



A Study on Customer Satisfaction Towards Quick Commerce Delivery Services to Zepto

Neelakantam Akshitha

Department of Management Studies School of Commerce and Management
Aurora Higher Education and Research Academy, Parvathapur, Uppal, Hyderabad

Abstract – Quick commerce has become an important part of online shopping by providing customers with fast delivery and convenient access to groceries and daily-use products. This study titled "A Study on Customer Satisfaction Towards Quick Commerce Delivery Services with Special Reference to Zepto" was conducted to understand customer satisfaction towards Zepto's quick-commerce delivery services and to examine the relationship between customer perception, expectation–experience gap, delivery speed, product availability, service quality, and customer satisfaction. The study is based on primary data collected directly from Zepto users through a structured questionnaire prepared using Google Forms. The study adopted a descriptive research design and used convenience sampling for collecting responses. A total of 150 responses were considered for the study. The collected data were organized and analyzed using Microsoft Excel and Microsoft Power BI, with percentage analysis, average scores, graphical representation, and correlation analysis used for interpretation. The findings of the study show that the average customer satisfaction score was 4.51 out of 5, indicating a high level of satisfaction among the respondents. The average customer perception score was 4.48 out of 5, showing a positive perception towards Zepto. The study also found that 58.7% of respondents belonged to the 21–30 years age group, while 51.3% were students. The correlation analysis showed positive relationships between the selected study variables and customer satisfaction. The findings indicate that delivery speed, product availability, service quality, and the gap between customer expectations and actual experience are important aspects of the customer experience. The study suggests that Zepto should focus on maintaining timely delivery, meeting customer expectations, ensuring product availability, improving customer service, enhancing application usability, and maintaining order accuracy and product quality. Overall, the study provides insights into customer satisfaction and the areas that can be considered for improving Zepto's quick-commerce delivery services.

Keywords - Quick Commerce, Zepto, Customer Satisfaction, Customer Perception, Expectation–Experience Gap, Delivery Speed, Product Availability, Service Quality.

I. INTRODUCTION

1 Background of the Study

Introduction

The title of the present research is "A Study on Customer Satisfaction Towards Quick Commerce Delivery Services with Special Reference to Zepto." The title clearly identifies both the subject of the research and the organization selected for detailed analysis. It reflects the primary objective of understanding the satisfaction level of customers who use Zepto's quick commerce delivery services and identifying the factors that influence their overall experience.

The phrase "Customer Satisfaction" represents the degree to which customers are pleased with the services provided by Zepto. Customer satisfaction is one of the most important performance indicators for service-based organizations because satisfied customers are more likely to continue using the service, recommend it to others, and remain loyal to the company. In today's highly competitive business environment, organizations continuously strive to improve customer satisfaction by offering better products, superior service quality, and faster response times.

The term "Quick Commerce Delivery Services" refers to a modern retail model that specializes in delivering groceries

and daily essentials within a very short period, generally between 10 and 30 minutes. Quick commerce combines digital technology, advanced logistics, inventory management, and strategically located dark stores to ensure immediate order fulfillment. The industry's primary objective is to provide customers with maximum convenience while minimizing waiting time.

The phrase "Special Reference to Zepto" indicates that the research specifically focuses on Zepto as the selected organization. Zepto has gained rapid popularity in India because of its promise of ultra-fast grocery delivery and technology-driven business model. The company operates through strategically located dark stores and advanced delivery networks that enable it to fulfill customer orders within minutes. As competition among quick commerce companies continues to increase, understanding customer satisfaction towards Zepto becomes highly relevant for identifying strengths, weaknesses, and opportunities for service improvement.

The title also highlights the importance of studying customer satisfaction in an industry where speed, convenience, reliability, and service quality determine competitive success. Customers no longer evaluate online shopping solely based on product prices. They also consider delivery speed, product availability, application



usability, payment security, packaging quality, customer support, and overall shopping experience. Therefore, analyzing customer satisfaction helps organizations understand customer expectations and develop effective strategies to improve service performance.

This study not only measures the level of customer satisfaction but also examines the various factors that contribute to it. The selected independent variables—customer perception, expectation–experience gap, delivery speed, product availability, and service quality—are considered important determinants of customer satisfaction in quick commerce services. By analyzing these variables, the study aims to identify the key factors influencing customer satisfaction and provide practical suggestions for improving Zepto's service performance.

The title "A Study on Customer Satisfaction Towards Quick Commerce Delivery Services with Special Reference to Zepto" signifies a systematic investigation into customers' opinions, experiences, perceptions, and satisfaction regarding Zepto's quick commerce delivery services. The research seeks to understand whether Zepto successfully fulfills customer expectations by delivering products quickly while maintaining quality, reliability, and convenience.

Customer satisfaction refers to the extent to which customers believe that the services provided by an organization meet or exceed their expectations. In the quick commerce industry, customer satisfaction depends upon multiple factors such as delivery speed, order accuracy, product availability, service quality, ease of using the mobile application, customer support, and pricing transparency. Customers develop satisfaction when the actual service performance matches or exceeds their expectations. Conversely, dissatisfaction arises when there is a gap between expected and actual service performance.

Quick commerce has become increasingly important because it addresses the modern consumer's demand for instant access to products. Consumers expect grocery delivery services to save time, reduce shopping effort, and provide a seamless purchasing experience. Therefore, companies operating in this sector must continuously improve operational efficiency and customer service standards to remain competitive.

The present study specifically focuses on Zepto because of its rapid growth and strong position in India's quick commerce market. The study examines how customers perceive Zepto's services, whether their expectations are fulfilled, and how delivery speed, product availability, and service quality influence overall customer satisfaction. The research findings are expected to help identify service strengths, recognize improvement areas, and contribute to better customer relationship management.

Overall, the title represents a comprehensive study of customer satisfaction in the quick commerce industry by analyzing the experiences of Zepto users and evaluating the factors responsible for enhancing or reducing customer satisfaction.

Quick Commerce, commonly known as Q-commerce, is an advanced version of electronic commerce that focuses on delivering products to customers within a very short period, generally ranging from 10 to 30 minutes. Unlike conventional e-commerce, where deliveries may take one or more days, quick commerce emphasizes speed, convenience, and efficiency. It has become one of the fastest-growing business models in the retail industry by meeting the increasing demand for instant delivery of daily essentials.

The concept of quick commerce emerged as a response to changing consumer lifestyles and expectations. Modern consumers have limited time to visit physical stores and prefer digital platforms that allow them to purchase products conveniently from their homes or workplaces. The availability of smartphones, high-speed internet, digital payment systems, GPS technology, and artificial intelligence has further accelerated the growth of quick commerce across the world.

Quick commerce companies generally operate through dark stores, which are small warehouses strategically located near residential areas. These stores are designed exclusively for online order fulfillment rather than customer visits. Once an order is placed through a mobile application, the nearest dark store immediately processes the order, and delivery partners transport the products to customers within minutes. This business model significantly reduces delivery time and enhances customer convenience.

The quick commerce industry mainly deals with groceries, dairy products, fresh fruits and vegetables, beverages, personal care products, household essentials, baby care products, medicines, snacks, stationery, and other frequently purchased items. Customers increasingly prefer quick commerce platforms because they provide immediate access to products while eliminating the need to travel to physical stores.

Today, quick commerce has become an important component of digital retailing. Companies continuously invest in technology, logistics, inventory management, and customer service to improve delivery efficiency and enhance customer satisfaction. The industry's success largely depends on delivery speed, product availability, service quality, pricing, and overall customer experience.

India has witnessed remarkable growth in the quick commerce sector during the last few years. The increasing



penetration of smartphones, affordable internet services, digital payment platforms, and rapid urbanization have created favourable conditions for the expansion of quick commerce businesses. Consumers now prefer purchasing groceries and household essentials online because it saves time and offers greater convenience.

The COVID-19 pandemic further accelerated the adoption of online grocery shopping as customers preferred contactless delivery services. Even after the pandemic, consumer demand for quick commerce continued to increase because people became accustomed to the convenience of ordering products online and receiving them within minutes.

Several companies have entered the Indian quick commerce market, including Zepto, Blinkit, Swiggy Instamart, BigBasket Now, Flipkart Minutes, and Amazon Fresh. These companies compete by offering faster delivery, wider product ranges, attractive discounts, secure payment systems, and better customer support. Continuous technological innovation and investments in logistics infrastructure have enabled these companies to improve operational efficiency and expand their customer base.

The future of quick commerce in India appears highly promising. Increasing disposable income, busy lifestyles, and technological advancements are expected to drive further growth in the industry. Companies that successfully maintain service quality and customer satisfaction are likely to achieve long-term competitive.

