

The Future of Quick Commerce: International Marketing, Omnichannel Synergies, and Consumer Protection Law

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ABSTRACT

Quick Commerce (Q-commerce) has revolutionized urban shopping by delivering essential supplies in minutes instead of hours. This paradigm change involves strong global marketing, deep integration with omnichannel retail systems, and significant consumer protection issues. This research defines the intellectual framework of this emerging subject by bibliometrically examining 1518 Scopus-indexed literature from 2000 to 2025. Analysis of the most productive and quoted writers, such as Rob Law, Wong, and Zhang, who studied international marketing extensively. Jinsoo Hwang, Rajiv Sabherwal, and Tsan Ming Choi studied logistics, algorithms, and supply chain management to improve operational efficiency via Quick-commerce. The greatest number was 217 papers and 9,135 citations in 2024. "The International Journal of Contemporary Hospitality Management" led with 27 publications, reflecting increased commerce in technology adoption (such AI in delivery services), consumer behavior, and company success.

With 365 papers, the US led this sector. China led document production with 187 papers, followed by the UK with 171 and India with 114. The most common terms were "Commerce" (819), which underlined its role as the center of modern trade, followed by "Electronic commerce", "Sales", "human", "consumer behaviour", "trust", and "artificial intelligence".

The researchers identified three main research streams: technological and logistical drivers of Q-commerce efficiency, international marketing strategies for customer acquisition and retention in a hyper-competitive environment, and critical legal and ethical implications for labor practices, data privacy, and consumer rights. The study found that Q-commerce's future depends on achieving a strategic equilibrium: data-driven international marketing, seamless omnichannel integration, and strong consumer protection measures in its fundamental operational architecture.

Keywords: Quick Commerce, Q-commerce, International Marketing, Omnichannel Retail, Consumer Protection Law, Bibliometric Analysis

INTRODUCTION:

Q-commerce is the latest e-commerce logistics and consumer expectation. Within 30–2 hours, it promises a

well-selected buy. Q-commerce platforms are competing for worldwide dominance because to the pandemic's rapid internet growth. Investments in dark store networks, hyper-localized fulfilment facilities, and algorithmic

routing boost competition. (Gund & Daniel, 2024)

Q-commerce disrupts global retail and service. Q-commerce's 10- to 30-minute delivery is changing how brands communicate with customers, how companies manage logistics, and how governments regulate digital markets. Urbanization, cellphone penetration, and shifting customer expectations for speed and convenience have expanded food delivery to groceries, medications, electronics, and lifestyle items. (R., 2025)

Q-commerce includes global marketing, omnichannel retail, and consumer protection. Companies expanding Q-commerce globally must consider local customs, digital habits, and legislation. International marketing now stresses hyperlocal customisation, real-time interaction, and mobile-first outreach. Technological agility and digital ecosystem consumer psychology and trust dynamics are needed for these transformations.

Q-commerce combines online and physical sales. Previously strategic, omnichannel synergy is now essential. Retailers can develop seamless consumer experiences with dark storefronts, micro-fulfillment, and platform collaboration. This integration involves strong data infrastructure, predictive analytics, and operational excellence for speed, quality, and dependability. Through digital ease and physical closeness, Q-commerce makes click-to-doorstep easy.

Q-commerce's fast expansion has revealed major consumer protection risks. In legal gray areas, freelance labor, algorithmic management, and platform economics are used. Labor rights, data privacy, product responsibility, and dispute resolution are crucial. Customers trust platforms with sensitive data and valuable goods, thus clear, enforceable, and fair laws are needed. (Masood, 2025)

The future effects of Q-commerce on global marketing, retail, and legal governance are investigated in this interdisciplinary research. New patterns, stakeholder interactions, and strategic conflicts are examined to understand how Q-commerce is changing business. Educators, politicians, and business leaders should build robust, ethical, and consumer-centric systems in the age of quick delivery. The report proposes a new paradigm with speed, sustainability, innovation, accountability, convenience, and caring.

Q-commerce straddles three major academic and practical fields:

International marketing: Establishing, expanding, and differentiating services across cultures and laws.

Q-commerce as a service synergizes multichannel retail ecosystems including e-commerce, brick-and-mortar, and marketplaces.

Consumer Protection Law: Fast delivery raises legal and moral issues of worker safety, product responsibility, data security, and equitable terms of service.

