

**CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE
SERVICES IN CHENNAI.**

Submitted in partial fulfilment of the award of

BACHELOR 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
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CHENNAI – 600 119**

April 2022



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BONAFIDE CERTIFICATE

This is to certify that this project Report is the bonafide work of **M.R. VIGNESH BABU (39280102)** who carried out the project entitle "CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE SERVICES IN CHENNAI". Sathyabama Institute of Science and Technology under my supervision from January 2022 to March 2022.

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DECLARATION

I **M.R.VIGNESH BABU (39280102)**, hereby declare that the project entitled "**CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE SERVICES IN CHENNAI.**" done by me under guidance of **DR.R.Blessie Pathmu., B.com., MBA., Ph.D** at Sathyabama Institute Of Science and Technology is submitted in partial fulfilment of the requirement for the award of **BACHLORES OF BUSINESS ADMINISTRATION** degree.

DATE:

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** for their kind encouragement in **BACHELOR OF BUSINESS ADMINISTRATION** doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. Bhuvaneshwari. G, MBA., Ph.D., Dean – school of Management Studies** and **Dr. A. Palani, M.COM., M.Phil., MBA., Ph.D., Head of Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I Would like to express my sincere and deep sense of gratitude to my Project Guide **DR.R.Blessie Pathmu., B.com., MBA., Ph.D** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I Wish to express my thanks to all Teaching and Non-teaching staff members of the Department of **BACHELOR OF Business Administration** who were helpful in many ways for the completion of the project.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	(i)
	LIST OF TALES	(ii)
	LIST OF CHARTS	(iii)
	INTRODUCTION	
1	1.1 Introduction About the Study	1
	1.2 Industry profile	2
	1.3 Company Profile	2
	1.4 Need of the study	3
	1.5 Scope of the study	3
	1.6 Objective of the study	4
2	REVIEW OF LITERATURE	
	2.1 List of reviews	5-6
3	RESEARCH METHODOLOGY	
	3.1 Source of data	7
	3.2 Sample design	7
	3.3 Structure of questionnaire	7
	3.4 Period of time	7
	3.5 Analytical tools	7-8
	3.6 Limitations of the study	8
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentages analysis	9-20
	4.2 Chi Square	21
5	FINDING AND SUGGESTIONS	
	5.1 Findings	22
	5.2 Suggestions and recommendations	22
6	SUMMARY AND CONCLUSION	
	6.1 Conclusion	

	REFERENCE	24
	BIBLIOGRAPHY	25
	APPENDIX-1 (QUESTIONNAIRE)	26-27

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 items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their centre 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 **CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE SERVICES IN CHENNAI.**

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Age of the respondent.	9
4.1.2	Gender of the respondent.	10
4.1.3	Marital status of the respondent.	11
4.1.4	Occupation of the respondent.	12
4.1.5	Income (Monthly income).	13
4.1.6	Order online food.	14
4.1.7	Often you order in Zomato.	15
4.1.8	Typically order in Zomato.	16
4.1.9	Long have you been a Zomato.	17
4.1.10	Language used in Zomato app are easy to understand.	18
4.1.11	Prefer online food delivery in Zomato.	19
4.1.12	Rate your overall experience in Zomato.	20

LIST OF CHARTS

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Age of the respondent.	9
4.1.2	Gender of the respondent.	10
4.1.3	Marital status of the respondent.	11
4.1.4	Occupation of the respondent.	12
4.1.5	Income (Monthly income).	13
4.1.6	Order online food.	14
4.1.7	Often you order in Zomato.	15
4.1.8	Typically order in Zomato.	16
4.1.9	Long have you been a Zomato.	17
4.1.10	Language used in Zomato app are easy to understand.	18
4.1.11	Prefer online food delivery in Zomato.	19
4.1.12	Rate your overall experience in Zomato.	20

