



# “A Study On The Role Of Delivery Partners In Enhancing Employment Opportunities And Customer Experience In Zepto’s Quick Commerce Services In Pune City”

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## Abstract: -

The growth of quick commerce services has changed the shopping habits of people living in urban areas. Customers now prefer platforms that can deliver groceries and daily essentials quickly and conveniently. In this process, delivery partners have become an important part of the service because they directly interact with customers and influence their overall experience. At the same time, quick commerce companies are also generating flexible job opportunities for many individuals.

This research focuses on studying the contribution of delivery partners towards customer experience and employment generation with special reference to Zepto services in Pune City. The study mainly examines customer opinions regarding delivery speed, behaviour, communication, professionalism, and service efficiency.

The research is descriptive in nature and is based on responses collected from 100 Zepto users through a structured questionnaire. Basic statistical tools such as percentage analysis and graphical interpretation were used for analysing the data.

The results indicate that customers highly value timely delivery and polite interaction during the delivery process. Most respondents were satisfied with the service provided by delivery partners. The study also shows that quick commerce platforms are contributing

to flexible employment opportunities in urban areas. The research finally suggests that better training, operational support, and incentive systems can further improve delivery partner performance and customer satisfaction.

## Keywords: -

Quick Commerce, Delivery Partners, Customer Experience, Employment Opportunities, Customer Satisfaction, Zepto, Gig Economy, Service Quality



## **Introduction: -**

The increasing use of digital platforms has changed consumer buying behaviour in recent years. People now expect services that save time and provide convenience in their daily routine. Because of this shift, quick commerce companies have gained popularity by offering extremely fast delivery of groceries and household products.

Among these companies, Zepto has become one of the widely used quick commerce platforms in India. Its business model mainly depends on efficient delivery operations and customer convenience. In such services, delivery partners are not only responsible for transporting orders but also represent the company during the final interaction with customers.

The behaviour and efficiency of delivery partners strongly affect customer opinions regarding service quality. Customers usually expect punctual delivery, proper communication, safe handling of products, and professional behaviour. A positive delivery experience increases satisfaction and encourages customers to continue using the platform.

Apart from customer convenience, quick commerce services have also created earning opportunities for many people through gig economy jobs. Delivery services provide flexible work options for students, part-time workers, and individuals looking for additional income.

This study has therefore been conducted to understand how delivery partners influence customer experience and employment opportunities in Zepto's quick commerce services in Pune City.

## **Review of Literature: -**

Researchers have studied customer satisfaction and service quality across different industries for many years. Parasuraman, Zeithaml, and Berry (1988) explained that factors such as reliability, responsiveness, empathy, assurance, and physical appearance play an important role in measuring service quality. These dimensions are widely used for understanding customer satisfaction in service industries.

Sundararajan (2016) discussed how digital platform businesses and gig economy models have created new forms of flexible employment. The study highlighted that delivery-based platforms provide income opportunities for many individuals through technology-driven work systems.

Belanche et al. (2021) found that customer perception of delivery workers directly affects overall service experience and customer recommendations. Similarly, recent studies on quick commerce in India showed that delivery speed, convenience, and service behaviour are major reasons behind customer satisfaction and repeated usage of such platforms.

Previous research clearly indicates that delivery efficiency, communication, and professionalism are important factors influencing customer experience in quick commerce services.

with deliverers are key factors that determine customer satisfaction.

## **Objectives of the Study: -**

1. To understand the role of delivery partners in Zepto's quick commerce model.
2. To identify employment opportunities created through delivery services.
3. To examine the impact of delivery partner performance on customer experience.
4. To analyse the relationship between delivery efficiency and customer satisfaction.
5. To suggest measures for improving delivery partner effectiveness.



### **Research Methodology Research Design: -**

The present study is descriptive in nature and focuses on understanding customer opinions regarding delivery partner performance and employment opportunities in Zepto's quick commerce services.

Both primary and secondary sources of data were used for the research. Primary data was collected through a structured questionnaire from customers who regularly use Zepto services in Pune City. Secondary information was collected from books, journals, websites, reports, and previous research studies related to quick commerce and customer satisfaction.

Convenience sampling was used for selecting respondents because it allowed easy and quick collection of responses. A total of 100 respondents participated in the survey.

The questionnaire included multiple-choice questions, rating scales, and Likert scale statements related to delivery speed, communication, professionalism, customer satisfaction, and service improvement. The collected responses were analysed using percentage analysis, graphs, and simple statistical interpretation methods.

### **Findings of the Study: -**

The study shows that most respondents using quick commerce services belong to the younger age category, especially between 18 and 25 years. Customers consider delivery partners to be an important part of the overall service process because they directly interact with them during order delivery.

Timely delivery was identified as the most important factor influencing customer satisfaction. Respondents also expressed satisfaction regarding the behaviour and communication skills of delivery partners. Most participants believed that delivery speed and service efficiency strongly affect their overall experience with quick commerce platforms.

The findings further indicate that customers are aware of the employment opportunities created through delivery services. Many respondents also felt that better incentives, training programs, and support systems could improve delivery partner performance and overall service quality.

### **Conclusion: -**

The study concludes that delivery partners play a major role in improving customer experience in Zepto's quick commerce services. Customers highly value fast delivery, proper communication, and professional behaviour during the service process. These factors directly influence customer satisfaction and repeat usage of the platform.

The research also highlights the contribution of quick commerce platforms towards creating flexible employment opportunities in urban areas like Pune City. Most respondents recognized delivery services as an important source of earning opportunities.

The study suggests that companies should focus on improving delivery partner training, support systems, incentives, and operational efficiency to further strengthen customer satisfaction and service quality.



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