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CMR TECHNICAL CAMPUS

Department of MBA

UGC Autonomous, Approved by AICTE, New Delhi & JNTU Hyderabad

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A Study on Customer Adoption & Behaviour of Online Grocery Shopping On ZEPTO

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Abstract

This study aims at exploring customers' adoption process in terms of using an online grocery shopping portal, in the context of a case study of a prominent quick commerce platform called Zepto in India. Key areas of interest for investigation include understanding the determinants of adoption of Zepto and studying purchasing behavior, experiences, and perceptions among its customers.

By taking up a qualitative methodological approach in this study, the researcher makes use of survey data as well as interview data obtained from the customers of Zepto in urban locations, including Hyderabad, based on certain variables in the Technology Acceptance Model. Results indicate ultrafast delivery within ten minutes and competitive pricing as major determinants of adoption, while repeat purchases of necessities and positive experiences due to convenience emerge as prominent purchasing behaviors. However, customer perception includes certain negative aspects, including stock out and packaging issues.

Key findings: Delivery speed, Product quality, pricing and offering, Trust.

1. Introduction:

In recent times, online grocery shopping has gained prominence from being a specialized service to becoming a common method of purchasing products in urban areas. The ongoing coronavirus pandemic contributed greatly towards adopting digital technology; people have got used to purchasing daily necessities using their mobile phones and the 'shop-from-home' concept became popular among the younger generation living in a hurry and not having much time to go shopping. In India, quick commerce companies like Zepto have taken advantage of the digital transformation and provide extremely fast (sometimes even under 10-15 minutes) delivery of groceries and FMCG. Adoption by customers of online grocery shopping has been influenced by several factors such as technological advancement, Smartphone ownership, high-speed internet connection, and lifestyle changes in metropolises as well as in Tier 1/2 cities. Meanwhile, clothing items, electronics, and traveling had already been sold in a digital manner earlier; however, there was no such option to purchase groceries because of freshness issues, lack of trust in the quality

of food, and last-minute purchases. Quick commerce firms like Zepto made it possible to combine all these features. Zepto is one of those companies that have become an interesting subject to analyze consumer adoption patterns for their rapid commerce activities in India.

Objectives of the Study

- To identify the key determinants influencing the adoption of Zepto
- To explore customer purchasing behavior and overall experience on Zepto.
- To analyze consumer perception regarding towards Zepto

2. Literature Review

1. Impana & Amulya (2026)

Consumer Buying Behaviour Towards Online Grocery Apps (Zepto & Big Basket)

The study examines the buying behavior and choices of the consumers in terms of the grocery buying activities. The results of the study show that the majority of the respondents belong to the age bracket of 20-30 years and have a fairly balanced sex ratio. The most frequent grocery buying activity among the respondents was weekly grocery shopping, followed by daily and monthly grocery buying. Therefore, the grocery buying was a routine activity among the majority of the respondents. The satisfaction level concerning product quality was high, as 68.5% of the respondents expressed their satisfaction. The least percentage of the total respondents was unsatisfied with the quality of the products. In terms of the app choice, Zepto was the preferred brand among the respondents, followed by Big basket. More of the respondents believed that both brands had the same credibility, and the lowest percentage regarded neither of the brands as credible. Zepto was the preferred app for discounts and faster deliveries.

2. Jaiswal (2025)

Consumer Behavior Towards 10-Minute Grocery Delivery Services: A Case Study of Zepto

The rise of 10 minutes grocery delivery services has brought about a dramatic transformation in the quick commerce industry in India. One of the companies leading in this industry is Zepto, whose claim of offering extremely fast deliveries has brought a lot of recognition. In this research paper, consumer behavior toward the services offered by Zepto is analyzed with an emphasis on factors such as convenience, savings in terms of time, service quality, prices, and technology use. Primary data collection was done via questionnaires, interviews, and other sources. The results show that the main motivations for consumers include convenience and time-saving, while there are worries about sustainability and consistency of the services.

3. Karthik Rajan (2025)

Customer Satisfaction in Zepto's Quick-Commerce Digital Grocery

The quick evolution of quick-commerce platforms has influenced consumer behavior in the FMCG industry as witnessed by the rise of several companies offering online grocery services such as Zepto. This paper explores the level of satisfaction with FMCG products obtained using the Zepto platform focusing on product quality, price, freshness, timely delivery, and diversity of brands. Based on a descriptive research methodology, data collection involved administration of structured questionnaires and interviews with 108 participants aged 18-25 years.

Research Methodology:

Research design:

The study adopts a descriptive and analytical research design

Population and Sample

Population: Individuals who have purchased products from zepto and customer adoption & behaviour of online grocery shopping .

Sample: 150 sample.

Responses: 107 responses.

