



**THE STUDY ON THE INFLUENCE OF ZEPTO'S PROMOTIONAL
APPROACH ON SOCIAL MEDIA PLATFORMS.**

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Abstract

This study explores the significant impact of Zepto's advertising techniques as it is promoted on social media platforms. This study aims to determine the effectiveness and relevance of Zepto's marketing strategies in the era of the digital world for which brand visibility and engagement are very competitive. By examining the interplay between social media dynamics, it uncovers the strategies through which it promotes, creates a perception and brand image among consumers, and makes a stand in the overall market. The study has unfolded all the important and complex strategies that offer insights into modern marketing techniques.

This study has investigated Zepto's promotional approach on social media platforms. The study uses a quantitative approach to the age group of 18-25 years. It is being conducted in Bangalore's demographic area.

Beyond basic visibility, this research aims to look into how Zepto's marketing strategies can connect with its viewers and consumers, which influences them to have an interactive connection in the emerging world of digitalization.

Keywords: Zepto, social media, Digitalization, Marketing



Introduction

Smart application development has revolutionized our daily lives in a rapidly growing digital demand era. With all these needs, buying groceries is one of the most essential and has already been brought into the digital age. With digitalization, the modern consumer is no longer restricted to the physical store and can easily navigate the world of grocery shopping. Stocking our storage space has evolved into a simplified and effective procedure with the introduction of specialized food delivery applications. Consumers can request various things to be delivered straight to our doorstep with taps on their electronic devices, relieving them from the exhausting task of visiting stores to get their daily needs.

Zepto is a Mumbai-based company that provides 10-minute instant grocery delivery services. It has doubled its valuation from \$225 million to \$570 million in less than two months as it expands into newer locations. The startup was founded by two 19-year-old entrepreneurs who left Stanford University. But even before it started discussing the company, Zepto received a lot of interest from the local startup community as people started sharing their views about it. Zepto is a platform, rather than another supermarket delivery software, that aims to transform the selling and delivery of groceries by providing 10-minute grocery deliveries. Customers can conveniently purchase 5000+ products with Zepto and have them delivered straight to their doorstep with the help of Zepto's 10-minute e-grocery delivery app.

Zepto's tagline is "Groceries delivered in 10 minutes". Dark stores support them in achieving this. They are private warehouses located in the location where the demand is high. These warehouses specifically store goods that are often ordered, reducing the loss of unsold inventory. Zepto's dark stores are designed to satisfy orders as quickly as possible, effectively, and efficiently cut down on time. According to Aadit Palicha, CEO of Zepto, the average delivery time is 8 minutes and 47 seconds. To make this happen, the company makes use of Technology. The company uses Artificial Intelligence (AI) to improve the effectiveness of its delivery network by considering factors such as last-mile supply availability, weather, population, geography, and traffic patterns.

Review of literature



(Santiago Gallino., 2017)-One of the most important quality metrics that has been identified since the beginning of e-commerce is the speed at which products are delivered to the customers. According to Keeney (1999), “minimum time taken to deliver or receive the product” is an important objective for an online retailer’s success. In the context of e-business, Swaminathan and Tayur (2003) also highlight how crucial it is to shorten the time between sales and delivery. These viewpoints have led to a great deal of research into the importance of steady online satisfaction, mostly through the examination of customer survey information. While the above studies support the argument that quicker delivery times are associated with better customer experiences, a lack of concrete factual evidence links faster delivery times to higher sales.

(Anish Sharma and Akshat Hawelia., 2023) Zepto’s commercials are famous for capturing and holding the audience’s attention and hold it, which is an appealing feature for any brand. In one advertisement, for example, the sudden awakening of a youngster who rushes to the door makes viewers wonder why it's urgent which creates suspense. The commercial’s ability to hold viewers' attention is enhanced by their narrative turns and natural excitement. Every carefully planted commercial aims to communicate to viewers how Zepto can change the way they shop for groceries every day. The practice of people exchanging memes with their social people has given rise to a modern trend called meme marketing. This trend serves as a way of brand promotion while also improving organic reach for brands. Zepto strategically uses memes in its marketing plan since it understands the impact. When one visits Zepto’s profile on social media sites like Facebook, Twitter, and Instagram one will find a variety of entertaining memes. The positive feedback from Zepto’s consumer base serves as evidence of the effectiveness of the meme marketing strategy. Apart from meme marketing, Zepto sometimes Collaborates with well-known social media influencers, asking them to make videos for the company.

