A study on customer preference of Zepto over its fastest delivery

Udayanithi D, Ramya M

MBA Logistics and Supply chain management, Hindustan institute of Technology and Science.

Assistant Professor II, Hindustan institute of Technology and Science.

Abstract:

This study aims to investigate customer preferences for Zepto's fastest delivery service over its regular delivery service. The research methodology involved a survey conducted on a sample of Zepto customers. The survey was designed to gather data on customer demographics, delivery preferences, and satisfaction level with fastest delivery services. This study provides valuable insights into customer preferences for delivery services in the e-commerce industry.

keywords - Fastest delivery, Delivery preferences, customer demographics, E-Commerce

Chapter 1

Introduction:

With the growing trend towards online shopping and e-commerce, there has been a significant increase in demand for efficient and reliable delivery services. In recent years, the emergence of on-demand delivery services has revolutionized the way goods are delivered, allowing consumers to receive their purchases at their doorstep within hours of placing an order. To address these challenges, Zepto has emerged as a promising on-demand delivery platform that focuses on providing fast, and convenient at grocery delivery services, Zepto grocery delivery aims to create a network of independent personals who can deliver packages within a few hours, using their own vehicles, and without the need for expensive infrastructure. The study will examine the key features and benefits of Zepto grocery delivery, including its delivery speed, cost-effectiveness, and accessibility. The research methodology for this study will include both qualitative and quantitative data analysis. Primary data has been collected through customers who have used Zepto.

Objective:

- The study is focused on analysing how quickly Zepto Fastest Delivery can deliver packages to their intended destinations.
- The study seeks to understand customer satisfaction with Zepto Fastest delivery service.
- To study and compare expectation of the major criteria in determining the satisfaction and how they are satisfied with Zepto Fastest delivery service.

Scope of study:

- To study the impact of fast delivery on zepto
- To understand the customer satisfaction with fast delivery services

Need for study:

- To understand the Zepto's faster delivery service.

- Studying grocery delivery speed could help better utilisation of time in the growing fast paced world in saving time at grocery purchases.

Limitations:

- Depending on the scope and resources available for the study, the sample size may be limited, which can affect the generalizability of the results.
- Those who participate in the study may not be representative of the larger population, which can result in selection bias and limit the applicability of the results.
- Customers' preferences for E-grocery delivery may vary based on factors such as age, income and location, which can impact the results of the study.
- The time period this study conducted is between January and March.

Eur. Chem. Bull. 2023, 12(Issue 8),4415-4423

4416

Chapter 2

Review of Literature:

[1]Boyer and Hult propose a framework for integrating operations and marketing that involves four key components: 1) understanding customer needs and preferences, 2) developing effective marketing strategies, 3) designing efficient and flexible operations, and 4) leveraging technology to improve performance.

[2]The article is based on a thorough analysis of the relevant literature, including studies on e-commerce, home delivery services, and supply chain management. The authors identify several key success factors for E-grocery delivery services, including convenience, reliability, quality, and flexibility. They also highlight the importance of effective communication and customer service in ensuring customer satisfaction.

[3]The article is based on a thorough analysis of the relevant literature, including studies on e-commerce, online shopping behaviour, and customer satisfaction. The authors identify several key factors that influence customer satisfaction in online grocery shopping, including website design and functionality, product variety and quality, pricing and promotions, delivery and fulfilment, and customer service.

[4]The article provides a detailed description of the model and its implementation, including a case study that demonstrates the effectiveness of the approach in reducing delivery costs and improving order fulfilment rates. The authors also discuss the limitations of the model and suggest areas for future research, such as the integration of real-time data and machine learning algorithms to improve decision-making and optimization in E-grocery operations

[5]The article is based on a thorough analysis of the relevant literature, including studies on vehicle routing problems, urban logistics, and supply chain management. The authors identify several key challenges in the grocery delivery problem in urban areas, including traffic congestion, limited delivery windows, and the need to satisfy customer preferences and constraints.

[6]Croker's dissertation provides a comprehensive analysis of the factors that influence customer satisfaction in the online grocery shopping market. The study contributes to the existing literature by providing empirical evidence on the importance of different factors for customer satisfaction, and highlights the need for online grocery retailers to focus on improving website design and functionality, product quality and variety, and pricing in order to enhance customer satisfaction and loyalty.

Research methodology:

The research methodology for studying Zepto's fastest delivery service involved a combination of quantitative and qualitative research methods. Firstly, a survey directed to gather quantitative data on customer satisfaction levels and delivery times. The survey was distributed to a random sample of Zepto's customers who have used the fastest delivery service. The data collected is then analysed using statistical techniques viz., chi-square, ANOVA and correlation to find trends and patterns in delivery times and customer satisfaction levels. In addition to the survey, qualitative research method, interviewing literature surveys to gain a deeper understanding of customers' experiences with the fastest delivery service.

