ZOMATO FOOD DELIVERY APP: A STUDY ON CUSTOMER SATISFACTION

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ABSTRACT

The food delivery app industry has revolutionized the way people access and enjoy meals by offering a convenient and efficient platform for ordering food from a variety of restaurants. With a seamless user experience and a wide range of cuisine options, these apps have become an integral part of modern dining culture, catering to busy lifestyles and diverse tastes. This rapidly growing sector continues to innovate, expanding its reach and enhancing customer satisfaction. This study aims to investigate consumer satisfaction towards online food delivery apps, with a special reference to Zomato. With the rapid growth of the digital economy, online food delivery platforms have become increasingly popular. Understanding consumer satisfaction in this context is crucial for both app developers and restaurants. The study utilizes a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data from a diverse sample of online food delivery app users. The findings will contribute to the existing literature on consumer behaviour in the digital food delivery industry and provide valuable insights for app developers and service providers to enhance customer satisfaction.

KEYWORDS: *consumer satisfaction, online food delivery Apps, Zomato, digital*

INTRODUCTION

Introduction about the study the rise of apps that deliver food online has revolutionized the way people order and consume food. These platforms have transformed the traditional food delivery system, providing convenience, variety, and speed to consumers. Understanding consumer satisfaction is crucial for any business to thrive and succeed. This study's goal is to determine consumer satisfaction with online food delivery apps, with a special focus on Zomato. It is crucial to mention that this research is not without limitations apps, with a particular emphasis on Zomato.

REVIEW OF LITERATURE

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.

5. **Balasivanandha Prabu, S., & Srivastava, S. K. (2017). "**A study of Indian consumers' glad with the services for serving nourishment online. The thrill of Indian consumers applying the net delivery companies for food is investigated in this study. The website interface, delivery timing, culinary standards, and cost are just variables the authors look into when determining customer happiness. The results emphasize The value of meal quality and delivery speed in affecting customer satisfaction among Indian consumers..

6. **Thampi, S. M., & Prasad, S. V. (2017).** An empirical study on what is driving customers' bliss with online meal delivery services. Guests' delight with online meal delivery services fluctuates by lots of variables investigated in this empirical study. The authors list major determinants as things like website design, order accuracy, delivery time, and customer assistance. The results highlight how important these elements are in raising client happiness and loyalty.

7. **Panigrahi, S. K., & Ghosh, P. K. (2018).** "A study of Indian consumers exploring gratification of customers using the World Wide Web supper delivery services. " In this study, Indian consumers' perspectives on The level of satisfaction among customers with food delivery services that are online is examined at. The authors look at things including food quality, delivery time, website usability, and customer service. The results emphasize how crucial these elements are in determining client satisfaction and repeat business.

OBJECTIVES OF THE STUDY
- To understand the factors influenced to choose online food delivery app.
- To ascertain the strengths and weaknesses of Zomato's service in meeting consumer expectations in comparison with other app.
- To determine the customer satisfaction towards Zomato.

RESEARCH GAP
Limited focus on specific geographical areas: The existing literature predominantly focuses the results of a survey on internet the provision of food users' satisfaction a general perspective. Research that focuses on this issue is required. Limited understanding of customer preferences and expectations: The literature review reveals a gap in understanding customer preferences and expectations with reference to Zomato food delivery app nourishment comes online apps. Hence It is necessary to investigate factors such as menu variety, customization options, dietary requirements, pricing strategies, and promotional activities that influence consumer satisfaction and loyalty. However, the literature review indicates no an index of the effects of these technology-driven features on consumer satisfaction. Future studies could explore how these characteristics help customers feel satisfied and the overall app experience.

RESEARCH METHODOLOGY
To research will be descriptive in nature as it seeks to describe and analyze consumer satisfaction levels and the parts influencing approval of internet food delivery apps, particularly Zomato.

SOURCES OF DATA
Primary Data: The researcher will manually collect the key information in this study by administering a standardized questionnaire to the respondents or study sample units. The questionnaire will focus on gathering information about consumer satisfaction, preferences, and experiences related to Zomato's service.
Secondary Data: Published sources like academic journals, industry reports, and pertinent publications will be utilized to compile the secondary info about this study. It will also include data collected by others for different purposes, including online articles, blogs, and information available on the internet.

POPULATION & SAMPLING UNIT
Sampling Unit: The unit of sample for this study will be Zomato users who have utilized the app for internet meal delivery to place orders.