Variables are measurable factors that help researchers examine the relationship between different aspects of a study. In this research, variables are classified into independent variables and dependent variables. The independent variables influence the outcome, while the dependent variable represents the result of those influences.

The present study titled "A Study on Customer Satisfaction Towards Quick Commerce Delivery Services with Special Reference to Zepto" consists of two independent variables and one dependent variable. Customer Perception is further measured using three dimensions: Delivery Speed, Product Availability, and Service Quality.

Independent Variables

Expectation–Experience Gap

The expectation–experience gap refers to the difference between what customers expect from Zepto's quick commerce delivery services and what they actually experience after using the service. Customers usually expect timely delivery, availability of products, good packaging, quality service, and prompt customer support.

When the actual service meets or exceeds customer expectations, customers tend to be satisfied. However, if the service performance is below expectations, a negative gap is created, resulting in customer dissatisfaction. Therefore, analyzing the expectation–experience gap helps identify areas where Zepto needs to improve its service quality and customer experience.

The expectation–experience gap is considered one of the major independent variables because it directly influences customers' overall satisfaction with the company's services.

Customer Perception

Customer perception refers to the overall opinion or impression that customers develop about Zepto based on their experiences while using its quick commerce delivery services. It reflects how customers evaluate the company's performance, reliability, convenience, and overall shopping experience.

A positive customer perception increases customer trust, encourages repeat purchases, and enhances customer loyalty. In contrast, negative perceptions may reduce customer satisfaction and encourage customers to switch to competing platforms.

In the present study, customer perception is measured using the following dimensions:

Delivery Speed

Delivery speed refers to the time taken by Zepto to deliver customer orders after they have been placed. Since quick commerce is based on ultra-fast delivery, customers expect their products to arrive within the promised time. Timely delivery improves customer confidence and satisfaction, whereas delays may negatively affect customer perception.

Product Availability

Product availability refers to the extent to which customers can find the required products on the Zepto platform whenever they place an order. Consistent product availability enhances customer convenience and improves their perception of the platform. Frequent stock shortages may reduce customer satisfaction and affect repeat purchases.

Service Quality

Service quality refers to the overall quality of services provided by Zepto throughout the purchasing process. It includes order accuracy, packaging quality, customer support, complaint resolution, payment security, and overall shopping experience. High-quality service creates customer trust, improves satisfaction, and strengthens long-term relationships between the company and its customers.



Dependent Variable

Customer Satisfaction

Customer satisfaction is the dependent variable of this study. It refers to the overall level of satisfaction experienced by customers after using Zepto's quick commerce delivery services. Customer satisfaction reflects whether the company's services meet or exceed customer expectations.

Customer satisfaction is influenced by both the expectation–experience gap and customer perception. The dimensions of customer perception—delivery speed, product availability, and service quality—also contribute significantly to determining the satisfaction level of customers. Higher satisfaction leads to customer loyalty, positive word-of-mouth, and repeat purchases, whereas lower satisfaction may result in customer switching and negative reviews.

Dependent Variable

Customer Satisfaction

The conceptual framework of the study proposes that reducing the expectation–experience gap and improving customer perception through better delivery speed, product availability, and service quality will positively influence customer satisfaction towards Zepto's quick commerce delivery services.

The retail industry has undergone a significant transformation over the past decade due to rapid technological advancements and the increasing adoption of digital platforms. The emergence of e-commerce has changed the way consumers purchase products by offering convenience, a wide variety of choices, competitive pricing, and doorstep delivery. As customer expectations have continued to evolve, the demand for faster and more efficient delivery services has given rise to a new business model known as Quick Commerce (Q-commerce). Quick commerce has become one of the fastest-growing segments of the digital retail industry by focusing on the ultra-fast delivery of essential products within a few minutes.

Quick commerce is designed to provide customers with groceries, fruits, vegetables, dairy products, medicines, beverages, personal care items, household essentials, and other daily necessities in the shortest possible time. Unlike traditional e-commerce, which usually delivers products within one or two days, quick commerce promises delivery within 10 to 30 minutes. This model has become increasingly popular because it satisfies the growing demand for speed, convenience, and instant access to essential products.

The rapid expansion of smartphones, affordable internet services, digital payment systems, and location-based technologies has greatly contributed to the growth of quick commerce. Consumers today have busy lifestyles and often

prefer online shopping rather than visiting physical stores. They expect services that are convenient, reliable, and capable of saving both time and effort. These changing consumer preferences have encouraged companies to invest heavily in advanced logistics systems, dark stores, artificial intelligence, inventory management, and real-time order tracking to ensure quick and efficient deliveries.

India has emerged as one of the largest and fastest-growing markets for quick commerce. The increasing urban population, rising disposable income, and widespread use of mobile applications have accelerated the adoption of digital grocery shopping. Major companies such as Zepto, Blinkit, Swiggy Instamart, BigBasket Now, Flipkart Minutes, and Amazon Fresh are actively competing by offering faster delivery services, attractive discounts, better product availability, and superior customer experiences. This intense competition has made customer satisfaction one of the most important success factors in the quick commerce industry.

Among these companies, Zepto has established itself as one of the leading quick commerce platforms in India. Founded in 2021, Zepto introduced the concept of delivering groceries and daily essentials within approximately 10 minutes through strategically located dark stores and technology-driven logistics operations. The company has rapidly expanded its services across several metropolitan cities by focusing on operational efficiency, inventory optimization, and customer convenience.

Zepto provides a wide range of products, including groceries, dairy products, fresh fruits and vegetables, snacks, beverages, household essentials, personal care products, baby care items, stationery, and kitchen supplies. Customers can place orders using the Zepto mobile application, choose secure digital payment methods, and track their deliveries in real time. The company's emphasis on speed and convenience has helped it build a large customer base within a short period.

Although quick commerce has transformed the retail industry, maintaining high levels of customer satisfaction remains a major challenge. Customers not only expect fast delivery but also demand accurate order fulfillment, product availability, quality packaging, affordable pricing, secure payment options, and efficient customer support. Any delay in delivery, unavailable products, damaged items, or poor customer service can negatively affect customer satisfaction and reduce customer loyalty.

Customer satisfaction has become a critical performance indicator for companies operating in the quick commerce industry. Satisfied customers are more likely to continue using the platform, recommend it to others, and become loyal customers. On the other hand, dissatisfied customers may switch to competing platforms and share negative



experiences through online reviews and social media. Therefore, understanding customer expectations and identifying the factors that influence satisfaction have become essential for business growth and long-term success.

The present study focuses on Customer Satisfaction Towards Quick Commerce Delivery Services with Special Reference to Zepto. The research aims to analyze customer perception, examine the gap between customer expectations and their actual experiences, and study how delivery speed, product availability, and service quality influence customer satisfaction. These factors have been selected because they represent the key determinants of service performance in the quick commerce sector.

The study uses primary data collected from Zepto users through a structured questionnaire. The responses obtained from customers provide valuable information regarding their experiences and satisfaction levels. The collected data are analyzed using Microsoft Excel and Microsoft Power BI to identify trends, relationships, and patterns among the study variables.

The findings of this study are expected to benefit both academic researchers and industry practitioners. The research will help identify the strengths and weaknesses of Zepto's delivery services and provide suggestions for improving customer satisfaction. The study will also contribute to the existing body of knowledge on quick commerce by explaining how customer perception, expectation–experience gap, delivery speed, product availability, and service quality influence customer satisfaction.

As the quick commerce industry continues to grow rapidly, companies must continuously improve their operational efficiency and customer service standards to remain competitive. Understanding customer needs and delivering superior service quality will play a crucial role in achieving sustainable growth and long-term customer loyalty. Therefore, this study provides meaningful insights into customer satisfaction and offers practical recommendations that can support the continuous improvement of Zepto's quick commerce delivery services.

- Introduction to Quick Commerce (Q-Commerce) and its importance in online shopping.
- Quick commerce provides groceries and daily essentials through very fast delivery, generally within 10–30 minutes.
- Discussion of changing customer lifestyles, smartphones, internet, digital payments, technology, logistics and dark stores.
- Introduction to Zepto and its quick-commerce business model.
- Importance of customer satisfaction in quick-commerce services.

- Factors such as delivery speed, product availability, service quality, convenience, order accuracy and application usability are discussed.
- The study focuses on understanding customer satisfaction towards Zepto's quick-commerce delivery services.

2. Problem Statement and Objectives

Statement of Problem

The rapid growth of quick commerce has transformed the way consumers purchase groceries and daily essentials by providing fast and convenient doorstep delivery. Zepto has emerged as one of the leading quick commerce platforms by offering deliveries within a few minutes. However, the increasing competition in the quick commerce industry has also raised customer expectations regarding delivery speed, product availability, service quality, order accuracy, and overall shopping experience. Failure to meet these expectations can lead to customer dissatisfaction and reduced customer loyalty.

