

Customer's satisfaction towards zomato

1. Dr. Sarita Satpathy, Associate Professor, Department of Management Studies, Vignan's Foundation For science, Technology & Research University, Vadlamudi, Andhra Pradesh, India.
2. Naveen Kumar Gummadidala, II MBA student, Department of management studies, Vignan's foundation for science, Technology & Research University, Vadlamudi, Andhra Pradesh, India.
3. G. Naveen Kumar, II MBA student, Department of management studies, Vignan's foundation for science, Technology & Research University, Vadlamudi, Andhra Pradesh, India.

Abstract

From this research paper, we would want to tell about the experience, satisfaction of the customers about the zomato application. In this paper the things that are mainly focused on accessing the application by customers for finding various restaurants near to them and also the offers and discounts provide by the application to increase the floating in application and also the delivery experience that is provide by the valets after ordering the food and their satisfaction towards the delivery time and mode of payment of zomato. The study was done based on the web structure questionnaire with a sample of 107 respondents the data were analyzed using simple percentage analysis and Chi square test by interpret the data and the findings of this study shows that delivery time and mode of payment influencing the customers to place an order in zomato.

Key words: satisfaction, delivery time, mode of payment, taste and quality, offers.

Introduction:

Technology has played an important role in transfiguring the food delivery service. Consumers preference towards technology and dependency of technology has motivated to do them everything in online .Most consumers are acquiring new technologies for shopping and food delivery etc...Due to their less time and fast requirement consumers mainly order the cooked meals at their door step in few minutes with a few clicks on their mobiles like smart phones, tablets or laptops. Consumer preference is the main restoring factor for this online food ordering business. In spite of that if the consumers do not have any plans on where to eat the food and what to eat.

The apps like swiggy, Zomato plays a key role in delivering the food with in time. These food apps helps the user to discover restaurants based on consumers requirements and taste. These apps are growing rapidly and providing services and facilities to meet up the customers' demands and expectations. Without respect to the time these apps help to get the food with ease and parallely easy access to the internet are reasons for using these services. The convenience associated with these services is also responsible for growth of these apps. It is also believed that these apps helps to improve the growth of restaurant's business as well.

Review of literature:

Jyotishman Das (2017-2019)

Made a research on consumer perception towards 'online food ordering and delivery services': an empirical study. Through his research paper, we can understand that the following nowadays the technology is ruling the world and playing an important role in shaping the online food services. The main objective of this study is to find the view towards the services and secondary objective is the factors that are influenced by the customers to use these online food services.

Merry Borgohain(2017-2019)

Made a research on Consumer Perception towards Food Delivery Applications with Special Reference to Dibrugarh Town from this paper we can understand and Say that Consumers perception plays a major role in growth of any business or products or services. The main objective is to study the food delivery applications are perceived by the customers. Researcher ha sent the forms were sent to 167 individuals out of 95 responses were received. This paper says that consumers attitude varies accordingly to the ease and convenient of ordering food online.

Swothi S, Tracy George Bertle and Dr. Shehnaz S. R

In his paper he explained that the world is witnessing a new revolution set by internet and e commerce. Online food ordering is the manner of ordering food via the eating place's own internet site or mobile app, or through a multi-eating place's website or app. Online food delivery apps help customers to get foods easily in their doorstep with just a figure tap on their smart phone. In his paper he explained about customer preferences towards the online food delivery apps. On which application they are showing interest to order the food from online.

Serhat Murat Alagoz & Haluk Hekimoglu (2012),

In his point of view the e-trade is dynamically developing worldwide, the food industry is also indicating an expanded boom. They have recommended the Technology Acceptance Model (TAM) as a base to examine the popularity of on-line meals ordering apps. Their analysis of records said that the attitude in the direction of online meals ordering is because of the ease and usefulness of on-line food ordering method and additionally vary in keeping with their innovativeness against records technology, their believe in e commerce web sites and few external impact.

