

“THE EFFECT OF SHORT VIDEO Ad ON CONSUMER BEHAVIOUR REGARDING QUICK COMMERCE USAGE”

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DOI: <https://doie.org/10.10399/APER.2025740027>

Abstract: Q-commerce changed how people shop it provide super-fast deliveries through digital apps. This study see how short video ads effects consumer engagement trust and buying intent in Q-commerce. It use a quantitative method to check how ad personalization frequency and trust shape decisions. Results shows short video ads help trust makes people buy fast and use platforms more. Managerial implications says businesses must fix short video content strategy for increasing engagement and brand loyalty. This study add to digital marketing literature and give ideas to improve Q-commerce future.

Keywords: Quick Commerce, Short Video Ads, Consumer Behavior, Digital Marketing, Consumer Trust

1.Introduction: Q-commerce changes how people do shop by giving fast deliveries and making it easier (Astini et al. 2024). Digital platforms more and more impact what people buy, and short video ads became a powerful marketing tool that shape consumer ideas. Mostly found on Instagram Reels YouTube Shorts, these videos use catchy content personalization to make people buy from quick commerce (Alalwan, 2018). Quick commerce uses an on-demand model, let customers order little groceries and get in 30 to 60 minutes. This model is more convenient for people who don't want to stock up products. Speed and efficiency are main benefits but high delivery cost also help Q-commerce earn money (Ganapathy & Gupta, 2023). Short videos ad majorly effects how customers see these platforms, showing them fastness and easy use, which makes people want to use Q-commerce more. As these video ads keep becoming big on social media they create important touchpoint for Q-commerce business. The ads allow brands and buyers to talk both ways, help companies grow brand awareness, and make more positive views about quick commerce. Since people watch video ads lot of times daily, companies use them to

change what customers think about shopping making them more interested in ordering fast delivery. These ads facilitate two-way communication between brands and consumers, allowing companies to increase brand awareness and foster positive attitudes toward quick commerce. User interactions with short video ads significantly impact consumer trust, engagement frequency, and purchasing intent, ultimately driving higher adoption of Q-commerce services (Anggraeni et al., 2023).The rapid advancement of internet technology has fuelled evolving consumer expectations, leading to the growth of quick commerce (Q-commerce). Unlike traditional e-commerce platforms, Q-commerce services like Blinkit, BB, and Zomato capitalize on speed and convenience, making instant delivery a key factor in attracting consumers (Stojanov, 2022).Short video ads integrated within mobile video platforms have gained immense popularity due to their ability to capture consumer attention with bite-sized, engaging content. With the rise of mobile usage, these videos have become dominant in digital marketing, shaping brand perceptions and driving quick commerce adoption. Their broad thematic diversity

and widespread reach have created new opportunities for businesses to influence consumer decision-making and increase purchase intent. While information and communication technology (ICT) has played a recognized role in economic growth, the specific impact of short video ads on quick commerce consumer behaviour remains an area for further research (Ren et al., 2021). Short video ads and trust change how people buy on Q-commerce. When users see same ads many times and they feel personal, they start trusting Q-commerce platforms (Harrison McKnight et al 2002). Instagram YouTube Facebook and Twitter are where brands use short ads to influence people shopping habits (Vitalis et al 2024). These videos made digital marketing more interactive. This paper check how short videos push fast decisions impulsive buying and happy customers so businesses can improve their Q-commerce growth (Goswami & Kumari n d). Q-commerce depend on very fast delivery for consumers who want products instantly. Short videos make this feeling stronger by showing how easy and fast buying is making more people want to use Q-commerce (NH 2021). As shopping online change companies must use short videos to keep customers and stay in the market (Wu 2023).