(Sandeep Sharma., 2024) Zepto is more than just a fast commerce startup, it is a representation of an entirely novel model in the Indian business one that is characterized by disruption, creativity, and ambitious goals. Above and beyond its operational successes, Zepto’s story is still being told and it may inspire both consumers and entrepreneurs. The company's journey breaks beyond traditional limits, constantly changing the retail and delivery services sector. By doing this, Zepto



has emerged as a role model for a new wave of entrepreneurs, demonstrating the capacity for transformation that comes with audacious plans and creative pursuits. The company's growth pattern reflects the changing objectives of a rapidly developing India. Zepto has effectively satisfied a basic need for quick transactions in a world where efficiency and convenience are highly valued especially in metropolitan environments. Its innovative business model, defined by the quick delivery of groceries and other basic needs, demonstrates a thorough understanding of modern customer behavior and a thoughtful application of technological improvements.

(AppsRhino., 2023) it is important to promote your brand because it increases awareness among more people. Advertising can be done through a variety of platforms, such as web marketing campaigns billboard placements appealing jingles, and television advertisements. Creating a social media presence is also crucial to sharing interesting information that attracts attention a develops a following of customers. When it comes to the Zepto app their marketing approach demonstrates understanding. One significant project they worked on with prestigious advertising firms L&K Saatchi and Saatchi was the production of three new ads. Further Zepto has run advertisements with well-known singers like Shankar Mahadevan, Usha Uthup, and Kailash Kher, which were created especially to advertise their services for the 2022 IPL season. These strategic initiatives demonstrate Zepto's commitment to a comprehensive and well-thought-out marketing approach.

(Bhavna Prajapati & Arijit Goswami & Archa Agrawal., 2020) food ordering services have greatly improved the dining experiences for customers eliminating the need for long wait times and taking care of the issue of wastage associated with pre-cooked food at restaurants. Online food ordering has been made easier by the widespread use of smartphones and the Internet. Online payment options also make it convenient for restaurants to accept payments ahead of time. This pre-payment system enables to preparation of food efficiently according to customer demands. The main objective of the food delivery industry is to make customers' lives easier and cut down on waiting times. When a customer places an order, the store processes it right away and packs the order, where real-time wait times are communicated to the customers. According to Carsten Hirschberg et al. (2016), there has been a significant shift in the food delivery industry which they attribute to



rising internet usage. About 30% of the food delivery business was done online in 2016, and forecasts suggest a substantial growth trajectory, potentially reaching up to 65% annually.

(Indian Retailer Bureau., 2023) Zepto an app that offers 10-minute grocery delivery, was a major contributor in facilitating this trend, providing Indians with a smooth and efficient lifestyle. According to the statistics, Zepto processes a sizeable number of orders; at least 120 orders per minute are placed for a variety of products like chips, ice cream, and soft drinks as well as a huge number of orders for nutritious products like salads, juices, and organic food. One prominent case study from Mumbai highlights a Zepto user who placed amazing 1988 orders in a single year, demonstrating the app's broad usage and ability to be seamlessly integrated into daily life. In addition, favorable feedback from users conveyed their satisfaction with particular mentions going to the riders and the constant excellent standard of their encounters. The implementation of a policy offering free deliveries for orders exceeding 149 has not only motivated customers to opt for bulk grocery purchases but also contributed to an increase in high-value orders. In certain cases, the greatest value of an order from Noida was recorded at over 23000, and Mumbai-based customers showed exceptional loyalty by spending about 9 lakhs on Zepto orders over the year.