CHAPTER-1

INTRODUCTION

1.1INTRODUCTION

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 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 is an Indian restaurant aggregator and food delivery start up founded by Deepinder goyal and pankaj chaddah in 2008. Zomato was founded as foodiebay 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 Emerates, Srilanka, 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 outbreak. 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 has allowed them to tap new customer segments as well as give an enhanced service to their existing customers too, it has allowed to avoid the issues related to credit card payment of delivery

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 COMPANY PROFILE

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Deepinder Singh Goyal and Pankaj Chaddah in 2008. Zomato is a fastest growing restaurant discovery website. Initially it was named as foodie bay but in 2010, it was renamed as Zomato. It provides not only information related to nearby restaurants but also provides facilities such as online ordering, table reservations and management. Zomato currently serves in 10000 cities across 24 countries having 1.2 million popular restaurants with 80 million foodies every month. It is available in 10 different languages and has 10 million reviews with 18 million bookmarks. It gives a platform to the restaurants owners to serve a large number of users a good quality of food.

Head Quarters: Gurgaon, Haryana, India

Key people: Founder and chief executive officer- Deepinder Goyal Chief

Operating officer- Surobhi Das, Chief technology officer- Gunjan Patidar.

Logo: The logo of Zomato represents simply the name of the company and indicates the love for the good food. As its mission is to ensure that “Nobody has a bad meal”

Number of employees: 5000 employees

Achievements: The CEO has Honored with NDTV Indian of the year Zomato generated its 95% of revenues, from the commercial advertisement in the financial year 2013.

Zomato is in the 77th position in Top 100 start up in India

1.4 NEED OF 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.**

1.5 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 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.

1.6 OBJECTIVE OF THE STUDY

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

CHAPTER-2

REVIEW OF LITERATURE

2.1 LIST OF REVIEWS

1.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.

2.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.

3.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

4.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-users need more personal interaction and also had higher technology anxiety to use the service.

5. Varsha Chavan, et al, (2015), The use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which

is expected to improve the overall restaurant business in coming times.

6. 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 online.

7. 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.

8. Ramesh Kumar Bagla, Jasmine Khan. The purpose of this study was to investigate the factors that are responsible for the growing popularity of online booking and ordering of food in india, expectations of the users, and their satisfaction levels with the popular apps such as food panda, Zomato, Swiggy. Descriptive research was undertaken on the basis of primary data collected from the respondents residing in National Capital Region of Delhi chosen through non-probability convenience sampling using structured questionnaire. Findings was the factors contributing to the popularity of online food ordering were found to be lack of time to prepare food, availability of variety, rewards and cashbacks. There is a scope of improving the user's satisfaction levels by understanding their expectations more precisely and offering more attractive options while ordering food online.

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 E-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 for a consumer backing out from online shopping is the security issues but the industry has given little concern to this issue.

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.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 SOURCE OF DATA

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.

3.2 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.

3.3 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.

3.4 PERIOD OF STUDY

The duration of study is from January 2022 to March 2022 which is three months of study.

3.5 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 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.

3.6 LIMITATIONS OF THE STUDY

- The number of Respondent is limited to 110.
- The finding and suggestions are based on the information given by the respondents.
- In some cases, participants refused to fill the questionnaire.
- The lack of resources led to convenience sampling.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERTCENTAGE ANALYSIS

Table 4.1.1 Age of the respondent

S.NO	PARTICULARS	PERCENTAGE
1	Below-18	21%
2	18-28	49.5%
3	28-38	10.5%
4	38-48	12.4%
5	48-58	2.9
6	58 Above	4%
TOTAL		100%

Source: Primary data

What is your age ?

