Impact of Quick Commerce Delivery App Services on Brand Perception in the Grocery Sector for Lucknow

Saadgi Agarwal, Dr. Ashish Chandra

(Student, Amity Business School) (Assistant Professor, Amity Business School)
Amity University, Lucknow, Uttar Pradesh saadgiagarwal25@gmail.com , achandra@lko.amity.edu

ABSTRACT

The rapid digitalization of the Indian retail sector has significantly transformed grocery consumption patterns. The rise of quick commerce delivery apps like Blinkit, Zepto, and BigBasket—which guarantee lightning-fast delivery in 10 to 30 minutes—is one of the most noteworthy trends. With particular reference to Lucknow, this study investigates how consumer brand perception in the grocery industry is affected by quick commerce delivery services. The study looks into how brand impression, brand experimentation, and brand switching behavior are impacted by platform-related characteristics, such as discounts, delivery speed, product availability, digital interface, and platform trust.

The research design used was both descriptive and analytical. A structured questionnaire with 10 closed- ended questions was used to gather primary data from 50 respondents in Lucknow. Percentage analysis and interpretative appraisal were used to analyze the data. The theoretical framework was established through the use of secondary sources, including academic literature and industry reports.

The results show that consumer brand impression is greatly influenced by rapid commerce platforms. Delivery speed was found to be the second most important element influencing brand rating, behind discounts and promotional offers. Customers believe that freshness and better quality are associated with faster delivery. A steady decline in the number of people visiting conventional kirana shops was noted, as well as a transfer of trust from platform to brand. According to the study's findings, rapid commerce platforms serve as digital brand mediators in Lucknow's dynamic urban retail ecosystem.

Keywords: Quick Commerce, Brand Perception, Grocery Retail, Consumer Behavior, Digital Retail, Lucknow, Brand Switching

1.   INTRODUCTION

The Indian grocery retail sector accounts for nearly 60 percent of total retail expenditure, making it the largest segment within the country's retail industry (IBEF, 2023). Grocery selling in India has long depended on proximity, relationships built on trust, and regular purchase behavior, with neighborhood kirana businesses holding a dominant position. But during the past ten years, the retail industry has changed due to quick digitization, rising smartphone usage, and better logistics infrastructure.

One of the most disruptive elements in this change is the rise of platforms for speedy commerce delivery. A hyperlocal delivery strategy known as "quick commerce" ensures that groceries and other necessities will be delivered in ten to thirty minutes. Quick commerce places more emphasis on convenience and immediacy than typical e-commerce models, which prioritize bulk purchases and planned delivery times. BigBasket, Zepto, and Blinkit are just a few of the platforms that have rapidly spread throughout urban India, including Tier-2 cities like Lucknow.

According to industry reports, India's rapid commerce sector had a gross merchandise value (GMV) of roughly USD 6–7 billion in 2024, and by 2030, it is expected to have grown to USD 10 billion (Bain & Company, 2025; Mordor Intelligence, 2024). According to the Economic Times (2025), Blinkit has the biggest market share, followed by Zepto

and BigBasket. This swift expansion suggests that quick commerce represents a structural change in retail consumption rather than a passing fad.

The perception of a brand is significantly impacted by the transition from physical storefronts to digital channels. According to Aaker (1997), brand perception is the collection of opinions and impressions that customers form as a result of their interactions and experiences. In conventional retail settings, retailer suggestions, shelf placement, and packaging all affected how consumers perceived a brand. In quick commerce settings, digital interfaces, product rankings, promotional banners, and delivery performance shape consumer evaluation (Kotler & Keller, 2020).

Lucknow, a Tier-2 city that is rising quickly, offers a perfect setting for analyzing this shift. Even though traditional kirana shops are still open, more working adults, students, and nuclear families are adopting digital technology. The purpose of this study is to examine how consumer brand impression is impacted by swift commerce delivery applications in this dynamic retail setting.

Objectives of the Study

1.   To examine the impact of quick commerce delivery app services (Blinkit, Zepto, and BigBasket) on consumer brand perception in the grocery sector in Lucknow.

2.   To identify the key factors influencing consumer brand perception on quick commerce platforms, such as discounts, delivery speed, ratings and reviews, product availability, and platform trust.

3.   To analyze the effect of quick commerce delivery apps on brand switching behavior and consumer preference between app-based grocery shopping and traditional kirana stores.