1.1 Research gap: While research highlights social media marketing's impact on consumer behaviour (Alalwan, 2018), the specific influence of short video ads on quick commerce remains underexplored. Existing studies focus on delivery speed and operational efficiency (Ganapathy & Gupta, 2023; Stojanov, 2022) but lack insights into how short video ads drive impulsive buying, trust, and purchase intent in quick commerce (Anggraeni et al., 2023). Additionally, while consumer trust is a key determinant in e-commerce decisions (Harrison McKnight et al., 2002), its moderating role in shaping responses to short video ads in quick commerce is not well examined. Similarly, research on

digital marketing strategies (Vitalis et al., 2024) has yet to analyse how short video ads influence usage of quick commerce platforms.

This study addresses these gaps by investigating the role of short video ads in consumer behaviour toward quick commerce.

1.2 Research Objective:

1. To assess how short video ads affect consumer behaviour in quick commerce.
2. To examine how ad personalization and frequency influence consumer attitudes.
3. To explore how consumer trust moderates the effectiveness of short video ads.
4. To investigate the effect of short video ads on quick commerce platform usage.

2. Literature Review:

Short Video Ads and Their Effectiveness:

2.1 Role of short video ads: Short video ads, lasting anywhere from a few seconds to a couple of minutes, have a strong impact on consumer behavior and the use of quick commerce (Yin et al., 2024). With their fun and engaging content, these ads quickly capture attention, encouraging impulse purchases and boosting user interaction with quick commerce platforms. These platforms also lets users interact with brands through likes, comments and shares which builds trust and increase usage (Meng & Leung 2021). The fun part of these videos make them very good at changing consumer opinions and growing purchase intent. Since short video ads are more common, businesses use them to market products and services better. Marketers make short engaging videos that shows product features, make buying easier and help consumers in choosing quick commerce. For example, in retail brands

uses exciting videos to highlight quick delivery, easy ordering and smooth shopping (Li & Tu 2023). Overall, short video ads strongly shape consumer behaviour by improving brand awareness, changing purchasing decisions and making trust in quick commerce platforms.

2.2 Ad Personalization: Personalized mobile short video ads help engage consumers better by changing content to match what they like which increase quick commerce use (Gao & Zang 2016). With more better technology advertisers now use big data to make ads that are targeted so people interact with them more (Portnoy et al. 2014). As more companies try to advertise better marketers now depend on personal short video ads to take attention and sell more. By using information like where people live these ads get more strong and push quick commerce faster (Bang & Wojdyski 2016; C. Li 2016; Boerman et al. 2017). The more personalization is used the more people change how they behave in quick commerce (Boerman et al. 2017). People like ads that relate to them so they understand information faster. Ads that talk directly to the viewer make messages more clear and convincing if they are fun (Lee et al. 2002). When people think short video ads are good they feel happy and want to use quick commerce platforms more (Brinson et al. 2018; Choi et al. 2017; Song et al. 2021). Personal short video ads look more trustful when they show in right place so it help more trust and make people interact (van Doorn & Hoekstra 2013). These ads take attention quick, make people respond fast and change how they buy (Bang & Wojdyski 2016). Also, putting small personal things like a name make people buy faster and help quick commerce grow better (Bang et al. 2019).

2.3 Ad Frequency: Ad frequency means how many times a person see the same ad in a set time. In short video ads for Q-commerce it helps make brand popular, keep customers interested and push them to buy. The impact can be good or bad

depending on how many times the ad comes up (Cheah et al. 2024).

The Positive Impact of Ad Frequency:

When an ad repeats but not too much, it makes people remember the brand and want to buy more. Studies say that when consumers see an ad more times, they get familiar and trust the brand better, so they engage more (Liu 2021). A TikTok ad study find that when users see the same video ad three to five times, their recall rate goes up by 70% more than those who see it one time (Luo 2024). Moreover, repetitive ad exposure triggers the mere exposure effect, a psychological phenomenon where repeated interactions with a stimulus lead to a more positive perception of it. For Q-commerce platforms, short video ads that repeatedly highlight fast delivery, ease of ordering, and exclusive deals strengthen consumer preference and purchase intention (Dwi & Hendrasto, 2024).

