

**CUSTOMER SATISFACTION TOWARDS ZOMATO**

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**I. ABSTRACT**

*Convenience is that the divisor to the consumers, on place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and fewer time taken for the food to be delivered aids as an honest reason for the consumers to settle on the services offered by the web food ordering and delivery service portals.*

*This research paper is aimed to research consumer's views about the services they receive from different portals. This paper will help the service providers to know the consumers perception, needs and views on the idea of the results of a survey.*

*To start this discussion, a glance at the relevant literature, particularly in reference to the web food ordering and delivering services has been described below. The survey and its results, followed by findings and conclusion on how the*

*consumers perceive the services are often employed by the web food delivery service businesses to develop better strategies to market their mobile applications successfully.*

*On every such transaction, Zomato receives a percentage cut on the entire amount. There is huge opportunity for such a venture within the other existing markets like India.*

*Food ordering on the web is conceptually different from other sources of ordering food, because the internet promotes a 1 to at least one communication between the vendor and therefore the user with round the clock customer service. Technology has played an important role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever-changing demands, making its thanks to the highest. Today, the business of Food delivery services is one among the fastest*

*growing segments of e-commerce. The major difference between traditional and online Food Ordering is that the extent of interaction between the buyer and therefore the seller.*

**KEY WORDS:** *Customer, Satisfaction, Zomato.*

## II. INTRODUCTION:

Zomato is an Indian restaurant aggregator and food delivery begin founded in 2008. As of 2016, the service is out there in 24 countries.

Zomato is a web website which provides restaurant search and discovery service. It provides its customers a platform to gauge choices for nice places to eat. Because of its consistent performance and success, it's been successful in getting regular investments from Info Edge (India). It features restaurant information like scanned menus and photos sourced by local road teams, also as user reviews and ratings. Zomato was initially named as Foodiebay. Zomato may be a restaurant discovery platform providing comprehensive menus, reviews and get in touch with details for restaurants. Along with they also decorated many special features, like pointed to particular dishes or opening times”.

## III. REVIEW OF LITERATURE:

**Rathoreet al. (2018)** states that fifty .8% of individuals order food delivery service since they do not wish to cook, because it enables clients to possess food delivered on to their home or office in under 60 minutes.

**Dr.N.Sumathi, S. Josphin (2017)**, in their study enables online food ordering system is one of the largest services for fast food restaurants. This is made possible to use of easy electronic payments system, and also useful for creating easy payments for MasterCard consumer. In this study saying about to reduce the long queues of consumer at the counter ordering for food and also reduce the workload of employees.

**Rekha priyadharshini (2017)** in her study examined about India nutriment business is growing thanks to changing of consumer preferences and therefore the largest youth population. The Indian fast food industry has 40% growth year after year. The most top chains are planning an aggressive expansion in semi urban areas and also most popular in tier2 & tier3 cities.

## IV. OBJECTIVE:

- To analyse what are the varied factors that influences the

consumers to settle on online food delivery services.

- To analyze the foremost preferred online food delivery service portal by consumers.
- To know what are the factors that hinders consumers to use online food delivery services.
- To identify the factors which influence the buyer to order food online.
- To know the buyer preferences on online food ordering services provider.

## V. RESEARCH METHODOLOGY:

Research methodology may be a thanks to systematically solve the research problem. Along with logic behind them. These steps include the selection of research problem, formulation of the hypothesis, methodology, survey of literature and documentation, interpretation, presentation and report writing. In this market survey the design adopted for the study constitutes a combination of exploratory research and descriptive research design.

### SOURCES OF DATA:

#### ❖ PRIMARY DATA:

The primary data was collected from the zomato users, through

structured questionnaire and discussion with the commodity uses.

#### ❖ SECONDARY DATA:

Apart from primary data, the secondary data is being collected through Text Book, Journals, Reports and websites.

## VI. ANALYSIS AND INTERPRETATION

**Table 1: Aware about zomato**

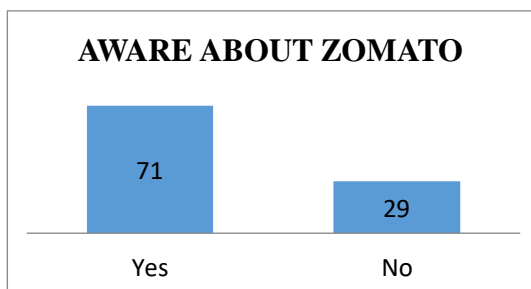
Aware about zomato	No of respondents	Percentage
Yes	107	71
No	43	29
Total	150	100

