

# **Customer Perceptions, Satisfaction Levels and Challenges Using Zepto in Coimbatore City**

**Dr. G. Kavitha<sup>1</sup> and Samiksha A<sup>2</sup>**

Associate Professor & Head, Department of B. Com CMA<sup>1</sup>

Student, III B. Com CMA<sup>2</sup>

Sri Ramakrishna College of Arts & Science, Coimbatore.

**Abstract:** *The rapid expansion of quick-commerce platforms has transformed consumer purchasing behaviour, especially in urban and semi-urban regions. Zepto has emerged as one of the leading quick-commerce platforms in India by offering ultra-fast delivery of groceries and daily essentials. This study examines customer perceptions, satisfaction levels, and challenges faced while using Zepto services in Coimbatore City. The research adopts a descriptive research design and is based on primary data collected from 50 respondents through a structured questionnaire. Statistical tools such as Chi-square test and ANOVA were used for data analysis. The findings reveal that young adults and students form the majority of Zepto users. Most respondents perceive the app as user-friendly and convenient, with snacks and beverages being the most purchased products. Statistical results indicate no significant relationship between age and satisfaction levels, but gender shows a significant relationship with usage frequency. Although overall satisfaction is positive, issues such as delivery delays, pricing concerns, and occasional stock unavailability were identified. The study concludes that Zepto has strong growth potential in Coimbatore, provided continuous service improvements and customer-focused strategies are implemented*

**Keywords:** Quick-commerce, Customer Satisfaction, Customer Perception, Zepto, Online Grocery, Coimbatore