The Negative Impact of Overexposure:

While moderate ad frequency is beneficial, excessive exposure often leads to ad fatigue, banner blindness, and resistance (Koswara, 2025). A study on Instagram Reels advertising found that when consumers were exposed to the same ad more than 10 times per week, engagement rates declined by 30% due to ad wear-out (Cheah et al., 2024b).

Consumers may begin to find the advertisement annoying, repetitive, or intrusive, leading to a negative brand association. In Q-commerce, where speed and convenience are major selling points, overexposure may make the consumer feel pressured rather than engaged (Nguyễn, 2024). This results in them skipping, ignoring, or even blocking the ad, reducing its overall effectiveness (Maenhout, n.d.).

Balancing Ad Frequency for Maximum Impact:

In the Q-commerce sector, to combat ad fatigue, brands need to adjust their ad frequency with the help of AI personalization. Dynamic ad sequencing, where consumers encounter different versions of the same ad, helps keep things fresh and prevents them from getting bored of repetitive ads (Belanche et al., 2017). By utilizing AI, advertisers can also figure out the best exposure based on individual user engagement history (Ding et al., 2024). Short video ads are more likely to succeed when brands emphasize storytelling over straightforward sales pitches. Ads that focus on customer testimonials, user experiences, or insights from behind-the-scenes content led to greater engagement and less viewer resistance, even when the ads are shown repeatedly (Martinez-Levy et al., 2022).

Implications for Quick Commerce:

To keep ads useful but not annoying Q-commerce platforms should use data ideas like frequency capping so ads come enough times to get people's attention but not too much. Brands should also mix ad types like influencer ads, flash sales and product videos to hold interest and make ads work best (Asamoah et al. 2024).

2.4 Attitude Toward Quick Commerce: People think about Q-commerce based on trust, if it's easy to use, fair price and service. Short video ads make these thoughts happen by using social proof, emotional ads and influencers (Moreno et al. 2024).

Creating Awareness & Enhancing Perceived Convenience:

Short video ads play a pivotal role in raising awareness of Q-commerce services. Research shows that 70% of TikTok users first discover new brands through short-form videos. These ads visually demonstrate the convenience of Q-commerce, including real-time delivery

tracking, ease of use, and seamless transactions (Luo, 2024).

When brands showcase their fast delivery capabilities, consumers perceive the service as more reliable and user-friendly, leading to a positive attitude toward Q-commerce. For instance, a study on Q-commerce consumer trust found that short video ads highlighting live delivery tracking increased consumer confidence by 60% (Dwi & Hendrasto, 2024).

Building Trust Through Social Proof & Influencers:

Consumers often trust recommendations from peers and influencers more than traditional advertisements. Studies indicate that 50% of online shoppers prefer influencer endorsements over direct brand promotions.

Short video ads featuring customer testimonials, real-life usage scenarios, and behind-the-scenes logistics create a sense of authenticity and credibility (Martinez-Levy et al., 2022).

When influencers share their personal experiences with Q-commerce platforms, it fosters stronger consumer trust and improves attitudes toward the service (Ding et al., 2024b).

Addressing Pricing & Quality Concerns:

While Q-commerce provides speed, many consumers worry about higher costs and product quality. Short video ads can address these concerns by showcasing:

- Price comparisons with traditional retailers to highlight cost-effectiveness.
- Quality assurance measures, such as return policies and authenticity checks.
- Customer reviews and testimonials to demonstrate product reliability.

Implications for Quick Commerce:

Short video ads should emphasize trust, convenience, and reliability while addressing common concerns about pricing and service quality (Maenhout, n.d.). Ads with interactive formats (Q&A videos, influencer endorsements, and live product reviews) are more effective in shaping positive consumer attitudes (Asamoah et al., 2024).