2.   LITERATURE REVIEW

The rapid expansion of quick commerce platforms such as Blinkit, Zepto, and BigBasket has transformed grocery retail in India.The following review examines key theoretical and empirical insights relevant to the objectives of this study.

2.1   Impact of Quick Commerce on Brand Perception

Brand perception refers to the beliefs and impressions consumers develop about a brand (Aaker, 1997). According to Keller (1993), brand perception directly influences purchase intention and loyalty. In traditional grocery retail, brand perception was shaped by physical shelf placement, packaging, and retailer influence. However, in digital retail environments, brand exposure is controlled by platform algorithms, interface design, and promotional placement (Kotler & Keller, 2020).

Quick commerce platforms add another dimension by integrating service performance into brand evaluation. Delivery speed and order accuracy influence overall satisfaction. Parasuraman, Zeithaml, and Berry (1988) highlight that service quality significantly affects consumer perception. In grocery retail, faster delivery enhances freshness perception, thereby improving perceived brand quality.

Thus, quick commerce platforms influence brand perception not only through product presentation but also through service experience.

2.2   Factors Influencing Brand Perception on Quick Commerce Platforms

One of the primary factors influencing brand perception in digital retail is price promotion. Grewal, Monroe, and Krishnan (1998) explain that discounts increase perceived value and encourage purchase. In grocery categories, where products are low-involvement, promotional pricing plays a major role in influencing brand choice.

Delivery speed is another critical factor. According to Anderson and Sullivan (1993), positive service experiences enhance product evaluation. In quick commerce, speed becomes associated with efficiency and freshness.

Ratings and reviews also influence consumer perception. Kim, Ferrin, and Rao (2008) argue that online trust is strengthened through peer feedback. Since consumers cannot physically inspect products in digital environments, they rely on reviews to reduce uncertainty.

Platform trust further shapes brand perception. Gefen (2002) suggests that trust in an online platform reduces perceived risk and increases purchase intention. Consumers often transfer trust from the platform to the brands offered on it.

2.3   Brand Switching and Preference Shift

Digital platforms reduce switching barriers by enabling easy comparison of multiple brands. Bell, Chiang, and Padmanabhan (1999) state that promotional incentives increase brand switching behavior. Quick commerce platforms, through discounts and visibility, encourage experimentation.

Traditional kirana stores rely on familiarity and relationship-based trust. However, Reardon et al. (2020) argue that modern retail formats coexist with traditional stores rather than fully replacing them. In Tier-2 cities like Lucknow, consumers often adopt hybrid shopping behavior, using both digital apps and physical stores.

Therefore, quick commerce may reduce dependence on kirana stores for routine purchases while increasing brand experimentation.

4.   Research Methodology

4.1   Design of Research

A quantitative, descriptive survey method was used to study the impact of quick commerce delivery app services such as Blinkit, Zepto, and BigBasket on consumer brand perception in the grocery sector in Lucknow city. This method helped in understanding consumer opinions, preferences, and behavior regarding quick commerce platforms.

4.2   Methods of Sampling

A sample of 50 consumers was selected using convenience sampling. The respondents were chosen based on their availability and their usage of quick commerce delivery apps. The sample included students, working professionals, and household consumers living in Lucknow.

4.3   Data Collection Method

Primary data was collected using a structured questionnaire. The questionnaire contained 10 close-ended questions related to platform usage, brand perception, brand trust, and satisfaction. The questionnaire was distributed through online platforms such as Google Forms and personal contacts.

Secondary data was collected from books, research journals, industry reports, and reliable online sources to support the theoretical background of the study.

4.4 Gathering and Analysing Data

The collected data was organized and analysed using frequency and percentage methods. The results were presented through tables and charts to make interpretation easy. Graphical representation helped in understanding consumer preferences and behavioral patterns clearly.

