levels of digital competence. In contrast to international markets, engagement may be impacted differently by localised branding tactics, language modification, holiday incentives, and culturally appropriate advertising. According to reports, interactive and region-specific digital communication is well received by Indian customers. Nevertheless, there is still little empirical data relating these tactics to quantifiable engagement results in fast commerce.

Digital branding's reach has been further broadened by the growing use of cutting-edge technology like artificial intelligence, machine learning, and predictive analytics. AI-powered chatbots offer immediate customer service, while recommendation engines improve the precision of customisation. Spin wheels, scratch cards, and reward points are examples of gamification elements that produce engaging experiences that promote frequent app use. Push notifications keep brands continuously visible by informing customers about time-bound promotions and delivery updates. Together, these resources seek to maintain consumer focus in a world of information overload and short attention spans.

However, customer perception affects how effective these tactics are. Recommendations that aren't relevant could lower satisfaction, and too many notifications could be seen as intrusive. As a result, striking a balance between overload and engagement becomes crucial. Businesses may create more successful strategies by knowing how consumers perceive and react to digital branding initiatives in fast commerce.

In light of this, the current study aims to investigate how digital branding affects consumer involvement in the fast commerce industry. The study specifically intends to explore the relationship between brand trust and customer engagement, appraise the efficacy of digital branding techniques, and measure the

contribution of personalised branding to engagement. Using quantitative research techniques like regression analysis and correlation, the study aims to offer factual support for these connections.

This research is important because it adds to managerial practice and scholarly literature. It fills a research void in academia by concentrating on rapid commerce as opposed to general e-commerce. It examines well-established theoretical presumptions in a brand-new, quickly changing setting. The results can help brand managers and marketing experts allocate resources more efficiently. If engagement is greatly impacted by digital branding, businesses may increase their spending in digital communication and customisation. On the other hand, businesses might give logistics optimisation equal weight with branding initiatives if operational efficiency is more important.

In conclusion, speed, convenience, and technological innovation are the driving forces behind rapid commerce, which is a revolutionary change in digital retail. Digital branding has become a strategic tool for relationship building and differentiation in this competitive environment. It is still unclear, though, how much digital branding affects consumer interaction in fast commerce. The current study intends to improve knowledge of how branding strategies work inside lightning-fast digital platforms and how they support long-term client engagement in a market that is changing quickly by methodically examining this relationship.

### **1.1 BACKGROUND OF THE STUDY**

The rapid development of digital technologies over the past ten years has resulted in a significant transformation of the retail industry. Global consumer buying patterns and company models have changed as a result of the widespread use of smartphones, reasonably priced internet access, digital payment methods, and app-based platforms. Once mostly dependent on physical stores and in-person interactions, traditional retail models are progressively moving toward digital ecosystems. At first, e-commerce platforms transformed the market by providing competitive prices, a greater range of products, and ease of use. But as customer demands grew, a quicker and more adaptable retail model called rapid commerce (q-commerce) was born.

Quick commerce refers to the ultra-fast delivery of goods, typically within 10–30 minutes of placing an order. This model is driven by hyperlocal warehouses (dark stores), advanced logistics networks, and data-driven inventory management systems. In India, the quick commerce sector has witnessed rapid expansion due to urbanisation, rising disposable income, busy lifestyles, and growing preference for convenience. Consumers increasingly demand instant access to groceries, personal care products, medicines, and household essentials. Companies such as Blinkit, Zepto, and Swiggy Instamart have positioned themselves as leaders in this space by leveraging technology, analytics, and efficient last-mile delivery systems.

The competitiveness in the digital retail business has increased due to the rise of fast commerce. Differentiation becomes difficult because most platforms have equivalent product assortments and price schemes. To draw in and keep consumers in such a cutthroat market, businesses need to go beyond operational effectiveness and create powerful brand identities. As a result, digital branding becomes an essential strategic tool. Using online channels, including websites, social media platforms, mobile applications, influencer marketing, digital ads, and personalised messaging, digital branding entails developing a brand's identity, personality, and reputation. Digital branding, as opposed to traditional branding, places more emphasis on consistent online experiences, real-time feedback, interactive communication, and customisation.

One of the most important results of successful digital branding is customer involvement. Engagement is more than just transactions; it's a reflection of the behavioural, emotional, and cognitive bonds that

consumers form with a brand. Engagement in the context of fast commerce can be measured by the frequency of app usage, push notification responsiveness, loyalty program participation, online reviews, referrals, and repeat purchase behaviour. Customer engagement increases the likelihood of favourable electronic word-of-mouth (eWOM), brand loyalty, and long-term profitability.

