



A STUDY ON CUSTOMER PREFERENCE OF ZEPTO OVER ITS FASTEST DELIVERY METHOD IN COIMBATORE CITY

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ABSTRACT

The rapid evolution of e-commerce and consumer expectations has given rise to ultra-fast delivery services, with Zepto emerging as a prominent player in the Indian quick-commerce market. This study explores customer preferences for Zepto in Coimbatore city, with a specific focus on its fastest delivery method. Through a mixed-method approach combining surveys and interviews, the research aims to understand key factors influencing customer choice, such as delivery speed, product availability, user interface, pricing, and customer satisfaction. The findings reveal that while speed of delivery is a significant driver, other elements such as reliability, order accuracy, and customer service also play vital roles in customer loyalty and preference. The study offers insights into consumer behavior in the quick-commerce sector and provides strategic recommendations for enhancing service delivery and customer experience in competitive urban markets like Coimbatore.

INTRODUCTION OF THE STUDY

The growing trend towards online shopping and e-commerce, there has been a significant increase in demand for efficient and reliable delivery services. In recent years, the emergence of on-demand delivery services has revolutionized the way goods are delivered, allowing consumers to receive their purchases at their doorstep within hours of placing an order.

To address these challenges, Zepto has emerged as a promising on-demand delivery platform that focuses on providing fast, and convenient at grocery delivery services, Zep to grocery delivery aims to create a network of independent personals who can deliver packages within a few hours, using their own vehicles, and without the need for expensive infrastructure. The study will examine the key features and benefits of Zepto grocery delivery, including its delivery speed, cost-effectiveness, and accessibility. The research methodology for this study will include both qualitative and quantitative data analysis. Primary data has been collected through customers who have used Zepto.

STATEMENT OF THE PROBLEM

In ancient society we used traditional methods like Hotels & markets to purchase foods & Groceries then after some period we used Takeaway cultures And

Restaurants began offering home delivery, allowing customers to enjoy meals from the comfort of their homes. After sometime the advent of smartphones and the internet revolutionized online food purchasing. Apps like Swiggy and Zomato streamlined the process, making it easier for users to browse restaurant menus, order food, and track deliveries in real-time. But now a days we use zepto Recently, the demand for immediate gratification has led to the rise of rapid delivery services such as Zepto

which promise delivery within 10 minutes. This caters to consumers who require instant access to groceries and everyday essentials, reflecting a significant shift in consumer expectations around speed and convenience. Hence the researcher has taken an attempt to identify the customers preference towards Zeptos fastest service delivery method in Coimbatore city.

OBJECTIVES

1. To identify the level of awareness on Zepto among customers.
2. To analyse the factors which influence the customers to prefer Zepto fastest delivery service
3. To understand customer satisfaction with Zepto Fastest delivery service.

SCOPE OF STUDY

This study mainly focuses about the study of customer preference of zepto over its fastest delivery method in coimbatore city. The researchers can do further from this extent. This study has given the opportunity to the researchers to find the result of study of customer preference of zepto over its fastest delivery method in coimbatore city.

1. This research study will be helpful to the zepto company to identify the awareness level of customers towards the operations of the zepto. It will be useful for the company to formulate various marketing strategies to attract customers
2. It will be helpful for government to know about the growth of zepto delivery services in the current market and its revenue generation ,which intern brings revenue to the country in the form of taxes. for taxes through effective marketing.

1.5 RESEARCH METHODOLOGY

RESEARCH AREA :

This research study was conducted only in coimbatore city.

SAMPLE SIZE :

Sample size of this study is 60.

DATA COLLETION : PRIMARY DATA:

The primary data has been collected from 60 respondents by using questioner.

SECONDARY DATA:

The secondary data was collected from various sources like Articles, Journals, Websites.

TOOLS USED :

The tools used by,

1. Percentage analysis
2. Simple ranking analysis.

SAMPLING METHOD

Convenient random sampling method means.

Meaning:

Convenient Random Sampling is not a standard term in statistics, but it seems like a mix of Convenience Sampling and Random Sampling.

LIMITATIONS

- 1 Respondent's may or may not be correct.
- 2 Some respondent's refused to disclose the fact due to lack of time and interest.
- 3 The respondent's are restricted to 60 due to time constraints.
- 4 The study limit itself to the consumer in Coimbatore city. The results might vary if the study is conducted in different geographical location.

SCHEME OF THE REPORT

In order to present the study this study clearly, it is divided into five chapters along with tables to support the analysis and interpretation. The layout of this chapter is delineated below:

- **CHAPTER 1:** Introduction of the study, Statement of the problem, Objectives of the study, Limitations of the study and scheme of the report.
- **CHAPTER 2:** Review of the literature.
- **CHAPTER 3:** An overview about the zepto delivery service
- **CHAPTER 4:** Data analysis and interpretation.
- **CHAPTER 5:** Findings, suggestions and conclusion.

