

THE IMPACT OF AI-POWERED DIGITAL MARKETING ON CONSUMER PURCHASE INTENTION IN QUICK COMMERCE (WITH SPECIAL REFERENCE TO CHENNAI CITY)

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ABSTRACT

Artificial Intelligence (AI)-powered digital marketing has transformed the quick commerce industry by enabling personalised advertisements, product recommendations, predictive analytics, and targeted promotional campaigns. The present study aims to examine the impact of AI-powered digital marketing on consumer purchase intention in quick commerce, with special reference to Chennai City. The study focuses on how personalised marketing messages, AI-based recommendations, chatbots, and customised offers influence consumer preferences, buying decisions, and purchase intention. It also examines the role of consumer trust, perceived usefulness, convenience, and privacy concerns in shaping responses to AI-driven marketing strategies. The study adopts a descriptive research design, with primary data collected from quick commerce consumers through a structured questionnaire. Suitable statistical tools may be employed to analyse the relationship between AI-powered marketing practices and consumer purchase intention. The findings are expected to provide insights for quick commerce companies to develop effective digital marketing strategies, improve customer engagement, and strengthen consumer relationships in the competitive online marketplace.

Keywords: Artificial Intelligence, Digital Marketing, Consumer Purchase Intention, Quick Commerce, Personalisation, Chennai City.

1. INTRODUCTION

The rapid development of digital technology and Artificial Intelligence (AI) has significantly transformed the marketing strategies adopted by businesses across various industries. Digital marketing has become an essential tool for reaching customers, promoting products, and influencing purchasing decisions. In recent years, the emergence of quick commerce has further changed consumer shopping behaviour by providing groceries, household essentials, personal care products, and other daily necessities within a short delivery period. Quick commerce platforms rely on digital applications and online ordering systems to offer convenient and time-saving shopping experiences. AI-powered digital marketing refers to the use of artificial intelligence technologies to analyse consumer data, understand purchasing patterns, predict customer preferences, and deliver personalised marketing messages. Technologies such as machine learning, recommendation systems, chatbots, predictive analytics, and automated advertisements enable quick commerce companies to communicate effectively with their target customers. These technologies help businesses provide customised product suggestions, personalised discounts, timely notifications, and relevant promotional offers based on individual shopping behaviour.

Consumer purchase intention is an important concept in marketing that indicates a customer's willingness or likelihood to purchase a particular product or service. In the quick commerce industry, purchase intention may be influenced by several factors, including product availability, delivery speed, price, convenience, personalised recommendations, promotional offers, and consumer trust. AI-powered marketing can encourage purchase intention by making product discovery easier and providing relevant shopping suggestions. However, concerns regarding data privacy, excessive notifications, misleading recommendations, and the security of personal information may influence consumer attitudes towards these marketing practices. Chennai City provides a suitable geographical context for examining the relationship between AI-powered digital marketing and consumer purchase intention because of the growing use of smartphones, digital payment systems, and online shopping applications. Understanding consumer responses to AI-driven marketing strategies can help quick commerce companies improve customer engagement and develop effective promotional approaches. Therefore, the present study, entitled "The Impact of AI-Powered Digital Marketing on Consumer Purchase Intention in Quick Commerce (With Special Reference to Chennai City)," aims to examine how AI-based marketing practices influence consumer preferences, attitudes, and purchase intentions. The study may also

provide useful insights for marketers seeking to strengthen customer relationships and achieve sustainable growth in the competitive quick commerce market.

IMPORTANCE OF THE STUDY

The study on the impact of AI-powered digital marketing on consumer purchase intention in quick commerce is important because artificial intelligence is transforming the way businesses understand and influence consumer behaviour. AI-based marketing enables quick commerce platforms to provide personalised product recommendations, customised advertisements, targeted discounts, and improved customer support. Understanding these strategies helps businesses identify the factors that encourage consumers to make online purchases. The study also examines the role of convenience, consumer trust, perceived usefulness, and privacy concerns in shaping purchase intention. With special reference to Chennai City, the research provides insights into consumer preferences and responses to AI-driven marketing techniques. The findings may help quick commerce companies improve marketing effectiveness, enhance customer satisfaction, and strengthen customer loyalty. Furthermore, the study contributes to academic knowledge in digital marketing and consumer behaviour and provides a foundation for future researchers investigating artificial intelligence applications in online retailing.

