A Study on Consumer Satisfaction and Perception Towards Zomato with Special Reference to Coimbatore City

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ABSTRACT

This study investigates consumer satisfaction and perception towards Zomato, a leading online food delivery platform in India. With the rapid growth of digital food delivery services, understanding customer experiences has become crucial for sustaining competitiveness. The research aims to evaluate key factors influencing consumer satisfaction, such as service quality, delivery time, app usability, pricing, and customer support. A mixed- method approach, combining quantitative surveys and qualitative interviews, was employed to gather data from a diverse group of Zomato users. The findings reveal that timely delivery, accurate order fulfillment, and intuitive app interface significantly impact user satisfaction, while issues like inconsistent service and inadequate grievance redressal affect customer perception negatively. The study concludes with recommendations for enhancing customer engagement and service quality, thereby contributing to Zomato

INTRODUCTION

1.1 INTRODUCTION FOR ONLINE FOOD DELIVERY (ZOMATO)

Customer satisfaction is a term frequently used in marketing. It is a measure of here 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 fan met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. The online ordering system can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. The system is enabled by the internet that connects the restaurants or the food company on one hand, and the customer on other hand. Therefore, as per this system the customer visits the restaurant's app or website, browses through the various food items, combos and cuisines available there and those ahead and selects and purchases the items he or she needs. These items will be then be delivered to the customer at his or her doorstep at the time they choose by a delivery person. Payments for such online orders can be made through debit cards, credit cards, cash or card on delivery or even through digital wallets. Zomato in an Indian restaurant aggregator and food delivery start up founded by Deepinder Goyal and Pankay cheddar in 2008. Zomato was founded as foodie bay in 2008, and was renamed Zomato in 2010. In 2011 Zomato expanded across India to Delhi, Mumbai, Bangalore, Chennai, Pune and Kolkata, In 2012 the company expanded operations internationally in several countries. including the United Arab Emirates. Sri lanka, Qatar, the United Kingdom, Philippines and South Africa. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. Zomato also began grocery delivery amid the COVID-19 out break. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Zomato online ordering had been a great addition to our delivery channels. Its smooth integration and online payment ability have allowed them to tap new customer segments as well as give an enhanced service to their existing stomers too, it has allowed to avoid the issues related to credit card payment of delivery.

STATEMENT OF THE PROBLEM

The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry.

Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. It is a growing trend Especially in semi- urban areas and urban areas. This study aims to investigate the level of consumer satisfaction and analyze the perception of users towards zomato services among the people.

SCOPE OF STUDY

Scope of the study is limited towards Coimbatore people who have experienced such online food delivery services through Zomato app. The study is basically conducted to know how 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.

OBJECTIVES OF STUDY

- To know about expectation and satisfaction level of respondents towards zomato

- To identify the factors influenced for choosing Zomato.

- To determine the relationship between consumer satisfaction and loyalty towards zomato.

SOURCES OF DATA

Primary Data

Primary data refers to the first-hand data gathered by the researcher himself. This research uses primary data for the research work. A pretested questionnaire was administered to the respondents with the questions. The answers given by the respondents were recorded and used for analysis purposes.

Secondary Data

Secondary data refers to information that has been collected by someone else, for a different purpose, and is being used for the current research study. Secondary data can include published or unpublished data, such as books, articles, reports, databases, and other sources

TOOL OF DATA ANALYSIS:

Statistical tools used for data analysis are;

- Simple percentage analysis

- Frequency

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

SAMPLE SIZE

The sample size for the customer survey is 100 and they will be considered adequate to represent the characteristics of the entire population.

LIMITATION OF THE STUDY

The study is limited to Coimbatore City and may not reflect the experiences and perceptions of Zomato users in other regions.

REVIEW OF LITERATURE

- Hong Lan (2016), "Online food delivery market is immature yet, there are some obvious problems that can be seen from consumers" negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online, food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online consumers and all parties in the society, can these problems be solved and good online take away environment can be created.

- Sumathy (2017), "A study on prospective concernment towards food adjure app" the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The service rendered by the food adjure app is the major factor behind its success.

- Sheryl E. Kimes (2011). His study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-uses need more personal interaction and also had higher technology anxiety to use the service.

DATA ANALYSIS AND INTERPRETATION.

- Simple percentage analysis

- Frequency

SIMPLE PERCENTAGE ANALYSIS

Simple percentage expresses a quantity as a fraction of 100, allowing for easy comparisons between different data sets.

It is calculated using the formula:
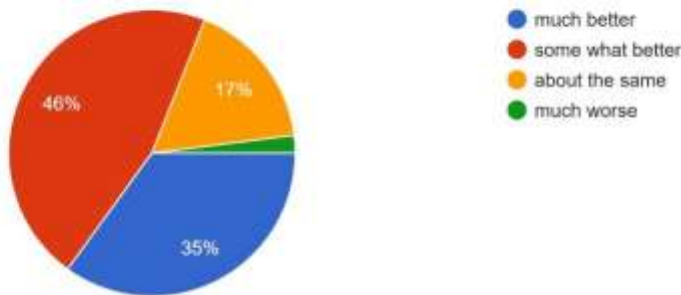
Number of respondents

Percentage of respondents = $\dfrac{\text{-----------------------------}}{\text{Total number of people answered}}$ X 100