Although previous studies have examined customer satisfaction in e-commerce, online grocery shopping, and quick commerce, most have focused on individual factors such as delivery speed, product quality, pricing, or convenience. Only a limited number of studies have specifically investigated Zepto, and very few have comprehensively analyzed how delivery speed, product availability, and service quality together influence customer satisfaction while also evaluating the gap between customer expectations and their actual experience. Therefore, there is a need to conduct a focused study on customer satisfaction towards Zepto's quick commerce delivery services to identify the key factors influencing satisfaction, assess whether Zepto is meeting customer expectations, and provide suggestions for improving its service quality and customer experience. The findings of this study will help Zepto understand customer needs more effectively and develop strategies to improve customer satisfaction and long-term loyalty.

Objectives

- To Analyze factors determining Customer Perception towards Zepto
- To evaluate the gaps between customer expectations and their actual experience with Zepto's quick commerce delivery services.
- To analyze the impact of delivery speed, product availability, and service quality on customer satisfaction

3. Scope and Significance of the Study

Scope of the Study

- The study focuses on understanding the level of customer satisfaction towards Zepto's quick commerce delivery services by examining customers' overall experiences with the platform.



- It evaluates key service dimensions such as delivery speed, product availability, order accuracy, product quality, customer support, and ease of using the application, which influence customer satisfaction.
- The study identifies the gap between customer expectations and their actual experiences, helping to recognize areas where service improvements are required.
- The findings of the study can be used by Zepto's management to enhance service quality, improve operational efficiency, strengthen customer retention, and develop effective customer-centric strategies in the competitive quick commerce industry.
- The study provides useful insights for researchers, students, marketers, and businesses interested in customer satisfaction and quick commerce services. It can serve as a reference for future studies on digital retail, e-commerce, customer experience, and supply chain management.

Need of the Study

The rapid growth of quick commerce has significantly transformed the way consumers purchase daily essentials by offering fast and convenient doorstep delivery. Among the leading players in this sector, Zepto has gained considerable popularity due to its promise of delivering products within a few minutes. However, as customer expectations continue to increase, factors such as delivery speed, product availability, service quality, order accuracy, pricing, and overall shopping experience play a crucial role in determining customer satisfaction. While Zepto has expanded its presence and customer base, there is a need to understand whether its services consistently meet customer expectations and identify the areas where improvements are required. This study was undertaken to examine the factors influencing customer satisfaction, evaluate the gap between customer expectations and their actual experiences, and assess how delivery speed, product availability, and service quality contribute to overall satisfaction. The findings of this study will help provide valuable insights into customer perceptions and support Zepto in enhancing its service quality, improving customer experience, and strengthening customer loyalty in the highly competitive quick commerce market.

II. LITERATURE REVIEW

1. Review of Literature

Sabarish R. et al. (2025): The study focused on customer satisfaction with Zepto's quick-commerce grocery delivery services. It examined factors such as product quality, pricing, freshness, delivery speed, and brand variety using responses from 108 customers. The findings showed that customers were generally satisfied with delivery speed and product quality, while packaging, pricing transparency, and product availability needed improvement. The study concluded that maintaining efficient service and meeting

customer expectations are essential for increasing satisfaction and customer loyalty.

Ajay L. et al. (2025): This study examined customer satisfaction with quick commerce services by analyzing factors such as delivery speed, convenience, product quality, pricing, and customer support. The research found that fast delivery and ease of ordering significantly improve customer satisfaction. It also highlighted that reliable service quality and product availability encourage customers to continue using quick commerce platforms. The study suggested that companies should continuously improve their services to remain competitive.

Aparna Tembulkar et al. (2025): The study analyzed the major factors influencing customer satisfaction in India's quick commerce sector. It found that delivery speed, convenience, service quality, and demographic characteristics significantly affect customer satisfaction. The authors observed that customer expectations vary across different age groups and purchasing behaviors. The study recommended that quick commerce companies should adopt customer-focused strategies to improve satisfaction and strengthen customer loyalty.

Sanchayita Banerjee et al. (2025): This research compared customer perceptions of product quality between Zepto and Blinkit. The study showed that customers highly value freshness, product quality, and availability while choosing a quick commerce platform. It also found that consistent product quality positively influences customer trust and repeat purchases. The authors concluded that maintaining quality standards is essential for sustaining customer satisfaction in the competitive quick commerce market.

Jaya Sri Thota et al. (2025): The study explored how digital convenience and emotional experience influence customer behavior on Zepto. It found that app usability, quick delivery, and order accuracy are the main reasons customers prefer Zepto. In addition, factors such as brand trust, customer engagement, and personalized communication increase customer loyalty and encourage repeat purchases. The study concluded that both functional service quality and emotional satisfaction are important for long-term customer retention.

Manish Tiwari, et al. (2025): This study examined how sustainability practices influence customer satisfaction and repurchase behaviour in quick commerce platforms such as Zepto, Blinkit, Swiggy Instamart, and BigBasket. The researchers considered factors like delivery time, product quality, app usability, sustainable packaging, and eco-friendly delivery. Data were collected from 219 consumers and analyzed using the PLS-SEM model. The study found that fast delivery and sustainable practices significantly improve customer satisfaction, which in turn encourages customers to make repeat purchases. The authors



concluded that combining service quality with environmentally friendly practices helps quick commerce companies build long-term customer loyalty.

Yajing Chen et al. (2024): The study focused on improving product assortment planning in quick commerce to better satisfy customer needs. It explained how selecting the right products in local stores helps companies deliver orders quickly while meeting customer expectations. The research highlighted that proper inventory planning increases customer satisfaction by reducing stock shortages and improving delivery efficiency. The authors concluded that effective assortment planning plays an important role in enhancing customer experience and business performance in quick commerce.

Goel, Parayitam et al. (2024): This study explored the role of circular economy practices in improving sustainability within quick commerce businesses. The researchers identified practices such as waste reduction, sustainable packaging, route optimization, eco-friendly transportation, and efficient resource utilization. The findings revealed that these practices not only support environmental sustainability but also improve customer satisfaction and business performance. The study suggested that adopting sustainable operational strategies can strengthen customer trust and encourage long-term loyalty.

Farooq H. et al. (2023): The study investigated how green packaging, environmental awareness, and social influence affect customer satisfaction and purchasing behaviour. The researchers found that customers increasingly prefer companies that use eco-friendly packaging and sustainable business practices. The results indicated that environmentally responsible initiatives positively influence customer satisfaction and encourage repeat purchases. The study concluded that sustainability has become an important factor in improving customer experience and strengthening customer loyalty.

Feng L et al. (2022): This research focused on pricing strategies and inventory management for fresh products in online retailing. The study emphasized that product freshness, pricing, and stock availability significantly influence customer satisfaction. It showed that maintaining fresh inventory while offering competitive prices helps businesses improve customer experience and increase repeat purchases. The authors concluded that effective inventory and pricing decisions are essential for maintaining customer satisfaction in online grocery and quick commerce services.

Pooja Singh et al. (2023): This study presented a systematic literature review on consumer behaviour in online grocery shopping. It explained that convenience, product quality, pricing, delivery performance, and website usability are the major factors influencing customers'

purchase decisions. The review also highlighted that trust and service quality play a significant role in improving customer satisfaction and loyalty. The authors concluded that understanding consumer behaviour helps online grocery companies develop better marketing and service strategies.

Niklas Eriksson et al. (2023): The study examined what regular online grocery shoppers expect from online grocery retailers. It found that customers value reliable delivery, accurate order fulfilment, easy returns, responsive customer support, and transparent communication. The findings suggested that improving service quality leads to higher customer satisfaction and encourages repeat purchases. The authors recommended that online grocery companies continuously improve their service processes to retain customers.

Heikki Karjaluo et al. (2022): This meta-analysis reviewed previous studies on online grocery shopping before and during the COVID-19 pandemic. The researchers found that convenience, safety, delivery efficiency, and digital accessibility significantly influenced customer satisfaction and online shopping behaviour. The study also observed that many consumers continued using online grocery services even after restrictions were lifted. The authors concluded that online grocery platforms should continue improving service quality to maintain customer satisfaction and loyalty.

Reema Singh et al. (2022): The study investigated how customers' home experiences influence satisfaction with online grocery retailing. It found that timely delivery, order accuracy, convenience, and positive shopping experiences contribute to higher customer satisfaction. The research emphasized that customers evaluate online grocery services based on how well the service fits their daily lives. The authors concluded that improving delivery performance and customer experience helps retailers build stronger customer relationships.