Dr. Neha Parashar Ms. Sakina Ghadiyali

He made a research on a study on consumer's attitude and perception towards digital food app services with the vast increase in technology consumers are shopping, ordering food online through many apps and websites. This review expected the Indian food retail market is expected to reach Rs.61 lakh crore by 2020. The primary objective is to analyze the factors that are influence using these apps to order food online and to find the most popular app and also to analyze the relationship between the apps and facilities provided. Here researcher as mentioned collected 129 samples of people aged between 20-25 years.

Dr. R. Maheswari | G. Swarnalatha | Ms. T. Gayathri (2019)

He made a research on "A Study on Customer Satisfaction towards Zomato Online Food Ordering with Special Reference to Coimbatore City". From this research I found that social economic factors of the respondents and what are the motivating factors for purchasing the food through zomato.

Dr. Neha Parashar Ms. Sakina Ghadiyali

He made research on a study on customer's attitude and perception towards digital food app services. From this research I found that the most popular app among the online food delivery applications are available in India and the relationship between the food delivery app and the facilities provided by the same. And also he made research on factors affecting the attitude of customers regarding food delivery apps.

Mrs. L.Karthika, Miss. A.Manojanaranjani 2018

He made research on A Study on the various food ordering apps based on consumer preference from his research paper we can understand that many of the customers adopt the technologies for their food ordering .The main objective in this research paper is to rank the food apps according to their performance. Indian fast food sector increases 40% every year .The researcher had selected 234 samples from the willful buyers and 234 samples from compulsive buyer as sample size.

Suryadev Singh Rathore, 2Mahik Chaudharya

He made research on Consumer's Perception on Online Food Ordering from his research paper we can understand that as the internet technology has been rapidly increasing due to the availability of information. The objective of this study is to find the factors that are influence by the consumers to order the food online. Time is the most important factor and convenience is the biggest factor and easy to use these apps. Major importance is easy accessibility and flexibility. Ease of payment is also considered as the main factor. Finally researcher concluded that most of the students of Indore region are well aware of the online food ordering. Changing the life style of the consumers also made use these apps.

Objectives of the study:

To find out the satisfaction level of customers towards the zomato food app.
To identify the factors and its relation with the satisfaction towards zomato.

Research Methodology:

This research has been done by descriptive research. This research aims to investigate the satisfaction level of customers towards zomato and what motivates to place an order in zomato, due to that we collected more information through respondents by systematic query. Most of the responses are collected from Guntur district.

Sample size: Totally I have collected 107 respondents which comprises both male and female.

Data sources: Data is collected from both primary and secondary data.

Primary data: the primary data is collected from the structure questionnaire and gathered data from various segments.

Secondary data: these data can be collected from the different articles and journals which are related to my study.

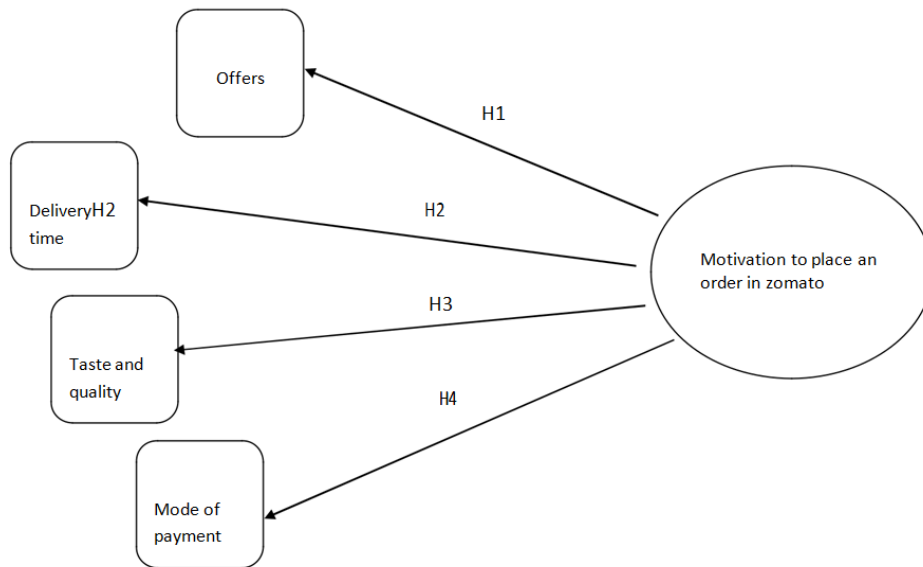
Statistical tools: percentage method, cross tabulation, chi square. To analyses the data, I used the spss software, and I done hypothesis testing using different variables to know the significant relation between the variables.

