Consumer Behaviour towards Zomato

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Abstract:

When we think of eating food outside, we often admire if anyone can provide the delightful food to our home from the favourite restaurant or cafes. This Research paper discuss about this kind of organization only, how it involves the customer and how consumer behaviour is changing with the changing scenario. Zomato is the first start-up to appear in the Market with this business. This article describeswhen, where and how the company began and occupied by the Market. Zomato has offered variety of value to its customer. There are various factors related to customer's mentioning conduct like expense, on time movement, packaging, peer expert association lead, stage plan, etc

Key words-Online food delivery start-up, Consumer Perception,Food, Consumer behaviour, Factors related to customer's ordering behaviour.

Objective of Research:

The objective of research paper is-

- To analyze the present positioning of the brand as per customer perception.
- To consider and get marking and advertising system of Zomato.
- To suggest scope of improvement, if any as per customer respond.

Introduction:

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Pankaj Chaddah and Deepinder Goyal in 2008.Back in 2008, all it took was a plan to empower computerized admittance to a great many eatery menus.

Three energetic foodies who detested holding up in lines, cruised all over Delhi to gather menus from eateries, examine them and put them on the web.

Their idea has now grown into the vision that drives our team of 5000+ people every day.

Zomato gives data, menus and client surveys of cafés just as food conveyance alternatives from accomplice eateries.Zomato was founded as *Foodie bay* in 2008, and was renamed *Zomato* on 18 January 2010 as Zomato Media Pt. Ltd. Zomato expanded across India to Delhi NCR, Mumbai, Bangalore, Chennai, Pune and Kolkata.

In 2012, the organization extended tasks universally in a few nations, including the Unified Bedouin Emirates, Sri Lanka, Qatar, the Assembled Realm, the Philippines, and South Africa. In 2013, Zomato was launched in New Zealand, Turkey, Brazil and Indonesia, with its website and apps available in Turkish, Portuguese, Indonesian and English languages.

In April 2014, Zomato launched its services in Portugal, which was followed by launches in Canada, Lebanon and Ireland in 2015.

In 2019, Zomato acquired Seattle-based food portal Urban spoon, which led to the firm's entry into the United States and Australia. This U.S.-expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare.

In April 2020, due to rising demand for online groceries amid the COVID-19 pandemic, Zomato launched its grocery delivery services named Zomato Market in 80+ cities across India.

In April 2020, Zomato acquainted Contactless Feasting with prepare for a post-lockdown world.

Investment

Between 2010 and 2013, Zomato raised approximately US$16.7 million from Info Edge India, giving Info Edge India a 57.9% stake in Zomato. In November 2013, it raised an extra US$37 million from Sequoia Capital and Data Edge India.

In November 2014, Zomato completed another round of funding of US$60 million at a post-money valuation of ~US$660 million. This round of financing was being driven mutually by Information Edge India and Vy Capital, with support from Sequoia Capital.

In October 2018, Zomato raised $210 million from Alibaba's payment affiliate Ant Financial.

In September 2020, Zomato raised $62 million from Temasek, after previously committed capitol from Ant Financial never came through.

In October 2020, as a feature of an Arrangement J round of subsidizing, Zomato raised $52 million from Kora, a US-based Speculation firm.

Literature Review:

Going to restaurant, café chilling with family and friends is one of our favourite things but just imagine having the same food at your home and enjoying there only, Zomato has come up with the same idea of delivering of food to consumers house.

The main objective of this research is to understand the consumer behaviour towards the Zomato how individual, group or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It reflects the action of consumer in marketplace.

According to the WHO you can order food online and don't fear about packing, as there zero number of cases from food and it's packing. Zomato has already delivered 13 cores after first lockdown in march. With this covid-19 situation each and every one is shifted to online platform.

Initially Zomato is providing service to the home after the pandemic it start with the new service of takeaway from restaurant itself, so that there may be less contact and consumer can feel save in consuming the food from restaurant. And they are not charging any commission fee as of now for takeaways. By adding this takeaway service its sales are increases by 200%.

It has very vast market like it's spread around all the world Their website has more than 90 million monthly visitors. The quantity of Zomato Gold clients is more than 800,000. The organization made more

than $206 million as income in the monetary year 2019. 12,000 eateries have been collaborated with Zomato while Zomato Gold has more than 6,500 accomplices. In a normal, the Zomato gateway books over 3 million orders on the 1.4 million cafés recorded on the site. Zomato administrations cover 23 nations and in excess of 10,000 urban communities.