105 responses

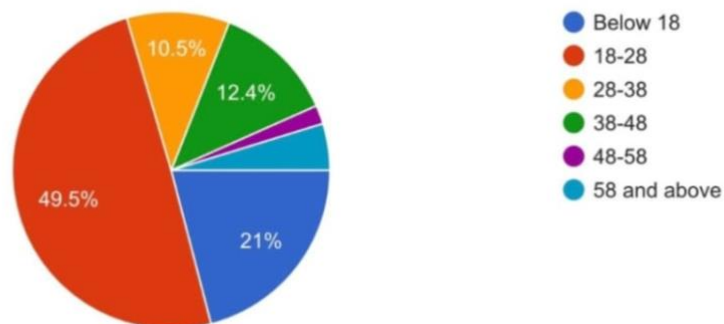


Fig:4.1.1 Age of the respondent

From the above table it is clear that 21% of the respondent belongs to the age group below 18 is 21%, 18-28 is 49.5%, 28-38 is 10.5%, 38-48 is 12.4%, 48-58 is 2.9%, Above 58 is 4%.

Inference

Majority (49.5%) of the respondent are age between 18-28 years.

Table 4.1.2 Gender of the respondents

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

Source: Primary data

Gender

104 responses

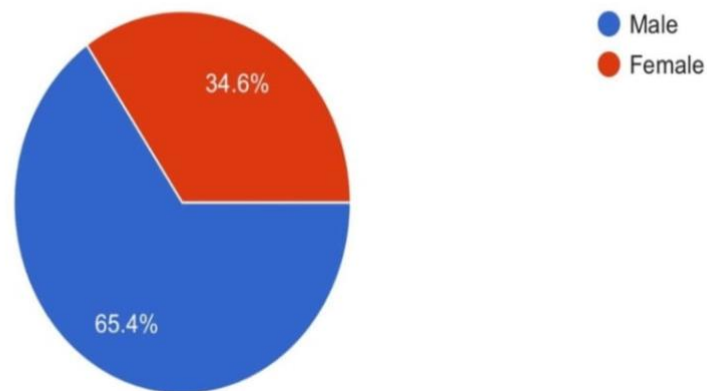


FIG 4.1.2 Gender of the respondent

It is clear that the above table shows 34.6% of the respondents belong to female and finally 65.4% of the respondent belong to male category.

Inference

Majority (65.4%) of the respondents are male.

Table 4.1.3: Martial status of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	Married	58.1%
2	Unmarried	41.9%
TOTAL		100%

Source: Primary data

Martial status

105 responses

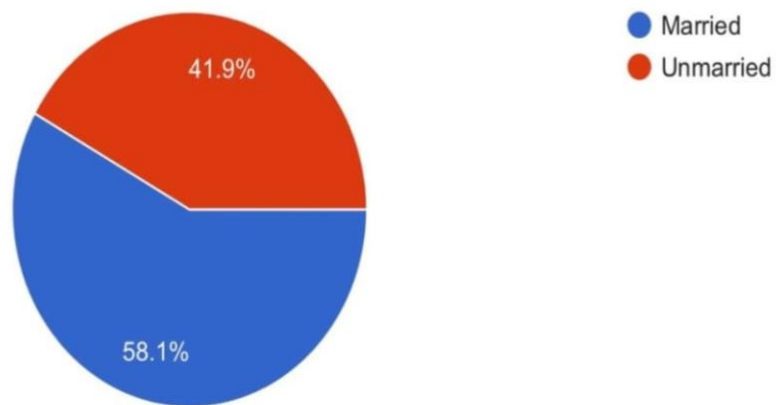


Fig:4.1.3 Martial status of the respondent.

It is clear that the above table shows most of the respondent are married (58.1%) and 41.9% in Unmarried.

Inference

Majority (58.1%) of the respondent are married.