SAMPLING METHOD
Sampling Unit: The unit of sample for this study will be Zomato users who have utilized the app for internet meal delivery to place orders.
Sample Size: The study aims to collect responses from approximately 100 Zomato users to ensure an adequate representation of consumer perceptions and experiences.
Sampling Technique: The sampling technique hired for this study will be Google Survey using a questionnaire distributed to a diverse sample of Zomato users.

HYPOTHESES FOR THE STUDY
Hypothesis 1:
- H1: There is significant relationship between quality of customer satisfaction.

- H0: There is no significant relationship between quality of customer satisfaction.

STATISTICAL TOOLS

The data collected is tabulated, and statistical procedures like percentage analysis are used to analyze it. To analyze the association between two variables, SPSS is utilized. By accurately defining factors, the data is provided through percentage and bar chart analysis, which aids in determining the degree of customer behavior.

## DATA ANALYSIS AND INTERPRETATON

Table 1: What factors are important to you when choosing an online food delivery apps?

Response	No of Respondents	Percentage
Wide variety of restaurant options	35	35%
Fast delivery time	25	25%
Competitive pricing	30	30%
User friendly reviews and ratings	5	5%
Positive customer reviews and ratings	5	5%
Total	**100**	**100%**

Analysis

From the table above, the most popular channel by which individuals learned about Zomato is via Wide variety of restaurant options constituting 35% of respondents. Fast delivery time and Competitive pricing platforms followed closely, with 25% and 30% respectively. User friendly reviews and ratings and Positive customer reviews and ratings had the least influence, both at 5%.

Chart 1: What Factors are important to you when choosing an online food delivery app ?
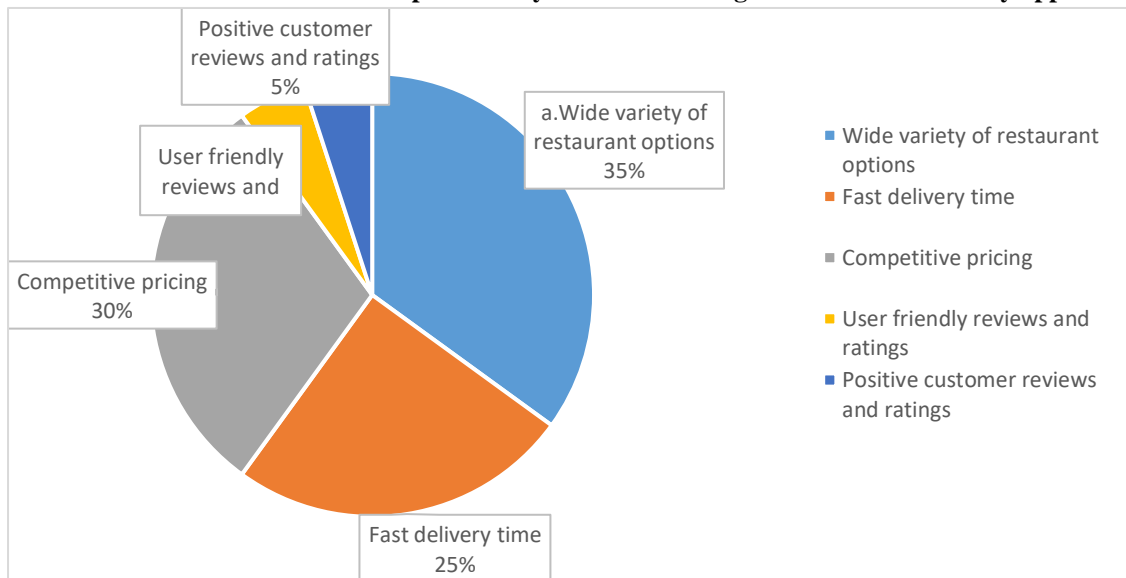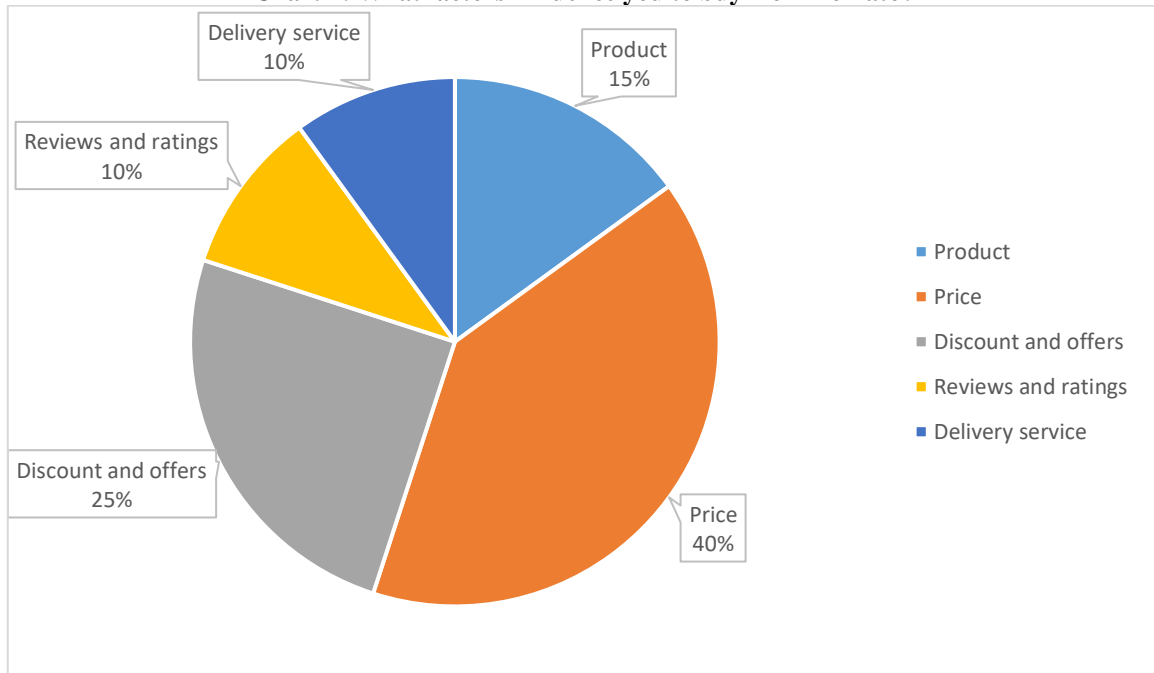

