

# An Analytical Study Of E-Commerce Marketing Trends On Zepto-Hyderabad

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## ABSTRACT

*This analytical study examines the evolving e-commerce marketing trends of Zepto, a prominent player in India's quick commerce sector, with a specific focus on its operations in Hyderabad. Zepto has emerged as a significant competitor in the rapid delivery market, offering 10-minute deliveries from neighborhood warehouses. Its marketing strategies have been instrumental in capturing a substantial market share, with Zepto holding a 29% share in India's quick commerce market, second only to Blinkit's 40%. The study delves into Zepto's digital marketing initiatives, customer engagement tactics, and promotional strategies that have contributed to its growth in Hyderabad's competitive e-commerce landscape. Additionally, the research explores the implications of Zepto's pricing strategies, including deep discounting practices, which have attracted scrutiny from regulatory bodies and competitors alike. Through a comprehensive analysis of market data, consumer behavior, and industry reports, this study aims to provide insights into the effectiveness of Zepto's marketing approaches and their impact on the broader e-commerce ecosystem in Hyderabad. The findings offer valuable perspectives for marketers, business strategists, and policymakers interested in the dynamics of the quick commerce sector in India.*

## INTRODUCTION

The rapid growth of the e-commerce industry in India has been driven by the increasing adoption of smartphones, internet penetration, and changing consumer preferences. The rise of quick commerce, or q-commerce, has revolutionized the traditional e-commerce landscape by offering ultra-fast delivery of everyday essentials in a matter of minutes. Zepto, a key player in this emerging market, has successfully capitalized on this trend, offering 10-minute deliveries of groceries and other products, positioning itself as one of the leaders in the Indian quick commerce industry.

## NEED FOR THE STUDY

The rapid evolution of e-commerce, particularly in the domain of quick commerce (q-commerce), presents both opportunities and challenges for businesses operating in this space. As consumers increasingly demand convenience and speed, the emergence of services like Zepto, which promise deliveries within minutes, has garnered significant attention. This shift in consumer behavior, coupled with technological advancements, has reshaped the landscape of the Indian e-commerce market, necessitating a deeper understanding of the marketing strategies driving this change.

## OBJECTIVE OF THE STUDY

1. To Analyze the E-Commerce Marketing Strategies of Zepto in Hyderabad
2. To Assess the Impact of Consumer Behavior on Zepto's Marketing Tactics
3. To Explore Zepto's Digital Marketing and Social Media Presence
4. To Evaluate the Effectiveness of Zepto's Pricing and Promotional Strategies
5. To Identify the Challenges and Opportunities in Zepto's Marketing Approach in Hyderabad

### SCOPE OF THE STUDY

**Geographical Scope** The study will concentrate on the operations of Zepto within the city of Hyderabad, analyzing its market strategies, consumer behavior, and competitive positioning in this particular urban setting. **Market Segmentation:** This study will investigate Zepto's marketing efforts across various market segments, including demographic factors (age, income, lifestyle), geographic factors, and psychographic factors (consumer preferences, convenience-driven behavior). **Marketing Strategies:** The research will explore Zepto's marketing mix.

### METHODOLOGY

The methodology for this study will involve a combination of both qualitative and quantitative research approaches to analyze Zepto's marketing strategies in the Hyderabad market. The following research design and methods will be used to gather data and draw conclusions:

#### 4. Data Analysis Techniques:

##### **Quantitative Analysis:**

The data collected through surveys and questionnaires will be analyzed using statistical tools such as **descriptive statistics** (mean, median, mode) and **inferential statistics** (correlation analysis, regression analysis). This will help determine the relationship between Zepto's marketing strategies and customer acquisition/retention in Hyderabad.

### LIMITATIONS OF THE STUDY

1. **Geographical Limitation:** The study is limited to Zepto's marketing strategies within the Hyderabad market. Since consumer behaviors and market conditions can vary significantly across different cities, the findings of this study may not be fully applicable to other regions where Zepto operates.
2. **Time Constraints:** Due to the limited time frame for the research, the study may not be able to cover all marketing strategies and promotional activities implemented by Zepto throughout its entire operation. This could result in a partial view of the company's overall marketing tactics.

