

A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **POOJA.L 42410116** who carried out the Project Training “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE**” under my supervision from September 2023 to October 2023.

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DECLARATION

IPOOJA.L (42410116) hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE**” done by me under the guidance of **DR.MEERA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Customer satisfaction is a key focus for Zomato, the popular food delivery platform. With objectives centered on timely delivery, accurate order fulfillment, and exceptional customer support, Zomato aims to create a positive and seamless experience for its customers. By streamlining their operations and prioritizing food quality during delivery, Zomato strives to ensure that every order is met with efficiency and accuracy. Through effective communication and transparent updates, Zomato keeps customers informed and manages their expectations. These efforts contribute to a high level of customer satisfaction, making Zomato a trusted choice for food delivery.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In the dynamic landscape of the food delivery industry, effective operation management plays a pivotal role in determining customer satisfaction. Among the many players in this sector, Zomato has emerged as a significant global platform connecting diners with a multitude of restaurants. Operating in numerous countries, Zomato faces a unique set of challenges and opportunities when it comes to ensuring customer satisfaction through efficient operational strategies.

This research aims to delve into the intricacies of operation management and its direct impact on customer satisfaction within the context of Zomato. With an increasing reliance on to provide customers online food delivery services, the ability with a seamless and gratifying experience is of paramount importance. In this study, we will explore the multifaceted nature of operation management within Zomato and how it influences various aspects of customer satisfaction, including delivery times, order accuracy, and customer service.

1.2 INDUSTRY PROFILE

Ordering food online with the swipe of a finger has become nothing less than a cakewalk for most of us. There are a number of applications that are essentially designed to ease people's lives, especially when most of the people live away from home trying to make a living on their own. And no matter how healthy cooking own meals would be, it is not always possible to do so, given the hectic lives. The First Pizza Delivery Was Way Back In 1889: King Umberto 1 of Italy once asked a renowned chef from Naples to make him and his wife, Queen Margherita of Savoy three different pizzas. The chef delivered the pizzas to them, being little aware of the fact that this would later turn into a billion-dollar industry. There was a time when the online food delivery system would be considered an underdog. However, it has seen monumental growth over the last few years, and its popularity has gone over the roof.

The industry has penetrated through every layer of society and has spread its roots all across the globe. It is difficult to think of a country which does not have this highly functional chain of online food delivery system. And as more and more millennials join the phenomenon of ordering food online, the marketplace for online food delivery grows by the minute. With individuals becoming increasingly busy, the service provided by online food delivery Apps allowing them to place their order and receive delivery within a matter of minutes, is a great advantage. In addition to this, the online environment offers an avenue for customers to satisfy their impulsive food cravings. Customers can have easy access to competitive service providers at competitive prices and at the same time they can also receive input from their peers through social media, which helps influence their ultimate purchase decision. With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today. 50% of this population fall under the age of 25, making India one of the countries with the youngest population in the world. Furthermore, it has been predicted that by the year 2025 the number of middle-class Indians will touch 550 million. Moreover, e-commerce has been expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, thereby making it the fastest growing e-commerce market in the world. With this backdrop it should be noted that a growing trend has been observed showing that a majority of the fast food demand occurs within the age group of 10 – 40 years.

The recent rise in the number of productively employed young Indians in sectors such as IT services has resulted in an increase in the spending capacity of the individuals. According to statistics provided by the World Bank, there has been a 50% increase in the per capita income from 2006 till date. This growing appetite and increased spending capability of young Indians has made the food industry an attractive and lucrative area in which to start a business. With this significant growth in the online food and restaurant service industry, it has been estimated that the Gross Merchandise Value of online food and restaurant industries would reach an estimated \$2.7 billion by the end of 2019, Which is a significant leap from the \$300 million in 2016.

1.3 NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE SERVICES IN CHENNAI.

1.4 OBJECTIVES

- To Study delivery speed to meet customer expectation
- To Study on maintain the food quality
- To Study on smooth and efficient delivery process

1.5 SCOPE OF THE STUDY

Zomato customer satisfaction scope, there are several key areas to consider. Firstly, ensuring accurate orders and timely delivery are crucial for a positive experience. The quality of packaging plays a role in preserving food freshness and presentation. Responsive customer support is essential for addressing any concerns. Offering a wide variety of restaurants and cuisines caters to diverse preferences. User-friendly app features make the ordering process seamless. Seeking and acting upon customer feedback helps in continuous improvement. A secure payment system and strong restaurant partnerships contribute to customer trust. Lastly, promoting sustainability initiatives raises awareness and fosters a positive brand image. By focusing on these areas, Zomato can create a delightful and satisfying experience for its customers.

CHAPTER 2

1:6 REVIEW OF LITERATURE

1. 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 food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and good online take away environment can be created.

2. Jyotishman Das (2018)

The doorstep delivery is the most highly ranked factor of influencing the consumers to use the food ordering applications. The consumers are also often influenced by discounts and cashbacks they enjoy. On comparing the factors the most preferred service provider came out to be Zomato followed by Swiggy.

3. Chris (2011)

Some businesses assume that if a restaurant is promoted quickly, customers can book tables immediately. However, in today's market, some restaurants are unable to attract customers due to high penetration, especially in urban areas where customers are more cautious and people do not have enough time to visit restaurants. Restaurant owners form partnerships with food ordering and delivery systems to provide food to customers in this situation. Restaurants profit from increased exposure as a result of food delivery services. (SHIVAJI, 2020)

4. 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.

5. According to Hong Lan (2016)

The online food delivery market is still in its infancy; there are some evident flaws, as evidenced by consumer complaints. We cannot rely solely on the self- discipline of online food delivery restaurants or the oversight and management of online food delivery platforms to solve these issues. (Das, 2018)

6.Rajalakshmy(2019)

According to Sumathy, The online food adjure app system can be useful for hotels and restaurants to expand the scope of their business by allowing people to place orders online. The purpose of this research was to determine the consumer's level of awareness and satisfaction, as well as the factors that impact consumers' decision to purchase food from a food adjure through the internet. The majority of respondents disagree that internet websites charge exorbitant delivery fees. Almost every user feels secure when making a payment online. The success of the food adjure app is largely due to the service it provides.

7. Krishna LR, Dr S Gokula Krishnan (2023)

International Journal of Management Focus 12 (2), 17-20, 2023Technology is increasingly spreading into India's poorest areas because of cheaper data and improved digital infrastructure. Recently, consumers have begun placing online meal orders. In India, the fast food industry is expanding quickly due to changing lifestyles and eating patterns. This study looks at customer satisfaction and perceptions of online food delivery services that are quickly transforming India's food service sector. The goal is to understand the driving elements, their perceptions, and demands, how various qualities of various online portals are positioned in their minds, and how satisfied they are overall with online food delivery services. The study is analyzed with the help of SPSS and Jamovi software. The data for the research was 150 customers. The study shows that customers are satisfied with the services provided by the Zomato food delivery app and they have a good image in terms of pricing, food quality, packaging, delivery speed, coupons, and discounts.

8.Serhat Murat Alagoz & Haluk Hekimoglu (2012)

E commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-retailers and various external influences.

9.Kumaran. M. (2017)

Has conducted a study on “perception towards online shopping an empirical study with respect to Indian buyers”. This research deals with Marketing researches concerning the factors which affects consumer perception towards online purchasing experiences, this research deals with the perceived risks, website role, domain specific innovativeness, subjective norms, attitude perceived usefulness, perceived ease of use, attitude, online shopping intention and online shopping behavior. There are many reasons for people preferring online shopping but the major reason.

10. jyotishman Das (2018)

The doorstep delivery is the most highly ranked factor of influencing the consumers to use the food ordering applications. The consumers are also often influenced by discounts and cashbacks they enjoy. On comparing the factors the most preferred service provider came out to be Zomato followed by Swiggy.

11.Bhavya saini (2016)

Consumer preference and attitude regarding online food products” the study emphasized that using the internet in seeking food service information was a common practice among people living in india and online interpersonal influence took a fundamental apart. A high percentage of consumers were unconcerned about accurate evidence regarding food safety in selecting food products on the internet. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the internet and to the government of India to implement appropriate legislation regarding online food product information. Among all these factors customers usually expect three website merits to assist their

online encounters that are system quality, information quality, and service quality

12. Leong Wai Hong (2016)

The technological advancements in many industries have changed the business model to grow. Efficient system can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business

13. Dr: Maheswari (2019)

Entitled "customer satisfaction towards Zomato online food ordering" point out that customer prefer to order food with a medium of mobile phone. The study conducted in Coimbatore city and concluded that customers are satisfied with Zomato online food ordering. Advertising influences to purchase food online and the study suggest company should focus on better products to retain customers. Unsatisfied customers may lose new customers thereby company should be adopt various strategies to retain customers.