Effective branding techniques have a favourable impact on customer engagement, according to a prior digital marketing study. It has been discovered that features like social media participation, consistent communication, aesthetically pleasing app design, personalised recommendations, and reliable payment methods improve client connections. In digital platforms, where transactions take place without in-person touch, brand trust is especially important. Consumers evaluate dependability and credibility using digital signs, reviews, and consistent communication.

However, the particular circumstances in which rapid commerce operates may have a varied impact on these linkages. Quick commerce decision-making is frequently motivated more by convenience and urgency than by a thorough assessment of a brand. In order to fulfil urgent demands, such as last-minute food or urgent household supplies, customers usually submit orders. As a result, branding initiatives may be overshadowed by functional characteristics like product availability, delivery speed, cost, and dependability. This unique setting calls into question whether operational efficiency has a greater influence on swift commerce engagement or whether digital branding techniques have a major impact.

Certain socio-economic and cultural traits are also prevalent in the Indian fast commerce market. User behaviour is influenced by a variety of factors, including price sensitivity, disparities in digital literacy, geographical preferences, and diverse consumer segments. To reach certain audiences, businesses frequently use festival-based promotions, regional language communication, and tailored marketing strategies. There is also a dearth of empirical studies on how well digital branding works to increase participation in Indian rapid commerce, despite these attempts.

Thus, this research aims to investigate the connection between digital branding and consumer engagement, particularly in the fast commerce industry, and is based on the larger framework of digital transformation in retail. The study aims to offer empirical insights into how branding affects engagement behaviour in a fast-paced digital world by examining important variables like brand trust, individualised branding, and the efficacy of digital branding methods.

## **1.2 NEED FOR THE STUDY**

Both theoretical and practical factors make this research necessary. While a great deal of study has been done on digital branding and customer interaction in online retail and broad e-commerce contexts, the fast commerce industry has received little scholarly attention. The focus on ultra-fast delivery, impulse buying, and hyperlocal logistics sets quick commerce apart from typical e-commerce. In such a time-sensitive setting, the elements affecting client engagement could not fully fit the parameters of accepted theoretical models. As a result, a glaring research gap exists that demands careful examination.

The paper first discusses the dearth of empirical data that establishes a direct connection between digital branding and consumer involvement in speedy commerce. Although theoretical frameworks indicate a favourable correlation between branding components and engagement results, ultra-fast delivery approaches have not sufficiently explored these hypotheses. Given the fast commerce industry's explosive growth in India and throughout the world, it is critical for academic progress and management decision-making to comprehend the factors that influence participation in this field.

The study is also required to assess how well customised branding tactics increase consumer involvement. With the use of artificial intelligence and data analytics, personalisation has emerged as a key trend in

digital marketing. Quick commerce platforms boost relevance and retention with targeted discounts, personalised product recommendations, customizable push notifications, and loyalty benefits. However, if not done appropriately, personalisation can also result in information overload or a sense of intrusion. The practical efficacy of these tactics can be better understood by examining whether personalised branding considerably increases participation in rapid commerce.

Thirdly, considering how brand trust affects consumer involvement is important. In digital transactions, trust is frequently regarded as a fundamental component, particularly when it comes to service dependability and payment security. Transparent communication and reliable delivery performance are key components of trust-building in fast commerce. It is still unknown, though, if engagement is greatly influenced by brand trust alone or if other operational aspects play a larger role. Comprehending this correlation aids businesses in allocating resources between branding campaigns and operational enhancements.

Fourth, the study is required from a managerial standpoint. App redesigns, influencer partnerships, digital marketing initiatives, and promotional alerts are all areas in which quick commerce businesses make significant investments. A significant amount of money is needed for these investments. In the absence of empirical proof of their efficacy, businesses might deploy resources inefficiently. Managers can use the study's findings to help them optimise marketing spending and create tactics that actually improve customer engagement rather than just raising brand awareness.

Fifth, the study advances knowledge at the policy and industry levels. As digital commerce is growing, industry stakeholders and regulators need to know how users behave on app-based platforms. Transparent communication standards, ethical personalisation techniques, and data privacy guidelines can all be informed by insights into engagement drivers.

Last but not least, the study adds to the body of knowledge by looking at a modern and quickly changing company model. Quick commerce, which emphasises convenience and immediacy, reflects a substantial shift in customer expectations. Examining how conventional branding theories function in this setting advances theory and stimulates more research on new digital platforms.

