



A COMPARATIVE STUDY IN ANALYSING THE INFLUENCING FACTORS OF CONSUMER BUYING PERCEPTION IN ZEPTO WITH E-COMMERCE PLATFORMS LIKE AMAZON AND FLIPKART

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Abstract:

The rapid growth of quick-commerce platforms such as Zepto has revolutionised consumer buying behaviour by offering instant delivery and convenience. This study aims to comparatively analyse the influencing factors of consumer buying perception in Zepto versus traditional e-commerce platforms. Using a structured questionnaire administered to 200 respondents in metropolitan areas, the research examines factors such as price competitiveness, delivery speed, product availability, user interface experience, and promotional strategies. The findings reveal that while e-commerce platforms dominate in price advantage and product variety, Zepto significantly influences consumers through delivery speed and immediacy of service. Additionally, user convenience and emergency needs were identified as critical factors motivating Zepto usage. This study provides practical implications for marketing strategists and platform developers to align their offerings with consumer expectations in an increasingly competitive digital retail environment.

Keywords: Consumer buying perception, Zepto, e-commerce platforms, influencing factors, quick-commerce, delivery speed, price competitiveness, consumer behavior, marketing strategy, comparative analysis.

1. Introduction

In the rapidly evolving landscape of e-commerce, consumer buying perception plays a pivotal role in shaping the success and sustainability of online retail platforms. Over the past decade, the e-commerce sector in India has witnessed exponential growth, driven by increasing internet penetration, smartphone usage, and the convenience of digital transactions. Among the myriad of platforms catering to diverse consumer needs, giants like Amazon and Flipkart have established themselves as household names, offering vast product assortments, competitive pricing, and reliable delivery services. However, the emergence of hyperlocal instant delivery startups such as Zepto has introduced a new dimension to consumer shopping behavior, emphasizing immediacy and convenience that challenge traditional e-commerce paradigms. This study aims to conduct a comprehensive comparative analysis of the factors influencing consumer buying perceptions on Zepto vis-à-vis Amazon and Flipkart, with a focus on understanding the unique value propositions and consumer expectations shaped by these platforms.

Objectives

1. To study the role of customer reviews and ratings on purchase decisions.
2. To explore how promotions and discounts influence buying behavior.
3. To compare consumer behavior patterns on Zepto with other e-commerce platforms like Amazon and Flipkart.
4. To evaluate how Zepto's instant delivery model impacts consumer preferences and satisfaction compared to traditional e-commerce platforms.

Significance of the study(importance):

This study arises from Zepto's unique hyperlocal instant delivery model, which significantly differs from traditional e-commerce platforms like Amazon and Flipkart. Understanding the factors that influence consumer buying perception at Zepto can help identify what drives customer preference for quick delivery services. As Zepto operates in a highly competitive and rapidly growing market, analyzing these factors is crucial for improving service quality and customer satisfaction. The study will also provide insights into how Zepto can differentiate itself further and strengthen its market position. This will ultimately aid Zepto in tailoring strategies that align with evolving consumer expectations in instant grocery delivery.

Scope of the study:

The study focuses on analyzing the key factors influencing consumer buying perception on Zepto compared to Amazon and Flipkart. It covers aspects such as pricing, delivery speed, product variety, trust, and user experience. The research is limited to urban consumers who use these platforms for grocery and general shopping. It aims to

provide insights into consumer preferences in instant delivery versus traditional e-commerce. The findings can help businesses enhance their strategies to better meet customer expectations in competitive markets.

NEED OF THE STUDY

The need for this study arises from Zepto's unique hyperlocal instant delivery model, which significantly differs from traditional e-commerce platforms like Amazon and Flipkart. Understanding the factors that influence consumer buying perception at Zepto can help identify what drives customer preference for quick delivery services. As Zepto operates in a highly competitive and rapidly growing market, analyzing these factors is crucial for improving service quality and customer satisfaction. The study will also provide insights into how Zepto can differentiate itself further and strengthen its market position. This will ultimately aid Zepto in tailoring strategies that align with evolving consumer expectations in instant grocery delivery.