LITERATURE REVIEW

Mohammad Affan Akhtar & Md. Rashid Farooqi (2022) – "Online Consumer's Purchasing Behavior Towards E-Grocery Shopping"

The primary objective is to analyze consumer behavior towards e-grocery shopping, understanding factors influencing their purchasing decisions and preferences. The study uses a convenience sampling method to collect data from respondents who shop for groceries online. The sample size consists of 150 respondents, which were selected to provide insights into consumer behavior. Findings of the significant number of consumers prefer online grocery shopping due to convenience, time savings, and the ability to avoid crowded stores.

Clara's College of Commerce (2023) – "Consumer Buying Behavior - Zepto: One of the Fastest Delivery Platforms"

The main objective of the study is to understand consumer buying behavior towards Zepto's fast delivery services. It aims to analyze factors influencing consumers' preferences and satisfaction with the platform. The study uses a convenience sampling method, targeting respondents who are frequent users of Zepto. This method allows the collection of data from easily accessible consumers. The research involves a sample size of 150 respondents, providing insights into the behavior and preferences of Zepto users.

International Journal of Novel Research and Development (IJNRD) (2023) – "Impact of Online Grocery Shopping Apps on Consumption Patterns"

The study employs a convenience sampling method, targeting individuals who have experience using online grocery shopping applications. Data is collected through an online questionnaire distributed via social networking sites and emails, focusing on users who have installed and used these applications for purchasing groceries. The research includes 220 respondents from various regions, providing a diverse perspective on consumer behavior related to online grocery shopping.

OVERVIEW ABOUT ZEPTO FOOD DELIVERY SERVICES

Introduction to Food Delivery Services

Food delivery services have become an essential part of modern lifestyles, offering convenience and accessibility to customers by delivering restaurant meals, groceries, and essentials directly to their doorstep. These services operate through digital platforms, including mobile apps and websites, where users can browse menus, place orders, and track deliveries in real-time.

Types of Food Delivery Services

1 Restaurant-to-Consumer Delivery:

Restaurants manage their own delivery services or partner with third-party apps.

- Example: Domino's, Pizza Hut.

2 Platform-to-Consumer Delivery:

Aggregator platforms partner with multiple restaurants to offer a variety of choices.

- Example: Swiggy, Zomato, Uber Eats.

3 Cloud Kitchens and Virtual Restaurants:

Delivery-only kitchens without dine-in services, focusing entirely on online orders.

- Example: Rebel Foods (Faasos), EatSure.

History of Food Delivery Services

Food delivery services have a rich history that has evolved alongside advancements in transportation, technology, and consumer behavior. From traditional delivery methods to modern app-based platforms, the concept of delivering meals to consumers' homes has transformed significantly.

Mid 20th Century – The Rise of Telephone Orders

- **1920s-1930s:** The expansion of automobiles and telephones made restaurant deliveries more common, particularly in urban areas.
- **1944:** During World War II, soldiers' families in the UK used telephone-based delivery systems to send meals to military bases.
- **1950s:** In the USA, the concept of pizza delivery gained popularity, with chains like Domino's and Pizza Hut pioneering the service.

Late 20th Century – The Takeout Boom

- **1970s-1980s:** Fast food chains expanded delivery services, focusing on pizzas, burgers, and Chinese cuisine. Television advertisements further popularized the concept of takeout and home delivery.
- **1985:** In India, local restaurants started providing delivery services through phone orders.

Early 21st Century – Digital Transformation

- **2000s:** The rise of the internet led to the introduction of online food ordering websites. Platforms like Just Eat (UK) and Grubhub (USA) connected consumers with local restaurants.
- **2004:** Zomato was founded in India, initially as a restaurant discovery platform, before expanding into food delivery.
- **2020s:** The COVID-19 pandemic accelerated the growth of food delivery services. Contactless deliveries, safety protocols, and cloud kitchens became mainstream.
- **AI and Data Analytics:** Platforms now use artificial intelligence for personalized recommendations, optimized delivery routes, and dynamic pricing.
- **Quick-Commerce:** Companies like Zepto and Blinkit introduced 10-minute delivery services for groceries and essentials.

