A Study on Customer Satisfaction Towards Zepto Application for Groceries in Madurai

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***Abstract*—The Indian online grocery market has been expanding at a rapid pace, owing to the advancement in technology and change in consumer habits. One of the companies that have gained recognition in the segment of quick commerce is Zepto, with its distinct delivery within 10 minutes offer. The research will provide insight into the perception of consumers towards Zepto and how satisfied they are with the services provided by the company. The research attempts to identify the important variables affecting customer experience in the industry that is evolving at a rapid pace. 57 respondents were provided with a structured questionnaire, and the collected data were analyzed using various statistical methods, including simple percentages and the Chi-square test.**

***Index Terms*—Grocery, Zepto, Customer satisfaction**

I. INTRODUCTION

Grocery shopping has changed considerably in India over the last decade. Earlier, households bought their daily needs from neighbourhood kirana stores, weekly markets and supermarkets. The growth of smartphones, cheap mobile data, digital payments and app-based delivery has moved a large part of this shopping online. The latest stage of this change is quick commerce, in which groceries and daily essentials are delivered to the customer's doorstep within a few minutes.

Zepto is one of the leading quick-commerce applications in India. Customers use the Zepto mobile app to order fruits, vegetables, dairy products, snacks, staples, personal-care items, and other essentials, which are delivered from nearby small warehouses called dark stores. The main promise of the app is speed and convenience.

In a competitive market where customers can easily move between apps such as Blinkit, Swiggy Instamart, and Big Basket, customer satisfaction decides whether a user will place repeat orders, recommend the app to others, and stay loyal. Satisfaction depends on several factors, such as delivery speed, product quality and freshness, prices, discounts, ease of using the app, payment options, behaviour of delivery executives, and value for money. Understanding how customers rate these factors helps the company to improve its service.

Madurai is a major tier-2 city of Tamil Nadu with a large student population, a growing number of working professionals, and rising use of digital services. It is therefore a useful location for studying how customers experience quick-commerce grocery services. This study examines the satisfaction of Zepto users in Madurai city.

II. LITERATURE REVIEW

Mathan Kumar and Velmurugan (2017) studied customer satisfaction with online purchases in Coimbatore district using a structured questionnaire and convenience sampling of 1,050 respondents. They found that satisfaction was associated with the marital status of customers and with the level of problems faced by them in online purchases. The study shows that problems in the buying process reduce satisfaction, which is relevant to problems such as delayed delivery examined in the present study.

Kavitha (2018) examined consumers' perception of online grocery shopping in Coimbatore using an online questionnaire and used percentage analysis and the chi-

square test for analysis. The study was confined to Coimbatore district and, like the present study, focused on grocery buying through the internet.

Suhani and Bhatia (2025) studied how customer satisfaction is measured in the Indian quick-commerce market, with reference to Blinkit, Zepto and Swiggy Instamart. They concluded that three factors drive satisfaction: the balance between speed and reliability of delivery, product availability, and the design of the user interface.

Rathi and Mankar (2025) examined the relationship between customer satisfaction and brand loyalty for Blinkit and Zepto, using a questionnaire completed by 120 users in urban areas and applying regression, correlation, and mean analysis. They found that service quality, delivery speed, app usability, and pricing transparency had a positive effect on satisfaction, which in turn strengthened brand loyalty. They also found that customers perceived the two platforms differently in delivery dependability and marketing.

III. RESEARCH GAP

The reviewed studies show that satisfaction with online and quick-commerce grocery services is influenced mainly by delivery speed and reliability, product quality and freshness, product availability, price and discounts, app usability, and the behaviour of delivery staff. Several studies also show that satisfaction leads to loyalty and recommendation, and that gaps remain in delivery consistency and freshness. Most of the earlier quick-commerce studies were carried out in metropolitan or large urban centres such as Delhi NCR, or compared several platforms in general. Studies in Tamil Nadu have mainly dealt with online shopping in general or with online grocery platforms in Coimbatore, and the study available for Madurai deals with online shopping as a whole. No study was found that specifically examines customer satisfaction with the Zepto grocery application among users in Madurai.