14. S.Gnana Sugirtham (2021)

Studied about consumer satisfaction towards online food ordering applications. Uber Eats, Swiggy, Zomato and food panda are the major food ordering applications covers under this study. Among the applications Swiggy and Zomato were preferred by customers. Advertisement through Facebook and YouTube influence purchase decision. The study suggested that companies should be added more restaurants and reduce services charges. Customer are satisfied with various food ordering applications.

15. Dr. Yang Z. et al. (2002)

Conducted the study and has derived an exploratory study with relation to the dimensions of service quality from two different points of view of the group. One from the internet purchasers and from the point of view of no purchasers. The researchers have discovered that there are 6 primary service quality dimensions for internet purchasers which is access, personalization, security, reliability, ease of use and credibility. For the internet non-purchasers the dimensions are as responsiveness, ease of use, personalization, access and security.

16. Zeithaml V. et al. (2000)

Described in their research study that electronic service qualities are important for a firm's success on the e-service model as the firms have realized that just focusing on the web presence and low price is not sufficient for a firm's success in the long run. The researchers have focused on the efficiency, fulfilment of promises, maintaining privacy, reliability of the firm in the minds of customers and responsiveness.

17. Sohn C. et al. (2008)

Described in their study said that today a greater number of companies are participating in the online markets for selling their products to a wider number of customers. As each and every company is in the online market; the companies need to find out something different so as to grab the attention of the consumers to increase their sales. The most important dimension of e-service is the quality of service which is being provided to the customer online. The research enumerates 6 different dimensions which needs to be focused on which are customization, trust, reliability, ease of use, web design, delivery speed.

18. Gehrt and Carter (1992)

As with house buying, a shopper is encouraged to shop because of the convenience he receives when ordering from home, yet a differentiating shopper values or places value on the experience he receives when engaging with a recognized salesperson. Shopping orientations have also emerged as reliable discriminators for categorizing various sorts of customers based on their approach to shopping activities.

19. Lau Teck Chai (2019)

Have done an excellent job of researching students' perceptions, behavior, and satisfaction with online meal ordering and delivery services. The study stressed the importance of online meal ordering and delivery services in assisting students with time management and getting their favorite cuisine at any time of day. Researchers have also discovered that simple access to the internet is a contributing factor to students' use of such services.

20. Wang et al., (2020)

Concluded socio-demographic characteristics had a significant effect on food e-commerce

consumption. In a sample of 954 participants from 3 Chinese cities they studied Taste Appeal, Value for Money, Safety Concerns, Quality Concerns, Purchase Convenience, Others' Reviews, City, Gender, Household Size, Age, Income, Occupation, and Marital Status.

21.Chang et al., (2012)

The sample studied was limited to undergraduate students. (Chang et al., 2012; Ingham et al., 2015; Wagner et al., 2016) state that it is important for food retailers to find the reasons motivating consumers to buy from the online medium.

22.Haghighi et al., (2012)

An empirical analysis was carried out in the city of Tehran by (Haghighi et al., 2012) in 10 randomly selected branches of a popular Fast-food chain, to determine Customer Loyalty towards fast food. Confirmatory Factor Analysis technique vis Structural Equation Modelling was undertaken on the responses of 268 customers, whereby the results obtained indicated that Restaurant environment, Food and Service Quality and Price have a significant effect on Customer Satisfaction. The same research concludes that Customer Satisfaction has a positive effect on Customer Loyalty with evidence from significant path coefficients obtained through SEM. The paper mentions Food Quality has a strong positive effect on Customer Satisfaction.

23.Sunaryo et al., (2019)

While Food Quality and Service Quality are generally considered as most significant factors in determining Customer Satisfaction and Loyalty, a contradictory result was observed in the Confirmatory Analysis undertaken by (Sunaryo et al., 2019) in the Malaysian Fast-food industry. The study is important in the sense that it describes that fast service and the limited physical space provided by Brick and Mortar stores, render Factors such as “Environment” irrelevant while gauging Customer Satisfaction. This idea brought out by the said paper, brings us at a juncture where we can begin our discussion on the importance of Online medium in the context of Fast Food industry, with effects of physical environment provided by B&M stores being nullified.

24.Nicholls et al, (1998)

With the importance of Customer Satisfaction being brought out in a business context, instruments to measure the same become an important point for discussion. The Customer

Satisfaction Survey (CSS) Scale developed by (Nicholls et al, 1998) has been used for measuring Satisfaction in Fast food industries across several geographies. (Gilbert et al., 2004) validated the scale across several geographies and cultures and the scale was later implemented in the Australian Fast-Food industry by (Phau and Ferguson, 2013).

26. Tim Bishop (2012)

Of exhilaration explains that by “aligning your brand with a relevant experience you can help to create a more exciting perception of your business in the customer’s mind.” Exhilaration are experts in providing vouchers for adrenaline experiences such as Ferrari driving, bungee jumping and adventure weekends but also offer less extreme pursuits including spa days and gourmet cruises. “The impact of sending someone over a mountain with nothing but a bit of elastic to hold onto will certainly be a lasting one” he continued, “but not necessarily one that everybody would enjoy.

26. Jyotishman Das (2018)

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CHAPTER-3

RESEARCH METHDOLOGY

SOURCEOFDATA

Primary data

To study the customer satisfaction on Zomato and the data was collected from the questionnaire respondents who are using Zomatoapplication.

Secondary data

The secondary data was collected with the help of internetsearch,websites.

SAMPLEDESIGN

The research was carried out in various phases that constituted an approach ofworkingfromwholetopart.Itincludedseveralphaseswhichtriedto deeperintouserslikings and develop a thorough understanding of what the customer looks forwardwhileorderingfoodonline.

STRUCTUREOFQUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know thegeneral information about customers' needs and the second part contained the respondent'sopinionsabout packaging, on time delivery and customer'ssatisfaction.

ANALYTICAL TOOLS

1. 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.

2. 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 the 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.

3. Pie charts

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. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

LIMITATIONS OF THE STUDY

- The number of respondents is limited to 101.
- The findings and suggestions are based on the information given by the respondents.
- In some cases, participants refused to fill the questionnaire.

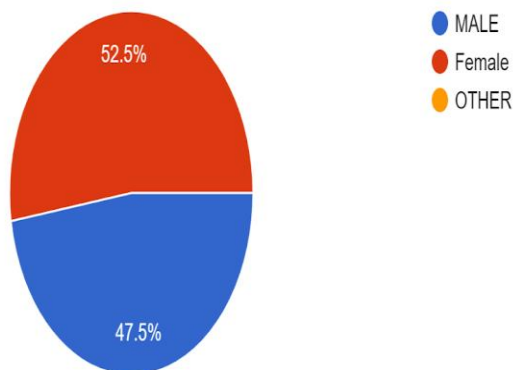
CHAPTER.4 DATA ANALYSISANDINTERPRETATION

PERCENTAGE ANALYSIS

Table 1 Table showing Gender wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	Male	47.5%
2	Female	52.5%
3	Others	-
total		100

GENDER
101 responses



INTERPRETATION

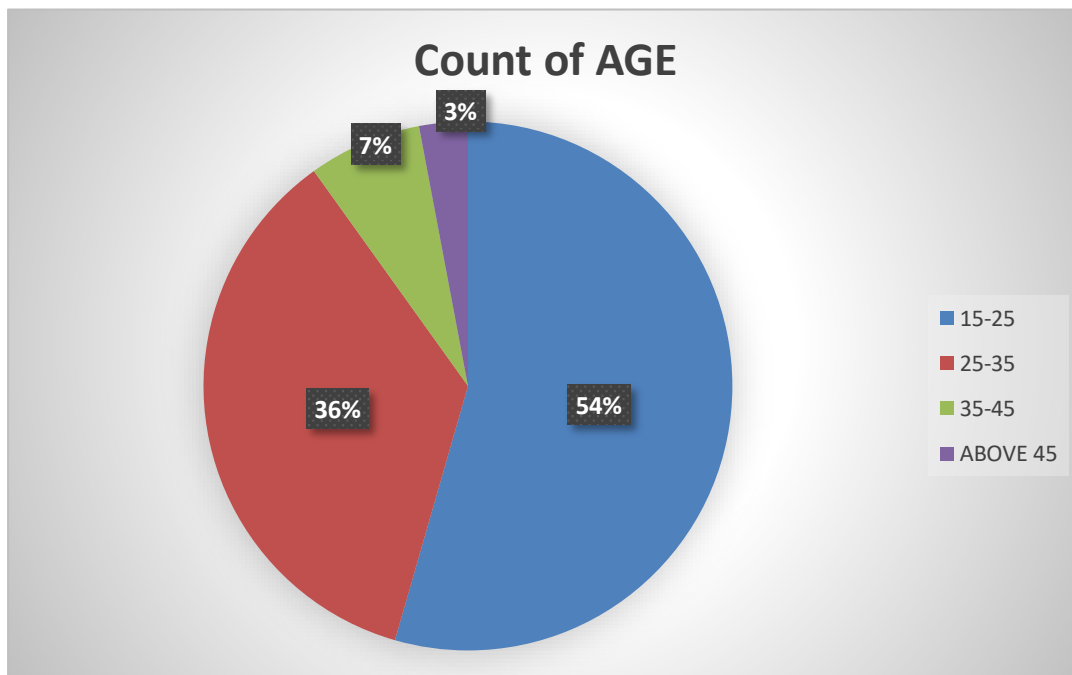
From the above table it is interpreted that the number of the respondents of female 52.5% male 47.5%