The proprietor had confidence in planning, at that point they took the choice to make regular stage for individuals to discover eatery, they approached smoothing out the cycle, appointing explicit errands to the workers and making a model that guaranteed income sharing framework.

One of the main reason for success of Zomato is that their owner moved into the area where their competitors did not. They always study their competitors and focuses on high quality product. Company mainly focus on the advertising which help them to generate more revenue with keeping cost stable.

Research Methodology:

Objectives

- To study and understand the customer response using Zomato post pandemic or (Corona virus lockdown).
- To analyze the factors which influences customers to use Zomato over others.
- To study customer satisfaction of the consumer using Zomato.

Data Collection And Analysis:

The data was collected by using both primary source and secondary source. Primary data contains information collected by questionnaire based on customer satisfaction, customer behavior and response of the customers using Zomato food delivering service after pandemic in India. A total of 91 respondent were selected. A structured questionnaire was design with close ended and open ended questions. The questions in questionnaire cover all aeras of study. Our target audience was a mix of students, office going individuals, housewives. Secondary data was collected from various research articles, social media pages and newspapers. We used descriptive analysis for interpretation of the data collected through questionnaire.

Type of Data: The study is based on collection of primary data and secondary data.

Research Type: Basic research because the research aims to for acquisition of knowledge for students and not to solve any industrial problem.

Research method: Quantitative research method was used in this research so as to investigate and observe the collected data with the help of statistical, mathematical and computational techniques.

Research Design: We have used descriptive research design with quantitative data analysis and we come up with results which is conclusive in nature.

Sampling Technique: The population we considered over here is people of every sector. Simple random sampling technique is used for this research work.

Sample size: 91 respondents.
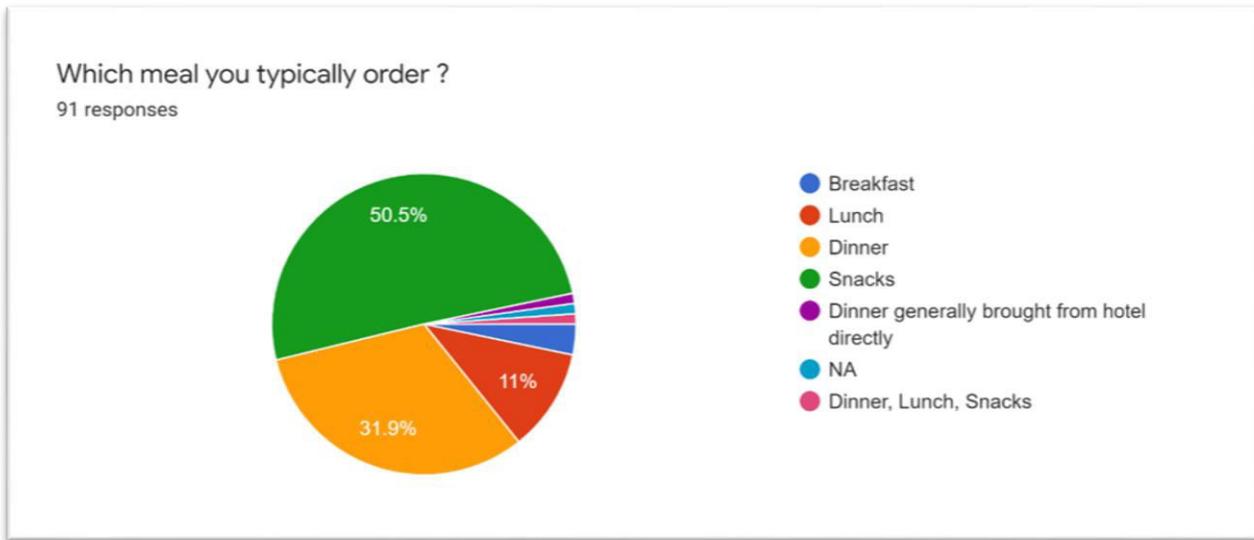
Data Interpretation and Data Analysis:

