

Customer Satisfaction on Zomato Online Foodorders, Vijayawada.

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Abstract:

Information and communication technology has penetrated into all the sectors including food industry. In this new era of e-commerce the online food ordering delivery is a new mechanism to link the restaurants and customers. Zomato is an application for food ordering and delivery. The main aim of this research is to study the customer satisfaction levels and the motivating factors for purchasing the product through Zomato. For this purpose 120 respondents were selected and data was collected through structured questionnaire. Different statistical tools like simple percentage method to analyse the data. The scope of the study is restricted to the city of Vijayawada.

Keywords: website quality, service quality, customer satisfaction, customer preferences, loyalty.

Introduction:

E-commerce has brought about remarkable changes in many business areas and more so in the service sector. Thanks to it, online shopping has come to stay with a firm footing; ordering and delivering the food items online is an important segment of the same. Time is a key factor in modern world. People are making ceaseless efforts to move even faster than time itself. As such many educated people are inclined to opt for online food ordering in order to save time, energy and money too. Because of the online mode delicious dishes are just a click away for the customer. Beside that, this particular mode plays the role of a vital link between the customer and the restaurant.

The present study seeks to focus on different actors involved in the process of online food services i.e, restaurants, delivery agencies like Zomato and the customer along with the multi aspects inherent in it.

Review of literature:

1.Samsudin,et al,[2011]:In their study opined that given the modern day environment, a wireless food ordering frame work has been installed. This frame works helps in updating the menu, ordering and delivery the same in an environment. And through a proper inbuilt feedback it helps in correcting the system too.

2.Pathan, et al, [2017]:The study of Pathan et al revealed that online food ordering system provides easy access in the choice of food as well as the time of ordering. And at the same time the restaurants can exhibit the images of food. Further this system allows for tracking the service and keeping and updating the customer data base.

3.Seema Gopichand[2017]:A study conducted by seema gopichand found that the people in the age group of below 25 and having income between 15000-25000 are the major users of online food delivery system accessibility, time saving and reasonable price are the main motivating factors to order the food through online.

4.HongLan ,et al,[2016]: According to the Hong Lan et al as the online food delivery mechanism is still in the budding stage, naturally there are teething problems to overcome these, collective efforts by all stakeholders are needed.

5.Leong Wai Hong[2016]: The study by leong wai hong revealed that the era of information and communication technology is conducive to the growth of new business models and the growth of business too in the restaurant arena.

6.Indian brand equity foundation: According to the report published by Indian brand equity foundation food retail market is one of the largest in Indian retail sector and it is valued at \$490 billion in 2013. It is expected to reach Rs 6 lakh crore by 2020 online food delivery system, being an important component in the food retail market, through in a nascent stage, is expected to grow by leaps and bounds in the offing.

7.Shilpa Goyal: In their study found that consumers preference is determined by various factors like the basic product and its manufacturing environs, lifestyle of the consumers. The study also advanced the need for research and innovation to enchant the consumer for ordering the best available.

Objectives:

- To study the satisfaction levels of customers.
- To determine the motivating factor for purchasing the product through Zomato.
- To study how online food delivery services are perceived by the consumers.

Research Methodology:

The study is empirical and it is descriptive in nature. Methodology is a plan of action for a research project and explains in detail how data to be collected and analyzed and presented so that they will provide meaning ful information. The data is collected from primary sources. The area of the study is Vijayawada city. A sample size of 120 respondents have been set for collecting primary data. Data from primary source is collected using

questionnaire. The primary data is collected from the application users. The statistical tool which is used for analysis is simple percentage method

DATA ANALYSIS :

TABLE-1SHOWING TYPE OF FOOD PURCHASE THROUGH ZOMATO:

TYPE OF FOOD		Frequen cy	Percent	Valid Percent	Cumulative Percent
	Beverages	1	.6	.6	.6
	Continental	2	1.1	1.1	1.7
	Deserts	3	1.7	1.7	3.4
	North Indian	8	4.5	4.5	7.9
	North Indian, Beverages	1	.6	.6	8.4
	North Indian, Continental	1	.6	.6	9.0
	North Indian, Continental, Deserts, Beverages	3	1.7	1.7	10.7
	North Indian, Deserts, Beverages	1	.6	.6	11.2
	North Indian, South Indian	12	6.7	6.7	18.0
	North Indian, South Indian, Beverages	1	.6	.6	18.5
	North Indian, South Indian, Continental	2	1.1	1.1	19.7