Imran Ali et al. (2021): This study examined the factors influencing customer satisfaction in online grocery shopping using survey data from consumers in India. The researchers found that convenience, product quality, service quality, perceived value, and reduced shopping risk significantly affect customer satisfaction. The findings showed that customers are more satisfied when online retailers provide reliable services and quality products at reasonable prices. The study concluded that focusing on these factors helps businesses improve customer loyalty and long-term success.

Rashmi Dang (2021): This study examined the factors influencing customer satisfaction with e-retailing websites in India using the Technology Acceptance Model (TAM). It found that perceived usefulness, ease of use, and



customer trust positively influence satisfaction with online shopping platforms. The study emphasized that an easy-to-use website and reliable services encourage customers to continue purchasing online. The author concluded that improving website quality and customer trust is essential for increasing customer satisfaction in e-commerce.

Imran Ali (2021): The study analyzed the major determinants of customer satisfaction in online grocery shopping. It focused on factors such as convenience, perceived service quality, product quality, and value offered by online grocery platforms. The findings revealed that customers are more satisfied when they receive quality products, timely delivery, and convenient shopping experiences. The study concluded that improving these service aspects helps online retailers attract and retain more customers.

Imran Ali et al. (2021): This research investigated the factors affecting customer satisfaction in online grocery shopping using data collected from consumers in Delhi NCR. The study identified convenience, product quality, service quality, perceived risk, and time-saving as the major determinants of customer satisfaction. The results showed that better service quality and product reliability significantly improve customer satisfaction and encourage repeat purchases. The authors concluded that customer-focused service strategies are essential for the success of online grocery businesses.

Mahdi Mirhoseini et al. (2021): This study examined the challenges that reduce customer satisfaction in online grocery shopping. It found that complex pricing, difficulty in comparing products, and lack of product information negatively affect customers' shopping experience. The research suggested that simplifying the shopping process and providing clear product details improve customer satisfaction and purchase intention. The authors concluded that customer-friendly platforms are important for increasing satisfaction and loyalty.

Ankush Chopra et al. (2021): This study focused on identifying delivery-related issues using customer feedback in online retail businesses. It analyzed customer complaints regarding delayed deliveries, damaged products, wrong items, and packaging problems. The findings showed that analyzing customer feedback helps companies quickly identify operational issues and improve delivery performance. The study concluded that resolving delivery problems enhances customer satisfaction and strengthens customer trust in online delivery services.

Gap Identification through Structured Review of Literature

The review of the literature indicates that customer satisfaction in quick commerce is primarily influenced by factors such as delivery speed, product quality, service

quality, convenience, pricing, and customer support (Sabarish & Rajan, 2025; Ambaliya et al., 2025). Several studies have also highlighted that product freshness, order accuracy, and app usability significantly contribute to customer trust and repeat purchase intentions (Banerjee & Upadhyay, 2025; Thota & Reddy, 2025). In addition, demographic characteristics and changing customer preferences have been identified as important determinants of customer satisfaction in the quick commerce sector (Tembulkar et al., 2025).

However, the existing literature reveals several research gaps. Most studies have focused on individual service dimensions, such as delivery speed, product quality, or digital convenience, rather than examining these factors together. Moreover, many studies have compared multiple quick commerce platforms, such as Zepto and Blinkit, instead of conducting an in-depth analysis of Zepto's delivery services. The literature also shows limited attention to assessing the gap between customer expectations and their actual experiences, which is essential for understanding overall customer satisfaction.

Furthermore, most of the reviewed studies were conducted with limited sample sizes or in specific geographical locations, which may restrict the generalizability of their findings. Considering the rapid growth of the quick commerce industry and the increasing expectations of customers, there is a need for a comprehensive study focusing specifically on Zepto.

Therefore, the present study aims to bridge these gaps by examining the factors determining customer satisfaction, evaluating the gap between customer expectations and their actual experiences, and analyzing the impact of delivery speed, product availability, and service quality on customer satisfaction towards Zepto's quick commerce delivery services.

2. Industry / Business Analysis

The quick commerce (Q-commerce) industry is one of the fastest-growing segments of the e-commerce market. Quick commerce refers to the ultra-fast delivery of groceries, food items, medicines, and other daily essentials, typically within 10 to 30 minutes. The industry has gained significant momentum due to increasing internet penetration, smartphone usage, digital payment adoption, and changing consumer lifestyles. Urban consumers prefer quick commerce because it offers convenience, saves time, and provides instant access to essential products.

India's quick commerce market has witnessed rapid growth in recent years with the emergence of companies such as Zepto, Blinkit, Swiggy Instamart, and BigBasket Now. These companies use strategically located dark stores, advanced logistics systems, and technology-driven

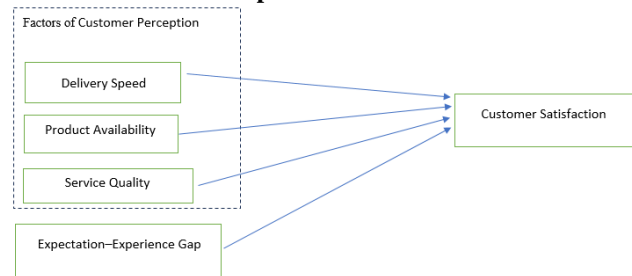


operations to ensure faster order fulfillment. As competition in the industry continues to increase, companies are focusing on improving delivery speed, product availability, pricing strategies, customer service, and overall shopping experience to achieve higher customer satisfaction and long-term customer loyalty. Customer satisfaction plays a vital role in the success of quick commerce businesses. Factors such as timely delivery, product quality, service reliability, application usability, and effective customer support directly influence customers' purchasing decisions and repeat usage. Therefore, understanding customer expectations and continuously improving service quality have become essential for sustaining competitive advantage in the quick commerce industry.

3. Research / Business Gap

The review of existing literature shows that customer satisfaction in quick commerce has been studied from different perspectives, including delivery speed, product quality, service quality, convenience, pricing, customer support, and digital experience. However, several gaps remain in existing research. Most previous studies have examined individual service dimensions separately, such as delivery speed, product quality, pricing, or convenience, rather than studying multiple factors together in relation to customer satisfaction. Some studies have also compared different quick commerce platforms, such as Zepto and Blinkit, instead of conducting a focused examination of Zepto's delivery services. Another important gap is the limited attention given to the difference between customers' expectations and their actual experiences. Understanding this expectation–experience gap is important because customer satisfaction depends on whether the service received meets or exceeds customer expectations. In addition, many previous studies were conducted with limited sample sizes or within specific geographical areas, which may restrict the general applicability of their findings. The quick commerce industry is developing rapidly, and customer expectations are continuously changing with increasing demand for faster delivery, better product availability, reliable service, and convenient digital shopping. Therefore, there is a need for a comprehensive study specifically focusing on Zepto and examining customer perception, expectation–experience gap, delivery speed, product availability, and service quality in relation to customer satisfaction. The present study addresses these gaps by analyzing these factors together and providing insights into customer experiences and areas for improving Zepto's quick commerce delivery services effectively and strengthening overall customer satisfaction and long-term customer loyalty.

4. Theoretical / Conceptual Framework



III. RESEARCH METHODOLOGY

1. Research Design

The present study adopts a descriptive research design to analyze customer satisfaction towards Zepto's quick commerce delivery services. Descriptive research is appropriate because it helps in understanding customer perceptions, identifying the gap between customer expectations and actual experiences, and examining the impact of delivery speed, product availability, and service quality on overall customer satisfaction. The research design enables the systematic collection, analysis, and interpretation of data from respondents.

2. Data Sources and Sampling

Data Sources

- **Primary Data:** Primary data were collected directly from 150 Zepto users through a structured questionnaire prepared using Google Forms. The questionnaire collected information about customer perception, expectation–experience gap, delivery speed, product availability, service quality, and customer satisfaction.
- **Secondary Data:** Secondary data were collected from review articles, research articles, and textbooks related to customer satisfaction, quick commerce, e-commerce, service quality, and consumer behaviour. These sources were used to understand the theoretical concepts, review previous studies, and develop the background and research gap for the study. The report includes a structured review of previous literature and references related to quick commerce and online grocery shopping.
- **Sampling Method:** Convenience Sampling was used, which is a non-probability sampling technique. Respondents were selected based on their accessibility and willingness to participate.
- **Sample Size:** The study consists of 150 respondents who have used Zepto's quick commerce delivery services.