Interpretation

From the chart above, interpersonal connections appear to be the most influential channel for information about Zomato. Fast delivery time and Competitive pricing make up more than half of the responses, indicating the significant role of the internet in spreading awareness.

Table 2: What factors influence you to buy from Zomato?

Response	No of Respondents	Percentage (%)
Product	15	15%
Price	40	40%
Discount and offers	25	25%
Reviews and ratings	10	10%
Delivery service	10	10%
Total	**100**	**100%**

ANALYSIS: From the table above, the majority 55% of the respondents are choose product and price to buy from Zomato. However, a notable 20% express some level of reviews and ratings.

**Chart 2: What factors influence you to buy from Zomato?**

INTERPRETATION: From the chart above, Zomato has a favourable response from over half of the surveyed individuals. Yet, there's a significant portion, one fifth, that the brand may want to address for improvements.

Table 3: How would you rate the quality of customer support provided by Zomato?

Response	No of Respondents	Percentage (%)
Excellent	20	20
Very Good	35	35
Good	25	25
Average	10	10
Poor	10	10
Total	**100**	**100**

ANALYSIS: From the table above, the majority of respondents 35% rate Zomato's customer support as Very Good, followed closely by 25% stating it's Good. The extremes, Excellent and Poor, both have lesser representation with 20% and 10% respectively.

