

The Rise of Zepto and Its Influence on Departmental Stores and Supermarkets in Chennai City

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## THE RISE OF ZEPTO AND ITS INFLUENCE ON DEPARTMENTAL STORES AND SUPERMARKETS IN CHENNAI CITY

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### Abstract

*This study focuses on the growth of Zepto as a quick commerce platform and its impact on departmental stores and supermarkets in Chennai city. The objective of the study is to examine the impact of Zepto on consumer visits to departmental stores and supermarkets and to know the customer preference with regard to offers, discounts, and overall service experience. The research is based on primary data collected from 150 respondents through a structured questionnaire, supported by secondary data from journals, articles, and websites. The study explains how convenience and fast delivery have changed consumer buying behaviour, especially for small and urgent purchases. The findings indicate that Zepto has gained strong acceptance among consumers and has reduced dependence on traditional supermarkets for daily needs. The study concludes that although quick commerce platforms like Zepto are becoming highly popular, departmental stores and supermarkets must adopt new strategies and integrate quick delivery services to stay competitive in the changing retail scenario.*

**Keywords:** Zepto, Departmental stores, Supermarkets, Home delivery, Speed and convenience, 10-minute grocery delivery.

### Introduction

Quick commerce, also known as Q-commerce, is an emerging form of online retail that focuses on delivering daily essentials such as groceries, snacks, beverages, and medicines within a very short time, usually between 10 to 30 minutes, by using nearby dark stores, advanced technology, and fast delivery systems. This model has gained strong popularity in urban areas due to its speed, convenience, and ability to meet urgent consumer needs, especially after the COVID-19 pandemic, which changed shopping habits and increased dependence on online services. Zepto, one of India's leading quick commerce platforms, was founded in 2021 with the promise of 10-minute grocery delivery and has rapidly expanded its operations using technology-driven logistics, hyperlocal warehouses, and customer-centric strategies. The rise

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of Zepto has significantly influenced consumer buying behaviour by reducing frequent visits to departmental stores and supermarkets for small and urgent purchases, thereby creating strong competition for traditional retail formats. While supermarkets continue to remain important for bulk purchases, fresh produce, and in-store shopping experiences, quick commerce platforms like Zepto are reshaping the retail landscape by offering instant access, attractive offers, and digital convenience. This changing environment highlights the need for departmental stores and supermarkets to adapt through technology integration, delivery partnerships, and innovative retail strategies, leading to a hybrid retail model where both online quick commerce and physical stores coexist and evolve together.

### Review of literature

**Nabeera Sheikh and Dr. Neelima Singh Thakur (2025)** conducted “A Study on Factors Influencing Consumer Adoption of Quick Commerce in India”. The study aimed to explore the key factors that influence the adoption of Q-commerce platforms among consumers in India. Using a structured questionnaire, data were collected from 100 respondents through simple random sampling. The results revealed that convenience, time saving and discounts are among the most influential factors encouraging consumers to shift from traditional or scheduled e-commerce models to quick commerce.

**Dr. Guruprasad R. Naik and Girish Kapdi (2025)** in their article “The Rise of Quick Commerce: Analysing Consumer Preferences and Buying Behaviour in India”. The study aimed to identify the primary factors influencing the adoption of q-commerce platforms in India and to analyse the role of demographic variables, convenience, and promotional offers in shaping consumer behaviour. The results revealed convenience and speed as primary drivers, with promotional offers playing a significant role for price-sensitive users.

**Mr. Sharma Pravar Satyapal and Dr. Sudhakar B. Yadav (2023)** in their article “Q-commerce: the emerging trend during the COVID-19 pandemic phases” This paper analyses the working model adopted for the Q-commerce. The paper specifically analyses the role of Q-commerce during the time of Covid-19 pandemic. The study concluded that Q-commerce has been a boon for the customers during the Covid-19 lockdown phases, during which customers faced uncertainties in the delivery of essential goods. It has been of immense help for senior citizens and dependent people to receive their supply of essential goods during times of strict lockdown.