**SOURCE:** Primary Data

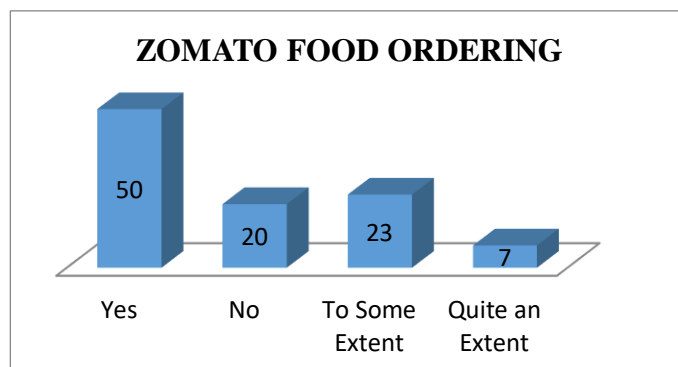
### INTERPRETATION:

The above table conforms that 71% respondents are percentage of aware about zomato, 29% respondents are not aware. Here, Most of the respondents are aware about zomato.

**CHART 1**



**CHART 2**



**Table 2: Zomato food ordering**

Zomato Food Ordering	No of respondents	Percentage
Yes	75	50
No	30	20
To Some Extent	35	23
Quite an Extent	10	7
Total	150	100

**SOURCE:** Primary Data

**INTERPRETATION:**

The above table conforms that 50% of the young respondents easy to access, 23% of the To Some Extent respondents, 20% of the old respondents not use. Here, Most of the respondents are said easy to access.

**Table 3: Often order in zomato**

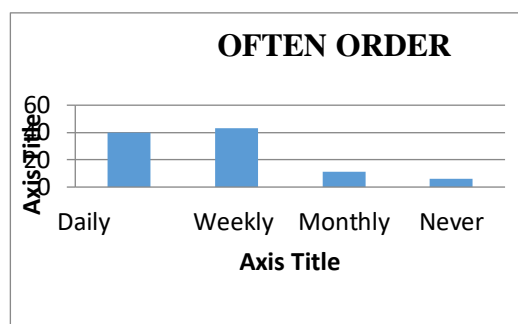
Often Order	No of respondents	Percentage
Daily	60	40
Weekly	65	43
Monthly	16	11
Never	9	6
Total	150	100

**SOURCE:** Primary Data

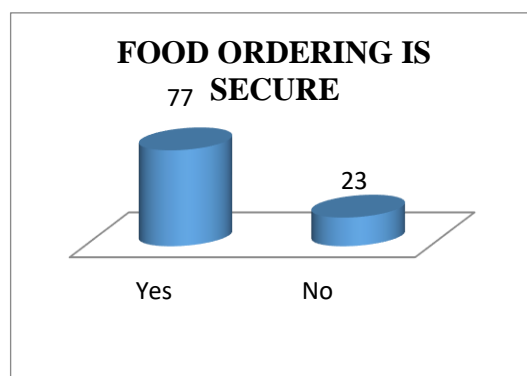
**INTERPRETATION:**

The above table conforms that 43% of the respondents are Weekly order in Zomato, 40% of the respondents are Daily, 11% of the respondents are Monthly order. Here, Most of the respondents are prefer to Weekly order.

**CHART 3**



**CHART 4**



**Table 4: Food ordering is secure**

Food ordering is Secure	No of respondents	Percentage
Yes	115	77
No	35	23
Total	150	100

**Table 5: Mode of payment**

Mode of Payment	No of respondents	Percentage
Internet Transaction	40	27
Cash on delivery	105	70
Credit	5	3
Total	150	100

**SOURCE:** Primary Data

**INTERPRETATION:**

The above table conforms that 77% of the respondents are said yes secure in zomato, 23% of the respondents are said not secure.

