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The Role of Visual Sensory Marketing on Gen Z Consumer Behaviour on Indian Quick Commerce Platforms: A UTAUT2 Perspective

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Abstract

The rapid growth of quick commerce platforms has transformed consumer purchasing behaviour by emphasizing speed, convenience, and accessibility. This study examines the impact of visual sensory marketing on Gen Z consumer behaviour in Indian quick commerce platforms (Blinkit, Zepto, Swiggy Instamart) by integrating the UTAUT2 framework. Using a quantitative research design, primary data was collected from 325 Gen Z respondents in Surat through a structured questionnaire. Statistical tools including Spearman correlation, Chi-square test, factor analysis, and Cronbach's Alpha ($\alpha = 0.868$) were employed. Findings reveal that visual sensory cues significantly influence purchase intention, enhance hedonic motivation, and contribute to stronger brand perception. Five underlying dimensions—App Visual & Interface Quality, Functional App Experience, External & Promotional Influence, Social & Aesthetic Influence, and Visual Quality Importance—collectively explain 60.15% of variance in consumer responses. The study concludes that visual sensory marketing plays a critical role in shaping user experience and long-term loyalty in quick commerce.

CHAPTER- 1 INTRODUCTION

INTRODUCTION & BACKGROUND OF THE STUDY: -

1.1.1 Sensory Marketing

Sensory marketing is a tactical approach that attracts a consumers' Five senses – sight, sound, smell, taste and touch to influence their perceptions, emotion and purchasing behaviour. It aims to create an immersive and memorable brand experience that go beyond just the functional benefits and deeply connect with consumers on an emotional level in traditional offline retail environments, sensory marketing plays an important role through elements such as store ambiance, lighting, background music, scents, product displays and tactile interaction. Such physical cues allow consumers to directly experience products, which enhances their confidence, satisfaction and in turn affects their overall shopping experience. For instance, Reliance Fresh displays fresh fruits and vegetables at the entrance with proper lighting and sometimes a natural aroma to create a perception of freshness and quality. Similarly, a café such as Starbucks uses the smell of freshly brewed coffee, soft background music and warm lighting to create a cosy and inviting atmosphere.

With the rapid growth of digitalisation, sensory marketing has evolved into online environments where physical interaction is no longer possible. In online platform, sensory experiences are predominantly

delivered through visual and auditory cues such as high-quality products images, videos, colour scheme, website/apps design (UI/UX)) and interactive interfaces. Businesses also use informative language and detailed product information to simulate sensory experiences like touch, smell, and taste. Therefore, these digital sensory cues have the ability to play a major role in shaping consumer perceptions, reducing ambiguity and influencing purchase decisions. Thus, sensory marketing has evolved from a purely physical experience to a connect with consumers on an emotional level to a hybrid approach that integrates both offline and online strategies to enhance consumer engagement.

The rise of quick commerce in India has renovated the way people shop for daily essentials. Platforms like Blinkit, Zepto and Swiggy Instamart now promise delivery within 10-20 minutes, making them extremely popular among urban consumers. Amid all age groups, Generation Z (born 1997-2012) is the most digitally active and visually sensitive group. They have grown up with smartphones, social media and appealing digital experiences which means they expect more than just speed for connect with consumers on an emotional level on an app like app looks, feels and connecting to their identity.

This is where sensory marketing becomes important. This is achieved by using elements like colours, visuals, layout, animations, and design to ultimately influence how a consumer feels and behaves on a platform. In the digital world. These translate into visual cues, UX design, app aesthetics and branding. When applied well, these elements can improve a user's enjoyment, build trust, encourage social sharing and create long term loyalty.

So, where consumers expect fast and convenient purchasing sensory marketing helps reduce uncertainty and improves decision making. High quality product images, attractive colour schemes and intuitive navigation allow users to quickly finds products and make instant purchase decisions. For example, platforms like Blinkit and Zepto use bright product images, "freshness" tags on fruits and vegetables and neatly organised categories like "Essentials" or "Snacks" to make browsing quick and visually engaging.

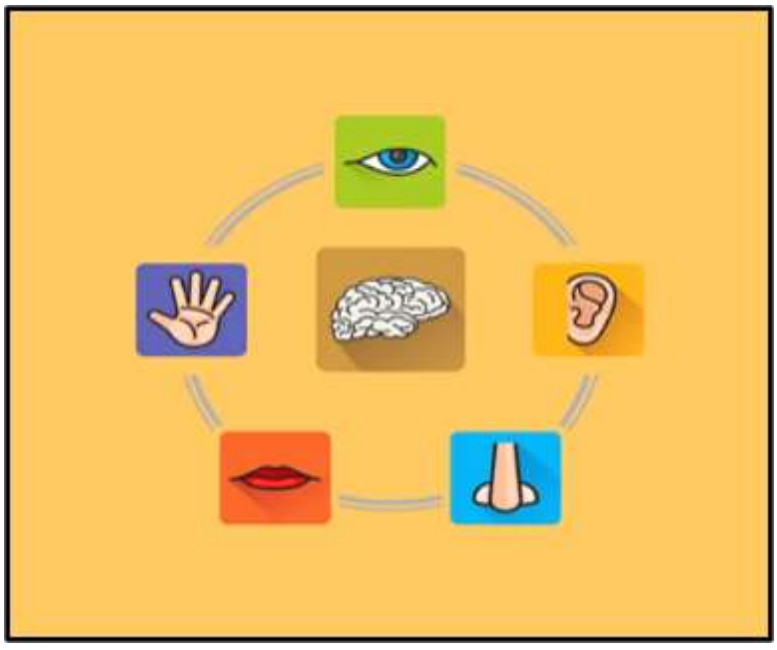


Figure 1

1.2 RATIONALE / NEED OF THE STUDY:

Sensory marketing has been largely studied in the traditional retail and general ecommerce, but very little research has been done in the quick commerce space and less so in the Indian context. Most of the research

on Indian consumer behaviour is focused on price, speed of delivery and convenience and largely ignores the role of visual design and aesthetics of apps in influencing purchase decisions.

India is one of the fastest growing quick commerce markets in the world and Generation Z is a big and growing part of its user base. However, there is no wide academic study linking sensory marketing with Gen Z's hedonic motivation, peer referrals or even repeat purchase behaviour on Indian quick commerce platforms.

This gap makes this study timely and necessary. Understanding how visual cues and consistent sensory experiences influence the behaviour of Gen Z can help app developers, marketers, and brands create stronger digital experiences.

1.3 EVOLUTION OF SENSORY MARKEYING TOWARD QUICK COMMERCE:

- **Traditional Retail Phase:** In this phase sensory marketing was mainly physical and experiential. Retailers employed store ambiance, lighting, background music, fragrances, product displays and tactile interaction to create an engaging shopping experience. Customers could touch, feel and directly evaluate products. This had a great influence on their purchase decision and overall satisfaction towards products.
- **Early E-commerce Phase:** With the rise of e-commerce, sensory marketing moved from physical to digital platforms. Sensory engagement, however, was mostly limited to visual aspects such as product photos, simple layouts and text descriptions. The absence of physical interaction posed challenges, consumers were unable to try products out themselves, which made it harder to build trust and perception.
- **Advanced Digital Experience Phase:** Technologies advanced to enable e-commerce platforms to incorporate more sensory cues to reproduce real-life experiences, such as high-quality images, videos, zoom capabilities, user-friendly interfaces, personalised recommendations, and in-depth product descriptions. These developments created less uncertainty and made for a more interactive and visually appealing online shopping experience.
- **Quick Commerce Stage**: The most recent stage that stresses ultra-fast delivery and convenience. Platforms such as Blinkit, Zepto, Instamart, Jiomart have changed the way consumers buy daily essentials by providing delivery in minutes. Here, sensory marketing is based primarily on digital interfaces such as attractive app designs, colour schemes, high-quality visuals, and intuitive layouts to influence consumer perception. Using sophisticated sensory cues to deliver an engaging and efficient shopping experience, especially for Generation Z consumers who value speed and convenience.

Figure 2

1.4 JOURNEY OF QUICK COMMERCE: -

Quick commerce (q-commerce) represents the most recent evolution of the digital retail ecosystem, originating from traditional retail and e-commerce channels. In the past, consumers relied on physical stores for everyday needs, then came the advent of e-commerce platforms that offered convenience but with longer delivery timelines (2–5 days). With consumer expectations shifting to speed and instant gratification, the need for faster delivery created quick commerce.

The COVID-19 pandemic further accelerated this trend as people relied more on online platforms for essential goods. Companies invested in dark stores, micro warehousing and advanced logistics systems to deliver in 10 to 30 minutes. Today, quick commerce ecosystem is dominated by platforms like Blinkit, Zepto and Instamart, which have changed consumer purchasing behaviour by putting speed, convenience and efficiency at the forefront.

1.5 UTILITIES / FUNCTIONS OF QUICK COMMERCE: -

Quick commerce platforms operate in various ways and enhance consumer convenience and operational efficiency:

- **Ultra-fast delivery:** It satisfies the immediate needs of consumers by delivering in minutes.
- **On-demand availability:** It provides 24/7 access to essential products.
- **Wide product range:** It offers groceries, personal care, household items, snacks, and medicines.
- **Time-saving:** It eliminates the need for physical store visits.
- **User-friendly interface:** It simplifies product search, selection, and checkout.
- **Personalization:** It uses data analytics to recommend products based on user preferences.
- **Efficient Logistics:** It uses dark stores and optimised supply chains for quick fulfilment.

1.6 PROS OF QUICK COMMERCE: -

- Speed and convenience
- High accessibility
- Time efficiency
- Enhanced user experience
- Wide availability

1.7 CONS OF QUICK COMMERCE: -

- Higher operational costs
- Limited coverage
- Sustainability concerns
- Impulse buying behaviour
- Dependency on technology

CHAPTER-2 LITERATURE REVIEW

(Axcell & Ellis, 2023)

Axcell and Ellis (2023) found that Gen Z maintains a high degree of integration with branded mobile applications, routinely using platforms such as Instagram, WhatsApp, and Snapchat as part of daily life. While their overall attitude toward these apps tends to be positive, the study draws attention to a notable tension like privacy concerns meaningfully constrain how freely this group engages with digital platforms. The research also validates the applicability of the UTAUT2 model in this context, finding it well suited to explain Gen Z's adoption patterns where though the authors caution that companies must proactively address data privacy to earn and sustain user trust.

(Matsa & Lakshmi , 2024)

Matsa and Lakshmi (2004) highlight that reaching Gen Z requires an understanding of where they spend their attention that is predominantly on short term, visually driven content across TikTok, Instagram and Snapchat. Traditional advertising struggles to cut through here; what works instead is content that feels unscripted and credible. This generation tends to gravitate toward brands that show up authentically, particularly through user-generated content that peers have created and endorsed. Beyond aesthetics, the study points to a values dimension where Gen Z's brand preferences are actively shaped by a company's visible stance on diversity, inclusion, and social responsibility.

(Dewi & Mahemba, 2024)

Generation Z's intention to repurchase online is influenced by both hedonic (fun and enjoyment) and utilitarian (practical and usefulness) shopping motives. Both types of motives positively encourage them to buy again from online platforms. Their attitude toward online shopping also plays an important role, as it partially connects shopping motives with their repurchase intention. The impact of these motives further depends on the type of product-hedonic motives are stronger when buying pleasure-related products, while utilitarian motives are more important for functional products. Overall, businesses should design online shopping experiences that balance both enjoyment and practicality to increase repeat purchases among Gen Z consumers.

(Cao, 2024)

Of the UTAUT2 constructs examined, hedonic motivation and habit emerged as particularly strong predictors of adoption that is suggesting that enjoyment and routine, more than pure functionality, drive Gen Z's continued use of e-commerce. Gender was also found to moderate these relationships, with its

influence varying across constructs. Taken together, the study reinforces UTAUT2's relevance as a diagnostic tool for understanding this demographic's digital shopping behaviour.

(Ang, 2024)

Ang (2024) examined how Gen Z's online shopping behaviour shifted during the COVID-19 pandemic, finding that both hedonic drivers are particularly browsing for ideas and utilitarian ones, such as efficiency, shaped purchasing decisions. The pandemic appears to have been a meaningful inflection point that is roughly 44% of respondents in the study reported first shopping online during this period, pointing to how disruption accelerated e-commerce uptake within this cohort. Social influence and access conditions also fed into behavioural intention, which ultimately translated into actual purchases. The study illustrates that for Gen Z, digital commerce adoption is rarely driven by one factor alone that is motivational and structural enablers tend to work in tandem.

(Naik & Kapdi, 2025)

Naik and Kapdi (2025) investigated what draws consumers to quick commerce platforms such as Blinkit, Zepto and Swiggy Instamart, finding that speed and convenience remain the dominant pull factors for everyday adoption. Price sensitivity also plays a meaningful role are promotional offers were found to be particularly effective in drawing in cost conscious segments. However, adoption is not uniform like age, income level and geographic location all interact with how different groups engage with these services. The study also flags some structural headwinds facing the sector, notably sustainability concerns and competitive pressure from traditional retail, suggesting that platforms cannot rely on speed alone to sustain growth.

(Prasadbabu, 2025)

Prasadbharu (2025) examined the five sensory channels that are sight, sound, touch, smell and taste and their collective effect on how consumers evaluate and respond to brands. The study found that richer sensory stimulation translates into more satisfying shopping experiences, which in turn raises the likelihood of both repeat visits and word of mouth recommendations, which in turn raises the likelihood of both repeat visits and word of mouth recommendations. Notably, the relationship between sensory input and consumer response was not uniform across the demographic variables moderated how strongly individuals perceived and reacted to these cues, pointing to the need for targeted sensory strategies rather than one size fits all approaches.

(Swaharani & Qastharin, 2025)

Swaharani and Qastharin (2025) explored how AR powered virtual try on tools in beauty ecommerce shape Gen Z's buying intent, testing the full set of UTAUT2 constructs in this context. All seven constructs were found to be significant predictors of purchase intention but habit stood out as the strongest, reinforcing the idea that repeated platform use eventually becomes self sustaining. Shopping frequency was found to moderate these relationships among heavy users, performance expectancy, facilitating conditions, price value, and enjoyment carried even greater weight in driving purchase intent. These findings make a compelling case for UTAUT2 as a framework for studying immersive technology adoption among Gen Z, one that this study builds upon in the quick commerce context.

(Cao & Wang , 2025)

Cao and Wang (2025) brought an occupational lens to the study of food takeout service adoption, finding that social influence, expectation confirmation and facilitating conditions all significantly shape purchase intention but not equally across professional groups. Among technical workers and manual labourers, the practical accessibility of the service proved to be stronger driver. For executives and white collar

professionals, what mattered more was whether the service lived up to expectations confirming that prior experience and performance standards carry different weight depending on what users already expect from digital services. This segment level nuance is worth bearing in mind when designing platform experiences for mixed occupation user bases.

(Rathi, 2025)

Rathi (2025) studied what keeps users loyal to quick commerce platforms like Blinkit and Zepto, finding that satisfaction is the central mechanism and that it is itself driven by a cluster of operational and experiential factors like service quality, delivery reliability, app usability and transparent pricing. The study also found that consumer perceptions of these platforms are not homogenous: opinions diverge particularly on delivery consistency and the effectiveness of marketing communications. This variation suggests that loyalty-building strategies may need to be calibrated differently across user segments, rather than applied uniformly across the platform.

(Han & Worawit , 2025)

In a study of food live streaming on e-commerce platforms, Han and Worawait (2025) found that sensory cues embedded in video content like visual presentation of food, sounds, and aesthetic framing are meaningfully raise purchase intent. The mechanism works through two pathways, such as engagement and desire, with the latter proving to be the more influential route to an actual purchase decision. Viewing frequency amplified these effects, with heavy viewers showing a stronger link between sensory stimulation and flow states. These findings suggest that sensory design in digital food content is not merely atmospheric, it actively triggers physiological and emotional responses that convert browsing into buying.

(Khoa, 2025)

Khao (2025) examined the drivers of repeat purchasing among Gen Z in social commerce, finding that the full suite of UTAUT factors consistently predicts repurchase intention. What makes this study particularly interesting is the role assigned to two less-studied variables. First, flexible return policies were found to strengthen trust in a way that meaningfully raises repurchasing intent, suggesting that post purchase reassurance matters as much as the buying experience itself. Second, FOMO emerged as a dual pathway driver influencing decisions both directly and indirectly through herding behaviour, where users follow, what peers are seen buying. Together, the findings paint a picture of Gen Z as social commerce participants whose choices are as much socially negotiated as they are individually rational.

(Ngo, 2025)

Ngo (2025) investigated how Gen Z responds to product videos on Shopee Video, finding that the type of experience the content creates is whether entertaining, educational, escapist, or aesthetically pleasing, which shapes emotional responses that lead to impulse buying. Arousal and pleasure were identified as the key emotional mediators when content generates excitement or employment; it significantly raises the likelihood of an unplanned purchase. Entertainment and educational formats proved especially effective at building this kind of emotional traction. For marketers designing video content in digital commerce, the implication is that emotional resonance, not just product information, should be a deliberate design goal.

(Sahu, Bhagowati, Senthil, & Amitabh , 2025)

Sahu et al. (2025) offer a comparative look at how marketing strategies differ between e-commerce and quick commerce platforms. While both use overlapping tools like personalization, influencer marketing, loyalty programmes, and AI/AR integrations, the underlying logic diverges. E-commerce platforms tend to prioritise relationship depth where personalisation and loyalty schemes are aimed at retaining customers over the long term. Quick commerce platforms, by contrast, are wired for immediacy, where hyperlocal

targeting, flash promotions, and time-sensitive offers are used to compress the window between impulse and purchase. This distinction is relevant to the present study, as quick commerce demands a different kind of sensory and marketing design calibrated to urgency rather than familiarity.

(Rozario, 2025)

Rozario (2025) explored how Indian consumers perceive and adopt 10-minute delivery services from platforms like Blinkit, Zepto, Swiggy Instamart, and Dunzo. Convenience and time urgency were the primary motivators, with adoption concentrated among situations where products are needed immediately. The study is balanced in its assessment; however, flagging real deterrents in delivery charges, limited product range, and sustainability concerns that could slow long-term uptake. Demographically, Gen Z and working professionals emerged as the core adaptor segments, a finding that aligns with broader evidence of this generation's preference for speed and on-demand access over the more deliberate pace of traditional retail.

(Kumar & Mrs Naveena M, 2025)

Kumar and Naveena (2025) map out the structural shift underway in Indian retail from conventional e-commerce toward quick commerce driven by a consumer base that increasingly treats speed and immediate availability as baseline expectations rather than premiums. The authors note that this transition is not simply demand-led; it is underpinned by investment in logistics infrastructure, AI-driven demand forecasting, and route optimisation that together make 10-minute delivery operationally viable. Competitively, platforms are doubling down on urban markets and leveraging FMCG partnerships to expand product range while managing costs. The study concludes with a sustainability question that remains open to rapid delivery at scale carries an environmental cost that the sector will eventually need to account for in its growth models.

(Krishnan, Kandasamy, & Perumal, 2025)

Krishnan, Kandasamy, and Perumal (2025) focused specifically on hedonic motivation in the Indian quick commerce context, finding that the enjoyment users derive from these platforms is substantially shaped by facilitating conditions, perceived price value, and habit. This is a useful finding; it shifts attention away from functional utility as the primary adoption driver and toward how comfortable, affordable, and familiar the experience feels. Behavioural intention showed a similar pattern, with age emerging as an additional moderator, suggesting that different age cohorts within the Q-commerce user base respond differently to the same platform cues. For this study, the emphasis on hedonic motivation as an outcome of structural and experiential conditions closely mirrors our conceptual framing.

(Jo, 2025)

Jo (2025) examined factors shaping consumer attitudes and purchase intention toward VR devices, highlighting functional, behavioural, and sensory drivers. Effort expectancy and performance expectancy were key in forming positive attitudes. A distinctive contribution is its focus on sensory cues: display design and haptic feedback had different effects, with visual cues enhancing presence and tactile cues strengthening immersion. Behavioural intention was strongest predictor of actual purchase, reinforcing its importance in adoption models. Although focused on VR rather than quick commerce, the study is useful for distinguishing sensory cues as separate influences.

(Sowmya, Polisetty, Chakraborty, & Brüggemann , 2026)

Sowmya et al. (2026) challenge the dominant speed and convenience narrative around Q-commerce adoption by placing trust at the centre of their analysis. Their study finds that initial trust, the confidence a new user places in a platform before accumulating personal experience, is a stronger predictor of

adoption outcomes than operational attributes alone. It shapes willingness to use, intention to repurchase, and propensity to recommend. The income moderation finding adds an important layer that trust's influence is most pronounced among lower-income consumers, who have less room to absorb a bad experience and therefore weigh platform credibility more carefully. For higher-income users, trust matters less where familiarity and convenience can substitute for it. This income-segmented dynamic has direct implications for how Q-commerce platforms should communicate reliability across different user groups. **(Nabilah & Zulganef, 2026)**

Nabilah and Zulganef (2026) examined sensory marketing in a physical retail setting where a coffee shop found that multisensory simulation affects customer satisfaction through two distinct channels. There is a direct effect, where sensory quality improves how customers feel about the brand. But the study also identifies an experiential pathway where sensory cues first elevate the overall shopping experience, which then feeds into satisfaction. This partial mediation finding is worth noting because it implies that the experience itself is an intermediate outcome, not just a background condition. While the setting differs from digital quick commerce, the underlying logic of sensory cues shaping experience, which in turn shapes satisfaction, is directly transferable to the app-based context this study explores.

2.1 THEORETICAL FRAMEWORS:

2.1.1 TECHNOLOGY ACCEPTANCE MODEL: -

The **Technology Acceptance Model (TAM)**, was introduced by Fred Davis in 1986. This theory explains *why* people accept or reject new technology.