2. Literature Review

1. Mistry, N. A., & Lakhani, B. A. (2024). Consumer Attitudes and Buying Behaviour Towards Online Shopping in Ahmedabad City. This study investigates consumer attitudes and buying behavior towards online shopping in Ahmedabad. Utilizing a sample of 248 respondents, it examines factors such as convenience, product variety, trust in quality, and satisfaction with return and refund processes. The findings reveal that consumers find online shopping highly convenient, offering a broader variety of products than physical stores. Confidence in product quality and efficient post-purchase services contribute to positive consumer perceptions. Demographic variations indicate the need for tailored marketing strategies. (IER Journal)

2. Raja, S., & Bibiyana, J. (2024). Consumer Perceptions and the Influence of E-Commerce on the Fast-Moving Consumer Goods (FMCG) Sector. This research explores the dynamic interplay between consumer perceptions and the expanding influence of e-commerce within the FMCG sector. As the digital landscape reshapes consumer behavior, understanding the nuanced factors guiding consumers in their interactions with e-commerce platforms for FMCG products becomes pivotal. The study seeks to identify variations in consumer perceptions and behaviors based on demographic factors, offering insights into the diverse dynamics at play within the FMCG e-commerce landscape. (ResearchGate)

3. Kapoor, G. (2023). Consumer Buying Behaviour Towards Online Shopping: An Empirical Study with Reference to Lucknow City, India. This empirical study examines the factors influencing consumer buying behavior towards online shopping in Lucknow. It identifies key determinants such as customer service, efficient logistics management, distribution systems, and customer reviews. The study also highlights the significance of demographics like income and household size in guiding consumers' willingness towards online shopping. The

findings suggest that while online shopping offers convenience and time-saving benefits, traditional shopping still holds value for many consumers. ([Academia](#))

4. Yadav, V. M., & Mubarak. (2020). Perception Towards Online Shopping - An Empirical Study of Indian Customers This study identifies four key dimensions influencing Indian customers' perceptions of online shopping: website quality, commitment factor, customer service, and security. It reveals that the perception of online shoppers is independent of age and gender but not independent of education and income. The research emphasizes the importance of understanding these factors for online retailers to develop effective marketing strategies and foster growth in the Indian online retail sector. ([ResearchGate](#))

5. Bogdan et al. (2025) explored electronic word-of-mouth (e-WOM), demonstrating that credibility alone does not drive purchase intention. Instead, perceived quality, emotional involvement, and risk reduction act as mediators between e-WOM and purchase decisions, suggesting firms must manage reviews strategically ([arXiv](#)).

Xiao and Myers (2025) analysed the bandwagon heuristic on e-commerce platforms, finding that high review counts and scores trigger herd behaviour, leading consumers to perceive products as trustworthy and desirable, irrespective of actual quality ([arXiv](#)).

Research Methodology:

3.1 Research design:

Mixed method (quantitative and qualitative), using descriptive and analytical approaches.

3.2 Population and sample:

Population: 150

Sample: 100

Sampling techniques:

This study will employ convenience sampling to gather data from urban Indian consumers. While practical, this non-probability method may introduce sampling bias, acknowledged in the interpretation of findings.

