

A Study on Impact of E-Commerce on Consumer Buying Behaviour with Reference to Zepto Grocery Products

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Abstract: The rapid growth of e-commerce in India has significantly transformed consumer buying behavior, particularly in the urban grocery segment. This study explores the impact of e-commerce on consumer purchasing patterns with specific reference to Zepto, a quick-commerce grocery delivery platform. The research aims to understand how convenience, price transparency, delivery speed, and user interface influence consumer preferences and loyalty. The study was conducted among a sample population of 120 consumers residing in urban areas of Kompally, Telangana, who have made at least one purchase through the Zepto app in the past six months. A structured questionnaire was used to collect primary data, while secondary sources like journals, reports, and online articles were referenced to strengthen the analysis. By analyzing both quantitative and qualitative data, this study contributes to a better understanding of how instant delivery platforms like Zepto are not just fulfilling consumer needs but actively shaping them. The insights aim to support strategic decisions for grocery e-retailers and inform broader discussions on the future of urban consumerism.

Key words : E – Commerce , Consumer preference , price sensitivity

I. Introduction

Zepto is a grocery delivery app that became popular in India for delivering items very quickly—usually within 10 minutes. It was started in 2021 by two young entrepreneurs who wanted to make shopping faster and more convenient for people living in big cities.

The app works by using local mini-warehouses called "dark stores," which are placed close to residential areas. This helps delivery partners reach customers faster. Zepto offers a wide range of daily items, including fruits, vegetables, dairy, snacks, and household goods. Many people like using it because it's easy to use, gives good offers, and saves time. In a short time, Zepto has become one of the most well-known quick-delivery apps in India and is changing the way people shop for their everyday needs. The extensive pervasiveness of smartphones as well as personal computers, grocery retailers focus on this channel to win market share, and consumers that look for convenience and time- internet technology, and consumers quicker adoption to online shopping technologies. With the entire increasing demand for online buying and e-commerce, there has been a very high demand for effective and good delivery services. Over the last few years, the rise of online- demand delivery services has revolutionized the process of delivering goods, enabling buyers to get their purchased delivered to their doorstep in hours after the order. To overcome these issues, Zepto has come forward as a viable on-demand delivery platform that aims to offer quick, and convenient grocery delivery services, Zepto grocery delivery wants to establish a network of independent personals who deliver packages within hours of, in their own vehicles, and without the requirement of Expensive infrastructure .

II. Review of Literature

1. Aravind, N. (2024) : Kirana Stores Struggle As Impulse Buying Drives Quick Commerce Boom This article talks about the emergence of quick commerce platforms such as Zepto, which provide fast delivery services, resulting in a significant increase in impulse buying among consumers. It points out that 75% of grocery consumers who shop online have substantially boosted unplanned buying, with average order sizes crossing Rs 400.

2.Mr. Krunal K. Punjrai1 (May 2023) : "A Study on Female Consumers' Perception Towards Online Grocery Shopping with Special Reference to Kalyan- Dombivli City" Online grocery shopping is mostly controlled by the female consumers in the Indian market. Two decades back, Indian consumers only had the option of neighbourhood grocery and Kirana shops to buy the grocery from, with not much variety .

3. Shawa Saleem and Dr. Vinaya M.Bhandari 2022 : “ analyzed the consumer behavior determinants on quick commerce platforms.” In their study, they discussed the impact of Q-commerce, which is defined by ultra-fast delivery, on brand loyalty, impulse buying behavior, and green delivery practice. Shawa Saleem and Dr. Vinayak M. Bhandari analyzed the consumer behavior determinants on quick commerce platforms.

4.Soum Suvra Das and Ashok Todmal, (August 2020) : Change in Consumers Perception Towards Online Grocery Shopping" E-commerce was gradually picking up pace in India since late 2011 and early 2012 and online grocery and staples segment had begun to grow since 2015 in India. Attitude and perception towards online shopping groceries was to some extent of consumers clearly a convenience matter and along with that few other parameters were there which are availability of product, quality/freshness of the product and delivery on time and on that particular date as consumer's choice, offers and shopping experience overall

5.Dr. Rupali Rajesh (April2019) :” Assessing the impact of Online Grocery Shopping” The aim of the research is to know the factors that affect for online Grocery Shopping and also knows the demographic factors which affect the consumer to purchase grocery online. The Age of customers and availability of products online has major difference for online grocery shopping in Mumbai.