INFERENCE

Majority(52.5%)oftherespondents

Table 2 Table showing age wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	BELOW15	-
2	15-25	54.5%
3	25-35	35.6%
4	35-45	6.9%
5	ABOVE45	3%
TOTAL		100



INTERPRETATION

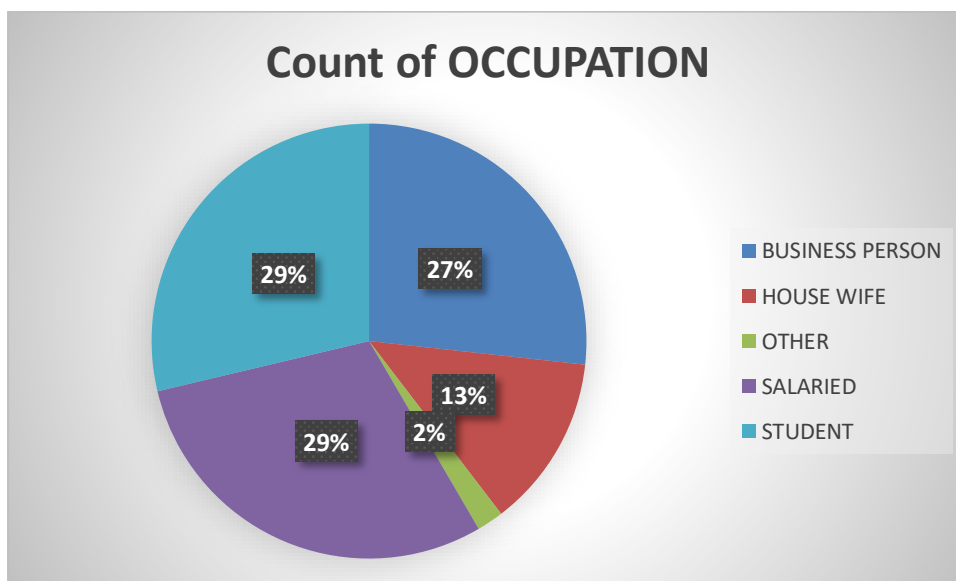
From the above table it is interpreted that the number of the respondents of age 15-25 (54.5%) 25-35 (35.6%) 35-45 (6.9%) above 45 (3%)

INFERENCE

Majority (54.5%) of the respondents

Table 3 Table showing occupation wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	BUSINESS PERSON	26.7%
2	HOUSE WIFE	12.9%
3	SALARIED	29.7%
4	STUDENT	28.7%
5	OTHER	2%
TOTAL		100



INTERPRETATION

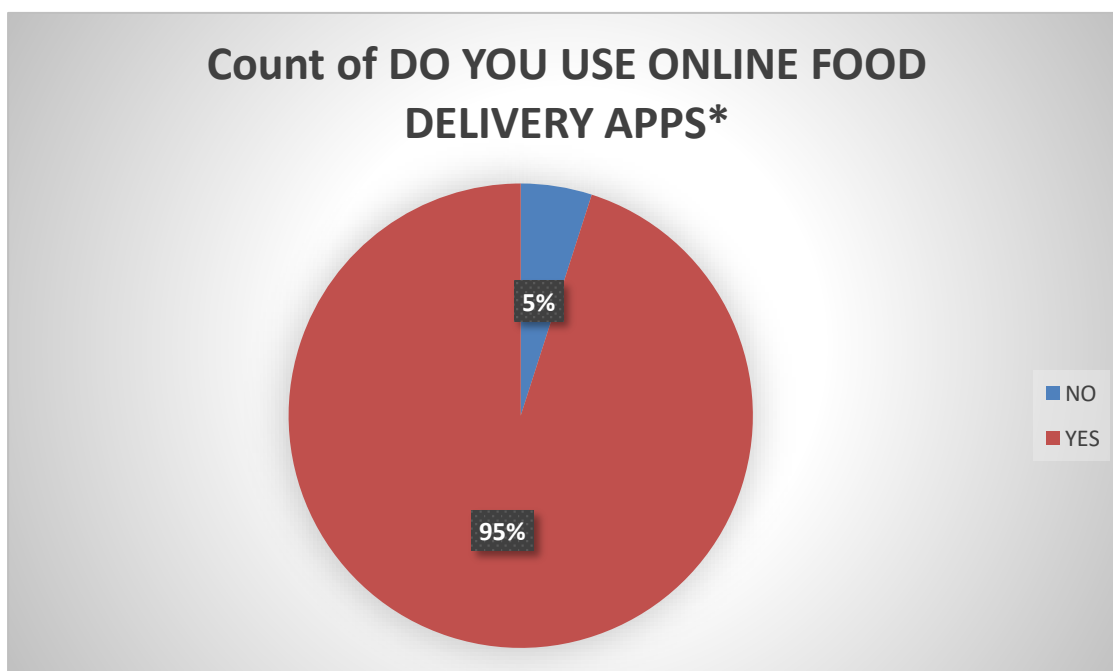
From the above table it is interpreted that the number of respondent were business person (26.7%) house wife (12.9%) salaried (29.7%) student (28.7%) other (2%)

INFERENCE

Majority(29.7%) oftherespondents

Table 4 Table showing do you use online food delivery wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	YES	95%
2	NO	5%
TOTAL		100



INTERPRETATION

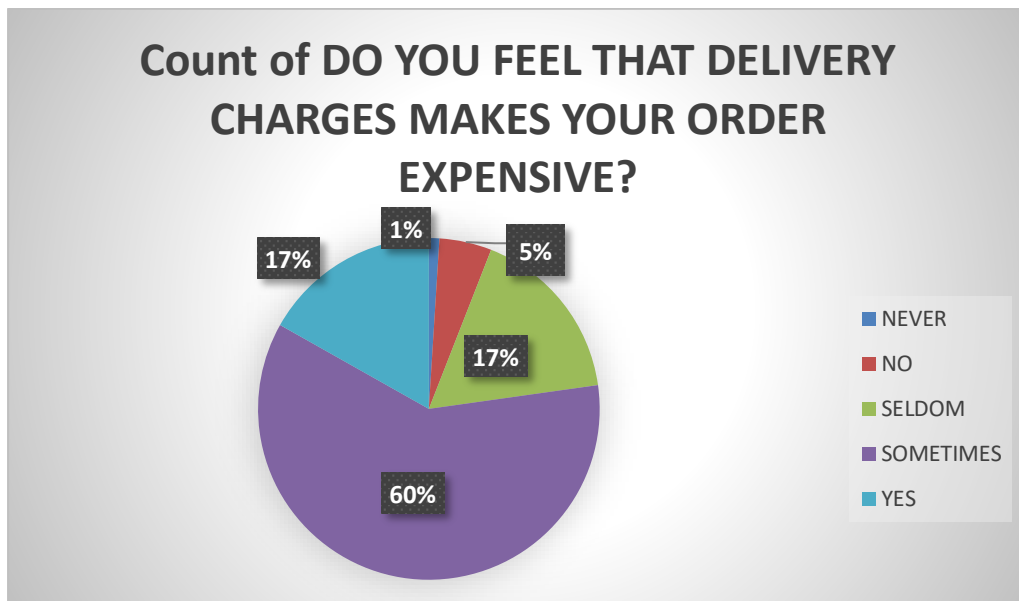
From the above table it is interpreted that the number of the respondents of yes 95.5%
no 5%