Following arethe response from various segments, describing perception of customers towards the brand Zomato.
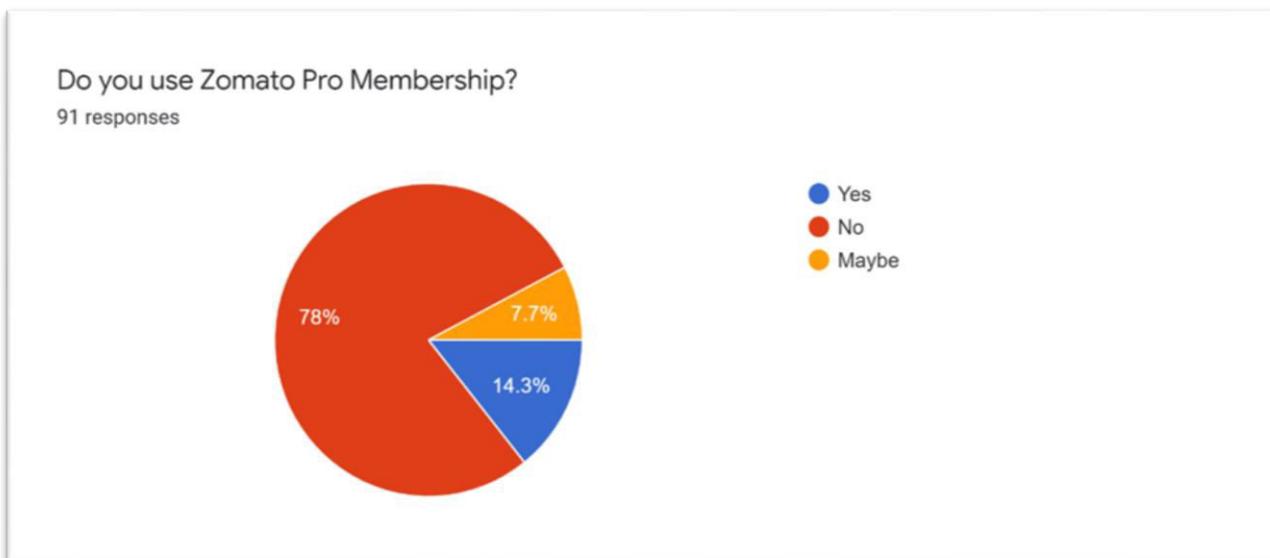
(1)

Interpretation: - As we can see in the data that highest percentage of age group is 18-24 i.e. 72.5% and then the age group of 25-35 i.e. 18.7% after that the age group of above 35 and very less people from below 18.
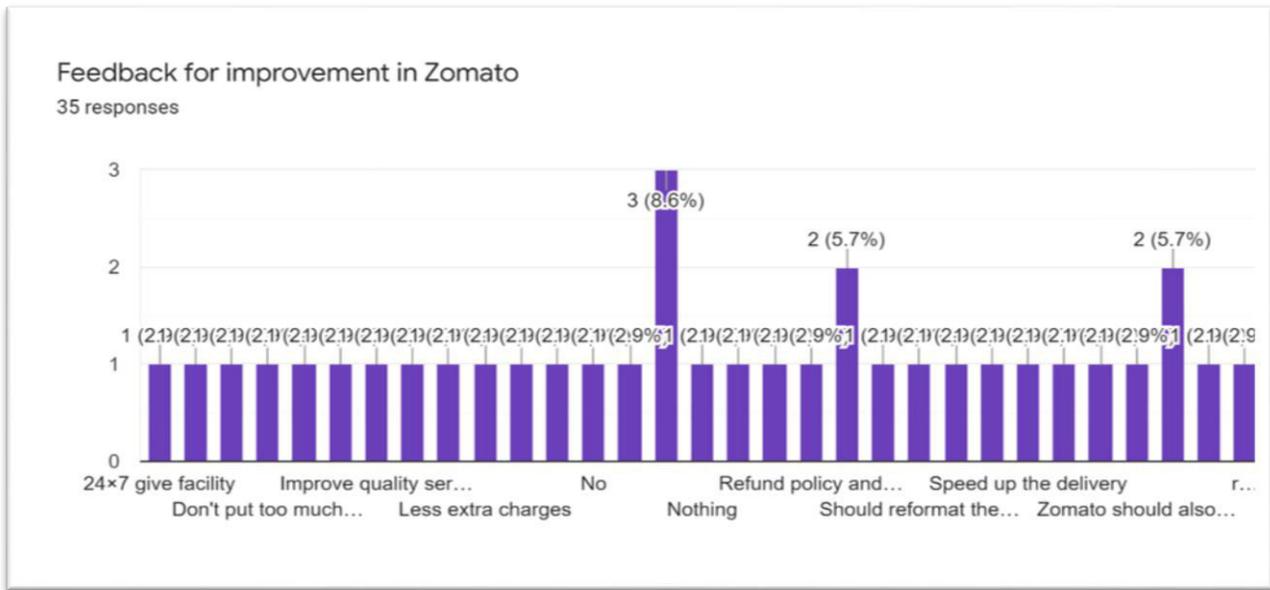
(2)