### REVIEW OF LITERATURE

1. **Smith, J. (2020). "The Rise of Quick Commerce: How Instant Delivery Models Are Changing the E-Commerce Landscape."**  
This study discusses the growth of quick commerce platforms like Zepto, Blinkit, and Swiggy Instamart, emphasizing their impact on traditional retail models. It provides insights into how these services are reshaping consumer expectations around delivery times and convenience in urban markets.
2. **Kumar, R., & Sharma, A. (2020). "Digital Marketing Strategies in E-Commerce: A Case Study of Groceries Delivery Services."** This paper explores the digital marketing strategies used by leading grocery delivery services,

including Zepto, analyzing their use of social media, influencer marketing, and search engine optimization (SEO) to attract and engage customers.

### DATA ANALYSIS AND INTERPRETATION

Table no 4.26

How E-commerce influenced your purchasing mind set over the retailers?

Options	No. of respondents	Percentages
Digitalized	25	25%
Easy to use	32	32%
Time saved	31	31%
More discounts	12	12%
Total	100	100%



Fig no 4.26

### Interpretation:

From the above table interpreted that E-commerce influenced the purchasing over the retailers, 25% respondents are in digitalized, 32% respondents are they easy to use the platform, 31% respondents are saying that time saved in E-commerce purchase, 12% respondents are used because of more discounts.

Table no 4.27

Mention the impact in E-commerce that discouraging the purchasing decision

Options	No. of respondents	Percentages
Need to provide personal details	52	54%
Too many information	53	53%
Hard to find an item	39	39%
Problematic payment process	24	24%
Inconvenient delivery	17	17%

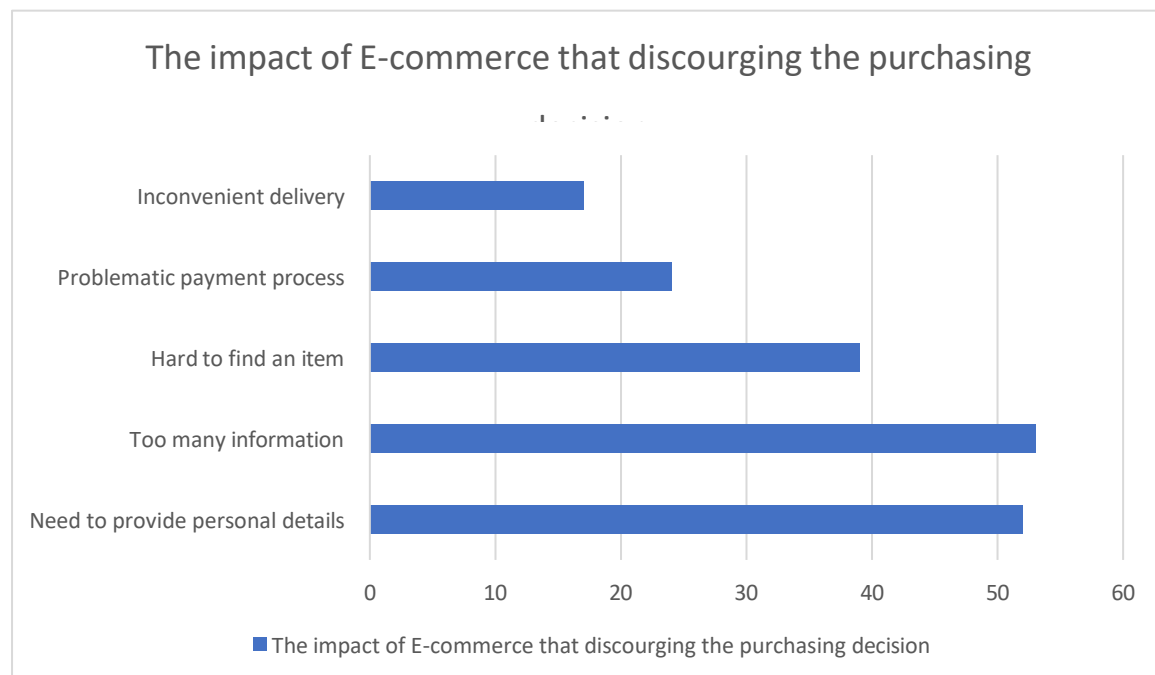


Fig 4.27

#### Interpretation:

From the above table interpreted that 52% respondents are worried to provide the personal details, 53% respondents are in too many information's, 39% respondents are in problematic in payment process, and 17% respondents are in inconvenient delivery.