INFERENCE

Majority(95.5%)oftherespondents

Table 5 Table showing do you feel that delivery charges makes your order expensive wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	YES	16.8%
2	NO	5%
3	SOMETIMES	90.4%
4	SELDOM	16.8%
5	NEVER	1%
TOTAL		100



INTERPRETATION

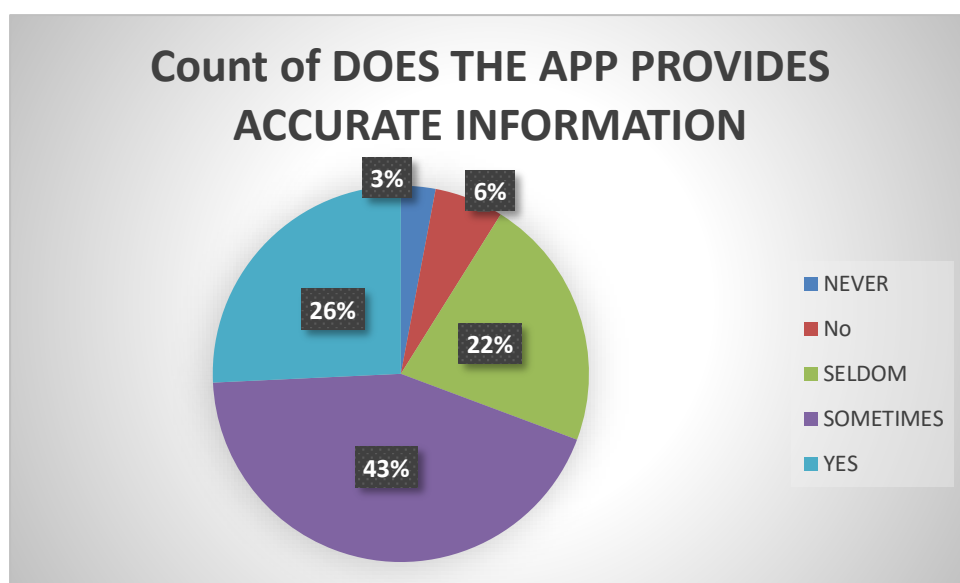
From the above table it is interpreted that the number of the respondents of yes (16.8%) no (5%) sometimes (60.4%) seldom (16.8%) never (1%)

INFERENCE

Majority(60.4%)oftherespondents

Table 6 Table show does the app provides accurate information wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	YES	25.7%
2	NO	5.9%
3	SOMETIMES	43.6%
4	SELDOM	21.8%
5	NEVER	3%
TOTAL		100



INTERPRETATION

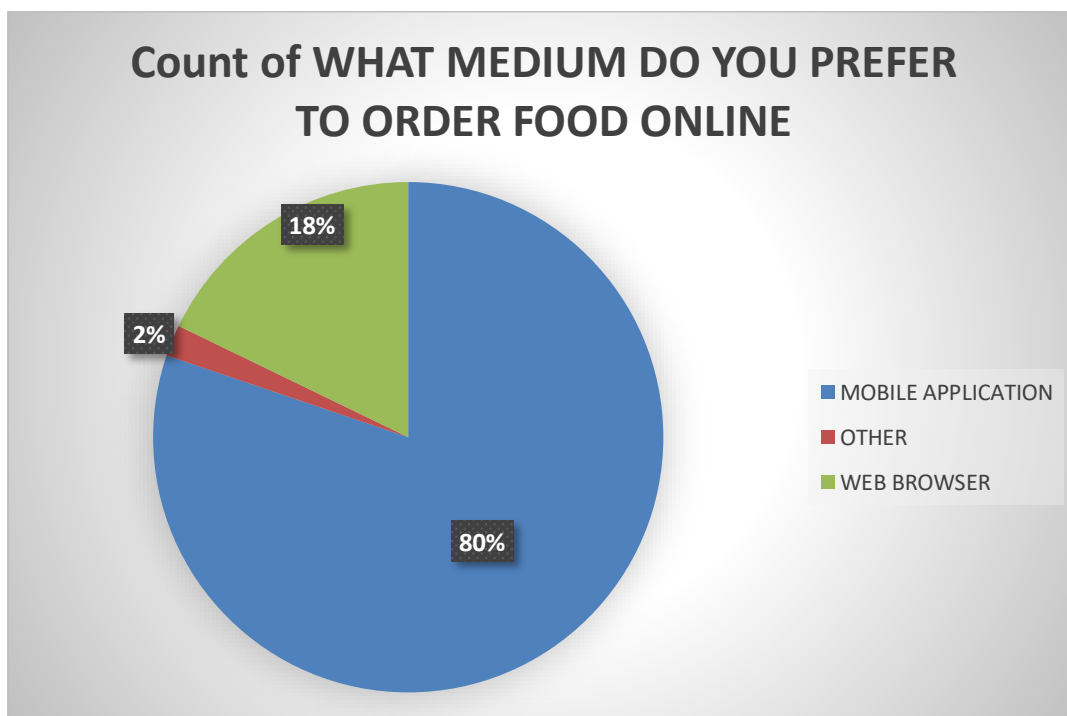
From the above table it is interpreted that the number of the respondents of yes (25.7%) no (5.9%) sometimes (43.6%) seldom (21.8%) never (3%)

INFERENCE

Majority(43.6%)oftherespondents

Table 7 Table show what medium do you prefer to order food online wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	MOBILE APPLICATION	80.2%
2	WEB BROWSER	17.8%
3	OTHER	2%
TOTAL		100



INTERPRETATION

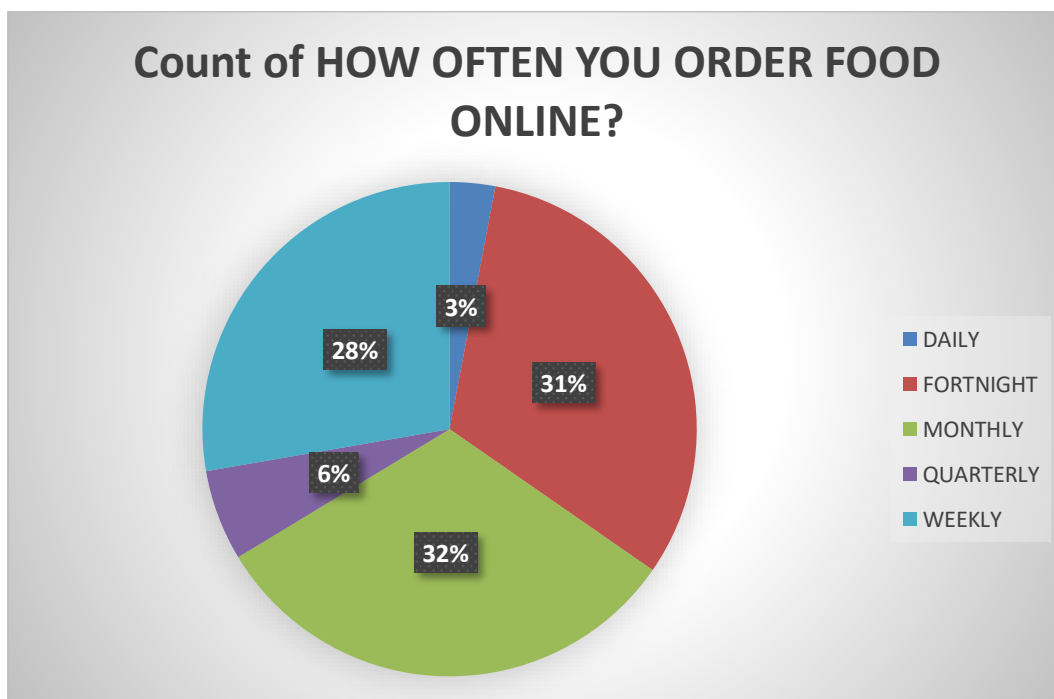
From the above table it is interpreted that the number of the respondents of mobile application (80.2%) web browser (17.8%) other (2%)

INFERENCE

Majority(80.2%)oftherespondents

Table 8 Table show how often you order food online wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	DAILY	3%
2	WEEKLY	27.7%
3	FORTINIGHT	31.7%
4	MONTHLY	31.7%
5	QUARTERLY	5,9%
TOTAL		100



