



International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 4, April 2025

A Study on Customer Satisfaction towards Zomato with Special Reference to Coimbatore City

R. Janani, Arishbabu. M.

Assistant Professor, Department of Commerce BPS, Dr. Dr. NGP Arts and Science College, Coimbatore, India

Student, Department of Commerce (BPS), Dr. NGP Arts and Science College, Coimbatore, India

ABSTRACT: Online food ordering is the process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these services allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant, usually fathered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be amongst others either by credit card, PayPal or cash, with the restaurant renaming a percentage to the online food company. The basic problem in the food service industry is not realizing efficiencies that would result from better applications of technology in their daily operations. Every restaurant has counter where you can place your order and then make the payment.

KEY WORDS: customer satisfaction online food ordering Zomato

I. INTRODUCTION

During the dotcom boom, startups like Waban. Home Grocer, and Kozmo started online grocery delivery, but ended up closing in 2001 after the dotcom. crash. Seamless was also founded during this time.

Gruh Huh was founded in 2004. By the late 2000s, major pizza chains had created their mobile applications and started doing 20-30% of their business online. With increased smartphone penetration, and the growth of both Uber and the sharing economy, food delivery startups started to receive more attention. Instacart was founded in 2012. In 2013, Seamless and Grub hub merged. By 2015, online ordering began overtaking phone ordering. As of September 2016, online delivery accounted for about 3 percent of the 61 billion U.S. restaurant transactions

Eric Kim, a contributing writer for TechCrunch and CEO of Rush order, reported that "of the \$70 billion [takeout and delivery market], only about 59 billion (roughly 13 percent) is online. However, in China, online food delivery services are the one of the fastest and most frequently used services, especially in tier 1 and 2 cities, growing 23% in 2017.

STATEMENT OF THE PROBLEM

In this growing world of technology. online food delivery has become an important element of people 's life. The concept pf dines out system has changed and made people to order food any time conveniently bent just few by click. these systems revolutionizing the present restaurant industry. consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems. With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husbands and wife in family eats the demand for online food ordering devolving and growing tend espically urbans areas and on college campuses that allows people to order from restaurant. The purpose of this study to measure the expectations &satisfaction of customer regarding Zomato food delivery application among college students. This study also analyses the factors the attract consumers towards Zomato.

SCOPE OF THE STUDY

Scope of the study is limited towards Respondents who have experienced such online food delivery services through Zomato app. The study is basically conducted to 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 THE STUDY

- ❖ To explore elements such as delivery speed, food quality, pricing, user interface, and customer service that affect satisfaction with Zomato's online ordering system.
- ❖ To evaluate how the app's interface, ease of use, and features like tracking and reviews contribute to customer satisfaction.
- ❖ To Explore how Zomato's uses customer feedback to improve its services and its services influence on satisfaction levels.

II. REVIEW OF LITEATURE

1. Pillai, P. N. R., & Ghosh, P. K. (2016). "Consumer thrilled with the manner in which it arrived food through online services: A literature review." The existing research on online meal delivery customer satisfaction services is briefly described in this paper. It provides attention to the issue factors that influence satisfaction and the outcome of consumer satisfaction studies as observed in the quickly developing delivery of supper web industry. Recognize the dynamics of shopper contented within the quickly changing setting of the nourishment provided online industry.

2. Vittal, P. R., Venkataraman, P. S., & Banwait, S. S. (2016). joy of customers adopting online snack delivery services has been empirically investigated. Customer satisfaction levels for an online service who feeds dinner are investigated in this empirical study. Service quality's significance factors on customer satisfaction, such as website interface, delivery time, food quality, and customer assistance, is examined by the authors. Conclusions suggest timely delivery, good cuisine, and customer service have a big consumer response happiness.

3. Rao, M. R., & Sapatnekar, S. L. (2016). "Consumer preferences and satisfaction via online restaurant delivery services." This study looks on Client contentment and preferences for a website that delivers meals. The writers examine elements including food quality, variety of cuisine, delivery speed, and pricing competitiveness. Consumer joy was shown by the results themselves, with online food delivery is significantly influenced by food quality and delivery time.