2.5 Intention to Order from Quick

Commerce: Short video ads try to drive purchase intent by engaging emotions, triggering urgency, and using clear CTAs (Moreno et al., 2024). Limited-time offers, flash sales, and warnings about low stock raise conversion rates, and messages like "Order in the next 10 minutes for an extra discount" create urgency, leading to more impulse buys (Yang & Kang, 2021). Ads that has strong calls to action like "Buy Now" or "Get it in 10 Minutes" increases click-through rates by 45% (Martinez-Levy et al. 2022). Short video ads which match users preferences improve purchase intent much more (Ding et al. 2024b). Quick commerce platforms wanting more orders should focus on emotional engagement strong CTAs and influencer endorsements. AI should also be used to make ads more personalized and improve consumer responses (Belanche et al. 2017; Moreno et al. 2024).

2.6 Theoretical Framework:

Elaboration Likelihood Model (ELM): Elaboration Likelihood Model (ELM) shows how people process persuasive messages in two ways: central and peripheral routes. This model helps to understand how short video ads affect buying in quick commerce (Pillai et al. 2022). The central route happens when people think hard and analyse before choosing, especially when they really want the product. The peripheral route work by using visuals music emotions and influencers to make decisions faster without

much thinking (Yang et al. 2019). Short video ads in quick commerce mostly use peripheral route so buyers purchase quick. But when people need more info like product compare and reviews they switch to central route and decide logically.

Application of ELM in Short Video Advertising for Quick Commerce:

1. Peripheral Route: Instant Emotional and Visual Appeal

- Short video ads pull people in quick with bright colours fun music and influencer support.
- When making fast choices buyers gets pulled in by strong visuals catchy tunes and urgent words like "Hurry Limited Stock Available!"
- Ads that shares short exciting stories makes people thrilled and buy things suddenly.

2. Central Route: Thoughtful Evaluation

- Consumers who waits before buying looks at product details brand trust and customer reviews.

ELM and Its Implications for Quick Commerce Advertising:

1. Balancing Both Routes:

- Short video ads should have emotions and details so they reach every kind of customer.
- Fast buyers love bright pictures and quick deals.
- Careful buyers needs full info and customer reviews.

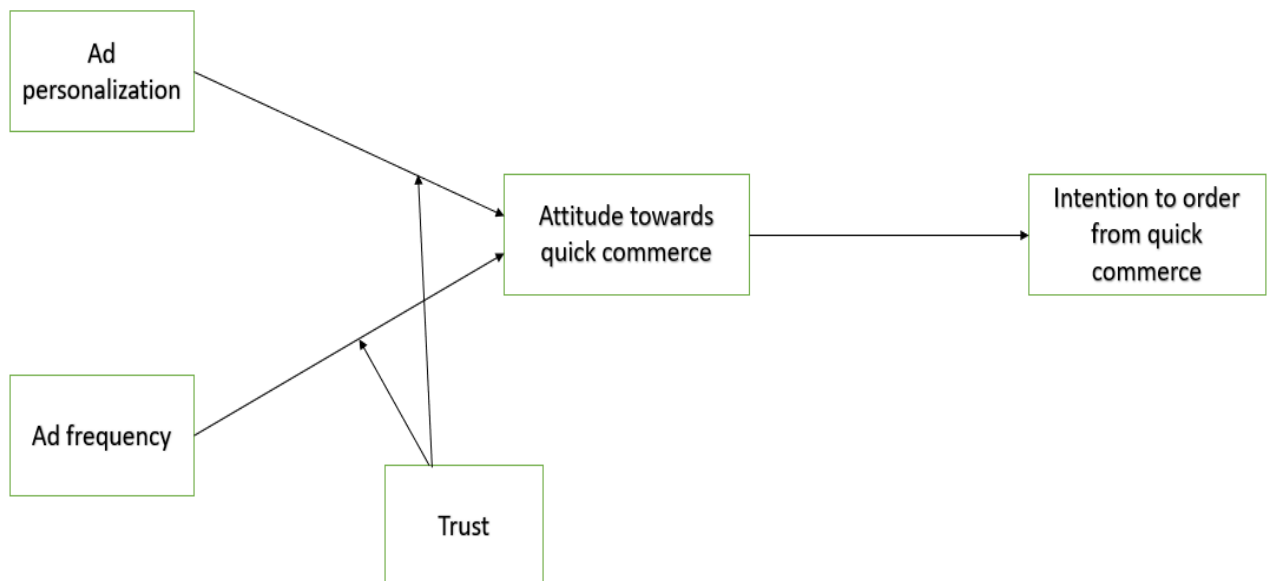
2. Optimizing Ad Frequency & Message Variation:

- Seeing ads again make people remember brands, but if they see it too much, they get bored.
- Brands should use different ways of telling stories, showing different product features instead of repeat same message.