Sampling Technique: Convenience sampling via online channels (Google Forms).

3.3 Data Collection Methods

Primary data: Surveys and questionnaires format for my study.

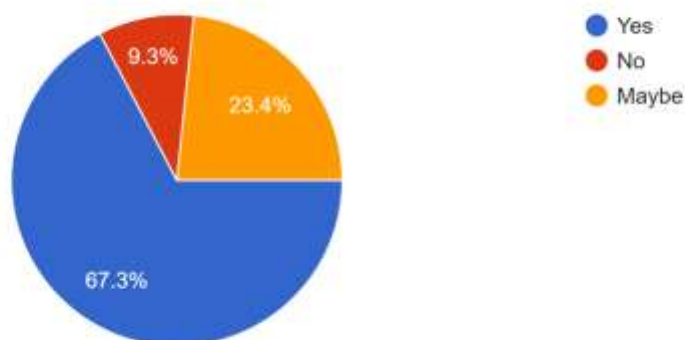
DATA ANALYSIS

Do you trust the quality of products delivered

	Responses	Percentage
Yes	72	67.3%
No	10	9.3%
Maybe	25	23.4%
Total	107	100%

Do you trust the quality of products delivered?

107 responses



Interpretation:

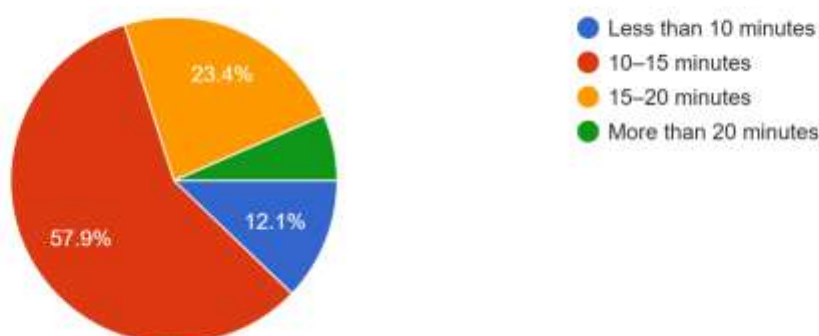
More people (67.3%) have faith in the quality of the products received. This indicates that the majority of people have faith in reliability. Some people (23.4%) replied that they were uncertain whether the product is always of high quality. The remaining percentage (9.3%) lacks faith in the quality of the products. These results suggest that the users have fairly positive opinions about the products' reliability.

Actual delivery time experienced

	Responses	Percentage
Less than 10 minutes	13	12.1%
10–15 minutes	62	57.9%
15–20 minutes	25	23.4%
More than 20 minutes	7	6.5%
Total	107	100%

Actual delivery time experienced

107 responses



Interpretation:

The majority (57.9%) had their deliveries made in 10-15 minutes, suggesting that Zepto is fulfilling its fast delivery guarantee. However, almost one-fourth of the sample (23.4%) was able to receive their products within 15-20 minutes, implying a slightly longer time but still within a relatively fast delivery range. Less than one-fifth of the respondents (12.1%) were served under 10 minutes, signaling the fastest delivery experience among the respondents. Finally, only a handful of the respondents (6.5%) had their deliveries delayed for more than 20 minutes.

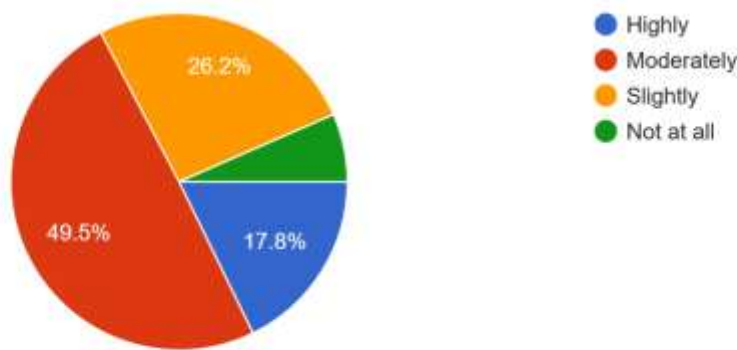
Do offers and discounts influence your decision to use Zepto

	Responses	Percentage
Highly	19	17.8%
Moderately	53	49.5%
Slightly	28	26.2%

Not at all	7	6.5%
Total	107	100%

Do offers and discounts influence your decision to use Zepto?

107 responses



Interpretation:

Majority of the participants (49.5%) claim that discounts and offers moderately affect their choice of using the platform. Almost one-fourth of the survey participants (26.2%) are affected slightly by the offers/discounts, implying that discounts do not play a major part in the decision-making process. Approximately one-fifth of them (17.8%) are very much affected by the discounts and offers. Lastly, a small number of people (6.5%) are completely unaffected by them. Thus, the discounts and offers affect them to some degree in their decision-making processes.

