A STUDY ON CONSUMER PERCEPTION AND LEVEL OF SATISFACTION ON ONLINE GROCERY MARKET SPECIAL REFERENCE TO ZEPTO

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ABSTRACT:

The online grocery market in India is experiencing exponential growth, driven by technological innovation and shifting consumer behavior. Zepto, a prominent player in the quick commerce segment, has gained attention with its unique 10-minute delivery promise. This study explores consumer perception and satisfaction with Zepto's services, aiming to understand the key factors that influence customer experience in this rapidly evolving sector. A structured questionnaire was administered to 103 respondents, and the data was analyzed using statistical tools such as simple percentage analysis, Chi-square test, and ANOVA. The study reveals varying levels of consumer awareness and satisfaction, highlighting both the strengths and challenges of Zepto's service model. Insights from this research are valuable for refining Zepto's customer engagement strategies and enhancing its competitive positioning in the online grocery market.

INTRODUCTION

The rapid growth of India's online grocery market has been driven by technological advancements and changing consumer preferences. Among the emerging players, Zepto stands out with its promise of 10-minute deliveries, aiming to revolutionize grocery shopping for urban consumers. However, consumer satisfaction remains a complex issue, with feedback ranging from praise for swift delivery to concerns about product quality, customer support, and pricing. This study examines consumer perceptions and satisfaction levels with Zepto, exploring the factors influencing their experiences in the context of India's evolving online grocery landscape. Understanding these dynamics is crucial for Zepto to refine its service offerings and sustain its competitive edge in a fast-growing market.

STATEMENT OF PROBLEM:

In the rapidly evolving landscape of online grocery delivery, understanding consumer intention and the strategic approaches adopted by companies like Zepto is pivotal for enhancing customer satisfaction and loyalty. Despite the burgeoning growth of quick commerce, there is a significant knowledge gap regarding the factors influencing consumer purchasing decisions and the effectiveness of Zepto's marketing strategies in addressing these factors.

OBJECTIVES:

- To analysis the consumer awareness about zepto
- To identify the consumers perception and level of satisfaction about zepto
- To identify the redressed mechanism for consumers

METHODOLOGY:

Research methodology is the scientific and systematic process employed to carry out research studies. It includes the principles, procedures, and techniques utilized to gather, analyze, and interpret data to solve research problems or test hypotheses. This chapter deals with the analysis and interpretation of the study on the topic, "**A Study On Consumer Perception And Level Of Satisfaction On online grocery market special reference to Zepto**", is presented based on a sample of 103 respondents. The collected data are classified and tabulated.

The data analysed using the following statistical tools:

- **Simple percentage**
- **Chi-Square**
- **Anova**

RESULTS AND FINDINGS:

AGE	FREQUENCY	PERCENTAGE
below 18	2	1.9
18-25	86	83.5
26-35	15	14.6
Total	103	100

GENDER	FREQUENCY	PERCENTAGE
Male	68	66
Female	35	34
Total	103	100

OCCUPATION	FREQUENCY	PERCENTAGE
Student	59	57.3
Working Professional	42	40.8
Business Owner	2	1.9
Total	103	100

RESIDENTIAL AREA	FREQUENCY	PERCENTAGE
rural	37	35.9
urban	66	64.1
Total	103	100

INTERPRETATION OF THE DATA

1. Age

The data shows that the vast majority of respondents (83.5%) are aged **18–25**. This indicates that the sample is predominantly **young adults**, possibly college or university students. Only a small percentage are below 18 (1.9%) or in the 26–35 range (14.6%). This age concentration suggests that any conclusions drawn from this data are most relevant to the youth demographic.

2. Gender

There is a higher number of **male respondents (66%)** compared to **female respondents (34%)**. This imbalance might reflect either the actual demographic makeup of the target population or a response bias. If this data is meant to be generalizable, gender representation should be taken into consideration.

3. Occupation

A majority (57.3%) of the respondents are **students**, aligning with the dominant 18–25 age group. **Working professionals** make up 40.8%, indicating a significant number of young working individuals. Very few respondents (1.9%) are **business owners**, suggesting limited entrepreneurial representation in this sample.

4. Residential Area

The majority of respondents (64.1%) are from **urban areas**, while 35.9% are from **rural areas**. This urban skew might influence preferences, behavior, and access to services, and should be considered when interpreting the data in a broader context.

ANALYSIS

### 1. TO ANALYSIS THE CONSUMER AWARENESS ABOUT ZEPTO.

BEFORE USING ZEPTO, WERE YOU AWARE OF ITS 10-MINUTE DELIVERY SERVICE?