TABLE 1 : SHOWING COMPARE TO OTHER FOOD DELIVERY APP ZOMATO IS

FACTORS	RESPONDENT	PERCENTAGE
Much better	35	35%
Some what better	46	46%
About the same	17	17%
Much worse	2	2%
TOTAL	**100**	**100%**

Compare to other food delivery app zomato is
100 responses

- much better
- some what better
- about the same
- much worse

INTERPRETATION

As per the analysis 35% of response is much better, 46% of response is some what better, 17% of response is about the same, and 2% of response is much worse.
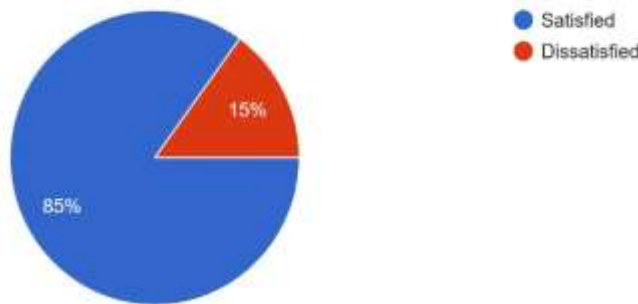
INFERENCE

Hence, the majority 46% respondents are under the category of some what better compare to the other online food delivery app.

TABLE 2 : SHOWING HOW SATISFIED ARE YOU WITH ZOMATO'S ONLINE FOOD ORDERING SERVICES

FACTORS	RESPONDENT	PERCENTAGE
Satisfied	85	85%
Dissatisfied	15	15%
TOTAL	100	100%

How satisfied are you with zomato's online food ordering services
100 responses

● Satisfied
● Dissatisfied

15%

85%

INTERPRETATION

As per the analysis 85% of response is satisfied, 15% of response is dissatisfied.

INFERENCE

Hence, the majority 85% response belong to satisfied with Zomato online food app.

FREQUENCY

TABLE 3 : SHOWING HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH ZOMATO

RATING(X)	FREQUENCY(F)	X*F
1	5	5
2	7	14
3	27	81
4	30	120
5	31	155
TOTAL(N)	**100**	**375**

Source: primary data

FORMULA

x̄ = ∑ (X ×f) / N CALCULATION

x̄ = 375/100 = 3.75

How would you rate your overall satisfaction with zomato?
100 responses
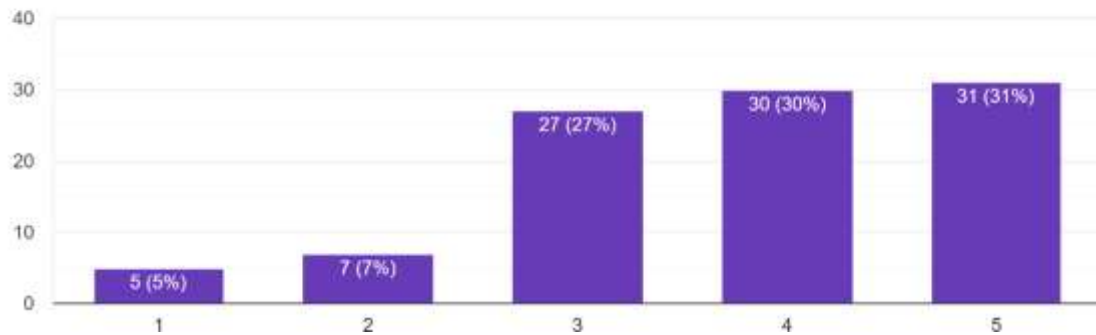
INTERPRETATION

From the above table, the rating distribution shows that 31 respondents (31%) gave a 5-star rating, showing strong satisfaction . followed by 30 respondents (30%) who rated 4 stars, making it the most common response. 27 respondents (27%) rated 3 stars, indicating a neutral experience . while only 7 respondents (7%) gave 2 stars, and 5 respondents (5%) rated 1 star, meaning there is minimal dissatisfaction. The overall pattern suggests that most customers had a positive experience, but a small portion found it average, indicating potential areas for improvement.

INFERENCE

As per the analysis the majority 31% of respondents belongs to the category of 5-star rating.

SUGGESTION

i.   the company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product,

ii.   the company should try to be competitive than other companies and try to establish a strong position in the market.

CONCLUSION

The study helped in identifying the factors which influenced the customers for choosing Zomato. On analysing the customer satisfaction on Zomato, it can be concluded that the company has to focus an 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 had more satisfaction after making purchases. Comparing with other variables customers are more satisfied on the delivery speed of Zomato. The company should focus on providing food items in considerable quality and quantity, it should also focus in undertaking

more promotional activities through more mediums finally, we can conclude than customers among the Coimbatore people are satisfied with zomato.

REFERNECE

1. **Zomato's Quest for Survival**

Author : Animesh Bhattacharjee Published in: SAGE Business
Cases, 2024
Summary:This case study explores Zomato's business strategy and revenue models, analyzing the potential growth of India's food delivery market.

2. **The Connoisseur's Guide To Eating Out In Hyderabad 2014**

Author: Zomato

A comprehensive guide to Hyderabad's restaurants, reflecting Zomato's commitment to highlighting diverse culinary experiences.These books provide valuable insights into Zomato's evolution and its impact on India's food and tech industries. If you're interested in purchasing any of these titles, they are available on platforms like Amazon and Barnes & Noble.

WEBSITES

https://www.zomato.com   https://en.wikipedia.org/wiki/customer
 https://asq.org>quality-resources
https://www.hubspot.com