Two core beliefs drive adoption:

1. **Perceived Usefulness (PU)**: Does the user believe the technology will improve their performance or productivity?
2. **Perceived Ease of Use (PEOU)**: Does the user believe the technology is easy to use?

The logic chain: External factors → PU & PEOU → Attitude → Behavioural Intention → Actual Use

Explanation: If people find a technology *useful* and *easy to use*, they will form a positive attitude towards it, then intend to use it, and in turn will ultimately adopt it.

Ease of use also influences usefulness - a tool that is easier to use *feels* more useful.

TAM is widely used in UX research, product design, and enterprise software adoption studies to predict and improve user uptake.

2.1.2 UNIFIED THERY OF ACCEPTANCE AND USE OF TECHNOLOGY 2: -

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), proposed by Viswanath Venkatesh, extends the original UTAUT model to better explain consumer technology adoption and usage behaviour in non-organizational contexts. At its core, UTAUT2 offers a wider lens to examine how and why people take up digital platforms in their everyday lives. The model accounts for seven key drivers of technology adoption that is performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit each capturing a distinct aspect of the user's experience.

In the context of quick commerce, sensory elements embedded in app design do not merely add visual appeal, but they actively shape how users perceive the platform. A well-designed interface can make the app feel more useful and intuitive, the experience more enjoyable, and the content worth sharing. Overtime, these cues reinforce familiarity and nudge users toward routine engagement.

UTAUT2 draws from a rich body of earlier work in technology adoption research, incorporating insights from models such as:

- The Technology Acceptance Model (TAM)
- Theory of Planned Behavior (TPB)
- Diffusion of Innovations (DOI)

What earlier models offered in terms of usefulness perceptions, attitudinal factors, and social norms, UTAUT2 brings together under one roof and then goes a step further by adding constructs relevant to today's digital consumer, such as hedonic motivation and habit. This makes it particularly well-suited to study adoption in fast moving markets like quick commerce.

For Gen Z, using a quick commerce app is rarely just a transactional act. This generation tends to notice and respond to the aesthetic quality of digital spaces that is how a product is displayed, how smoothly the interface flows, whether the overall look feels curated or cluttered. When these elements come together well, the experience becomes something worth talking about and sharing. Peer influence then kicks in naturally through recommendations and social media. And when an app consistently delivers that kind of experience, users stop consciously noticing it, it simply becomes habit, and with habit comes loyalty.

Despite how rapidly quick commerce has grown, the academic conversation around it has not quite kept pace, particularly when it comes to the role of sensory design. Most existing research treats the delivery speed or pricing as the primary adoption drivers, leaving the question of how the app feels to use largely unaddressed. For marketers and UX designers working in this space, that is a meaningful gap that is one this study attempts to begin bridging.

Against this backdrop, this study sets out to understand how sensory marketing as manifested in the visual design, layout and aesthetic character of quick commerce platforms that shapes Gen Z's experience across multiple dimensions. It provides the conceptual structure for this analysis, allowing us to examine these dimensions in a systematic and theoretically grounded way.

2.1.3 KEY PROPERTIES (CONSTRUCTS) OF UTAUT2: -

- **Performance Expectancy (PE):** Performance expectancy captures how much a user believes a given technology will actually make their tasks easier or better. In the quick commerce context, this largely translates to whether the app helps users order what they need quickly and get it delivered without friction, which is the core promise of the category.
- **Effort Expectancy (EE):** Effort expectancy is essentially about perceived ease that how much mental or physical effort a user expects to spend when interacting with an app. Platforms that are intuitive to navigate, with minimal taps between intent and checkout, lower this perceived effort and make continued use more likely.
- **Social Influence (SI):** Social influence reflects the weight people give to what others around them think and do. In digital commerce, this plays out through peer recommendations, influencer endorsements, ratings, and simply seeing others use a platform where all of which carry considerable sway, especially among younger consumers like Gen Z.
- **Facilitating Conditions (FC):** Facilitating conditions refer to the infrastructure and support that sit behind a user's ability to access and use a platform where things like reliable connectivity, device availability, and the general ease of getting help when something goes wrong. These are enabling factors that make adoption practically possible.

- **Hedonic Motivation (HM):** Hedonic motivation speaks to the pleasure dimension of technology use, the intrinstic enjoyment a person gets from the experience itself, beyond what they accomplish. For quick commerce platforms, this is where design matters most, both visually engaging and feels good to use tends to hold attention longer and generate stronger positive associations.
- **Price Value (PV):** Price value captures user's internal calculation of whether what they get is worth what they pay. When consumers feel that a quick commerce platform delivers real convenience at a reasonable cost, they are more willing to adopt it and continue using it even if cheaper alternatives exist.
- **Habit (HB):** Habit refers to the point at which using an app stop being a deliberate choice and becomes second nature. For quick commerce platforms, reaching this stage with users is the ultimate retention goal, as once ordering from a particular app becomes part of someone's weekly or even daily rhythm, switching costs rise considerably.

2.2 RESEARCH GAP:

The bulk of sensory marketing research to date has centred on brick and mortar retail or traditional e-commerce, and much of it originates in western consumer markets. The Indian quick commerce landscape now home to high growth platforms such as Blinkit, Zepto and Swiggy Instamart that has received far less scholarly attention. More specifically, there is very little work examining how the visual language and aesthetic design of these apps shape buying behaviour and brand attachment among Gen Z users.

Most Indian consumer behaviour research focuses on pricing, convenience, and delivery speed overlooking the experiential dimensions of app design entirely. No widely conducted study has applied the UTAUT2 framework to investigate the impact of sensory marketing on Gen Z's hedonic motivation, social sharing, and repeat purchase behaviour within the Indian quick commerce industry, making this an underexplored area warranting focused academic attention.

2.2.1 RESEARCH QUESTIONS:

- **RQ1:** How does sensory marketing influence Gen Z's Performance Expectancy (perceived efficiency) when using quick commerce?
- **RQ2:** To what extent do sensory experiences drive Hedonic Motivation (pleasure and enjoyment) for Gen Z in quick commerce?
- **RQ3:** How do sensory branding and aesthetics affect the Social Influence and peer-driven adoption of quick commerce among Gen Z?
- **RQ4:** How does consistent sensory cues contribute to the development of Habit and brand loyalty within the Gen Z demographic?
- **pRQ5:** To what degree do sensory factors jointly impact Gen Z's overall Purchase Intention for quick commerce services?

CHAPTER-3 RESEARCH METHODOLOGY

3.1 PROBLEM STATEMENT:

Quick commerce apps often focus only on speed, but for Gen Z, the shopping experience is driven by how an app looks and feels. There is a lack of research on how sensory marketing like visual design and branding actually affects Gen Z's habits and decisions. This study uses the UTAUT2 model to see if high quality visual cues and consistent sensory experiences lead to higher enjoyment, social sharing, and brand loyalty in the Indian quick commerce market.

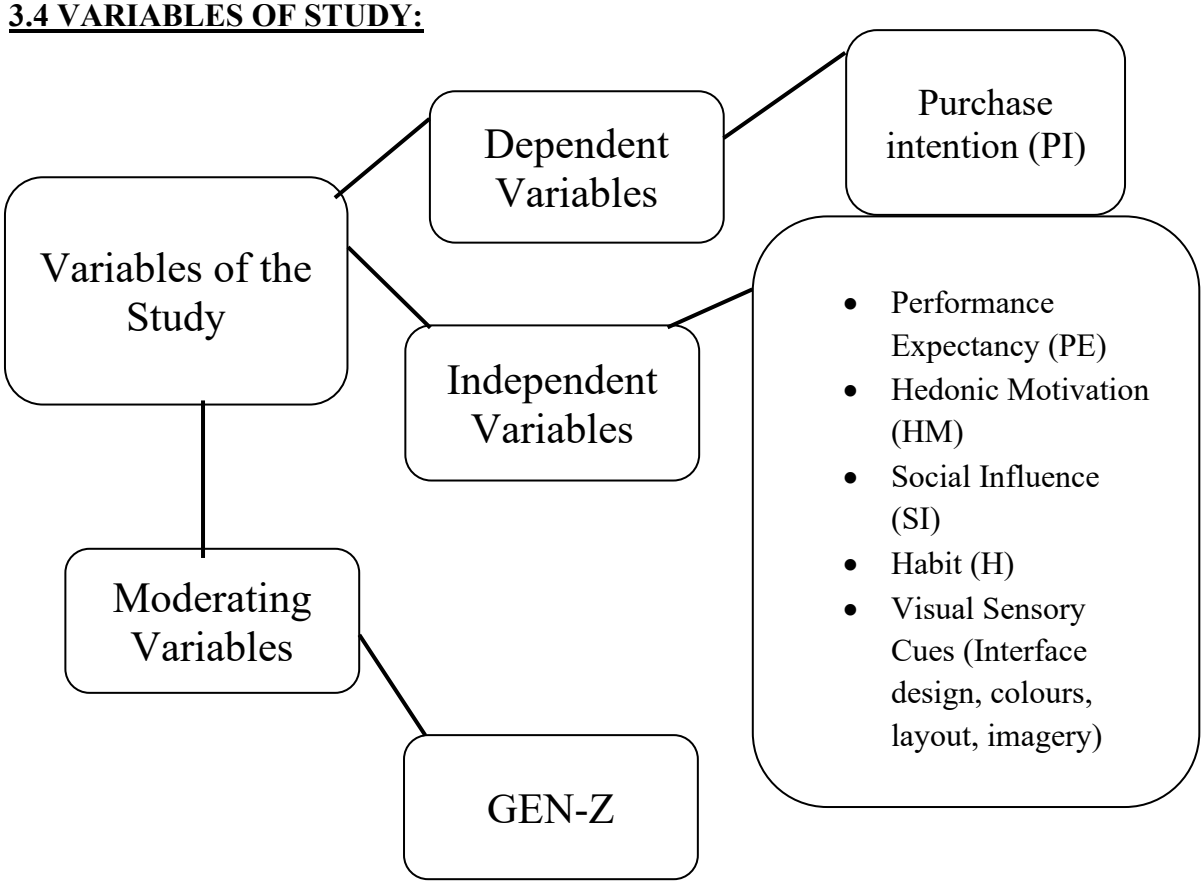
3.2 RESEARCH OBJECTIVES:

- To examine how sensory marketing affects Gen Z's perception of quick commerce performance.
- To understand how sensory experience drive Gen Z's pleasure and motivation to use quick commerce.
- To explore how sensory branding and shareable experiences shape Gen Z's social identity and peer driven adoption of quick commerce.
- To determine how consistent sensory marketing in quick commerce build repeat purchase and strengthen brand loyalty among Gen Z.

3.3 RESEARCH DESIGN:

- **Based on time:** Cross sectional Research
- **Based on Objective and Nature of Study**: A Quantitative, Descriptive research design is used to study how the elements of sensory marketing in quick commerce applications influence Gen Z consumers. The study only relies on a structural questionnaire to collect responses related to visual cues, purchase intention and user experience.
- **Causal Relationship**: This study investigates how the factors of sensory marketing like visual design, aesthetic appeal and layout influence performance expectancy, habit, social influence finally impacts purchase intention among Gen Z users.

3.4 VARIABLES OF STUDY:



3.5 DATA COLLECTION METHOD:

Primary Data Collection: The data was collected through a structured questionnaire designed. It was designed on Google Forms and distributed digitally, targeting Gen Z respondents born between 1997 to 2012. The study was geographically focused on Pal and Vesu, Surat areas selected based on property

listings from Godrej Properties and 99acres, which identified these localities as the fastest developing zones in Surat with the highest property rates, showing a concentration of the target consumer demographic.

Pilot Study: A pilot study was conducted with 30 respondents from the target population to test the clarity and reliability of the questionnaire. Based on the feedback received, minor wording refinements and addition of locality specific changes were made before the final questionnaire was administered. Pilot responses were excluded from the final analysis.

Secondary Data: Supporting data was sourced from academic journals, research papers, and industry reports related to sensory marketing, quick commerce, and Gen Z consumer behaviour.

3.6 SAMPLING DESIGN:

Target Population	Generation Z individuals (born 1997–2012) residing in Pal and Vesu, Surat, who actively use quick commerce applications.
Sampling Frame	It consists of Gen Z individuals (born 1997–2012) residing in Pal and Vesu, Surat
Sample Size	A total of 330 respondents were surveyed, preceded by a pilot study of 30 respondents bringing the total to 330, from which 325 respondents were considered after data cleaning.
Sampling Technique	Non-probability **Purposive Sampling** - respondents were selected based on defined eligibility criteria to ensure relevance to the research objectives.

3.7 ANALYTICAL TOOLS:

- Google Forms (Data Collection) Used for online primary data collection 231 collected online
- Responses automatically stored in a structured format (Excel spreadsheet)
- Easy to distribute via links and collect large responses quickly

✓ **Offline Data Collection:** 99 Physical questionnaires filled manually (offline mode) (30% of 330)

- Data was then entered manually into the Excel spreadsheet for analysis

✓ **Software tools- SPSS (Statistical Analysis):**

- Used for quantitative data analysis
- Test of Normality
- Reliability test using Cronbach's Alpha method
- Correlation using Pearson method
- Charts and graphs
- Chi Square Method
- Factor analysis

CHAPTER-4
DATA ANALYSIS AND FINDINGS
GENDER:

Measuring group	Frequency (In No.)
Male	164
Female	162

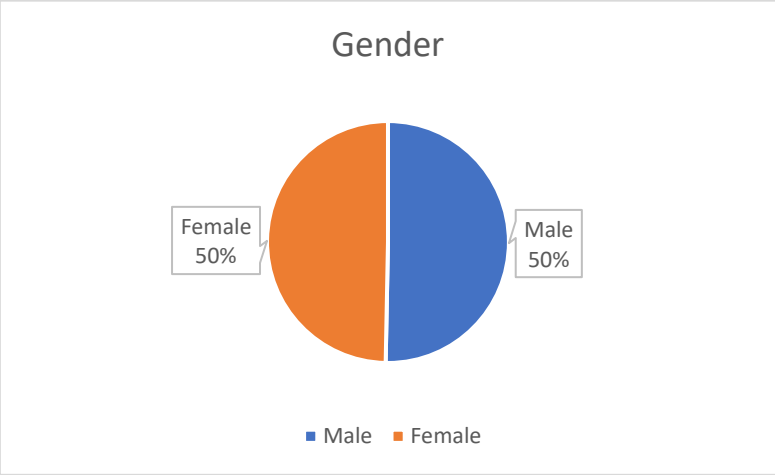


Figure 3

Interpretation: The sample shows an equal gender split, with 50% male and 50% female respondents. This balanced distribution suggests that the insights are gender-neutral and broadly representative, rather than biased toward any specific group.

LOCATION:

Measuring group	Frequency (In No.)
Pal	141
Vesu	157

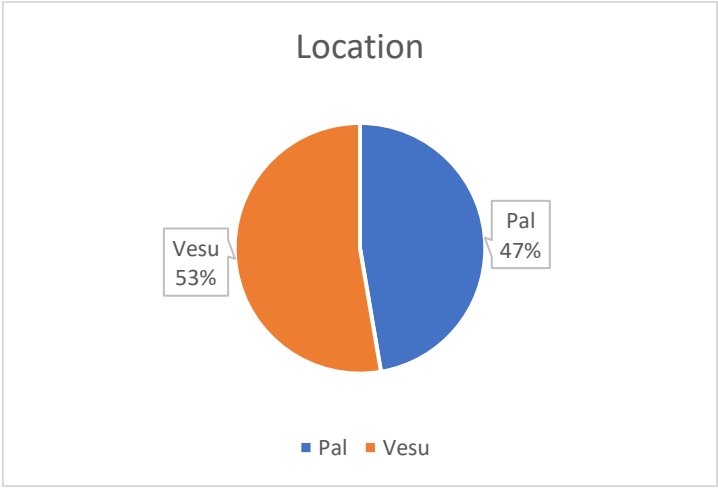


Figure 4

Interpretation: The area distribution shows a near balance, with 53% of respondents from Vesu and 47% from Pal. This indicates that the findings on sensory marketing in quick commerce are representative of both areas, supporting a generalized interpretation of consumer behaviour.

AGE GROUP:

Measuring group	Frequency (In No.)
14-17 Years	25
18-21 Years	81
22-25 Years	198
26-29 Years	21

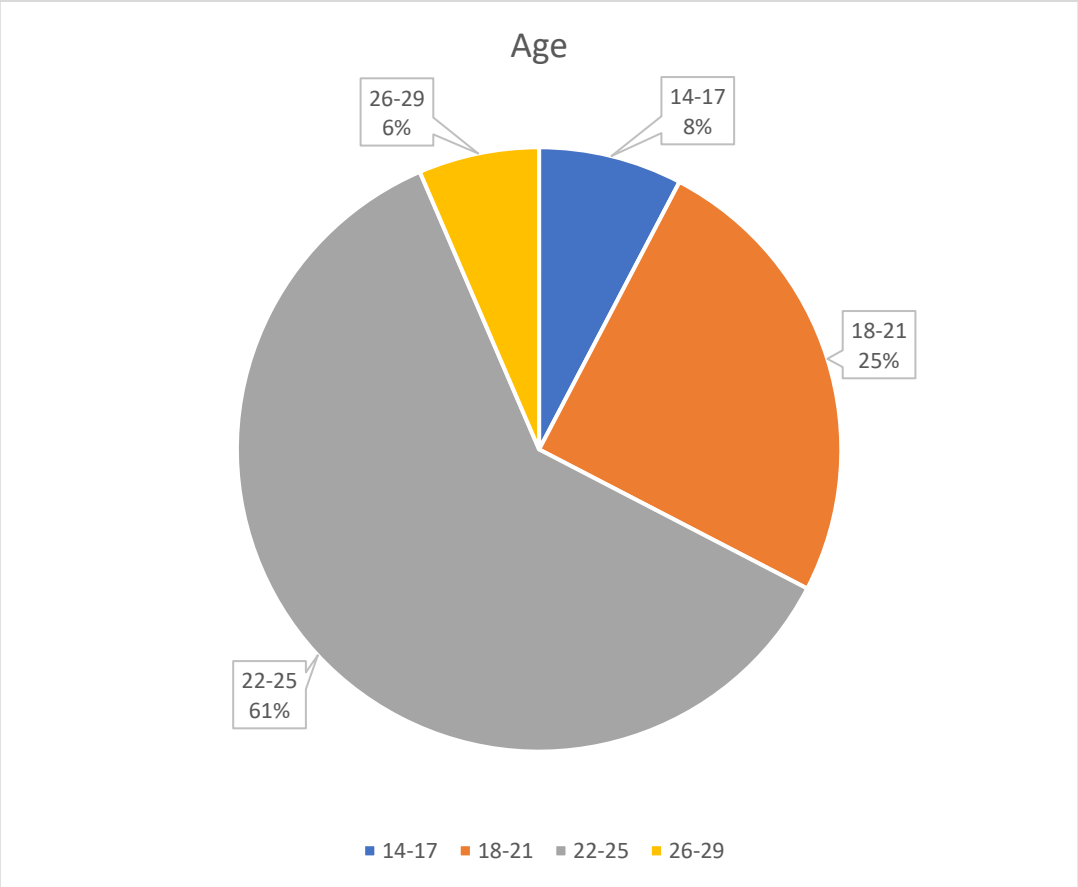


Figure 5

Interpretation: The age distribution is concentrated in the 22-25 years group (61%), followed by 18-21 years (25%), while 14-17 (8%) and 26-29 (6%) form smaller segments. This suggests that the findings on sensory marketing in quick commerce mainly reflect the preferences and behavior of young adults, the most active users in this domain.

EDUCATION:

Measuring group	Frequency (In No.)
High School	41

Diploma	7
Bachelor's Degree	163
Master's Degree or above	111
Other	3

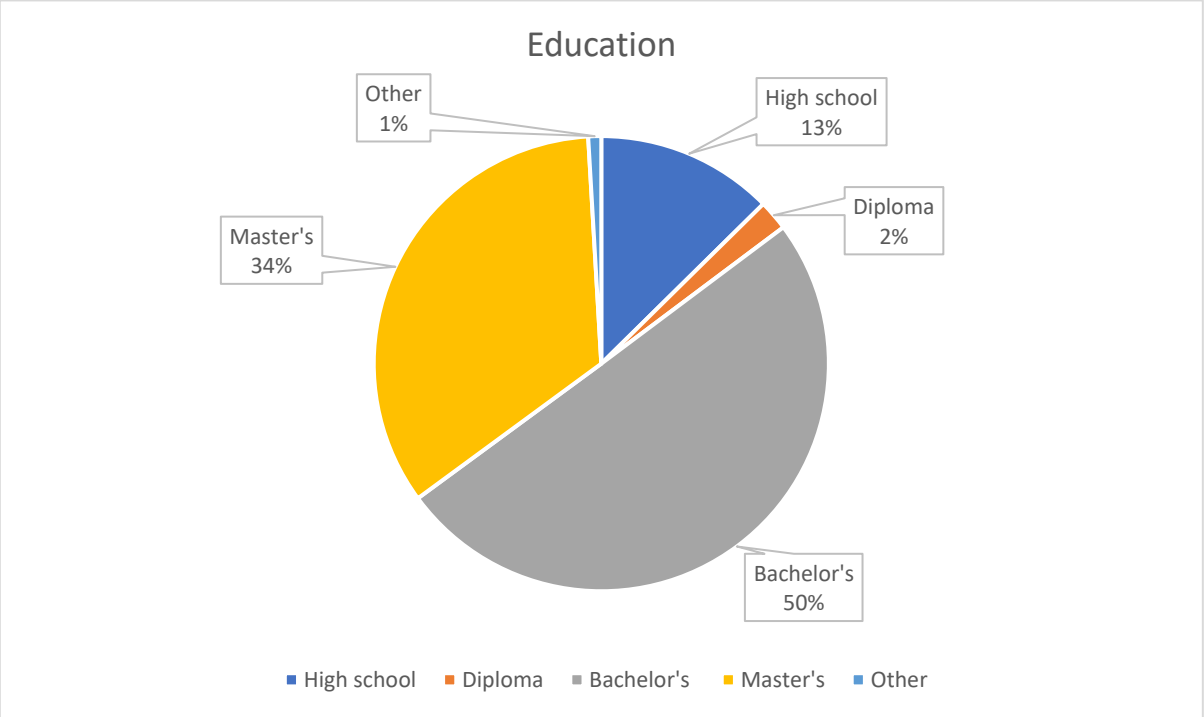


Figure 6

Interpretation: The education distribution shows that 50% of respondents hold a bachelor's degree and 34% have a master's degree or higher, while 13% are from high school and 1% hold diplomas, with a small share from other backgrounds. This reflects a highly educated sample, indicating that insights on sensory marketing in quick commerce are based on informed consumer perspectives.