The awareness of Zepto's 10-minute delivery service before use is a crucial factor in understanding user expectations and perceptions. In this survey, **71.8%** of respondents reported being aware of Zepto's 10-minute delivery service before using the platform, while **28.2%** were not. This indicates that the majority of users were familiar with Zepto's key selling point, which likely influenced their decision to choose the service, while a smaller segment was unaware of this feature prior to using the app.

Aware	Frequency	Percent
Yes	74	71.8
no	29	28.2
Total	103	100.0

INTERPRETATION:

A significant majority (71.8%) of respondents were aware of Zepto's 10-minute delivery service before using it, while 28.2% were not aware. This indicates that most users were already familiar with the service's quick delivery promise before trying it.

Histogram

Mean =1.28
Std. Dev. =0.452
N =103

Before using Zepto, were you aware of its 10-minute delivery service?
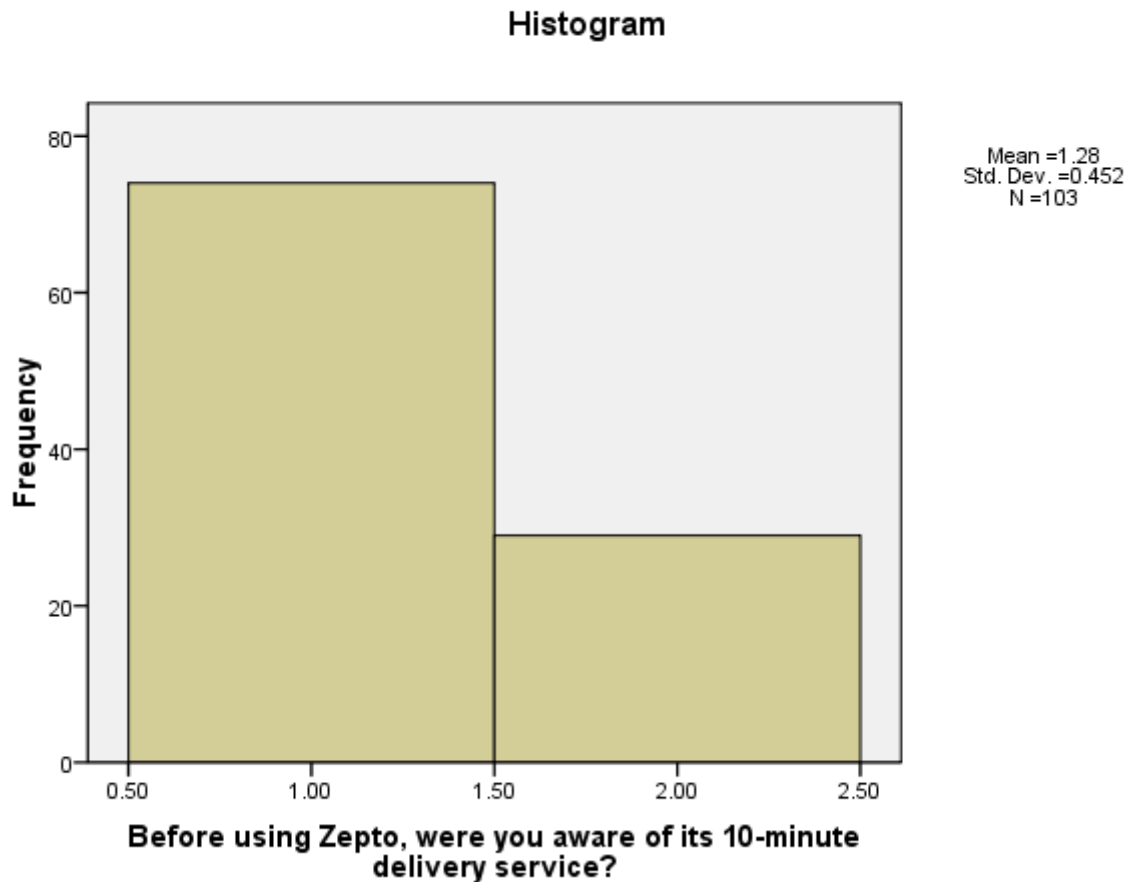
FINDINGS

- A significant majority (71.8%) of respondents were aware of Zepto's 10-minute delivery service before using the app, indicating strong brand visibility and effective communication of its core value proposition. This awareness likely influenced their decision to try the service, highlighting the importance of Zepto's fast delivery as a key driver of user acquisition.

- However, 28.2% of users were not aware of the 10-minute delivery feature prior to using the platform, suggesting that while Zepto has achieved substantial market reach, there is still potential to improve awareness through targeted marketing efforts, especially among less-informed or new user segments.