4.5 Area of Study

The study was conducted in Lucknow city, focusing on consumers who use quick commerce delivery apps for grocery shopping.
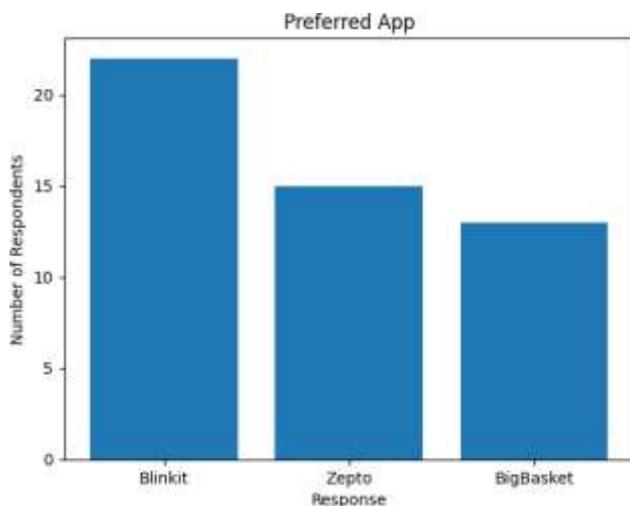
4.6 Sample Size

The total sample size for the study was 50 respondents.

5. DATA ANALYSIS AND INTERPRETATION

(Sample Size = 50, Study Area = Lucknow)

5.1 Preferred Quick Commerce App for Grocery Shopping

| Preferred Quick Commerce App in Lucknow		
Quick Commerce App	Number of Respondents	Percentage (%)
Blinkit	22	44%
Zepto	15	30%
BigBasket	13	26%
Total	**50**	**100%**

(Figure 1: Preferred Quick Commerce App) Interpretation:
Blinkit is the most preferred app among respondents, indicating higher trust, better service experience, and stronger brand visibility compared to Zepto and BigBasket.

5.2   Frequency of Using Quick Commerce Apps

| Frequency of Using Quick Commerce Apps		
Usage Frequency	Number of Respondents	Percentage (%)
Daily	10	20%
Weekly	25	50%
Occasionally	15	30%
Total	**50**	**100%**
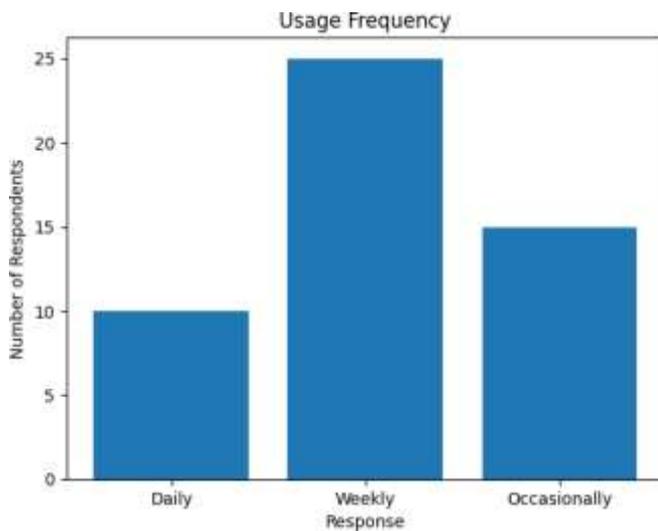
(Figure 2: Usage Frequency) Interpretation:
Most respondents use quick commerce apps weekly, showing that these platforms have become a regular part of grocery shopping habits.

5.3   Influence on your choice of brands for grocery

| Influence of Quick Commerce on Brand Choice		
Response	Number of Respondents	Percentage (%)
Yes	38	76%
No	12	24%
Total	**50**	**100%**
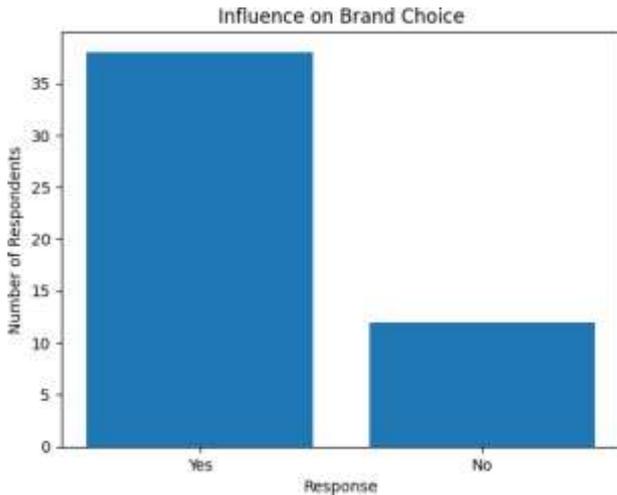
(Figure 3: Influence on Brand Choice)

Interpretation:

A majority of respondents reported that quick commerce apps influence their brand choices, showing that digital platforms play an important role in consumer decision-making.