3. Using AI for Personalized Ad Delivery:

- AI ad targeting checks user behavior and decide what way works best to convince them.
- People who buy fast get emotional ads, while the ones who research more see detailed comparisons and data.

2.7 Conceptual Framework:



2.8 Hypothesis Development:

H1: How Ad Frequency Effects Attitude Toward Quick Commerce.

H2: How Ad Personalization Effects Attitude Toward Quick Commerce.

H3: How Attitude Effects Intention to Order from Quick Commerce.

H4: How Trust Effects Attitude Toward Quick Commerce.

H5: Trust's Role Moderating Relationship Between Ad Frequency and Attitude Toward Quick Commerce.

H6: Trust's Role Moderating Relationship Between Ad Personalization and Attitude Toward Quick Commerce.

3. Research Methodology: This study takes an empirical way to see how short video ads effects consumer behavior in

quick commerce (Tian et al. 2022). Empirical research gathers and study primary data to test hypothesis and find how variables connect (Yang et al. 2019). We use survey method and quantitative analysis to get statistically strong insights on what consumers think and do.

3.1 Research Design: The study takes a quantitative research way which helps study cause and effect relations between variables (Yang et al. 2013). A structured survey collects numbers from people and helps measure things in a objective way with statistics. The research design follows a hypothesis-driven way so that results can be repeated and useful in bigger context.

The variables in this study include:

- Independent Variables: Ad Personalization, Ad Frequency

- Mediator Variable: Attitude toward Quick Commerce
- Moderator Variable: Trust
- Dependent Variable: Intention to Order from Quick Commerce

This study quantifies consumer perceptions and behaviours using structured measurement scales, ensuring reliability and validity through statistical validation techniques.

3.2 Data Collection Method:

For this study, primary data is collected via a survey using a well-organized questionnaire. The purpose of the survey is to understand consumer responses on ad exposure, trust, attitude, and purchase intention (Anggraeni et al., 2023).

Survey Design:

- The questionnaire uses closed-ended questions and employs a 5-point Likert scale, where 1 means "Strongly Disagree" and 5 means "Strongly Agree."
- Demographic information like age, gender, online shopping habits and familiarity with quick commerce platforms is collected.
- The questions come from validated measurement scales used in prior studies about digital advertising, trust, and purchase behaviour.

Sampling Strategy:

- Target Population: Online consumers who frequently use quick commerce platforms.
- Sampling Method: Convenience sampling via online distribution (Google Forms, social media, email).
- At least 220 respondents to ensure statistical power for PLS-SEM analysis.

Ethical Considerations:

- Participants informed about the study purpose, confidentiality, and voluntary participation.
- No personal identifiers are collected to ensure anonymity and privacy.

3.3 Data Analysis Techniques:

The study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis. PLS-SEM (Elshaer et al., 2024) is suitable for:

1. Exploratory research with complex models containing mediation and moderation effects.
2. Analyzing latent variables that cannot be directly measured (e.g., attitude and trust).
3. Handling non-normal data distributions, which are common in consumer behaviour studies.

Steps in Data Analysis:

1. Descriptive Analysis:
 - Mean, standard deviation, and frequency distribution of respondent demographics.
2. Measurement Model Assessment (Outer Model):
 - Reliability and Validity Checks:
 - Cronbach's Alpha (≥ 0.7) – Measures internal consistency.
 - Composite Reliability (≥ 0.7) – Ensures scale reliability.
 - Average Variance Extracted (AVE ≥ 0.5) – Tests convergent validity.
 - Discriminant Validity using Fornell-Larcker Criterion.