H1= Promotional offers has a significant relation with the satisfaction level towards the zomato.

H2= Delivery time has a significant relation with the satisfaction level towards the zomato.

H3= Taste and quality has a significant relation with the satisfaction level towards the zomato.

H4= Mode of payment has a significant relation with the satisfaction level towards the zomato.



Data Analysis and Interpretation:

The present study collected data from 107 respondents for examining the customer satisfaction levels towards the zomato. The demographic profile of the respondents is given in the table 1, given below:

Demographic profile of the respondents:

		Frequency	Percent
Gender	Male	58	54.20
	Female	49	45.79
	Total	107	100
Age	15-25	70	65.42
	26-35	17	15.9
	36-45	12	11.2
	Above 45	8	7.5
	Total	107	100
Do you know about zomato app	Yes	88	82.2
	No	19	17.8
	Total	107	100

How often do you place an order in zomato	Daily	12	11.2
	Once in a week	31	29.5
	Once in 15 days	29	27.6
	Once in a month	35	33.3
	Total	107	100
Which days do you most prefer to place an order in zomato	Weekends	60	56.07
	Working days	47	43.9
	Total	107	100

Based on the above table the more respond are from male when compared to female and all most respondents are from between the age 15-25. More number of respondents is aware of the zomato and they place in order on weekends and once in a month.

Rate.this.scale.according.to.your.satisfaction.levels.about.offered.by.zomato * What motivates you to place an order in zomato app Cross tabulation

Count

	What motivates you to place an order in zomato app				Total
	Offers	taste and quality	delivery time	mode of payment	
Rate.this.s dis satisfied	1	1	1	0	3
cale. accor Ok	1	4	2	1	8
ding.to.yo Average	10	5	11	1	27
ur.satisfact above average	12	13	13	1	40
ion.levels.a					
bout.offer					

ed.by.zom Satisfied	9	9	10	0	29
ato					
Total	33	32	37	3	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.003 ^a	16	.913
Likelihood Ratio	9.515	16	.891
Linear-by-Linear Association	.815	1	.367
N of Valid Cases	107		

Based on the above cross table and the obtained data e can say that 40% of the people are rated the linear scale as above average and only 29% of the people are satisfied with the offers offered by the zomato. Remaining all are rated the linear scale as average and dissatisfied.

When coming to the chi square test it is performed on the motivating factors to place an order in zomato and their satisfaction levels towards these factor. The result of the Pearson chi square significant (Pearson Chi-Square=9.003, p=0.913).

- Null Hypothesis (Ho) = There is no significant relationship between offers of zomato and motivating factors to place an order in zomato
- Alternative Hypothesis (H1) = Significant relationship between the offers of zomato and motivating factors to place an order in zomato

Hence significant value p is 0.913 it is more than the standard value 0.05. So there is no significant relationship between offers of zomato and motivating factors to place an order in zomato. We can accept the null hypothesis and reject the alternative hypothesis.

