

Effectiveness of Sales Promotion strategies between E-Commerce and Quick Commerce

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Abstract: In the digital age, the landscape of commerce has evolved significantly with the rise of e-commerce and the emergence of quick commerce (Q-commerce). While e-commerce focuses on product variety and convenience, Q-commerce emphasizes ultra-fast delivery and impulse-driven purchases. Both sectors use sales promotions such as discounts, coupons, cashback, and flash deals to attract and retain customers. However, the effectiveness of these strategies may vary based on platform characteristics, consumer expectations, and purchasing behavior. This study aims to compare the effectiveness of sales promotion strategies in both formats. For the purpose of this research, convenience sampling is used. The study is carried out in Indore city conducted on 200 consumers. The study is expected to reveal how consumers respond differently to sales promotion techniques in E-Commerce (e.g., Amazon, Flipkart) versus Quick Commerce platforms (e.g., Blinkit, Zepto). It helps identify which promotional tools (discounts, coupons, flash sales) are more effective in each format.

Keywords: Q-commerce, e-commerce, Sales Promotion Strategies, Digital Platforms, Purchasing Behavior

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