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A STUDY ON CUSTOMERS AWARENESS AND SATISFACTION LEVEL OF ZEPTO Q - COMMERCE PLATFORM IN COIMBATORE CITY.

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ABSTRACT

In today's digital world, the Internet plays a vital role in transforming shopping habits. Zepto is one of the leading Q-commerce platforms in India and it is also known for 10-minute delivery service in big cities. With the rise of online services, people now prefer purchasing groceries through digital platforms. The objective of this study is to identify the customer awareness and satisfaction levels of Zepto (Q-Commerce) in Coimbatore city. It highlights customer preferences, factors influencing usage, and suggests improvements to enhance service quality in emerging markets.

Key Words: Zepto, Online Shopping, Q-Commerce, Fast Delivery.

INTRODUCTION

Quick Commerce is a rapidly growing segment of e-commerce focused on delivery of goods quickly within 10 minutes. It differs from traditional e-commerce by focusing on speed and convenience, especially for essential items and groceries, often within 30 minutes or less. This is achieved through strategies like hyperlocal delivery networks, dark stores (small fulfillment centers), and advanced logistics.

Zepto was founded in 2021 by Aadit Palicha and Kaivalya Vohra, two young entrepreneurs Who came up with the idea of a seamless, technology-based delivery system for local areas. The company operates through a network of dark stores, strategically located in major metropolitan areas, to ensure rapid order fulfillment.

STATEMENT OF THE PROBLEM

Quick Commerce has transformed retail with fast deliveries. Zepto, known for delivering groceries within 10 minutes, has gained attention in Coimbatore. This study explores customer awareness and satisfaction regarding its services. Factors like pricing, product quality, and delivery speed This study explores these aspects.

1. What is the awareness level of customers regarding the Zepto Q-commerce platform in Coimbatore city ?
2. What factors influence customers' decision to purchase from the Zepto Q-commerce platform?

SCOPE OF THE STUDY

In the present study, an attempt has been made to analyse the customer awareness and satisfaction level of Zepto (Q-Commerce).

OBJECTIVE OF THE STUDY

- To assess the customer's awareness level of Zepto.
- To identify the factor influencing the respondents' decision to purchase over Zepto.
- To trace out the challenges faced while purchasing products on Zepto.

RESEARCH METHODOLOGY

Research methodology is a procedure for collecting , analysing and interpreting the data. It provides the framework that guides the study and valid results.

RESEARCH DESIGN

- **Sampling size:** 110 Respondents
- **Sampling Technique:** Convenience Sampling Technique
- **Statistical Tools used:** Percentage Analysis, Ranking Analysis, Likert Scale Analysis.
- **Primary data:** Collected 110 respondents.
- **Secondary data:** Journal , books and websites.

LIMITATIONS OF THE STUDY

- This study is limited to Coimbatore city only.
- The sample size is restricted to 110 respondents.
- The study depends on responses from a specific group of users, which may not fully represent the diverse demographics of Zepto's customer base in Coimbatore city.

FINDING AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:

PERCENTAGE = NUMBER OF RESPONDENTS / TOTAL NUMBER * 100

INTERROGATION	RESPONSE	FREQUENCY	PERCENTAGE
Provide fast delivery	Yes	75	68.2
	No	17	15.4
	Maybe	18	16.4
	TOTAL	110	100
Service available in coimbatore city	Yes	80	72.7
	No	30	27.3
	TOTAL	110	100
Zepto online grocery shopping	Yes	39	35.5
	No	42	38.2
	Maybe	29	26.4
	TOTAL	110	100
Price comparison	Always	21	19.1
	Sometimes	56	50.9

	Rarely	22	20
	Never	11	10
	TOTAL	110	100

INTERPRETATION:

- A majority (68.2%) of respondents are aware that Zepto provides a fast 10-minute delivery service
- Most respondents (72.7%) are aware that Zepto is available in Coimbatore, indicating strong market awareness.
- A significant portion (38.2%) have not used Zepto for online grocery shopping, showing potential for increased customer acquisition.
- Most respondents (50.9%) sometimes compare Zepto's prices with other platforms, while 19.1% always do.

RANKING ANALYSIS:

TABLE SHOWING THE FACTORS INFLUENCING ZEPTO USAGE

S.NO	FACTORS INFLUENCING	NO.OF RESPONDENT	PERCENTAGE (%)	RANK
1	Customer service	40	36.4	1th
2	Fast Delivery	36	32.7	2nd
3	Easy-to-use App	36	32.7	2nd
4	Product Quality	36	32.7	2nd
5	Price & Discounts	34	30.9	5th
6	Availability of Products	30	27.3	6th

INTERPRETATION

Customer service ranks 1st (36.4%) as the key factor for Zepto usage, followed by fast delivery, product quality, and app ease at 2nd (32.7%). Price & discounts rank 5th (30.9%) and product availability 6th (27.3%)

LIKERT SCALE ANALYSIS

$$\text{Likert Scale} = \sum (F \times X) / \text{TOTAL NUMBER OF RESPONDENTS} * 100$$

Parameter	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very Dissatisfied (1)	Total Respondents	Total	Likert Value
Delivery Speed	28	23	20	13	26	110	344	3.13
Product Availability	16	39	18	23	14	110	350	3.19
Pricing and Discount	22	25	32	18	23	110	365	3.32
Customer Service	12	34	22	22	20	110	326	2.97
Product Quality	29	32	13	15	21	110	363	3.30

INTERPRETATION

The survey findings indicate that customers are satisfied with various aspects of Zepto's service. Delivery speed received a Likert value of 3.13, slightly above the midpoint, suggesting moderate satisfaction. Similarly, product availability scored 3.19, reflecting a generally positive experience. Pricing and discounts performed well with a score of 3.32. In contrast, customer support service received a score of 2.97, slightly below the midpoint, suggesting dissatisfaction in this area and highlighting the need for improvement. Lastly, product quality earned a Likert value of 3.30, showing overall customer satisfaction with the quality of products offered.

SUGGESTION

Zepto can improve market position in Coimbatore by expanding more locations and delivery areas and offering 24/7 service. It should focus on better marketing, promotions, to attract more customers. Providing discounts and offers can encourage repeat orders. Zepto can improve better storage, packaging, and freshness for fruits and vegetables. Lastly, adding more products and maintaining good service quality will help increase customer satisfaction and loyalty.

CONCLUSION

The study shows that customers in Coimbatore are aware of Zepto's fast delivery and convenience, which drive usage. However, improvements in product availability, customer service, and delivery efficiency are needed. Zepto can boost customer satisfaction, strengthen brand loyalty, and expand its market reach in Coimbatore's growing Q-commerce sector.

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