Rate this scale according to your satisfaction levels about food delivery time of zomato * what motivates you to place an order in zomato app Cross tabulation

Count

	What motivates you to place an order in zomato app				Total
	Offers	taste and quality	delivery time	mode of payment	
Ratethisscal dis satisfied	1	1	0	0	2
eaccordingt Ok	3	5	6	1	15
oyoursatisfa Average	14	10	15	2	41
ctionlevelsa above average	6	10	8	0	24
boutfooddel					

everytimeofz Satisfied	9	6	8	0	25
omato					
Total	33	32	37	3	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.927 ^a	16	.604
Likelihood Ratio	14.884	16	.533
Linear-by-Linear Association	1.975	1	.160
N of Valid Cases	107		

15 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

Based on the above cross table and the obtained data we can say that 41% of the people are rated the linear scale as above average and only 25% of the people are satisfied with the delivery time of the zomato. Remaining all are rated the linear scale as average and dissatisfied.

When coming to the chi square test it is performed on the motivating factors to place an order in zomato and their satisfaction levels towards these factor. The result of the Pearson chi square significant (Pearson Chi-Square=13.927, p=0.604).

- Null Hypothesis (Ho) = There is no significant relationship between delivery time of zomato and motivating factors to place an order in zomato
- Alternative Hypothesis (H1) = Significant relationship between the delivery time of zomato and motivating factors to place an order in zomato

Hence significant value p is 0.604 it is more than the standard value 0.05. So there is no significant relationship between delivery time of zomato and motivating factors to place an order in zomato. We can accept the null hypothesis and reject the alternative hypothesis.

Rate this scale according to your satisfaction levels about the taste and quality of the food * what motivates you to place an order in zomato app Cross tabulation

Count

	What motivates you to place an order in zomato app				Total
	offers	taste and quality	delivery time	mode of payment	

Ratethisscaleac	dis satisfied	1	2	1	1	7
cordingtoyour	Ok	1	2	7	0	10
atisfactionlevel	average	9	7	11	1	28
saboutthetaste	above	12	13	8	1	34
andqualityofth	average					
efood	satisfied	10	8	10	0	28
Total		33	32	37	3	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.685 ^a	16	.000
Likelihood Ratio	24.622	16	.077
Linear-by-Linear Association	.489	1	.484
N of Valid Cases	107		

16 cells (64.0%) have expected count less than 5. The minimum expected count is .13.

Based on the above cross table and the obtained data we can say that 34% of the people are rated the linear scale as above average and only 28% of the people are satisfied with the delivery time of the zomato. Remaining all are rated the linear scale as average and dissatisfied.

When coming to the chi square test it is performed on the motivating factors to place an order in zomato and their satisfaction levels towards these factor. The result of the Pearson chi square significant (Pearson Chi-Square=42.685, p=0.000).

- Null Hypothesis (Ho) = There is no significant relationship between taste and quality of zomato and motivating factors to place an order in zomato.
- Alternative Hypothesis (H1) = Significant relationship between the taste and quality of zomato and motivating factors to place an order in zomato.

Hence significant value p is 0.000 it is less than the standard value 0.05. So there is a significant relationship between taste and quality of zomato and motivating factors to place an order in zomato. We can accept the alternative hypothesis and reject the null hypothesis.

Rate this scale according to your satisfaction levels about the mode of payment of the Zomato * what motivate you to place an order in zomato app Cross tabulation

Count

	What motivates you to place an order in zomato app				Total
	offers	taste and quality	delivery time	mode of payment	
Ratethisscal dis satisfied	1	1	1	1	6
eaccordingt Ok	1	2	5	1	9

10

oyoursatisfa	Average	11	11	12	0	34
ctionlevelsa	above average	8	9	7	1	25
bouthemo						
dofpayment						
oftheZomat	satisfied	12	9	12	0	33
o						
Total		33	32	37	3	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.925 ^a	16	.000
Likelihood Ratio	23.954	16	.091
Linear-by-Linear Association	.199	1	.656
N of Valid Cases	107		

Based on the above cross table and the obtained data we can say that 34% of the people are rated the linear scale as above average and only 25% of the people are satisfied with the delivery time of the zomato. Remaining all are rated the linear scale as average and dissatisfied.

When coming to the chi square test it is performed on the motivating factors to place an order in zomato and their satisfaction levels towards these factor. The result of the Pearson chi square significant (Pearson Chi-Square=46.925, p=0.000).