3. Structural Model Assessment (Inner Model):

- Path Coefficients (β values) to test hypothesis relationships.
- T-statistics and p-values via bootstrapping (5000 resamples) for significance testing.

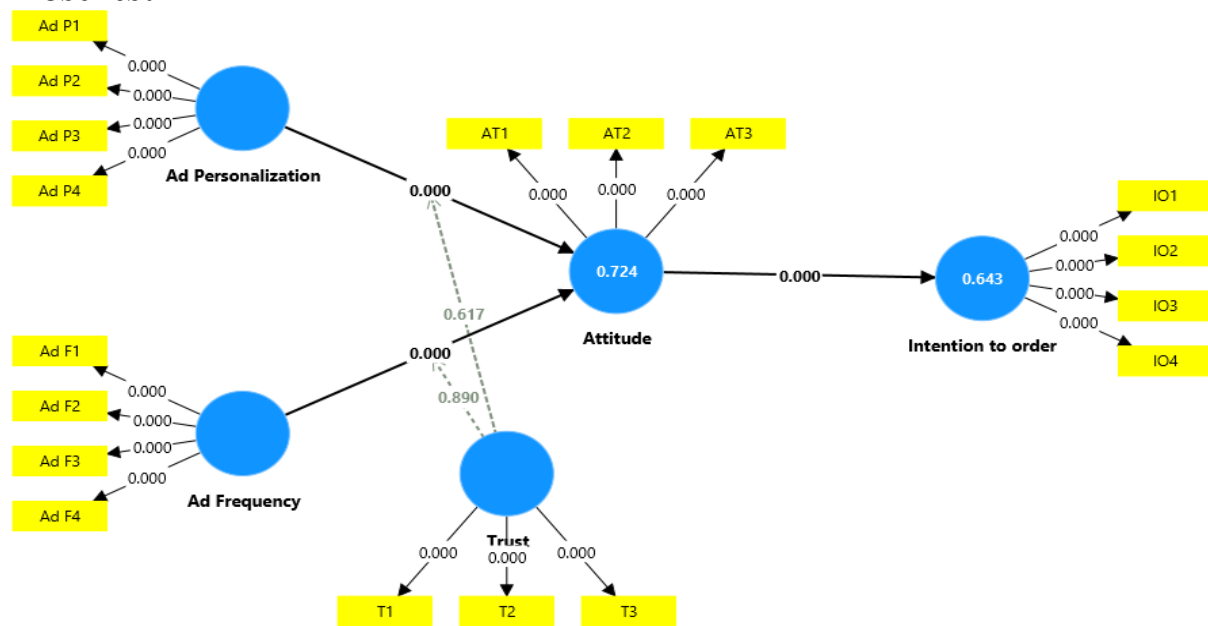
4. Mediation & Moderation Analysis:

- Mediation Test: Bootstrapping approach to check if attitude mediates ad personalization and ad frequency's effect on intention to order.
- Moderation Test: Examining how trust strengthens or weakens the relationship between attitude and purchase intention.

3.4 Questionnaire table:

Variables	Constructs	Citation
Ad Personalization	The short video ads know what I want	Tian et al., (2022)
	Short video ads accurately cater to my personal product preferences.	
	Short video ads know my preferred product content and offer additional services based on my interests?	
	Short video ads effectively predict my product interests and provide recommendations based on my interests.	
Ad Frequency	I think seeing ads repeatedly helps me make a better choice.	Arshad & Aslam, (2015)
	I feel repeated ads always generate a positive reaction to the product.	
	I believe frequent ad repetition strongly influences my decisions.	
	I think repeated ads can turn consumers' negative views of a brand into positive ones.	
Attitude	The concept of using quick commerce for purchases is appealing.	Yang et al., (2013)
	I like the idea of buying products or services through quick commerce.	
	Using quick commerce for shopping seems like a good option.	
Trust	Quick commerce platforms can be relied upon for secure services.	Kapoor et al., (2023)
	I trust that quick commerce providers prioritize user satisfaction.	
	Quick commerce providers are skilled and well-equipped to deliver services.	
Intention	I'm thinking about ordering product from a quick commerce platform.	Anggraeni et al., (2023)
	I will seriously consider using quick commerce for product shopping.	
	I am likely to buy product through quick commerce soon.	
	I choose quick commerce for product based on short video ads recommendations.	