Quick commerce's explosive expansion, fierce rivalry in the market, the paucity of previous research, and the practical significance of comprehending engagement drivers are the main reasons for this study's necessity. In order to close a major research gap and offer useful information to marketers, brand managers, and academics working in the ever-changing field of digital retail, the study examines how digital branding, personalised strategies, and brand trust affect consumer engagement.

## CHAPTER 2: LITERATURE REVIEW

Rowley, J. (2009). Digital branding plays a critical role in shaping consumer perceptions by creating consistent brand identities across digital platforms. According to Rowley (2009), digital branding allows brands to interact with customers in real time, enhancing trust and recognition. In online retail environments, strong digital branding positively influences perceived credibility and purchase intentions. This is particularly relevant for quick commerce, where trust and speed drive consumer decisions.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement refers to the emotional, cognitive, and behavioural connection between customers and brands. Brodie et al. (2011) argue that engagement is a dynamic process that develops through repeated interactions. In digital platforms, engagement manifests through app usage, reviews, and social media participation. Quick commerce firms depend heavily on sustained engagement to encourage repeat purchases.

Kaplan, A. M., & Haenlein, M. (2010). Social media platforms serve as powerful tools for digital branding by enabling interactive communication. Kaplan and Haenlein (2010) state that social media enhances brand visibility and engagement through user-generated content. In quick commerce, social media promotions and influencer collaborations increase brand recall. These platforms foster two-way engagement rather than passive consumption.

Liu, D., Li, X., & Santhanam, R. (2020). Mobile application design significantly affects customer engagement in digital commerce. According to Liu et al. (2020), ease of navigation, aesthetics, and responsiveness enhance user satisfaction. In quick commerce, app efficiency directly impacts customer retention. A well-designed app strengthens digital branding by offering seamless experiences.

Chaffey, D., & Ellis-Chadwick, F. (2019) Digital advertisements increase customer engagement by delivering personalised messages. Chaffey and Ellis-Chadwick (2019) highlight that targeted ads improve click-through rates and brand interaction. In quick commerce, time-bound offers and push notifications enhance engagement. Effective digital advertising strengthens brand presence and recall.

Morgan, R. M., & Hunt, S. D. (1994) . Brand trust is essential for customer engagement in online platforms. Morgan and Hunt (1994) emphasise that trust leads to long-term relationships. In quick commerce, where delivery speed and reliability matter, digital branding builds trust through transparency and consistency. Higher trust results in repeated engagement.

Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Personalised digital experiences enhance customer engagement by making interactions more relevant. According to Kumar et al. (2019), personalisation increases customer satisfaction and loyalty. Quick commerce platforms use AI-driven recommendations to boost engagement. This personalisation strengthens digital brand relationships.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). eWOM significantly impacts customer engagement and brand credibility. Hennig-Thurau et al. (2004) found that online reviews influence consumer attitudes and trust. In quick commerce, ratings and reviews shape engagement and purchase decisions. Digital branding encourages positive eWOM through customer satisfaction.

Gobe, M. (2001). Emotional branding builds strong customer-brand relationships. Gobe (2001) suggests emotional connections enhance loyalty and engagement. In digital branding, storytelling and visual identity evoke emotions. Quick commerce brands use humour and relatability to engage customers.

Lemon, K. N., & Verhoef, P. C. (2016). Customer experience is a major determinant of engagement. Lemon and Verhoef (2016) state that positive digital experiences enhance engagement and loyalty. In quick commerce, delivery speed and app usability define the experience. Strong experiences reinforce digital branding.

De Veirman, M., Cauberghe, V., & Hudders, L. (2017) Influencer marketing strengthens digital branding by leveraging credibility. De Veirman et al. (2017) found influencers increase engagement through relatability. Quick commerce brands use influencers for instant brand recall. This approach boosts digital engagement.

Yi, Y., & Jeon, H. (2003). Digital loyalty programs enhance engagement through rewards. According to Yi and Jeon (2003), loyalty programs encourage repeat purchases. Quick commerce apps use cashback and points systems. These programs strengthen brand engagement.

Hübner, A., Kuhn, H., & Wollenburg, J. (2016). Speed is a key branding element in quick commerce. Hübner et al. (2016) state that delivery speed enhances customer satisfaction. Brands that deliver consistently fast gain higher engagement. Speed becomes part of digital brand identity.

Keller, K. L. (2013). Visual elements influence brand recall and engagement. According to Keller (2013), logos and color schemes reinforce brand identity. Quick commerce apps use bold visuals for instant recognition. Visual consistency improves engagement.