Table 4.1.4 Occupation of the respondent

S.NO	PARTICULAR	PERCENTAGE
1	Government employees	26.9%
2	Private employees	27.9%
3	Business	32.7%
4	Other	12.5%
TOTAL		100%

Source: Primary data

Occupation

104 responses

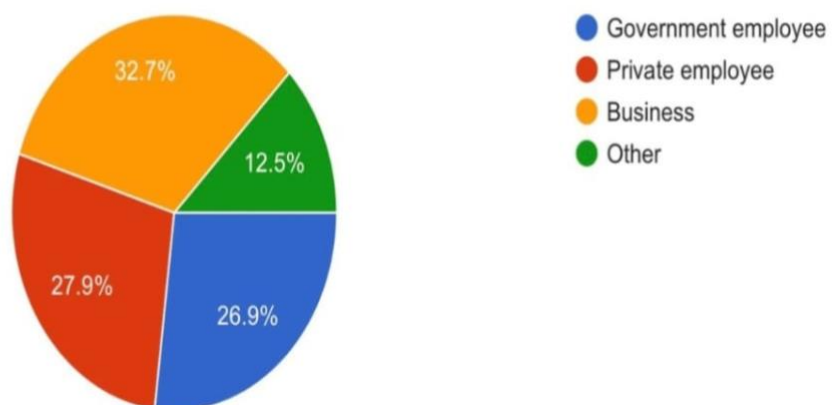


Fig.4.1.4 Occupation of the respondent

From the above table it is interpreted that the number of respondents were 26.9% is Government employees, 27.9% is Private employees, 32.7% is Business, 12.5% is others.

Inference

Majority (32.7%) of the respondents are Business.

Table 4.1.5 Income (Monthly income)

S.NO	PARTICULAR	PERCENTAGE
1	Below-25,000	25%
2	25,000-50,000	27.9%
3	50,000-1,00,000	30.8%
4	More than 1,00,000	16.3%
TOTAL		100%

Source: Primary data

Income (monthly income)

104 responses

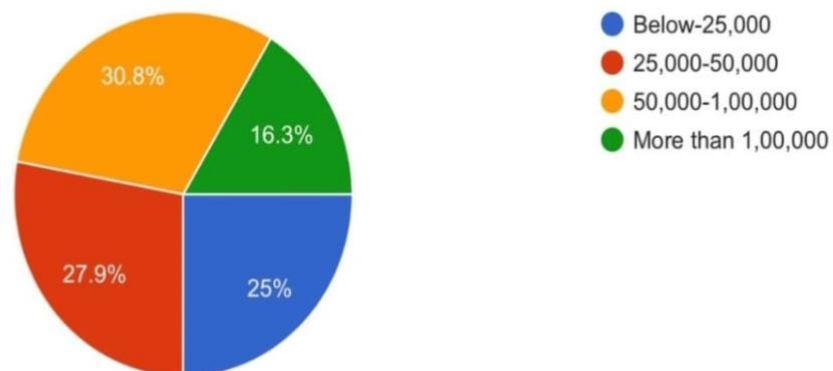


Fig:4.1.5 Income (Monthly income)

From the above table it is interpreted that the number of respondents were 25% is Below 25,000, 27.9% is 25,000-50,000, 30.8% is 50,000-1,00,000, 16.3% is More than 1,00,000.

Inference

Majority (30.8%) of the respondents are 50,000-1,00,000.

Table 4.1.6 Do you order online food.

S.NO	PARTICULAR	PERCENTAGE
1	Yes	59.2%
2	No	25.5%
TOTAL		100%

Source: Primary data

Do you order food online

105 responses

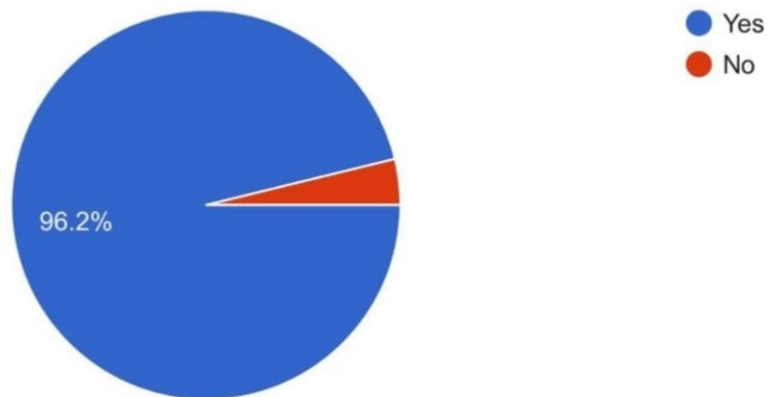


Fig: 4.1.6 Do you order online food

From the above table it is interpreted that the number of respondents were 96.2%, 3.8% is No.