(Udayanithi D & Ramya., 2023) The growing trend of online shopping and e-commerce has resulted in a significant increase in the need for delivery services that are reliable and effective. The emergence of on-demand delivery services has revolutionized how items are transported in the modern era. With the help of this invention, customers may have their items delivered right to their doorstep a few minutes after placing their order. Zepto has emerged as a feasible on-demand delivery platform that focuses on providing simple and quick supper market delivery services in response to these problems. Zepto's grocery delivery business hopes to create a network of self-sufficient people who can quickly deliver deliveries. One prominent strategy is the use of private vehicles which eliminates the need for expensive infrastructure. The objective of this research is to examine the key characteristics and benefits provided by Zepto grocery delivery service, including delivery time affordability and ease of use.

(Shubhagata Choudhury., 2023) Zepto has emerged as a prominent player in India's growing grocery delivery market which is characterized by intense competition a quick market expansion.



Especially in a competitive setting, strategically using discounts and intensive like free delivery services is essential. Zepto has skillfully utilized widely used messaging apps like WhatsApp to send its customers weekly promotional messages that highlight an array of amazing available deals. The company presents a variety of promotional programs every week as a part of its dynamic approach to client involvement. This may be a one-week sale with a fixed discount on the total amount purchased and the next week offering free shipping or special prices on certain products. This purposeful diversity guarantees ongoing customer interest because people look forward to receiving new and exciting offers regularly. Customers naturally select Zepto over its rivals when making purchases due to the brand becoming associated with savings and value. In the highly competitive grocery delivery market Zepto is positioned as a preferred option due to its strategic communication approach which also promotes customer loyalty.

Research Gap

The available papers throw light on Zepto's marketing tactics operational effectiveness and market share in India for delivery apps. The data serves several purposes in emphasizing Zepto's success factors creative solutions and shifting industry dynamics.

The research gap on the negative effects of supply chain disruptions on stock values by Hendricks and Singhal (2005). It is not specifically said, how Zepto's operational accuracy and long-term financial success are related. Important insights could be gained from a more concentrated investigation of the financial effects of Zepto's supply chain efficiency.

The other research papers present Zepto as an inspiration for business owners highlighting the life-changing impact of innovative concepts and creative efforts. The unique features of Zepto's journey inspire entrepreneurs how to represent shifting goals in the quickly evolving Indian market.

Research Problem

The study aims to fill the gap by exploring the influence of Zepto's promotional approach on social media. The paper seeks to understand the effects of Zepto's marketing techniques on brand visibility and engagement in the highly competitive digital market by analyzing the interactions



between different social media dynamics. Furthermore, the study seeks to clarify the complex nature of Zepto's marketing strategy and its impact on shaping consumer's perceptions and brand image. Also, it explores Zepto's use of contemporary marketing strategies and how they influence building a strong brand.

Research Objectives

1. To understand the impact of Zepto's existence on a consumer's life.
2. To understand how Zepto creates a behavioral impact on consumers.
3. To compare why people, prefer Zepto over the offline market for shopping.
4. To analyze how Zepto is influencing its customers through its advertisement on social media platforms.

Significance of the study

In the current context of brand promotion and online marketing, this study is extremely important. The focus of this research is Zepto's social media advertising techniques, which demonstrate the growing significance of digital strategy in the competitive industry. It is crucial to comprehend the practical use of marketing techniques in the fast-paced digital environment. With practical implications for other organizations navigating a similar environment, this study explains Zepto's approach and its connections with the demands and expectations of the digital age. Scholars and users need to understand the strategies used by Zepto to create a brand image and influence consumer views. Understanding the details of brand building in digital spaces is made easier by this information. The research adds more detail to the application of quantitative methodology that focuses on Bangalore's 18-25-year-old demographic. With this focused study marketers hoping to reach this age group can gain important knowledge about the specifics of a particular demographic's preferences and responses.

Research Questions

How Zepto is influencing its consumers through a promotional approach on social media platforms?



On which platform does Zepto mostly engage with its consumers?