INTERPRETATION

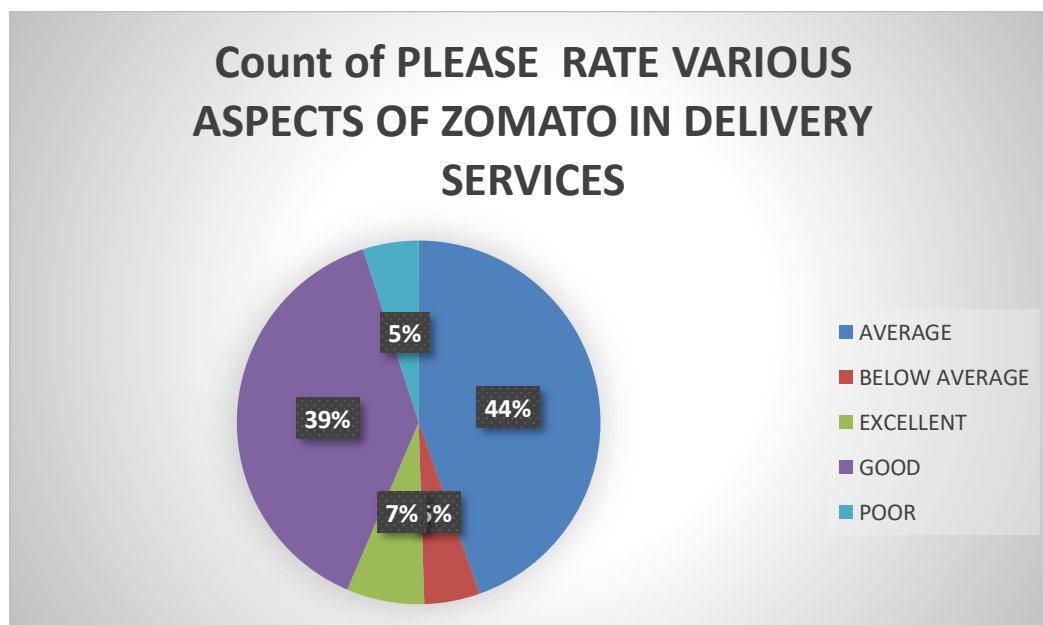
From the above table it is interpreted that the number of the respondents of daily (3%) weekly (27.7%) fortnight (31.7%) monthly (31.7%) quarterly (5.9%)

INFERENCE

Majority(31.7%)oftherespondents

Table 9 Table show rate various aspects of zomato in delivery services wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	POOR	5%
2	BELOW AVERAGE	5%
3	AVERAGE	44.6%
4	GOOD	38.6%
5	EXCELLENT	6.9%
TOTAL		100



INTERPRETATION

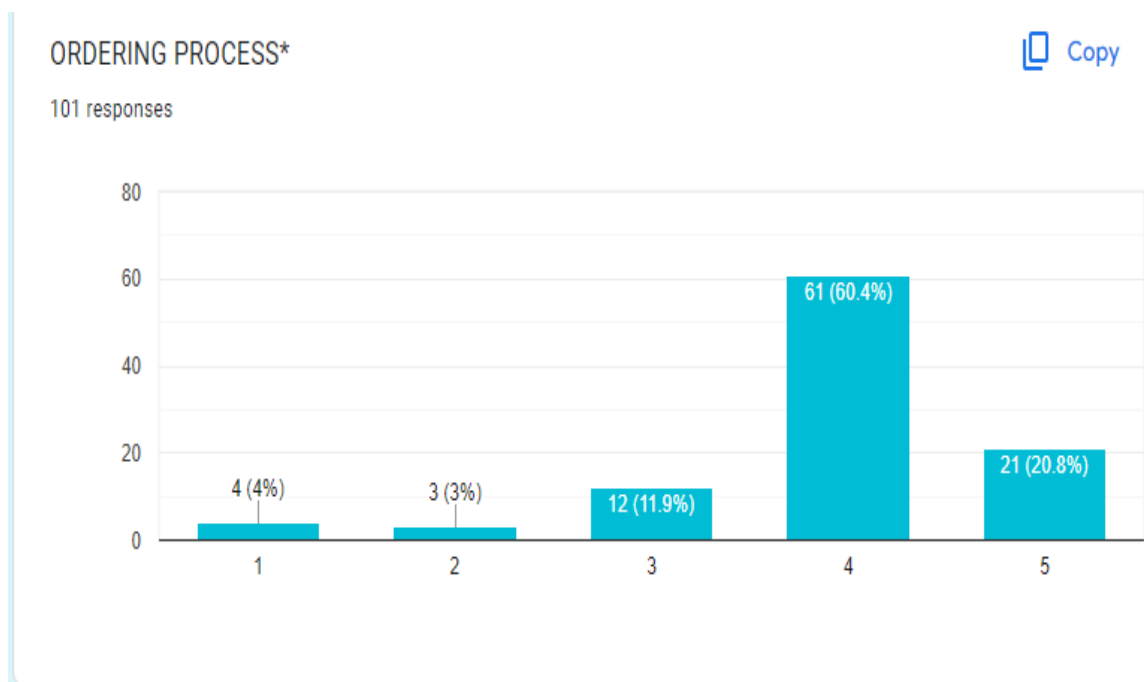
From the above table it is interpreted that the number of the respondents of poor(5%)below average(5%)average(44.6%) good (38.6%)excellent(6.9%)

INFERENCE

Majority(44.6%)oftherespondents

Table 10 Table show ordering process wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	1	4%
2	2	3%
3	3	11.9%
4	4	60.4%
5	5	20.8%
TOTAL		100



INTERPRETATION

From the above table it is interpreted that the number of the respondents of 1(4%) 2(3%) 3(11.9%) 4(60.4%) 5 (20.8%)

INFERENCE

Majority(60.4%)oftherespondents

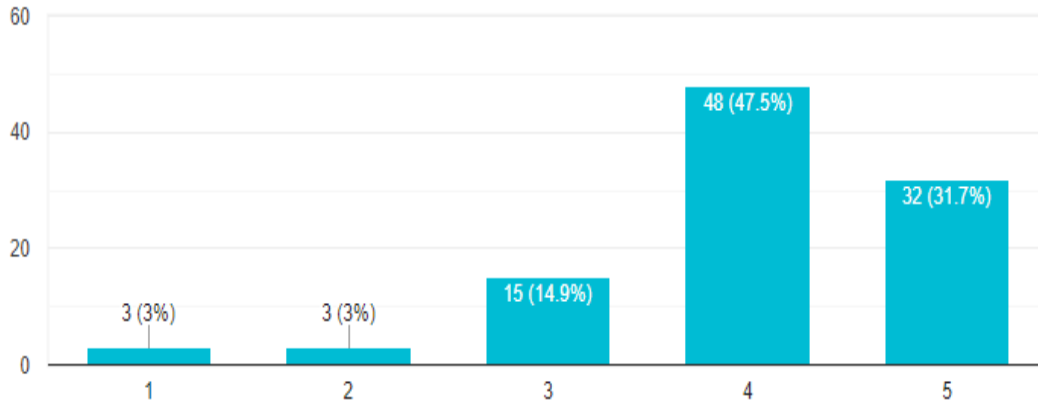
Table 11 Table show packaging wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	1	3%
2	2	3%
3	3	14.9%
4	4	47.5%
5	5	31.7%
TOTAL		100

PACKAGING

 Copy

101 responses



INTERPRETATION

From the above table it is interpreted that the number of the respondents of 1(3%) 2(3%) 3(14.9%) 4(47.5%) 5 (31.7%)

INFERENCE

Majority(47.5%)oftherespondents

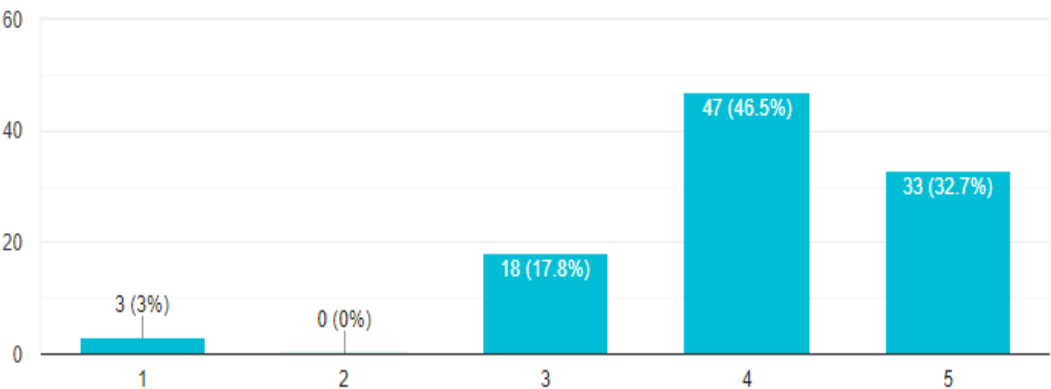
Table 12 Table show on time delivery wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	1	3%
2	2	0%
3	3	17.8%
4	4	46.5%
5	5	32.7%
TOTAL		100