Inference

Majority (96.2%) of the respondents are yes.

Table 4.1.7 How often you order in Zomato.

S.NO	PARTICULAR	PERCENTAGE
1	Daily	33.3%
2	Weekly	37.1%
3	Fortnight	15.2%
4	Monthly	14.3%
TOTAL		100%

Source: Primary data

How often you order in Zomato

105 responses

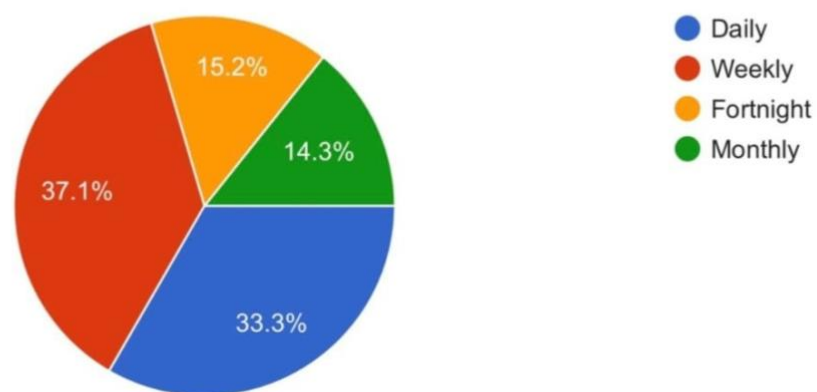


Fig:4.1.7 How often you order in Zomato.

From the above table it is interpreted that the number of respondents were 33.3% is Daily, 37.1% is Weekly, 15.2% is Fortnight, 14.3% is Monthly.

Inference

Majority (37.1%) of the respondents are Weekly.

Table 4.1.8 What meal you typically order in Zomato.

S.NO	PARTICULARS	PERCENTAGE
1	Breakfast	39%
2	Lunch	23.8%
3	Snacks	21.9%
4	Dinner	15.2%
TOTAL		100%

Source: Primary data

Which meal you typically order in Zomato

105 responses

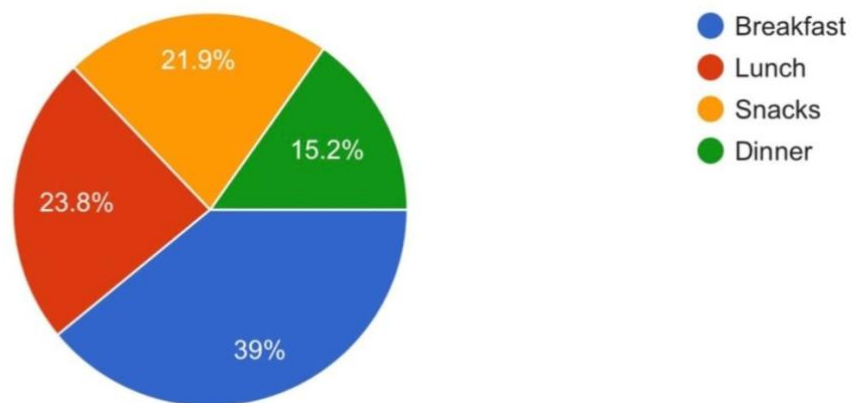


Fig:4.1.8 What meal you typically order in Zomato.

From the above table it is interpreted that the number of respondents were 39% is Breakfast, 23.8% is lunch, 21.9% is snacks, 15.2% is Dinner.

Inference

Majority (39%) of the respondents were Breakfast.