Interpretation: - From this survey we get to know that most of the customer prefer snacks i.e. 50.5% and 31.9% order dinner.
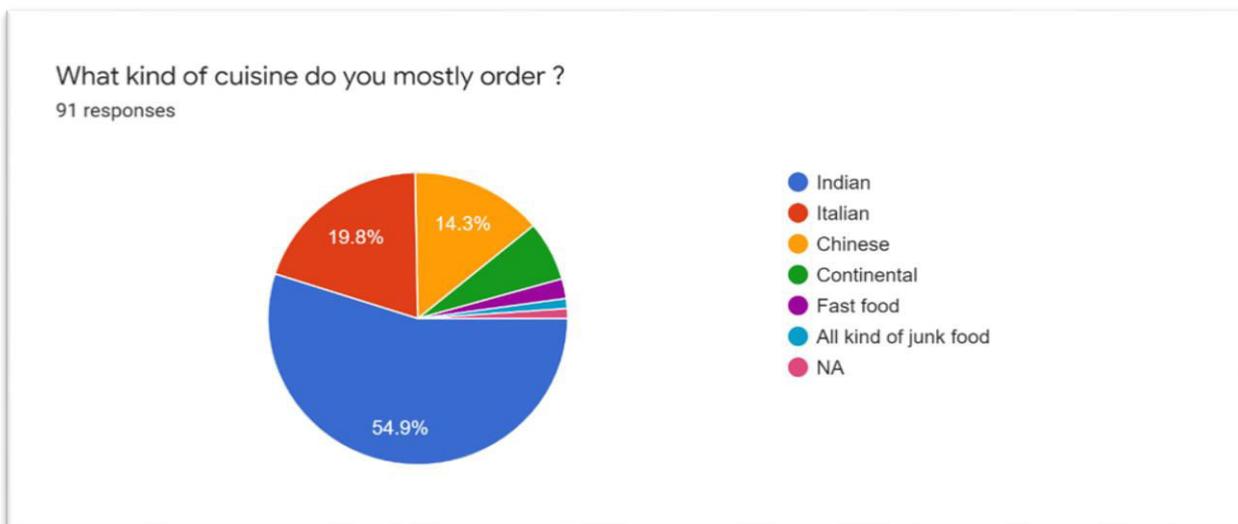
(3)

Interpretation: - Most of the customer doesn't use membership of the company only 14.3% customer are using membership services whereas 78% of customer is not using the service.
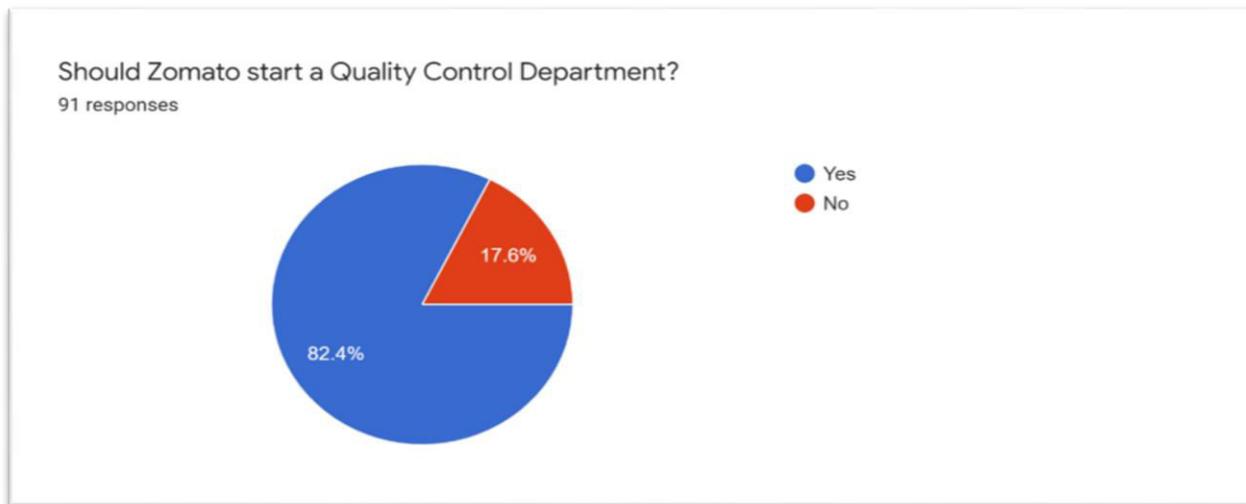
(4)