Results:



Construct Validity and Reliability:

To ensure the reliability and validity of the constructs, Cronbach's alpha, composite reliability (rho_a and rho_c), and Average Variance Extracted (AVE) were analyzed. The results indicate that all constructs exceed the acceptable threshold values.

Cronbach's alpha values range from 0.808 to 0.899, demonstrating internal consistency. Composite reliability (rho_a and rho_c) values for all constructs exceed 0.80 affirming construct reliability. Additionally, the AVE values range from 0.678 to 0.769, which are above the 0.50 threshold, indicating convergent validity.

Table 1.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Ad Frequency	0.841	0.845	0.894	0.678
Ad Personalization	0.894	0.899	0.926	0.759
Attitude	0.808	0.808	0.887	0.723
Intention to order	0.899	0.901	0.93	0.769
Trust	0.82	0.821	0.893	0.735

Discriminant Validity:

HTMT: Discriminant validity was assessed using Heterotrait-Monotrait Ratio (HTMT) values show that most construct

correlations remain below the threshold of 0.90, indicating adequate discriminant validity. However, Trust and Intention to Order (0.914) and Trust and Attitude (0.91) exceed the 0.90 threshold, suggesting some

degree of multicollinearity between these constructs.

HTMT Table:

	Ad Frequency	Ad Personalization	Attitude	Intention to order	Trust	Trust x Ad Frequency	Trust x Ad Personalization
Ad Frequency							
Ad Personalization	0.756						
Attitude	0.881	0.861					
Intention to order	0.789	0.674	0.941				
Trust	0.774	0.678	0.91	0.914			
Trust x Ad Frequency	0.131	0.21	0.278	0.244	0.305		
Trust x Ad Personalization	0.205	0.365	0.369	0.292	0.338	0.862	

Fornell-Larcker Criterion:

The Fornell-Larcker criterion was used to examine discriminant validity. The square root of AVE for each construct is greater than its correlations with other constructs,

confirming that each construct is distinct from others. This demonstrates that **Ad Frequency, Ad Personalization, Attitude, Intention to Order, and Trust** are well-defined and separate constructs.

FL Table:

	Ad Frequency	Ad Personalization	Attitude	Intention to order	Trust
Ad Frequency	0.824				
Ad Personalization	0.655	0.871			
Attitude	0.727	0.734	0.85		

Intention to order	0.685	0.606	0.802	0.877	
Trust	0.645	0.58	0.743	0.785	0.857

Path Coefficients Analysis: The structural model assessment includes path coefficients, t-statistics, and p-values to determine the significance of relationships between constructs. Key findings include:

- Ad Frequency → Attitude (O = 0.269, p = 0.000) shows a significant positive relationship, indicating that frequent advertisements enhance consumer attitudes.
- Ad Personalization → Attitude (O = 0.33, p = 0.000) also has a significant positive effect, demonstrating the impact of tailored ads on consumer attitudes.
- Attitude → Intention to Order (O = 0.802, p = 0.000) exhibits the highest effect, highlighting that attitude strongly predicts purchase intention.
- Trust → Attitude (O = 0.36, p = 0.000) is significantly positive, signifying the influence of consumer trust on attitudes.
- Interaction effects such as Trust x Ad Frequency → Attitude (p = 0.89) and Trust x Ad Personalization → Attitude (p = 0.617) are insignificant, suggesting that trust does not moderate the impact of ad frequency or personalization on attitudes.

