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## Consumer Satisfaction with Reference to Service Provided by Zomato

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### ABSTRACT

customer satisfaction is term frequently used in a marketing in researching satisfaction, firms generally ask customers whether their products or services has met or exceeded expectations. the sample size for the consumers survey is 100. for statistical analysis to analyze the data and interpret the results by using chi-square test in tabulation form. To determine the motivating factors for purchasing the products through zomato. Startups in india become a talk of the town in world bussiness scenario. currently indian food market is \$350 billion. food technology in broad area online food delivery apps are just a part of it like swegy, zomato, food panda, etc this conceptual study will give more insight about emerging innovative technologies in restaurant industry and strategies followed by online food start ups zomato, swegy. from this research paper we would understand drivers of online foods sites. Future of online food ordering websites is bright. Facilities, comfort, user friendliness are the key features of online websites success.

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### INTRODUCTION

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 with a firm its product or its services exceeds specified satisfaction goals. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. technology has played a key role in revolutionizing the food delivery services it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivering portals

The popularity of online food ordering and delivering services is steadily growing expectations of the users are also increasing. This research paper is aimed to investigate consumers' views about the services they receive from different portals. This paper will help the services providers to understand the consumers perception, needs and views on the basis of the result of a survey.

In february 2017, zomato announced plans to launch zomato infrastructure services, a service to help restaurants expand their presence without incurring any fixed costs. In september 2017, zomato claimed the company had turned profitable in all 24 countries where it operated and introduced a zero commission model for partner restaurants. Towards the end of 2017, zomato stopped accepting updates from its active users by not utilizing moderators to verify and make updates. users of the app reported issues with new features to pay for orders.

Zomato narrowed down its losses by 34% to 389 crore for the financial year 2016-17, from 590.1 crore in the previous year in 2015-16 zomato become a unicorn in february 2018. in february 2021, zomato raised us\$250 million from five investors, including tiger global management, at a valuation of us\$5.4 billion.

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### OBJECTIVES OF THE STUDY

- To determine the factors which motivates the consumers for purchasing the products from zomato
- To analyze features that consumers expect from zomato.
- To identify the online problems faced by consumers from zomato.
- To study and understand the positioning strategy of zomato
- To suggest scope of improvement for the brand as per consumers responses

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## LITERATURE REVIEW

Sales and Gill (2018): In the scope of retailing developed a scale to measure perceived value that the authors denominate 'perval'. This scale is one of the rare attempts to offer an operative proposal of measurement of perceived value at the point of sale.

Dr. M. P. Khond (2016) the study compares growth and operating strategies of Zomato food companies in the Indian market scalability. A system that scales well will be able to maintain or even increase its level of performance or efficiency even if tested by larger and demandable innovation is often also viewed as the application of better solutions that meet new requirements, unarticulated needs and market needs.

H. S. Sethu & Bhavya Saini (2016), their idea was to analyze the students' perception, behaviour and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easy availability. It is also found that visibility of their favourite food at any point of time and always access to internet, free data are the main reasons for using the apps.

According to Leong Wai Hong (2016), the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery systems is believed that it can lead the restaurant's business to grow from time to time and will help the restaurants to facilitate major business online.

Mrs. Sakina Ghudyali (2017) a study on customers' attitude and perception towards digital food app services. The main objective of the research was to understand the relation between facilities and purchase behavior.

Seinu Bhavya Saini (2017) the customer perception and the satisfaction on ordering food on internet. The students' perception, behaviour and satisfaction of online food shopping and provide the solution to sellers based on the results of the research. Most of the respondents disagree that online food delivery charges are high.

According to Varsha Chavan, the use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately. The increase in uses of smart phones and computers are giving platform for service industry. Their analysis concluded that this process is convenient, effective and easy to use, which is expected to be better day by day in coming times.

Serhat Murat Alagoz, opined that e-commerce is dynamically growing worldwide, the food industry is also indicating an increased growth. They have suggested the technology acceptance model as a base to study the acceptance of online food ordering apps, their analysis of data stated that the attitude towards online food ordering is due to the ease and usefulness of online food ordering process and also vary according to their

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## RESEARCH METHODOLOGY

Research methodology is a way of systematically solving the research problem. Research, in common terms, refers to a research for knowledge. Research methodology consists of different steps that are generally adopted by researcher to study the research problem along with the logic behind them.

Research design:- research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research question.

- The descriptive research is used to identify the satisfaction, expectations and problems of consumers.

Population:-

- Customers that used Zomato in Vadoadra only.

Sample size:-

- The sample size for survey is 100 to cover the responses from different areas of Vadoadra.

Sources of data:-

- The paper is based on primary and secondary research.
- Primary data was collected from respondents and bloggers through a set of questionnaires and Google Forms.
- Secondary data is collected from newspaper, research paper and articles.

Data collection method:-

- Quantitative data collection method was used in the research for up-to-date information.

Data collection instrument:-

- Questionnaire was used in this research for collecting information across city.
- Survey methodology was also used to find out some other information.

Sampling technique:-

- Random sampling is used as a sampling technique in this research.
- In this we divide the population into separate groups called strata. Then probability sample is taken from each group.

Interpretation

it is inferred that 40% of respondents are highly satisfied about ordering food from zomato. 35% of the respondents are satisfied and 25% of the respondents are neutral and there are no respondents who are dissatisfied and very dissatisfied.

- Table showing problems faced by respondents while ordering food from zomato.

From the table it is cleared that the most common problem faced by respondents is price of the products, range of the products and delay in delivery.

Problems	Very satisfied	Satisfied	Neutral	dissatisfied very dissatisfied tote		
				dissatisfied	very dissatisfied	tote
Timely delivery	26	29	31	14	00	100
Customer care service	25	38	29	8	00	100
Quality	32	47	20	1	00	100
Price of the products	39	35	25	1	00	100
Range of the products	25	33	39	3	00	100

**Limitation of the study**

- In future there may be slight variation due to change in customer taste and preference.
- This study is only applicable for vadoadra.
- This study contains primary data that its provided by the respondents.

## Conclusion

According to the research conducted it can be concluded that zomato has gained positive opinion from the majority of the consumers. It is mainly because of their quality, range, customer care services and hot servings. Consumer satisfaction highly depends on the factors which influence the behaviour of the customers. Through improvement in time delivery, price of the product, it will sustain its upper hand in forthcoming future.

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