CURRENT OCCUPATION:

Measuring group	**Frequency (In No.)**
Student	169
Self-Employed	76
Salaried / Employed	80

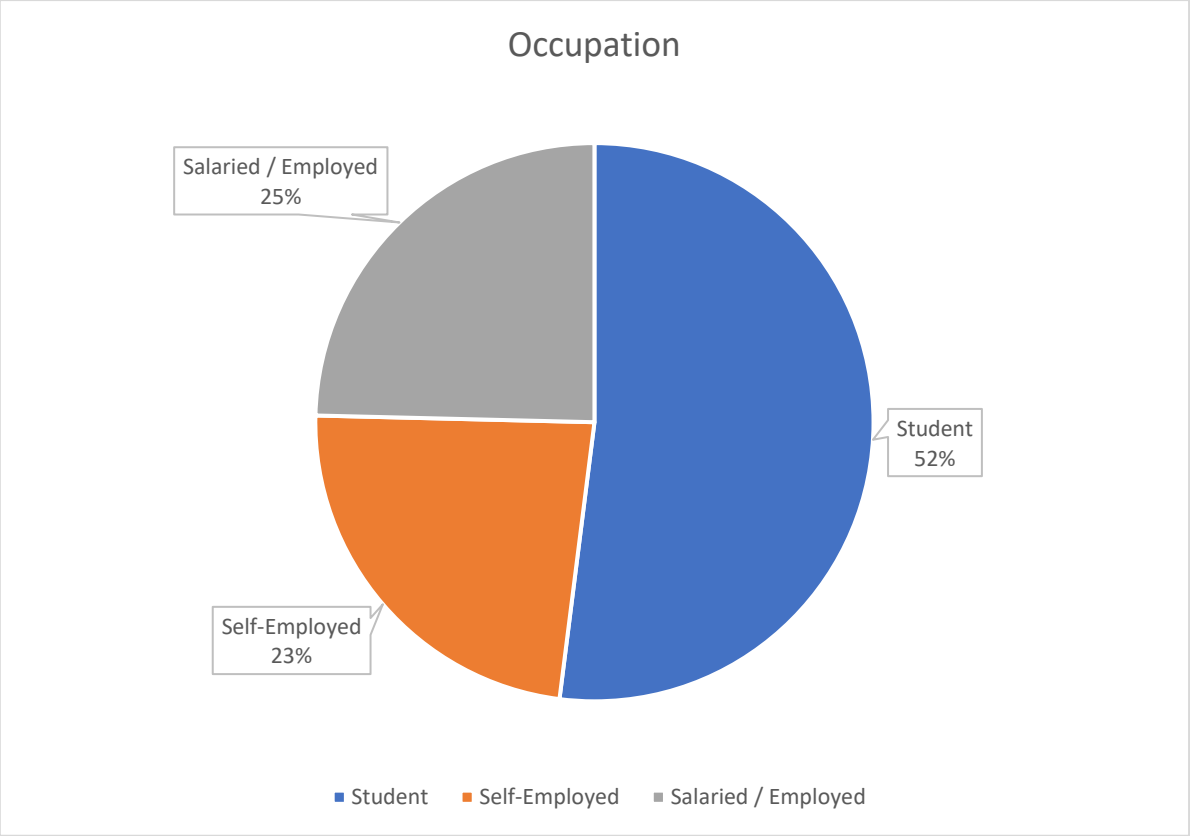


Figure 7

Interpretation: The occupation distribution shows that 52% of respondents are students, followed by 25% salaried/employed and 23% self-employed individuals, with a small proportion from business backgrounds. This suggests that the finding on sensory marketing in quick commerce mainly reflect the perspectives of a younger, academically engaged audience along with working professionals.

MONTHLY HOUSEHOLD INCOME:

Measuring group	Frequency (In No.)
₹25,000 – ₹49,999	104
₹50,000 – ₹74,999	44
₹75,000 – ₹99,999	42
₹1,00,000 – ₹1,49,999	44
₹1,50,000 and above	91

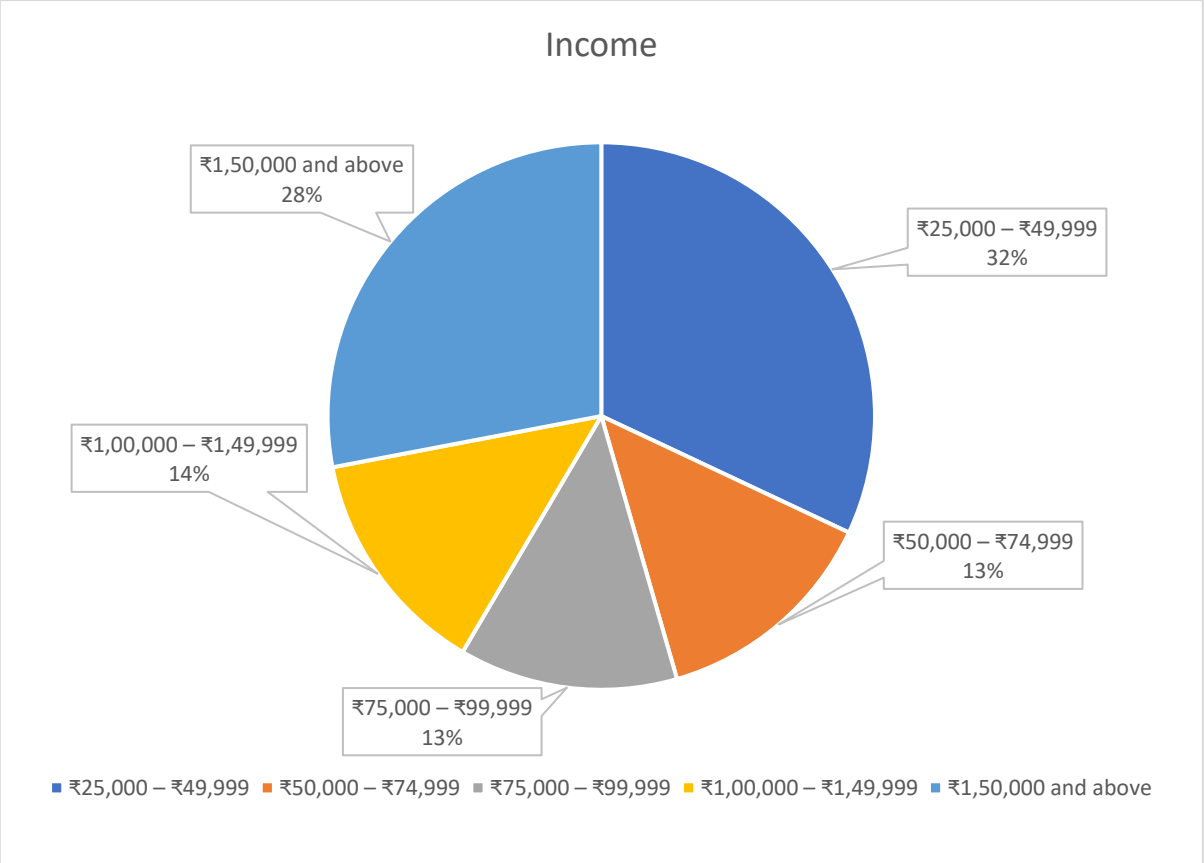


Figure 8

Interpretation: The income distribution shows that 32% of respondents fall in the ₹25,000-₹49,999 range, while 28% earn ₹1,50,000 and above. Around 26-27% belong to ₹50,000-₹99,999 category, indicating a strong presence of mid-to high-income consumers. Overall, the data suggests that users have adequate spending power, making them receptive to convenience and sensory-driven experiences in quick commerce.

USED OF SMARTPHONE:

Measuring group	Frequency (In No.)
Less than 6 months	11
6 months to less than 1 year	15
1 – 3 years	28
4 – 5 years	54
More than 5 years	217

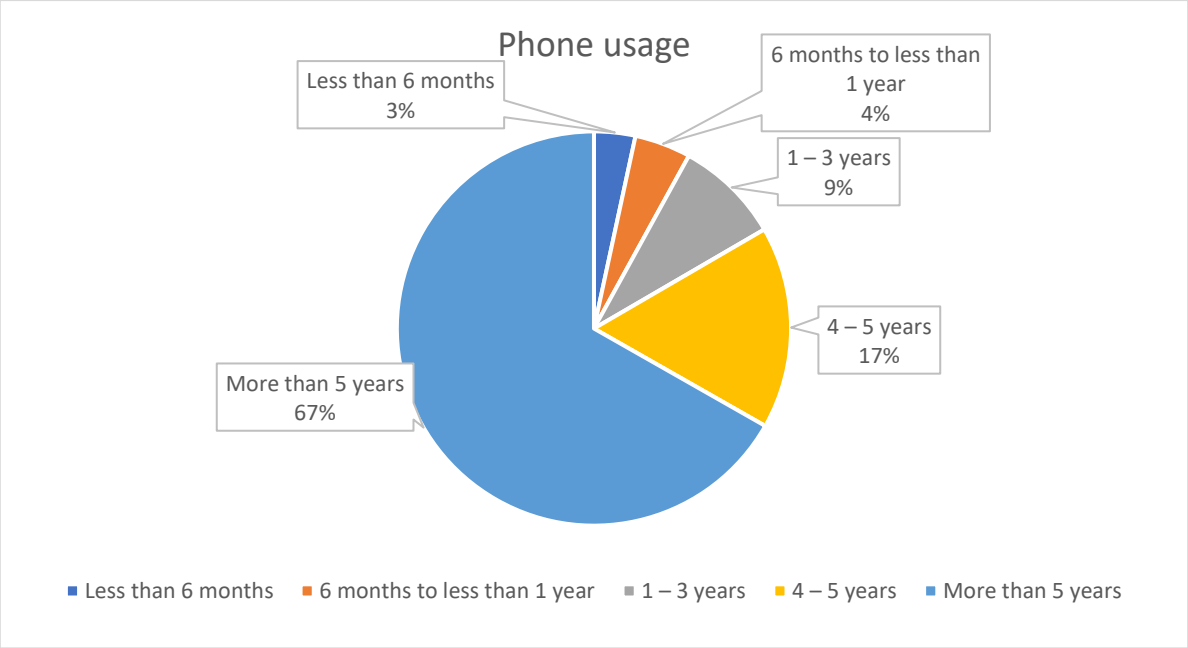


Figure 9

Interpretation: A dominant 67% of respondents have been using smartphones for more than 5 years, followed by 17% with 4-5 years of usage, meaning over 80% are highly experienced with digital platforms. Only a small proportion (around 9%) falls in the 1-3 years category. This suggests that users have well-developed expectations from mobile apps, where sensory elements like UI design, product visuals, and notifications play a key role in influencing behavior on quick commerce platforms.

USAGE OF QUICK COMMERCE APP:

Measuring group	Frequency (In No.)
Blinkit	261
Zepto	194
Swiggy Instamart	225
BigBasket	96
Jio Mart	106
Other	3

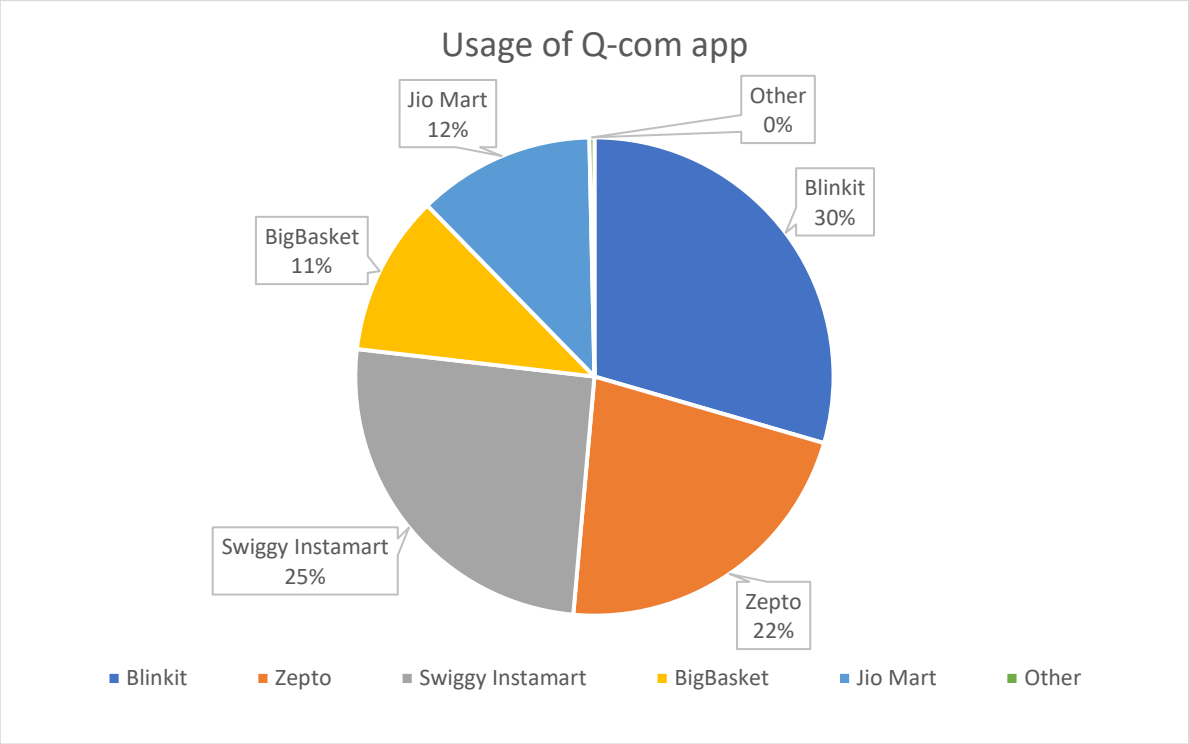


Figure 10

Interpretation: The data shows Blinkit (30%) is the most used platform, followed by Swiggy Instamart (25%) and Zepto (22%). Platforms like BigBasket and JioMart have comparatively lower usage. This indicates a strong preference for fast, specialized apps, highlighting the importance of convenience and app experience.

FREQUENCY OF USAGEOF QUICK COMMERCE APP:

Measuring group	Frequency (In No.)
Daily	39
Once a week	90
2 – 3 times per week	106
Rarely	90
Never	0

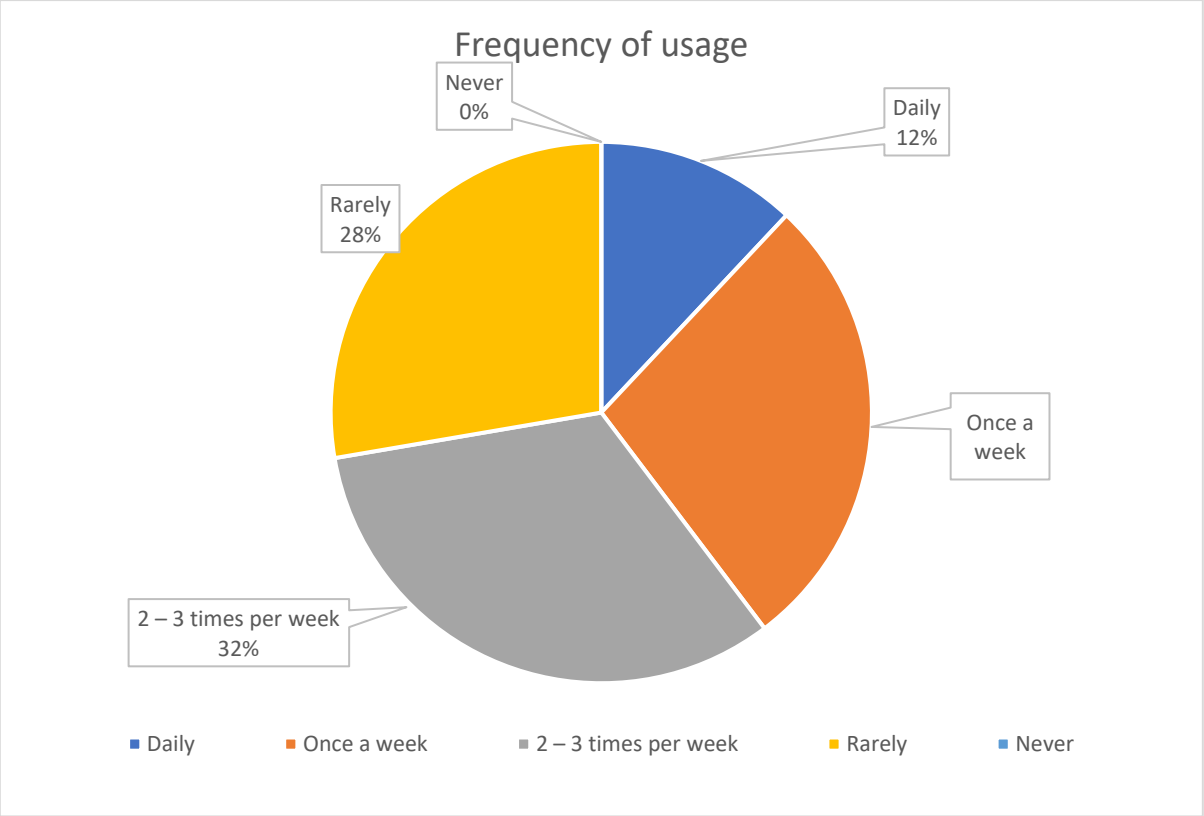


Figure 11

Interpretation: The data shows that 32% of users use quick commerce apps 2-6 times per week, while 28% use them once a week and another 28% use them rarely. Only 12% use them daily. This indicates moderate, need-based usage rather than a daily habit for most consumers.

IMPORTANCE OF VISUAL QUALITY IN APP:

Measuring group	Frequency (In No.)
Not at all	13
Slightly Important	51
Moderately Important	97
Very Important	117
Extremely Important	47

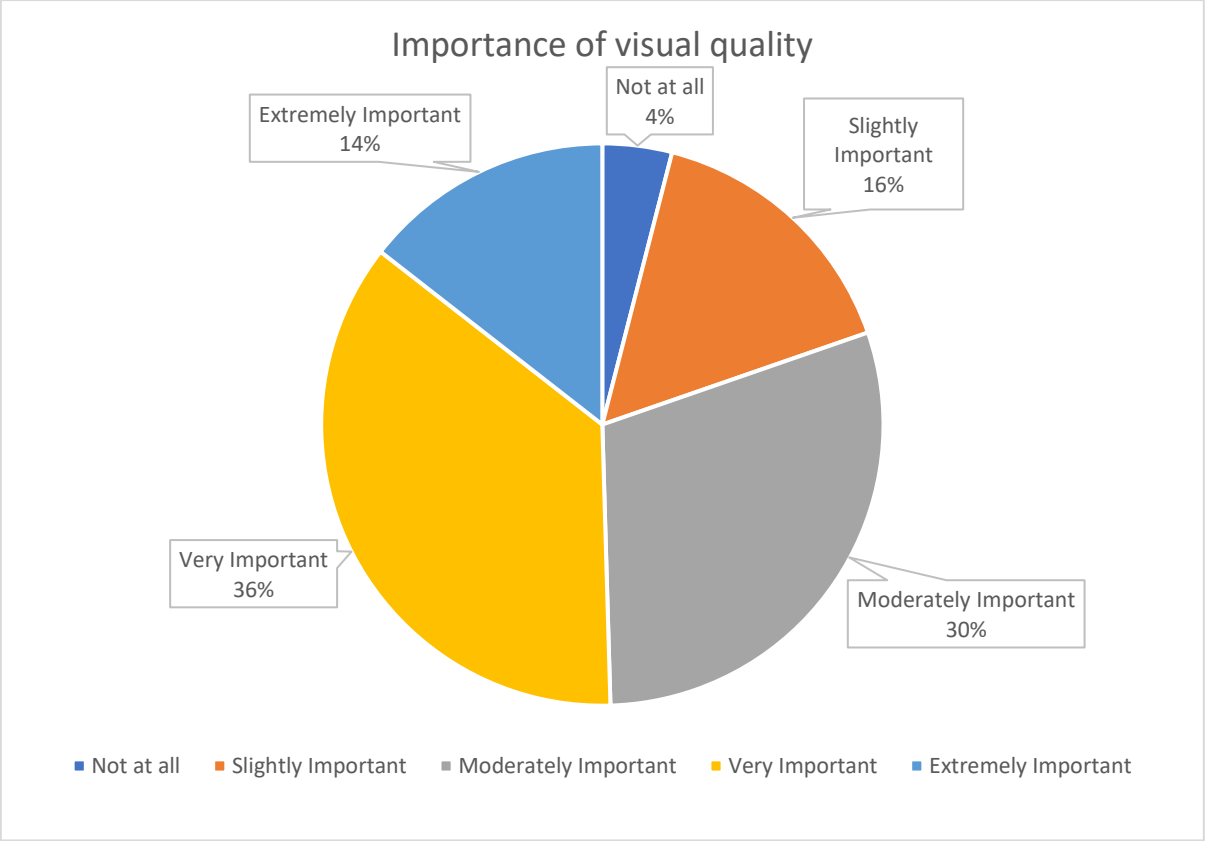


Figure 12

Interpretation: The results show that 36% of respondents consider visual quality very important, followed by 30% who find it moderately important, and 14% who rate it as extremely important, while only 4% consider it not important. This indicates that most users' value app aesthetics, highlighting the key role of visual appeal in platform selection and sensory marketing.