Methodology

The paper alarmingly inspects the day-to-day promotional approach of Zepto on different social media platforms through the method of Quantitative analysis. The paper focuses on how Zepto is influencing its consumers through its promotional approach on social media. The data collected proves that it has been collected through primary sources like the survey method. The idea behind this research paper is to investigate how researchers can learn about the effectiveness of Zepto's promotional techniques, content types, and frequency across multiple social media platforms. Understanding user responses, interactions, and impressions of Zepto's promotional content can also help measure its influence on brand awareness, loyalty, and engagement. This study adds to the field of marketing and communication by offering useful insights into the dynamics of promotional activities in the digital era and advising organizations such as Zepto on how to optimize their social media marketing strategies to better resonate with their target audience.

Uses and Gratification Theory: The examination of Zepto's Promotional Approach on Social Media Platforms through the perspective of the Uses and Gratifications Theory (UGT) includes several elements of user involvement. Users can follow Zepto on social media sites to learn more about products, services, and promotions, as well as evaluate the usefulness and informativeness of Zepto's material. Zepto's promotional content may also serve as entertainment, using elements of creativity, humor, or originality to increase user engagement and satisfaction. Understanding how Zepto's promotional strategy fits into users' own identities, interests, and beliefs is critical for assessing its influence on brand loyalty and engagement. Furthermore, Zepto's presence on social media platforms helps stimulate relationships among users, encouraging community involvement and user participation through comments, shares, and interactions with content. The investigation of the impact of Zepto's promotional strategy on social media. Finally, investigating if Zepto's promotional content assists users in making sense of their experiences, preferences, or purchase decisions sheds light on the personal integration part of UGT, namely how users adopt Zepto's brand into their everyday lives or shopping habits.



Limitations

- There is a limitation in the lack of detailed analysis of the effectiveness and complexities of Zepto's strategies on social media platforms, which calls for a more thorough investigation of the function that social media and traditional media play together.
- The demographic area is the study's main focus, potentially limiting the relevance of its findings to a broader audience.
- Lack of a qualitative approach that explores consumers' subjective experiences and perspectives in depth, may pose a limiting factor to the study.
- Lack of comparative analysis measuring Zepto's marketing strategies' effectiveness against those of other industry competitors offering a more comprehensive view of their competitive position may pose a limiting factor to the study.
- There could be limitations in the study because of the time frame of data collection as advertising trends can change consumer behavior quickly.
- The research may ignore new platforms that have a big impact on brand visibility and relationships due to the emergence of new platforms or shifts in usage patterns.

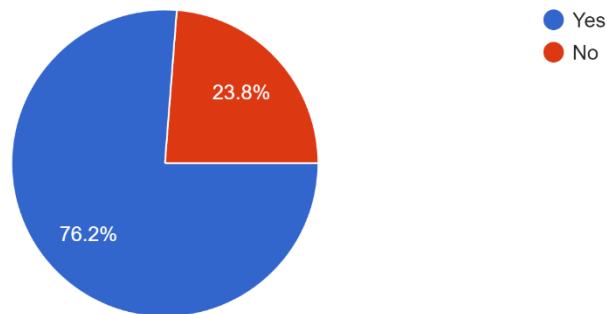
The quantitative technique relies on survey responses and the response biases could be a potential limiting factor to the study



Analysis and Results

Figure: 1

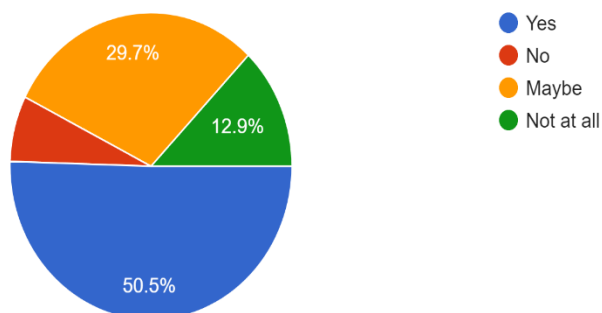
Does Zepto make your buying grocery experience better?
101 responses



The pie chart (fig 1) depicts how Zepto makes the buying grocery experience better for their consumers. The major portion i.e., 76.2% of the respondents have agreed, while the other 23.8% have denied the statement.