Researchers observed three primary research streams in Q-commerce's intellectual terrain:

1. Technology and Logistics Enhance Efficiency
Supply chains are being streamlined by AI, IoT, and micro-fulfillment infrastructure. Dark store design and dynamic routing algorithms enhance Q-commerce delivery times, operational costs, and scalability. Agile systems that fulfill real-

time demand while maintaining quality are the objective. (Thenmozhi. V, 2024)

2. Strategies for International Marketing in a Competitive Environment
Q-commerce is increasing globally, so enterprises must adapt to varied cultures, digital habits, and laws. Mobile-first, influencer, and hyperlocal customization strategies are used in this stream to acquire and retain customers. Trust-building is emphasized in burgeoning digital commerce platforms. Culture and marketing agility are needed for sustainable competitive advantage. (Sobhi, 2024)
3. Legal and Ethical Implications of Platform Economies
The third stream addresses labor, data privacy, and consumer rights. Gig labor and algorithmic management in Q-commerce present fair compensation, worker safety, and legal responsibility problems. Open platform policies and client data management are also being examined. Laws that balance innovation and ethics are needed for this stream. (Zhi Ming Tan, 2021)

These streams show how Q-commerce's complexity affects business strategy, law, and education. The speed, convenience, and capacity to blend technology, marketing, and regulation into a consumer-centric paradigm will determine Q-commerce's future.

Research Questions: This survey asks the following questions on "Quick Commerce" "International Marketing" and "Consumer Law":

RQ1: In these fields, who are the most prominent writers?

RQ2: Which research papers have been cited the most frequently?

RQ3: Which journal sources publish the most papers annually?

RQ4: Which nations have the strongest inter-bibliographical connections?

RQ5: What keywords appear most frequently in the published articles?

2.LITERATURE REVIEW

Q-commerce is a retail and service delivery paradigm shift driven by digital infrastructure, consumer immediacy, and urban logistics. Theories include service operations management, consumer behavior, and platform economics. Q-commerce follows lean service models and agile supply chains with just-in-time delivery, hyperlocal fulfillment, and real-time response. To oppose funnel-based marketing, Q-commerce stresses impulse-driven engagement, mobile-first customization, and trust restoration. To sway customers, brands must provide value, convenience, and assurance instantly.

Omnichannel theory integrates Q-commerce with retail ecosystems. It streamlines customer experiences with channel synergy, inventory visibility, and cross-platform consistency. Q-commerce's legal connections with platform governance, digital labor, and consumer rights raise accountability, transparency, and ethical design

questions. The gig-based delivery model and algorithmic management need new employment and liability rules. (Siddharth Jain, 2025)

Together, these theoretical strands offer a multidimensional lens to understand Q-commerce’s evolution, impact, and future trajectory.

Research Area	Research Title	Output of Study	Gap Identified	Reference URL
AI & Logistics Optimization	AI in Quick Commerce: The Next Big Thing?	AI enhances fulfillment speed, personalization, and predictive logistics in Q-commerce platforms.	Lack of localized AI models for diverse urban geographies.	(Rudra, 2025)
	Artificial Intelligence in Quick Commerce	AI improves inventory, delivery routing, and customer experience across Q-commerce operations.	Limited integration of AI with real-time consumer feedback loops.	(Team GlobeSync Technologies, 2023)
	How AI Is Transforming E-Commerce Logistics in 2025	AI enables predictive demand forecasting, smart warehousing, and hyperlocal delivery optimization.	Challenges in data quality and legacy system integration.	(Bhaduri, 2025)
	AI-Driven Reverse Logistics in Q-Commerce	AI helps reduce return costs and improves resale efficiency via vision-based sorting.	Lack of consumer-facing transparency in return algorithms.	(Bhaduri, 2025)
International Marketing	The Shift to Speed: A Case Study on Q-Commerce Strategies	Identifies consumer-centric segmentation and localized marketing tactics for Indian Q-commerce firms.	Limited cross-cultural validation of marketing strategies.	(Priyanka Jarolia, 2024)
	Winning the Quick Commerce Race: Strategies from Leading Brands	Highlights brand adaptation, awareness building, and channel diversification in Q-commerce.	Lack of discoverability tools for new brands on Q-commerce platforms.	(ETRetail Desk, 2025)
	International eCommerce Marketing Strategies: A Complete Guide	Offers frameworks for localization, logistics, and cross-border expansion in digital commerce.	Limited focus on Q-commerce-specific constraints like delivery time and SKU density.	(Simes, 2025)
	Consumer Behavior in Mobile-First Q-Commerce	Explores behavioral triggers for impulse buying and loyalty in	Underexplored psychological dimensions of trust and retention.	(ETRetail Desk, 2025)