ON TIME DELIVERY

 Copy

101 responses



INTERPRETATION

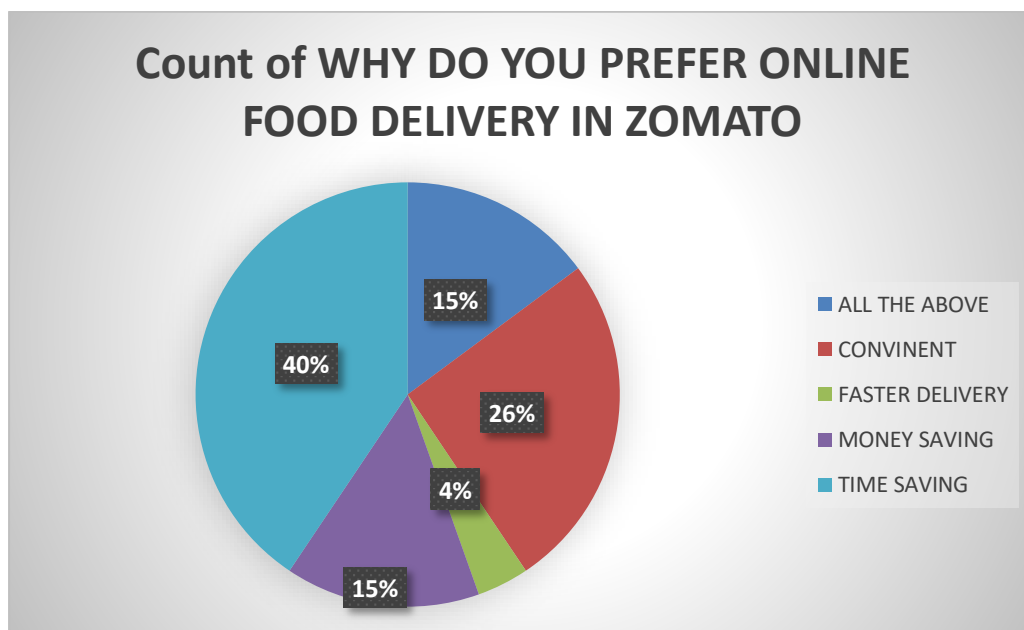
From the above table it is interpreted that the number of the respondents of 1(1%) 2(0%) 3(17, 8%) 4(46.5%) 5 (32.7%)

INFERENCE

Majority(46.5%)oftherespondents

Table 13 Table show why do you prefer online food delivery wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	FASTER DELIVERY	4%
2	CONVINENT	25.7%
3	TIME SAVING	40.6%
4	MONEY SAVING	14.9%
5	POOR PACKAGING	14.9%
TOTAL		100



INTERPRETATION

From the above table it is interpreted that the number of the respondents of faster delivery (4%) services charges (25.7%) multiple payment method (40.6%) ordering process (14.9%) poor packaging (14.9%)

INFERENCE

Majority(40.6%)oftherespondents

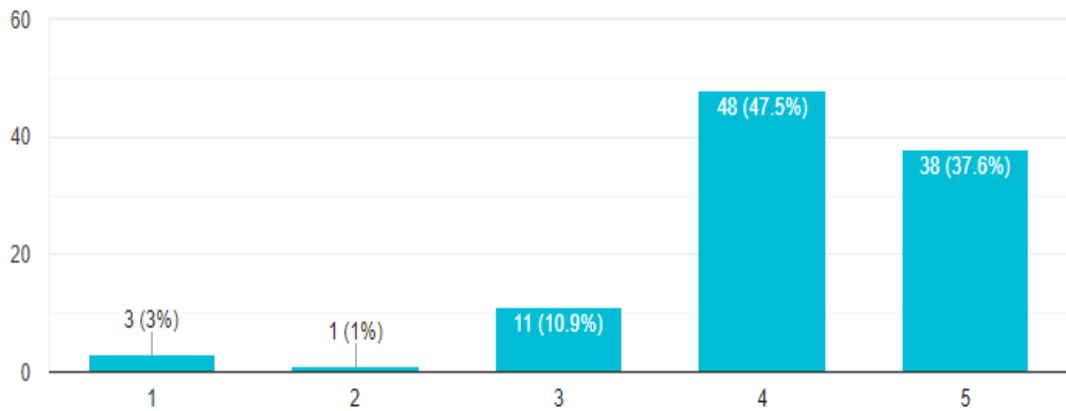
Table 14 Table show how easy is the app to use wise classification of the respondents

S.NO	PARTICULAR	PERCENTAGE
1	1	3%
2	2	1%
3	3	10.9 %
4	4	47.5%
5	5	37.6%
TOTAL		100

HOW EASY IS THE APP TO USE

 Copy

101 responses



INTERPRETATION

From the above table it is interpreted that the number of the respondents of 1(3%) 2(1%) 3(10.9%) 4(47.5%) 5 (37.8%)

INFERENCE

Majority(47.5%)oftherespondents

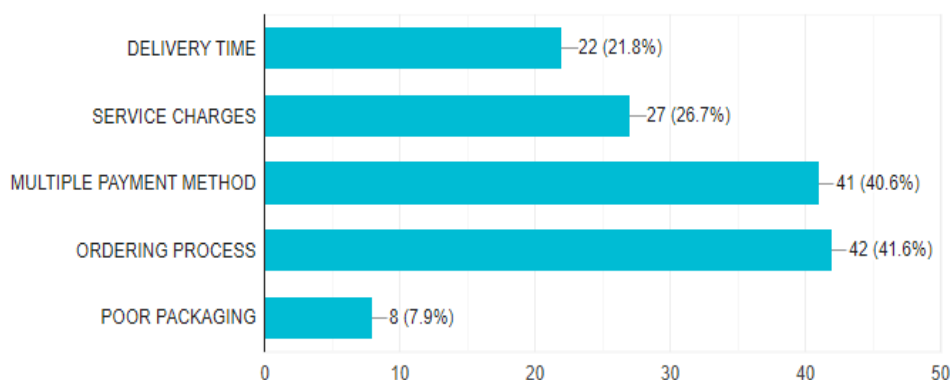
Table 15 Table show what problem you usually face while ordering food online wise classification of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	DELIVERY TIME	21.8%
2	SERVICE CHARGES	26.7%
3	MULTIPLE PAYMENT METHOD	40.6%
4	ORDERING PROCESS	41.6%
5	POOR PACKAGING	7.9%
TOTAL		100

WHAT PROBLEMS YOU USUALLY FACE WHILE ORDERING FOOD ONLINE

 Copy

101 responses



INTERPRETATION

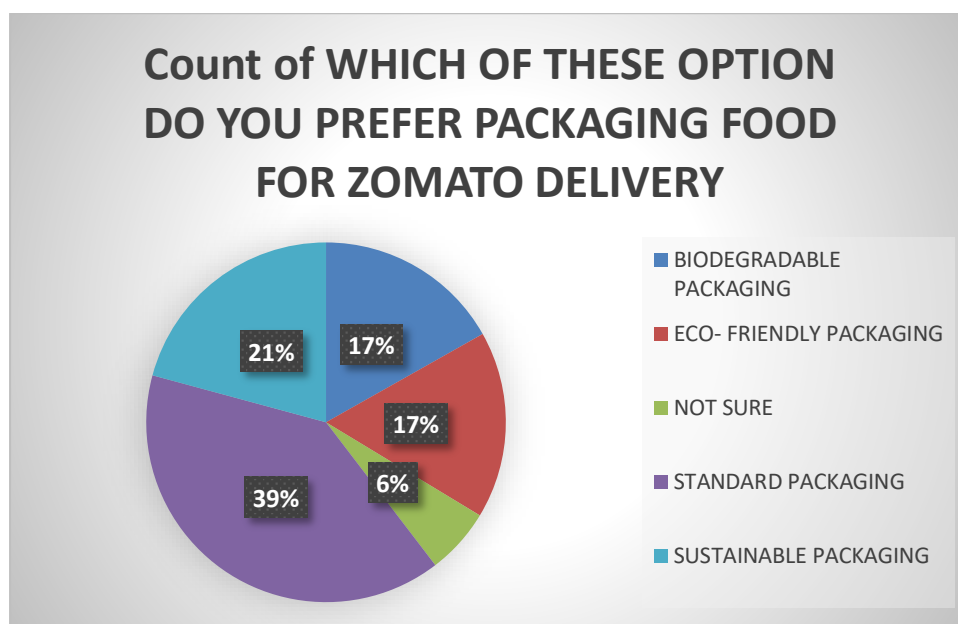
From the above table it is interpreted that the number of the respondents of delivery time (21.8%) ordering process (41.6%) service charges (26.7%) poor packaging (7.9%)