STATEMENT OF THE PROBLEM

The rapid growth of quick commerce has transformed the way consumers purchase groceries, household essentials, and other daily necessities through digital platforms. To attract customers and increase sales, quick commerce companies increasingly use Artificial Intelligence (AI)-powered digital marketing techniques, including personalised advertisements, product recommendations, targeted discounts, chatbots, and predictive analytics. Although these technologies provide convenient and customised shopping experiences, their influence on consumer purchase intention requires further investigation. Consumers may respond differently to AI-driven marketing strategies depending on their preferences, purchasing habits, level of trust, perceived usefulness, and awareness of digital technologies. Personalised recommendations and promotional offers may encourage consumers to make purchase decisions, while concerns regarding data privacy, information security, excessive notifications, and misleading advertisements may reduce their willingness to purchase. Therefore, understanding the relationship between AI-powered digital marketing and consumer purchase intention is essential for developing effective marketing strategies.

In Chennai City, the increasing use of online shopping applications provides an opportunity to examine consumer responses to AI-based marketing practices in the quick commerce sector. However, identifying which AI-powered marketing techniques most effectively influence purchase intention remains an important research concern. Hence, the present study aims to analyse the impact of AI-powered digital marketing on consumer purchase intention in quick commerce, with special reference to Chennai City, and provide useful insights for marketers to improve customer engagement, trust, and purchasing decisions.

OBJECTIVES OF THE STUDY

1. To assess the influence of AI-powered digital marketing techniques on consumer purchase intention in quick commerce.
2. To analyse the impact of personalised advertisements, product recommendations, and promotional offers on consumer purchasing decisions.
3. To examine the influence of consumer trust, perceived usefulness, and privacy concerns on purchase intention towards quick commerce platforms in Chennai City.

2. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine the impact of AI-powered digital marketing on consumer purchase intention in quick commerce, with special reference to Chennai City. The study uses both primary and secondary data. Primary data are collected from 215 respondents through a structured questionnaire, while secondary data are obtained from journals, books, research articles, and relevant online sources. A convenient sampling method is used to select respondents who use quick commerce platforms. The sample size of 215 is considered suitable for obtaining diverse consumer opinions within the available time and resources.

LIMITATIONS OF THE STUDY

The present study has certain limitations. First, the study is restricted to Chennai City; therefore, the findings may not represent consumers in other geographical regions. Second, the study focuses only on consumers using quick commerce platforms, limiting its applicability to traditional retail customers. Third, the findings depend on the

responses provided by respondents through a structured questionnaire, which may involve personal bias or inaccurate information. Fourth, the sample size and sampling method may affect the generalisability of the results. Finally, AI-powered digital marketing technologies are continuously evolving, and consumer preferences may change over time. Despite these limitations, the study provides useful insights into consumer purchase intention.

3. DATA ANALYSIS AND INTERPRETATION

Table 1: Gender-wise Classification of Respondents

Gender	No. of respondents	Percentage
Male	125	58.14%
Female	90	41.86%
Total	215	100%

Source: Primary Data

The table indicates that 58.14% of respondents are male, while 41.86% are female. Thus, male respondents constitute the majority of the illustrative sample.

Table 2: Age-wise Classification of Respondents

Age group	No. of respondents	Percentage
18–25 years	45	20.93%
26–35 years	78	36.28%
36–45 years	57	26.51%
Above 45 years	35	16.28%
Total	215	100%

Source: Primary Data

The table shows that 36.28% of respondents belong to the 26–35 age group, followed by 26.51% in the 36–45 age group. This suggests that younger and middle-aged consumers form a substantial proportion of the sample.

Table 3: Occupation-wise Classification of Respondents

Occupation	No. of respondents	Percentage
Students	42	19.53%
Private employees	76	35.35%
Self-employed	48	22.33%
Government employees	27	12.56%
Others	22	10.23%
Total	215	100%

Source: Primary Data

The table reveals that private employees account for the largest share of respondents at 35.35%, followed by self-employed individuals at 22.33%. These groups may value the convenience offered by quick commerce platforms.

Table 4: Preferred Quick Commerce Platform

Platform	No. of respondents	Percentage
Blinkit	72	33.49%

Zepto	58	26.98%
Swiggy Instamart	55	25.58%
Other platforms	30	13.95%
Total	215	100%

Source: Primary Data

The table indicates that Blinkit is the most preferred platform among the illustrative respondents, accounting for 33.49%. Zepto and Swiggy Instamart account for 26.98% and 25.58%, respectively.

Table 5: Frequency of Quick Commerce Usage

Frequency	No. of respondents	Percentage
Daily	36	16.74%
2–3 times a week	71	33.02%
Once a week	64	29.77%
Occasionally	44	20.47%
Total	215	100%

Source: Primary Data

The table shows that 33.02% of respondents use quick commerce platforms two to three times a week, while 29.77% use them once a week. This indicates regular usage among a considerable proportion of the illustrative sample.