Table 4.1.9 How long have you been a Zomato

S.NO	PARTICULARS	PERCENTAGE
1	Less than Six months	33.7%
2	Six months to one year	27.9%
3	One year to two years	26.9%
4	Three or more years	11.5%
TOTAL		100%

Source: Primary data

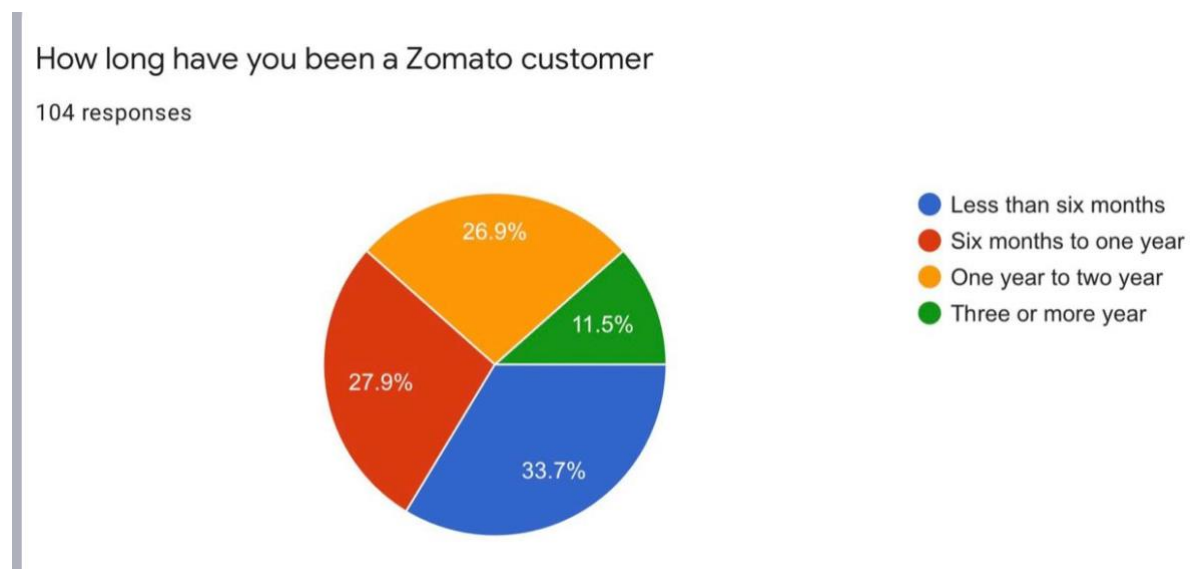


Fig 4.1.9 How long have you been a Zomato

From the above table it is interpreted that 33.7% of the respondents are Less than six months, 27.9% of the respondents are six months to a year, 26.9% of the respondents are 1-2years, 11.5% of the respondents are 3 – or more year been a Zomato customer.

Inference

Majority (58.6%) of the respondents were Monthly once.

Table 4.1.10 Does the language used in Zomato app are easy to understand?

S.NO	PARTICULAR	PERCENTAGE
1	Easy to understand	42.4%
2	Difficult to understand	52.5%
TOTAL		100%