Chart 3: How would you rate the quality of customer support provided by Zomato?
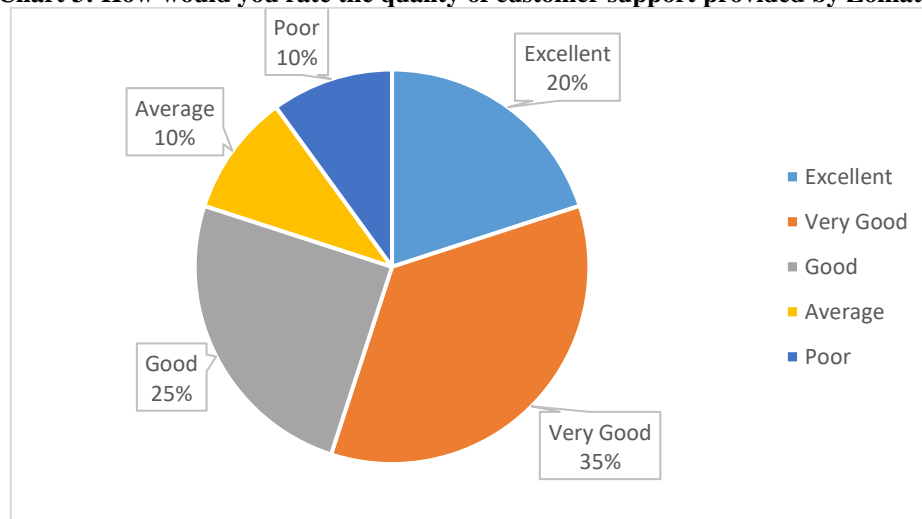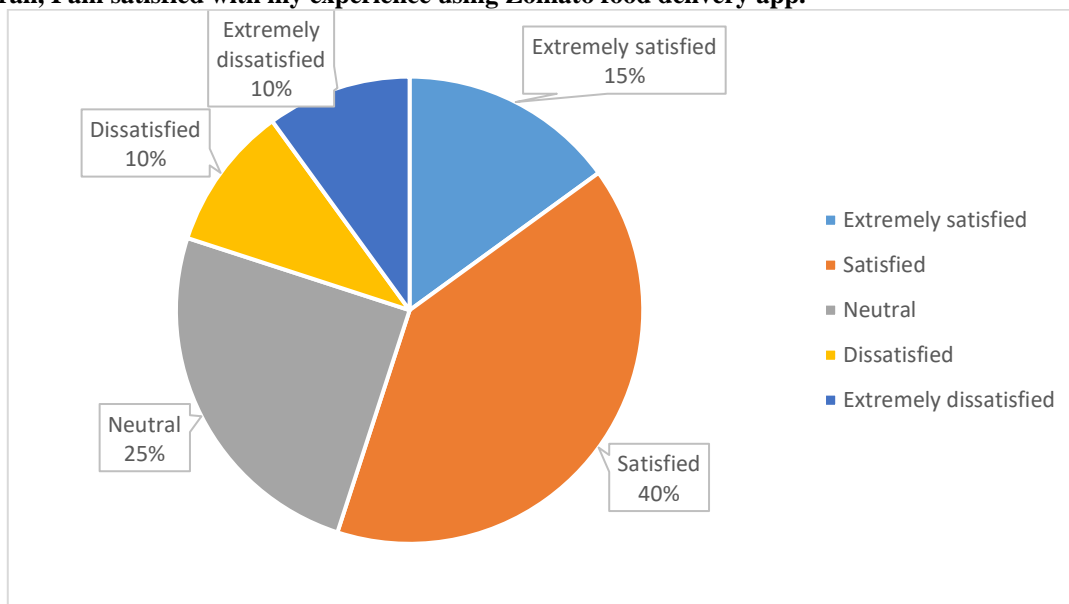
INTERPRETATION: From the chart above, it might be inferred that Zomato's customer support is largely perceived in a positive light, with among the participants marking it as Good or better. However, feel there's room for improvement, marking it as Average or Poor.

Table 4: Overall, I am satisfied with my experience using Zomato food delivery app.

Response	No of Respondents	Percentage (%)
Extremely satisfied	15	15%
Satisfied	40	40%
Neutral	25	25%
Dissatisfied	10	10%
Extremely dissatisfied	10	10%
Total	**100**	**100%**

Analysis: From the table above, the majority 55% of the respondents are satisfied or extremely satisfied with their experience with Zomato. However, a notable 20% express some level of dissatisfaction.

Chart 4: Overall, I am satisfied with my experience using Zomato food delivery app.
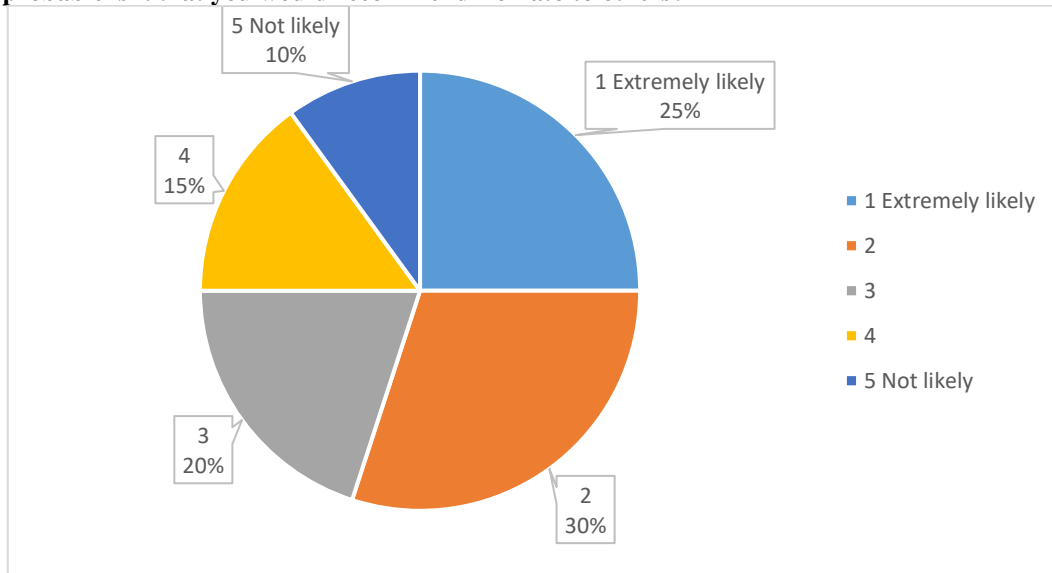

Interpretation: From the chart above, Zomato has a favorable response from over half of the surveyed individuals. Yet, there's a significant portion, one fifth, that the brand may want to address for improvements.