Feedback for improvement in Zomato
35 responses

Interpretation: - In this graph we can see the highest number of people saying 'Nothing' is there to change in Zomato which is around 8.6%.

(5)

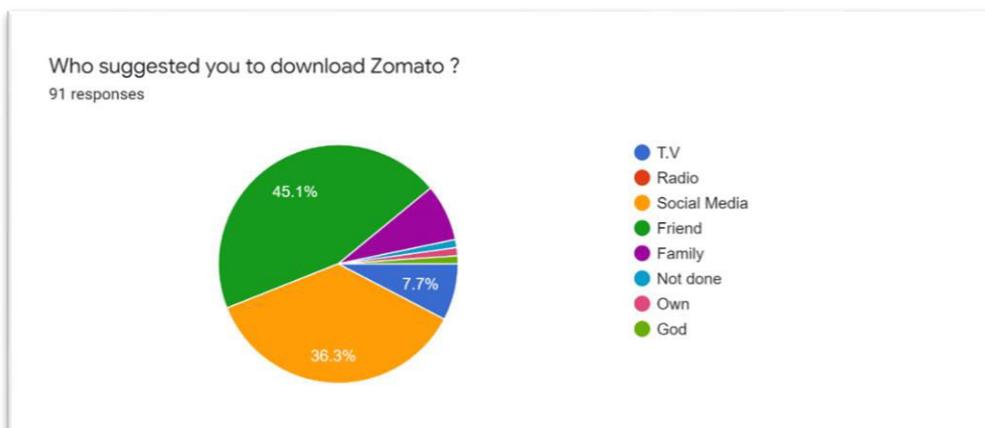What kind of cuisine do you mostly order ?
91 responses

Interpretation: - It is seen that the research was done among similar nation people so the highest priority is given to national food. While people also shown intrest in Italian food such as pasta pizza etc. Chinese food also got some of the weightage as its spicy and tangy which liked by most of the peoples in India.
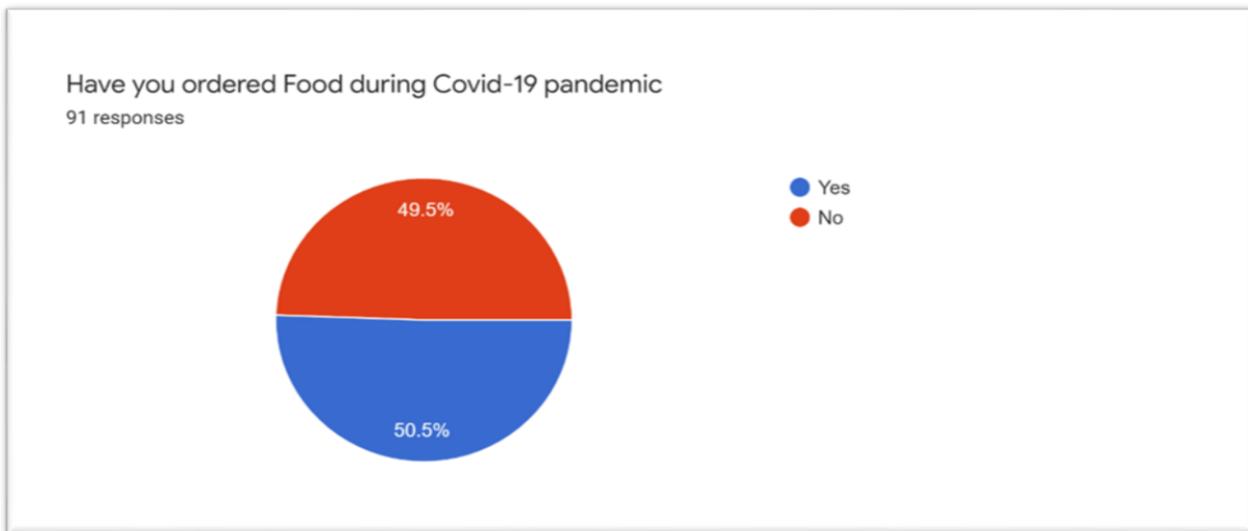
(6)