Source: Primary data

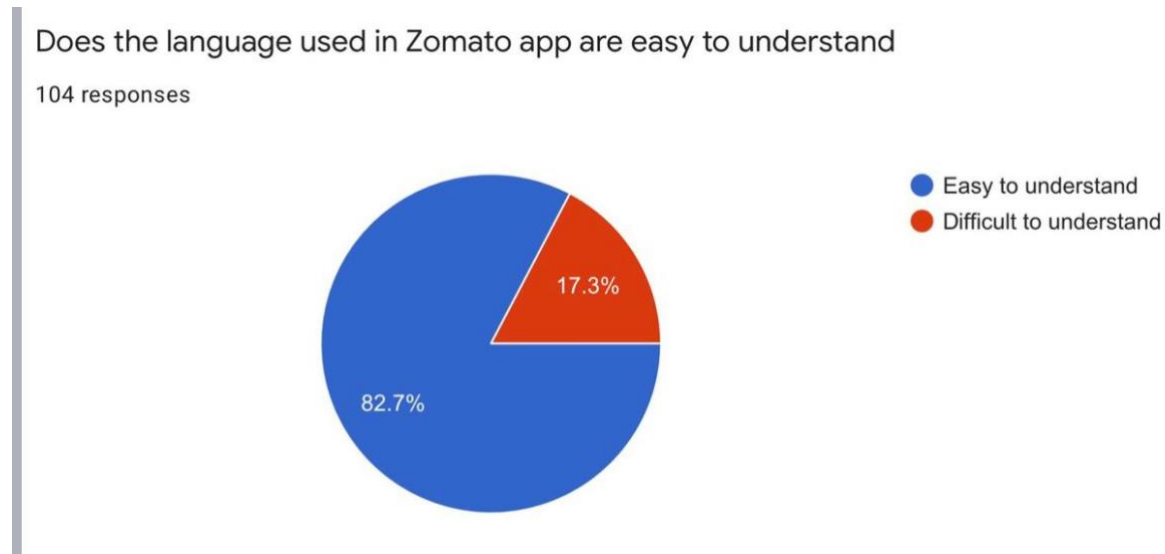


Fig:4.1.10 Does the language used in Zomato app are easy to understand?

From the above table it is interpreted that 82.7% of the respondents are easy to understand the language, 17.3% of the respondents are difficult to understand the language used in Zomato app.

Inference

Majority (82.7%) of the respondents are easy to understand the language.

Table 4.1.11 Why do you prefer online food delivery in Zomato.

S.NO	PARTICULAR	PERCENTAGE
1	Faster delivery	33%
2	Convenient	27.2%
3	Time saving	21.4%
4	All the above	18.4%
TOTAL		100%

Source: Primary data



Fig:4.1.11 Why do you prefer online food delivery in Zomato.

From the above table it is interpreted that the number of respondents were 33% is Faster delivery, 27,2% is convenient, 21.4% is Time saving, 18.4% is All the above.

Inference

Majority (33%) of the respondents prefer is Faster delivery.

Table 4.1.12 Rate you overall experience at Zomato.