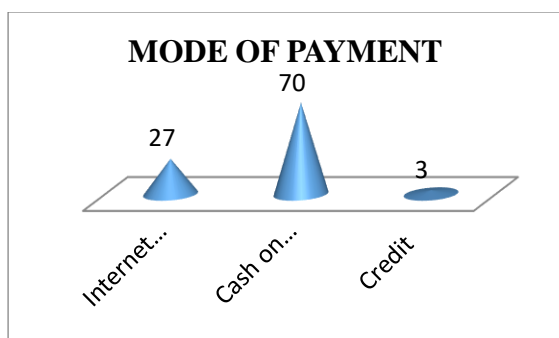
**SOURCE:** Primary Data

**INTERPRETATION:**

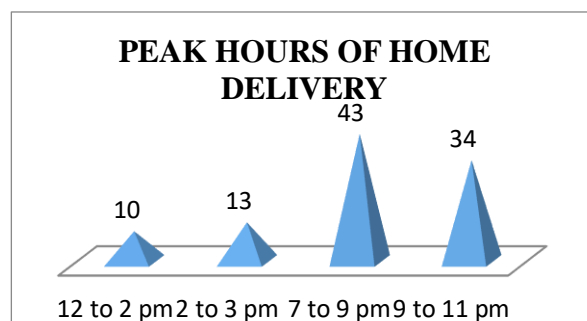
The above table conforms that 70% of the respondents are said as cash on delivery, 27% of the respondents are said as

internet transaction, 3% of the respondents are said as credit card.

**CHART 5**



**CHART 6**



**Table 6: Peak hours of home delivery**

Peak Hours of Home Delivery	No of respondents	Percentage
12 to 2 pm	15	10
2 to 3 pm	20	13
7 to 9 pm	65	43
9 to 11 pm	50	34
Total	150	100

**SOURCE:** Primary Data

**INTERPRETATION:**

The above table conforms that 43% of the respondent’s peak hours for home delivery is 7 to 9 pm and 34% of the respondents 9 to 11 pm. Here, Most of the respondents are said peak hour is 7 to 9 pm.

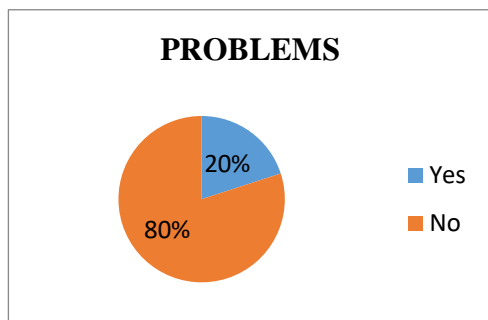
**Table 7: Problems faced in zomato**

Problems	No of respondents	Percentage
Yes	30	20
No	120	80
Total	150	100

**SOURCE:** Primary Data

**INTERPRETATION:**

The above table conforms that 80% of the respondents are said no problem in zomato and 20% of the respondents are said yes. Here, Most of the respondents are said no problem in zomato.

**CHART 7****VII. FINDINGS:**

- 71% respondents are percentage of aware about zomato, 29% respondents are not aware. Here, Most of the respondents are aware about zomato.
- 50% of the young respondents easy to access, 23% of the To Some Extent respondents, 20% of the old respondents not use. Here, Most of the respondents are said easy to access.
- 43% of the respondents are Weekly order in Zomato, 40% of the respondents are Daily, and 11% of the respondents are Monthly order. Here, Most of the respondents are prefer to Weekly order.
- 77% of the respondents are said yes secure in zomato, 23% of the respondents are said not secure. Here most of the respondents are said yes for secure.
- 70% of the respondents are said as cash on delivery, 27% of the respondents are said as internet transaction, and 3% of the respondents are said as credit card. Here most of the respondents said cash on delivery is easy for payment of delivery.
- 43% of the respondent's peak hours for home delivery is 7 to 9 pm and 34% of the respondents 9 to 11 pm. Here, Most of the respondents are said peak hour is 7 to 9 pm.
- 80% of the respondents are said no problem in zomato and 20% of the respondents are said yes. Here, Most of the respondents are said no problem in zomato.

## VIII. CONCLUSION:

Coimbatore is also called foodie's paradise because of vast variety of foods and eatables available with a touch of uniqueness and tradition. Popular cuisines in Coimbatore includes traditional vegetarian (south Indian & North Indian, Chinese, Thai, Arabic (Mughlai & Hyderabad).

A survey done by Zomato states that Coimbatore being the Silicon Valley of India with a large population of young working professionals beats other cities when it comes to ordering food between 7 p.m. and 9 p.m.

This data reveals that Coimbatore is known for foodies and also increasing users of smart phones clearly indicates that for such kind of mobile food apps will be very much fruitful for the expansion and establishment of those companies.

Since, Zomato is currently serving in only 5 major cities, but seeing the interest of the customers in the app it is trying to expand its market to all over India gradually.

## REFERENCE:

1. Ashok panigrahi on 03 may (2020), a case study on zomato – The online Food king of India.
2. Nick Johns (2002), the study examined the foodservice, an under-represented area in terms of 4 section, discussing survey work, experimental studies, and investigations of consumer behaviour within the food industry.
3. Ahmad Al –Tit (2015), the study analyses that the service quality and food quality have a positive influence on customer satisfaction.