- Null Hypothesis (Ho) = There is no significant relationship between mode of payment of zomato and motivating factors to place an order in zomato.
- Alternative Hypothesis (H1) = Significant relationship between the mode of payment of zomato and motivating factors to place an order in zomato.

Hence significant value p is 0.000 it is less than the standard value 0.05. So there is a significant relationship between mode of payment of zomato and motivating factors to place an order in zomato. We can accept the alternative hypothesis and reject the null hypothesis.

Findings and conclusion:

Based on the results we find that among all the motivating factors only two factors is showing impact on the customers to place an order in zomato. Those are taste and quality and mode of payment. These two are the only factors motivating the customers placing an order in the zomato. Customers are satisfied with the offers of the zomato but it does not motivate the customers to place an order in zomato. Delivery time of zomato is also satisfied by the customers but is also not showing any impact on the customers to increase the sales of the zomato. Zomato is widely using application across the India.

This research helped that to know what are the factors influencing the customers to place an order in zomato. By this research we know that satisfaction levels of the customers towards the zomato application.

References:

- Mrs. I. Karthika, Miss. A. Manojanaranjani 2018 a Study on the various food ordering apps based on consumer preference Journal of Management (JOM) Volume 5, Issue 5, September-October 2018, pp. 155–163, Article ID: JOM_05_05_015
- Suryadev Singh Rathore, 2 Mahik Chaudharya Consumer's Perception on Online Food Ordering EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal Volume: 6 | Issue: 2 | February 2020 || Journal DOI: 10.36713/epra2013 || SJIF Impact Factor: 5.614||ISI Value: 1.188
- Merry Borgohain Consumer Perception towards Food Delivery Applications with Special Reference to Dibrugarh Town International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-4, November 2019
- B. Eswaran¹, Dr. V. Bhuvanewari², P. Sivasankari³, B. Mangalalakshmi⁴ Online food orders: Customers preference with reference to North Chennai Journal of Critical Reviews ISSN- 2394-5125 Vol 7, Issue 6, 2020
- P. Niharika Nanaiah A study on consumer's behavior and the impact of food delivery apps on college students in Bangalore International Journal of Research in Engineering, Science and Management Volume-3, Issue-3, March-2020
- Dr. Neha Parashar¹ Ms. Sakina Ghadiyali A study on consumer's attitude and perception towards digital food app
- D Badhusha - a Journal of Composition Theory, 2019 customer's satisfaction towards food ordering apps at Tiruchirappalli city. Volume XII Issue IX SEPTEMBER 2019 ISSN: 0731-6755 Page No: 1470
- Dr. Preetha, S (2019). An Analysis of User Convenience towards Food Online Order and Delivery Application (FOOD App via Platforms). International Journal of Management, Technology and Engineering, 9(1), 429-433.
- Dr. R. Maheswari | G. Swarnalatha | Ms. T. Gayathri (2019 "A Study on Customer Satisfaction towards Zomato Online Food Ordering with Special Reference to Coimbatore City" Published in International Journal of Trend in Scientific Research and Development (ijtsrd).
- Jacob, A. (2019). Consumer Perception of Online Food Delivery Apps in Kochi. International Journal of Innovative Technology and Exploring Engineering (IJITEE), 14 8(7S2), 302-305.

Gupta, M. (2019). A Study on Impact of Online Food delivery app on Restaurant Business special reference to zomato and swiggy. International Journal of Research and Analytical Reviews, 6(1), 889-893.

Jyotishman Das. (2018). Consumer Perception Towards 'Online Food Ordering and Delivery Services': An Empirical Study. Journal of Management (JOM), 5(5), 155- 163.

Burnett, J. (2019). The Impact of Food Delivery Apps on Operations and Brand Image-Zenput Blog

Santra, S. (2019). Food Delivery Apps: Boon or Bane for Restaurant Franchisees?

<https://www.franchiseindia.com/content/food-delivery-apps-boon-orbane-for-restaurant-franchisees.13032>