		mobile Q-commerce apps.		
Consumer Protection Law	Consumer Rights in E-commerce Transactions	Details rights under Indian law including safety, redressal, and data privacy in digital commerce.	Enforcement challenges in cross-border and gig-platform contexts.	(Law Blend, 2025)
	E-Commerce and Consumer Rights under the Consumer Protection Act, 2019	Explains CPA 2019 and E-Commerce Rules, highlighting platform obligations and penalties.	Limited clarity on liability in third-party listings and algorithmic pricing.	(Anand, 2025)
	Consumer Protection in the Digital Age	Reviews relevance of CPA 2019 for e-commerce and outlines transparency mechanisms.	Lack of proactive consumer education and grievance redressal in Q-commerce platforms.	(Team The Legal Quorum, 2024)
	Data Privacy and Platform Accountability in Q-Commerce	Discusses risks of data breaches and platform liability under Indian law.	Absence of standardized data governance protocols across Q-commerce apps.	(by Editorial Team, 2023)
Omnichannel Integration	Revolutionizing Retail with Omnichannel Integration	Shows how AI, IoT, and cloud tech unify online and offline retail for seamless customer experience.	High initial investment and data consistency challenges across channels.	(Maxwell, 2024)
	The Retail Reinvention Paradigm	Highlights consumer preference for hybrid shopping and Q-commerce's role in urban retail.	Limited omnichannel penetration in Tier 2 and Tier 3 cities.	(Kapoor)
	Quick Commerce – A Lasting Revolution?	Analyzes how omnichannel retailers can adapt Q-commerce for profitability and customer loyalty.	Unclear revenue models and high marketing costs in early adoption phases.	(Federowski, 2022)
	Unified Inventory Systems in Omnichannel Q-Commerce	Explores real-time inventory visibility across channels to reduce stockouts and improve fulfillment.	Lack of integration between dark stores and legacy ERP systems.	(Maxwell, 2024)

intellectual contributions in this domain.

3.1 Source of Data

The main data source that the researchers used to perform data mining was Scopus. The researchers used the three terms "Quick Commerce," "International Marketing," and

3.METHODOLOGY

This research employs a bibliometric analysis of the Scopus database to identify and evaluate the important

"Consumer Law" to retrieve the relevant data.

3.2 Search Strategy

The initial inquiry resulted in more than 1600 items during the period from 2000 to 2025. Applying the time period filter and the "All fields" search criterion effectively reduced the total number of documents to 1518. The application of subject categorization allowed for further article improvement.

A bibliometric analysis was conducted on 1518 documents with the VOSviewer version 1.6.20. The file downloaded in tab-delimited format was utilized for the purpose of data extraction. The investigation was carried out on August 31, 2025.

3.3 Bibliometric analysis: The researchers selected bibliometrics as it a rigorous and systematic strategy to analyse and assess large amounts of scientific data. It assisted researchers better understand the complexities of a field's evolution and uncover its new horizons. A detailed review of the references included at the end of each article is part of the citation inspection process, which is occasionally carried out using statistical or quantitative approaches. Bibliometric analysis uses scientific mapping to show how a learning domain is organized, how it has changed over time, and the relationships between its components. Techniques include network analysis, clustering, and visualization which is used to find trends in scholarly articles. (Hafiz Muhammad Usman Khizar, 2024) Information distribution, topic trends, and networks that allow people to work together are examples of these patterns. Scientific mapping transforms raw publication data into knowledge that is useful to scholars, decision-makers, and organizations. The stakeholders can use this to help them understand difficult academic situations. In the scientific domain, the mix of statistics and pictures facilitates the relationship between data and decision-making. The papers were further refined through the use of subject categorization.

3.4 Performance Analysis Using Statistics:

This article offers a thorough explanation of the measurements and indicators related to scientific mapping performance analysis. The analysis of performance indicators is one of the most important ways to learn about the academic environment in a given discipline. The researchers discovered some intriguing results after looking at the citation summaries for a range of texts. The increasing number of pertinent publications produced each year, which highlights times of increased research effort and reveals trends that have emerged throughout time, is something the researchers point out. The amount of writing produced by the most prolific authors not only identifies the important scholars who are making progress in the area, but it also shows the impact they make.

3.5 Scientific Mapping: To examine the general structure and patterns of a particular field of study, the science indicators employ a broad range of analytical techniques. Using a thorough document-by-document citation analysis of top writers, we were able to identify notable scholars and their most cited works, allowing us to evaluate the importance of significant publications. As a

result, we were able to identify the names of important articles. Co-citation analysis gives academics the assistance they require to understand the relationships between their ideas by identifying patterns in the frequency with which the works of the authors who are quoted the most are cited together. Universities and sources are bibliographically linked through their mutually shared references to show the strength of their research networks and to show the collaborative linkages that occur between them. Similarly, the mapping of shared references between nations shows the country's bibliographic network, shedding light on the dynamics of international research interactions. In summary, the examination of keyword co-occurrence reveals the study's major problems and their connections, providing information on emerging trends and future keywords. (Muhammad Fahad Umer, 2021) By using network and density representations, these indicators, both separately and combined, offer a comprehensive understanding of the research environment.