4. Jha, A. K., & Goyal, R. K. (2016). "Understanding Client loyalty and delight with the delivery of meals online services." The link between consumer happiness, loyalty, and propensity This study addresses the use of food delivery websites. The writers look at elements including website design, order accuracy, and communication Which influences buyers' happiness and loyalty. The report emphasizes how crucial customer happiness is in encouraging return business and patronage.

III. RESEARCH METHODOLOGY**REVIEW OF LITERATURE****METHODS OF DATA COLLECTION:**

Primary data, secondary data

SAMPLE TECHNIQUE

Stratified random sampling, 120 Employee from various food ordering person.

LIMITATION OF THE STUDY

The number of Respondent is limited to 120 finding and suggestions are based on the information given by the respondents.

ANALYSIS AND INTREPRETATIONS

➤ SIMPLE PERCENTAGE

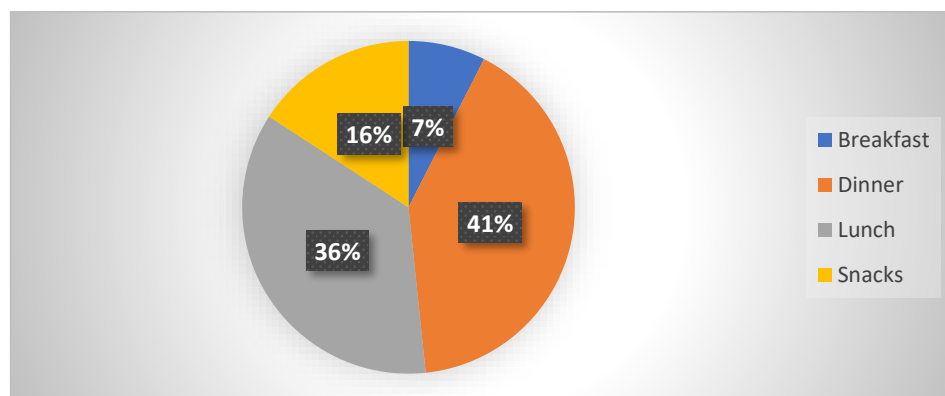
TABLE-1

TYPES OF MEALS ORDERED IN ZOMATO

The type of meals ordered in Zomato were classified into four categories' following table view represent various type of meals ordered in zomato's.

WHAT MEAL DO YOU TYPICALLY ORDER ON ZOMATO	NUMBER OF RESPONDENTS	PERCENTAGE%
Breakfast	9	7.5
Dinner	49	40.8
Lunch	43	35.8
Snacks	19	15.8
Total	120	100.0

From the table, it is observed that 7.5% of respondents order breakfast, 40.8% order dinner, 35.8% order lunch, and 15.8% order snacks on Zomato.



➤ CORRELATIONS

1.To the find significant difference between age of the respondents and their Zomato ordering frequency HYPOTHESIS

- Ho (Null hypothesis):** There is no significant between the age of the respondents and how often they order on Zomato.
- H1(Alternative Hypothesis):** There is a significant correlation between the age of the respondents and how often they order on Zomato.

VARRIABLES	PEARSON CORRELATION
Age of the respondents	-0.001
How often do you order on Zomato	0.988

INTERPRETATION

The Pearson correlation coefficient is -0.001, which is very close to 0, indicating no relationship between the two variables.

The p-value (Sig. 2-tailed) is 0.988, which is greater than 0.05, meaning the correlation is not statistically significant.

IV. FINDINGS

1. The majority of respondents, 40.8%, prefer ordering dinner on Zomato, followed closely by lunch at 35.8%.
2. The correlations find significant difference between age of the respondents and their Zomato ordering frequency

V. SUGGESTIONS

- 1 Company should try to reach to people of other age groups.
- 2 Company should take necessary steps to stimulate customers in repurchasing on frequent basis.
- 3 The company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product.

VI. CONCLUSIONS

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. Scope of the proposed system is justifiable because in large amount peoples are shifting to different cities so wide range of people can make a use of proposed system.

REFERENCES

- 1.) Leong Wai Hong (2016), "Food Ordering System Using Mobile Phone", A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR.
- 2.) Jyotishman Das (2018), Consumer Perception Towards „Online Food4yOrdering and Delivery Services": An Empirical Study, Journal of Management, 5(5), 2018, pp. 155-163.

WEBSITES

www.google.com

<https://onlinelibrary.wiley.com>



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  ijirset@gmail.com



www.ijirset.com

Scan to save the contact details