5.4   Factor That Most Affects Brand Perception on Apps

| Key Factors Influencing Brand Perception		
Factor	Number of Respondents	Percentage (%)
Discounts & Offers	20	40%
Delivery Speed	12	24%
Ratings & Reviews	10	20%
Product Availability	8	16%
Total	**50**	**100%**
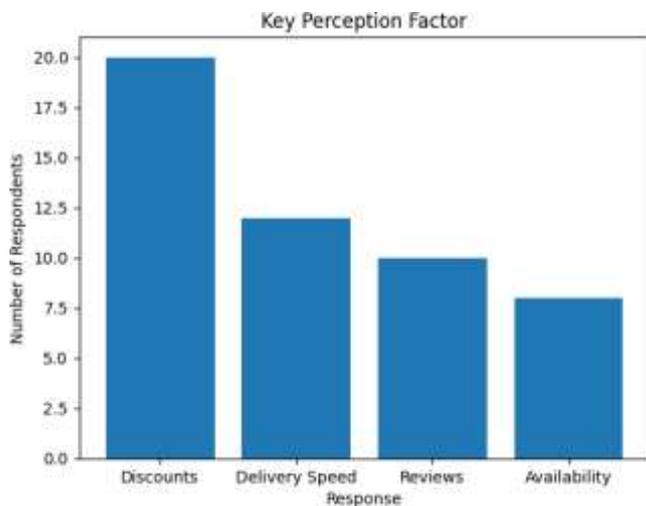
(Figure 4: Brand Perception Factors) Interpretation:
Discounts and promotional offers are the most influential factor, followed by delivery speed, ratings, and product availability, highlighting the importance of price and service quality.

5.5   Trial of new grocery brands due to quick commerce apps

| Trial of New Grocery Brands via Apps		
Response	**Number of Respondents**	**Percentage (%)**
Yes	35	70%
No	15	30%
Total	**50**	**100%**
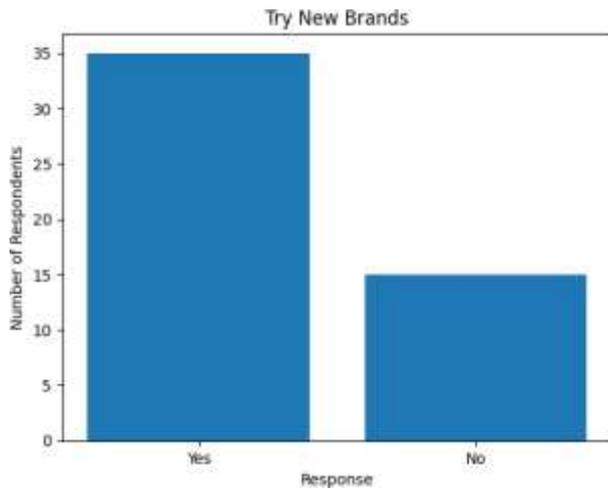
(Figure 5: Trial of New Brands) Interpretation:
Most respondents have tried new grocery brands due to quick commerce apps, indicating that these platforms encourage brand experimentation and switching.

5.6   Brands Trust through its apps

| Trust in Brands Purchased via Apps		
Response	**Number of Respondents**	**Percentage (%)**
Yes	30	60%
No	20	40%
Total	**50**	**100%**
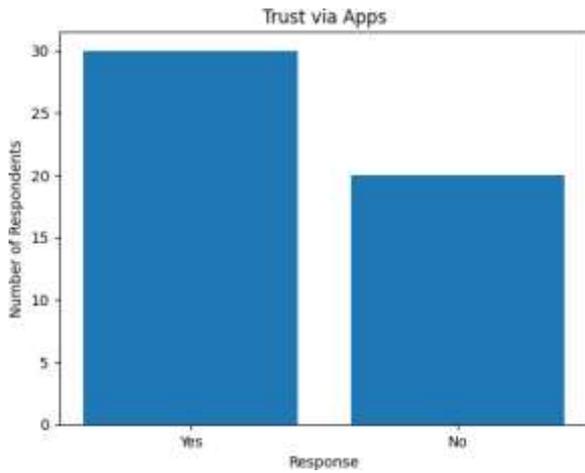
Trust via Apps

(Figure 6: Brand Trust via Apps) Interpretation:

More than half of the respondents trust brands purchased through quick commerce apps, showing that platform reliability increases brand trust.