3. Data Collection and Analysis

- Data were collected through a structured questionnaire using Google Forms.
- The questionnaire included demographic questions and questions related to customer perception, expectation–



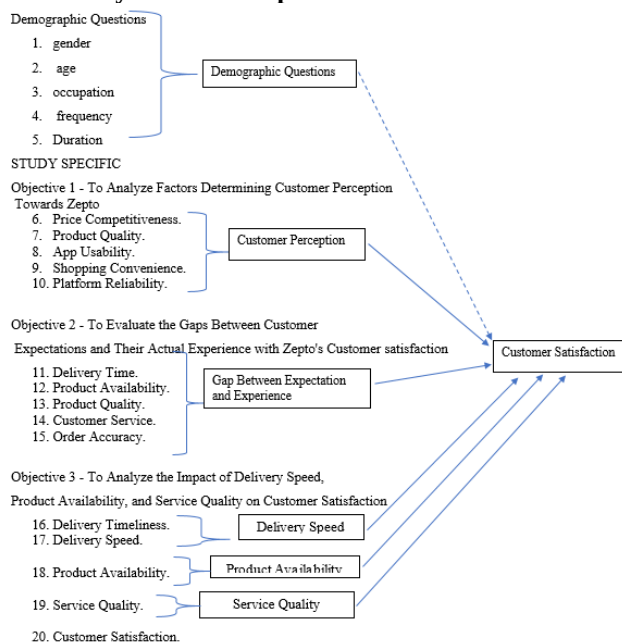
experience gap, delivery speed, product availability, service quality and customer satisfaction.

- Microsoft Excel was used for data cleaning, coding, tabulation, percentage analysis, charts and tables.
- Microsoft Power BI was used for dashboards and visualizations.
- Analysis included frequency distribution, percentage analysis, graphical representation and correlation analysis.

IV. DATA ANALYSIS, FINDINGS AND DISCUSSION

1. Data Analysis and Results

Data Analysis Route Map



Demographic Questions

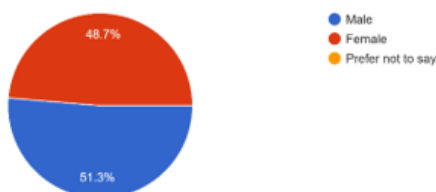
Gender

Table 1 – Gender

Gender	Responses	Percentage
Male	77	51.3%
Female	73	48.7%
Prefer not to say	0	0

Pie chart – Gender

What is your gender?
150 responses



Interpretation

The pie chart shows the gender distribution of the 150 respondents. 51.3% of the respondents are male, while 48.7% are female. There are no respondents who selected “Prefer not to say.” The distribution is almost equal, with a slightly higher representation of male respondents. This indicates that the study has a fairly balanced gender representation, allowing the responses to reflect the perceptions of both male and female customers toward Zepto's quick-commerce delivery services.

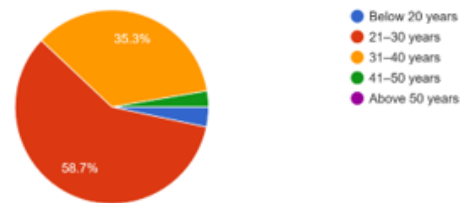
Age

Table 2 – Age

Age	Responses	Percentage
Below 20 years	5	3.3%
21–30 years	88	58.7%
31–40 years	53	35.3%
41–50 years	4	2.7%
Above 50 years	0	0

Pie chart – Age

Which age group do you belong to?
150 responses



Interpretation

The pie chart shows the age-wise distribution of the 150 respondents. The majority of respondents (58.7%) belong to the 21–30 years age group, followed by 35.3% from the 31–40 years age group. A small proportion of respondents are below 20 years and 41–50 years, while there are no respondents above 50 years.

This indicates that the study is mainly represented by young and middle-aged customers, particularly those aged 21–30 years. Therefore, the findings of the study largely reflect the perceptions and satisfaction levels of customers in these age groups toward Zepto's quick-commerce delivery services.

Occupation

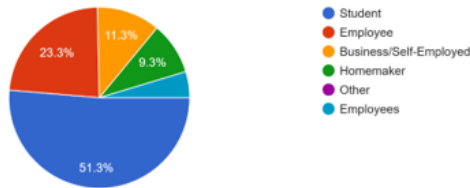
Table.3 – Occupation

Occupation	Responses	Percentage
Student	77	51.3%
Employee	35	23.3%
Business/Self-Employed	17	11.3%
Homemaker	14	9.3%
Other	0	0



Pie chart – Occupation

What is your current occupation?
150 responses



Interpretation

The pie chart shows the occupational distribution of the 150 respondents. The majority of respondents (51.3%) are students, followed by 23.3% employees. About 11.3% are business/self-employed, while 9.3% are homemakers. A small proportion belong to the other categories.

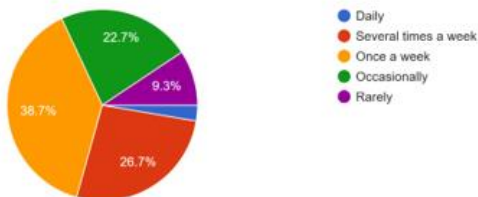
This indicates that the study is mainly represented by students and employees, with students forming the largest group. Therefore, the findings on customer perception and satisfaction toward Zepto largely reflect the experiences of young consumers and working individuals, who may frequently use quick-commerce services for convenience and time-saving.

Frequency

Table 4 – Frequency

Frequency	Responses	Percentage
Daily	4	2.7%
Several times a week	40	26.7%
Once a week	58	38.7%
Occasionally	34	22.7%
Rarely	14	9.3%

How frequently do you use Zepto?
150 responses



Pie chart 4.4 – Frequency

Interpretation

The pie chart shows the frequency of Zepto usage among the 150 respondents. The largest group (38.7%) uses Zepto

once a week, followed by 26.7% who use it several times a week. About 22.7% use Zepto occasionally, while 9.3% use it rarely. Only a small proportion of respondents use Zepto daily.

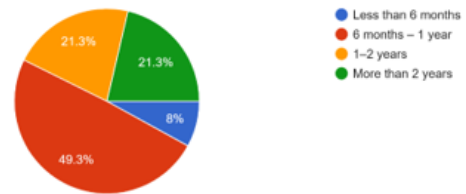
This indicates that most respondents use Zepto at least once a week, showing that the platform is a regular part of their shopping habits. The results suggest that Zepto is mainly used for weekly and occasional purchases rather than daily purchases.

Duration

Table 5 Duration

Duration	Responses	Percentage
Less than 6 months	12	8%
6 months – 1 year	74	49.3%
1–2 years	32	21.3%
More than 2 years	32	21.3%

How long have you been using Zepto?
150 responses



Pie chart 4.5 – Duration

Interpretation

The pie chart shows the duration for which the 150 respondents have been using Zepto. The majority of respondents (49.3%) have been using Zepto for 6 months to 1 year. About 21.3% have used Zepto for 1–2 years, and another 21.3% have been using it for more than 2 years. Only 8% of respondents have been using Zepto for less than 6 months.

This indicates that most respondents have sufficient experience with Zepto's services, particularly those who have used the platform for 6 months to 1 year or longer. Therefore, their responses can provide useful insights into customer perception and satisfaction based on actual experience with Zepto.

Correlation

Correlation Between Customer Perception and Customer Satisfaction

S.no	Customer Perception	Customer Satisfaction	S.no	Customer Perception	Customer Satisfaction	S.no	Customer Perception	Customer Satisfaction
1	5	5	60	4.6	5	119	5	5
2	4	4	61	3.2	3	120	5	5
3	1	1	62	4	4	121	5	5
4	4.6	5	63	4	4	122	5	5



5	5	5	64	4	4	123	5	5
6	4	5	65	4	4	124	5	5
7	4	5	66	4	4	125	5	5
8	4.6	5	67	4	4	126	5	5
9	5	5	68	4	4	127	5	5
10	4.6	5	69	5	5	128	5	5
11	3.8	4	70	4.6	5	129	5	5
12	3.2	3	71	4	4	130	4.4	5
13	4.2	5	72	4.6	5	131	4	4
14	4	4	73	4.6	5	132	5	5
15	4.6	4	74	5	5	133	4	4
16	4	4	75	5	5	134	5	5
17	4.4	4	76	4	4	135	4	5
18	4.8	4	77	4.6	5	136	4	4
19	4.4	4	78	5	5	137	5	5
20	4	4	79	4.8	5	138	4.6	4
21	4.6	5	80	5	5	139	4	4
22	4.8	5	81	5	5	140	5	4
23	4	5	82	5	5	141	4.2	4
24	4.6	5	83	5	5	142	4	4
25	4.4	5	84	4.8	5	143	4.2	4
26	4.4	4	85	4.8	5	144	4	4
27	4.8	5	86	4.8	5	145	4	4
28	4.4	5	87	4	4	146	4.2	4
29	4.6	5	88	4.6	5	147	4	4
30	4.6	5	89	4.8	5	148	4	4
31	4	4	90	5	5	149	4	4
32	4	4	91	4.8	5	150	4	4
			33	4.4	5	92	4.4	4
			34	4.4	5	93	4.8	5
			35	4.4	4	94	4.8	5
			36	4.4	4	95	4.8	5
			37	4.4	4	96	4.8	5
			38	4.6	5	97	5	5
			39	4	4	98	4.6	5
			40	4.4	4	99	4.8	5
			41	4.6	4	100	4.8	5
			42	4.8	4	101	5	5
			43	4.4	5	102	5	5
			44	4.6	4	103	5	5
			45	4.4	5	104	4.8	5
			46	4.4	5	105	4.8	5



