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

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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

I. INTRODUCTION

The advancement of digital technology and increasing consumer demand for convenience have led to the emergence of quick-commerce services. Quick-commerce represents an advanced form of e-commerce that emphasizes ultra-fast delivery of essential goods within minutes. In India, platforms such as Zepto and Blinkit have reshaped grocery shopping by offering rapid doorstep delivery through technology-enabled dark stores.

Coimbatore, a growing tier-II city in Tamil Nadu, has witnessed increasing adoption of online grocery platforms due to rising internet penetration and busy lifestyles. Customers expect fast delivery, product quality, transparent pricing, and seamless digital experiences. Therefore, analyzing customer perceptions and satisfaction levels becomes essential to understand service performance and future improvement areas.

OBJECTIVE OF THE STUDY

• To assess the level of customer satisfaction among Zepto users in Coimbatore City.
• To analyze factors influencing customer satisfaction in use of zepto.

STATEMENT OF THE PROBLEM

The emergence of quick-commerce platforms has raised customer expectations regarding delivery speed, product availability, and service efficiency. Zepto promises ultra-fast delivery of groceries and essential items. However, customers may experience challenges such as delayed deliveries, incorrect or missing items, product quality concerns, pricing issues, and technical glitches within the application.

If these issues are not addressed effectively, they may reduce customer satisfaction and loyalty. In a competitive quick-commerce market, understanding customer perceptions and identifying service gaps is essential for sustaining growth. Hence, this study attempts to analyze customer satisfaction levels and the challenges faced by Zepto users in Coimbatore City.

SCOPE OF THE STUDY

The scope of the study is limited to users of Zepto in Coimbatore City. It examines customer perceptions, satisfaction levels, and challenges related to delivery performance, product quality, pricing, app usability, and customer service. The study includes students, employees, business persons, and professionals. The findings are based on 50 respondents and may not represent all Zepto users across India.

RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyze customer perceptions and satisfaction levels toward Zepto in Coimbatore City. Primary data was collected from 50 respondents using a structured questionnaire through convenience sampling. Secondary data was gathered from journals, books, and websites. The data were analyzed using
• Chi-square Test
• Analysis of Variance

II. REVIEW OF LITERATURE

Mr Mohana Rubhan VM and S Tamilmani (2024)8 "The Study on Consumer Perception and Level of Satisfaction on Online Grocery Market Special Reference to Zepto" The Indian online grocery market is growing swiftly, with Zepto standing out for its rapid 10-minute delivery model and strong consumer satisfaction across demographics. Research also suggests improving complaint-handling awareness to further reinforce customer trust and service reliability.

Banerjee, S., & Upadhyay, A. (2025)13 "Consumer Perception of Product Quality in Quick Commerce: A Comparative Study of Zepto and Blinkit" this study compares perceived freshness, packaging, and delivery efficiency for Zepto vs Blinkit; finds significant influence of product quality on satisfaction, with Blinkit rated higher for freshness.

III. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

Table showing chi-square analysis of frequency of using Zepto services among different age groups

Age group	Daily	Weekly	Monthly	Occasionally	Total
Under 18 years	0	0	3	2	6
19 - 34 years	3	4	4	12	22
35 - 50 years	2	5	6	1	15
Above 50 years	3	2	2	1	8
Total	8	11	15	16	50

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.252a	9	0.062
Likelihood Ratio	18.775	9	0.027
N of Valid Cases	50		

Null Hypothesis (H0): There is no significant relationship between an age group and use of zepto services.
Alternate Hypothesis (H1): There is a significant relationship between an age group and use of zepto services.

INTERPRETATION
Since, the p-value (0.062) is greater than the 0.05 level of significance. Hence, the null hypothesis is accepted. There is no significant relationship between the selected variables among the respondents
Majority of the respondents are aged 19–34 and use of Zepto services occasionally.

ANALYSIS OF VARIANCE
Table
Table showing ANOVA analysis of difference in monthly income and remain loyal factors

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.103	3	2.368	2.074	0.117
Within Groups	52.517	46	1.142		
Total	59.62	49			

Null Hypothesis (H0): There is no significant difference among with respect to the loyal factors.
Alternative Hypothesis (H1): There is a significant difference among with respect to the loyal factors.

INTERPRETATION
Since, the significance value (0.117) is greater than 0.05, the result is not statistically significant. Therefore, the null hypothesis is accepted. There is no significant difference among with respect to the loyal factors.
It is concluded that there is no significant difference between monthly income and remain loyal factors.

III. CONCLUSION
The study concludes that Zepto has achieved strong acceptance among customers in Coimbatore. A majority of users, particularly young adults and students, consider the app to be convenient and user-friendly. The overall level of customer satisfaction is satisfactory, with users valuing timely delivery and product availability. Statistical analysis indicates that there is no significant relationship between age and usage frequency, and no significant difference in loyalty factors. However, certain issues such as delivery delays, pricing concerns, and occasional stock shortages were observed. Even with these challenges, customers maintain a positive perception of the platform. By consistently improving service quality and enhancing customer support, Zepto can further build customer loyalty and continue expanding its presence in Coimbatore.

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