Wedel, M., & Kannan, P. K. (2016). Data analytics enables targeted digital branding. Wedel and Kannan (2016) argue that analytics improve personalisation. Quick commerce platforms track user behaviour to enhance engagement. Data-driven branding strengthens relationships.

Huotari, K., & Hamari, J. (2017). Gamification increases digital engagement through rewards and challenges. Huotari and Hamari (2017) found gamification enhances motivation. Quick commerce uses spin wheels and scratch cards. These tactics increase app interaction.

Keller, K. L. (2013). Consistency across platforms enhances trust. Keller (2013) states consistent branding strengthens recognition. Quick commerce brands maintain tone and visuals across apps and social media. This improves engagement.

Gupta, A., et al. (2018). Push notifications increase immediate engagement. According to Gupta et al. (2018), timely notifications improve interaction rates. Quick commerce uses alerts for offers and delivery updates. This enhances brand recall.

Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T. (2020) Artificial intelligence enables smarter engagement. Davenport et al. (2020) found AI improves customer interaction. Quick commerce uses chatbots and recommendations. AI strengthens digital branding efficiency.

Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). App engagement metrics indicate branding success. Calder et al. (2009) link engagement to loyalty. Quick commerce measures frequency and session time. These metrics guide branding strategies.

Oliver, R. L. (1999). Satisfaction drives engagement. Oliver (1999) notes satisfied customers show loyalty behaviours. Quick commerce focuses on service satisfaction. This leads to sustained engagement.

KPMG. (2022). Indian consumers respond strongly to digital branding. KPMG (2022) reports increased app-based engagement. Localised branding improves engagement. Quick commerce thrives on regional adaptation.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Engagement creates competitive advantage. Vivek et al. (2012) state that engaged customers promote brands. Quick commerce uses engagement to differentiate. Strong engagement leads to advocacy.

Sheth, J. N., & Parvatiyar, A. (2000). Digital branding supports relationship marketing. Sheth and Parvatiyar (2000) highlight long-term focus. Quick commerce builds relationships via apps. Engagement sustains these relationships.

Brodie, R. J., et al. (2013). Most studies focus on e-commerce, not quick commerce. Limited research links digital branding directly to engagement in ultra-fast delivery models. This gap highlights the need for the present study.

## **CHAPTER 3: RESEARCH OBJECTIVES AND HYPOTHESES**

### **3.1 OBJECTIVES**

1. Assessing the effectiveness of digital branding strategies.
2. To assess the role of personalised branding in enhancing customer engagement.
3. To examine the relationship between brand trust and customer engagement.

### **3.2 HYPOTHESES**

**HYPOTHESIS 1: Digital branding strategies have a significant effect on customer engagement in**

**the quick commerce sector.**

**Null Hypothesis (H<sub>01</sub>):** Digital branding strategies have **no significant effect** on customer engagement in the quick commerce sector.

**Alternative Hypothesis (H<sub>11</sub>):** Digital branding strategies have a **significant effect** on customer engagement in the quick commerce sector.

**HYPOTHESIS 2: Personalised digital branding has a significant positive effect on customer engagement in quick commerce.**

**Null Hypothesis (H<sub>02</sub>):** Personalised digital branding has **no significant positive effect** on customer engagement in quick commerce.

**Alternative Hypothesis (H<sub>12</sub>):** Personalised digital branding has a **significant positive effect** on customer engagement in quick commerce.

**HYPOTHESIS 3: Brand trust has a significant relationship with customer engagement.**

**Null Hypothesis (H<sub>03</sub>):** There is **no significant relationship** between brand trust and customer engagement in quick commerce platforms.

**Alternative Hypothesis (H<sub>13</sub>):** There is a **significant relationship** between brand trust and customer engagement in quick commerce platforms.

### 3.3 VARIABLES

#### INDEPENDENT VARIABLES

1. Personalised Branding
2. Effectiveness of Digital Branding
3. Brand Trust

#### DEPENDENT VARIABLES

1. Customer Engagement

## CHAPTER 4: RESEARCH METHODOLOGY

This chapter outlines the methodology used to examine how consumer involvement in the fast commerce sector is impacted by digital branding. It covers the measurement of variables, statistical methods for data analysis, research instruments, research design, research methodology, and the demographic and sampling procedures. This approach seeks to ensure that the research is systematic, reliable, and capable of producing meaningful and accurate results. The study used a quantitative research design to examine the influence.

