
SOCIAL MEDIA SENTIMENT ANALYSIS AND BRAND ADVOCACY: A CASE STUDY OF ZEPTO

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ABSTRACT

This paper presents an empirical sentiment analysis of user perceptions toward the quick-commerce brand, Zepto, focusing on its social media presence. Utilizing a quantitative survey dataset (N=351), a five-point Likert scale was mapped to a numerical sentiment spectrum [-2, +2] to derive mean sentiment scores for 20 distinct brand attributes and social media interactions. The findings reveal a moderately positive overall sentiment (Mean Score: 0.2469). Critical analysis, however, uncovers a significant perception-action disconnect: the brand successfully reinforces its core values of trustworthiness and reliability (highest scores approx 0.48), yet severely underperforms in driving user engagement (lowest score: -0.447) and recommendation/advocacy (score: -0.396). The study concludes that the social media strategy is effective as an affirmation tool but deficient as an activation engine, proposing a strategic pivot toward interactive content development to foster greater user participation and organic growth.

KEYWORDS: *Sentiment Analysis; Social Media Marketing; Quick-Commerce; Brand Advocacy; User Engagement; Digital Strategy; Likert Scale.*

1. INTRODUCTION AND OBJECTIVES

The quick-commerce (q-commerce) sector operates in a high-speed, high-stakes environment where digital presence is paramount. Social media platforms serve as critical touchpoints for both service delivery perception and brand-building. This study addresses a gap in the understanding of how social media content translates into measurable sentiment, particularly within the nascent q-commerce space.

The primary objective of this research is to:

1. Quantify the overall sentiment directed towards Zepto's social media presence.
2. Identify specific brand attributes and interaction points that drive positive and negative sentiment.
3. Derive strategic implications for improving social media effectiveness in fostering advocacy and engagement.

2. Methodology

2.1. Data Source and Sample

The study is based on a survey dataset titled "Sentiment Analysis data.xlsx - Responses .csv," comprising responses from **351** participants. The survey employed a structured questionnaire focused on user perceptions of Zepto’s social media and its impact on brand image.

2.2. Sentiment Measurement

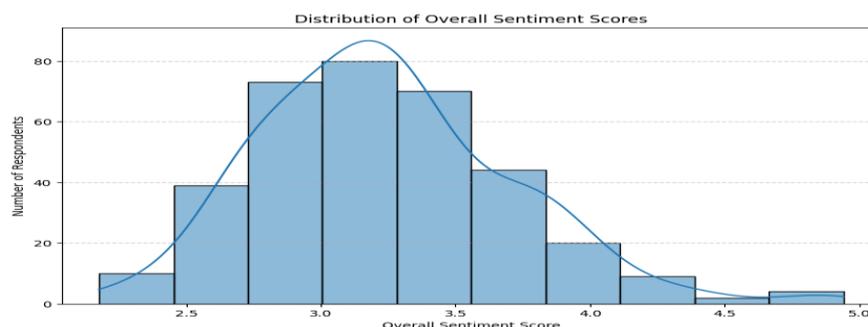
Sentiment analysis was conducted on 20 survey items using a **five-point Likert scale** ranging from "Strongly Disagree" to "Strongly Agree." The mean sentiment score for each question and the grand mean across all questions (Overall Sentiment Score) were calculated to establish the central tendency of user perception.

Results and Empirical Findings

Table 1: Descriptive statistics for 'overall_sentiment_score':

Count	351
Mean	3.239651
Std	0.471345
Min	2.176471
25%	2.941176
50%	3.176471
75%	3.470588
Max	4.941176