INFERENCE

Majority(41.6%)oftherespondents

Table 16 Table show which of these option do you prefer packaging food for zomato delivery wise classification of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	ECO- FRIENDLY PACKAGING	16.8%
2	BIODEGRABLE PACKAGING	16.8%
3	SUSTAINABLE PACKAGIG	20.8%
4	STANDARD PACKAGING	39.6%
5	NOT SURE	5.9%
TOTAL		100



INTERPRETATION

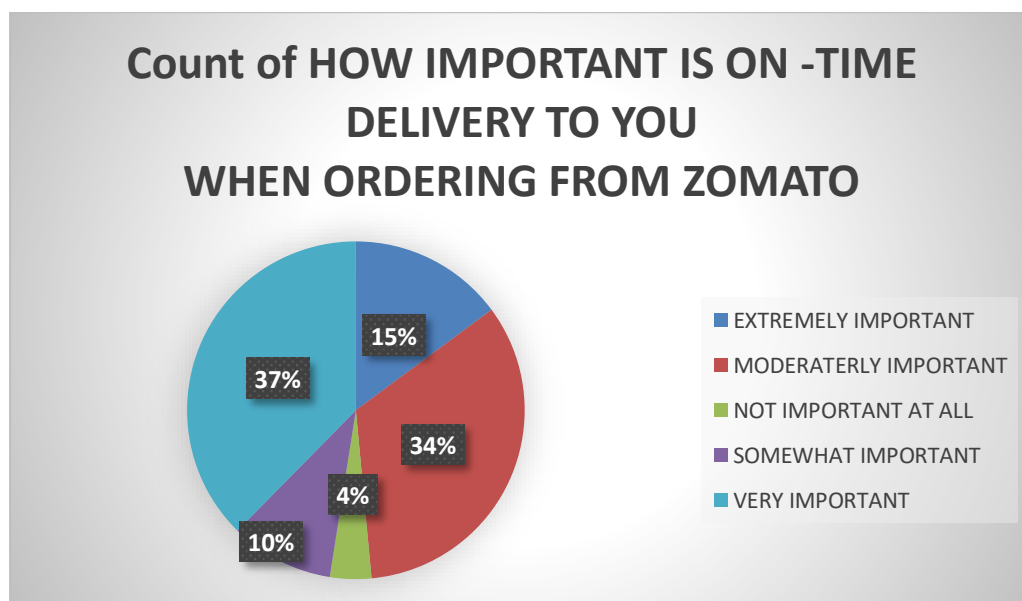
From the above table it is interpreted that the number of the respondents of ecofriendly Packaging(16.8%) biodegradable packaging(16.8%)sustainable packaging(20.8%) Standard packaging(39.6%)not sure(5.9%)

INFERENCE

Majority(39.6%)oftherespondents

Table 17 Table show how important is on time delivery to you wise classification of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	NOT IMPORTANT AT ALL	4%
2	SOMEWHAT IMPORTANT	9.9%
3	MODERATERLY IMPORTANT	33.7%
4	VERY IMPORTANT	37.6%
5	EXTREMELY IMPORTANT	14.9%
TOTAL		100



INTERPRETATION

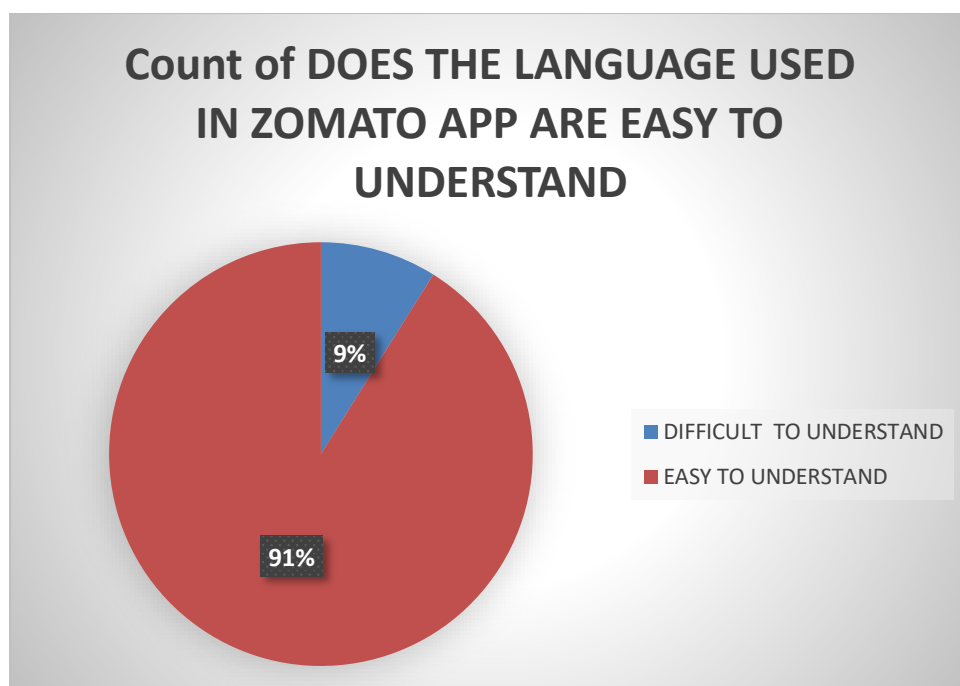
From the above table it is interpreted that the number of the respondent not important at all(4%) somewhat important (9.9%) moderately important(33.7%) very important(37.6%)extremely important(14.9%)

INFERENCE

Majority(37.6%)oftherespondents

Table 18 Table show does the language used in zomato app are easy to understand wise classification of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	EASY TO UNDERSTAND	90.1%
2	DIFFICULT TO UNDERSTAND	8.9%
TOTAL		100



INTERPRETATION

From the above table it is interpreted that the number of the respondent easy to understand (90.1%) difficult to understand (8.9%)

INFERENCE

Majority(90.1%)oftherespondents

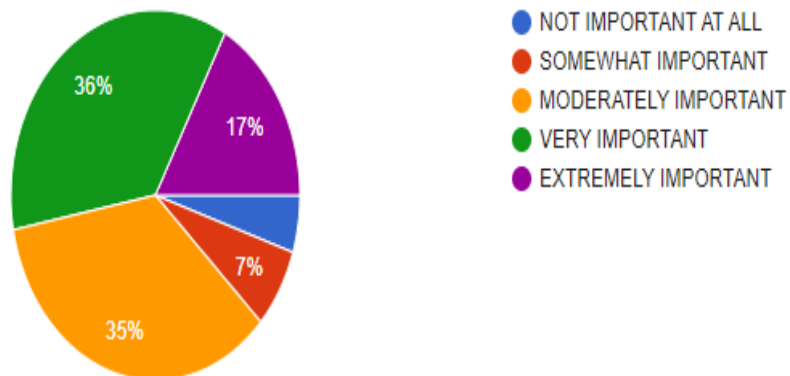
Table 19 Table show how important is the safety of zomato's delivery personnel to you
wise classification of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	NOT IMPORTANT AT ALL	5%
2	SOMEWHAT IMPORTANT	7%
3	MODERATERLY IMPORTANT	35%
4	VERY IMPORTANT	36%
5	EXTREMELY IMPORTNT	17%
TOTAL		100

HOW IMPORTANT IS THE SAFETY OF ZOMATO'S DELIVERY PERSONNEL TO YOU

 Copy

100 responses



INTERPRETATION

From the above table it is interpreted that the number of the respondent not important at all(5%) somewhat important (7%) moderately important(35%) very important(36%)extremely important(17%)