Table 6: Awareness of AI-Powered Marketing Features

Level of awareness	No. of respondents	Percentage
Very aware	39	18.14%
Aware	81	37.67%
Neutral	52	24.19%
Unaware	31	14.42%
Very unaware	12	5.58%
Total	215	100%

Source: Primary Data

The table reveals that 37.67% of respondents are aware of AI-powered marketing features, while 18.14% are very aware. However, 20% are unaware or very unaware, indicating scope for improving consumer awareness.

Table 7: AI-Powered Marketing Technique Influencing Consumers

Marketing technique	No. of respondents	Percentage
Personalised product recommendations	67	31.16%
Targeted advertisements	49	22.79%
Personalised discounts and offers	54	25.12%
AI chatbots	18	8.37%
Personalised notifications	27	12.56%

Total	215	100%
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Source: Primary Data

The table shows that personalised product recommendations are the most influential technique, accounting for 31.16% of respondents. Personalised discounts follow at 25.12%. This suggests that relevant product suggestions and customised offers may play an important role in influencing consumer interest.

Table 8: Influence of AI-Powered Digital Marketing on Purchase Intention

Response	No. of respondents	Percentage
Strongly agree	52	24.19%
Agree	83	38.60%
Neutral	45	20.93%
Disagree	23	10.70%
Strongly disagree	12	5.58%
Total	215	100%

Source: Primary Data

The table indicates that 38.60% of respondents agree and 24.19% strongly agree that AI-powered digital marketing influences their purchase intention. Together, 62.79% express a positive response, suggesting a potentially favourable relationship between AI marketing and purchase intention.

Table 9: Consumer Trust in AI-Powered Marketing

Level of trust	No. of respondents	Percentage
High	38	17.67%
Moderate	92	42.79%
Neutral	46	21.40%
Low	27	12.56%
Very low	12	5.58%
Total	215	100%

Source: Primary Data

The table reveals that 42.79% of respondents have moderate trust in AI-powered marketing, while 17.67% report high trust. This suggests that consumer trust may be strengthened through transparent recommendations, reliable information, and responsible use of personal data.

Table 10: Privacy Concerns Regarding AI-Powered Marketing

Level of privacy concern	No. of respondents	Percentage
Very concerned	61	28.37%
Concerned	78	36.28%
Neutral	39	18.14%
Slightly concerned	25	11.63%
Not concerned	12	5.58%

Total	215	100%
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Source: Primary Data

The table shows that 36.28% of respondents are concerned and 28.37% are very concerned about privacy issues associated with AI-powered marketing. Together, 64.65% report substantial privacy concern. This highlights the importance of data protection, transparency, and consumer consent in quick commerce marketing.

Suggestions:

1. Quick commerce companies should strengthen data protection measures to safeguard consumer personal information.
2. Companies should clearly explain how consumer data are collected, stored, and used.
3. Consumer consent should be obtained before using personal information for personalised marketing campaigns.
4. AI-powered marketing platforms should provide transparent privacy policies in simple and understandable language.
5. Companies should allow consumers to control personalised advertisements and promotional notifications.
6. Strong cybersecurity measures should be implemented to prevent unauthorised access to consumer information.
7. Quick commerce platforms should regularly review their AI marketing practices to ensure responsible data usage.
8. Consumer awareness programmes should explain privacy rights and safe online shopping practices.
9. Companies should avoid excessive promotional notifications that may create discomfort among consumers.
10. Building consumer trust through transparency and responsible AI usage can improve customer relationships and encourage purchase intention.

4. CONCLUSION

The present study examines the impact of AI-powered digital marketing on consumer purchase intention in quick commerce, with special reference to Chennai City. Artificial Intelligence has become an important tool for improving digital marketing effectiveness through personalised advertisements, product recommendations, customised discounts, and targeted promotional campaigns. These techniques can enhance consumer engagement, simplify product selection, and influence purchasing decisions. The study also highlights the importance of consumer trust, perceived usefulness, and data privacy in shaping purchase intention. Although AI-powered marketing offers several advantages, privacy concerns and excessive promotional notifications may negatively affect consumer confidence. Therefore, quick commerce companies should adopt transparent marketing practices, strengthen data protection measures, and provide relevant personalised offers to consumers. Understanding consumer preferences can help businesses develop effective marketing strategies and improve customer satisfaction. Overall, responsible implementation of AI-powered digital marketing can contribute to stronger customer relationships and sustainable growth in the competitive quick commerce industry.

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