### 4.1 RESEARCH APPROACH

The quantitative component forms the primary basis of analysis. Quantitative data are measurable and expressed in numerical form. This approach allows the researcher to:

- Measure the strength and direction of relationships between variables
- Conduct statistical analysis such as correlation and regression
- Test hypotheses objectively
- Generalise findings within the limitations of the sample

### 4.2 SAMPLE SIZE AND SAMPLING TECHNIQUE

The sample size for this study is **250 respondents**. The sample was selected to capture consumer sentiment regarding purchase and usage behaviour in quick commerce transactions.

### 4.3 DATA COLLECTION METHODS

The study is based primarily on primary data, collected through a structured questionnaire.

**Primary Data**

Primary data were collected directly from respondents using a self-administered questionnaire. The questionnaire consisted of structured closed-ended questions designed to measure perceptions related to:

- Effectiveness of digital branding strategies
- Personalised branding
- Brand trust
- Customer engagement

Respondents were asked to indicate their level of agreement using a Likert scale (for example: Strongly Agree to Strongly Disagree). This scaling technique helps quantify subjective opinions for statistical analysis.

**Secondary Data**

The theoretical framework and literature review were constructed using secondary data gathered from books, journals, papers, research articles, and online academic sources. These resources supplied conceptual knowledge and aided in the development of hypotheses.

**4.4 STATISTICAL TOOLS FOR DATA ANALYSIS**

The collected data were coded and analysed using statistical techniques. The following tools were applied:

**Correlation Analysis**

To determine the direction and degree of the association between the variables, correlation analysis was employed. It assists in determining if variables are unrelated, move together favourably, or move negatively.

**Regression Analysis**

Multiple linear regression was used to examine the impact of independent variables on the dependent variable. This method helps in determining:

- The extent to which digital branding predicts customer engagement
- The relative contribution of each independent variable
- The overall explanatory power of the model (R<sup>2</sup> value)

**CHAPTER 5: DATA ANALYSIS**

**5.1 CORRELATION ANALYSIS**

<b>Table 1 Correlation Matrix</b>				
	<b>Effectiveness of Digital Branding</b>	<b>Personalized Branding</b>	<b>Brand Trust</b>	<b>Customer Engagement</b>
<b>Effectiveness of Digital Branding</b>	—			
<b>Personalised Branding</b>	<b>0.067</b>	—		
<b>Brand Trust</b>	<b>0.102</b>	<b>-0.027</b>	—	
<b>Customer Engagement</b>	<b>0.004</b>	<b>0.038</b>	<b>0.070</b>	—

**Note. \* p < .05, \*\* p < .01, \*\*\* p < .001**

Table 1 presents the correlation scores between psychological aspects. Results suggest no significant and positive association between the effectiveness of Digital Branding, Personalised Branding, Brand Trust, and customer engagement.

**5.2 LINEAR REGRESSION**

**Table 2 Model Fit Measures**

				Overall Model Test			
Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	df1	df2	p
1	0.0809	0.00654	-0.00558	0.540	3	246	0.656

**Note. Models estimated using sample size of N=250**

**Model Coefficients - Customer Engagement**

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	7.07790	1.2207	5.7983	<.001	
Effectiveness of Digital Branding	-0.00376	0.0405	-0.0930	0.926	-0.00595
Personalized Branding	0.02404	0.0385	0.6251	0.532	0.03984
Brand Trust	0.05418	0.0481	1.1270	0.261	0.07204

The model suggests no significant positive impact of the effectiveness of Digital Branding, Personalised Branding and Brand Trust on Customer Engagement. Although statistical significance was not observed, the findings provide insight into the utilitarian nature of quick commerce consumer behaviour.

**CHAPTER 6: DISCUSSION**

This study's main goal was to investigate how digital branding affects consumer interaction in the rapid commerce industry. The study specifically sought to determine the role of personalised branding, the efficacy of digital branding tactics, and the connection between customer involvement and brand trust. The results of regression and correlation studies showed that there was no statistically significant association between consumer involvement and the chosen digital branding variables. These findings advance our knowledge of digital customer behaviour in time-sensitive retail settings and offer significant insights into the special characteristics of rapid commerce.

In the context of rapid commerce, the lack of substantial connections between customer engagement, brand trust, tailored branding, and the efficacy of digital branding raises the possibility that these factors may not independently influence engagement. This finding was further supported by the regression results,

which showed that the independent factors only partially explained the variation in consumer involvement. As a result of these results, the null hypotheses—which suggested that digital branding tactics have no discernible effect on consumer involvement in rapid commerce—were accepted.