4.RESULTS & DISCUSSION

1 Performance Analysis

4.1 Most Prominent Authors Documents

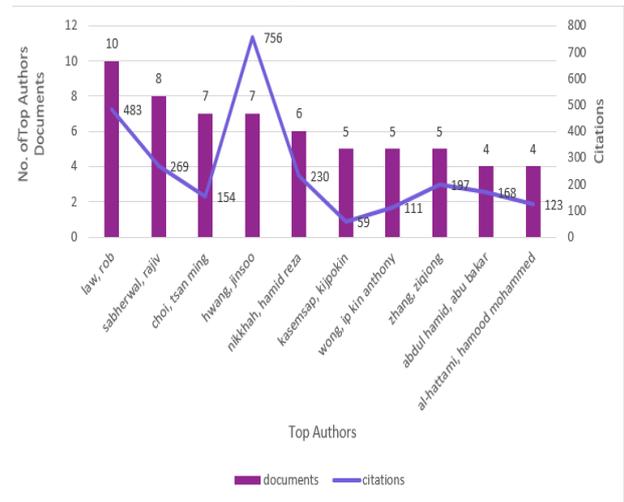


Figure 1 Most Prominent Author-wise documents

Source: Scopus database

This study seeks to consolidate existing information and establish a trajectory for the sustainable future of the Q-commerce business by analysing the works of leading writers based on document count and citations. In Figure 1, out of 3757, 252 met the criteria.

The analysis showed that this sector is growing quickly and that authors who work at the crossroads of technology, business, and law are making important contributions.

Figure 1 shows the top 10 writers by number of published works and their citation impact. This gives you a quick look at the most important voices in this field. Many major research streams may be identified from these writers' work.

The Technology and Operations Stream (Hwang, Sabherwal, Choi): This group, which regularly receives

the most citations (Hwang with 756), studies the most crucial aspects of Q-commerce: algorithms for managing inventory in dark stores, finding the best last-mile delivery route, strengthening the supply chain, and using AI and IoT to speed things up and improve efficiency. Q-commerce is explained by their work.

The Consumer Behavior and Marketing Stream (Law, Wong, Zhang): Rob Law and others (10 papers, 483 citations) do a lot of research on international marketing. Their research investigates technology acceptance models, cross-cultural factors influencing adoption, the impact of mobile marketing, and the determinants of consumer happiness and loyalty in a highly competitive landscape. They respond to the "who" and "why."

The Policy, Law, and Ethics Stream (Nikkhah, Abdul Hamid): This new field looks at the important outside effects of Q-commerce. This research examines the gig economy model, rider welfare and safety, data privacy issues stemming from extensive consumer data collection, and the sufficiency of current consumer protection legislation in governing rapid delivery services. They respond to inquiries on societal impact.

Authors Jinsoo Hwang, Rajiv Sabherwal, and Tsan Ming Choi, write about logistics, algorithms, supply chain management, and how to make operations more efficient. Papers that talk about the technical "how" of Q-commerce would list them together. Hwang, who has a lot of citations, would be a big, central node in this cluster, maybe even close to Sabherwal.

Marketing & Consumer Behavior: Authors Rob Law, Ip Kin Anthony Wong, Ziqiong Zhang. Their research on how people use technology, how companies market to people in other countries, and how people see products all fit together. Researchers examining the motivations behind consumer usage of these applications would reference this group. Law, being the most abundant, would serve as a significant node.

Law, Ethics, and Policy: Authors Hamid Reza Nikkhah, Abu Bakar Abdul Hamid, Hamood Mohammed Al-Hattami. This group looks at the effects on society and the law. Their co-citation power derives from publications about the law of the gig economy, regulatory frameworks, and protecting consumers. This group can be smaller and not as connected to the others, which could mean that it is a new yet niche sector.

Kijpokin Kasemsap is a case that is worth looking into. This writer often writes long review articles about how different technologies (such AI and the Internet of Things) may be used in business. Kasemsap might look like a connector node on the map, having connections to both the Operations cluster (for the technology) and the Marketing cluster (for the business application).

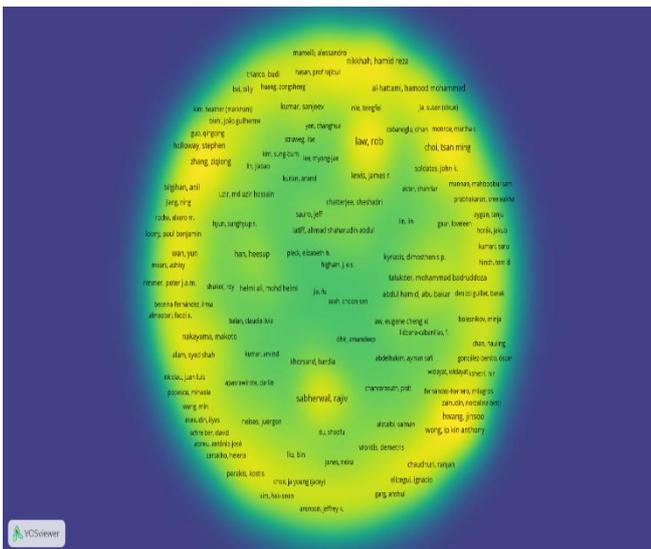


Figure 1.1 Prominent Author-wise documents using VOSviewer software density visualisation