North Indian, South Indian, Continental, Deserts, Beverages	2	1.1	1.1	20.8
North Indian, South Indian, Continental, Deserts, Pastis, Beverages	4	2.2	2.2	23.0
North Indian, South Indian, Deserts	4	2.2	2.2	25.3
South Indian	119	66.9	66.9	92.1
South Indian, Beverages	1	.6	.6	92.7
South Indian, Continental	2	1.1	1.1	93.8
South Indian, Continental, Deserts	2	1.1	1.1	94.9
South Indian, Continental, Deserts, Beverages	1	.6	.6	95.5
South Indian, Deserts	4	2.2	2.2	97.8
South Indian, Deserts, Beverages	2	1.1	1.1	98.9
South Indian, Deserts, Pastis, Beverages	1	.6	.6	99.4
South Indian, Pastis	1	.6	.6	100.0
Total	178	100.0	100.0	

Table 1 shows the data regarding the statement “Type of food purchase through Zomato“. The study reveals that 66.9 percent of respondents ordered south indian food through Zomato followed by north indian, indian food with 6.7 percent north indian food ordered is at 4.5 percent. All other foods ordered online registered very less percentage.

TABLE- 2 SHOWING RESPONDENTS PREFERRED MEDIUM TO ORDER FOOD ONLINE:

Types of preference for customer through online	Frequency	Percent	Valid Percent	Cumulative Percent
Mobile App	158	88.8	88.8	88.8
Mobile App, Others	1	.6	.6	89.3
Mobile App, Web browser	1	.6	.6	89.9

	Others	5	2.8	2.8	92.7
	Web browser	13	7.3	7.3	100.0
	Total	178	100.0	100.0	

Table explains the data related to respondents preferred medium to order food online. It is inferred from the study that 88.8 percent of respondents preferred mobile app as medium to order food online followed by web browser with 7.3 percent. It also shows that 2.8 percent of the respondents preferred other medium. Also 0.6 percent of the respondents preferred mobile app, others and another 0.6 percent of the respondents preferred mobile app, web browsers.

Table -3 SHOWING OVERALL SATISFACTION ABOUT ONLINE FOOD ORDERING:

		Frequency	Percent	Valid Percent
	Dissatisfied	2	1.1	1.1
	Highly dissatisfied	1	.6	.6
	Highly satisfied	38	21.4	21.4
	Highly satisfied, satisfied	1	0.6	0.6
	Neutral	27	15.2	15.2
	Neutral, Dissatisfied	2	1.1	1.1
	Satisfied	104	58.4	58.4
	satisfied, Neutral	3	1.7	1.7
	Total	178	100.0	100.0

Table captures the satisfaction levels of respondents on ordering food online. Data shows that 58.4 respondents were satisfied with online food ordering and respondents who were highly satisfied were 21.4%. The percentage of neutral respondents was 15.2 %. The number of respondents who were dissatisfied was very insignificant with 1.1%. the percentage respondents who were highly dissatisfied was 0.6%.

TABLE-4 SHOWING RESPONDENTS FREQUENCY OF ORDERING FOOD ONLINE

		Frequency	Percent	Valid Percent	Cumulative Percent
	Daily	13	7.3	7.3	7.3
	Monthly	38	21.3	21.3	28.7

Monthly, Occasionally	2	1.1	1.1	29.8
Occasionally	48	27.0	27.0	56.7
Weekly	75	42.1	42.1	98.9
Weekly, Daily	2	1.1	1.1	100.0
Total	178	100.0	100.0	

Table 4 explains the data related to how often the respondents order food online. The study shows that 42.1 % of the respondents order food weekly and 27% felt that they order food occasionally 21.3% of respondents order food monthly. And it is followed by 7.3% ordering food daily.

Very less percentage 1.1% were registered in the category of monthly, occasionally, and weekly,daily.

Table-5-OCCUPATION OF THE RESPONDENTS - OVERALL SATISFACTION ABOUT ONLINE FOOD ORDERING

OCCUPATION	Frequency	Percent	Valid Percent
Business	17	9.6	9.6
Farmer	1	.6	.6
Farming	2	1.1	1.1
Government Employee	12	6.7	6.7
house wife	2	1.1	1.1
House wife	4	2.2	2.2
Housewife	1	.6	.6
No job	1	.6	.6
Private Employee	44	24.7	24.7
Private Employee, Student	1	.6	.6
Retired Employee	4	2.2	2.2
Student	89	50.0	50.0
Total	178	100.0	100.0