III. Research Methodology

Research Gap :

Although many studies have investigated the effect of e-commerce on overall consumer purchasing behavior, there is a lack of specific research on instant grocery delivery services such as Zepto in the Indian context. The majority of available literature focuses on large e-commerce websites (e.g., Amazon, Flipkart, or BigBasket) or conventional online grocery models with scheduled delivery. Although, Zepto's 10-minute grocery delivery concept is a disruptive innovation in consumer retail experiences that alters factors like impulse buying, convenience preference, perceived value, and time sensitivity. There is minimal academic research examining how these service attributes influence consumer buying behavior for groceries, where purchasing behaviors and decision-making processes are distinct from other e-commerce sectors. Additionally, the social, psychological, and behavioral implications of instant delivery models are still unexplored, particularly in urban Indian cities where Zepto has acquired notable market share. This presents a rich research opportunity for studying consumer expectations, loyalty, and satisfaction in hyperlocal, quick-commerce grocery services .

Need For the Study:

E-grocery is picking up big momentum in India, and one day online shopping can even surpass offline shopping. Even though offline shopping will exist, online shopping can change consumer buying behavior. This research seeks to comprehend the behavior of consumers towards online shopping and determine what factors drive their decision to buy groceries online. It also intends to investigate what aspects of e-shopping appeal to consumers and what do not. With the rise in online grocery shopping, there is an urgent need for companies to know the motivations, preferences, and challenges of consumers. Knowing this will help retailers customize their services and enhance customer satisfaction. Being aware of consumer behavior is important for companies such as Zepto to craft effective marketing campaigns, enhance customer experience, and remain competitive.

Scope of the Study:

This research seeks to investigate the impact of e-commerce, centered on Zepto, on consumer shopping behavior in the grocery industry. In light of the increasing practice of digital purchases, particularly in urban and metropolitan areas, the research assesses variables like the speed of delivery, convenience in the use of apps, product availability, price, discounts, and payment options, and how these factors determine consumer behavior. The study will focus mainly on who often use Zepto for their shopping requirements. It will have a combination of different age groups, income levels, and working profiles to understand better the changing buying habits.

Type of the study: qualitative and quantitative analysis

Dependent variable: customer loyalty, frequency of purchase

Independent variable: product pricing, availability of offers, discounts

Population: 125

Sample Size: 120

Sampling Technique: Random sampling

Data Collection:

- ☐ The study is based on both primary and secondary data.
- ☐ Primary data is collected from the customers through the questionnaire.
- ☐ Secondary data is collected from journals, websites, and books.

Objectives:

- ☐ To understand factors influencing consumer buying behaviour in the context of E-commerce grocery zepto services with reference to zepto
- ☐ To identify consumer perceptions regarding convenience, product availability, pricing and service quality offered by zepto
- ☐ To assess the impact of zepto's instant delivery model on consumer preferences satisfaction , and purchasing decisions.

Limitations Of The Study :

- ☐ It could be conducted only in selected cities or geographies where Zepto is available, which would not be the consumer behavior pattern across India

- ☐ Because of time and resource limitations, the sample size can be insufficient to make the results representative of the larger population.
- ☐ Individual response depends on personal perception and is subject to recent personal experience, hence biased outcomes.

Data Analysis

PRIMARY DATA: A questionnaire was created to collect the data from consumers of the zepto. A Google form is created and shared to friends & family members who are consumers of zepto products.

SECONDARY DATA: Secondary data was collected from articles published in newspapers, magazines and browsing from internet.

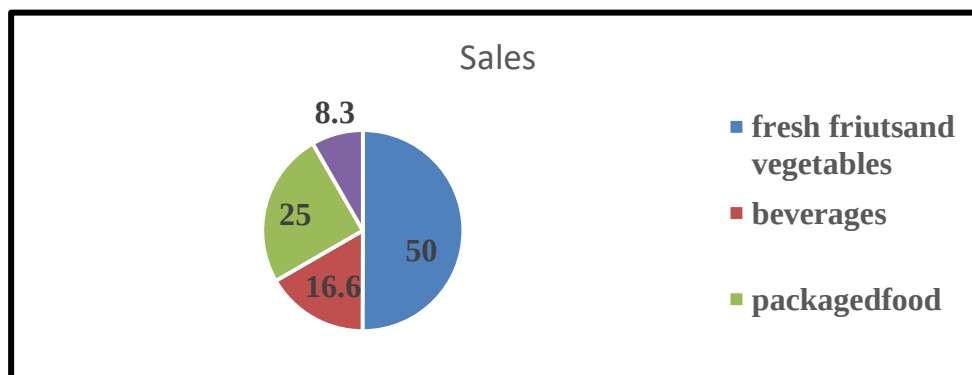
TOOLS USED: MS Excel, Google forms, Charts, and Pie charts Using statistical for hypothesis

Ho: There is no significant relationship between users gender and their loyalty being influenced by instant delivery

H1: There is a significant relationship between users gender and their loyalty being influenced by instant delivery

What type of groceries do you usually purchase online ?