LEVEL OF AGREEMENT:

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Product images and clear visual design enhance my overall perception of an application	161	126	30	1	7
The use of colors and animations makes the shopping experience more enjoyable.	114	151	52	5	3
High-quality product images and promotional banners increase my purchase intent.	111	111	86	10	7
The layout structure (categories and filters) is the most helpful navigational feature.	122	134	51	12	6
A well-organized interface reduces the time I spend searching for products.	160	114	32	9	10

Clear price tags and discount labels are essential to my purchase decision-making process.	148	123	39	9	6
A professional and consistent visual identity increases my trust in an application.	126	138	47	9	5
Positive brand perception through app design encourages me to recommend it to others.	113	137	56	9	10

Interpretation: Most respondents strongly agree that product images and visual design are important, with over 150 responses in "strongly agree". Colours and animations also show high agreement (around 140-150), highlighting their role in engagement. Around 120-130 respondents agree that layout and organisation improve ease of use. Clear price tags and high-quality images receive mostly positive responses, with minimal disagreement (below 15). Overall, sensory marketing significantly enhances user experience and brand perception in quick commerce, with relatively low neutral responses indicating a clear positive trend.


Positive brand perception through app design encourages me to recommend it to others.
A professional and consistent visual identity increases my trust in an application.
Clear price tags and discount labels are essential to my purchase decision-making process.
A well-organized interface reduces the time I spend searching for products.
The layout structure (categories and filters) is the most helpful navigational feature.
High-quality product images and promotional banners increase my purchase intent.
The use of colors and animations makes the shopping experience more enjoyable.
Product images and clear visual design enhance my overall perception of an application
0 20 40 60 80 100 120 140 160 180
Strongly Disagree
Disagree
Neutral
Agree
Strongly agree

Figure 13

INFLUENCE OF INFORMATION SOURCES ON QUICK COMMERCE APP LOYALTY:

Statement	Extremely High	High	Neutral	Low	Not at all
Suggestions from close friends or family members.	98	127	82	10	8
Reviews from professional technology or lifestyle influencers.	60	131	114	14	6
Observing the application in use (e.g., delivery personnel in your area).	87	146	82	6	4
Personalized advertisements based on browsing history.	84	113	96	23	9

Interpretation: The data shows that suggestions from friends/family receive around 120+ high and ~100 extremely high responses, indicating strong word-of-mouth influence. Observing the app in use records the highest high responses (~150), highlighting the impact of real-life visibility. Influencer reviews also show significant influence with ~130 high responses, though neutral responses are relatively higher (~110). Personalized advertisements have lower impact, with ~110 high and more low responses (~20+). Overall, social proof and real-world exposure are more influential than advertisements in driving user decisions.

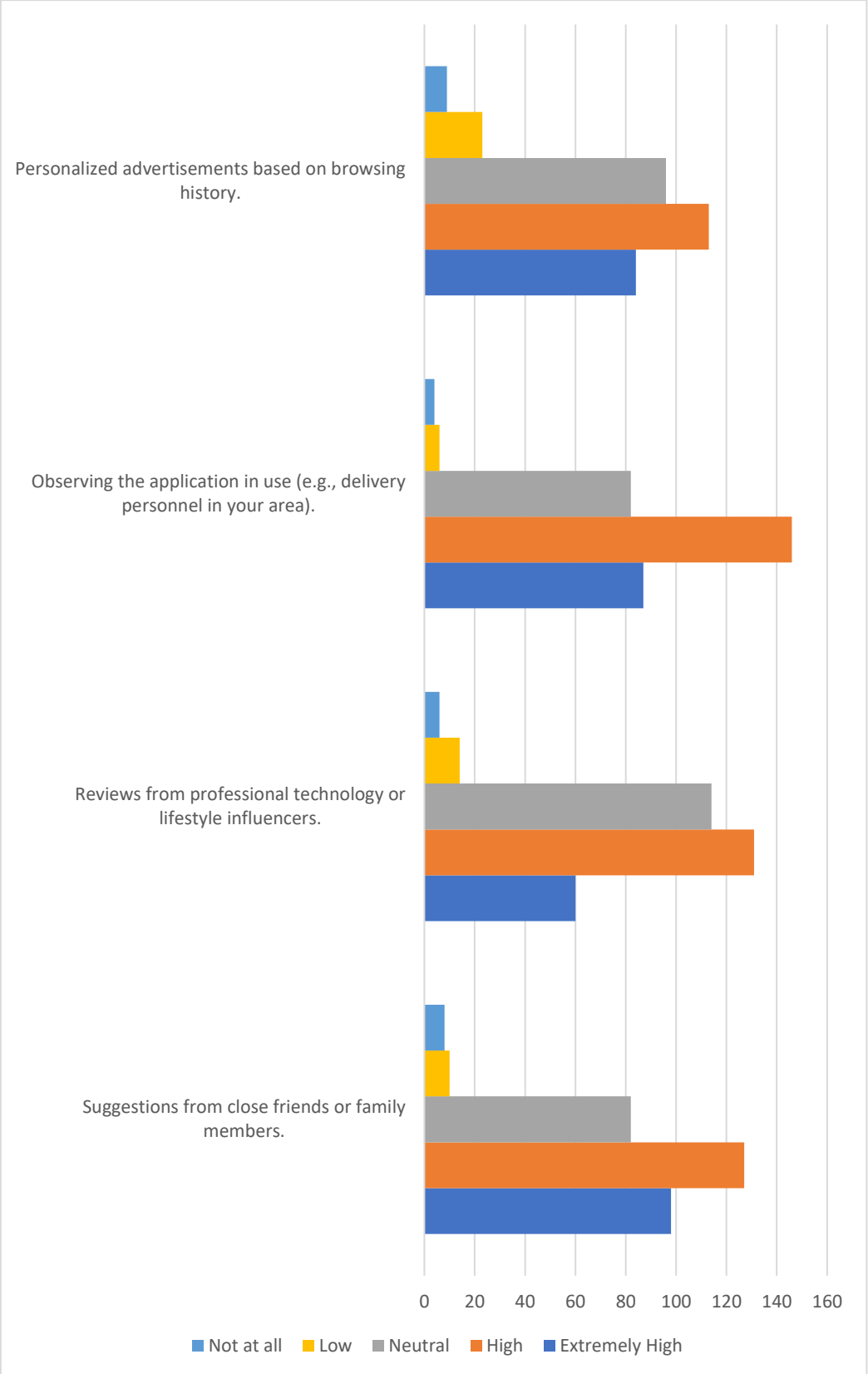

Personalized advertisements based on browsing history.
Observing the application in use (e.g., delivery personnel in your area).
Reviews from professional technology or lifestyle influencers.
Suggestions from close friends or family members.
0
20
40
60
80
100
120
140
160
Not at all
Low
Neutral
High
Extremely High

Figure 14

VISUAL ELEMENTS MOTIVATING REFERRAL SHARING:

Statement	Most Preferred	Preferred	Less Preferred	Least Preferred
Premium interface design and customized icons	105	171	42	7
Clean, intuitive interface that is easy to demonstrate to others	111	180	28	6
Engaging features such as scratch-to-win reward screens	105	135	66	19
High-quality product and promotional imagery	136	138	37	14

Interpretation: The data indicates that clean and intuitive design receives the highest preference, with approximately 170+ preferred and ~110 most preferred responses, highlighting ease of demonstration as a key motivator for referrals. High-Quality product and promotional imagery also show strong influence (~140 most preferred and ~135 preferred). Premium interface design follows closely with significant preference (~165 preferred responses). Overall, clarity and visual appeal are more effective than gamified elements in driving referral behavior.

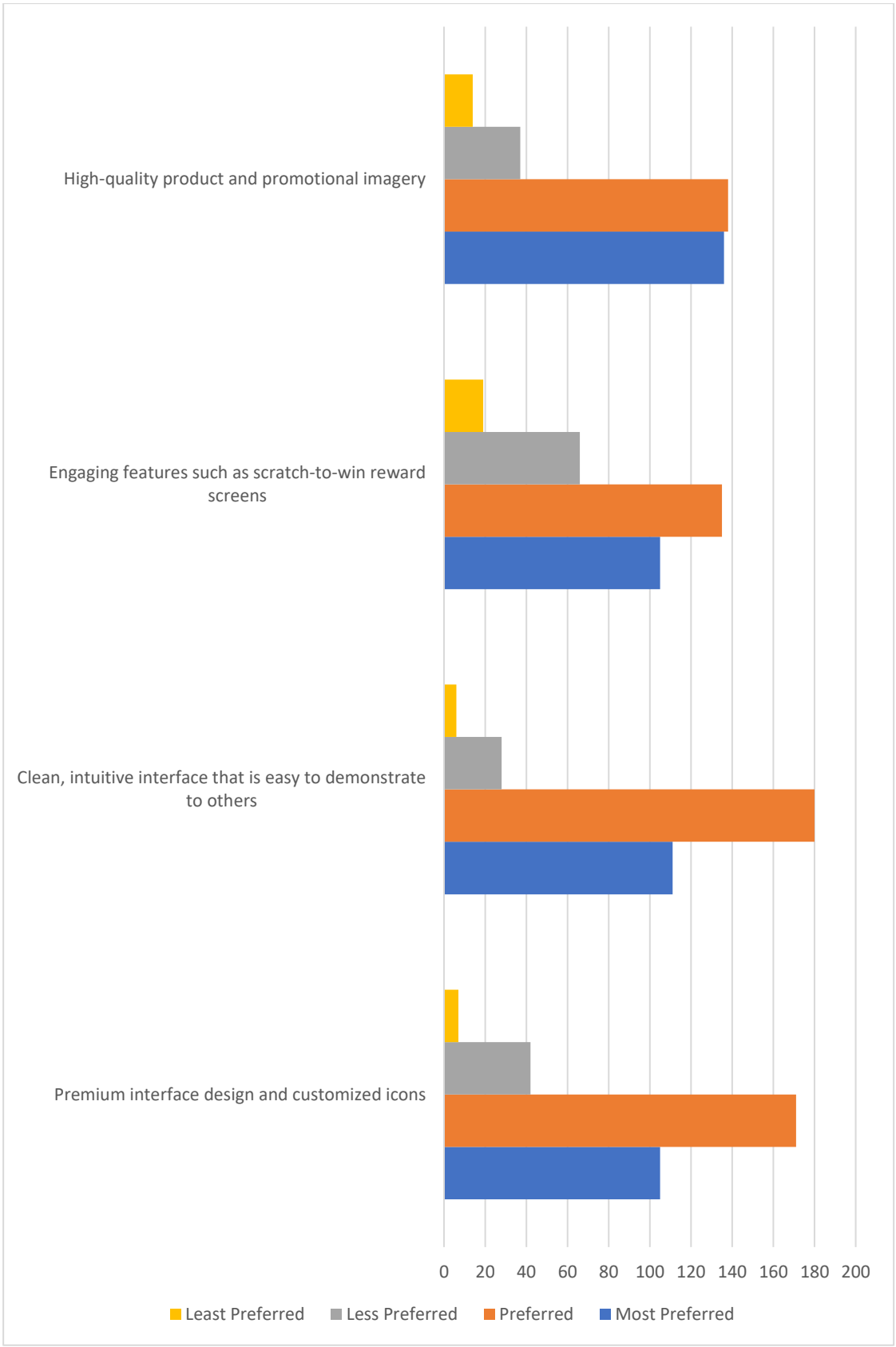

High-quality product and promotional imagery
Engaging features such as scratch-to-win reward screens
Clean, intuitive interface that is easy to demonstrate to others
Premium interface design and customized icons
0 20 40 60 80 100 120 140 160 180 200
Least Preferred
Less Preferred
Preferred
Most Preferred

Figure 15

KEY FACTORS INFLUENCING CONTINUED APP LOYALTY:

Statement	Most Important	Important	Neutral	Less Important	Least Important
Visual Style and Aesthetic Appeal	121	140	53	7	4
Ease of Use and Navigation	141	142	34	4	4
Filtering and Search Functionality	136	128	55	5	1
Payment Experience and Security	169	119	25	9	3
Product Availability and Delivery Speed	179	104	31	7	4

Interpretation: The findings reveal that product availability and delivery speed are the most critical factors, with the highest most important responses (~75-80). Payment experience and security also rank highly (~65-70 most important), indicating strong emphasis on trust and transaction ease. Ease of use and navigation shows balanced importance (~40-45 most important and important each), reinforcing usability as a key driver. Overall, functional efficiency and reliability outweigh purely sensory or aesthetic factors in driving customer loyalty.

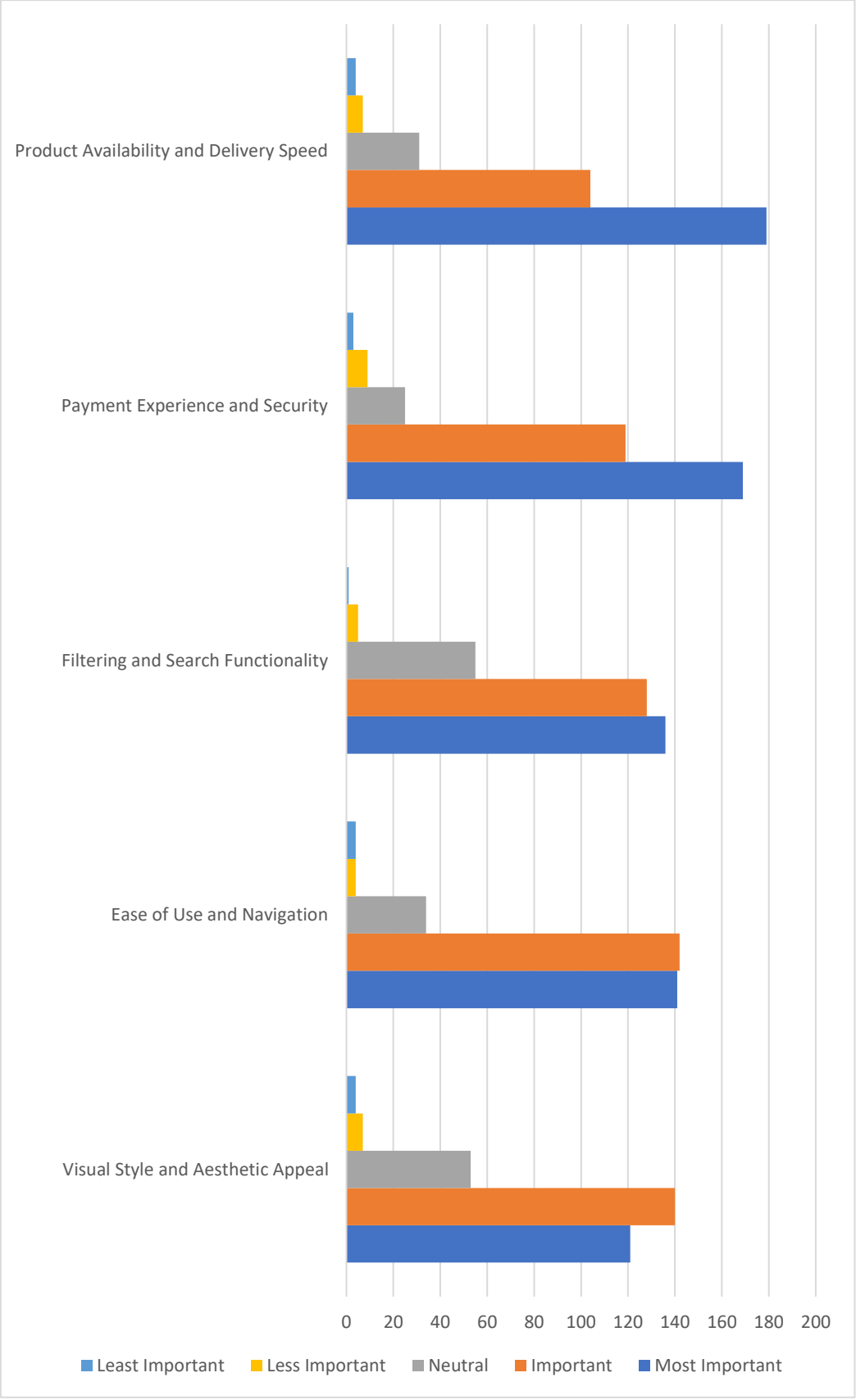

Product Availability and Delivery Speed
Payment Experience and Security
Filtering and Search Functionality
Ease of Use and Navigation
Visual Style and Aesthetic Appeal
0
20
40
60
80
100
120
140
160
180
200
Least Important
Less Important
Neutral
Important
Most Important

Figure 16

IMPACT OF VISUAL REDESIGN ON SWITCHING BEHAVIOR:

Measuring group	Frequency (In No.)
Yes	133
No	52
Maybe	140

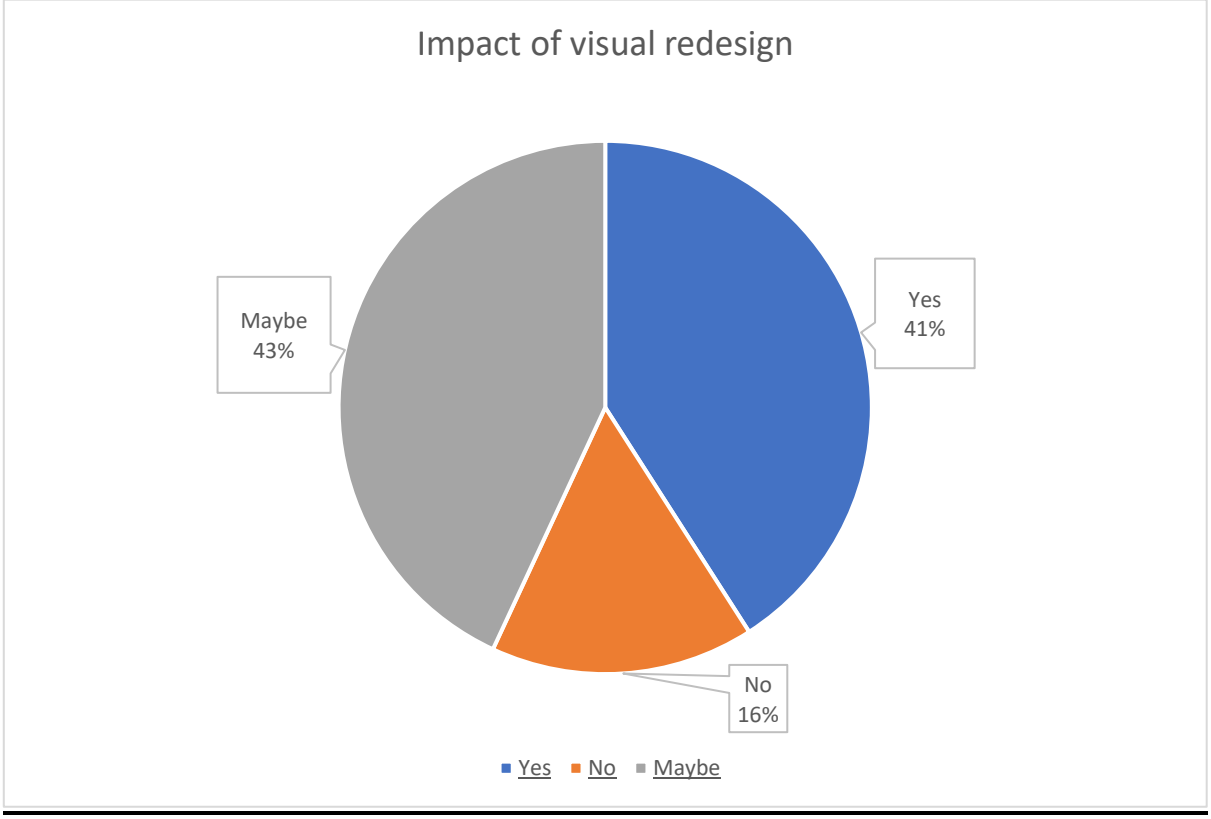


Figure 17

Interpretation: The data shows that 43% of respondents are uncertain (maybe) and 41% are willing to switch if the app's visual design changes, while only 16% would not switch. This indicates high sensitivity to visual changes. The large "maybe" group suggests potential churn if redesigns are not well received, highlighting the importance of visual consistency and user familiarity for retention.

HYPOTHESIS

Hypothesis 1 — Visual Sensory Cues and Purchase Intention

H_0: Visual sensory cues do not significantly influence Gen Z's purchase intention on quick commerce platforms.

H1: Visual sensory cues significantly influence Gen Z's purchase intention on quick commerce platforms. This hypothesis tests whether the way a quick commerce app looks its images, colours, layout, and design actually drives Gen Z to make a purchase. Essentially, does a visually appealing app make you more likely to buy?

Test to be conducted:

Spearman Rank Correlation — because the normality test confirmed that all variables are non-normally distributed ($p = 0.000$ for all items), ruling out Pearson correlation for hypothesis testing purposes.

Variables taken

Role	Item	Description
Dependent Variable	Q11C	High-quality images and promotional banners increase purchase intent
Independent Variable 1	Q11A	Product images and clear visual design enhance app perception
Independent Variable 2	Q11B	Colours and animations make shopping enjoyable
Independent Variable 3	Q11D	Layout structure is most helpful for navigation
Independent Variable 4	Q11F	Clear price tags and discount labels aid decisions

Hypothesis 2 — Consistent Visual Identity and Hedonic Motivation

H_0: A consistent visual identity in quick commerce apps does not significantly influence Gen Z's hedonic motivation (enjoyment and pleasure).

