

IMPACT OF OFFERS AND DISCOUNTS ON USAGE PATTERN OF ZEPTO APP WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study examines the impact of offers and discounts on the usage pattern of the Zepto app with special reference to Coimbatore City. With the rapid growth of quick-commerce platforms, promotional strategies such as discounts, cashback, and limited-time offers play a crucial role in influencing consumer behavior. The research focuses on how these incentives affect frequency of usage, purchase decisions, and customer loyalty. Data collected from users in Coimbatore reveals that attractive offers significantly increase app engagement and repeat purchases, while also shaping brand preference.

Keywords: Zepto, Consumer, Pattern

INTRODUCTION

In recent years, digital platforms like Zepto have revolutionized the way consumers purchase groceries and daily essentials by offering ultra-fast delivery services. In a highly competitive market, companies rely heavily on promotional tools such as discounts, coupon codes, and special offers to attract and retain customers. These incentives not only encourage trial among new users but also enhance usage frequency among existing customers. In cities like Coimbatore, where digital adoption is growing rapidly, understanding how offers and discounts influence consumer behavior becomes essential for businesses to design effective marketing strategies and improve customer satisfaction.

OBJECTIVES OF THE STUDY

- To study the demographic profile (age, gender, income, occupation, etc.) of users of the Zepto app.
- To examine the usage pattern of consumers, including frequency of app usage and duration of use.
- To identify how consumers become aware of the Zepto app.

STATEMENT OF THE PROBLEM

Despite the increasing popularity of quick-commerce platforms, there is limited understanding of how promotional strategies specifically influence consumer usage patterns. Many users are attracted to platforms like Zepto due to discounts, but it is unclear whether such offers lead to long-term loyalty or only short-term engagement. Additionally, excessive reliance on discounts may impact profitability and brand perception. Therefore, this study

aims to analyze the extent to which offers and discounts affect the frequency, spending behavior, and overall usage pattern of Zepto app users in Coimbatore City.

DATA SOURCES AND METHODOLOGY

- 1. Nature of the Data:** This study will be based on both primary data and secondary data
- 2. Data source:** Primary data will be collected through questionnaire
- 3. Tools of Analysis:** Some of the statistical tools of analysis like simple percentage and Regression were used.
- 4. Sample Size of the Study:** Based on simple random sampling method, 100 samples were collected for the analysis.

REVIEW OF THE LITERATURE

- 1. Gupta and Sharma (2021)** examined the impact of promotional strategies on online grocery shopping and found that discount-driven marketing significantly increases impulse buying behaviour. The study highlights that consumers often compare multiple platforms and prioritize discounts over factors such as product variety and delivery speed. However, long-term profitability depends on improving supply chain efficiency and enhancing customer experience.
- 2. Singh and Verma (2021)** analysed consumer usage patterns during discount periods and observed that customers tend to stockpile essential goods, resulting in temporary spikes in demand followed by reduced purchases in subsequent periods. The study suggests implementing staggered discount strategies to maintain consistent sales.
- 3. Mehta and Swami Nathan (2021)** focused on app adoption among young consumers and concluded that discount-based promotions are highly effective in attracting college students and young adults. However, long-term engagement depends on factors such as user-friendly interfaces, fast delivery, and product availability.
- 4. Gupta and Verma (2021)** studied discount-based marketing and found that while discounts are effective in attracting new users, they do not ensure long-term customer retention, as consumers tend to switch between platforms offering better deals.
- 5. Nair and Menon (2022)** investigated consumer purchase behaviour in quick commerce and found that time-sensitive discounts significantly influence customer acquisition, leading to increased app downloads and first-time purchases. However, these discounts do not guarantee long-term retention.

THEORETICAL OVERVIEW

The study is based on consumer behavior theories and promotional marketing concepts. The Theory of Consumer Decision-Making explains how external stimuli such as discounts influence purchase intentions and choices. Price Sensitivity Theory suggests that consumers respond positively to price reductions, especially in competitive markets. Additionally, the concept of Perceived Value plays a significant role, where customers evaluate benefits received against the cost paid. Behavioral economics principles, such as the “anchoring effect” and “loss aversion,” also explain why limited-time offers and discounts create urgency and encourage immediate purchases. These theoretical frameworks help in understanding the relationship between promotional strategies and usage patterns.

ANALYSIS AND INTERPRETATION OF PERCENTAGE ANALYSIS

TABLE 1.1 TABLE SHOWING THE RESPONDENTS ON CHECKING ZEPTO APP

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE %
DAILY	22	18.3%
WEEKLY	26	21.7%
MONTHLY	38	31.7%
RARELY	34	28.3%
TOTAL	120	100%

(Source:Primary data)

INTERPRETATION:

From the above table it is clearly mentioned that out of 120 respondents, 18.3% of the respondents are daily, 21.7% of the respondents are weekly, 31.7% of the respondents are monthly, and 28.3% of the respondents are rarely.

Hence, Majority 31.7% of the respondents belongs to Monthly.