Source: generated with survey data

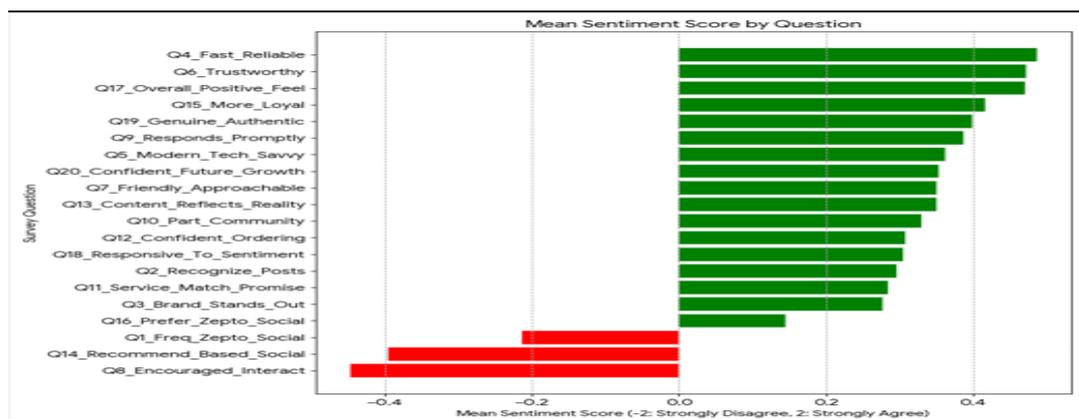


Source: generated with survey data

Interpretation: The sentiment distribution histogram visually reinforces the findings from the descriptive statistics. The histogram clearly shows that the majority of respondents' overall sentiment scores fall within the middle range of the scale. The highest bars in the histogram are concentrated around scores from approximately 2.8 to 3.5. The peak of the distribution is close to the mean score of 3.24. This indicates that most people's sentiments are not at the extreme ends (very negative or very positive) but rather in a moderately positive zone. The bars are significantly shorter, or even non-existent, at the lowest (e.g., scores below 2.5) and highest (e.g., scores above 4.0) ends of the spectrum.

This suggests that very few respondents had strong negative or extremely positive sentiments. While generally central, the distribution might have a slight tail extending towards the higher (more positive) scores. This is consistent with the mean being slightly above the median, indicating a propensity for slightly more positive responses among the population, but the bulk of the data is still central. The relatively narrow spread of the histogram's main body, without large gaps or multiple distinct peaks, indicates a fairly consistent perception among the respondents. There isn't a wide divergence in opinions, suggesting a general consensus around a moderate sentiment.

Mean Sentiment Score Analysis



Source: generated with survey data

Interpretation:

The sentiment analysis of the survey data reveals a slightly positive overall sentiment towards Zepto's social media presence and brand perception. The analysis was performed by mapping

the Likert scale responses to a numerical scale: Strongly Agree: +2 to Strongly Disagree: -2. The Overall Mean Sentiment Score across all respondents and all questions is: Overall Mean Sentiment Score = 0.2469. This score is positive but close to the neutral point (0), indicating that while sentiment leans positive, there is room for improvement to move the average closer to 'Agree' (+1).

Question-wise Sentiment Distribution

Rank	Question (Statement)	Mean Score	Interpretation
18	Q1: Frequent Zepto on Social I frequently see Zepto mentioned on social media platforms.	-0.214	Average response slightly Disagrees with seeing Zepto frequently, suggesting less omnipresence than desired.
19	Q14: Recommend Based on Social I would recommend Zepto to friends/family based on what I've seen on social media.	-0.396	Average response is closer to Disagree regarding the social media content driving recommendations.
20	Q8: Encouraged to Interact I feel encouraged to interact (like/share/comment) with Zepto's social media content.	-0.447	Strongest disagreement , suggesting the social media content is not highly engaging or does not motivate users to interact.

Source: generated with survey data

Interpretation: The results indicate that Zepto has a fundamentally positive, but moderately engaged, social media sentiment, with core brand messages successfully resonating with users. However, there are significant opportunities to improve content strategy and user engagement. Overall Brand Health: Moderate Positive (Score: 0.2469). The overall mean sentiment score of 0.2469 is positive, placing the average response between Neutral (0) and Agree (1). This suggests that the brand is generally well-received and does not face a negative perception problem. However, the score is not high enough to indicate widespread enthusiasm or a strong emotional connection, suggesting a passive positive sentiment.