H2: A consistent visual identity significantly enhances hedonic motivation among Gen Z on quick commerce platforms.

This hypothesis tests whether a visually consistent app — one with uniform colours, branding, and design across all screens — makes the shopping experience more enjoyable and pleasurable for Gen Z. Essentially, does a cohesive and aesthetically pleasing app identity make using quick commerce more fun?

Test to be conducted:

Spearman Rank Correlation — Since the normality test confirmed non-normal distribution across all variables ($p = 0.000$), making Spearman the appropriate non-parametric alternative.

Variables taken

Role	Item	Description
Dependent Variable	Q11B	Colours and animations make shopping enjoyable (proxy for Hedonic Motivation)
Independent Variable 1	Q11G	Consistent visual identity increases trust
Independent Variable 2	Q11A	Product images and clear visual design enhance app perception
Independent Variable 3	Q11H	Positive brand perception encourages recommendation
Independent Variable 4	Q14A	Visual style and aesthetic appeal drives continued loyalty

Hypothesis 3 — Visual Redesign Sensitivity and Platform Switching Intention

H_0: Sensitivity to visual redesign does not significantly influence Gen Z's intention to switch to a competing quick commerce platform.

H3: Gen Z consumers sensitive to visual redesign are significantly more likely to consider switching platforms.

This hypothesis tests whether Gen Z users who place high importance on an app's visual design are more likely to leave for a competitor if that app changes its look. Essentially, does caring about visuals make you more vulnerable to switching when the app redesigns itself?

Test to be conducted:

Chi-Square Test of Independence — because both variables here are categorical in nature. Q10 (importance of visual quality) has 5 categories and Q15 (switching intention after redesign) has 3 categories (Yes / No / Maybe), making chi-square the most appropriate test to check whether an association exists between the two.

Variables taken

Role	Item	Description
Independent Variable	Q10	Importance of visual quality of the app interface
Dependent Variable	Q15	Would you switch platforms if the app completely redesigned its visual elements?

RELIABILITY TEST:

Case Processing Summary			
		N	%
Cases	Valid	325	100.0
	Excluded[a]	0	.0
	Total	325	100.0

Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.873	22

Item Statistics			
	Mean	Std. Deviation	N
10] Visual Quality Importance	3.41	1.043	325
11A) Product images and clear visual design enhance app perception	1.67	.828	325
11B) Colours and animations make shopping enjoyable	1.87	.800	325
11C) High-quality images and promotional banners increase purchase intent	2.05	.961	325
11D) Layout structure is most helpful for navigation	1.91	.917	325

11E) Well-organised interface reduces search time	1.75	.960	325
11F) Clear price tags and discount labels aid decisions	1.78	.897	325
11G) Consistent visual identity increases trust	1.86	.874	325
11H) Positive brand perception encourages recommendation	1.97	.954	325
12A) Suggestions from friends or family	2.09	.945	325
12B) Influencers or tech reviewer recommendations	2.31	.884	325
12C) Observing app in use (Delivery personnel)	2.06	.839	325
12D) Personalized advertisements	2.26	1.010	325
13A) Premium interface and custom icons	1.85	.719	325
13B) Clean intuitive interface	1.78	.675	325
13C) Engaging scratch-to-win features	2.00	.873	325
13D) High-quality product/ promotional imagery	1.78	.812	325
14A) Visual Style and Aesthetic Appeal	1.87	.847	325
14B) Ease of Use and Navigation	1.73	.793	325
14C) Filtering and Search Functionality	1.79	.797	325
14D) Payment Experience and Security	1.64	.814	325
14E) Product Availability and Delivery Speed	1.62	.839	325

Inter-Item Correlation Matrix

	10] Visual Quality Importance	11A) Product images and clear visual design enhance app perception	11B) Colours and animations make shopping enjoyable	11C) High-quality images and promotional banners increase purchase intent	11D) Layout structure is most helpful for navigation	11E) Well-organised interface reduces search time	11F) Clear price tags and discount labels aid decisions	11G) Consistent visual identity increases trust
10] Visual Quality Importance	1.000	-.120	-.116	-.103	-.210	-.225	-.207	-.176

11A) Product images and clear visual design enhance app perception	-.120	1.000	.563	.440	.371	.386	.377	.472
11B) Colours and animations make shopping enjoyable	-.116	.563	1.000	.494	.476	.492	.505	.468
11C) High-quality images and promotional banners increase purchase intent	-.103	.440	.494	1.000	.467	.432	.421	.512
11D) Layout structure is most helpful for navigation	-.210	.371	.476	.467	1.000	.652	.640	.527
11E) Well-organised interface reduces search time	-.225	.386	.492	.432	.652	1.000	.692	.588
11F) Clear price tags and discount labels aid decisions	-.207	.377	.505	.421	.640	.692	1.000	.593
11G) Consistent visual identity increases trust	-.176	.472	.468	.512	.527	.588	.593	1.000
11H) Positive brand perception encourages recommendation	-.116	.418	.440	.544	.410	.448	.491	.580
12A) Suggestions from friends or family	.036	.293	.166	.179	.012	.040	.016	.157
12B) Influencers or tech reviewer recommendations	-.028	.203	.193	.262	.095	.093	.138	.232
12C) Observing app in use (Delivery personnel)	-.126	.121	.117	.207	.155	.164	.124	.213

12D) Personalized advertisements	-.073	.130	.138	.301	.192	.184	.191	.252
13A) Premium interface and custom icons	-.131	.201	.201	.319	.162	.053	.062	.216
13B) Clean intuitive interface	-.157	.234	.221	.293	.218	.269	.189	.324
13C) Engaging scratch-to-win features	-.036	.088	.194	.232	.185	.198	.212	.181
13D) High-quality product/ promotional imagery	-.094	.140	.222	.275	.210	.252	.187	.213
14A) Visual Style and Aesthetic Appeal	-.044	.295	.257	.239	.069	.120	.112	.238
14B) Ease of Use and Navigation	-.183	.282	.280	.216	.315	.335	.310	.248
14C) Filtering and Search Functionality	-.178	.222	.276	.199	.355	.384	.387	.281
14D) Payment Experience and Security	-.119	.101	.197	.117	.354	.348	.400	.301
14E) Product Availability and Delivery Speed	-.165	.126	.234	.153	.305	.391	.380	.222

Scale: All variables

Item Statistics			
	Mean	Std. Deviation	N
10] Visual Quality Importance	3.41	1.043	325
11A) Product images and clear visual design enhance app perception	1.67	.828	325
11B) Colours and animations make shopping enjoyable	1.87	.800	325
11C) High-quality images and promotional banners increase purchase intent	2.05	.961	325
11D) Layout structure is most helpful for navigation	1.91	.917	325

11E) Well-organised interface reduces search time	1.75	.960	325
11F) Clear price tags and discount labels aid decisions	1.78	.897	325
11G) Consistent visual identity increases trust	1.86	.874	325
11H) Positive brand perception encourages recommendation	1.97	.954	325
12A) Suggestions from friends or family	2.09	.945	325
12B) Influencers or tech reviewer recommendations	2.31	.884	325
12C) Observing app in use (Delivery personnel)	2.06	.839	325
12D) Personalized advertisements	2.26	1.010	325
13A) Premium interface and custom icons	1.85	.719	325
13B) Clean intuitive interface	1.78	.675	325
13C) Engaging scratch-to-win features	2.00	.873	325
13D) High-quality product/ promotional imagery	1.78	.812	325
14A) Visual Style and Aesthetic Appeal	1.87	.847	325
14B) Ease of Use and Navigation	1.73	.793	325
14C) Filtering and Search Functionality	1.79	.797	325
14D) Payment Experience and Security	1.64	.814	325
14E) Product Availability and Delivery Speed	1.62	.839	325

Inter-Item Correlation Matrix

	10] Visual Quality Importance	11A) Product images and clear visual design enhance app perception	11B) Colours and animations make shopping enjoyable	11C) High-quality images and promotional banners increase purchase intent	11D) Layout structure is most helpful for navigation	11E) Well-organised interface reduces search time	11F) Clear price tags and discount labels aid decisions	11G) Consistent visual identity increases trust
10] Visual Quality Importance	1.000	-.120	-.116	-.103	-.210	-.225	-.207	-.176

11A) Product images and clear visual design enhance app perception	-.120	1.000	.563	.440	.371	.386	.377	.472
11B) Colours and animations make shopping enjoyable	-.116	.563	1.000	.494	.476	.492	.505	.468
11C) High-quality images and promotional banners increase purchase intent	-.103	.440	.494	1.000	.467	.432	.421	.512
11D) Layout structure is most helpful for navigation	-.210	.371	.476	.467	1.000	.652	.640	.527
11E) Well-organised interface reduces search time	-.225	.386	.492	.432	.652	1.000	.692	.588
11F) Clear price tags and discount labels aid decisions	-.207	.377	.505	.421	.640	.692	1.000	.593
11G) Consistent visual identity increases trust	-.176	.472	.468	.512	.527	.588	.593	1.000
11H) Positive brand perception encourages recommendation	-.116	.418	.440	.544	.410	.448	.491	.580
12A) Suggestions from friends or family	.036	.293	.166	.179	.012	.040	.016	.157
12B) Influencers or tech reviewer recommendations	-.028	.203	.193	.262	.095	.093	.138	.232
12C) Observing app in use (Delivery personnel)	-.126	.121	.117	.207	.155	.164	.124	.213

12D) Personalized advertisements	-.073	.130	.138	.301	.192	.184	.191	.252
13A) Premium interface and custom icons	-.131	.201	.201	.319	.162	.053	.062	.216
13B) Clean intuitive interface	-.157	.234	.221	.293	.218	.269	.189	.324
13C) Engaging scratch-to-win features	-.036	.088	.194	.232	.185	.198	.212	.181
13D) High-quality product/ promotional imagery	-.094	.140	.222	.275	.210	.252	.187	.213
14A) Visual Style and Aesthetic Appeal	-.044	.295	.257	.239	.069	.120	.112	.238
14B) Ease of Use and Navigation	-.183	.282	.280	.216	.315	.335	.310	.248
14C) Filtering and Search Functionality	-.178	.222	.276	.199	.355	.384	.387	.281
14D) Payment Experience and Security	-.119	.101	.197	.117	.354	.348	.400	.301
14E) Product Availability and Delivery Speed	-.165	.126	.234	.153	.305	.391	.380	.222

Inter-Item Correlation Matrix

	11H) Positive brand perception encourages recommendation	12A) Suggestions from friends or family	12B) Influencers or tech reviewers recommendations	12C) Observing app in use (Delivery personnel)	12D) Personalized advertisements	13A) Premium interface and custom icons	13B) Clean intuitive interface	13C) Engaging scratch-to-win features

10] Visual Quality Importance	-.116	.036	-.028	-.126	-.073	-.131	-.157	-.036
11A) Product images and clear visual design enhance app perception	.418	.293	.203	.121	.130	.201	.234	.088
11B) Colours and animations make shopping enjoyable	.440	.166	.193	.117	.138	.201	.221	.194
11C) High-quality images and promotional banners increase purchase intent	.544	.179	.262	.207	.301	.319	.293	.232
11D) Layout structure is most helpful for navigation	.410	.012	.095	.155	.192	.162	.218	.185
11E) Well-organised interface reduces search time	.448	.040	.093	.164	.184	.053	.269	.198
11F) Clear price tags and discount labels aid decisions	.491	.016	.138	.124	.191	.062	.189	.212
11G) Consistent visual identity increases trust	.580	.157	.232	.213	.252	.216	.324	.181
11H) Positive brand perception encourages recommendation	1.000	.266	.259	.199	.315	.237	.302	.319

12A) Suggestions from friends or family	.266	1.000	.470	.301	.225	.332	.112	.184
12B) Influencers or tech reviewer recommendations	.259	.470	1.000	.350	.400	.229	.206	.285
12C) Observing app in use (Delivery personnel)	.199	.301	.350	1.000	.372	.332	.246	.240
12D) Personalized advertisements	.315	.225	.400	.372	1.000	.301	.356	.438
13A) Premium interface and custom icons	.237	.332	.229	.332	.301	1.000	.288	.289
13B) Clean intuitive interface	.302	.112	.206	.246	.356	.288	1.000	.287
13C) Engaging scratch-to-win features	.319	.184	.285	.240	.438	.289	.287	1.000
13D) High-quality product/ promotional imagery	.307	.185	.214	.336	.341	.250	.392	.426
14A) Visual Style and Aesthetic Appeal	.305	.322	.317	.189	.234	.419	.156	.337
14B) Ease of Use and Navigation	.235	.023	.162	.103	.161	.091	.433	.244
14C) Filtering and Search Functionality	.208	.069	.109	.175	.225	.160	.397	.225
14D) Payment Experience and Security	.226	.016	.111	.171	.239	.128	.351	.289

14E) Product Availability and Delivery Speed	.176	.014	.127	.189	.189	.054	.340	.264

Inter-Item Correlation Matrix

	13D) High-quality product/ promotional imagery	14A) Visual Style and Aesthetic Appeal	14B) Ease of Use and Navigation	14C) Filtering and Search Functionality	14D) Payment Experience and Security	14E) Product Availability and Delivery Speed
10] Visual Quality Importance	-.094	-.044	-.183	-.178	-.119	-.165
11A) Product images and clear visual design enhance app perception	.140	.295	.282	.222	.101	.126
11B) Colours and animations make shopping enjoyable	.222	.257	.280	.276	.197	.234
11C) High-quality images and promotional banners increase purchase intent	.275	.239	.216	.199	.117	.153
11D) Layout structure is most helpful for navigation	.210	.069	.315	.355	.354	.305
11E) Well-organised interface reduces search time	.252	.120	.335	.384	.348	.391
11F) Clear price tags and discount labels aid decisions	.187	.112	.310	.387	.400	.380
11G) Consistent visual identity increases trust	.213	.238	.248	.281	.301	.222
11H) Positive brand perception encourages recommendation	.307	.305	.235	.208	.226	.176
12A) Suggestions from friends or family	.185	.322	.023	.069	.016	.014

12B) Influencers or tech reviewer recommendations	.214	.317	.162	.109	.111	.127
12C) Observing app in use (Delivery personnel)	.336	.189	.103	.175	.171	.189
12D) Personalized advertisements	.341	.234	.161	.225	.239	.189
13A) Premium interface and custom icons	.250	.419	.091	.160	.128	.054
13B) Clean intuitive interface	.392	.156	.433	.397	.351	.340
13C) Engaging scratch-to-win features	.426	.337	.244	.225	.289	.264
13D) High-quality product/ promotional imagery	1.000	.255	.230	.306	.287	.396
14A) Visual Style and Aesthetic Appeal	.255	1.000	.252	.252	.219	.196
14B) Ease of Use and Navigation	.230	.252	1.000	.541	.519	.461
14C) Filtering and Search Functionality	.306	.252	.541	1.000	.535	.487
14D) Payment Experience and Security	.287	.219	.519	.535	1.000	.560
14E) Product Availability and Delivery Speed	.396	.196	.461	.487	.560	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
10] Visual Quality Importance	39.64	100.991	-.218	.109	.887
11A) Product images and clear visual design enhance app perception	41.38	89.163	.490	.464	.861

11B) Colours and animations make shopping enjoyable	41.18	88.501	.556	.480	.859
11C) High-quality images and promotional banners increase purchase intent	41.00	86.358	.573	.483	.858
11D) Layout structure is most helpful for navigation	41.14	87.286	.548	.559	.859
11E) Well-organised interface reduces search time	41.30	86.271	.579	.618	.858
11F) Clear price tags and discount labels aid decisions	41.27	87.064	.576	.636	.858
11G) Consistent visual identity increases trust	41.19	86.698	.618	.566	.857
11H) Positive brand perception encourages recommendation	41.08	85.806	.611	.508	.857
12A) Suggestions from friends or family	40.96	91.079	.307	.371	.868
12B) Influencers or tech reviewer recommendations	40.74	89.933	.406	.379	.864
12C) Observing app in use (Delivery personnel)	40.99	90.799	.376	.288	.865
12D) Personalized advertisements	40.79	87.748	.462	.375	.862
13A) Premium interface and custom icons	41.20	91.790	.378	.382	.865
13B) Clean intuitive interface	41.27	90.746	.491	.410	.862
13C) Engaging scratch-to-win features	41.05	89.142	.462	.361	.862
13D) High-quality product/ promotional imagery	41.27	89.462	.482	.372	.861
14A) Visual Style and Aesthetic Appeal	41.18	89.950	.426	.380	.863
14B) Ease of Use and Navigation	41.32	89.865	.467	.473	.862

14C) Filtering and Search Functionality	41.26	89.316	.502	.461	.861
14D) Payment Experience and Security	41.41	89.471	.479	.504	.862
14E) Product Availability and Delivery Speed	41.42	89.603	.454	.465	.862

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
43.05	97.516	9.875	22

Reliability Test Interpretation:

The reliability of the survey scale was calculated using **Cronbach's Alpha**, which measures how consistently the items in a scale measure the same concept.

Overall Result: α = 0.868 (22 items, N = 325)

This value shows good reliability, as it exceeds the widely accepted base of 0.70. It means the 22 survey items are measuring the same core construct in a consistent manner.

Key Observations:

Item 10 Visual Quality importance stands out as problematic. Its corrected item total correlation is **-0.218**, which is negative means it moves in the opposite direction to the rest of the scale. So, if this item is deleted, Cronbach's Alpha improves to 0.887, suggesting it weakens the overall scale.

All other 21 items show **positive corrected item total correlations** ranging from 0.307 to 0.618, which is acceptable to good.

Items in the 11 series Visual design perceptions and 14 series app features show the strongest inter item correlations, indicating high internal consistency among those items.

The scale reveals **good internal consistency** overall (α = 0.868). However, **Item 10 should be considered for removal or revision**, as it is inconsistent with the rest of the scale and its removal would improve reliability to 0.887.

TEST OF NORMALITY:

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
10] Visual Quality Importance	.218	325	.000	.903	325	.000
11A) Product images and clear visual design enhance app perception	.285	325	.000	.726	325	.000
11B) Colours and animations make shopping enjoyable	.250	325	.000	.813	325	.000

11C) High-quality images and promotional banners increase purchase intent	.204	325	.000	.844	325	.000
11D) Layout structure is most helpful for navigation	.249	325	.000	.815	325	.000
11E) Well-organised interface reduces search time	.276	325	.000	.742	325	.000
11F) Clear price tags and discount labels aid decisions	.262	325	.000	.774	325	.000
11G) Consistent visual identity increases trust	.248	325	.000	.804	325	.000
11H) Positive brand perception encourages recommendation	.258	325	.000	.815	325	.000
12A) Suggestions from friends or family	.229	325	.000	.849	325	.000
12B) Influencers or tech reviewer recommendations	.224	325	.000	.868	325	.000
12C) Observing app in use (Delivery personnel)	.245	325	.000	.844	325	.000
12D) Personalized advertisements	.208	325	.000	.878	325	.000
13A) Premium interface and custom icons	.266	325	.000	.805	325	.000
13B) Clean intuitive interface	.285	325	.000	.777	325	.000
13C) Engaging scratch-to-win features	.237	325	.000	.844	325	.000
13D) High-quality product/promotional imagery	.251	325	.000	.794	325	.000
14A) Visual Style and Aesthetic Appeal	.242	325	.000	.813	325	.000
14B) Ease of Use and Navigation	.256	325	.000	.768	325	.000
14C) Filtering and Search Functionality	.258	325	.000	.807	325	.000
14D) Payment Experience and Security	.304	325	.000	.734	325	.000
14E) Product Availability and Delivery Speed	.322	325	.000	.725	325	.000

Descriptives				
			Statistic	Std. Error
10] Visual Quality Importance	Mean		3.41	.058
	95% Confidence Interval for Mean	Lower Bound	3.30	
		Upper Bound	3.53	
	5% Trimmed Mean		3.45	
	Median		4.00	
	Variance		1.089	
	Std. Deviation		1.043	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		-.331	.135
	Kurtosis		-.485	.270
11A) Product images and clear visual design enhance app perception	Mean		1.67	.046
	95% Confidence Interval for Mean	Lower Bound	1.58	
		Upper Bound	1.76	
	5% Trimmed Mean		1.58	
	Median		2.00	
	Variance		.686	
	Std. Deviation		.828	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.638	.135
	Kurtosis		3.801	.270
11B) Colours and animations make shopping enjoyable	Mean		1.87	.044
	95% Confidence Interval for Mean	Lower Bound	1.78	
		Upper Bound	1.95	
	5% Trimmed Mean		1.82	
	Median		2.00	
	Variance		.640	
	Std. Deviation		.800	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		.862	.135
	Kurtosis		1.137	.270
	Mean		2.05	.053

11C) High-quality images and promotional banners increase purchase intent	95% Confidence Interval for Mean	Lower Bound	1.94	
		Upper Bound	2.15	
	5% Trimmed Mean		1.98	
	Median		2.00	
	Variance		.923	
	Std. Deviation		.961	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		.699	.135
	Kurtosis		.217	.270
11D) Layout structure is most helpful for navigation	Mean		1.91	.051
	95% Confidence Interval for Mean	Lower Bound	1.81	
		Upper Bound	2.01	
	5% Trimmed Mean		1.82	
	Median		2.00	
	Variance		.841	
	Std. Deviation		.917	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.048	.135
	Kurtosis		1.112	.270
11E) Well-organised interface reduces search time	Mean		1.75	.053
	95% Confidence Interval for Mean	Lower Bound	1.65	
		Upper Bound	1.86	
	5% Trimmed Mean		1.64	
	Median		2.00	
	Variance		.921	
	Std. Deviation		.960	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.544	.135
	Kurtosis		2.420	.270
11F) Clear price tags and discount labels aid decisions	Mean		1.78	.050
	95% Confidence Interval for Mean	Lower Bound	1.68	
		Upper Bound	1.87	
	5% Trimmed Mean		1.68	