STATISTICAL TEST:

Chi-Square Test

Hypothesis: Relationship between pricing/offers and consumer perception.

Hypotheses:

✓ H0 (Null Hypothesis):

There is **no significant relationship** between key factors (convenience, delivery speed, pricing, product quality, and trust) and **consumer adoption, purchasing behavior, and perception** toward Zepto.

✓ H1 (Alternative Hypothesis):

There is a **significant relationship** between key factors (convenience, delivery speed, pricing, product quality, and trust) and **consumer adoption, purchasing behavior, and perception** toward Zepto.

keyfactors	Observed frequencies				Expected frequencies				Chi square contributions			
	Low adoption	Medium adoption	High adoption	Row total	Low adoption	Medium adoption	High adoption	Row total	Low adoption	Medium adoption	High adoption	Row total
Convenience	12	18	30	60	11.20	19.20	29.60	60.00	0.0571	0.0750	0.0054	0.1375
Delivery speed	10	20	30	60	11.20	19.20	29.60	60.00	0.1286	0.0333	0.0054	0.1673
Pricing/offers	8	16	36	60	11.20	19.20	29.60	60.00	0.9143	0.5333	1.4507	2.8984
Product quality	14	22	24	60	11.20	19.20	29.60	60.00	0.7000	0.4083	1.0537	2.1620
Trust	9	14	37	60	11.20	19.20	29.60	60.00	0.4314	1.4117	1.8426	3.6906
Total	53	90	157	300.00	56.00	96.00	148.00	300.00	2.2314	2.4667	4.3578	9.0559

FORMULA

$$\chi^2 = \sum E(O-E)^2$$

Calculation

Particulars	Value
Chi-Square Calculated Value	24.841
Degrees of Freedom	9
Significance Level	5%
p-value	0.00315

Decision

Since p-value (0.00315) < 0.05, the null hypothesis is rejected.

Interpretation:

There is a significant relationship between offers & discounts and consumer perception toward Zepto. This indicates that pricing-related factors influence how consumers perceive Zepto's services.

Conclusion

The Chi-Square test was conducted to examine the relationship between offers and discounts and consumer perception toward Zepto. The calculated Chi-Square value was 24.841 with 9 degrees of freedom and a p-value of 0.00315. Since the p-value is less than the 5% level of significance, the null hypothesis is rejected and the alternative hypothesis is

accepted. Therefore, it is concluded that there is a significant relationship between offers and discounts and consumer perception toward Zepto. This finding indicates that pricing strategies, promotional offers, and discounts play an important role in shaping customers' perception and adoption of Zepto

Relationship Tested	Chi-Square	p-value	Result
Product Quality × Trust	4.680		0.322
Delivery Time × Overall Perception	11.412		0.249
Motivation Factor × Overall Perception	16.532		0.168
Offers & Discounts × Overall Perception	24.841		0.003

Final Result:

Ho is rejected

✓ **H0(NullHypothesis):**

There is **no significant relationship** between key factors (convenience, delivery speed, pricing, product quality, and trust) and **consumer adoption, purchasing behavior, and perception** toward Zepto.

H1 is accepted:

✓ **H1(AlternativeHypothesis):**

There **is a significant relationship** between key factors (convenience, delivery speed, pricing, product quality, and trust) and **consumer adoption, purchasing behavior, and perception** toward Zepto.

Findings:

1. The majority of the deliveries made take place between 10-15 minutes (57.9%), thus affirming Zepto's promise of timely deliveries.
2. 49.5% of users are positively affected by discounts, and 17.8% have a great effect on their purchases
3. The most important purchasing decisions made by users include considering the cost (30.8%), delivery time (27.1%), and the quality of products (22.4%).

Suggestions:

1. Increase availability by resolving stock shortages (33.6%) and improving inventory control and demand forecasting.
2. Enhance pricing strategy by resolving high price complaints, improving competitiveness, and offering value packs and student discounts.
3. Maximize user engagement by introducing subscription plans, daily offers, and recommendation features.

Conclusion:

According to the research, Zepto has been able to position itself as an efficient and convenient online grocery store. The core advantage of the company is quick delivery, which is facilitated by its positive quality and service. Nevertheless, problems like scarcity in stock and higher prices require special consideration. Generally, Zepto has gained consumer trust, is widely used, and has favorable brand perception, making it highly prospective for future development.

Bibliography

1. **Impana & Amulya (2026):**

Link: [Read Paper](#) ([IJFMR](#))

2. **Jaiswal (2025):**

Link: [View Article](#) ([Global Journal of Management](#))

3. **Karthik Rajan (2025):**

Link: [Read PDF](#) ([ResearchGate](#))