


# Chapter 7

## Content Marketing as a Branding Tool for E–Grocery Applications in India

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### ABSTRACT

*Content marketing has emerged as a vital tool for branding in the rapidly evolving e-grocery sector in India. With increasing internet penetration and a shift towards online shopping, e-grocery applications are becoming a significant part of consumers' daily lives. This study explores the role of content marketing as a strategic branding tool for e-grocery platforms in India. It examines how content marketing influences consumer perceptions, enhances brand visibility, and builds trust among users. The research focuses on various content strategies employed by e-grocery apps, including educational content, product promotions, recipes, and customer success stories. The findings suggest that when executed well, content marketing can significantly contribute to brand recognition, customer retention, and market differentiation in the e-grocery industry. The study concludes by providing recommendations for e-grocery platforms to leverage content marketing more effectively for sustained brand growth in the competitive Indian market.*

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## INTRODUCTION

The e-grocery market in India has experienced exponential growth, driven by increasing internet penetration and the rise of smartphone usage. According to a report by Statista, the online grocery market in India was valued at \$3.95 billion in 2021 and was projected to reach \$18.2 billion by 2027, growing at a CAGR of 28% (Pandey, 2022). According to Statista, the worldwide online grocery market is projected to reach \$943.06 billion in 2025, with a user penetration of 21.9% and a projected average revenue per user (ARPU) of \$548.49. In India, the market is expected to reach \$40.06 billion in 2025, with quick commerce alone reaching over \$5 billion

The COVID-19 pandemic acted as a significant catalyst, accelerating this trend as consumers increasingly prioritised convenience, safety, and contactless transactions (Gupta et al., 2023). While urban areas, particularly metropolitan cities like Delhi, Mumbai, and Bangalore, have been the primary adopters, tier-2 and tier-3 cities are now emerging as the next frontier for growth, contributing significantly to market expansion (Redseer Strategy Consultants, 2023). This surge underscores the transformative potential of e-grocery platforms in reshaping India's retail landscape.

Several interrelated factors contribute to the rapid expansion of e-grocery services in India. Rising disposable incomes, changing consumer lifestyles, and the unparalleled convenience of doorstep delivery are key drivers. The proliferation of digital payment systems, particularly UPI, coupled with the strategic use of discounts and cashback offers, has made online grocery shopping more accessible and appealing (Kumar & Shah, 2022). A younger, tech-savvy demographic that highly values time efficiency forms a significant portion of the consumer base. Furthermore, platforms are increasingly integrating advanced technologies such as AI-driven recommendations for personalised shopping and IoT-enabled supply chain management to enhance operational efficiency, reliability, and scalability (Forrester, 2024).

The competitive landscape of e-grocery platforms in India is characterised by diverse business models, including inventory-based (e.g., Big Basket), marketplace (e.g., Amazon Fresh, Flipkart Supermart), and the rapidly growing quick commerce (q-commerce) model (e.g., Blinkit, Zepto, Swiggy Instamart). While inventory-based models ensure stringent quality control, marketplace models offer an extensive product range. The q-commerce model, with its promise of delivery within 10–30 minutes, is gaining remarkable traction among urban consumers seeking instant gratification (Bain & Company, 2023). To differentiate themselves in this crowded market, these platforms are intensely focusing on enhancing user experience through intuitive app design, personalised recommendations, and seamless navigation.

In this context, information quality—encompassing accurate product descriptions, high-resolution images, real-time stock updates, and transparent pricing—plays a

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