Table 5: How probable is it that you would recommend Zomato to others?

Response	No of Respondents	Percentage
1 Extremely likely	25	25%
2 Likely	30	30%
3 Neutral	20	20%
4 Unlikely	15	15%
5 Not likely	10	10%
Total	**100**	**100%**

Analysis: From the table above, the majority of respondents 30% selected option 2, while the least number of respondents 10% indicated that they are not likely to recommend Zomato.

Chart 5: How probable is it that you would recommend Zomato to others?

Interpretation: From the chart above, the distribution shows a varied preference among participants with a considerable percentage leaning towards the positive side finding it extremely likely), and only a small fraction expressing a strong negative sentiment.

ANOVA

H1: There is significant relationship between quality of customer satisfaction.
H0: There is no significant relationship between quality of customer satisfaction.

Descriptives

Overall, I am satisfied with my experience using Zomato food delivery app.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Excellent	20	2.4000	1.09545	.24495	1.8873	2.9127	1.00	4.00
Very good	35	2.3143	1.27813	.21604	1.8752	2.7533	1.00	5.00
Good	25	2.6000	1.08012	.21602	2.1541	3.0459	1.00	5.00
Average	10	2.6000	.69921	.22111	2.0998	3.1002	2.00	4.00
Poor	10	3.0000	1.05409	.33333	2.2459	3.7541	1.00	4.00
Total	100	2.5000	1.12367	.11237	2.2770	2.7230	1.00	5.00

ANOVA

Overall, I am satisfied with my experience using Zomato food delivery app.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.257	4	1.064	.837	.505
Within Groups	120.743	95	1.271		
Total	125.000	99			

INTERPRETATION:
From the output of SPSS, it can be inferred that, P value = 0.505
Level of significance (LOS): 0.05
Therefore, P value > LOS
 i.e., 0.505 > 0.05

Hence null hypothesis is accepted and the alternative hypothesis is rejected and it can be interpreted that Satisfaction with the quality of customers support provided by Zomato does not relates to the overall satisfaction with the app.

FINDINGS AND SUGGESTION

The top priority for choosing a website that delivers meals is a wide variety of restaurant options. The majority are either satisfied or extremely satisfied with Zomato's transparency in the order process. Overall user experience of Zomato. Surveyed find it extremely likely to recommend Zomato to others. The majority of respondents prioritize positive customer reviews and ratings and reliable order tracking when choosing a food delivery app.

Zomato should continue to invest in and strategically promote attractive discounts and offers to both attract new customers and retain existing ones. Furthermore, the positive rating of "Very Good" for customer support quality by 35% of respondents underscores the importance of maintaining and even improving this aspect of the service. Zomato should focus on consistently delivering high-quality customer support, ensuring that inquiries and issues are addressed promptly and satisfactorily. The positive feedback regarding the simplicity of the Zomato app, with 70% of respondents agreeing, highlights the need to maintain a user-friendly interface. Zomato should continue to prioritize user experience by refining the app's design and functionality to keep it intuitive and convenient. In summary, Zomato's success hinges on its ability to balance discounts and promotions to attract customers, maintain and enhance the quality of its customer support, and continuously improve the user-friendliness of its app. By addressing these key aspects, Zomato can foster customer loyalty and overall satisfaction, ensuring long-term success in the competitive food delivery industry.

CONCLUSION

In conclusion, the study's findings shed light on critical factors driving Zomato's success and customer satisfaction. Discounts and offers emerge as the primary motivator for customer orders, indicating their pivotal role in attracting and retaining a loyal customer base. Moreover, the commendable rating for customer support quality underscores the importance of consistently delivering high-quality service. Zomato should prioritize maintaining and enhancing this aspect to build trust and confidence among its users. Additionally, the positive feedback regarding the app's user-friendliness highlights the significance of a seamless and intuitive platform. Zomato's commitment to continuously refining the app's design and functionality is key to sustaining a positive customer experience. In essence, by strategically leveraging discounts, prioritizing customer support, and refining the app, Zomato can further solidify its position in the competitive food delivery industry and nurture long-lasting customer loyalty and satisfaction.

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