4. Data analysis:

4.1. Income & delays experienced in delivery

Chi square test:

H₀: There is no significant relationship.

(Table 4.1.1 – crosstabulation on income and delays experienced with Zepto delivery)

Income * Have you ever experienced any delays with the delivery of your Zepto order? Crosstabulation					
Count					
		Have you ever experienced any delays with the delivery of your Zepto order?			Total
		Maybe	No	Yes	
Income	0-30,000	24	37	11	72
	30,000-60,000	6	12	5	23
	More than 60,000	5	4	3	12
Total		35	53	19	107

(Table 4.1.2 – results table of Chi-square test)

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.139[a]	4	.710
Likelihood Ratio	2.179	4	.703
N of Valid Cases	107		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.13.			

As the Pearson chi-square significance 0.71 is greater than 0.05, the null hypothesis is accepted. This states that there is no significant relationship between the two.

4.2. Age & satisfied delivery speed:

4.2.1. Chi square

H₀: there is no significant relationship

(Table 4.2.1.1 – age and delivery speed satisfaction of zepto cross tabulated)

Age * How satisfied were you with the delivery speed of your Zepto purchase? Crosstabulation	
Count	

	How satisfied were you with the delivery speed of your Zepto purchase?					Total
	Very Poor	Poor	Neutral	Good	Excellent	
Age	18-25	0	5	11	49	18	83
	25-30	0	2	2	9	0	13
	30-35	1	1	1	4	0	7
	Above 35	0	1	0	2	0	3
	Below 18	1	0	0	0	0	1
Total		2	9	14	64	18	107

(Table 4.2.1.2 – result of Chi-square test)

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	69.665[a]	16	<.001
Likelihood Ratio	26.586	16	.046
N of Valid Cases	107		
a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .02.			

Pearson chi square significance <o.oo1.

Therefore, the null hypothesis is rejected. Thus, there exists a relationship between age and delivery speed satisfaction.

4.2.2. Correlation:

(Table 4.2.2.1 – correlation tabulation)

Correlations		Age	How satisfied were you with the delivery speed of your Zepto purchase?
Age	Pearson Correlation	1	-.210[*]
	Sig. (2-tailed)		.030
	N	107	107

How satisfied were you with the delivery speed of your Zepto purchase?	Pearson Correlation	-.210[*]	1
	Sig. (2-tailed)	.030	
	N	107	107
*. Correlation is significant at the 0.05 level (2-tailed).			

Correlation test value, R-value = -0.21

The correlation constant is negative. Therefore, there is a negative correlation.

Thus, at lower age, the satisfaction due to delivery speed is better.

4.3. Satisfaction of delivery speed and importance of delivery speed criteria in making online purchase

ANOVA

H_0: there is no variance

(Table 4.3.1 – ANOVA test results)

ANOVA					
How satisfied were you with the delivery speed of your Zepto purchase?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.516	4	5.629	9.610	<.001
Within Groups	59.745	102	.586		
Total	82.262	106			

Significant value <0.001

Thus, the null hypothesis is rejected. There is no significant relationship.

It is observed from the ANOVA test, F value is found to be 9.610. The P value is found to be 0.001<0.05. Thus, it is concluded to reject null hypothesis. Therefore, it is revealed that, there is no association between variables. It was discovered that the delivery speed satisfaction upon zepto purchase and the significance of delivery speed when making online purchase has variation.

FINDINGS & CONCLUSION:

I.   **FINDINGS OF CHI-SQUARE:**

(a) The test on chi-square between income and delayed deliveries found the delay of deliveries of Zepto purchase didn't take partiality in the income of the individuals.

(b) the satisfaction by the delivery speed of Zepto related with age of individuals. The relation stood up as the lower the age, the satisfaction was higher among individuals.

II.   **FINDINGS OF ANOVA:**

The necessity of delivery speed as vital criteria for satisfaction of Zepto delivery was found to be in variance with the satisfaction of delivery made by Zepto.

III.   **CONCLUSION:**

The study aimed to explore the level of satisfaction of customers who have used Zepto grocery delivery service. Through a survey of 107 customers, it was found that the majority of customers were satisfied with Zepto's delivery service, with a high percentage rating the speed, reliability, and quality of service as excellent or very good. Additionally, it was observed that customers who used Zepto's delivery service frequently had higher levels of satisfaction. The research highlights the importance of providing high-quality and efficient delivery services to meet the expectations of customers. By prioritizing customer satisfaction and addressing any areas for improvement, companies like Zepto can build a loyal customer base and maintain a competitive edge in the market.

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