### Research Gap

Although quick commerce platforms like Zepto have grown rapidly in India, limited research has specifically examined their direct influence on departmental stores and supermarkets in Chennai city. Most existing studies focus on consumer convenience, delivery speed, and promotional offers, while the impact on physical store visits and changing shopping behaviour remains underexplored at a city level. Therefore, this study, based on primary data collected from 150 respondents in Chennai, attempts to fill this gap by analysing Zepto’s influence on consumer preferences and its competitive effect on traditional retail stores.

### Objectives

1. To know the consumers' preference towards purchase through Zepto.
2. To examine the impact of Zepto on consumer visits to departmental stores and supermarkets.

3. To know the customer preference with regard to offers, discounts, and overall service experience.

### Methodology

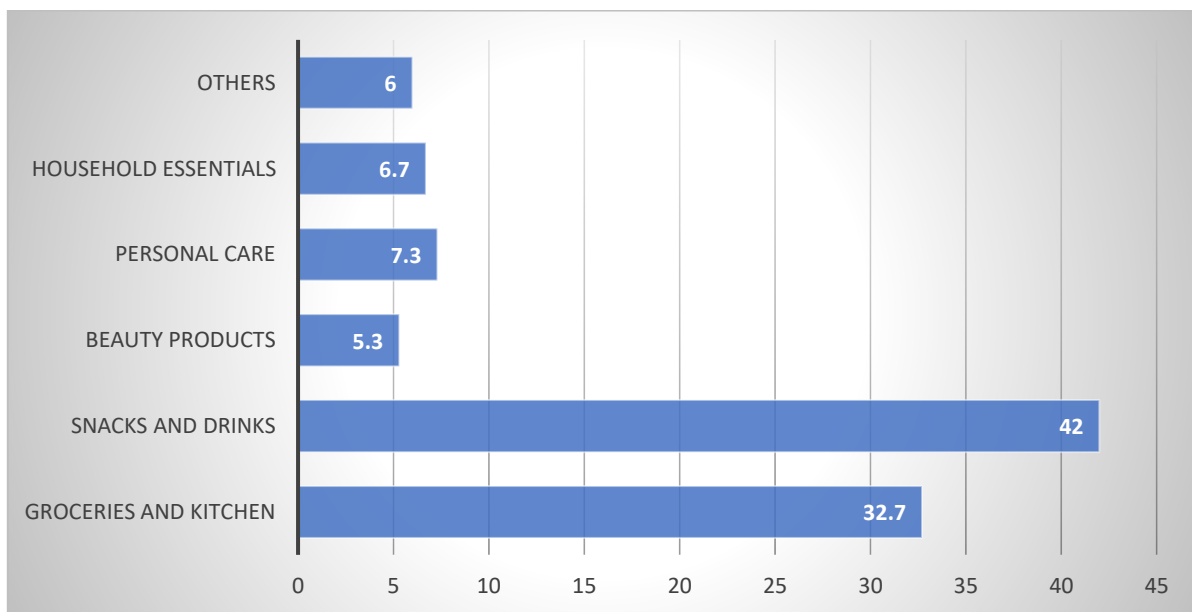
The study is based on both primary and secondary data to analyse the rise of Zepto and its influence on departmental stores and supermarkets in Chennai city. Primary data were collected through a structured questionnaire using Google Forms from 150 respondents selected through a random sampling method. Secondary data were gathered from journals, research articles, websites, and related publications. The collected data were analysed using simple percentage analysis to interpret consumer awareness, preferences, satisfaction level, and the impact of Zepto on shopping behaviour.