INFERENCE

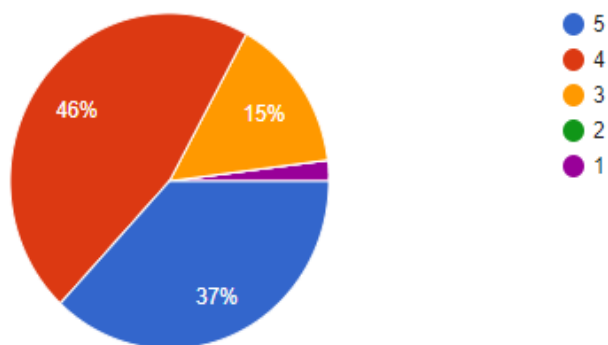
Majority(36%)oftherespondents

Table 20 Table show rate your overall experience at zomato wise classification of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	1	2%
2	2	-
3	3	15 %
4	4	46%
5	5	37%
TOTAL		100

RATE YOUR OVERALL EXPERIENCE AT ZOMATO

100 responses



INTERPRETATION

From the above table it is interpreted that the number of the respondents of 1(2%) 2(0%) 3(15%) 4(46%) 5(37%)

INFERENCE

Majority(46%)oftherespondents

CHI SQUARE TEST:

AGE * WHY DO YOU PREFER ONLINE FOOD DELIVERY IN ZOMATO Crosstabulation

			WHY DO YOU PREFER ONLINE FOOD DELIVERY IN ZOMATO					Total
			ALL THE ABOVE	CONVINENT	FASTER DELIVERY	MONEY SAVING	TIME SAVING	
AGE	15-25	Count	7	18	2	10	18	55
		Expected Count	8.2	14.2	2.2	8.2	22.3	55.0
	25-35	Count	7	7	2	4	16	36
		Expected Count	5.3	9.3	1.4	5.3	14.6	36.0
	35-45	Count	1	0	0	0	6	7
		Expected Count	1.0	1.8	.3	1.0	2.8	7.0
	ABOVE 45	Count	0	1	0	1	1	3
		Expected Count	.4	.8	.1	.4	1.2	3.0
	Total	Count	15	26	4	15	41	101
		Expected Count	15.0	26.0	4.0	15.0	41.0	101.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.233 ^a	12	.427
Likelihood Ratio	14.839	12	.250
N of Valid Cases	101		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .12.

INTERPERTATION:

Since p value is $0.427 > 0.05$, we accept null hypothesis and reject Alternate hypothesis. Hence, there is no relationship between ages and why do you prefer online food delivery in zomato

CORRELATION:

Correlations

		WHICH OF THESE OPTION DO YOU PREFER PACKAGING FOOD FOR ZOMATO DELIVERY	HOW IMPORTANT IS THE SAFETY OF ZOMATO'S DELIVERY PERSONNEL TO YOU
WHICH OF THESE OPTION DO YOU PREFER PACKAGING FOOD FOR ZOMATO DELIVERY	Pearson Correlation Sig. (2-tailed) N	1 101	-.023 .816 101
HOW IMPORTANT IS THE SAFETY OF ZOMATO'S DELIVERY PERSONNEL TO YOU	Pearson Correlation Sig. (2-tailed) N	-.023 .816 101	1 101

INTERPERTATION:

Since p value is $-0.023 < 0.05$ we accept alternate hypothesis and reject null hypothesis. Hence, there is relationship between which of these option do you prefer packaging food for zomato delivery and how important is the safety of zomato delivery personnel to you.

SUGGESTION

- Security of online payment can be improved. Improve the delivery time to make the customers more satisfied.
- The delivery range can be extend to rural areas.
- The delivery charge can be minimized to the customers for increasing orders.

CONCLUSION

The main aim of any business is to satisfy customer needs the online food ordering is the evolution of technology and communication this online food ordering has made revolution in hotel industries. From businessmen to common people each and every one can order any food they like from anywhere all they need is just a smart phone. The online food ordering has enhanced the menu of the hotels as well as the customers and widen the reach of the hotels. The proposed system would attract customers and add to the efficiency of maintaining the restaurant and mess ordering and billing sections. Scope of the proposed system is justifiable because in large amount people are shifting to different cities so wide range of people can make a use of proposed system.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- Majority (52.5%) of the respondents are Female
- Majority (54.5%) of gender respondents are age between 15- 25
- Majority (29.7%) of the respondents are occupation salaried
- Majority (95%) of the respondents are use online food delivery app yes
- Majority (60.4%) of the respondents are feel that delivery charges makes your order expensive sometimes
- Majority (43.6%) of the respondents are app provide accurate information sometimes
- Majority (80.2%) of the respondents are medium to order food online mobile application
- Majority (31.7%) of the respondents are often order food online monthly
- Majority (44.6%) of the respondents are aspects of zomato in delivery services average
- Majority(60.4%) of the respondent are ordering process 4
- Majority(47.5%) of the respondent are packaging 4
- Majority(46.5%) of the respondent are on time delivery 4
- Majority(40.6%) of the respondent are prefer online food delivery in zomato time saving
- Majority(47.5%) of the respondent are easy is the app to use 4
- Majority (41.6%) of the respondents are problems usually face while ordering food online ordering process
- Majority (39.6%) of the respondents are prefer packaging option for food standard packaging
- Majority (39.6%) of the respondents are important is on time delivery very important

- Majority (90.1%) of the respondents are easy to understand the language easy to understand
- Majority (36%) of the respondents are important is the safety of zomato's delivery personnel very important
- Majority (46%) of the respondents are overall experience at zomato 4

BIBILOGRAPHY:

www.google.com

www.zomato.com

www.wikipedia.com

APPENDIX 1 (QUESTIONNAIRE):

GENDER*

MALE

Female

OTHER

AGE*

BELOW 15

15-25

25-35

35-45

ABOVE 45

OCCUPATION*

BUSINESS PERSON

HOUSE WIFE

SALARIED

STUDENT

OTHER

DO YOU USE ONLINE FOOD DELIVERY APPS*

YES

NO

DO YOU FEEL THAT DELIVERY CHARGES MAKES YOUR ORDER EXPENSIVE?*

YES

NO

SOMETIMES

SELDOM

NEVER

DOES THE APP PROVIDES ACCURATE INFORMATION*

YES

NO
SOMETIMES
SELDOM
NEVER

WHAT MEDIUM DO YOU PREFER TO ORDER FOOD ONLINE*

MOBILE APPLICATION
WEB BROWSER

OTHER HOW OFTEN YOU ORDER FOOD ONLINE?*

DAILY
WEEKLY
FORTNIGHT
MONTHLY
QUARTERLY

PLEASE RATE VARIOUS ASPECTS OF ZOMATO IN DELIVERY SERVICES*

POOR
BELOW AVERAGE
AVERAGE
GOOD
EXCELLENT

ORDERING PROCESS*

POOR

1
2
3
4
5

EXCELLENT

PACKAGING*

POOR

1

2

3

4

5

EXCELLENT

ON TIME DELIVERY*

POOR

1

2

3

4

5

EXCELLENT

WHY DO YOU PREFER ONLINE FOOD DELIVERY IN ZOMATO*

FASTER DELIVERY

CONVINENT

TIME SAVING

MONEY SAVING

ALL THE ABOVE

HOW EASY IS THE APP TO USE *

DIFFICULT

1

2

3

4

5

EASY

WHAT PROBLEMS YOU USUALLY FACE WHILE ORDERING FOOD ONLINE*

DELIVERY TIME

SERVICE CHARGES

MULTIPLE PAYMENT METHOD

ORDERING PROCESS

POOR PACKAGING

WHICH OF THESE OPTION DO YOU PREFER PACKAGING FOOD FOR ZOMATO DELIVERY *

- ECO- FRIENDLY PACKAGING
- BIODEGRADABLE PACKAGING
- SUSTAINABLE PACKAGING
- STANDARD PACKAGING
- NOT SURE

HOW IMPORTANT IS ON -TIME DELIVERY TO YOU *WHEN ORDERING FROM ZOMATO

- NOT IMPORTANT AT ALL
- SOMEWHAT IMPORTANT
- MODERATERLY IMPORTANT
- VERY IMPORTANT
- EXTREMELY IMPORTANT

DOES THE LANGUAGE USED IN ZOMATO APP ARE EASY TO UNDERSTAND*

- EASYTO UNDERSTAND
- DIFFICULT TO UNDERSTAND

HOW IMPORTANT IS THE SAFETY OF ZOMATO'S DELIVERY PERSONNEL TO YOU*

- NOT IMPORTANT AT ALL
- SOMEWHAT IMPORTANT
- MODERATELY IMPORTANT
- VERY IMPORTANT
- EXTREMELY IMPORTANT

RATE YOUR OVERALL EXPERIENCE AT ZOMATO*

- 5
- 4
- 3
- 2
- 1