IV. OBJECTIVES OF THE STUDY

- To understand the demographic profile of Zepto users in Madurai.
- To find out the usage pattern of Zepto, including frequency of use, source of awareness, reasons for use, and mode of payment.
- To assess customer satisfaction with delivery speed, product quality and freshness, prices, discounts, and offers.
- To examine customer opinion on the ease of use of the app and the behaviour of delivery executives.
- To identify the problems faced by customers, such as delayed delivery.
- To find out whether customers will continue using Zepto and recommend it to others.
- To offer suitable suggestions for improving customer satisfaction.

V. RESEARCH METHODOLOGY

Research methodology is the systematic plan followed by the researcher to collect, organise, and analyse information in order to arrive at valid conclusions. This chapter explains the research design adopted, the sources from which data were gathered, the size of the sample, the method used for collecting the data, and the statistical tools employed to analyse the responses obtained for the study on customer satisfaction towards the Zepto grocery application in Madurai.

A research design is the blueprint that guides the entire study. It specifies what data are required, from whom, and how they will be collected, and how they will be analysed. The present study adopts a descriptive research design, since its purpose is to describe the level of satisfaction of Zepto users, the factors that influence that satisfaction, and the opinions of the users about the various services offered by the application.

The population of the study consists of all the customers who use the Zepto grocery application in Madurai. Since it is not practicable to contact every user, a sample was drawn from this population. A sample of 57 respondents was selected, and the complete responses of all 57 respondents were used for the analysis.

The respondents were selected by the convenience sampling method, a non-probability technique in which respondents are chosen on the basis of their availability and willingness to take part in the survey. This method was adopted because it is quick, economical, and suitable for a study of limited time

and scope. The sampling unit is an individual user of the Zepto application

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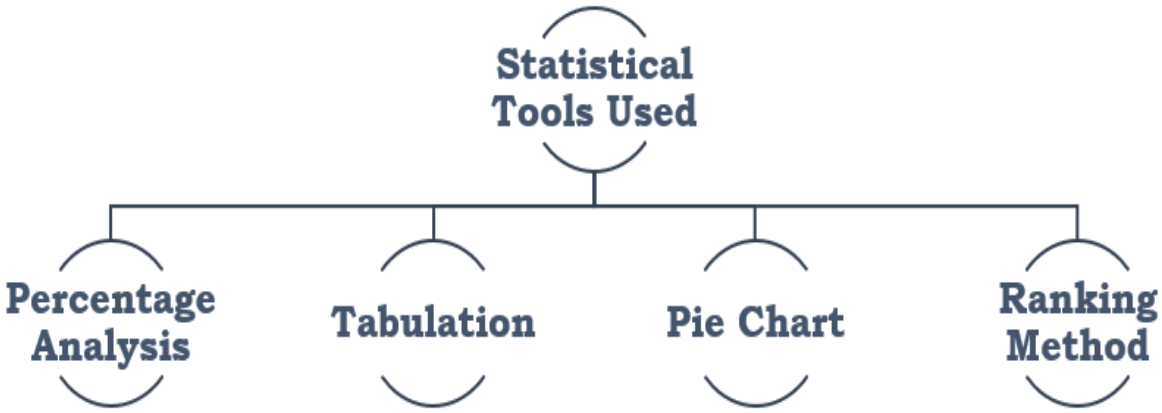
5.1 Data Collection Method

The survey method was used to collect the primary data. A structured questionnaire was prepared and administered to the respondents through Google Forms. The link to the form was shared with Zepto users online, and the respondents completed it on their own devices. The responses were collected between 19 September 2026 and 23 September 2026 and were recorded automatically in a spreadsheet, which was then used for tabulation and analysis.

The questionnaire contains 24 questions. Twenty-three of them are closed-ended questions in which the respondent selects one option from those given, and the last question is an open-ended question inviting suggestions for improving the service.