Figure: 2

Have you noticed any differences in your spending habits, when using Zepto compared to offline?
101 responses



Analyzing the pie chart (fig 2) it is evident that, 50.2 % that forms the majority of the respondents have agreed with the statement, while the other 29.7 % have a neutral opinion with

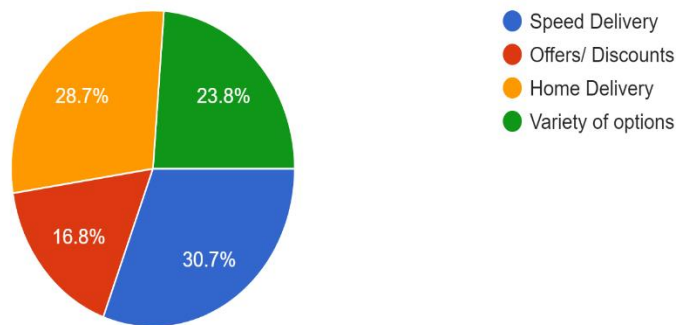


the statement, the other 12.9% have neglected it, and the other 6.9% are not sure with the statement.

Figure: 3

Which factors influence you to use Zepto over offline stores?

101 responses

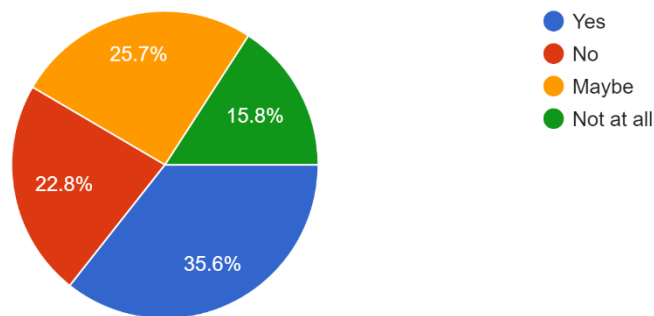


From the above pie chart (fig 3) the majority of the respondents i.e., 30.7% use Zepto for its speed delivery, and the other 28.7% use it for home delivery, while the other 23.8% use Zepto for its variety of options, and the other 16.8% use it for its offers and discounts.

Figure: 4

Have you ever made a purchase on Zepto based on an advertisement, you saw on social media?

101 responses





The above-mentioned pie chart depicts the information regarding the purchase by a consumer on Zepto based on an advertisement in social media. The major portion 35.6% agreed with the statement, while the other 25.7% had a neutral opinion of the statement and the other 22.8% denied the statement, whereas 15.8% completely neglected the statement.

Conclusion

The in-depth exploration of Zepto's marketing strategies and how they affect consumer behavior provides useful information that has the potential to greatly influence the brand's future development. The study clearly shows that Zepto's marketing strategies significantly impact consumers' perceptions of the brand and their actions. Zepto's initiatives to provide memorable and good consumer experiences are evident in most respondents who identified an improved shopping experience.

This study's conclusion highlights the critical significance that important variables have played in influencing consumer's perception of Zepto. A wide variety of product alternatives, home delivery, and speedy delivery have all been identified as important factors influencing consumer's decision to use Zepto for their grocery needs. The information shows Zepto's dedication to giving smooth and quick delivery services together with a wide range of products that align with the needs and preferences of the target market.

Zepto can refine its marketing strategy by focusing on the essential elements that have demonstrated the greatest connection with the target audience using the useful information obtained from the study as a guide. Zepto will need to adjust to the rapidly changing digital environment and remain aware of shifting consumer preferences to grow its market share and influence in the competitive supper market delivery industry.

The research findings provide Zepto with valuable insights to guide its ongoing evolution and navigation of the dynamic digital market. These insights helped the brand achieve sustained growth increase customer satisfaction and strengthen its position as a leader in the competitive and fast-paced online grocery delivery pace.



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