S.NO	PARTICULAR	PERCENTAGE
1	5	58.7%
2	4	24%
3	3	14.4%
4	2	1.9%
5	1	1%
TOTAL		100%

Source: Primary data

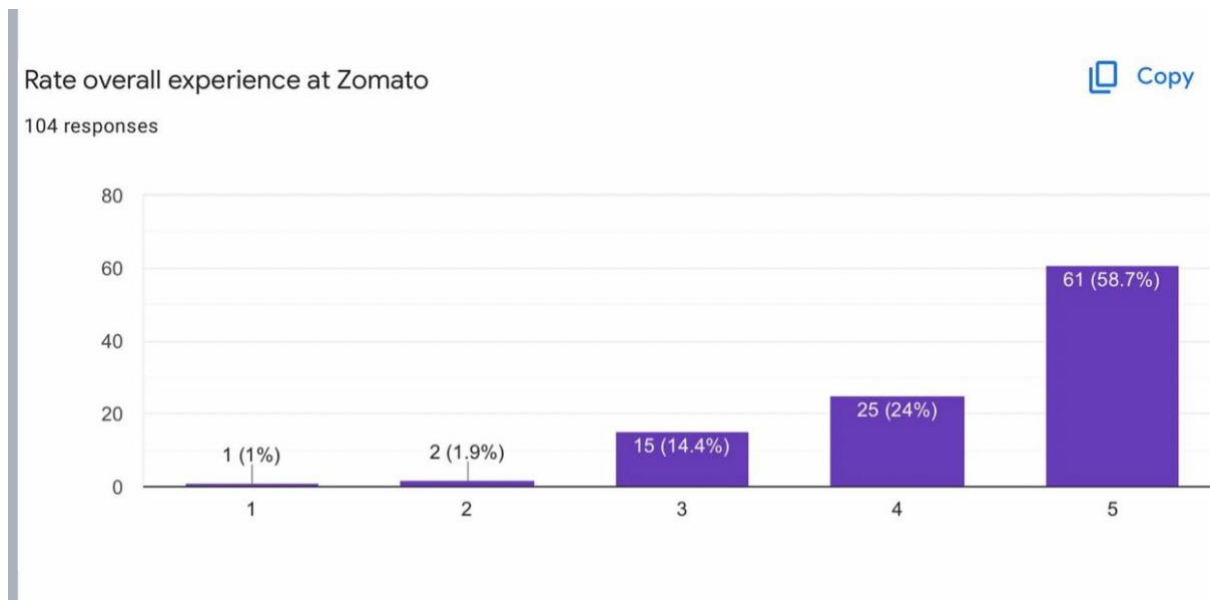


Fig:4.1.12 Rate you overall experience at Zomato.

From the above table it is interpreted that the number of respondents were 58.7% gave 5, 24% gave 4, 14.4% gave 3, 1.9% gave 2, 1% gave 1.

Inference

Majority (58.7%) of the respondents gave 5.

4.2 CHI SQUARE

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Which meal you typically order in Zomato * What is the primary reason you order food through Zomato?	999	100.0%	0	0.0%	999	100.0%

Which meal you typically order in Zomato * What is the primary reason you order food through Zomato? Crosstabulation

Count

		What is the primary reason you order food through Zomato?				Total
			Better selection	Convenient	Discount	
Which meal you typically order in Zomato		894	0	0	0	894
	Breakfast	0	9	9	23	41
	Dinner	1	4	7	4	16
	Lunch	0	3	13	9	25
	Snacks	0	3	10	10	23
Total		895	19	39	46	999

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1075.208 ^a	12	<.001
Likelihood Ratio	669.370	12	<.001
N of Valid Cases	999		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .30.

CHAPTER 5

FINDINDS AND SUGGESSTIONS

5.1 FINDINGS

- Majority (49.5%) of the respondents are age between 18-28.
- Majority (65.4%) of gender respondents ae Male.
- Majority (58.19%) of the respondents are Married.
- Majority (32.7%) of the 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.
- Majority (33%) of the respondents were prefer Faster delivery.
- Majority (58.7%) of the respondents are rating 5/5 for overall experience.

5.2 SUGGESTION

- 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.

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 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 had more satisfaction after making purchases. Comparing with other variables customers are more satisfied on the delivery speed of Zomato.

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APPENDIX-1(QUESTIONNAIRE)

1.Age of the respondents.

A) Below-18

B) 18-28

C) 28-38

D) 38-48

E) 48-58

F) 58 and above

2.Gender of the respondents.

A) Male

B) Female

3.Martial status of the respondents.

A) Married

B) Unmarried

4.Occupation of the respondents.

A) Government employees

B) Private employees

C) Business

D) Other.

5.Income (Monthly income).

A) Below-25,000

B) 25,000-50,000

C) 50,000-1,00,000

D) More than 1,00,000

6.Do you order online food.

A) Yes

B) No

7.How often you order in Zomato.

- A) Daily
- B) Weekly
- C) Fortnight
- D) Monthly

8.What meal you typically order in Zomato.

- A) Breakfast
- B) Lunch
- C) Snacks
- D) Dinner

9.How long have been in Zomato.

- A) Less than six months
- B) Six months to one year
- C) One year to two year
- D) Three or more years.

10.Does the language used in Zomato app are easy to understand?

- A) Easy to understand
- B) Difficult to understand.

11.Why do you prefer online food delivery in Zomato.

- A) Faster delivery
- B) Convenient
- C) Time saving D)

All the above.

12.Rate your overall experience at Zomato.

- A) 5
- B) 4
- C) 3
- D) 2
- E) 1