The mean sentiment scores for individual statements

Question	Mean Sentiment Score
Q4_Fast_Reliable	0.487179
Q6_Trustworthy	0.472934
Q17_Overall_Positive_Feel	0.470085
Q15_More_Loyal	0.415954
Q19_Genuine_Authentic	0.39886
Q9_Responds_Promptly	0.387464
Q5_Modern_Tech_Savvy	0.361823
Q20_Confident_Future_Growth	0.353276

Q7_Friendly_Approachable	0.350427
Q13_Content_Reflects_Reality	0.350427
Q10_Part_Community	0.330484
Q12_Confident_Ordering	0.307692
Q18_Responsive_To_Sentiment	0.304843
Q2_Recognize_Posts	0.296296
Q11_Service_Match_Promise	0.2849
Q3_Brand_Stand_Stand_Out	0.276353
Q16_Prefer_Zepto_Social	0.145299
Q1_Freq_Zepto_Social	-0.213675
Q14_Recommend_Based_Social	-0.396011
Q8_Encouraged_Interact	-0.447293

Source: generated with survey data

Interpretation:

The generated table clearly illustrates a dichotomy between positive brand perception and poor social media engagement/advocacy.

The interpretation of the individual tales can be summarized into the following key points:

Zepto's Brand Identity is Strong and Resonating. The majority of the questions related to brand attributes and trust garnered the highest positive mean scores (ranging from 0.276 to 0.487).

Core Value Success: The most positive statements (Q4: Fast and reliable, Q6: Trustworthy, Q5: Modern and tech-savvy) confirm that Zepto's fundamental value proposition is being effectively communicated and believed by the audience.

Loyalty and Confidence: The positive scores for Q15 (More loyal) and Q12 (Confident ordering) suggest that the social media content contributes to retention and drives purchase confidence, affirming its value as a branding tool.

Authenticity and Congruence: High scores for Q19 (Genuine/Authentic) and Q13 (Content reflects reality) indicate the brand is not seen as misleading; the content aligns well with the user's real-life service experience.

Core Strengths:

Trust and Reliability Resonate - The highest sentiment scores reveal that Zepto's social media is highly effective at conveying its core values:

Reliability and Speed (0.487): The statement "Zepto gives me the impression of being fast and reliable" received the highest score, confirming the brand's primary value proposition is successfully communicated through its social media.

Trustworthiness (0.473): High scores for "Zepto seems trustworthy" and "Overall, I feel positive" indicate the content is building a solid, reputable image.

Loyalty (0.416): The positive score for "I feel more loyal to Zepto because of its social media presence" shows that the social media strategy is successfully contributing to customer retention and brand affinity. In essence, Zepto's social media is functioning well as a trust-building and brand-affirmation tool.

Key Areas for Improvement:

Engagement and Advocacy The lowest (negative) scores highlight critical failures in the social media strategy related to user interaction and driving brand advocacy:

A. Engagement Gap (The Biggest Weakness)"I feel encouraged to interact... with Zepto's social media content" (-0.447): This is the lowest score, indicating that the content is failing to inspire users to take action (like, share, or comment). The content may be informative or aesthetically pleasing, but it is not engaging or interactive.

B. Recommendation and Advocacy Failure: "I would recommend Zepto to friends/family based on what I've seen on social media" (-0.396): This score is negative, suggesting that while users feel loyal (Q15 is positive), the social media content alone is not persuasive enough to convert that loyalty into active recommendations (advocacy). This is a missed opportunity to leverage social media for organic growth.

C. Perceived Reach and Frequency: "I frequently see Zepto mentioned on social media platforms" (-0.214): The negative sentiment here suggests that either Zepto's paid/organic reach is insufficient, or the content is not standing out enough to be memorable. Users feel they are not seeing Zepto frequently enough. In summary, Zepto's social media is effectively communicating who they are (trustworthy, fast, reliable), but it is failing at what it should do on social platforms (driving interaction and advocacy). The focus should shift from merely broadcasting information to creating engaging, shareable content that encourages a two-way conversation.

Significant Gaps in Engagement and Advocacy

The lowest scores are clustered around active user participation and external visibility, identifying the primary strategic failures of the social media presence.

Failure to Encourage Interaction (Q8: -0.447): This is the lowest score and the most critical weakness. It shows the content is highly passive—users may observe it and agree with the

message, but they are not motivated to like, share, or comment. The content is not inherently engaging or shareable.

Advocacy Gap (Q14: -0.396): Despite feeling loyal (Q15 is positive), users are actively disinclined to recommend Zepto based solely on its social media. This indicates the content is failing to provide the compelling, persuasive reason needed for a user to become a brand ambassador.