5.2 Statistical Tools Used



The simple average method is used to summarise the opinion of all respondents on a particular factor in a single figure. It is applied in two forms. The first is the simple percentage, which shows the share of respondents choosing a particular option:

Percentage (%) = (Number of respondents choosing an option ÷ Total number of respondents) × 100

The second is the average (mean) score, which is calculated by multiplying the number of respondents who chose each rating by the score of that rating, adding the products, and dividing the total by the number of respondents:

Average Score = $\Sigma (f \times x) \div N$

where f is the number of respondents giving a particular rating, x is the score allotted to that rating, and N is the total number of respondents. On the five-point scale, an average score above 3 shows a favourable opinion or satisfaction, a score of 3 shows a neutral opinion, and a score below 3 shows dissatisfaction. The higher the average score, the higher the level of satisfaction with that factor.

The ranking method is used to arrange the factors in the order of their importance or performance. Ranks are assigned on the basis of the number of responses received, the percentage, or the average score. The factor with the highest value is given Rank 1, the factor with the next highest value is given Rank 2, and so on. This makes it easy to identify the factors that influence customers the most and the aspects of service in which Zepto performs best and least well.

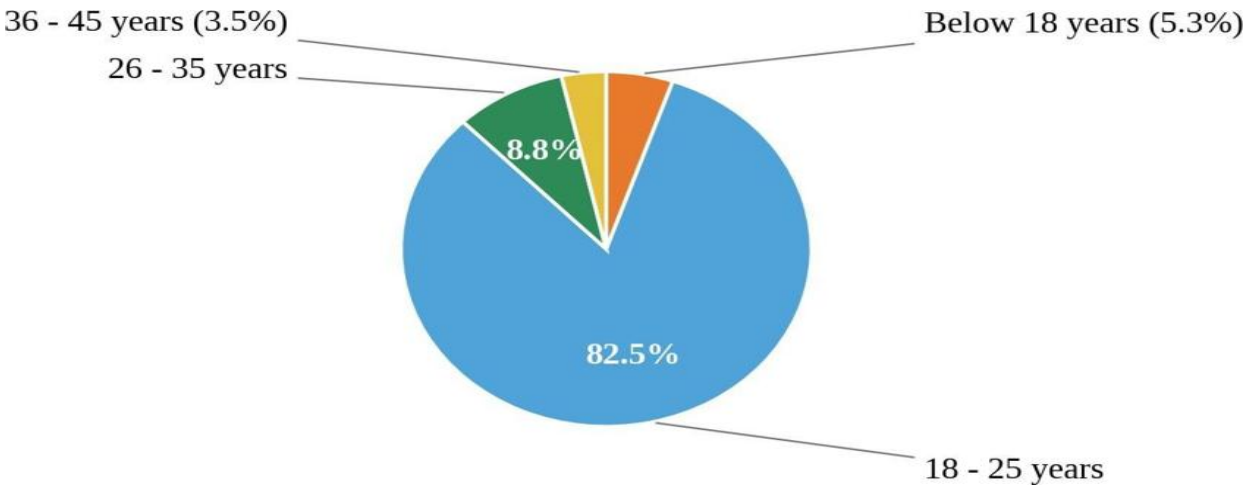


Figure 1 Age-wise Respondents

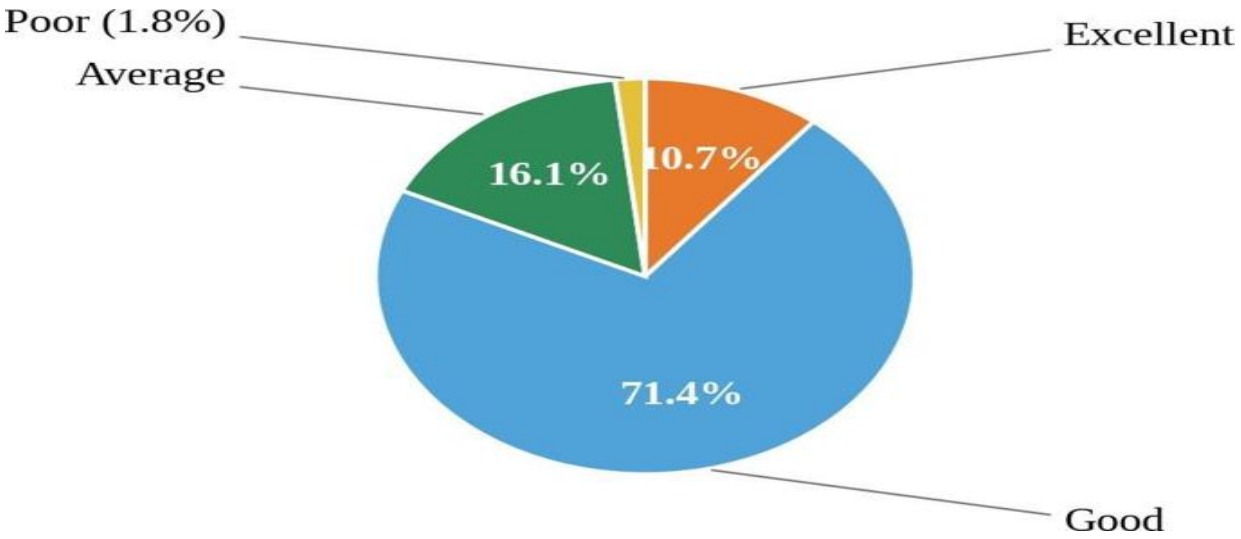


Figure 2 Zepto's Delivery Speed Rating-wise Respondents

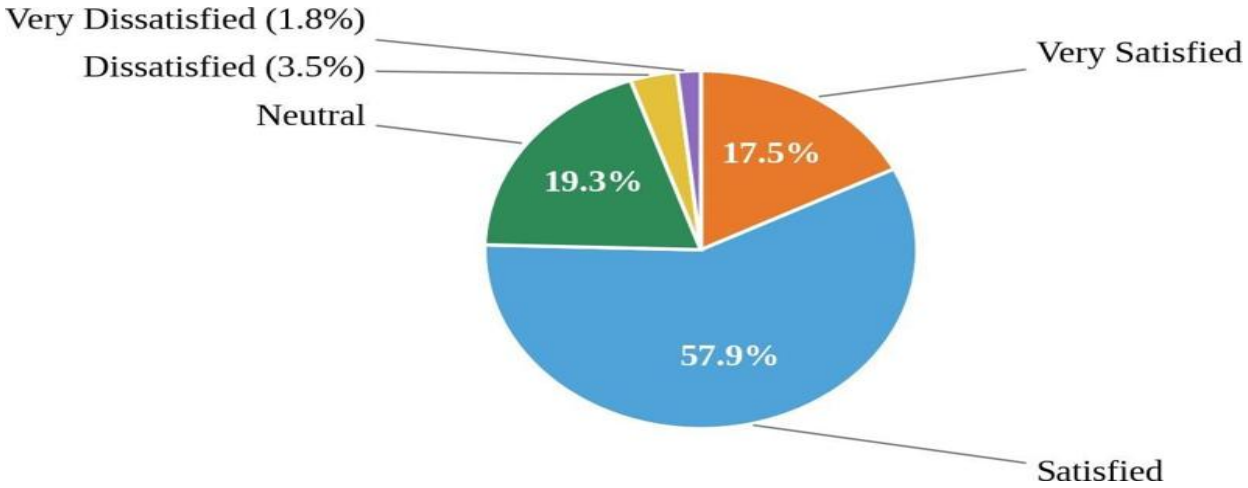


Figure 3 Overall Satisfaction of Zepto App-wise Respondents

Table 1: Ranking Method – Main Reasons for Using Zepto

Rank	Reason	Frequency	Percentage
1	Fast delivery	24	42.11%
2	Better discounts	13	22.81%
3	Product availability	10	17.54%
4	Convenience	9	15.79%
5	Wide product range	1	1.75%

Interpretation: "Fast delivery" ranks first with 24 respondents (42.11%). This shows that the leading reason for using Zepto among the surveyed respondents is related to the convenience of service, with other reasons such as discounts and product availability also influencing usage.