3.3 Data collection methods:

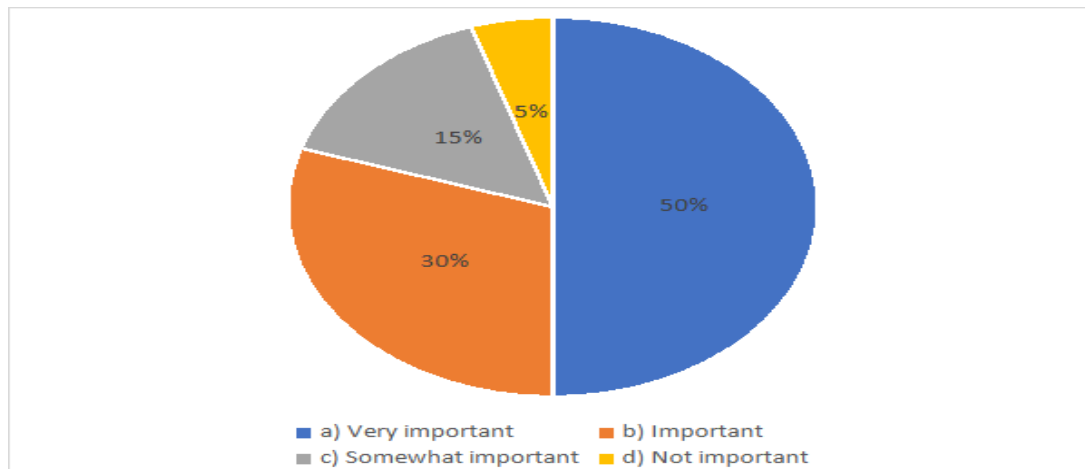
Primary: Surveys via Google Forms; interviews with retail managers.

Secondary: Company reports, academic papers, market research portals.

3.4 Data analysis

1.How important are product ratings and reviews in your purchase decision on Zepto?

Option	Number of Respondents	Percentage (%)
a) Very important	50	50%
b) Important	30	30%
c) Somewhat important	15	15%
d) Not important	5	5%

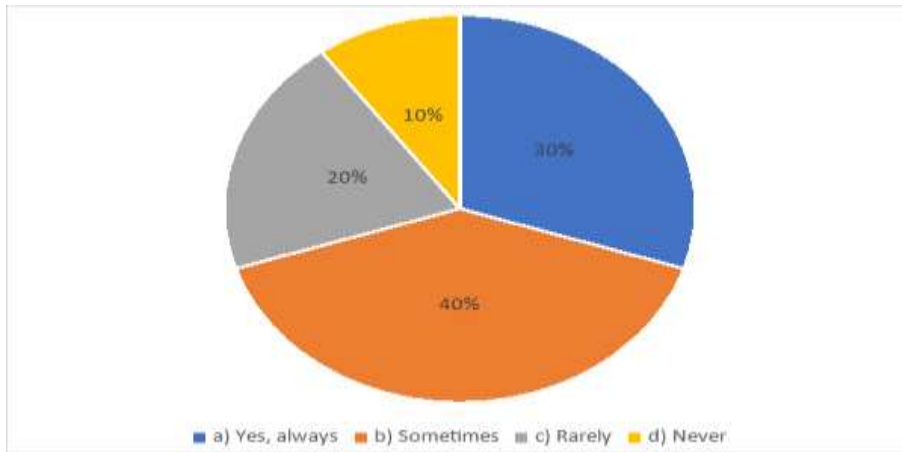


Interpretation:

Product ratings and reviews play a crucial role for 80% of users, showing their strong influence on buying choices.

2. Does Zepto offer better deals and discounts compared to Amazon and Flipkart?

Option	Number of Respondents	Percentage (%)
a) Yes, always	30	30%
b) Sometimes	40	40%
c) Rarely	20	20%
d) Never	10	10%