How Zepto Achieves 10-Minute Deliveries

1. **Dark Stores:**
 - Zepto operates a network of micro-warehouses (dark stores) located in densely populated areas.
 - Each dark store covers a delivery radius of 2-3 km to ensure faster order fulfillment.
2. **AI-Powered Operations:**
 - Zepto uses AI algorithms for route optimization, real-time traffic analysis, and demand prediction.
 - Inventory is managed using predictive analytics to minimize stockouts and maximize efficiency.
3. **Hyperlocal Model:**
 - Orders are assigned to the nearest dark store and delivered using a hub- and-spoke model.
 - Delivery executives are strategically positioned across zones to reduce transit time.
4. **Lean Product Catalog:**
 - Zepto offers a curated selection of around 2,500-3,000 essential items instead of an extensive catalog, making order picking and packing faster.
5. **Efficient Workforce Management:**
 - Delivery partners are equipped with optimized delivery routes and time management systems.

Factors Driving Zepto's Growth

1. **Post-Pandemic Behavior:**
 - COVID-19 shifted consumer preference toward contactless deliveries and convenience, accelerating q-commerce adoption.
2. **Urban Lifestyle Changes:**
 - Rapid urbanization, busy schedules, and nuclear family structures have increased the demand for instant grocery delivery.
3. **Competitive Pricing:**
 - Zepto offers competitive prices and frequent discounts, making it a preferred choice over traditional stores.
4. **Investor Support:**
 - With multiple rounds of funding from global investors, Zepto has expanded to major Indian cities and continues its aggressive growth strategy.

Zepto Facing Consequences and Challenges in the 10-Minutes Delivery services

While Zepto has successfully established itself as a major player in the quick-commerce space, delivering groceries within 10 minutes, its aggressive expansion and ultra-fast delivery model come with challenges. Competing against giants like Blinkit (Zomato-owned), Swiggy Instamart, and BigBasket Now, Zepto faces several hurdles.

FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

1. Majority(55%) of the respondent belongs to the gender is male
2. Majority (43.3%) of the respondent belongs to the age is 21-30 years
3. .Majority (58.3%) of the respondents belongs to the martial status is married.
4. Majority (55%) of the respondents belongs to the education qualification is undergraduate.

5. Majority (33%) of the respondents belongs to the occupations is private employee
6. Majority (55%) of the respondents belong to the family size is 4-6 members.
7. Majority (53.3%) of the respondents belongs to the family type is nuclear family.
8. Majority (28.3%) of the respondents aware about zepto through social media
9. Majority (48.3%) of the respondents stated the importance of fastest delivery in grocery products is
10. somewhat important
11. Majority (46.7%) of the respondents through somewhat important in zepto delivery time. 11) Majority (45%) of the respondents stated that they will prefer same price in price comparing. 12) majority (65%) of the respondents are satisfied through the ordering process followed by
12. satisfaction level of zepto delivery services
13. Majority of the respondent gave first rank to the speed of delivery through zepto motivates the customer to choose delivery services
14. Majority (56.6%) of the respondents told partners with local stores through overcome the difficulties faced zepto.
15. Majority (53.3%) of the respondents are stated contact customer support to takes longer than expected to deliver
16. Majority (40%) of the respondents told clothing & accessories to add more products.
17. Majority (50%) of the respondents stated strongly some what influence any decision discounts or bundle offers influence your decision to use

CONCUSION

The study on customer preference for Zepto's fastest delivery method in Coimbatore highlights the growing demand for quick and efficient delivery services. Findings suggest that factors such as delivery speed, reliability, affordability, and customer service play a crucial role in shaping consumer preferences. While Zepto has successfully positioned itself as a fast and convenient option, there is still scope for improvement in areas like delivery accuracy, real-time tracking, and customer engagement. By addressing these factors and continuously enhancing service quality, Zepto can strengthen its market presence and maintain customer satisfaction in Coimbatore's competitive quick-commerce industry.

SUGGESTION

- To enhance customer preference for Zepto's fastest delivery method in Coimbatore, it is essential to ensure consistent and reliable delivery times, as delays can affect customer trust.
- Optimizing logistics by expanding delivery hubs and improving route efficiency can further streamline the service. Providing real-time tracking with accurate estimated delivery times will enhance customer engagement and satisfaction.
- Additionally, personalized promotions, discounts, and loyalty programs for frequent users can encourage repeat usage and brand loyalty.
- Strengthening customer service through quick and efficient support via chat, call, and email will help address concerns proactively.
- Ensuring high product quality and secure packaging will further enhance the overall experience.
- Regularly gathering customer feedback through surveys and reviews can help identify areas of improvement, allowing Zepto to adapt to evolving consumer expectations.
- Expanding the product range to include more local and niche items can attract a wider customer base, while effective marketing strategies, such as social media campaigns and referral incentives, can boost brand awareness and customer acquisition in Coimbatore.

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