

A STUDY ON ANALYSIS OF CONSUMER DECISION MAKING VARIABLES ON ZOMATO IN CHENNAI CITY

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ABSTRACT -

Web assumes bit by bit a more pivotal part to associate data and individuals, the Pressure has kept on ascending on business sectors which have effectively utilized on the web administrations, and particularly on business sectors to which selling item son line is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their from general physical retailing to new organizations like electronic retailing or e-retailing. Electronic shopping offers the best worth, extraordinary things and absolutely basic shopping. The achievement of any e-tailor association in India is reliant upon its commonness. Online shopping has obtained importance in the high level business environment. The headway of web shopping for food has opened the doorway of a chance to give a high ground over firms. Online shopping has filled in noticeable quality throughout the span of the years basically as people imagine that it's fitting for the comfort of their home or workplace. In the new past, the web keeps a significant spot inside Monetary activities. As of now-a- days individuals show their benefit on the web. So this study attempts to inspect A

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INTRODUCTION TO THE STUDY:

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as 'the number of customers, or percentage

of total customers, whose reported experience with a firm, its products, its services exceeds specified satisfaction goals. In researching satisfaction, firms generally ask customer whether their product or service has met or exceeded expectations. Thus expectation s are a key factor behind satisfaction. When customers have high expectations and there falls short they will be disappointed and will likely rate their experience as less than satisfying.

OBJECTIVES OF THE STUDY:

- To know about the expectation and satisfaction level of respondents towards Zomato.
- To identify the factors influenced for choosing Zomato

SCOPE OF THE STUDY:

Scope of the study is limited towards Respondents who have experienced such online food delivery services through Zomato app. The study is basically conducted to knowhow consumers perceive the online food delivery services. The expectation and satisfaction of consumers may vary under different circumstances. From this study, we can have a better understanding of the Online Food Delivery Service Market. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers .Research on the buying behavior which would include brand performance, brand attitudes ,product satisfaction, purchase behavior ,purchase intentions ,brand awareness segmentation, etc.

RESEARCH METHODOLOGY:

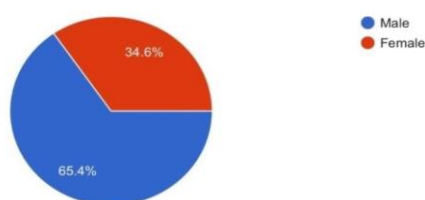
Primary data: To study the customer satisfaction on Zomato a questionnaire was prepared and the data was collected from the respondents who are using Zomato application.

Secondary data: The secondary data was collected with the help of internet search, and online articles.

SAMPLE DESIGN:

The research was carried out in various phases that constituted an approach of working from whole to part. It included several phases which tried to deeper into users likings and develop a thorough understanding of what the consumer looks forward while ordering food online.

Gender
104 responses



STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

PERIOD STUDY:

The duration of study is from January2023 to March2023 Which is three months of study

SAMPLING TECHNIQUES:

Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is

reported when the responses have discrete categories.

Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

Pie Chart

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents.

DATA ANALYSIS AND INTERPERATION:

Gender of the respondent

It is clear that the above table shows 34.6% of the respondents belong to female finally 65.4%

S.NO	PARTICULARS	PERCENTAGE
1	MALE	65.4%
2	FEMALE	34.6%
TOTAL		100%

of the respondent belong to male category.

FINDINGS

- Majority (49.5) of the respondents are age between 18-28.
- Majority (65.4) of gender respondents are Male.
- Majority (58.19) of the respondents are Married.
- Most of the (32.7%) respondents are business.
- Majority (30,8) of the respondents' monthly income is 50,000-1,00,000
- Majority (96.2) of the respondents are ordering food through online.
- Majority (37.1) of the respondents are

ordering weekly.

- Majority (39) of the respondents are ordering breakfast.
- Majority (58.6) of the respondents are less than six months.
- Majority (82.7) of the respondents are easy to understand the language.

SUGGESTIONS:

- Company should try to reach to people of other age groups Company should take necessary steps to stimulate customers in repurchasing on a frequent basis.
- Zomato should focus more on other promotional activities such as television advertisements.
- The company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product.
- The company should try to be competitive than other companies and
- try to establish a strong position in the market.

CONCLUSION

Applications for the food supply have now become a major sensation in India. Numerous food delivery applications in India can be downloaded from the ease of homes on smart phones to order food on the go. The study helped in identifying the factors which influenced the customers for choosing Zomato. On Analyzing the customer satisfaction on Zomato, it can be concluded that the company has to focus on building positive image regarding the product on customer's mind. Customer's expectation about Zomato was surpassed and most of the customers are satisfied in every means. The customers who had several expectations before using Zomato more satisfaction after making purchases. Comparing with other variables customers are more satisfied on the delivery speed of Zomato.

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