On the surface, these findings seem to go against a large portion of the body of research on branding and digital marketing. Customer engagement and digital branding are positively correlated, according to numerous studies. Visually appealing websites, tailored suggestions, social media engagement, and trust-building strategies all improve emotional attachment and boost repeat business, according to research conducted in traditional e-commerce contexts. Fast commerce may function differently from traditional e-commerce platforms, as the current data show.

The utilitarian nature of rapid commerce consumption is one reason why the results are not statistically significant. The main purpose of quick commerce is to satisfy pressing demands. When time restrictions prevent customers from visiting actual establishments, they usually use these platforms to buy food, medications, or other necessities for everyday life. In these circumstances, speed, availability, cost, and dependability may be more important considerations when making decisions than elements that promote digital interaction or brand image. As a result, operational effectiveness may have a greater impact on sustained engagement than digital branding, even though it may affect awareness and initial app downloads.

An alternative explanation is that digital branding has standardised across rival platforms. Similar digital methods, such as push alerts, influencer partnerships, discount campaigns, gamification elements, and app-based personalisation, are used by the majority of rapid commerce businesses. Customers may view these methods as standard service features rather than unique branding initiatives due to their widespread use. Branding might not be enough to distinguish one platform from another in terms of engagement results when all rivals provide similar digital experiences.

The findings also imply that, despite its theoretical significance, customisation might not immediately result in increased participation in fast commerce. Customers in rapid commerce may value expediency over carefully considered experiences, even while tailored product recommendations and targeted offers are intended to improve relevance. Personalised recommendations could not have much of an impact on users' engagement behaviour if they are primarily using the app to look for a certain product. Furthermore, too many notifications or too many marketing messages might cause digital fatigue, which lessens their benefits.

Similar to this, there are substantial concerns raised by the lack of a correlation between customer engagement and brand trust. In digital transactions involving payment security and data privacy, trust is widely seen as a critical predictor of online behaviour. However, trust might not be a differentiator in the context of fast commerce, but rather a baseline expectation. Customers may look for a certain degree of dependability. If better service performance isn't provided after this point, more trust-building initiatives might not have a major impact on engagement.

These results emphasise how crucial it is to take context into account when using well-established marketing ideas. Quick commerce is a hybrid approach that blends aspects of hyperlocal retail, logistics management, and e-commerce. It differs from other digital platforms due to the time-sensitive nature of transactions, the emphasis on necessities, and the dependence on operational effectiveness. As a result, rapid commerce engagement drivers could be different from those in social commerce, online marketplaces, or fashion shopping.

The debate recommends that rapid commerce companies take a balanced approach from a managerial standpoint. Digital branding should not be seen as the only factor influencing consumer engagement, even though it is still crucial for positioning, awareness, and recall. Accurate order fulfilment, reliable delivery, clear pricing, and effective customer service are examples of operational excellence that may have a greater impact on client loyalty and repeat business. For brand promises to be consistently fulfilled, marketing strategy and operational capabilities should be tightly matched.

Additionally, the study emphasises the possible significance of mediating factors like consumer happiness and experience. Instead of having a direct impact, digital branding may indirectly affect engagement through improved customer experience. An example of this would be a well-designed app interface, which might boost user pleasure and engagement. To investigate such mediation effects and offer a more sophisticated understanding of these linkages, future studies could use structural equation modelling.

Segmentation analysis is another topic that needs more research. Different demographic groupings, economic levels, and usage patterns may have different customer engagement motivations. While older customers might place a higher value on dependability and ease of use, younger consumers might react more favourably to influencer marketing and gamification. Patterns that were missed in the current study might be revealed by a larger and more varied sample.

Furthermore, longitudinal studies may offer more profound understandings of engagement patterns over time. The industry of quick commerce is still developing, and as the market develops, consumer attitudes may change. As competition increases and operational differences decrease, something that seems inconsequential at one point in the market's evolution may have greater clout.

Notwithstanding its shortcomings, this study challenges the notion that customer involvement on all digital channels is inevitably fueled by digital branding, which is a useful contribution. According to the research, context is important and tactics that work in one industry might not work in another. In the context of fast commerce, where consumers prioritise utility and immediacy, branding initiatives must be combined with excellent service delivery to foster meaningful interaction.

Personalised tactics, digital branding, and brand trust did not show any discernible direct effects on customer involvement in the rapid commerce environment that was examined, according to the study's discussion. These results imply that operational and functional characteristics, rather than branding campaigns alone, may be the primary drivers of fast commerce engagement. When evaluating the efficacy of digital marketing, the study advises researchers and practitioners to take a context-specific approach and take into account the unique features of new retail models like fast commerce.