47	4.4	5	106	5	5
48	4.4	4	107	5	5
49	4.4	4	108	5	5
50	4.4	5	109	4.4	5
51	4.4	4	110	5	5
52	4	4	111	4.8	5
53	4	4	112	5	5
54	4.4	5	113	4.4	4
55	4	4	114	4.8	5
56	1.8	3	115	4	4
57	3	2	116	5	5
58	4	3	117	5	5
59	2.6	2	118	5	5

Correlation Between Customer Perception and Customer Satisfaction = 0.786

Interpretation

The correlation coefficient between the two variables is 0.786, indicating a strong positive relationship between them. This means that higher levels of the respective factor are generally associated with higher levels of customer satisfaction. The result suggests that the factor has a

considerable association with how customers evaluate their overall experience with Zepto. A positive experience related to this factor may therefore be reflected in a higher level of customer satisfaction. The correlation indicates that this factor is an important aspect to consider while understanding customer satisfaction towards Zepto's quick-commerce delivery services.

Correlation Between Expectation–Experience Gap and Customer Satisfaction

S. no	Expectation-Experience Gap	Customer Satisfaction	S. no	Expectation-Experience Gap	Customer Satisfaction	S. no	Expectation-Experience Gap	Customer Satisfaction
1	4.8	5	60	4.4	5	119	5	5
2	4	4	61	2.8	3	120	5	5
3	1	1	62	4	4	121	5	5
4	4.8	5	63	4	4	122	5	5
5	5	5	64	4	4	123	5	5
6	4.2	5	65	4	4	124	5	5
7	4.2	5	66	4	4	125	5	5
8	4.4	5	67	4	4	126	5	5
9	5	5	68	4	4	127	5	5
10	4.4	5	69	5	5	128	5	5
11	3.4	4	70	5	5	129	5	5
12	3	3	71	4	4	130	5	5
13	4.6	5	72	5	5	131	4	4
14	4.6	4	73	5	5	132	5	5
15	4.8	4	74	5	5	133	4	4
16	4	4	75	5	5	134	5	5
17	4.6	4	76	4	4	135	5	5



18	4.6	4	77	5	5	136	4	4
19	4.6	4	78	5	5	137	5	5
20	4	4	79	5	5	138	4	4
21	4.4	5	80	5	5	139	4	4
22	4.6	5	81	5	5	140	4.2	4
23	4.8	5	82	5	5	141	4	4
24	5	5	83	5	5	142	4	4
25	4.6	5	84	5	5	143	4	4
26	4.6	4	85	5	5	144	4	4
27	5	5	86	5	5	145	4	4
28	4.8	5	87	4	4	146	4	4
29	4.6	5	88	4.6	5	147	4	4
30	4.4	5	89	5	5	148	4	4
31	4	4	90	5	5	149	4	4
32	4	4	91	5	5	150	4	4

33	4.6	5	92	4.4	4
34	4.8	5	93	5	5
35	4.6	4	94	5	5
36	4.6	4	95	5	5
37	4	4	96	5	5
38	4.4	5	97	5	5
39	4	4	98	4.6	5
40	4.6	4	99	5	5
41	4.4	4	100	5	5
42	4.4	4	101	5	5
43	4.4	5	102	5	5
44	4.4	4	103	5	5
45	4.6	5	104	5	5
46	4.8	5	105	5	5
47	4.6	5	106	5	5
48	4.6	4	107	5	5
49	4.6	4	108	5	5
50	4.4	5	109	4.8	5
51	4.6	4	110	5	5
52	4	4	111	5	5
53	4	4	112	5	5
54	4.4	5	113	4	4
55	4	4	114	5	5



56	1.8	3	115	4	4
57	2.4	2	116	5	5
58	3.4	3	117	5	5
59	3.4	2	118	5	5

Correlation Between Expectation–Experience Gap and Customer Satisfaction = 0.8091

Interpretation

The correlation coefficient between the two variables is 0.8091, indicating a strong positive relationship. This shows that the respective factor is closely associated with customer satisfaction among the respondents. When customers have a more positive experience regarding this

factor, they generally tend to report higher satisfaction with Zepto's services. The result indicates that this factor plays an important role in shaping the overall customer experience. Therefore, maintaining good performance in this area can be considered relevant to customer satisfaction towards Zepto.

Correlation Between Delivery Speed and Customer Satisfaction

S.no	Delivery speed	Customer Satisfaction	S.no	Delivery speed	Customer Satisfaction	S.no	Delivery speed	Customer Satisfaction
1	4	5	60	4.5	5	119	5	5
2	4	4	61	4	3	120	5	5
3	1	1	62	4	4	121	5	5
4	5	5	63	4	4	122	5	5
5	5	5	64	4	4	123	5	5
6	5	5	65	4	4	124	5	5
7	4.5	5	66	4	4	125	5	5
8	4.5	5	67	4	4	126	5	5
9	5	5	68	4	4	127	5	5
10	4.5	5	69	5	5	128	5	5
11	4	4	70	5	5	129	5	5
12	3	3	71	4	4	130	5	5
13	3.5	5	72	5	5	131	4	4
14	4	4	73	5	5	132	5	5
15	4.5	4	74	5	5	133	4	4
16	4	4	75	5	5	134	5	5
17	4.5	4	76	4	4	135	5	5
18	5	4	77	5	5	136	4	4
19	4.5	4	78	5	5	137	5	5
20	4	4	79	5	5	138	4	4
21	4.5	5	80	5	5	139	4	4
22	4.5	5	81	5	5	140	4	4
23	5	5	82	5	5	141	4	4
24	5	5	83	5	5	142	4	4
25	5	5	84	5	5	143	4	4
26	3.5	4	85	5	5	144	4	4
27	5	5	86	5	5	145	4	4
28	4.5	5	87	4	4	146	4	4



29	4.5	5	88	5	5	147	4	4
30	4.5	5	89	5	5	148	4	4
31	4	4	90	5	5	149	4	4
32	4	4	91	5	5	150	4	4
	33	4.5	5	92	4.5	4		
	34	5	5	93	5	5		
	35	5	4	94	5	5		
	36	4.5	4	95	5	5		
	37	4	4	96	5	5		
	38	4	5	97	5	5		
	39	4	4	98	5	5		
	40	4.5	4	99	5	5		
	41	4.5	4	100	5	5		
	42	4.5	4	101	5	5		
	43	5	5	102	5	5		
	44	4.5	4	103	5	5		
	45	5	5	104	5	5		
	46	5	5	105	5	5		
	47	4.5	5	106	5	5		
	48	4.5	4	107	5	5		
	49	4.5	4	108	5	5		
	50	5	5	109	5	5		
	51	4.5	4	110	5	5		
	52	4	4	111	5	5		
	53	4	4	112	5	5		
	54	4.5	5	113	4	4		
	55	4	4	114	5	5		
	56	1.5	3	115	4	4		
	57	2.5	2	116	5	5		
	58	3	3	117	5	5		
	59	3	2	118	5	5		

Correlation Between Delivery Speed and Customer Satisfaction = 0.80782

Interpretation

The correlation coefficient is 0.80782, which indicates a strong positive relationship between the two variables. The result shows that customers' experiences regarding this factor are closely associated with their overall satisfaction with Zepto's quick-commerce delivery services. As the

level of positive experience related to this factor increases, customer satisfaction also tends to be higher. This indicates that the factor is an important component of the overall service experience and has a considerable relationship with customer satisfaction. The finding highlights the relevance of this factor in understanding customers' satisfaction with Zepto.