CHART 1.1 CHART SHOWING THE RESPONDENTS ON CHECKING ZEPTO APP

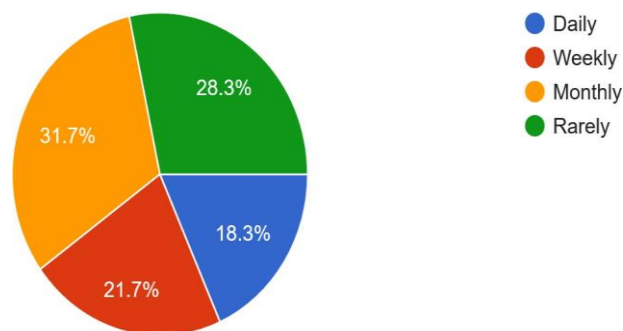


TABLE 1.2 TABLE SHOWING THE RESPONDENTS PURCHASES OR INDIVIDUAL ITEMS

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE %
BULK PURCHASES	60	50%
INDIVIDUAL ITEMS	60	50%
TOTAL	120	100%

(Source:Primary data)

INTERPRETATION:

From the above table it is clearly mentioned that out of 120 respondents, 50% of the respondents are bulk purchases, 50% of the respondents are individual items.

Hence, Majority 50% of the respondents belongs to individual Items.

CHART 1.2 CHART SHOWING THE RESPONDENTS PURCHASES OR INDIVIDUAL ITEMS

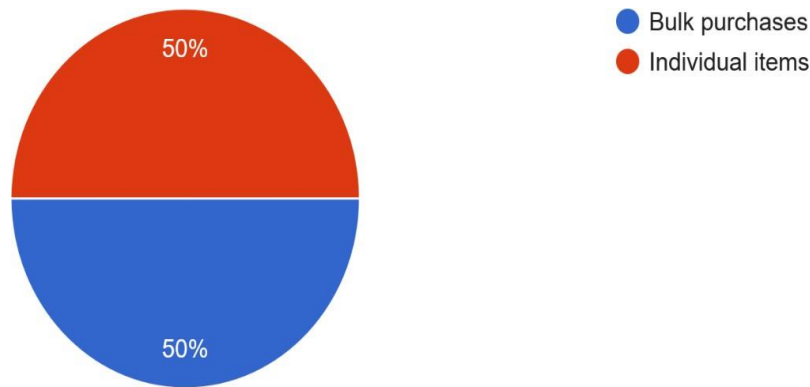


TABLE 1.3 TABLE SHOWING THE RESPONDENTS PROMOTION ON ZEPTO WITH FRIENDS OR FAMILY

PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE %
YES	66	55%
NO	54	45%
TOTAL	120	100%

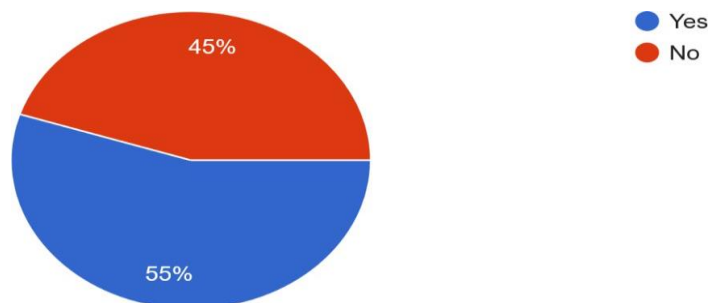
(Source:Primary data)

INTERPRETATION:

From the above table it is clearly mentioned that out of 120 respondents, 55% of the respondents are yes, 45% of the respondents are no.

Hence, Majority 55% of the respondents belongs to Yes.

CHART 1.3 CHART SHOWING THE RESPONDENTS PROMOTION ON ZEPTO WITH FRIENDS OR FAMILY



FINDING

- Majority 31.7% of the respondents are monthly.
- Majority 50% of the respondents are individual items.
- Majority 55% of the respondents are yes

SUGGESTIONS

Zepto should design personalized offers based on customer purchase history to enhance user engagement and satisfaction. Instead of relying solely on heavy discounts, the company can introduce loyalty programs, subscription benefits, and reward points to ensure long-term customer retention. It is also recommended to maintain a balance between profitability and promotional spending by targeting offers to price-sensitive segments. Improving app experience, ensuring product availability, and maintaining delivery efficiency will further strengthen customer trust. Additionally, periodic analysis of customer feedback in Coimbatore can help refine marketing strategies and optimize promotional campaigns.

CONCLUSION

The study concludes that offers and discounts have a significant impact on the usage pattern of the Zepto app in Coimbatore City. Promotional strategies effectively increase customer acquisition, frequency of usage, and short-term sales. However, long-term sustainability depends on balancing discounts with value-driven services and customer satisfaction. While discounts act as a strong motivator, factors such as convenience, reliability, and overall experience also play a crucial role in retaining users. Therefore, Zepto must adopt a holistic approach that combines attractive offers with quality service to achieve sustained growth and customer loyalty.

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