	Median		2.00	
	Variance		.804	
	Std. Deviation		.897	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.310	.135
	Kurtosis		1.884	.270
11G) Consistent visual identity increases trust	Mean		1.86	.048
	95% Confidence Interval for Mean	Lower Bound	1.76	
		Upper Bound	1.95	
	5% Trimmed Mean		1.78	
	Median		2.00	
	Variance		.764	
	Std. Deviation		.874	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.089	.135
	Kurtosis		1.415	.270
11H) Positive brand perception encourages recommendation	Mean		1.97	.053
	95% Confidence Interval for Mean	Lower Bound	1.87	
		Upper Bound	2.08	
	5% Trimmed Mean		1.88	
	Median		2.00	
	Variance		.910	
	Std. Deviation		.954	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.108	.135
	Kurtosis		1.363	.270
12A) Suggestions from friends or family	Mean		2.09	.052
	95% Confidence Interval for Mean	Lower Bound	1.98	
		Upper Bound	2.19	
	5% Trimmed Mean		2.01	
	Median		2.00	
	Variance		.894	
	Std. Deviation		.945	

	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		.753	.135
	Kurtosis		.532	.270
12B) Influencers or tech reviewer recommendations	Mean		2.31	.049
	95% Confidence Interval for Mean	Lower Bound	2.21	
		Upper Bound	2.40	
	5% Trimmed Mean		2.27	
	Median		2.00	
	Variance		.782	
	Std. Deviation		.884	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		.381	.135
	Kurtosis		.230	.270
12C) Observing app in use (Delivery personnel)	Mean		2.06	.047
	95% Confidence Interval for Mean	Lower Bound	1.97	
		Upper Bound	2.15	
	5% Trimmed Mean		2.02	
	Median		2.00	
	Variance		.703	
	Std. Deviation		.839	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		.584	.135
	Kurtosis		.521	.270
12D) Personalized advertisements	Mean		2.26	.056
	95% Confidence Interval for Mean	Lower Bound	2.15	
		Upper Bound	2.37	
	5% Trimmed Mean		2.20	
	Median		2.00	
	Variance		1.021	
	Std. Deviation		1.010	
	Minimum		1	
	Maximum		5	
	Range		4	

	Interquartile Range		2	
	Skewness		.523	.135
	Kurtosis		-.138	.270
13A) Premium interface and custom icons	Mean		1.85	.040
	95% Confidence Interval for Mean	Lower Bound	1.77	
		Upper Bound	1.93	
	5% Trimmed Mean		1.81	
	Median		2.00	
	Variance		.517	
	Std. Deviation		.719	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		1	
	Skewness		.584	.135
	Kurtosis		.240	.270
13B) Clean intuitive interface	Mean		1.78	.037
	95% Confidence Interval for Mean	Lower Bound	1.71	
		Upper Bound	1.86	
	5% Trimmed Mean		1.74	
	Median		2.00	
	Variance		.455	
	Std. Deviation		.675	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		1	
	Skewness		.658	.135
	Kurtosis		.748	.270
13C) Engaging scratch-to-win features	Mean		2.00	.048
	95% Confidence Interval for Mean	Lower Bound	1.90	
		Upper Bound	2.09	
	5% Trimmed Mean		1.94	
	Median		2.00	
	Variance		.762	
	Std. Deviation		.873	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		2	
	Skewness		.538	.135
	Kurtosis		-.451	.270

13D) High-quality product/ promotional imagery	Mean		1.78	.045
	95% Confidence Interval for Mean	Lower Bound	1.69	
		Upper Bound	1.87	
	5% Trimmed Mean		1.71	
	Median		2.00	
	Variance		.659	
	Std. Deviation		.812	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		1	
	Skewness		.908	.135
	Kurtosis		.388	.270
14A) Visual Style and Aesthetic Appeal	Mean		1.87	.047
	95% Confidence Interval for Mean	Lower Bound	1.78	
		Upper Bound	1.96	
	5% Trimmed Mean		1.81	
	Median		2.00	
	Variance		.718	
	Std. Deviation		.847	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		.954	.135
	Kurtosis		1.141	.270
14B) Ease of Use and Navigation	Mean		1.73	.044
	95% Confidence Interval for Mean	Lower Bound	1.65	
		Upper Bound	1.82	
	5% Trimmed Mean		1.66	
	Median		2.00	
	Variance		.629	
	Std. Deviation		.793	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.263	.135
	Kurtosis		2.467	.270
14C) Filtering and Search Functionality	Mean		1.79	.044
	95% Confidence Interval for Mean	Lower Bound	1.70	
		Upper Bound	1.88	

	5% Trimmed Mean		1.74	
	Median		2.00	
	Variance		.635	
	Std. Deviation		.797	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		.725	.135
	Kurtosis		.060	.270
14D) Payment Experience and Security	Mean		1.64	.045
	95% Confidence Interval for Mean	Lower Bound	1.55	
		Upper Bound	1.73	
	5% Trimmed Mean		1.55	
	Median		1.00	
	Variance		.663	
	Std. Deviation		.814	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.473	.135
	Kurtosis		2.529	.270
14E) Product Availability and Delivery Speed	Mean		1.62	.047
	95% Confidence Interval for Mean	Lower Bound	1.53	
		Upper Bound	1.72	
	5% Trimmed Mean		1.53	
	Median		1.00	
	Variance		.704	
	Std. Deviation		.839	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		1.525	.135
	Kurtosis		2.564	.270

Test of Normality Interpretation:

The normality of all survey items (questions 10 to 14) was tested using two tests; **Kolmogorov-Smirnov (K-S) and Shapiro-Wilk** on a sample of 325 **respondents.**

Result: - All items show p=0.000 (less than 0.05)

This means the data for all 22 items is not normally distributed.

Supporting evidence from descriptives:
Most items show **positive skewness** (e.g., item 11A skewness = 1.638), meaning responses were clustered toward the lower/agreeable end of the scale respondents largely agreed with the statements. Item 10 is an exception, showing slight **negative skewness (-0.331),** signifying a different response pattern.
Several items also show **high kurtosis** (e.g., 11A = 3.801), meaning the distribution has a sharper peak than normal.
Since the data violates the normality assumption, **non-parametric statistical tests** are more appropriate for further analysis (such as Mann Whitney U or Kruskal Wallis), rather than parametric tests like t-tests or ANOVA. This is also common with Likert scale data, where perfect normality is rarely achieved.

HISTOGRAM INTERPRETATIONS

Q10: Visual Quality importance (mean = 3.41, Sd = 1.043) The distribution is fairly spread across all values, with score 4 having the highest frequency, followed by score 3. This indicates that most respondents considered visual quality moderately to highly important. The distribution is slightly negatively skewed, showing a tendency toward higher ratings

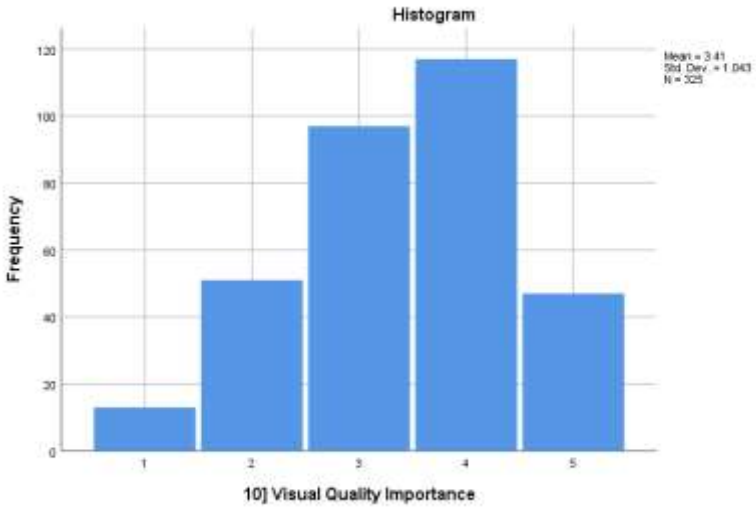


Figure 18

11A: Product images and clear visual design enhance app perception (Mean = 1.67, SD = 0.828) The distribution is strongly positively skewed, with most respondents selecting scores 1 and 2. This indicates strong agreement that product images and visual design enhance app perception, while very few chose higher scores (4 or 5).

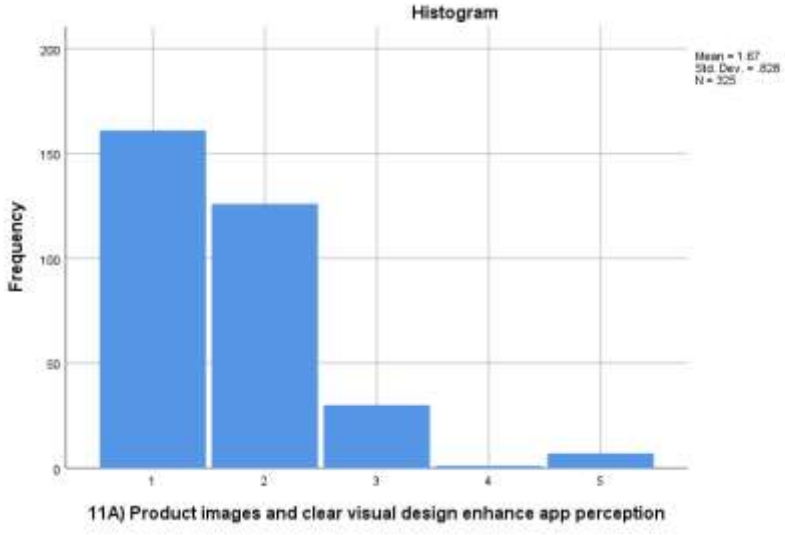


Figure 19

Q11B: Colours and animations make shopping enjoyable (Mean = 1.87, SD = 0.800) The distribution is positively skewed, with most respondents selecting scores 1 and 2. This shows that colours and animations enhance the shopping experience, while responses at 4 and 5 are very limited.

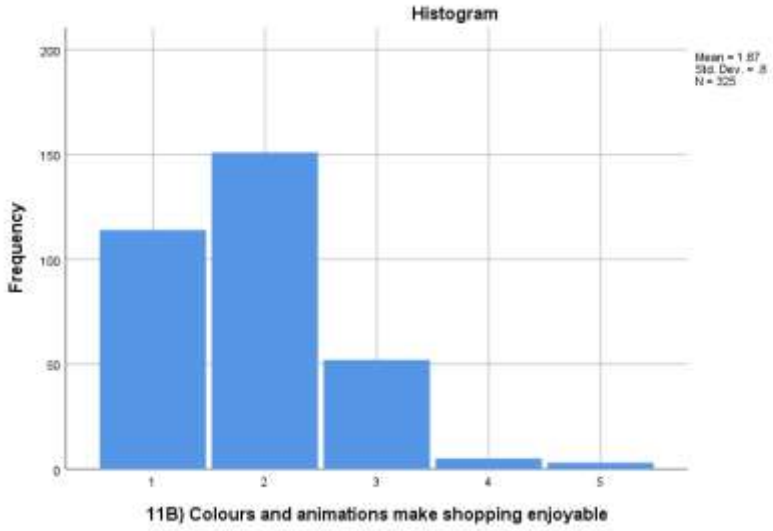


Figure 20

Q11C: High quality images and promotional banners increase purchase intent (Mean = 2.05, SD = 0.961) The distribution is moderately positively skewed, with scores 1, 2, and 3 appearing most frequently. This indicates general agreement that high quality images and promotional banners increase purchase intent, though responses show slightly more variation compared to 11A and 11B.

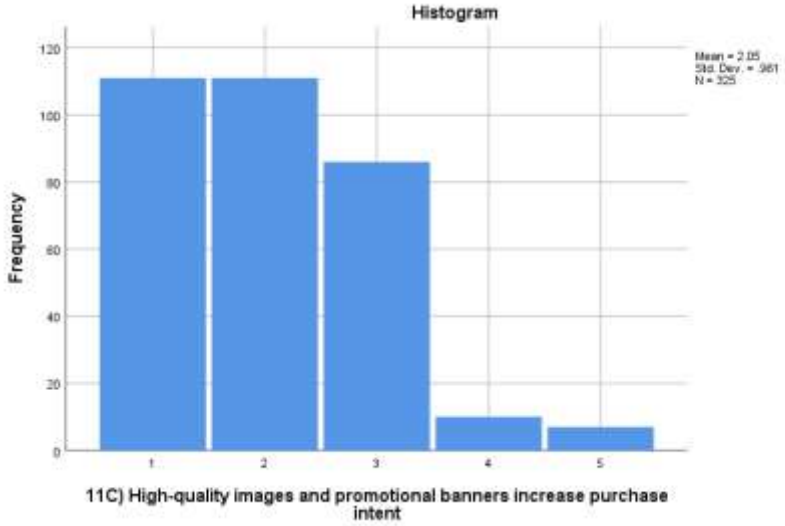


Figure 21

Q11D: Layout structure is most helpful for navigation (Mean = 1.91, SD = 0.917) The distribution is positively skewed, with scores 1 and 2 being most frequent. This indicates that most respondents agreed that a well-structured layout improves navigation, while very few selected scores 4 or 5.

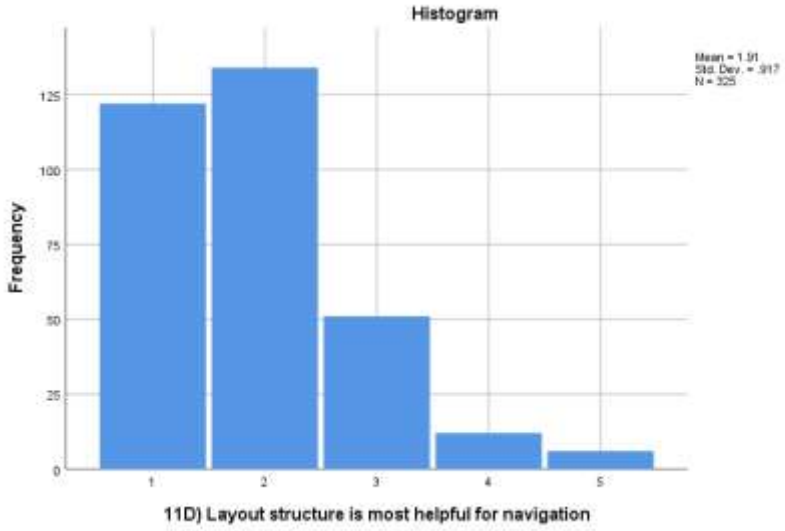


Figure 22

Q11E: Well organised interface reduces search time (Mean = 1.75, Sd = 0.960) The distribution is strongly positively skewed, with score 1 having the highest frequency, followed by score 2. This indicates that most respondents strongly agreed that a well organised interface reduces search time, while very few selected scores 4 or 5.

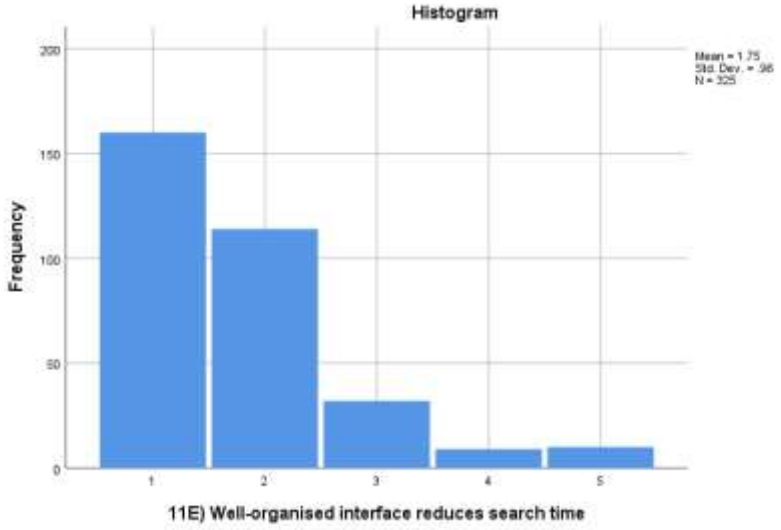


Figure 23

Q11F: Clear price tags and discount labels aid decisions (Mean = 1.78, SD = 0.897) The distribution is positively skewed, with scores 1 and 2 being the most frequent. This indicates that most respondents strongly agreed that clear price tags and discount labels help in making purchase decisions, while very few selected scores 4 or 5.

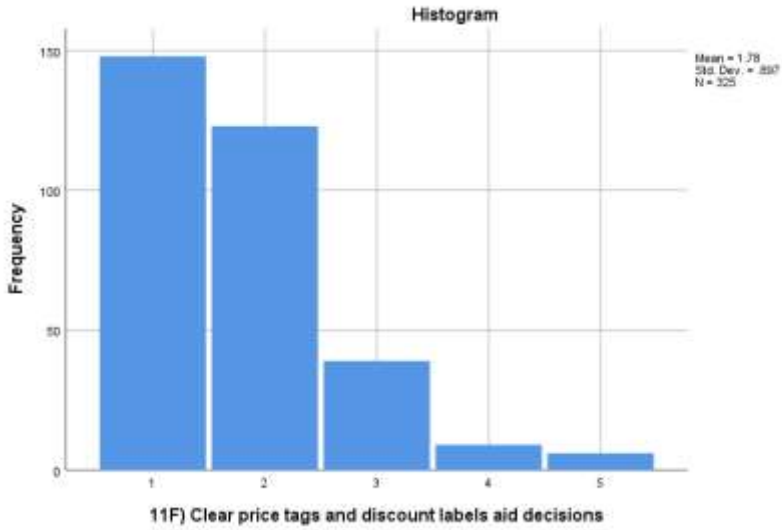


Figure 24

Q11G: Consistent visual identity increases trust (Mean = 1.86, SD = 0.874) The distribution is positively skewed, with scores 1 and 2 having the highest frequencies. This indicates that most respondents agreed that a consistent visual identity increases trust in the app, while scores 4 and 5 show very little disagreement.

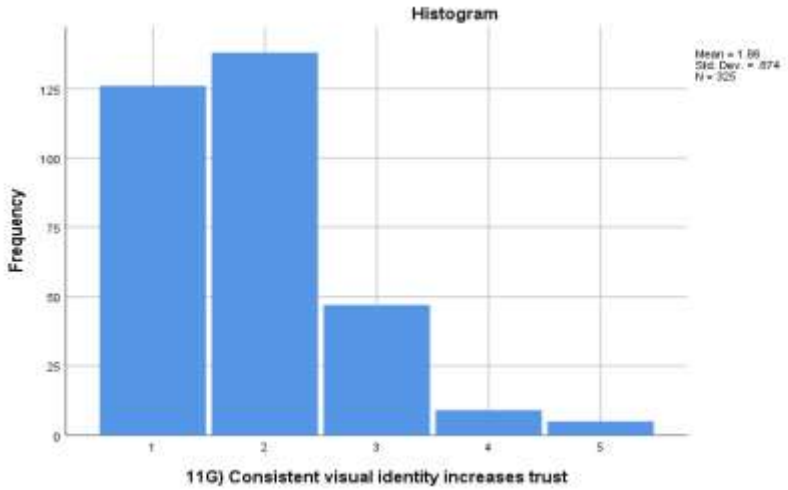


Figure 25

Q11H: Positive brand perception encourages recommendation (Mean = 1.97, SD = 0.954) This distribution is positively skewed, with scores 1 and 2 being the most frequent, while score 3 also shows a noticeable response level. This indicates general agreement that positive brand perception encourages app recommendation, though responses show slightly more variation compared to previous items.

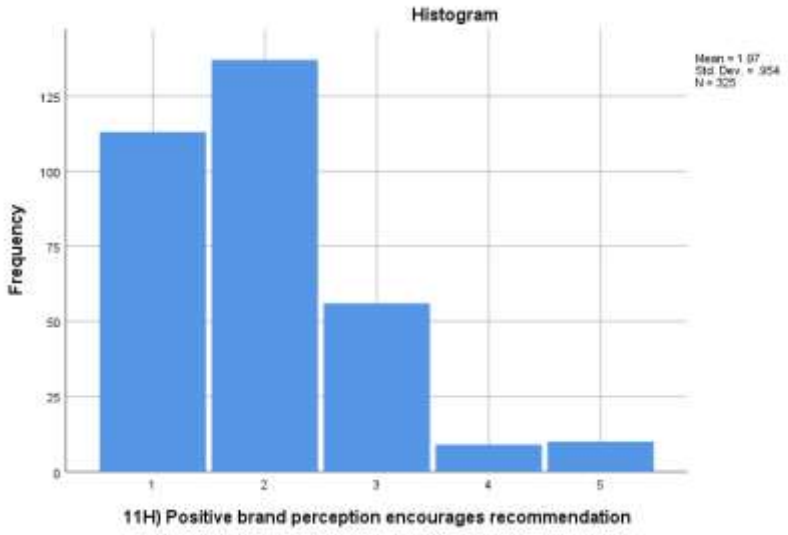


Figure 26

Q12A: Suggestions from friends or family (Mean = 2.09, SD = 0.945) The distribution is moderately positively skewed, with score 2 having the highest frequency, followed by scores 1 and 3. This suggests that most respondents agreed that friends and family influence app adoption, while scores 4 and 5 were selected rarely.