Source: Scopus database

Scientific mapping is the process for creating visualizations that show how different scientific topics, authors, and ideas are connected in space. The main idea is that distance on the map shows how linked things are, and cluster density shows how mature and active a study theme is. In Figure 1.1, VOSviewer makes a network where the nodes are the authors (for example, Law, Hwang, Choi, and Nikkhah). Links/Edges correspond to the strength of the association between the two citations. They are quoted together more often if the circle is thicker. Clusters are groups of authors who are very co-cited and are automatically found by clustering algorithms. They frequently have different colors.

4.2 Document-wise Citations by Year

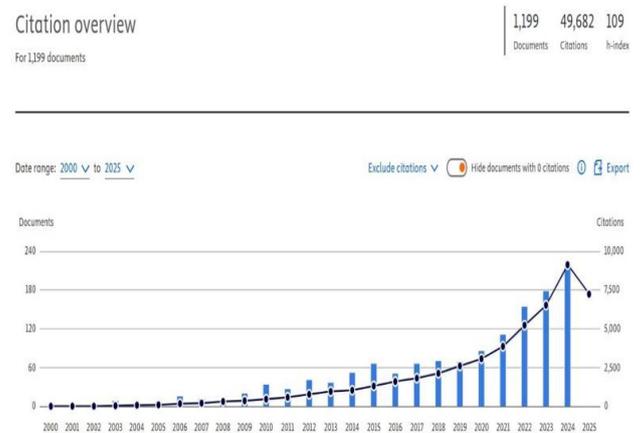


Figure 2 Document-wise Citation Analysis

Source: Scopus database

Out of 1518 documents, 1018 met the criteria. A summary of 1,199 documents, 49,682 citations, and 109 h-indexes is presented in the document-wise citations by year, Figure 2. It demonstrates a significant increase in the quantity of papers beginning in the year 2020. The year 2024 has the maximum number of documents, 217, and citations, 9135. There are 179 documents and 6524 citations for the year 2023. The year 2022 contains 155 documents and 5227 citations. It has 112 documents and

3866 citations for the year 2021. There are a few 86 documents and 3065 citations for the year 2020.

4.3 Popular Journal Sources Having Maximum Articles Published Annually

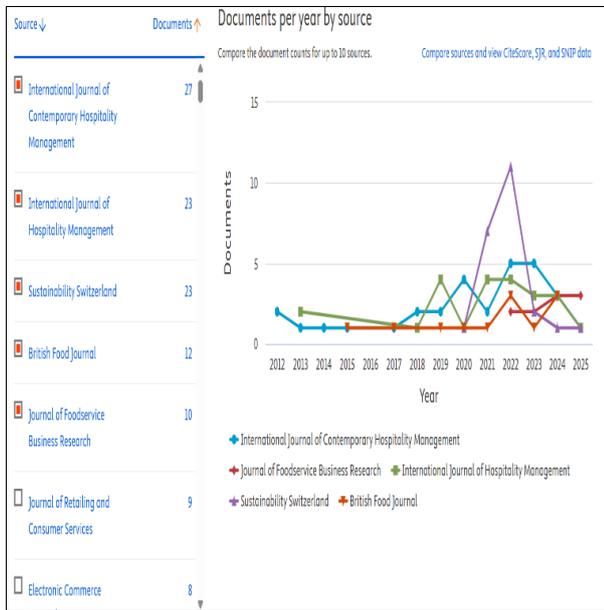


Figure 3 Top Journals Sources by Year

Source: Scopus database

In Figure 3 displayed journal sources out of 521. Top journals 74 achieved the criteria. The International Journal of Contemporary Hospitality Management (27 publications) focuses on applied research, empirical studies, and theoretical papers that connect scholars and hospitality managers. It addresses subject matter like marketing, strategic management, accounting, finance, and new ideas in the hotel industry. Its huge number of publications overlaps with rapid commerce in areas like technology adoption (such using AI in delivery services), how consumers act, and how well businesses run. Recent issues revolve around issues like how COVID-19 has affected the hospitality industry, digital transformation, and sustainability. These are all problems that rapid commerce faces.

The International Journal of Hospitality Management (23 publications) covers a wide range of fields, such as marketing, operational management, information technology, e-commerce, and the law. It is a top place to do research on technology-driven hospitality services, like logistics for swift commerce, customer satisfaction, and marketing techniques for foreign customers. It's ideal for studying platform-based delivery techniques since it emphasizes IT and e-commerce.

