**Consumer Buying Behaviour At Zepto**

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**Abstract**

This studies paper investigates the quick upward push of quick commerce structures in India, with a special awareness on Zepto. The have a look at delves into the behavioral inclinations of customers enticing with Zepto for grocery purchases and evaluates how transport pace, fee sensitivity, app interface, and luxury have an impact on shopping for choices. Based on a based questionnaire circulated among a hundred respondents in metropolitan regions, the studies gives insights into the demographics of customers, key elements that strength platform desire, and the level of pleasure with Zepto’s offerings. Findings advise that convenience, pace, and accessibility play vital roles in patron retention. This paper additionally outlines Zepto’s commercial enterprise version, operational techniques, and the broader implications of customer behavior for the destiny of short trade in India.

Keywords: Quick Commerce, Consumer Behaviour, Zepto, Online Grocery, Delivery Speed, Customer Satisfaction, Hyperlocal Logistics

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**1. Introduction**

The onset of virtual comfort has delivered about a widespread shift in how consumers interact with retail systems. Quick trade (q-commerce) represents the contemporary evolution, handing over important items inside 10-15 minutes. Zepto, based in 2021, has established itself as a frontrunner in this area with its hyperlocal dark shop version and AI-enabled transport device. This studies specializes in know-how how such services impact purchaser purchase choices.

**2. Objectives of the Study**

• To look at consumer pride with Zepto's company great.

• To pick out key determinants influencing purchase behavior.

• To examine the perceived price of time-sure deliveries.

• To test individual loyalty and frequency of use.

**3. Research Methodology**

This have a look at makes use of a descriptive design supported by way of number one information accrued through established questionnaires (Google Forms). The sample duration comprises one hundred clients from metropolitan areas, specially Ahmedabad and Vadodara. The sampling method used is consolation sampling. Responses were analyzed to interpret consumer satisfaction, behavioral trends, and selections.

**4. Analysis & Interpretation**

Demographic evaluation determined that the majority of respondents (forty nine%) had been students, and 32% were self-hired. Most customers preferred Zepto for its ease of use and time-saving blessings. A massive section (35%) used the platform multiple times according to week, displaying excessive engagement degrees. Around seventy eight% were both happy or very happy with the platform. Notably, 67% located Zepto extra first-class than conventional grocery shopping. The speed of shipping and bargain availability were observed to be the most influential in the usage of repeated utilization.

**5. Key Findings**

• Convenience and transport velocity considerably affect patron choice.

• Discounts and promotional techniques are exceptionally effective in client acquisition.

• The not unusual person visits Zepto extra than once a week, indicating strong brand engagement.

• A growing shift from traditional grocery shops to brief commerce structures is obvious.

**6. Conclusion**

Quick commerce structures like Zepto are redefining modern-day retail with a sharp consciousness on velocity, comfort, and generation-pushed fulfillment. The findings from this examine emphasize that client pride stems from a aggregate of tempo, reliability, and pricing technique. While demanding situations like operational fees and opposition continue to be, Zepto's strategic technique to hyperlocal shipping and customer engagement gives a sustainable blueprint for success.

**7. Recommendations**

• Zepto ought to enhance personalization by way of leveraging buy history to offer guidelines.

• Multilingual useful resource and UI improvements can widen user accessibility.

• Introducing a loyalty rewards application should in addition decorate retention.

• Expansion into Tier 2 and Tier 3 towns have to be evaluated after refining current operations.

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