Table 2 Ranking Method – Satisfaction Factors

Rank	Satisfaction Factor	Simple Average Score
1	How would you rate the behaviour of Zepto delivery executives?	4.04
2	Are the products delivered in good condition?	4.02
3	How easy is it to find products in the Zepto app?	3.96
4	Will you continue using Zepto in the future?	3.93
5	Are you satisfied with the quality of grocery products?	3.91
6	Compared with other grocery apps, Zepto is:	3.91
7	How would you rate Zepto's delivery speed?	3.89
8	Is the Zepto app easy to use?	3.88
9	Do u think Zepto provides value for money?	3.86
10	Overall, how satisfied are you with the Zepto grocery app?	3.86
11	Would you recommend Zepto to others	3.86
12	How satisfied are u with Zepto's discounts and offers?	3.81
13	How would you rate the prices of products on Zepto?	3.75
14	How often do you receive fresh-quality fruits and vegetables from Zepto?	3.70

Interpretation: The ranking is based on the simple-average score. A higher average score indicates a more positive response on that factor. The ranking helps identify which aspects of the Zepto service received relatively stronger or weaker customer responses.

VI. FINDINGS

- The study found that a majority of customers are familiar with and use the Zepto application for purchasing grocery products.
- Most respondents use Zepto mainly because of its convenience and quick delivery service.
- A considerable number of customers are satisfied with the variety of grocery products available on the application.
- Many respondents are satisfied with the ease of using the Zepto application for placing orders.
- The study shows that delivery speed is an important factor influencing customer satisfaction.
- Most customers are satisfied with the quality and freshness of grocery products received through Zepto. Offers, discounts, and promotional schemes influence customers' decisions to purchase through Zepto.
- Some respondents feel that delivery charges and product prices can sometimes be higher compared with local stores or other platforms.
- Customers generally find the online payment and ordering process convenient.
- Most respondents are willing to continue using Zepto for their grocery purchases.
- Customer satisfaction is influenced by factors such as delivery time, product quality, price, availability, offers, and application usability.
- Overall, the study indicates that customers have a generally positive level of satisfaction with Zepto's grocery delivery service in Madurai.

VII. SUGGESTIONS

- Zepto can provide more attractive discounts and regular promotional offers to increase customer satisfaction.
- The company should maintain consistent and faster delivery services.
- Zepto can improve the availability of frequently purchased grocery products. Product prices should be kept competitive with local supermarkets and other online grocery platforms
- Delivery charges can be reduced, or special free-delivery offers can be provided for eligible orders
- Zepto should ensure better product quality, freshness, and proper packaging
- Customer complaints and refund/replacement requests should be handled quickly and effectively.
- The application can provide accurate product availability and delivery-time information.
- More offers can be provided during festivals and special occasions to attract customers.
- Zepto can collect regular customer feedback and use it to improve its services.
- The company can expand its product range according to the needs and preferences of customers in Madurai
- Loyalty programmes or rewards can be introduced to encourage repeat purchases.

VIII. CONCLUSION

This shows that the majority of consumers are aware of Zepto's 10-minute delivery claim, which indicates the effectiveness of the branding. On average, there were no notable variations based on gender or age regarding user experience concerning the quality of the products delivered and the delivery time. The redressal process was not widely utilized, as fewer consumers encountered problems while using the app. Nonetheless, awareness of the process for handling complaints could be increased. Zepto is perceived as an efficient and reliable application, and the improvement of customer support communication of the company could increase satisfaction levels. The paper "A Study on Customer Satisfaction towards Zepto Application (Grocery) in Madurai" was written to determine customer satisfaction with the Zepto app. This research looked at several variables including delivery speed, quality of products, pricing, availability of products, offers, application usability, payment methods, and customer service. It is evident from the results that the customers enjoy their experience with Zepto owing to its convenience, ease of ordering, fast delivery, and variety of grocery products available through the application. However, variables such as pricing of the products, cost of delivery, availability of the products, and customer service can affect the customer experience positively or negatively. Thus, it is evident that customer satisfaction can be improved by maintaining fast delivery, ensuring product quality and availability, reasonable pricing and offers, and customer service. This way, Zepto can achieve more customer satisfaction.

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