Sustainability (Switzerland) (23 publications) conducts cross-disciplinary research on environmental, cultural, economic, and social sustainability. It discusses renewable energy, sustainable development, and corporate social responsibility. Sustainable packaging, carbon footprint reduction, and ethical consumer

protection in fast commerce are topics of much discussion.

The Journal of Retailing and Consumer Services (9 publications) usually explores retail strategy, how customers act, the quality of service, and how different channels might work together. Its publications probably talk about rapid commerce from a retail point of view, including subjects like last-mile delivery, keeping customers, and combining online and offline channels. The journal's focus on consumer services fits well with rapid commerce's main purpose of making things easier. It also includes studies on how social media affects consumer choices, how to create confidence in e-commerce, and how AI may make shopping more personal.

Electronic Commerce Research (8 articles) examines fundamental enabling technologies of e-commerce and their societal, economic, and individual ramifications. It publishes both theoretical and empirical studies on subjects such as transformations in the digital economy, artificial intelligence, and consumer protection. Recent articles generally focus on trends in e-commerce, platform economies, and regulatory issues. This makes it a great place to do study on the legal and technology sides of fast commerce.

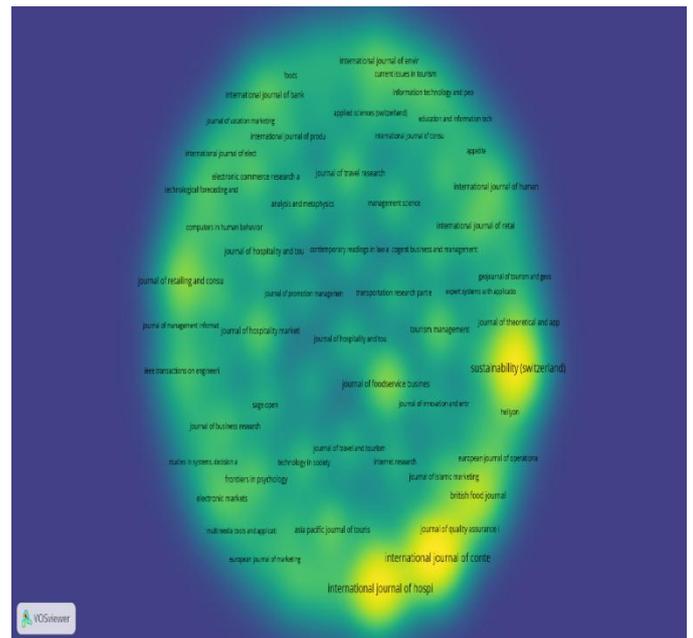


Figure 3.1 Top Journals Sources by Year in VOSviewer density visualisation

Source: Scopus database

Figure 3.1 illustrates the distribution of academic articles in key journals related to commerce, international marketing, consumer law, and economics indicates a shift in the research goals of the field and highlights its increasing interdisciplinary nature. It presents an analysis in density visualisation, of the leading journals categorized by their annual document publication volume. The yellow colour highlights top journals, their primary focus areas, the extent of their influence, and the

prevailing trends within the associated research.

4.4 Top Nations with Strongest Inter-bibliographical Connections

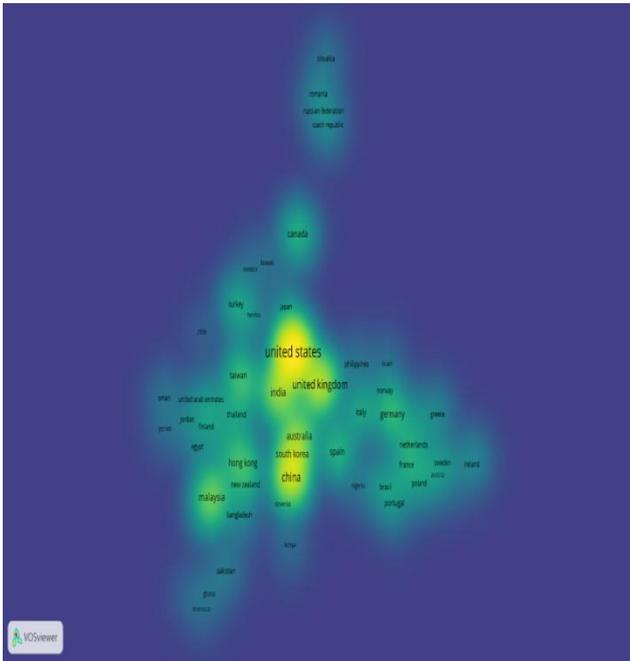


Figure 4 Top Nations with Strongest Inter-bibliographical Connections

Source: Scopus database

Figure 4 illustrates the countries that exhibit significant inter-bibliographic connections of countries in density visualisation. The bibliographic linking method is a bibliometric technique that assesses the extent of relationships among research entities, such as countries, organizations, or authors, by examining the references they share in common. By employing bibliographic coupling, it is possible to ascertain the quantity of shared references between two distinct objects, thereby illustrating the degree of comparability in their current studies. Bibliographic coupling, when applied to nations, illustrates the relationships between countries engaged in research on interconnected topics, highlights trends in collaboration, and outlines networks for knowledge exchange and the identification of new areas for exploration. The concept of "coupling strength" denotes the extent of shared references between two countries. An increased coupling strength signifies a more pronounced similarity in themes. Countries like USA, UK, China, India are grouped together based on comparable references and are identified as cluster groups of various colours.