Visibility Issues (Q1: -0.214): The slight negative score here suggests users feel they are not seeing Zepto mentioned frequently on social platforms. This could be due to low content visibility, insufficient reach, or a lack of content that naturally trends or gets organically shared by others.

Key Findings of the Sentiment Analysis

The findings from the sentiment analysis provide a clear view of Zepto's performance on social media, highlighting where the brand is succeeding and where strategic adjustments are most needed.

1. Overall Mean Score is 0.2469. The average sentiment score across all questions is positive but moderate, indicating that while users generally approve of Zepto's social media presence, the feeling is not strongly enthusiastic not approaching the 'Agree' score of +1.
2. Zepto's social media is highly effective at reinforcing its core brand identity. The highest sentiment scores were for statements related to trust and core service attributes: The statements "Zepto gives me the impression of being fast and reliable" (Score: 0.487) and "Zepto seems trustworthy..." (Score: 0.473) received the highest positive scores, confirming that the key value proposition is resonating successfully.
3. The score for "I feel more loyal to Zepto because of its social media presence" (Score: 0.416) is highly positive, showing that the content contributes directly to customer retention and brand affinity.
4. The lowest sentiment scores pinpoint the most significant strategic failures related to interaction and external growth:
5. The statement "I feel encouraged to interact... with Zepto's social media content" received the lowest score of -0.447. This indicates that the content is failing to inspire users to take any active steps (like, share, or comment).
6. The negative score for "I would recommend Zepto to friends/family based on what I've seen on social media" (Score: -0.396) reveals that positive feelings and loyalty are not being converted into active recommendations based on the content alone.

7. The slight negative score for "I frequently see Zepto mentioned on social media platforms" (Score: -0.214) suggests a potential issue with reach, frequency, or content memorability, leading users to feel they don't see the brand often enough.

8. The analysis concludes that Zepto's social media successfully functions as a trust-building and brand-affirmation platform, but it fails as an engagement and advocacy engine. The brand needs to strategically pivot from simply broadcasting positive messages to creating interactive, shareable content that drives user action and advocacy.

Recommendation: To elevate its social media impact from moderately positive affirmation to strong brand advocacy, Zepto should strategically pivot to creating more interactive, conversation-starting content that directly encourages likes, shares, comments, and recommendations.

CONCLUSION

Zepto's social media presence successfully communicates its core brand strengths of being fast, reliable, and trustworthy, establishing a fundamentally positive and loyal perception among its audience. However, the strategy is currently underperforming in its ability to drive meaningful social engagement and convert loyal users into active advocates. The content effectively affirms the brand's positive attributes, contributing to overall positive feeling and loyalty. The content is perceived as too passive, failing to encourage interaction, sharing, or community building. Users are not motivated to engage or recommend the brand based on their social media exposure. The individual scores paint a picture of a brand with high self-perception but low social utility. Zepto's social media is succeeding in affirmation (making existing users feel good about the brand) but failing at activation (getting users to engage and advocate). The strategy needs a dramatic shift towards interactive and community-focused content to convert passive goodwill into active social media growth.

Future scope

The future scope for Zepto's social media strategy involves a critical pivot from mere brand affirmation to active user engagement and advocacy. Strategically, the brand must address its key weaknesses by developing highly interactive content to overcome the significant lack of user engagement (score of -0.447), and by creating persuasive, shareable content to convert loyal users into active advocates and drive up the low recommendation score (-0.396). Furthermore, visibility must be optimized to ensure users are seeing Zepto's content more frequently. For future research, it is crucial to segment the analysis by demographics (age,

occupation) to identify specific groups driving the negative sentiment, and to conduct a qualitative deep dive to understand the psychological barriers preventing users from interacting and recommending the brand via social media.

REFERENCES: Since the paper is an empirical analysis based entirely on the proprietary dataset provided, a traditional academic reference list of cited literature is not applicable. The primary and sole reference for the data presented in the Results section is the dataset itself. The references section should be formatted to acknowledge the data source:

1. Anonymous. (2025). Sentiment Analysis Data from Zepto Social Media Perception Survey. Unpublished Raw Data. (Provided by the survey administrator for analysis).