### Data Analysis and Interpretation

The analysis shows that Zepto is widely used by consumers mainly for quick purchases, with snacks and drinks being the most commonly ordered items. While majority of the respondents agreed that it provides attractive offers and discounts. Free delivery was found to be the most influential factor while placing orders through Zepto. The results also indicate that most of the respondents visit supermarkets less frequently after using Zepto. Overall, customer satisfaction with Zepto is high, showing that the platform has a positive impact on consumer shopping behaviour.

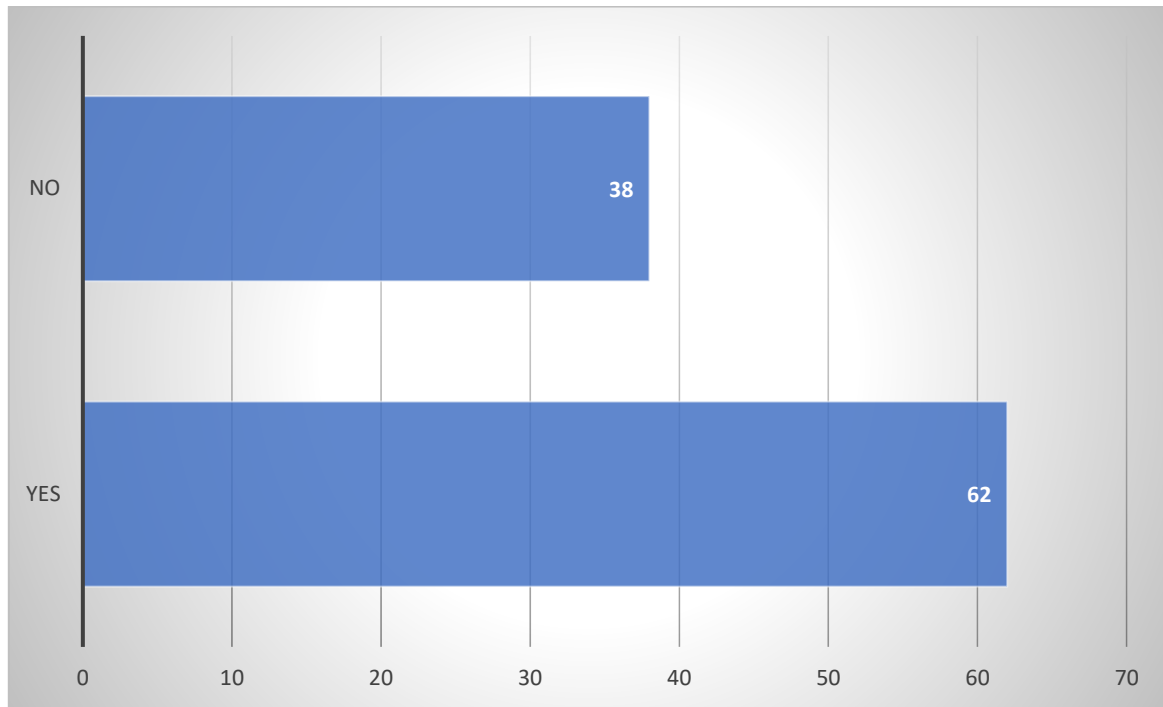
These findings are further illustrated in the following Figures