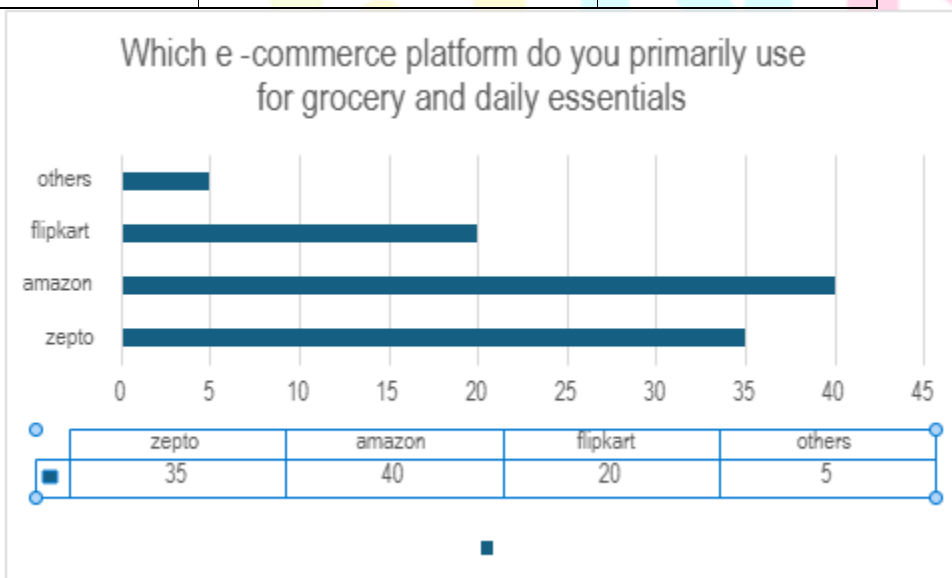


Interpretation:

Deals on Zepto are often considered competitive, with 70% agreeing they sometimes or always find better

3.Which e-commerce platform do you primarily use for grocery and daily essentials?

Option	Number of Respondents	Percentage (%)
a) Zepto	35	35%
b) Amazon	40	40%
c) Flipkart	20	20%
d) Others	5	5%

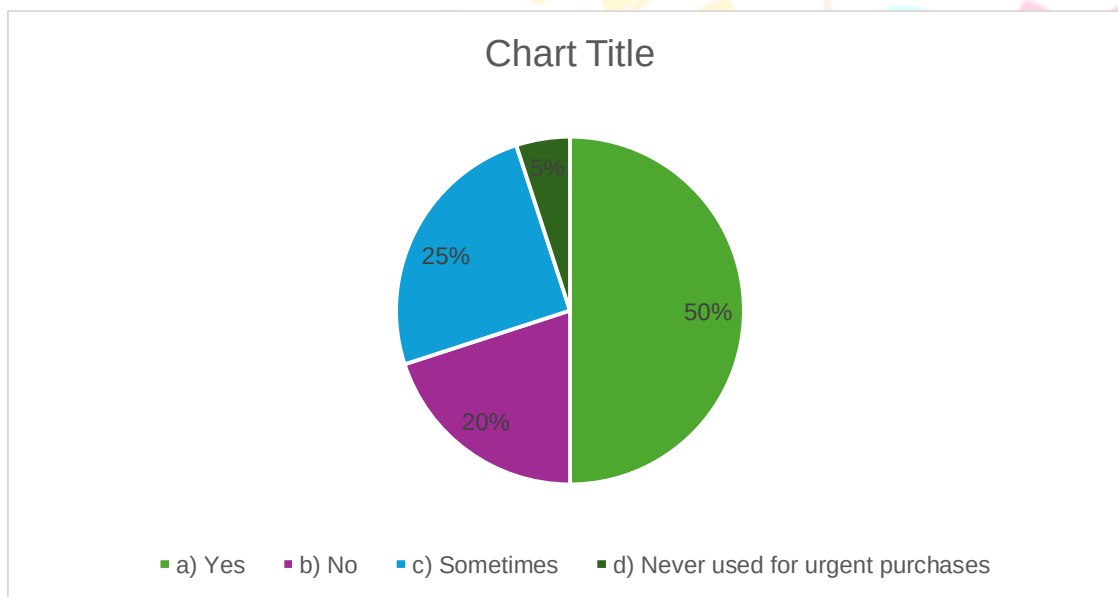


Interpretation:

Amazon is the most preferred platform for grocery and daily essentials among respondents, followed by Zepto. Flipkart and others have smaller shares, indicating Amazon's stronger market presence.