Path Coefficients Table:

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Ad Frequency -> Attitude	0.269	0.267	0.064	4.186	0
Ad Personalization -> Attitude	0.33	0.333	0.058	5.671	0
Attitude -> Intention to order	0.802	0.802	0.03	27.129	0
Trust -> Attitude	0.36	0.36	0.056	6.434	0
Trust x Ad Frequency -> Attitude	-0.009	-0.01	0.067	0.138	0.89
Trust x Ad Personalization -> Attitude	-0.033	-0.03	0.066	0.501	0.617

Discussion: The findings suggest that advertisement frequency and personalization significantly enhance consumer attitudes, ultimately influencing their intention to order. Trust positively affects attitudes but does not moderate the relationship between ad exposure and attitude formation. This highlights the independent role of trust in shaping consumer perceptions rather than enhancing advertising effectiveness. The high correlation between trust and intention to order show that trust play an important role in decision making, so businesses need to build strong brand credibility. Overall, the results support that advertisement strategies positively influence consumer behaviour, while also pointing out that trust should be manage and multicollinearity concerns should be addressed.

Managerial Implications:

1. **Optimizing Ad Personalization** – Marketers should leverage big data analytics to personalize short video ads, ensuring higher engagement and purchase intent among consumers.
2. **Enhancing Consumer Trust** – Brands must establish credibility by incorporating authentic reviews, testimonials, and transparency in their short video ads to foster consumer trust.
3. **Leveraging Social Media Trends** – Businesses should capitalize on trending short-form content formats (e.g., Instagram Reels, YouTube Shorts) to maximize visibility and engagement.
4. **Balancing Ad Frequency** – While frequent exposure can reinforce brand recall, excessive ad frequency may lead to consumer fatigue. Brands should adopt a strategic approach to avoid overexposure.
5. **Integration with Influencer Marketing** – Collaborating with micro-influencers can enhance the credibility and relatability of short video ads, improving consumer perception of Q-commerce platforms.
6. **Improving Call-to-Action Strategies** – Effective short video ads should incorporate clear and compelling CTAs (e.g., limited-time offers, exclusive discounts) to drive conversions.

Limitations:

1. **Geographical Constraints** – The study is limited to specific regions where Q-commerce services are actively used, potentially affecting the generalizability of findings.
2. **Consumer Bias** – Participants' responses may be influenced by personal experiences, which could introduce bias in interpreting short video ad effectiveness.
3. **Platform-Specific Insights** – The study focuses on major platforms (Instagram, YouTube, etc.), while smaller or emerging platforms are not extensively analyzed.
4. **Short-Term Focus** – The impact of short video ads is assessed in the short term, and long-term effects on consumer loyalty remain unexplored.
5. **Lack of Qualitative Insights** – The study primarily relies on quantitative analysis, limiting in-depth consumer perspectives on Q-commerce adoption.

Future Research Directions:

1. **Longitudinal Studies** – Future research should explore the long-term impact of short video ads on brand loyalty and repeat usage of Q-commerce platforms.

2. **Cross-Platform Comparisons** – A comparative analysis of different short video platforms (TikTok vs. Instagram Reels vs. YouTube Shorts) could provide deeper insights.
3. **Influence of AI and AR Technologies** – Future studies can assess how emerging technologies like AI-driven personalization and augmented reality (AR) in video ads affect consumer behavior.
4. **Cultural and Demographic Variations** – Investigating how different cultural backgrounds and demographics respond to short video ads in Q-commerce could enhance market segmentation strategies.
5. **Integration of Voice and Interactive Ads** – Future studies can analyze how interactive and voice-enabled ads impact engagement and purchase decisions.

Conclusion:

This study highlights the significant role of short video ads in shaping consumer behavior within the quick commerce industry. By analyzing ad personalization, frequency, and consumer trust, the research provides valuable insights into digital marketing strategies for Q-commerce platforms. Findings suggest that well-crafted short video ads enhance consumer trust, engagement, and purchase intent, reinforcing the adoption of Q-commerce services. While the study has limitations, it paves the way for future research on emerging digital marketing techniques and their evolving impact on consumer behavior. To remain competitive in the digital age, Q-commerce businesses must continuously refine their short video ad strategies, ensuring relevance, authenticity, and high engagement.

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