  2. TO IDENTIFY THE CONSUMERS PERCEPTION AND LEVEL OF SATISFACTION ABOUT ZEPTO

HOW DO YOU RATE THE PRODUCT QUALITY OF ITEMS DELIVERED BY ZEPTO?

The survey also examined how users rate the product quality of items delivered by Zepto, based on gender. Among **Male** respondents, **29** rated the quality as **excellent**, **26** as **good**, **10** as **average**, and **3** as **poor**. Among **Female** respondents, **18** rated the quality as **excellent**, **10** as **good**, **6** as **average**, and **1** as **poor**. This indicates that the

majority of both male and female users are satisfied with the product quality, with males showing a slightly higher percentage of excellent ratings compared to females

Gender * How do you rate the product quality of items delivered by Zepto? Crosstabulation

Count		How do you rate the product quality of items delivered by Zepto?				Total
		excelent	good	average	poor	
Gender	Male	29	26	10	3	68
	Female	18	10	6	1	35
Total		47	36	16	4	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.240[a]	3	.743
Likelihood Ratio	1.260	3	.739
Linear-by-Linear Association	.285	1	.593
N of Valid Cases	103		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.36.

INTERPRETATION

- The Chi-Square Test results indicate that there is no significant difference in how males and females rate the product quality of Zepto deliveries. The p-value for the Pearson Chi-Square (0.743) is much greater than the typical alpha level of 0.05, suggesting that gender does not have a statistically significant impact on product quality ratings.
- The expected counts for some cells are low (25% of cells have an expected count less than 5), which can affect the reliability of the test, but the high p-value still suggests that gender does not significantly influence product quality perceptions.

In conclusion, **gender does not appear to affect the rating of product quality delivered by Zepto** in this sample.

FINDINGS

1. **High Overall Satisfaction:**
   A majority of respondents rated Zepto's product quality positively — 47 rated it as excellent and 36 as good, indicating strong overall satisfaction among users.

2. **No Significant Gender Difference:**
   The Chi-Square test (p = 0.743) shows no statistically significant difference in product quality ratings between male and female respondents. This suggests that gender does not influence consumer perception of product quality in this case.
3. To identify the redressed mechanism for consumers.
4. **TO IDENTIFY THE REDRESSED MECHANISM FOR CONSUMERS**

HOW SATISFIES ARE YOU WITH ZEPTO'S DELIVERY TIME?

The Tukey HSD test was used to assess differences in satisfaction with Zepto's delivery time across three age groups: below 18, 18-25, and 26-35. The results show no significant differences in satisfaction between the groups, as all p-values exceeded the 0.05 threshold. This suggests that age does not play a major role in shaping consumer perceptions of Zepto's delivery time, with similar levels of satisfaction observed across all age categories.

Post Hoc Tests

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
below 18	18-25	-.68605	.51839	.386	-1.9193	.5473
	26-35	-1.00000	.54556	.164	-2.2979	.2979
18-25	below 18	.68605	.51839	.386	-.5473	1.9193
	26-35	-.31395	.20279	.273	-.7964	.1685
26-35	below 18	1.00000	.54556	.164	-.2979	2.2979
	18-25	.31395	.20279	.273	-.1685	.7964

Homogeneous Subsets

Age	N	Subset for alpha = 0.05
		1
below 18	2	1.0000
18-25	86	1.6860
26-35	15	2.0000
Sig.		.072

Means for groups in homogeneous subsets are displayed.

INTERPRETATION

There are **no significant differences** in satisfaction with Zepto's delivery time between the age groups, although **older users (26-35)** tend to report slightly higher satisfaction than younger users (below 18). The satisfaction levels are fairly similar across the groups.

FINDINGS

Consistent Satisfaction Across Age Groups:
The Tukey HSD test revealed no statistically significant difference in satisfaction with Zepto's delivery time across age groups (below 18, 18–25, and 26–35), with all p-values greater than 0.05. This indicates that age does not influence consumer satisfaction with delivery time — a key factor in customer satisfaction and potential complaints.

Low Need for Delivery-Related Redressal Across Demographics:
Since all age groups show comparable and generally positive satisfaction levels, it can be inferred that delivery performance is consistent and not a major source of complaints among any particular age segment. This suggests that Zepto's redressal mechanism is less frequently engaged for delivery time issues, reflecting strong operational efficiency in this area.

CONCLUSION:

The study reveals that most consumers are aware of Zepto's 10-minute delivery promise, reflecting strong brand visibility. Overall, users reported high satisfaction with product quality and delivery time, with no significant differences across gender or age groups. The redressal mechanism was less frequently used, as fewer users faced issues. However, awareness of complaint-handling procedures could be improved. Zepto is seen as a reliable and efficient service, and enhancing its customer support communication can further boost consumer trust and satisfaction.

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