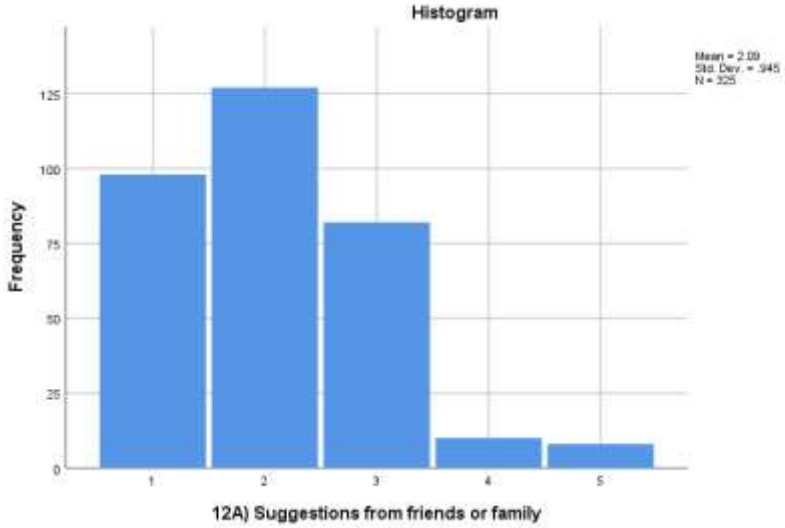


Figure 27

Q12B: Influencers or tech reviewer recommendations (Mean = 2.31, SD = 0.884) The distribution is slightly positively skewed, with scores 2 and 3 having highest frequencies. This indicates partial agreement that influencer or tech reviewer recommendations affect app adoption, though the wider spread across middle scored reflects more mixed opinions compared to other items

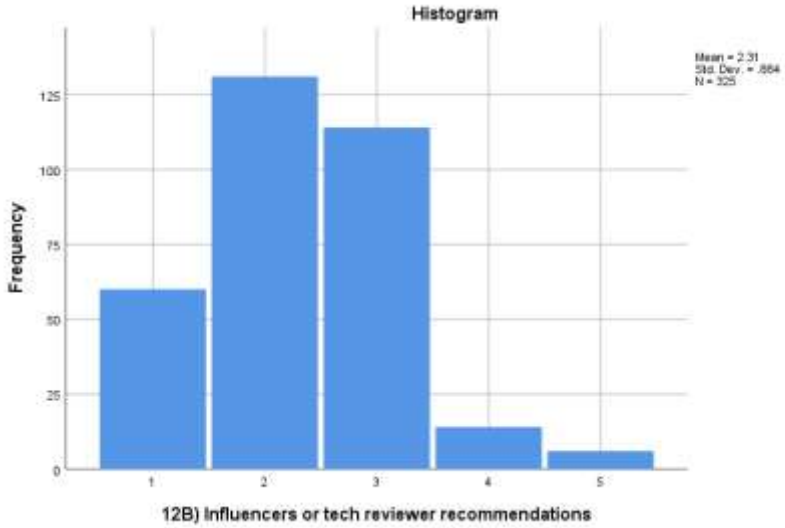


Figure 28

Q12C: Observing App in use (delivery personnel) (Mean = 2.06, SD = 0.839) The distribution is positively skewed, with score 2 having the highest frequency, followed by scores 1 and 3. This indicates that most respondents agreed that observing delivery personnel using the app influences adoption, while scores 4 and 5 were minimal.

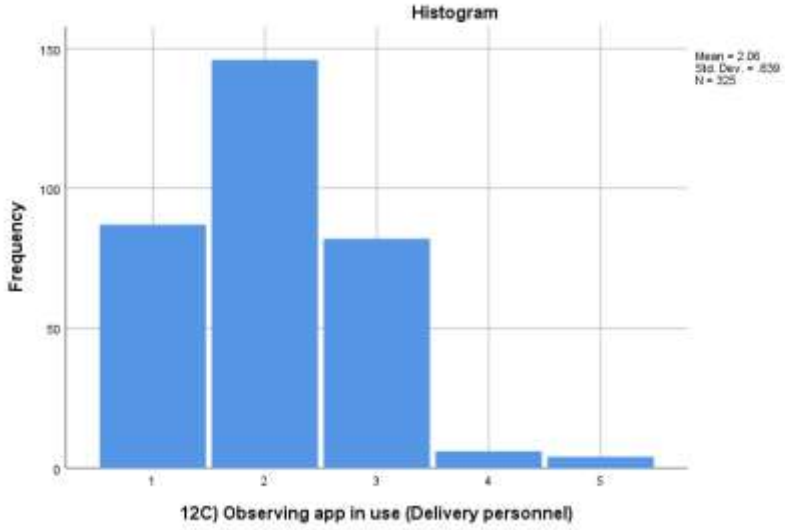


Figure 29

Q12D: Personalized advertisements (Mean = 2.26, SD = 1.010) The distribution is moderately positively skewed, with score 2 having frequency, followed by scores 3 and 1. The wider spread across scores 1-4 indicates greater variation in responses, suggesting more divided opinions on the influence of personalized advertisements on app adoption.

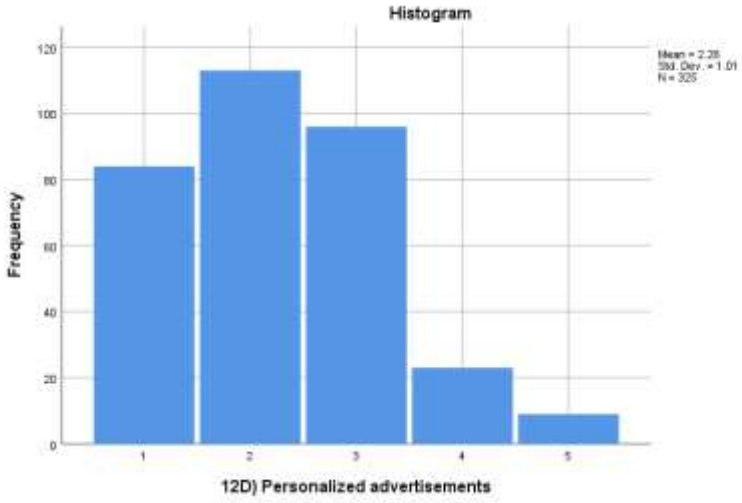


Figure 30

Q13A: Premium interface and custom icons (Mean = 1.85, SD = 0.719) The distribution is positively skewed, with score 2 having the highest frequency, followed by score 1. Very few respondents selected scores 3 or 4, and the low standard deviation indicates highly consistent agreement that a premium interface and custom icons are important.

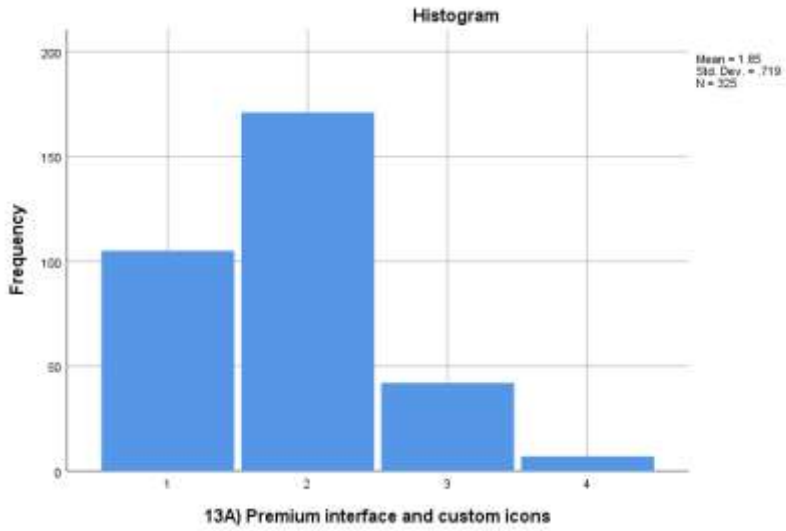


Figure 31

Q13B: Clean intuitive interface (Mean = 1.78, SD = 0.675) The distribution is positively skewed, with score 2 having the highest frequency, followed by score 1. Very few respondents selected scores 3 or 4, and the low standard deviation indicates highly consistent agreement that a clean, intuitive interface is important to users.

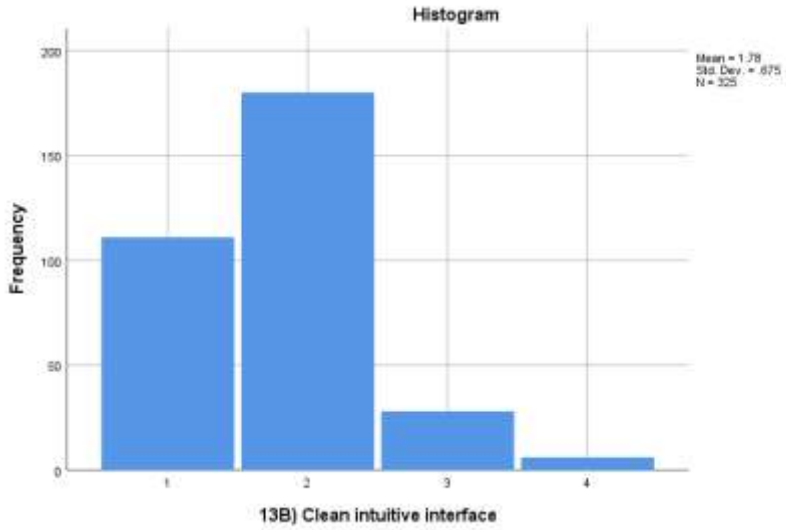


Figure 32

Q13C: Engaging Scratch to win features (Mean = 2.00, SD = 0.873) The Distribution is positively skewed, with score 2 having the highest frequency, followed by scores 1 and 3. This indicates that most respondents agreed that scratch to win features are appealing, though the wider spread across scores 1-3 shows moderate variation in opinions.

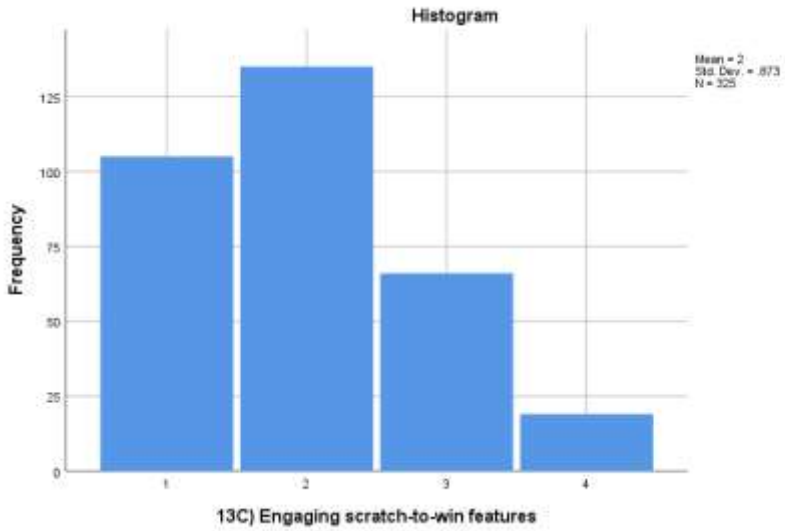


Figure 33

Q13D: High quality product/promotional imagery (Mean = 1.78, SD = 0.812) The distribution is positively skewed, with scores 1 and 2 having nearly equal frequencies. Scores 3 and 4 are much lower, indicating strong and consistent agreement that high quality product and promotional imagery is important.

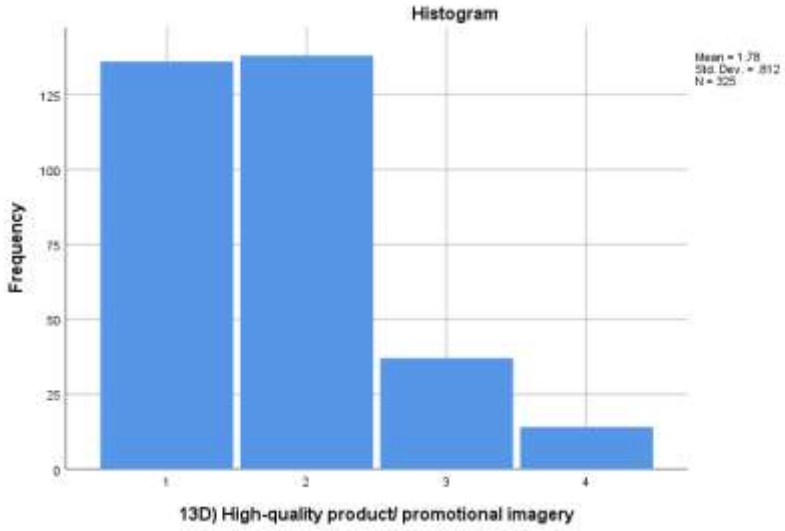


Figure 34

Q14A: Visual style and aesthetic appeal (Mean = 1.87, SD = 0.847) The distribution is positively skewed, with score 2 having the highest frequency, followed by scores 1 and 3. Very few respondents selected scores 4 or 5, indicating consistent agreement that visual style and aesthetic appeal are important in the app experience.

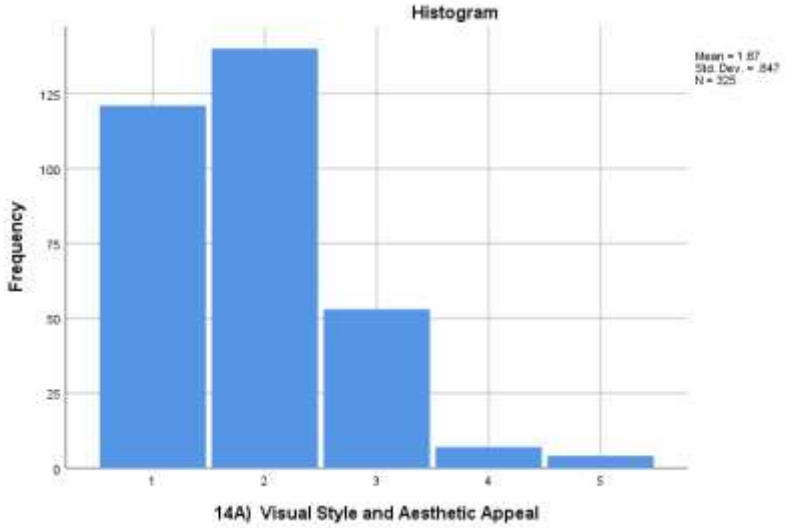


Figure 35

Q14B: Ease of use and navigation (Mean = 1.73, SD = 0.793) The distribution is strongly positively skewed, with scores 1 and 2 having nearly equal and dominant frequencies, followed by a sharp drop at score 3. Scores 4 and 5 are negligible, indicating strong and consistent agreement that ease of use and navigation is a critical factor.

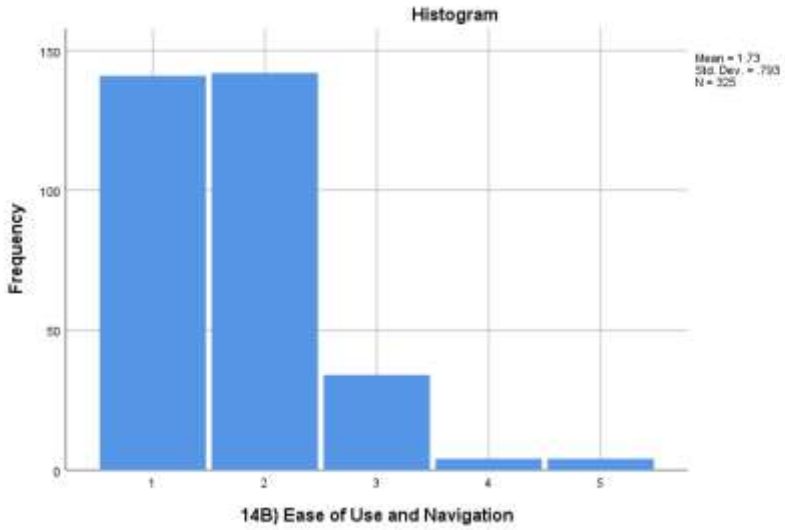


Figure 36

Q14C: Filtering and search functionality (Mean = 1.79, SD = 0.797) The distribution is positively skewed, with scores 1 and 2 having the highest frequencies, followed by a notable drop at score 3. Scores 4 and 5 are minimal, indicating strong and consistent agreement that filtering and search functionality are important features.

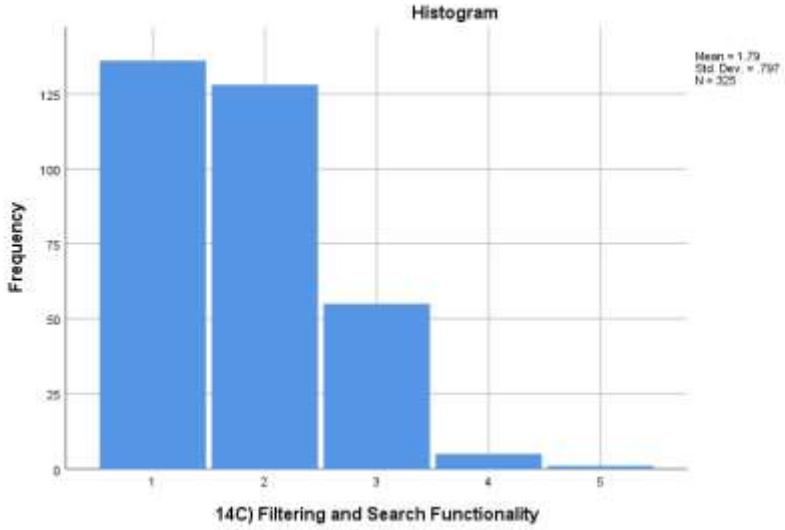


Figure 37

Q14D: Payment experience and security (Mean = 1.64, SD = 0.814) The distribution is strongly positively skewed, with score 1 having the highest frequency, followed by score 2. Scores 3, 4, and 5 are very low, indicating strong agreement that payment experience and security are top priorities in shopping apps.

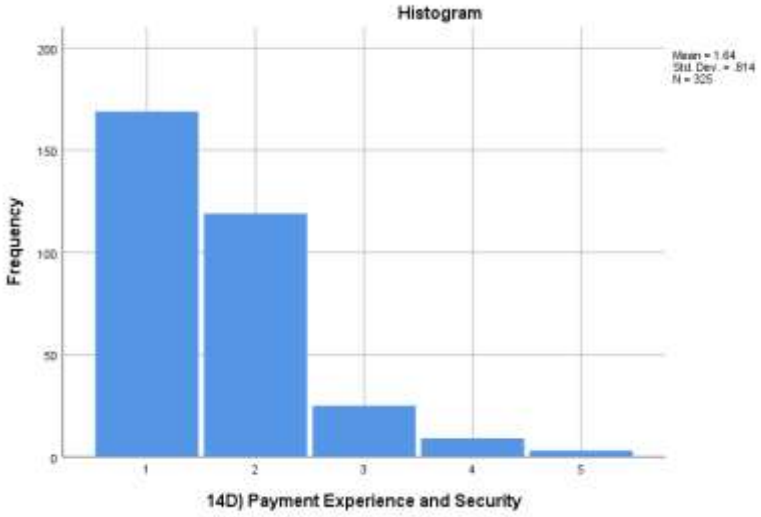


Figure 38

Q14E: Product availability and delivery speed (Mean = 1.62, SD = 0.839) The distribution is strongly positively skewed, with score 1 having the highest frequency, followed by score 2. Scores 3, 4, and 5 are considerably lower, indicating very strong agreement that product availability and delivery speed are critical factors in the shopping app experience.

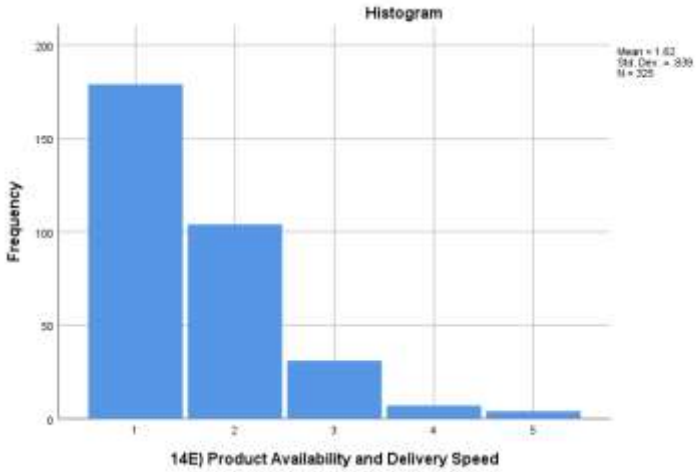


Figure 39

CORRELATION:

Correlations

		3] Age Group	9] Usage Frequecy
3] Age Group	Pearson Correlation	1	-.041
	Sig. (2-tailed)		.460
	N	325	325
9] Usage Frequecy	Pearson Correlation	-.041	1
	Sig. (2-tailed)	.460	
	N	325	325

Figure 40

Pearson Correlation Interpretation:

Variables: Age Group (Q3) and Usage Frequency (Q9) , Sample Size: N = 325

Results:

- Pearson Correlation (r) = −0.041
- Significance (p) = 0.460

Interpretation: The Pearson correlation coefficient between age group and usage frequency is -0.041, which shows a very weak negative relationship between the two variables. This means that as age increases, usage frequency very slightly decreases however, this relationship is minor.

The p-value of 0.460 is greater than 0.05, which means the result is **not statistically significant.**

Age group does not significantly influence usage frequency among the 325 respondents. This suggests that the app is used with similar frequency across different age groups, and age alone cannot be used to predict how often a person uses the app.