Correlation Between Product Availability and Customer Satisfaction

S. no	Product Availability	Customer Satisfaction	S. no	Product Availability	Customer Satisfaction	S. no	Product Availability	Customer Satisfaction
1	3	5	60	5	5	119	5	5
2	4	4	61	5	3	120	5	5



3	1	1	62	4	4	121	5	5
4	4	5	63	4	4	122	5	5
5	5	5	64	4	4	123	5	5
6	5	5	65	4	4	124	5	5
7	5	5	66	4	4	125	5	5
8	5	5	67	4	4	126	5	5
9	5	5	68	4	4	127	5	5
10	5	5	69	5	5	128	5	5
11	4	4	70	5	5	129	5	5
12	3	3	71	4	4	130	5	5
13	5	5	72	5	5	131	4	4
14	3	4	73	5	5	132	5	5
15	5	4	74	5	5	133	4	4
16	4	4	75	5	5	134	5	5
17	4	4	76	4	4	135	5	5
18	3	4	77	5	5	136	4	4
19	4	4	78	5	5	137	5	5
20	4	4	79	5	5	138	4	4
21	5	5	80	5	5	139	4	4
22	5	5	81	5	5	140	4	4
23	5	5	82	5	5	141	4	4
24	5	5	83	5	5	142	4	4
25	5	5	84	5	5	143	4	4
26	4	4	85	5	5	144	4	4
27	5	5	86	5	5	145	4	4
28	5	5	87	4	4	146	4	4
29	5	5	88	5	5	147	4	4
30	5	5	89	5	5	148	4	4
31	4	4	90	5	5	149	4	4
32	4	4	91	5	5	150	4	4

33	5	5	92	4	4
34	5	5	93	5	5
35	4	4	94	5	5
36	4	4	95	5	5
37	4	4	96	5	5
38	5	5	97	5	5
39	4	4	98	5	5
40	4	4	99	5	5
41	5	4	100	5	5
42	4	4	101	5	5
43	4	5	102	5	5
44	5	4	103	5	5



45	5	5	104	5	5
46	5	5	105	5	5
47	4	5	106	5	5
48	4	4	107	5	5
49	4	4	108	5	5
50	4	5	109	5	5
51	4	4	110	5	5
52	4	4	111	5	5
53	4	4	112	5	5
54	5	5	113	4	4
55	4	4	114	5	5
56	1	3	115	4	4
57	3	2	116	5	5
58	3	3	117	5	5
59	3	2	118	5	5

Correlation Between Product Availability and Customer Satisfaction = 0.794289

Interpretation

The correlation coefficient is 0.794289, indicating a strong positive relationship between the two variables. This result suggests that the respective factor is closely associated with customer satisfaction. Customers who have a more positive experience with this factor generally tend to

express higher satisfaction with Zepto's services. The finding indicates that this factor contributes to the overall customer experience and is relevant when examining customer satisfaction towards quick-commerce delivery services. Maintaining a positive experience in this area may therefore be associated with better customer satisfaction.

Correlation Between Service Quality and Customer Satisfaction

S. no	Service Quality	Customer Satisfaction	S. no	Service Quality	Customer Satisfaction	S. no	Service Quality	Customer Satisfaction	S. no	Service Quality	Customer Satisfaction
1	5	5	60	4	5	119	5	5	146	4	4
2	4	4	61	1	3	120	5	5	147	4	4
3	1	1	62	4	4	121	5	5	148	4	4
4	5	5	63	4	4	122	5	5	149	4	4
5	5	5	64	4	4	123	5	5	150	4	4
6	5	5	65	4	4	124	5	5			
7	4	5	66	4	4	125	5	5			
8	4	5	67	4	4	126	5	5			
9	5	5	68	4	4	127	5	5			
10	4	5	69	5	5	128	5	5			
11	4	4	70	5	5	129	5	5			
12	3	3	71	4	4	130	5	5			
13	5	5	72	5	5	131	4	4			
14	4	4	73	5	5	132	5	5			
15	4	4	74	5	5	133	4	4			
16	4	4	75	5	5	134	5	5			
17	5	4	76	4	4	135	5	5			



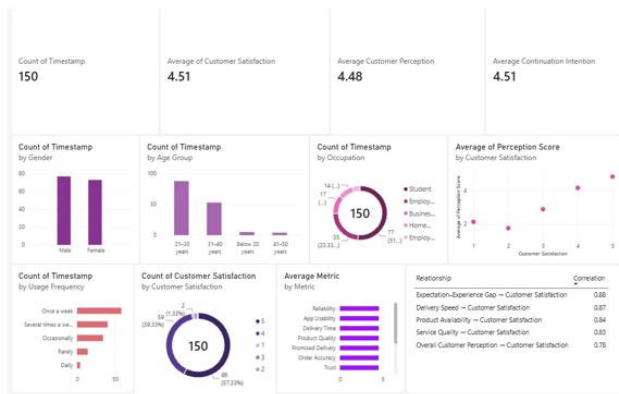
18	4	4	77	5	5	136	4	4
19	5	4	78	5	5	137	5	5
20	4	4	79	5	5	138	4	4
21	4	5	80	5	5	139	4	4
22	4	5	81	5	5	140	4	4
23	5	5	82	5	5	141	4	4
24	5	5	83	5	5	142	4	4
25	5	5	84	5	5	143	4	4
26	4	4	85	5	5	144	4	4
27	5	5	86	5	5	145	4	4
28	4	5	87	4	4	146	4	4
29	5	5	88	5	5	147	4	4
30	4	5	89	5	5	148	4	4
31	4	4	90	5	5	149	4	4
32	4	4	91	5	5	150	4	4
33	5	5	92	4	4	119	5	5
34	5	5	93	5	5	120	5	5
35	4	4	94	5	5	121	5	5
36	5	4	95	5	5	122	5	5
37	4	4	96	5	5	123	5	5
38	5	5	97	5	5	124	5	5
39	4	4	98	5	5	125	5	5
40	5	4	99	5	5	126	5	5
41	4	4	100	5	5	127	5	5
42	5	4	101	5	5	128	5	5
43	4	5	102	5	5	129	5	5
44	5	4	103	5	5	130	5	5
45	5	5	104	5	5	131	4	4
46	5	5	105	5	5	132	5	5
47	5	5	106	5	5	133	4	4
48	5	4	107	5	5	134	5	5
49	5	4	108	5	5	135	5	5
50	4	5	109	5	5	136	4	4
51	5	4	110	5	5	137	5	5
52	4	4	111	5	5	138	4	4
53	4	4	112	5	5	139	4	4
54	4	5	113	4	4	140	4	4
55	4	4	114	5	5	141	4	4
56	2	3	115	4	4	142	4	4
57	3	2	116	5	5	143	4	4
58	4	3	117	5	5	144	4	4
59	4	2	118	5	5	145	4	4

Correlation Between Service Quality and Customer Satisfaction = 0.66608

Interpretation

The correlation coefficient is 0.66608, indicating a moderate positive relationship between the two variables. This means that the respective factor has a positive association with customer satisfaction, although the relationship is comparatively lower than the other four correlations. The result shows that customers' experiences regarding this factor are still related to their overall satisfaction with Zepto's services. However, compared with the other factors, the association is less strong. This indicates that the factor remains relevant to customer satisfaction but may have a comparatively weaker relationship within the variables examined in the study.

Dashboard



Interpretation

The Power BI dashboard summarizes the responses of 150 respondents regarding their perception and satisfaction toward Zepto's quick-commerce delivery services.

- The average Customer Satisfaction is 4.51 out of 5, indicating a high level of satisfaction among the respondents.
- The average Customer Perception score is 4.48 out of 5, showing that respondents generally have a positive perception of Zepto's services.
- The average Continuation Intention is 4.51 out of 5, suggesting that most respondents are willing to continue using Zepto in the future.
- The gender chart shows that the respondents are fairly balanced between male and female customers, with slightly more male respondents.
- The age-group chart indicates that most respondents belong to the 21–30 years age group, followed by the 31–40 years group.
- Based on occupation, students form the largest respondent group, followed by employees.
- In terms of usage frequency, once-a-week users form the largest group, followed by respondents who use Zepto several times a week.

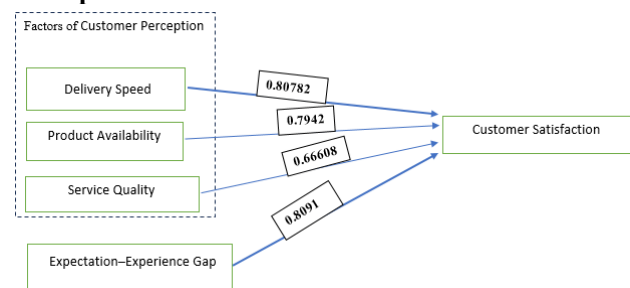
- The satisfaction chart shows that the majority of respondents selected 5 (57.33%) or 4 (39.33%), confirming the overall high satisfaction level.
- The metric chart indicates that the individual service factors have high average scores, suggesting generally positive customer experiences.
- The correlation analysis shows that all five variables have strong positive relationships with Customer Satisfaction. The strongest relationship is Expectation–Experience Gap (0.88), followed by Delivery Speed (0.87), Product Availability (0.84), Service Quality (0.83) and Customer Perception (0.78).