## CHAPTER 7: CONCLUSION

The impact of digital branding on consumer involvement in the rapid commerce industry was investigated in this study. Quick commerce has changed how Indian consumers make purchases in cities thanks to its lightning-fast delivery and app-based transactions. As platforms like Blinkit, Zepto, and Swiggy Instamart compete fiercely with one another, digital branding has become a vital strategic tool for drawing in and keeping consumers. The purpose of this study was to analyse the relationship between consumer involvement and brand trust, as well as the efficacy of digital branding techniques and the function of personalised branding. Important theoretical and managerial insights into the dynamics of digital branding within the rapidly changing quick commerce environment are provided by the study's findings.

The results of the correlation research showed that consumer engagement, brand trust, personalised branding, and the efficacy of digital branding did not significantly correlate positively. Within the chosen

sample, the correlation coefficients were statistically insignificant and extremely low, suggesting that there were no strong correlations between these variables. According to this, digital branding components could not have the anticipated direct or significant impact on customer engagement levels, despite being present and visible in rapid commerce systems. Thus, elements other than branding, like delivery speed, pricing strategies, convenience, product availability, and operational efficiency, may have an impact on customer involvement in rapid commerce.

Regression analysis provided additional support for these conclusions. With a very low R<sup>2</sup> value, the entire model was not statistically significant, suggesting that the variability in consumer involvement was only partially explained by digital branding factors. The efficiency of digital branding, personalised branding, and brand trust—all independent variables—did not significantly improve customer engagement. The null hypotheses were accepted as a result of these findings, but the proposed study hypotheses about the substantial impact of digital branding on engagement were rejected.

The findings of this study are in opposition to a large portion of the body of existing literature. Scholars like Rowley (2009), Brodie et al. (2011), Keller (2013), and Kumar et al. (2019) have highlighted the significant impact that digital branding, personalisation, and brand trust have on consumer engagement. Research has repeatedly demonstrated that influencer marketing, emotive branding, consistent brand communication, app usability, and personalised experiences all greatly increase consumer engagement and loyalty. However, the results of this study suggest that these parameters might not statistically significantly influence engagement on their own in the context of rapid commerce.

Quick commerce's special characteristics could be one reason for these results. In contrast to conventional e-commerce, rapid commerce is primarily motivated by functional value, convenience, and urgency. Quick commerce platforms are frequently used by consumers for urgent needs such as daily-use items, groceries, and household necessities. As a result, rather than being motivated by emotion or brand, the decision-making process is more practical and time-sensitive. In this situation, operational efficiency—especially product availability and delivery speed—may have a greater impact on engagement than branding initiatives. The speed and dependability of a platform's delivery may draw users in more than its attractive digital branding.

Digital branding has evolved from a differentiator to a standard expectation, which is another significant interpretation. The majority of rapid commerce systems make significant investments in influencer partnerships, social media marketing, customised alerts, gamification strategies, and aesthetically pleasing app designs. Since many competitors use similar tactics, buyers can view them as ordinary features rather than distinctive engagement drivers. Digital branding might therefore not significantly differentiate customer engagement numbers.

The results could also have been impacted by the methodology and sample characteristics. The sample size might not have included a variety of customer segments from various cities and demographics, even though it was sufficient for simple statistical analysis. Depending on factors including age, income, digital knowledge, and usage frequency, engagement patterns can change. Additionally, consumer engagement is a multifaceted concept with behavioural, cognitive, and emotional components. It's possible that behavioural components were more accurately measured in this study than emotional connection, which could have impacted the relationships that were found.

The study makes a substantial contribution to academic literature by pointing out a research gap in rapid commerce branding, even in the absence of statistically significant data. Quick commerce functions under different time constraints and customer expectations than traditional e-commerce systems, which have

been the subject of much of the current research. This study shows that theoretical models created for internet commerce in general might not be entirely applicable to platforms that offer ultra-fast delivery. Thus, further mediating or moderating factors such as customer experience, delivery dependability, price sensitivity, perceived convenience, and service quality should be investigated in future studies.

The results indicate that rapid commerce businesses should not rely exclusively on digital branding tactics to increase client engagement, according to management. For awareness and recall, branding is still crucial, but for maintaining engagement, operational excellence seems to be more critical. Businesses should place a high priority on real-time tracking capabilities, smooth payment systems, precise delivery schedules, and efficient supply chains. Strong operational success should not be replaced by branding initiatives.