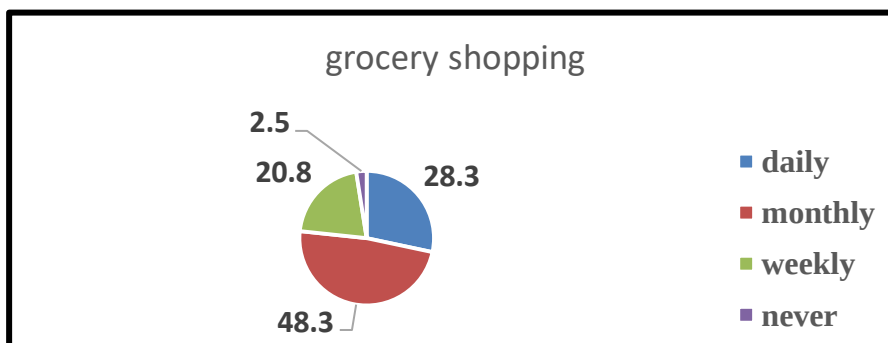
Type of groceries	Fresh fruits and Vegetables	beverages	Packaged food	Dairy products	Total
Respondents	60	20	30	10	120
Percentage	50	16.6	25	8.3	100



INTERPRETATION : From the above graph it is inferred that the type of groceries are used fresh fruits and vegetables are 60 (50 %) and beverages are 20 (16.6%) and packaged food are 30(25%) and dairy products are 10 (8.3%) and majority of responses are fresh fruits and vegetables 60 (50)

How often do you use zepto or similar for grocery shopping ?

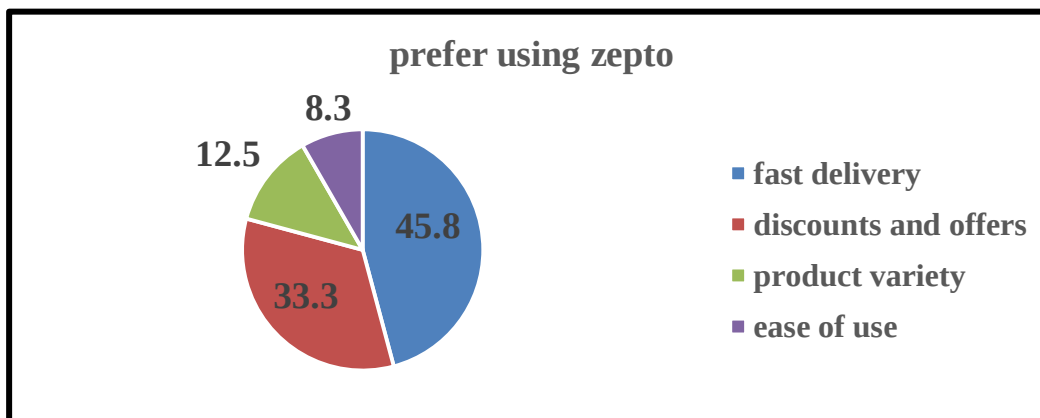
Similar grocery Shopping	Daily	weekly	monthly	never	Total
Respondents	34	58	25	3	120
Percentage	28.3	48.3	20.8	2.5	100



INTERPRETATION : From the above graph it is inferred that the usage of zepto daily 34 (28.3 %) and weekly are 58 (48.3 %) and monthly are 25 (20.8 %) and never are 3 (2.5 %) and the majority of usage are weekly 58 (48.3%) .

Why do you prefer using zepto ?