In Table 1, out of 95 nations, 63 met the criteria in terms of the number of publications each have done within their respective fields.

#	country	documents	citations	total link strength	#	country	documents	citations	total link strength
1	United States	365	18610	6437	1	Canada	52	2633	997
2	China	187	5560	4503	2	Italy	39	1682	1977
3	United Kingdom	171	9132	3068	3	Taiwan	37	1316	975
4	India	114	2216	2430	4	Indonesia	36	210	443
5	Malaysia	92	2745	2280	5	Turkey	31	836	399
6	Australia	87	2959	1783	6	France	28	1917	1372
7	Germany	58	2139	1716	7	Thailand	27	274	1258
8	Hong Kong	58	2540	2201	8	New Zealand	23	667	398
9	Spain	54	2132	2028	9	Saudi Arabia	23	335	935
10	South Korea	53	2295	2941	10	Vietnam	23	309	507

Table 1 Top Nations with Documents, Citations and Total Link Strength (TLS)

Source: Scopus database

Table 1 illustrates the nations with documents citations & TLS. Here documents mean the number of scientific publications (articles, reviews, conference papers) originating from a country. This is a primary measure of research productivity. Citations mean the number of times those documents have been cited by other scholarly works. This is a key measure of research influence and impact. High citations suggest a country's work is foundational and being built upon by others. Total Link Strength (TLS) is a network metric. It measures the intensity of a country's collaboration with other countries. Researchers from a country with a high TLS often co-author articles with others. Globalization and collaboration are shown.

Table 1 examines each country's papers, viewpoints, and strengths.

The US leads with 365 Documents | 18,610 Citations | 6,437 TLS. US excels in all three domains. It leads in research productivity, has the highest effect (with ~51 citations per document), and serves as the global center for cooperation.

China leads productivity and teamwork with 187 Documents | 5,560 Citations | 4,503 TLS. Though high, its citation count is substantially lower than the US and UK. The citation-per-document rate (about 30) is excellent, but each work's average influence is not high.

UK (171 Documents | 9,132 Citations | 3,068 TLS) is the quality and effect superstar. Despite having fewer articles than China, the UK's research is referenced more. It has the highest citation-per-document rate, surpassing the US (~53). Its powerful TLS indicates worldwide partnership.

(114 documents | 2,216 citations | 2,430 TLS) India is very prolific (fourth in documents) and collaborates effectively with other nations. The total citation count is low,

connected, and central.

Only 694 of 6466 keywords reached the criteria in Table 2. "Commerce" has the highest TLS (819), which is significant. This makes it the principal center for almost all contemporary commerce. "Electronic commerce" is a subset of this umbrella. This is quick commerce's digital foundation. "Sales" happened often and has a high TLS, indicating that it is investigated from operational (facilitating) and strategic (enhancing) perspectives. Since "human" has a high TLS (676, second only to "commerce"), the research focuses on humans as customers and laborers (like gig economy riders). This is about how humans and technology interact, not simply cold technology. This group includes "consumer behavior" (understanding why people buy things), "customer satisfaction" (the desired outcome of a good experience), and "trust" (the basic feeling that makes e-commerce possible, especially in fast commerce where speed can make people worry about quality and safety). The company relies on "artificial intelligence". Its strong TLS implies it's not a specialized issue but is related to almost everything: logistics ("commerce," "sales"), personalization ("consumer behavior"), and system improvement. The engine powers everything. "Social media" is the best marketing and engagement tool. High TLS indicates it is studied as a strategy to improve "sales," develop "trust" in a company, alter "consumer behavior," and maintain "customer satisfaction" via service and advertising. The term "trust" has a high TLS, making it the strongest psychological connection between a company's actions (using AI, selling on social media) and its desired outcomes (happy consumers, repeat business, and sales).

5. CONCLUSION

This study found that Q-Commerce in International Marketing, Omnichannel Synergies, and Consumer Protection Law are necessary for success. The bibliometric analysis of research questions shows that Rob Law, Wong, and Zhang did considerable worldwide marketing research in the Consumer Behaviour and Marketing Stream. Jinsoo Hwang, Rajiv Sabherwal, and Tsan Ming Choi study logistics, algorithms, and supply chain management to improve operational efficiency. The study elucidates the mechanisms of Q-commerce. Scholars such as Hamid Reza Nikkhah, Abu Bakar Abdul Hamid, and Hamood Mohammed Al-Hattami examined the impacts on society and legal frameworks. Kijpokin Kasemsap frequently composes extensive review articles examining the potential applications of various technologies, such as AI and the Internet of Things, in the business sector.