2. Findings and Discussion

Findings

- The study found that the average customer satisfaction score was 4.51 out of 5, indicating a high level of satisfaction among the 150 respondents.
- The average customer perception score was 4.48 out of 5, showing that respondents generally had a positive perception of Zepto's convenience, reliability, application, and service experience.
- The demographic analysis showed that 58.7% of respondents belonged to the 21–30 years age group, while 51.3% were students, indicating that the sample was mainly represented by young consumers and students.
- The usage analysis showed that 38.7% of respondents used Zepto once a week and 26.7% used it several times a week, showing that Zepto was regularly used by many respondents.
- The satisfaction analysis showed that 57.33% of respondents selected 5 and 39.33% selected 4, confirming a high level of customer satisfaction.
- The correlation analysis showed positive relationships between all five selected factors and customer satisfaction. The correlation values were 0.786, 0.8091, 0.80782, 0.794289, and 0.66608, respectively.
- The data analysis indicates that delivery speed, product availability, service quality, customer perception, and expectation–experience gap are associated with customer satisfaction towards Zepto.

Conceptual Framework





Discussion

The data analysis shows that customers generally have a positive experience with Zepto's quick-commerce delivery services, as reflected in the average customer satisfaction score of 4.51 out of 5. The customer perception score of 4.48 also indicates that respondents have a favourable view of Zepto's convenience, reliability, application, and overall service experience. The demographic results show that the study mainly represents young consumers, particularly those aged 21–30 years, with students forming the largest occupational group. The usage pattern further indicates that Zepto is regularly used by many respondents, particularly on a weekly basis. The satisfaction responses, where most respondents selected 4 or 5, further support the overall positive satisfaction level. The correlation analysis shows positive associations between the selected factors and customer satisfaction. The results indicate that expectation–experience gap (0.8091), delivery speed (0.80782), product availability (0.794289), customer perception (0.786), and service quality (0.66608) are all related to customer satisfaction in the study. Overall, the analysis suggests that customers' satisfaction with Zepto is associated with how they perceive the service, how closely the actual experience matches their expectations, and how effectively Zepto performs in areas such as delivery, product availability, and service quality.

3. Managerial Implications

The findings of the study provide useful implications for Zepto's management in improving customer satisfaction and overall service performance. Since the study found a high average customer satisfaction score of 4.51 out of 5, Zepto should focus on maintaining its existing service standards while continuously improving the customer experience. The positive relationships identified between customer satisfaction and factors such as customer perception, expectation–experience gap, delivery speed, product availability, and service quality indicate that these areas require continued managerial attention. Zepto should maintain fast and timely deliveries and ensure that actual delivery performance matches customer expectations. The company should also ensure the consistent availability of frequently purchased products so that customers can complete their purchases without inconvenience. Improving customer service by providing quick and effective solutions to complaints and order-related concerns can further support customer satisfaction. In addition, maintaining a simple and user-friendly application, accurate order fulfilment, and good product quality can contribute to a better overall customer experience. By continuously monitoring these service dimensions and responding to customer expectations, Zepto can strengthen customer satisfaction and encourage continued usage of its quick-commerce services.

V. CONCLUSION AND RECOMMENDATIONS

1. Conclusion

The study titled “A Study on Customer Satisfaction Towards Quick Commerce Delivery Services with Special Reference to Zepto” was conducted to understand customer satisfaction and identify the major factors influencing customers' experiences with Zepto's quick-commerce delivery services. The study focused on customer perception, expectation–experience gap, delivery speed, product availability, and service quality in relation to overall customer satisfaction. Primary data were collected from Zepto users through a structured questionnaire and analyzed using Microsoft Excel and Microsoft Power BI.

The findings of the study indicate that customers are generally highly satisfied with Zepto's quick-commerce delivery services. The average customer satisfaction score was 4.51 out of 5, while the average customer perception score was 4.48 out of 5, indicating a positive overall perception of Zepto. The majority of respondents also showed a willingness to continue using the platform, reflecting the importance of Zepto's convenience and quick delivery services.

The correlation analysis further shows that all the selected factors have a strong positive relationship with customer satisfaction. The Expectation–Experience Gap recorded the strongest relationship with customer satisfaction ($r = 0.881$), followed by Delivery Speed ($r = 0.873$), Product Availability ($r = 0.842$), Customer Perception ($r = 0.834$), and Service Quality ($r = 0.780$). These results indicate that customers are more satisfied when Zepto's actual service experience meets or exceeds their expectations and when the platform provides fast delivery, good product availability, positive customer perception, and reliable service.

The study also highlights that delivery speed is a particularly important factor in quick commerce because customers expect orders to be delivered within the promised time. Similarly, maintaining the availability of frequently required products is important for customer convenience and satisfaction. Service quality, including customer support and effective resolution of customer concerns, also contributes to a positive customer experience. The conceptual framework of the study supports the view that improving these service dimensions can positively influence customer satisfaction.

The demographic analysis shows that the study was largely represented by young customers, with the 21–30 age group forming the largest category. Students were the major respondent group, and most respondents used Zepto at least once a week. A considerable proportion of



respondents had also been using Zepto for six months to one year or longer, providing useful experience-based opinions about the service.

Overall, the study concludes that Zepto is performing positively in terms of customer satisfaction, but continuous improvement is necessary because customer expectations in the quick-commerce industry are constantly increasing. Zepto should focus on maintaining fast and consistent delivery, ensuring product availability, reducing the gap between customer expectations and actual experience, and strengthening customer service. Such improvements can help Zepto enhance customer satisfaction, encourage repeat usage, build customer loyalty, and remain competitive in the rapidly growing quick-commerce market.

In conclusion, customer satisfaction towards Zepto is strongly associated with the overall quality of the quick-commerce experience. The results demonstrate that speed, availability, service quality, customer perception, and fulfillment of expectations are important elements of customer satisfaction. Therefore, by continuously improving these areas and adopting customer-centric strategies, Zepto can strengthen its customer relationships and support long-term growth in the quick-commerce industry.

2. Recommendations and Implementation Plan

Recommendation

Based on the findings of the study, Zepto should focus on maintaining fast and timely deliveries to improve customer satisfaction. The company should ensure that the actual service experience matches customer expectations, particularly in terms of delivery, product quality, and service performance. Frequently purchased products should be kept consistently available so that customers can easily find and order the products they need. Zepto should also strengthen its customer service by providing quick and effective solutions to complaints, order-related issues, and customer concerns. The application should remain simple, user-friendly, and easy to navigate. In addition, Zepto should focus on order accuracy and product quality by reducing missing or incorrect items and ensuring that products are delivered in good condition. Providing accurate delivery information, offering better value for money, and focusing on customer retention can further support a positive customer experience.

Implementation Plan

The implementation plan should focus on converting these recommendations into practical service improvements. Zepto can regularly monitor delivery times and identify delays in the delivery process to maintain timely order fulfilment. Inventory levels of frequently purchased products can be monitored regularly to reduce stock shortages. Customer complaints and feedback can be

tracked systematically so that service issues are identified and resolved quickly. The application can be periodically reviewed to identify areas that may affect ease of navigation and convenience. Order accuracy can be improved by strengthening order-picking and verification processes before dispatch. Product quality can be monitored to ensure that customers receive the correct products in good condition. Zepto can also provide customers with clear and accurate delivery updates and introduce suitable value-oriented offers. Regular monitoring of these activities can help the company evaluate service performance and make necessary improvements to maintain customer satisfaction and encourage continued usage.

3. Limitations and Future Scope

Limitations

- The study is limited to Zepto customers who participated in the questionnaire, so the findings may not represent the views of all Zepto users.
- The data were collected through a structured questionnaire, and the responses are self-reported. Therefore, individual opinions and response bias may affect the results.
- The study focuses only on the selected variables, namely customer perception, expectation–experience gap, delivery speed, product availability, service quality, and customer satisfaction.
- The study was conducted within a specific time period, so customer expectations and experiences may change over time.
- The sample was collected using convenience sampling, which may limit the generalization of the findings to the wider Zepto customer population.
- The study focuses specifically on Zepto's quick-commerce delivery services, and therefore the findings may not directly represent other quick-commerce platforms or markets.

Future Scope

- Future studies can include additional factors that may influence customer satisfaction with quick-commerce services.
- Future researchers can use a larger sample size to obtain broader customer perspectives.
- Similar studies can be conducted among customers from different geographical areas to understand differences in customer experiences.
- Future research can compare Zepto with other quick-commerce platforms to examine differences in customer satisfaction and service experience.
- Future studies can examine changes in customer expectations and satisfaction over a longer period.
- Researchers can include additional aspects of quick-commerce services to obtain a more comprehensive



understanding of customer satisfaction and service performance.

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