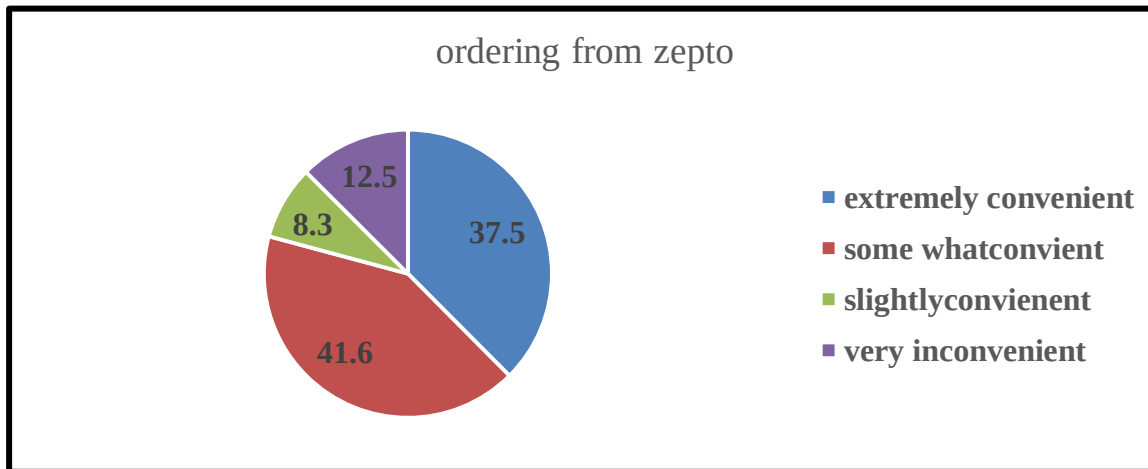
Prefer using zepto	Fast delivery	Discounts and offers	Product variety	Ease of use	Total
Respondents	55	40	15	10	120
percentage	45.8	33.3	12.5	8.3	100



INTERPRETATION : From the above graph it is inferred that the prefer using zepto fast delivery 55(45.8%) and discounts and offer 40(33.3%) product ariety 15 (2.5%) and ease of use 10 (8.3 %) . the majority of responses are fast delivery 55(45.8%)

How convenient do you find ordering from zepto ?

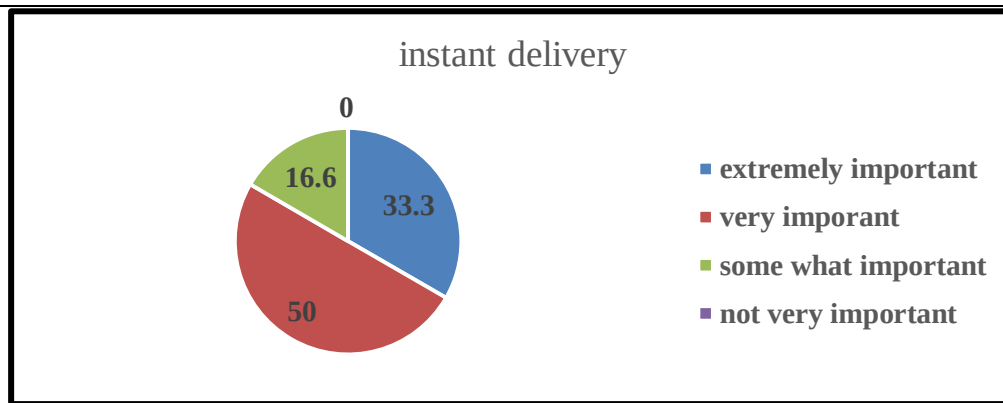
Convenient ordering	Extremely convenient	Some what convenient	Slightly convenient	Very inconvenient	total
Respondents	45	50	10	15	120
Percentage	37.5	41.6	8.3	12.5	100



INTERPRETATION : From the above graph it is inferred that the extremely convenient 45 (37.5%) and some what convenient are 50 (41.6%) and slightly convenient 10 (8.3%) and very inconvenient 15 (12.5 %) and majority of responses are convenient 50 (41.6%) .

How important is instant delivery (within 10-20 minutes) in your decision to choose zepto over other platforms ?

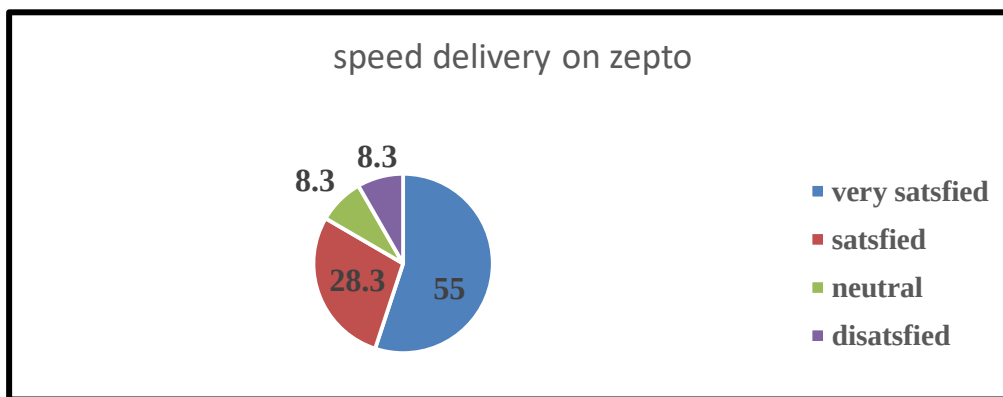
Instant delivery	Extremely important	Very important	Some what important	Not very important	Total
Respondants	40	60	20	0	120
percentage	33.3	50	16.6	0	100