**Figure 1:**



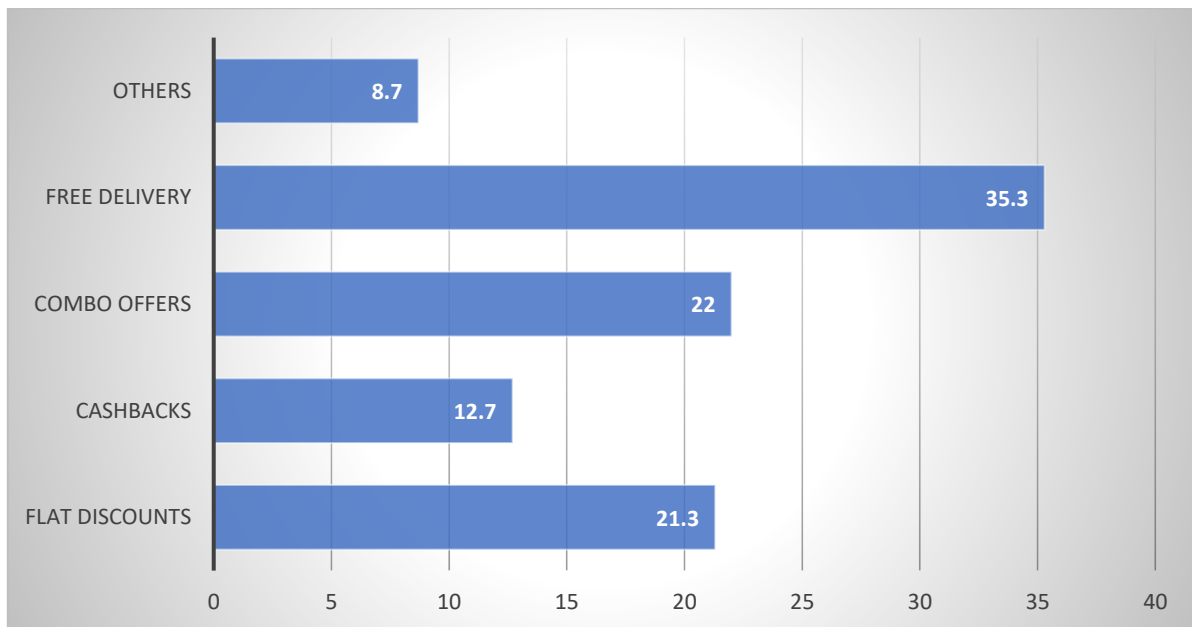
The figure shows the consumers preference towards purchase through Zepto.

**Figure 2:**



The figure shows the impact of Zepto on consumers' visits to departmental stores and supermarkets.

**Figure 3:**



The figure shows the level of customer preference with regard to offers, discounts, and overall service experience.

## Discussions

The study suggests that the Competitive pricing through better discounts, loyalty offers, and bundles can attract more users. Customer service should be strengthened to handle delivery delays and wrong items more efficiently. Better communication about quality and reliability, along with personalised offers and digital rewards, can improve customer trust and satisfaction. Regular feedback collection and collaboration with local suppliers can further enhance overall service quality.

### Scope for future study

Future studies can expand this research by covering a larger sample size and including multiple cities to compare the impact of quick commerce platforms like Zepto across different regions. Further research may also examine the long-term sustainability of quick commerce, its effect on employment in traditional retail, and environmental concerns related to rapid delivery models. In addition, comparative studies between multiple quick commerce platforms and in-depth analysis of hybrid retail strategies adopted by supermarkets would provide deeper insights into the evolving retail landscape.

### Conclusion

The present study shows that Zepto has become a strong competitor to traditional supermarkets and departmental stores, largely because of its quick delivery, convenience, and promotional offers. At the same time, the findings highlighted the areas where improvements are required. While most respondents reported positive experiences and overall satisfaction, also expressed expectations for lower prices and a wider range of products. Zepto currently enjoys a clear competitive edge in the retail sector; its long-term success will rely on sustaining delivery efficiency while addressing challenges related to pricing, eco-friendliness, and customer support.

### Reference

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3. Satyapal, S. P., & Yadav, S. B. (2023). Q-commerce: The emerging trend during the COVID-19 pandemic phases. *Utkal Historical Research Journal*, 36(1 III).

### Supportive links:

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2. Sujatha, M., & Sreeja, D. (2025). *A study on impact of e-commerce on consumer buying behaviour with reference to Zepto grocery products*. International Journal of Latest Technology in Engineering Management & Applied Science, 14(6), 595–601. <https://doi.org/10.51583/IJLTEMAS.2025.140600067>.
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