# Analysing Consumer Behaviour Towards 10-Minute Grocery Delivery Services: A Case Study of Zepto

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## ABSTRACT

The emergence of 10-minute grocery delivery services has revolutionized the quick commerce sector in India. Zepto, a pioneer in this space, has garnered significant attention due to its promise of ultra-fast delivery. This research paper investigates consumer behaviour towards Zepto's services with a focus on key determinants such as convenience, time-saving, quality of service, pricing, and technological adoption. Data was collected through surveys, interviews, and secondary sources to assess consumer preferences, satisfaction levels, and usage patterns. Findings reveal that convenience and speed are primary motivators, while concerns over sustainability and service consistency persist. The paper concludes with recommendations for improving customer satisfaction and outlines future research directions.

**Keywords:** Consumer Behaviour, Quick Commerce, Zepto, 10-Minute Delivery, Grocery Delivery, India

## I. INTRODUCTION

The grocery delivery industry in India is undergoing a transformative shift with the introduction of 10-minute delivery services. Zepto, founded in 2021, has emerged as a leading player in this segment by leveraging dark stores, data analytics, and hyper-local logistics. This research seeks to understand how consumer behaviour is influenced by such ultra-fast delivery offerings and what implications this has for future retail strategies.

*Objectives of the Study*

- To examine consumer perception of Zepto's 10-minute delivery service.
- To analyze the factors influencing customer preference and satisfaction.
- To identify behavioural patterns of frequent users.
- To explore challenges and limitations perceived by consumers.

## II. LITERATURE REVIEW

This study follows a descriptive research design using both primary and secondary data sources. Primary data was collected through a structured questionnaire distributed among 150 respondents in metropolitan cities like Mumbai, Delhi, and Bangalore. Secondary data includes company reports, industry white papers, and relevant literature. The sampling technique used is convenience sampling. Quantitative data was analyzed using descriptive statistics and charts.

*Literature Review*

Several studies have explored the role of speed and convenience in consumer satisfaction. According to Singh & Mehta (2022), quick commerce is primarily driven by urban millennials. Sharma (2023) emphasized that technology and app usability significantly impact the adoption of quick delivery apps. However, very few studies have focused exclusively on Zepto, indicating a research gap this paper aims to address.

## III. DATA ANALYSIS

*Demographic Profile*:
- 58% of respondents were aged 18–30.
- 62% were employed full-time.
- 45% were students or part-time workers.

*Usage Patterns:*
- 70% of respondents used Zepto more than twice a week.
- Peak usage observed between 7 PM to 10 PM.

*Key Factors Affecting Consumer Behaviour:*
- Convenience (92% rated it as "Very Important")
- Speed of Delivery (89%)
- Price/Offers (67%)
- App Interface (55%)
- Product Quality & Availability (72%)

*Customer Satisfaction:*
- 80% satisfied with delivery time.
- 68% satisfied with customer service.
- 45% raised concerns about product availability.

## IV. FINDINGS

- Consumers prioritize convenience and speed over brand loyalty.
- Zepto's services appeal mainly to young urban dwellers.
- Offers and discounts play a moderate role in influencing usage.
- Occasional delays and product availability issues impact user satisfaction.

## V. LIMITATIONS

- Sample size limited to urban areas.
- Potential respondent bias in self-reported data.
- Dynamic industry changes may affect long-term relevance of findings.

## VI. CONCLUSION

The study indicates a strong consumer inclination towards convenience-driven services like Zepto. While speed and ease-of-use remain top priorities, service consistency and product range are critical areas for improvement. Zepto's innovative approach positions it well for future growth, provided it addresses the operational and customer feedback challenges.

## VII. RECOMMENDATIONS

- Strengthen last-mile logistics to reduce inconsistencies.
- Expand product variety and ensure real-time availability.
- Invest in customer service training and automation.
- Explore sustainable packaging and delivery models.
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