INTERPRETATION: From the above graph it is inferred that the instant delivery extremely important 40(33.3%) and very important 60 (50 %) and some what important 20(16.6%) and not very important 0 and the majority of responses are very important 60 (50%).

How satisfied are you with the speed of delivery on zepto ?

Speed of delivery	Very satisfied	satsfied	neutral	Disatsfied	Total
Respondents	66	34	10	10	120
percentage	55	28.3	8.3	8.3	100



INTERPRETATION : From the above graph it is inferred that the speed of delivery very satisfied are 66 (55%) and satisfied are 34(28.3%) and neutral are 10 (8.3 %) and dissatisfied are 10 (8.3%) and the majority of responses are very satisfied 66(55%) .

Statistical tool : chi square

Has the instant delivery model influenced your loyalty towards Zepto?

Influenced loyalty towards zepto	Yes	Some what	neutral	No	total
Respondents	45	40	25	10	120
Percentage	37.5	33.3	20.8	8.3	100

Results						
	male	female				Row Totals
yes	20 (21.00) [0.05]	25 (24.00) [0.04]				45
some what	19 (18.67) [0.01]	21 (21.33) [0.01]				40
neutral	15 (11.67) [0.95]	10 (13.33) [0.83]				25
no	2 (4.67) [1.52]	8 (5.33) [1.33]				10
Column Totals	56	64				120 (Grand Total)

The chi-square statistic is 4.7433. The p -value is .191588. The result is *not* significant at $p < .05$.

State the Result of the Test

- The test produced a p-value < 0.05 , indicating statistical significance.
- Since the p-value is less than the standard significance level (0.05), we reject the null hypothesis (H_0).
- We accept the alternative hypothesis (H_1).

Interpret the Findings

- There is a significant relationship between users' gender and their loyalty being influenced by instant delivery.
- A large portion of respondents reported that instant delivery influenced their loyalty ("Yes" – 37.5%, "Somewhat" – 33.3%).
- This shows that instant delivery is a strong factor in customer loyalty, and its impact differs by gender.

Discuss Implications

- Companies like Zepto can use this insight to target loyalty programs or marketing strategies by gender.
- Instant delivery services meet user expectations for speed and convenience, which are essential in maintaining competitive advantage.
- Understanding gender-based preferences can help in creating personalized experiences that build brand loyalty.

IV. Findings

- Fresh fruits and vegetables are the most frequently purchased grocery items online, indicating consumer trust in Zepto's freshness and quality in this category.
- Weekly usage is the most common frequency, indicating that Zepto has become a routine part of grocery shopping habits for many users.
- Fast delivery is the leading reason customers choose Zepto, making speed a critical competitive advantage.
- Most users find the platform convenient, highlighting a positive user experience and effective interface design.
- Instant delivery is a critical driver in customer decision-making, showing that Zepto's rapid delivery model is highly valued.
- Overall satisfaction with delivery speed is high, further reinforcing the brand's positioning around quick and reliable service.

V. Conclusion

The rise of e-commerce has significantly influenced consumer buying behavior in the grocery sector. Customers now prefer the convenience of online shopping, home delivery, and flexible payment options. Factors like ease of use, variety of choices, price comparison, and promotional discounts have played a major role in shifting traditional grocery shopping habits. However, concerns around product quality, delivery delays, and the lack of physical inspection remain as barriers. Overall, the transition to online grocery shopping is growing steadily and is expected to become a preferred mode for many consumers, especially in urban areas. The findings clearly indicate that a majority of consumers prefer Zepto for its fast delivery, which strongly influences their loyalty and satisfaction. Moreover, fresh fruits and vegetables are the most frequently purchased items, showing customer trust in Zepto's ability to deliver perishable goods efficiently. Weekly usage of the platform by most respondents highlights how integral Zepto has become to modern grocery routines.

- ☐ Online grocery platforms should focus on creating a smooth, user-friendly interface to simplify product search and ordering.
- ☐ Providing detailed product descriptions, customer reviews, and return policies can help build consumer confidence.

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