4: Do you prefer Zepto for urgent or last-minute purchases?

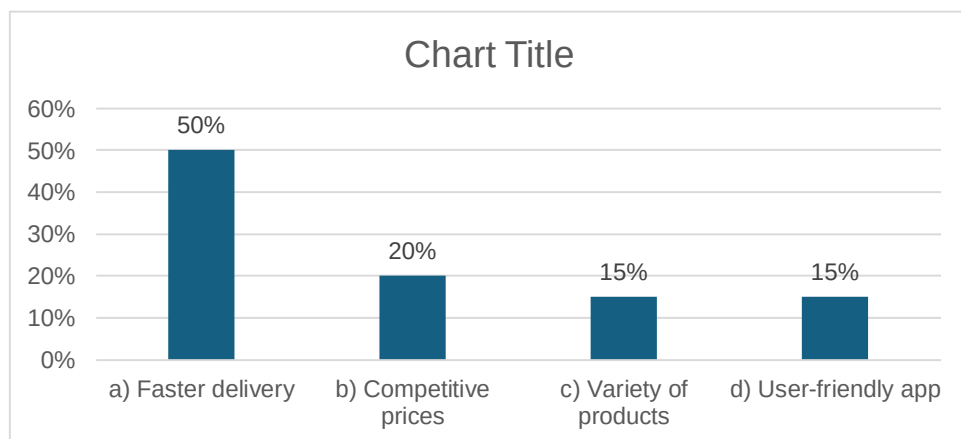
Option	Number of Respondents	Percentage (%)
a) Yes	50	50%
b) No	20	20%
c) Sometimes	25	25%
d) Never used for urgent purchases	5	5%

**Interpretation:**

Half of the respondents prefer Zepto for urgent or last-minute purchases, indicating strong trust in its quick delivery. However, 30% either rarely or never use it for urgent needs, showing some room for improvement in reliability perception.

5: What is the main reason you prefer Zepto over other platforms?

Option	Number of Respondents	Percentage (%)
a) Faster delivery	50	50%
b) Competitive prices	20	20%
c) Variety of products	15	15%
d) User-friendly app	15	15%



Interpretation:

Faster delivery is the key factor driving preference for Zepto, highlighting its focus on speed. Pricing and product variety are less influential.

4. Results / Findings:

- Product ratings and reviews play a crucial role for 80% of users, showing their strong influence on buying choices.
- Deals on Zepto are often considered competitive, with 70% agreeing they sometimes or always find better discounts.
- Amazon is the most preferred platform for grocery and daily essentials among respondents, followed by Zepto. Flipkart and others have smaller shares, indicating Amazon's stronger market presence.
- Half of the respondents prefer Zepto for urgent or last-minute purchases, indicating strong trust in its quick delivery. However, 30% either rarely or never use it for urgent needs, showing some room for improvement in reliability perception.

Suggestions

To improve consumer buying perception, Zepto should enhance the reliability and consistency of its delivery services, as rapid and timely delivery is its primary value proposition. Strengthening logistics infrastructure and expanding delivery personnel can reduce delays and better meet customer expectations, especially for urgent needs. Additionally, offering competitive and transparent pricing with frequent promotional campaigns can help retain price-sensitive customers. Zepto must continue investing in its mobile app interface, ensuring intuitive navigation and personalized recommendations to drive impulse and repeat purchases.

6. Conclusion:

The comparative analysis of consumer buying perception between Zepto and leading e-commerce platforms like Amazon and Flipkart highlights several key insights. Zepto, with its quick commerce model, has carved a niche by emphasizing speed and convenience, especially for daily essentials and groceries. Consumers particularly appreciate its fast delivery, user-friendly app, and localized service. However, compared to Amazon and Flipkart, Zepto still has room to grow in areas like product variety, brand depth, and price competitiveness. The study also reveals that delivery time, offers, ease of navigation, and trust in product quality significantly influence buying decisions.

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