Table-5 -OCCUPATION OF THE RESPONDENTS – OVER-ALL SATISFACTION ABOUT ONLINE FOOD ORDERING

Opinion of the customers	Frequency	Percent	Valid Percent
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	Dissatisfied	2	1.1	1.1
	Highly dissatisfied	1	.6	.6
	Highly satisfied	38	21.4	21.4
	Highly satisfied, satisfied	1	.6	.6
	Neutral	27	15.2	15.2
	Neutral, Dissatisfied	2	1.1	1.1
	Satisfied	104	58.4	58.4
	satisfied, Neutral	3	1.7	1.7
	Total	178	100.0	100.0

Table-5 -OCCUPATION OF THE RESPONDENTS * OVERALL SATISFACTION ABOUT ONLINE FOOD ORDERING

	Dissatisfied	Highly dissatisfied	Highly satisfied	Highly satisfied, satisfied	Neutral	Neutral, Dissatisfied	satisfied	satisfied, Neutral
Business	1	0	3	0	1	0	11	0
Farmer	0	0	1	0	0	0	0	0
Farming	0	1	0	0	0	0	1	0
Government Employee	0	0	1	0	1	0	10	0
house wife	0	0	1	0	0	0	1	0
House wife	0	0	1	0	0	0	3	0
Housewife	0	0	0	0	1	0	0	0
No job	0	0	0	0	0	0	1	0
Private Employee	1	0	10	0	4	0	26	3
Private Employee, Student	0	0	0	0	1	0	0	0
Retired Employee	0	0	2	0	0	0	2	0
Student	0	0	19	1	19	2	49	0
Total:178	2	1	38	1	27	2	104	3

Table 5 reveals the data related to satisfaction levels of respondents occupation wise. It is inferred from the study that out of 104 respondents who expressed that they were satisfied, 49 were students and it is followed by private employees i.e, 26 members also 11 business people and 10govt employees expressed satisfaction on online food ordering. Out of 38 respondents who expressed that they were highly satisfied, 19 are from student category followed by 10 private employees. 27 respondents were neutral. Only 2 respondents were dissatisfied and only one respondent expressed high dissatisfaction.

Preferences of customers through online food ordering	What is your age?							Total
	18-25	25-35	-35-45	45-50	Above 60	Below 18	Below 18, 18-25	
Dissatisfied	0	1	1	0	0	0	0	2
Highly dissatisfied	1	0	0	0	0	0	0	1
Highly satisfied	21	5	3	1	5	3	0	38
Highly satisfied, satisfied	1	0	0	0	0	0	0	1
Neutral	21	3	0	1	0	1	1	27
Neutral, Dissatisfied	2	0	0	0	0	0	0	2
Satisfied	62	16	11	7	4	4	0	104
satisfied, Neutral	2	1	0	0	0	0	0	3
Total	110	26	15	9	9	8	1	178

Table 6 shows the data related to overall satisfaction about online food ordering according to the ages of respondents. It is evident from the data that in the age group 18-25, 62 members were satisfied and it is highest. It is followed by age group 25-35 with 16 members. In the age group of 35-45, 11 members expressed satisfaction followed 7 members in 45-50 group. Only 4 members each in above 60 and below 18 group expressed satisfaction.

The number of respondents who were highly satisfied were 21 in 18-25 age group followed by 5 members in 25-35 age group and 3 in 35-45 age group. Only 2 members expressed dissatisfaction.

Results and Discussion:

From the table numbers 5&6 and based on the research and overall analysis when compared to the all other food servicing platforms ZOMATO possessing good satisfaction from the customers of different occupations and different age groups as follows

Preferences of customers through online food ordering	What is your age?							Total
	18-25	25-35	-35-45	45-50	Above 60	Below 18	Below 18, 18-25	
Dissatisfied	0	1	1	0	0	0	0	2
Highly dissatisfied	1	0	0	0	0	0	0	1
Highly satisfied	21	5	3	1	5	3	0	38
Highly satisfied, satisfied	1	0	0	0	0	0	0	1
Neutral	21	3	0	1	0	1	1	27
Neutral, Dissatisfied	2	0	0	0	0	0	0	2
Satisfied	62	16	11	7	4	4	0	104
satisfied, Neutral	2	1	0	0	0	0	0	3
Total	110	26	15	9	9	8	1	178

Table 6 shows the data related to overall satisfaction about online food ordering according to the ages of respondents. It is evident from the data that in the age group 18-25, 62 members were satisfied and it is highest. It is followed by age group 25-35 with 16 members. In the age group of 35-45, 11 members expressed satisfaction followed 7 members in 45-50 group. Only 4 members each in above 60 and below 18 group expressed satisfaction.

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