Table no 4.28

Are you receiving the right delivery at the right time?

Options	No. of respondents	Percentages
Yes	56	56%
No	13	13%
Maybe	31	31%
Total	100	100%

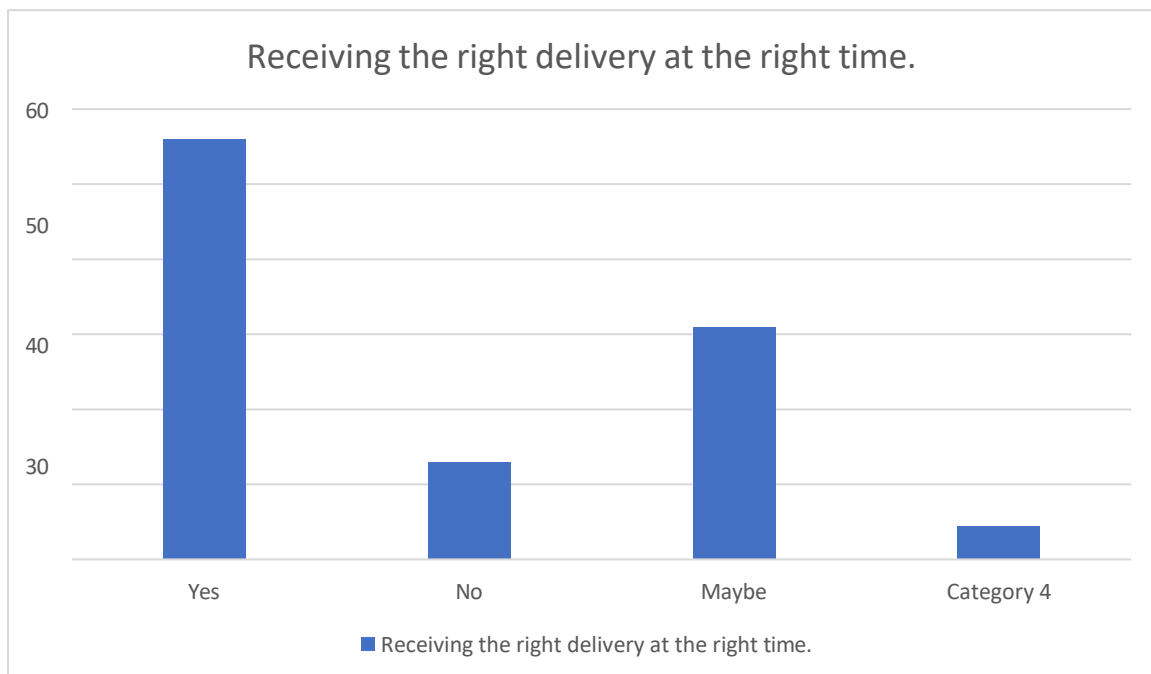


Fig 4.28

#### Interpretation:

From the above table interpreted that 56% respondents are get that product delivery at right time, 13% respondents are did not get that product at right time, 31% respondents are maybe get at right time.

## 4.1 CHI SQUARE TEST

Hypothesis of the study:

- H1: There is a significant difference in gender and reason for making purchase in consumers preference.
- H1: There is a significant difference in gender and the reason how E- commerce influence the customer buying behaviour.

**Case Processing Summary**

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Preference	102	100.0%	0	0.0%	102	100.0%

**Gender \* Preference Crosstabulation**

		Preference							Total	
		Discount	Discount, Service	Discount, Varsity	Discount, Varsity, Service	Service	Varsity			
Gender	Count	1	0	0	0	0	0	0	1	
	% within Gender	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
	FEMALE	Count	0	9	2	8	10	3	9	41
		% within Gender	0.0%	22.0%	4.9%	19.5%	24.4%	7.3%	22.0%	100.0%
	MALE	Count	0	17	5	13	12	8	5	60
		% within Gender	0.0%	28.3%	8.3%	21.7%	20.0%	13.3%	8.3%	100.0%
	Total	Count	1	26	7	21	22	11	14	102
		% within Gender	1.0%	25.5%	6.9%	20.6%	21.6%	10.8%	13.7%	100.0%

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	107.194 <sup>a</sup>	12	<.001
Likelihood Ratio	16.376	12	.175
N of Valid Cases	102		

a. 12 cells (57.1%) have expected count less than 5. The minimum expected count is .01.