5.7   Impact on Kirana stores

| Reduction in Kirana Store Visits		
Response	Number of Respondents	Percentage (%)
Yes	34	68%
No	16	32%
Total	**50**	**100%**

Reduced Kirana Visits
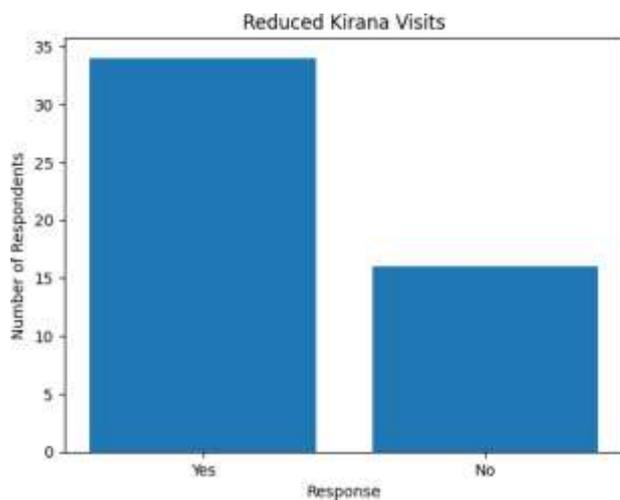
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Figure 7: Reduction in Kirana Visits) Interpretation:

Many respondents reported reduced visits to traditional kirana stores, indicating a gradual shift toward digital grocery shopping while kirana stores still remain relevant.

5.8   Best Brand Presentation

Best Platform for Brand Presentation		
Platform	**Number of Respondents**	**Percentage (%)**
Blinkit	21	42%
Zepto	14	28%
BigBasket	15	30%
Total	**50**	**100%**
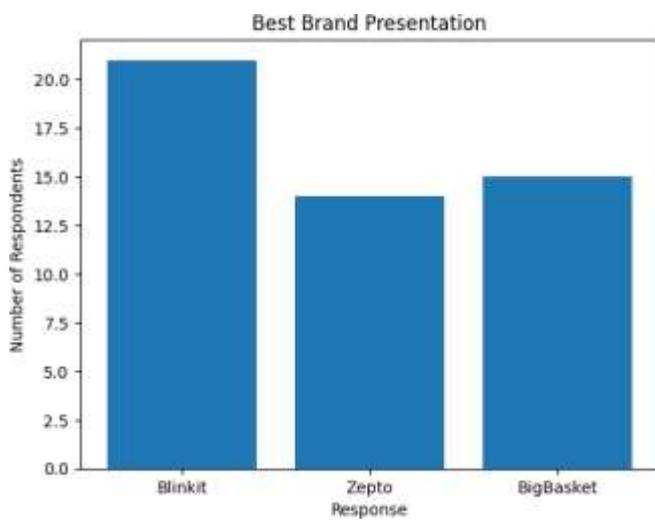
(Figure 8: Brand Presentation Comparison) Interpretation:

Blinkit is considered the best platform for brand presentation, suggesting that better app interface and product display improve brand perception.

5.9   How Fast Delivery Improve Perceived Brand Quality

| Fast Delivery Improves Perceived Brand Quality		
Response	**Number of Respondents**	**Percentage (%)**
Yes	37	74%
No	13	26%
Total	**50**	**100%**

(Figure 9: Delivery Speed vs Quality Perception Interpretation:
Most respondents believe fast delivery improves perceived freshness and quality, showing that delivery speed positively affects brand perception.