Additionally, even though they were not statistically significant in this study, personalised branding methods shouldn't be completely ignored. Customisation improves the user experience and may tangentially increase retention and satisfaction. To make sure that tailored alerts and recommendations are truly pertinent and not viewed as obtrusive, businesses should improve their data analytics skills. Similarly, long-term sustainability still depends on brand trust, even if it was not found to be substantially connected with engagement in this investigation. Consumer confidence is largely dependent on open communication, safe payment methods, and reliable service.

Additionally, the study emphasises how crucial integrated marketing methods are. Promises about service delivery should be in line with digital branding. A business that prides itself on speed and dependability, for example, needs to continuously demonstrate these qualities in real performance. Customer trust and engagement could be weakened by any discrepancy between digital communication and operational implementation.

In summary, the goal of this study was to investigate how digital branding affects consumer engagement in the fast commerce industry. However, no statistically significant correlation was discovered between the chosen digital branding factors and customer engagement. The results imply that, in the context of rapid commerce, engagement may be more strongly driven by functional and operational variables than by branding efforts alone, despite previous research suggesting a substantial positive correlation. This highlights the unique characteristics of rapid commerce as a convenience-driven, speed-oriented approach where emotional brand relationships may be subordinated to practical benefit.

By questioning accepted beliefs about the efficacy of branding, the study adds to the expanding corpus of research on digital marketing and fast commerce. It highlights the importance of context-specific research and invites academics to investigate other factors that influence users' engagement with lightning-fast digital platforms. The results serve as a reminder to practitioners that customer-centric operations and dependable execution are essential for effective branding.

For deeper insights, future research may add mediating variables like customer experience or satisfaction, increase the sample size, and include longitudinal data. Understanding variations in engagement drivers may also be aided by comparative research between rapid commerce and traditional e-commerce platforms. Researchers and practitioners can gain a deeper understanding of how digital branding operates within quickly changing digital business models by further investigating these dynamics.

Overall, this study suggests that although digital branding is still a crucial part of contemporary marketing strategy, its direct impact on consumer engagement in fast commerce is little. In this industry, operational quality, convenience, and reliable service delivery might be more important for long-term engagement than branding campaigns alone.

## CHAPTER 8: LIMITATIONS AND FUTURE SCOPE

### 8.1 LIMITATIONS OF THE STUDY

There are restrictions on any research project that could affect how the findings are interpreted and applied generally. It is also important to recognise the limitations of this study.

Firstly, the study's sample size of 250 respondents might not accurately reflect all Indian fast commerce customers. The generalizability of results may be limited due to variations in consumer behaviour across various cities, income brackets, and demographic categories.

Secondly, Second, self-reported information obtained via structured questionnaires was the main source of data used in the study. Response accuracy may be impacted by respondents' personal prejudices, misperceptions, or fleeting experiences with rapid commerce platforms.

Thirdly, the study solely examined a few digital branding factors, including brand trust, personalised branding, and the efficacy of digital branding tactics. Delivery speed, pricing tactics, service quality, product availability, and customer satisfaction are a few more significant elements that impact customer engagement but were left out of the investigation.

The study's cross-sectional design, in which data were gathered all at once, presents another drawback. In the rapid commerce sector, changes in customer expectations, competition strategies, and technology improvements can all affect how consumers engage over time.

Finally, the only statistical analysis methods available were regression and correlation. More sophisticated analytical techniques might offer more profound understandings of intricate correlations between variables.

### 8.2 FUTURE SCOPE OF THE STUDY

The results of this study provide a number of avenues for further investigation into digital branding and rapid commerce.

In order to enhance the generalizability of the findings, future research might think about expanding the sample size and incorporating participants from various geographic areas. Studying the disparities in engagement behaviour between metropolitan and non-metropolitan customers can provide more light on regional variations.

To gain a deeper understanding of the factors that influence customer involvement in rapid commerce platforms, researchers may additionally include other variables, including customer happiness, perceived convenience, delivery dependability, service quality, pricing perception, and user experience.

In order to investigate indirect correlations between digital branding and customer engagement, more study can include sophisticated statistical approaches like mediation, moderation analysis, or structural equation modelling (SEM).

Analysing how customer engagement changes over time as rapid commerce platforms advance and competition heats up can also be done through longitudinal studies. Such studies can capture behavioural changes influenced by technological innovation and changing consumer expectations.

Further research might also analyse engagement drivers across other digital retail formats, including rapid commerce platforms, social commerce, and traditional e-commerce, in order to pinpoint branding tactics unique to a given industry.

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