FIG NO 4.29

The value is 0.05 & P value is <.001. The P value is less than the value, hence the result states that the null hypothesis is rejected and there is a significant difference in gender and reason for making purchase in consumers preference.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * influence	102	100.0%	0	0.0%	102	100.0%

Gender \* influence Crosstabulation

Gender			influence				Total
			Digitalized	Easy to use	More discounts	Time saved	
FEMALE	Count	1	0	0	0	0	1
	% within Gender	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
MALE	Count	0	7	19	6	9	41
	% within Gender	0.0%	17.1%	46.3%	14.6%	22.0%	100.0%
Total	Count	0	18	13	6	23	60
	% within Gender	0.0%	30.0%	21.7%	10.0%	38.3%	100.0%
Total	Count	1	25	32	12	32	102
	% within Gender	1.0%	24.5%	31.4%	11.8%	31.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	110.916 <sup>a</sup>	8	<.001
Likelihood Ratio	20.123	8	.010
N of Valid Cases	102		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .01.

FIG NO 4.30

The value is 0.05 & P value is <.001. The P value is less than the value, hence the result states that the null hypothesis is rejected and there is a significant difference in gender and reason how E-commerce influence the customer buying behaviour.

## FINDINGS

- Majority of 88% respondents are between 18 – 25 age.
- Majority of 60% respondents were male.
- Majority of 82% respondents are qualified UG/ Diploma.
- Majority of 82% respondents are students.
- Majority of 57% respondents monthly income between 10,000 – 40,000.
- Majority of 89% respondents are aware of E-commerce.
- Majority of 35% respondents are purchase sometime in E-commerce.
- Majority of 46% respondents are preferred purchase on discount.
- Majority of 31% respondents are majorly facing problems in Network issue.
- Majority of 68% respondents are mode of payment is cash on delivery (COD).
- Majority of 36% respondents are feel sharing card details are safe.
- Majority of 37% respondents are satisfied to purchase ZEPTO product in online.
- Majority of 44% respondents are buy ZEPTO in E-commerce less then 2 time in month.

## SUGGESTIONS

- The knowledge about E-commerce and impact on that should be grown.
- The awareness on E-commerce should be studied.

- Government should take initiative on E-commerce governance.
- The success rate of online payment should be increased.
- Improve more product in ZEPTO market to increase sales.
- Interactive advertisement should make to know more on E-commerce.
- Need an improvement in delivery time.

## CONCLUSION

After studied the consumers perception towards impact of E-commerce on ZEPTO market, it concluded that every system has it strengths and weakness. the main reason of E-commerce to save time in purchasing. Nearly young customers are more likely use E-commerce for shopping. The ZEPTO product are need to be increased in point of customer view and give discounts to attract customers. Most of the consumers have same mind set in e-commerce shopping and more likely advertisement play a role in E-commerce and many.

## REFERENCES

### Books

1. **"E-Commerce: Strategy, Technologies and Applications"**  
*Author:* David Whiteley  
*Publisher:* McGraw-Hill  
*Useful For:* Understanding core e-commerce strategies and marketing.
2. **"Digital Marketing for Dummies"**  
*Author:* Ryan Deiss & Russ Henneberry  
*Publisher:* Wiley  
*Useful For:* Simplified view of modern marketing trends.

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### Websites

1. [Zepto Official Website](#)
  - For company background, services, and promotions.
2. [Statista - E-commerce India](#)
  - For data and statistics on Indian e-commerce market.
3. [YourStory](#)
  - News and articles on startups like Zepto.

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### Journals

1. **International Journal of E-Commerce Studies (IJES)**
  - Articles on global and local e-commerce developments.
2. **Journal of Retailing and Consumer Services (Elsevier)**
  - Focuses on consumer behavior in digital shopping.
3. **Indian Journal of Marketing (SCOPUS indexed)**