CHI-SQUARE:

Case Processing Summary			
	Cases		
	Valid	Missing	Total

	N	Percent	N	Percent	N	Percent
1] Gender * 9] Usage Frequency	325	100.0%	0	0.0%	325	100.0%

1] Gender * 9] Usage Frequency Crosstabulation

			9] Usage Frequency				Total
			1	2	3	4	
1] Gender	Male	Count	24	43	54	43	164
		Expected Count	19.7	45.4	53.5	45.4	164.0
		% within 1] Gender	14.6%	26.2%	32.9%	26.2%	100.0%
	Female	Count	15	47	52	47	161
		Expected Count	19.3	44.6	52.5	44.6	161.0
		% within 1] Gender	9.3%	29.2%	32.3%	29.2%	100.0%
Total		Count	39	90	106	90	325
		Expected Count	39.0	90.0	106.0	90.0	325.0
		% within 1] Gender	12.0%	27.7%	32.6%	27.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.443[a]	3	.486
Likelihood Ratio	2.461	3	.482
Linear-by-Linear Association	.938	1	.333
N of Valid Cases	325		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.32.

Directional Measures

			Value	Asymptotic Standard Error[a]
Nominal by Nominal	Lambda	Symmetric	.021	.035
		1] Gender Dependent	.050	.081
		9] Usage Frequency Dependent	.000	.000
	Goodman and Kruskal tau	1] Gender Dependent	.008	.009
		9] Usage Frequency Dependent	.002	.002

Directional Measures

			Approximate T[b]
Nominal by Nominal	Lambda	Symmetric	.597
		1] Gender Dependent	.597
		9] Usage Frequency Dependent	.[c]

	Goodman and Kruskal tau	1] Gender Dependent	
		9] Usage Frequency Dependent	

Directional Measures			
			Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.551
		1] Gender Dependent	.551
		9] Usage Frequency Dependent	.[c]
	Goodman and Kruskal tau	1] Gender Dependent	.487[d]
		9] Usage Frequency Dependent	.670[d]

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
3] Age Group * 9] Usage Frequency	325	100.0%	0	0.0%	325	100.0%

3] Age Group * 9] Usage Frequency Crosstabulation						
			9] Usage Frequency			
			1	2	3	4
3] Age Group	14-17 Yrs	Count	3	6	8	8
		Expected Count	3.0	6.9	8.2	6.9
		% within 3] Age Group	12.0%	24.0%	32.0%	32.0%
	18-21 Yrs	Count	10	24	27	20
		Expected Count	9.7	22.4	26.4	22.4
		% within 3] Age Group	12.3%	29.6%	33.3%	24.7%
	22-25 Yrs	Count	20	56	61	61
		Expected Count	23.8	54.8	64.6	54.8
		% within 3] Age Group	10.1%	28.3%	30.8%	30.8%
	26-29 Yrs	Count	6	4	10	1
		Expected Count	2.5	5.8	6.8	5.8
		% within 3] Age Group	28.6%	19.0%	47.6%	4.8%
Total		Count	39	90	106	90
		Expected Count	39.0	90.0	106.0	90.0
		% within 3] Age Group	12.0%	27.7%	32.6%	27.7%

3] Age Group * 9] Usage Frequency Crosstabulation			
			Total
3] Age Group	14-17 Yrs	Count	25
		Expected Count	25.0
		% within 3] Age Group	100.0%
	18-21 Yrs	Count	81
		Expected Count	81.0
		% within 3] Age Group	100.0%
	22-25 Yrs	Count	198
		Expected Count	198.0
		% within 3] Age Group	100.0%
	26-29 Yrs	Count	21
		Expected Count	21.0
		% within 3] Age Group	100.0%
Total		Count	325
		Expected Count	325.0
		% within 3] Age Group	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.009[a]	9	.162
Likelihood Ratio	13.683	9	.134
Linear-by-Linear Association	.548	1	.459
N of Valid Cases	325		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.52.

Directional Measures				
			Value	Asymptotic Standard Error
Nominal by Nominal	Lambda	Symmetric	.000	.000
		3] Age Group Dependent	.000	.000
		9] Usage Frequency Dependent	.000	.000
	Goodman and Kruskal tau	3] Age Group Dependent	.010	.007
		9] Usage Frequency Dependent	.012	.006

Directional Measures			
			Approximate T
Nominal by Nominal	Lambda	Symmetric	.[b]
		3] Age Group Dependent	.[b]
		9] Usage Frequency Dependent	.[b]
	Goodman and Kruskal tau	3] Age Group Dependent	
		9] Usage Frequency Dependent	

Directional Measures			
			Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.[b]
		3] Age Group Dependent	.[b]
		9] Usage Frequency Dependent	.[b]
	Goodman and Kruskal tau	3] Age Group Dependent	.405[c]
		9] Usage Frequency Dependent	.232[c]

CHI-SQUARE TEST INTERPRETATION:

Test 1: Gender vs. Usage Frequency

Result: $\chi^2 = 2.443$, df = 3, p = 0.486

The p-value (0.486) is **greater than 0.05**, so the result is **not statistically significant**. This means there is **no significant association between gender and usage frequency**. Both males and females show very similar usage patterns around 33% of both groups fell in the most frequent usage category, confirming that gender does not influence how often respondents use the app.

Test 2: Age Group vs. Usage Frequency

Result: $\chi^2 = 13.009$, df = 9, p = 0.162

The p-value (0.162) is **greater than 0.05**, so this result is also **not statistically significant**. This means there is **no significant association between age group and usage frequency**. Although the 26-29 age groups are not large enough to be statistically meaningful.

Neither gender nor age group has a statistically significant effect on how frequently respondents use the app. Usage frequency appears to be fairly consistent across all demographic groups in this sample.

FACTOR ANALYSIS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	2787.789
	df	231
	Sig.	.000

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.709	30.496	30.496	6.709	30.496	30.496
2	2.361	10.733	41.230	2.361	10.733	41.230
3	2.004	9.109	50.338	2.004	9.109	50.338
4	1.139	5.177	55.515	1.139	5.177	55.515
5	1.021	4.640	60.155	1.021	4.640	60.155
6	.929	4.224	64.379			
7	.832	3.781	68.161			
8	.760	3.456	71.617			
9	.730	3.318	74.935			
10	.621	2.824	77.758			
11	.558	2.535	80.293			
12	.529	2.406	82.699			
13	.505	2.296	84.996			
14	.484	2.199	87.195			
15	.448	2.035	89.230			
16	.417	1.896	91.126			
17	.406	1.845	92.971			
18	.360	1.634	94.606			
19	.334	1.519	96.125			
20	.312	1.418	97.542			
21	.288	1.311	98.853			
22	.252	1.147	100.000			

Total Variance Explained			
	Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %
1	4.321	19.639	19.639
2	3.059	13.906	33.545
3	2.527	11.488	45.033
4	2.206	10.027	55.060
5	1.121	5.095	60.155
6			
7			
8			
9			
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20			
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22			

Extraction Method: Principal Component Analysis.

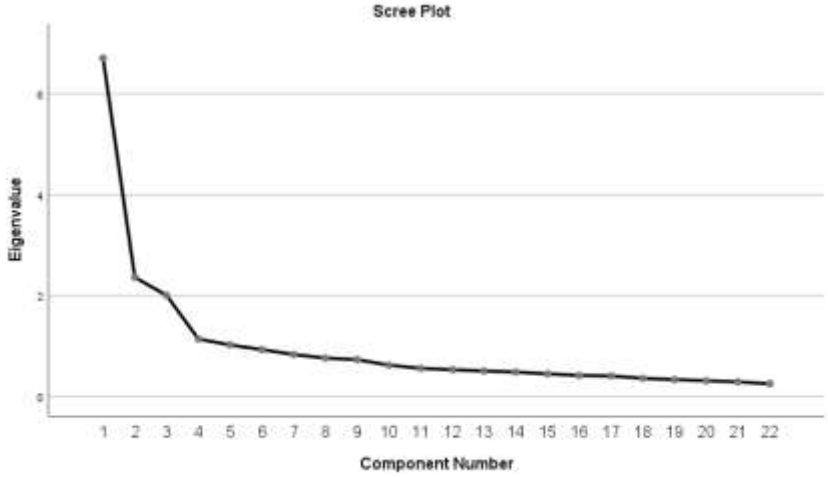

Figure 41

Rotated Component Matrix					
	Component				
	1	2	3	4	5
10] Visual Quality Importance					-.842
11A) Product images and clear visual design enhance app perception	.600			.509	
11B) Colours and animations make shopping enjoyable	.691			.307	
11C) High-quality images and promotional banners increase purchase intent	.671				
11D) Layout structure is most helpful for navigation	.746				
11E) Well-organised interface reduces search time	.765	.306			

11F) Clear price tags and discount labels aid decisions	.782				
11G) Consistent visual identity increases trust	.756				
11H) Positive brand perception encourages recommendation	.661				
12A) Suggestions from friends or family				.693	
12B) Influencers or tech reviewer recommendations			.452	.491	
12C) Observing app in use (Delivery personnel)			.608		.320
12D) Personalized advertisements			.737		
13A) Premium interface and custom icons			.341	.541	.362
13B) Clean intuitive interface		.448	.371		
13C) Engaging scratch-to-win features			.627		
13D) High-quality product/ promotional imagery		.327	.594		
14A) Visual Style and Aesthetic Appeal				.698	
14B) Ease of Use and Navigation		.765			
14C) Filtering and Search Functionality		.747			
14D) Payment Experience and Security		.762			
14E) Product Availability and Delivery Speed		.733			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]					

a. Rotation converged in 7 iterations.

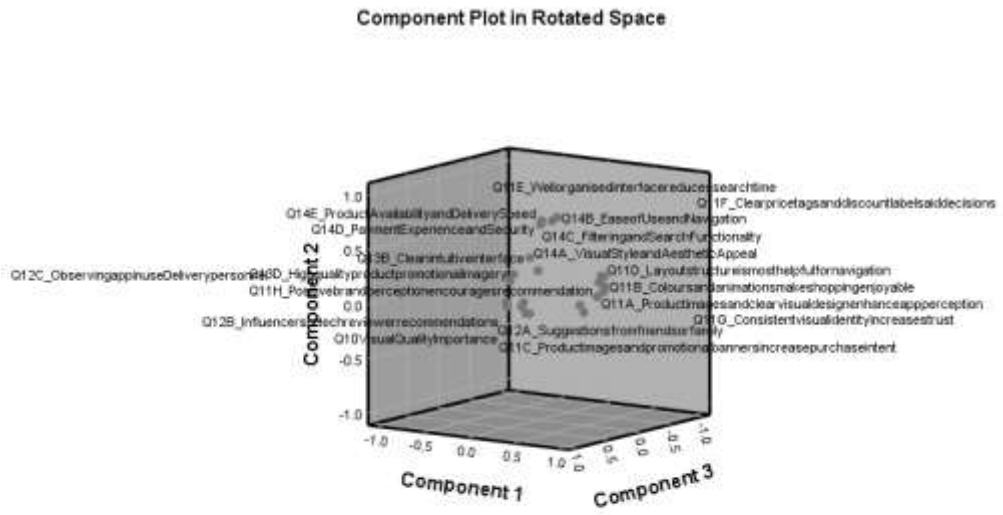

Figure 42

FACTOR ANALYSIS INTERPRETATION:

KMO and Bartlett's Test

KMO = 0.886 | Bartlett's p = 0.000

The KMO value of 0.886 is considered "worthy", meaning the data is **well suited for factor analysis.** Bartlett's test is significant (p = 0.000), confirming that the correlations between items are strong enough to proceed with factor analysis.

Number of Factors Extracted

5 components extracted | Total variance explained = 60.155%

Five factors with eigenvalues greater than 1 were extracted, together explaining 60.15% of the total variance in the data. The scree plot confirms this, showing a sharp drop after component 1 and levelling off after component 5.

The 5 Factors (Rotated Component Matrix)

Factor

Key Items

Label

Factor 1

11D, 11E, 11F, 11G, 11H, 11B, 11C

App Visual & Interface Quality

Factor 2

14B, 14C, 14D, 14E

Functional App Experience

Factor 3

12D, 12C, 13C, 12B

External & Promotional Influence

Factor 4
12A, 14A, 13A, 11A
Social & Aesthetic Influence
Factor 5
Q10 (negative)
Visual Quality Importance

The Factor analysis successfully grouped the 22 items into 5 meaningful underlying dimensions that influence respondents' perceptions and behaviour on shopping apps. The high KMO and 60% explained variance confirm the factor solution is reliable and valid.

Interpretation and outcome

Hypothesis 1 — Visual Sensory Cues and Purchase Intention

Interpretation

- After conducting Spearman correlation between Q11C (purchase intention) and the four visual cue items (Q11A, Q11B, Q11D, Q11F), all four relationships came out positive and statistically significant ($p<0.05$).
- This means that every visual element tested product images, colours and animations, layout structure, and price tags showed a meaningful positive relationship with purchase intention.
- Therefore, when a quick commerce app looks good, is well organised, shows clear prices, and uses attractive imagery, Gen Z users are significantly the visual experience, the higher the intention to buy.

Outcome

- The null hypothesis is rejected; visual sensory cues do significantly influence Gen Z's purchase intention on quick commerce platforms. This directly answers RQ5 of the study and confirms that investing in app aesthetics is not just about looks but it directly drives buying behaviour.

Hypothesis 2 — Consistent Visual Identity and Hedonic Motivation

Interpretation

- After conducting spearman correlation between Q11B (hedonic motivation colours and animations make shopping enjoyable) and Q11G, Q11A, Q11H and Q14A, all correlations were positive and statistically significant.
- The strongest relationship was between Q11A and Q11B ($r = 0.563$), meaning that when product images and visual design are strong, enjoyment of the app increases the most.
- Factor analysis further confirmed all the items loaded together on Factor 1, which explained 30.5% of the total variance. This means they are not just statistically related; they actually measure the same underlying concept: that visual consistency creates a pleasurable experience.
- Therefore, when a quick commerce app maintains a consistent, professional, and visually appealing identity throughout same colours, same style, same quality of imagery Gen Z users finds the experience more enjoyable and emotionally satisfying. It stops feeling like just shopping and starts feeling like an experience they want to repeat.

Outcome

- The null hypothesis is rejected. A consistent visual identity does significantly enhance hedonic motivation among Gen Z. This directly answers RQ2 of the study and validates the UTAUT2 construct of hedonic motivation in the context of Indian quick commerce.

Hypothesis 3 — Visual Redesign Sensitivity and Platform Switching Intention

Interpretation

- When conducting Chi-Square test was run between Q10 (importance of visual quality) and Q15 (switching intention after redesign), the result was statistically significant ($p < 0.05$).
- The crosstabulation showed a clear pattern — respondents who rated visual quality as "Very Important" or "Extremely Important" were overwhelmingly concentrated in the "Yes" and "Maybe" switching categories.
- Therefore, Gen Z users who care deeply about how an app looks are the most likely to leave if that app suddenly changes its design. For them, the visual identity of the app is not a minor feature — it is part of why they use it habitually. When that familiar visual experience is taken away, their loyalty weakens and they start considering alternatives.
- This is especially important because 84% of the sample said "Yes" or "Maybe" to switching, while only 16% said they would stay. This means the vast majority of Gen Z users are visually sensitive enough to consider leaving a platform they regularly use, purely because of a design change.

Outcome

- The null hypothesis is rejected. Visual redesign sensitivity does significantly influence Gen Z's switching intention. This directly answers RQ4 of the study and confirms that consistent sensory experiences are critical to building Habit and long term brand loyalty if the visual familiarity is disrupted, there is risk of losing the Gen Z user base to competitors.

DISCUSSION AND CONCLUSION

DISCUSSION:

This study studied how visual sensory marketing influences Gen Z behaviour on Indian quick commerce platforms using the UTAUT2 framework, focusing on performance, enjoyment, social influence, habit, and purchase intention.

Sensory marketing and performance expectancy: The findings show that clear visuals like price, labels, discounts and organised layouts improve perceived efficiency. A clean, easy to navigate interface helps users complete tasks faster. Factor analysis also supported this, with interface items loading strongly on Factor 1 (30.5% variance), consistent with prior research linking usability to satisfaction and loyalty.

Sensory marketing and Hedonic motivation: Visual elements such as colours, animations, and high-quality images enhance user enjoyment. These factors strongly supported hedonic value, particularly among Gen Z, who prefer visually rich experiences. This aligns with existing studies that highlight platform aesthetics as key to user engagement.

Sensory marketing and social influence: shareable visuals, influencer content, and personalised ads significantly impact adoption. Factor 3 highlighted the role of external visual exposure in shaping behaviour. Visually appealing and authentic content builds greater trust among Gen Z rather than traditional advertising.

Sensory marketing and Habit formation: Consistent and seamless sensory experiences encourage habitual use. Factor 2 (ease of use, search, payment security) showed that a familiar and frictionless interface promotes repeated engagement, supporting research that identifies habit as a strong predictor of purchase intention.

Demographic Neutrality in sensory engagement: There were no significant differences were found across gender or age groups, indicating that sensory driven engagement is consistent across Gen Z. This

suggests that visual and aesthetic design serves as a universal strategy rather than one requiring demographic specific customization.

CONCLUSION:

This study set out to explore how sensory marketing elements in quick commerce applications shape Gen Z consumer behaviour through the lens of the UTAUT2 framework. Based on data collected from 325 Gen Z respondents in Surat, India and analysed through descriptive statistics, chi-square tests, and factor analysis, the study arrives at the following key conclusions:

- Sensory marketing, particularly visual quality, layout structure, and consistent branding positively influences Gen Z's perception of quick commerce platform efficiency, thereby strengthening performance expectancy.
- Visual aesthetics, animations, and high-quality product imagery are significant contributors to hedonic motivation, making the shopping experience enjoyable and emotionally engaging for Gen Z.
- Shareable visual identities and influencer driven promotional aesthetics reinforce social influence and peer driven adoption among Gen Z users.
- Functional and visually consistent app experiences build habitual usage patterns, driving repeat purchase behaviour and long-term brand loyalty.
- Usage frequency is independent of gender and age within the Gen Z segment, conforming that sensory driven design has universal appeal across this cohort.
- The factor analysis identified five underlying dimensions – App visual & interface Quality, Functional App experience, external & promotional influence, Social & aesthetic influence, and Visual Quality importance – that collectively explain 60.15% of the variance in consumer responses.

Taken together, these findings make a strong case that quick commerce platforms can no longer rely solely on speed and convenience. For Generation Z, the visual and sensory dimensions of the digital experience are equally important determinants of adoption, satisfaction and loyalty.

RECOMMENDATIONS AND PRACTICAL MANAGERIAL IMPLICATIONS

RECOMMENDATIONS:

Based on the findings, the following recommendations are proposed for quick commerce platforms targeting Gen Z in India:

- **Focus on High-Quality Visual Design**: Treat app aesthetics - colours, typography, imagery, and layout, as strategic assets. Use high-resolution, context-rich product images.
- Ensure clear and seamless navigation: Use clear pricing, discounts, and structured layouts to reduce effort and improve decision making. Regular UX audits can help remove friction.
- **Leverage Influencer and Peer Content:** Collaborate with micro-influencers and promote user-generated content to boost trust and social-driven adoption.
- **Maintain Consistent Visual Identity:** Ensure uniform design across app, notifications, and social media to build familiarity and long-term retention.
- **Add Interactive and Gamified Features:** Incorporate elements like rewards, animations, and offers to enhance engagement and enjoyment.
- **Use Personalisation Through Data Analytics:** Apply AI-driven recommendations to tailor visuals, content, and promotions for a more relevant user experience.

PRACTICAL MANAGERIAL IMPLICATIONS:

The findings offer key implications for stakeholders in quick commerce and e-commerce:

- **For product & UX Managers:** App visual and interface quality is the strongest driver of behaviour, highlighting the need to integrate sensory marketing into design decisions.
- **For marketing & Brand managers:** Since behaviour is consistent across Gen Z segments, a unified visual strategy is more effective than demographic targeting. Consistent branding across all touchpoints strengthens recall and referrals.
- **For strategy & growth teams:** Strong influence of social and promotional factors suggests focusing on visually rich content and influencer marketing on platforms like Instagram and YouTube, along with personalised ads to build habits.
- **For FMCG Brands & Sellers:** Product visuals act as key sensory touchpoints. High quality images and clear presentation are essential to stand out in competitive digital marketplaces.
- **For academics & Researchers:** The study links sensory marketing with UTAUT2 in this context. Future research can explore multi-sensory elements, wider regions, or long-term behavioural changes.

LIMITATIONS AND FUTURE SCOPE

LIMITATIONS OF THE STUDY:

- **Geographical restriction:** The study is limited to respondents from Pal and Vesu, Surat which restricts the generalizability of findings to other cities or regions of India.
- **Age group specificity:** Focusing exclusively on Gen Z (born 1997-2012) means the findings cannot be applied to other consumer segments such as Millennials or Gen X.
- **Self-reported data:** Responses are based on personal and self-assessment, which may be subject to response bias or social desirability bias.
- **Limited to visual sensory cues**: The study primarily examines visual elements of sensory marketing and does not explore other sensory dimensions such as auditory or tactile cues within app experiences.
- **Cross-sectional design:** Data was collected at a single point in time, making it difficult to assess changes in consumer behavior or brand loyalty over a longer period.

FUTURE SCOPE OF THE STUDY:

- **Geographical expansion:** Future studies can extend this research across multiple cities in India, including metro markets like Mumbai, Delhi and Bangalore, to generate more nationally representative findings.
- **Multi – sensory research:** This study focused primarily on visual cues. Future research can explore the combined effect of auditory, tactile and visual sensory elements within quick commerce app experiences.
- **Cross-generational comparison:** Future studies can compare sensory marketing's influence across different generational cohorts – Gen Z, Millennials and Gen X to identify behavioural differences and tailor platform strategies accordingly.
- **Longitudinal Research:** A longitudinal study tracking Gen Z consumer over time would provide deeper insights into how sensory experiences shape brand loyalty and repeat purchase behaviour across different stages of app usage.

- **Platform-specific studies:** Future research can conduct comparative analyses across individual quick commerce platforms such as Blinkit, Zepto, and swiggy Instamart too.

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