In Figure 2 document-wise citations by year, displayed significant increase in the number of documents starting from the year 2020. The year 2024 recorded a total of 217 documents and 9,135 citations, marking the highest figures to date.

It is concluded from Figure 3 that "The International Journal of Contemporary Hospitality Management" leads with 27 publications links scholars and managers through applied research, empirical studies, covers marketing,

strategic management, accounting, finance, and hospitality innovation. Its large publication production coincides with rising commerce in technology adoption (such AI in delivery services), customer behaviour, and business performance.

From bibliographic inter-connections of countries as displayed in Figure 4 and Table 1, it is concluded that The United States has the most power and is the most important part of the global network. China is a huge producer that is deeply involved in global research and is gaining power. The United Kingdom with research quality & impact has the most important work per publication, setting the gold standard. India, emerging in productivity is a new and dynamic force that wants to have a bigger impact on the world. Malaysia has an efficient impact. it shows how to work together in a smart way to have a big effect. Australia comes out strong, with important research that includes both home and international effort in a good way. Germany with European quality has a focused, high-impact European leader who works well with others. Hong-Kong a global bridge is a great collaborator and a fast generator of world-class research. Spain's networked influence is deeply connected to global networks and does work that is widely cited. South Korea, through strategic collaboration, puts international ties above all else, making it a core point of connection.

The most occurring keywords in Figure 5 and Table 2, it is concluded that "Commerce" has the highest TLS (819), which is significant. This makes it the principal hub for almost all contemporary trade. "Electronic commerce" is a subset of this umbrella. This is quick commerce's digital foundation. "Sales" happened frequently and has a high TLS, indicating that it is investigated from operational (facilitating) and strategic (enhancing) perspectives. Since "human" has a high TLS (676, second only to "commerce"), the study focuses on humans as consumers and labourers. "consumer behaviour, "customer satisfaction" (the desired outcome of a good experience), and "trust" (the basic feeling that makes e-commerce possible, especially in fast commerce where speed can make people worry about quality and safety). The business relies on "artificial intelligence" as AI is connected to almost everything logistics, personalization and systems. "Social media" is the best marketing and engagement tool. Keyword "trust" reflects the psychological link between a company's actions and consumers.

According to the findings of the study, the achievement of a strategic equilibrium is necessary for the establishment of a sustainable future for Q-commerce. This balance requires data-driven international marketing, seamless omnichannel integration, and proactive consumer protection measures in the company's operational architecture.

A feature, not merely an app, Q-commerce will thrive in full omnichannel integration. Its value will increase if it boosts merchants and brands.

Proactive Consumer Protection must engage with politicians, legal experts, and labor activists to create

policies that protect consumers and workers without stifling innovation. Not a hindrance to success, but a necessary for legitimacy.

6. IMPLICATIONS

US institutions are probably deciding about the research agenda. Their high TLS reveals that they are not alone; they are actively bringing in and working with talent from all around the world, which makes their effect even bigger. China is quite interested in this sector, doing a lot of research and working on international projects. The focus may be on quick creation and use, with some efforts having a big impact and others adding to the body of work in the field. The UK research has a lot of power. There, universities and academics are doing important, high-quality work that is required reading for other scholars around the world. India is a new and active contributor that is strongly connected to the global research community. The lesser citation impact can mean that the research is fresher, more focused on a certain area, or not yet well-known to a wider worldwide audience. Malaysian institutions are putting a lot of emphasis on high-quality, collaborative research. They are successfully working with top countries to make work that gets noticed and cited. Australian research emerged as important and appreciated. It has a good ability to perform research in its own country and works well with researchers from other countries. German research is

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generally accurate, important, and done with others. They can be concentrating on certain areas of the profession where they have a lot of knowledge. Because Hong Kong is a special administrative province of China and a worldwide financial hub, its universities are in the perfect place to connect the East and West, making it easier for people to work together and do research that has a big impact. Spanish researchers are well-connected to research networks in Europe and around the world, and their work is always regarded as important. South Korea's strength comes from its thoroughly networked strategy. They might be using relationships with top US, UK, and Chinese institutes to make their research more productive and useful.

6.1 FUTURE RESEARCH

The future of Q-commerce will depend on whether it can grow beyond a "speed war" backed by venture capital into a long-term, responsible, and integrated part of the global retail ecosystem. Future research ought to investigate the environmental ramifications of Q-commerce logistics, the advancement of ethical AI for labour management, and comparative analyses of the adaption of consumer protection law across various jurisdictions.

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