Interpretation: - People have agreed for the quality control department from Zomato, which means that Zomato should regularly audit restaurant for the cleanliness and safety measures taken by the restaurant while cooking and on this basis, there should be review from Zomato quality control department. Many times, it happens we order food from unknown restaurant with good rating but we never know how they are cooking and are they using fresh raw materials.
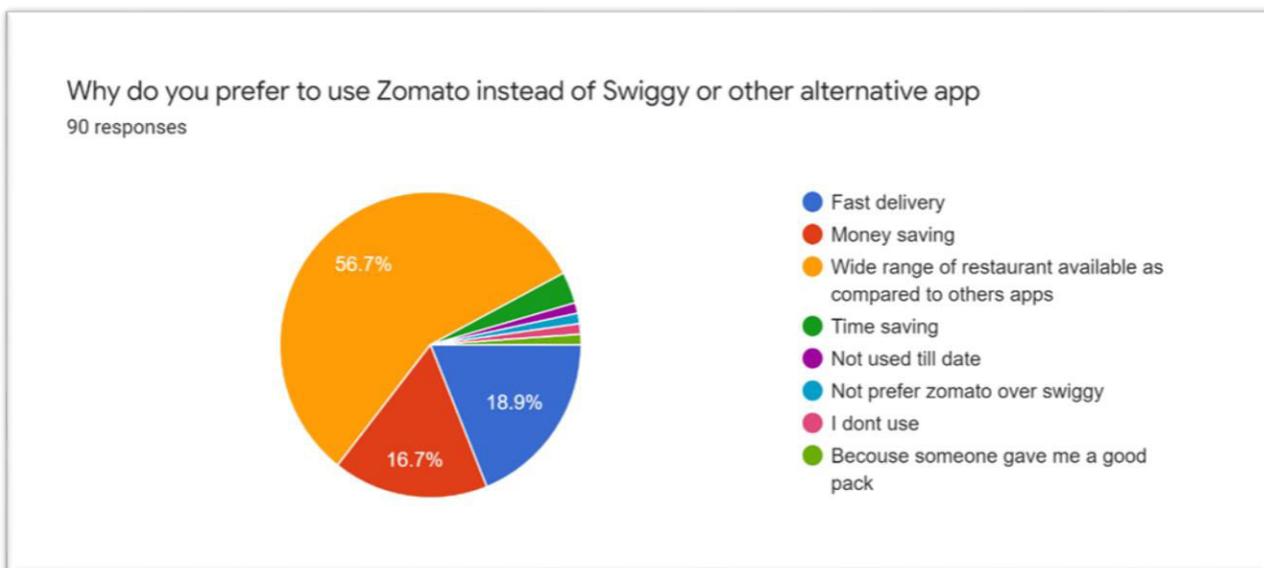
(7)

Interpretation: - It is seen that mostly people were referred by friends and social media to use the Zomato app. In order to increase the Zomato user Zomato should do more advertising on social media and should give good benefits on referral coder from friends.

(8)

Interpretation: - This indicates that Out of 90 response 45 customers have ordered during Covid-19 pandemic while remaining 45 customers have not ordered the food. Therefore, ratio comes out to be 50%.

(9)

Interpretation: - From the above pie chart we can clearly understand 56.2% customers prefer Zomato as wide range of restaurants are available as compared to its competitors. Second reason is it provides fast delivery and it offers more affordable price as compared to competitors.

(10)

Interpretation: - For the above chart we can interpret that 68.90% customer have given above 3 rating in terms of safety measures taken by Zomato this indicates that every 7 approximately customers out of 10 are satisfied with measures taken by Zomato.

Conclusion:

From the above exploration we can analyze the customer behavior of Zomato. Various factors like reasonable price, safety measure, fast delivery services, wide range of restaurants available on Zomato as compared to other competitors are some of the factors which influences them to prefer Zomato food delivering app over others. Maximum customers using Zomato services are below the age of 25 and most preferred meal type is snacks. Also, more than 80% customers think that Zomato should start a quality control department so we think Zomato must think over it.

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