5.10 Overall Satisfaction with Grocery Brands on Quick Commerce Apps

Overall Satisfaction with Grocery Brands on Quick Commerce Apps		
Satisfaction Level	Number of Respondents	Percentage (%)
Highly Satisfied	18	36%
Satisfied	22	44%
Neutral	10	20%
Total	**50**	**100%**
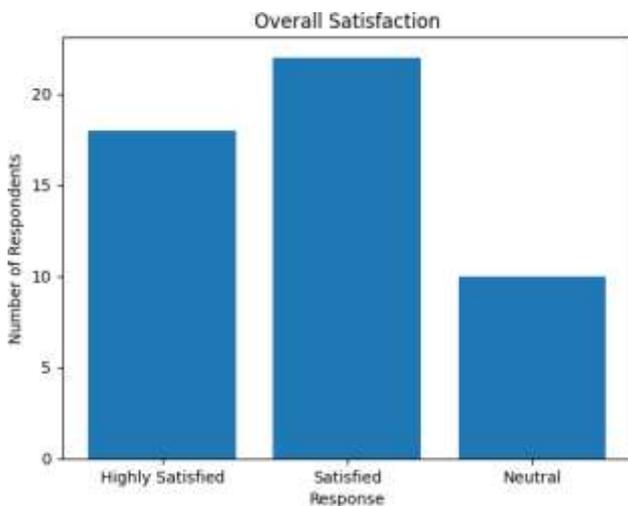
(Figure 10: Overall Satisfaction Level) Interpretation:
Most respondents are satisfied with grocery brands purchased through quick commerce apps, indicating strong acceptance and positive consumer experience.

6.   Findings

6.1   Quick Commerce Significantly Influences Brand Perception

The study establishes that quick commerce platforms actively shape consumer brand perception in Lucknow. Digital visibility, algorithmic ranking, and promotional placement influence purchasing decisions.

6.2   Price Sensitivity is the Primary Determinant

Discounts emerged as the most influential factor affecting brand perception. Consumers in Lucknow demonstrate strong price responsiveness in grocery purchases, suggesting that promotional strategies strongly impact brand evaluation.

6.3   Delivery Speed Enhances Perceived Freshness and Quality

Fast delivery significantly improves perceived product quality. Service efficiency directly influences brand equity formation in digital retail settings.

6.4   Increased Brand Experimentation

Consumers are more willing to try new brands due to reduced switching barriers, promotional incentives, and return policies. Quick commerce fosters a competitive and dynamic brand environment.

6.5   Trust Transfer from Platform to Brand

Consumers who trust quick commerce platforms extend that trust to grocery brands purchased through them. Secure payment systems and reliable logistics enhance overall credibility.

6.6   Gradual Shift from Kirana Stores

Quick commerce apps have reduced the frequency of visits to traditional Tirana stores. However, a hybrid retail model persists, where consumers combine digital convenience with traditional familiarity.

6.7   High Overall Consumer Satisfaction

High satisfaction levels indicate strong acceptance of quick commerce in Lucknow. Positive experiences reinforce repeat usage and long-term behavioral integration.

7.   DISCUSSION

The results are consistent with accepted ideas of marketing. According to brand perception theory, exposure and experience influence how consumers evaluate a brand (Aaker, 1997). Exposure occurs digitally rather than in person in fast-paced commercial settings.

The popularity of discounts is a reflection of how price-sensitive food shopping is. Long-term brand equity may be weakened by an over-reliance on discounts, even though promotions promote trial. The halo effect, in which service performance improves product evaluation, is demonstrated by the way delivery speed affects perceived quality (Anderson & Sullivan, 1993).

The evidence clearly shows trust transfer, which lends credence to the idea that platform credibility boosts brand credibility (Gefen, 2002). This implies that platform dependability and design are strategic advantages affecting brand impression.

Kirana stores and fast commerce coexisting suggests changing retail dynamics. Customers choose a hybrid consumption strategy that strikes a balance between familiarity and convenience rather than complete replacement.

All things considered, the report demonstrates how digital retail platforms are changing how people shop in Tier-2 cities like Lucknow.

8.   CONCLUSION

The study comes to the conclusion that consumer brand impression in Lucknow's grocery industry is significantly impacted by quick commerce delivery applications. These platforms affect brand visibility, experimentation, perceived quality, and trust by moving brand interaction from physical stores to digital interfaces.

Two important factors that influence how consumers perceive a brand are discounts and delivery time. Digital exposure boosts brand switching behavior, while trust transfer enhances brand credibility. Quick commerce platforms have emerged as the leading convenience-driven retail channels, even though traditional kirana shops are still open.

Quick commerce is predicted to have a greater impact on customer purchasing behavior and supermarket brand impression as it continues to grow throughout Tier-2 cities. Retailers and grocery brands need to adjust to this changing digital environment by increasing their online presence, upholding high standards of customer service, and cultivating customer loyalty.

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