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A Study of Customer Satisfaction Over Ordering Food on Zomato in Coimbatore District

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ABSTRACT:

Online food ordering is the process of food delivery or takeout from a local restaurants 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 favorite restaurant, usually filtered 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 returning a percentage to the online food company. The basic problem in the food service industry are 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.

1. INTRODUCTION:

The first online food order was a pizza from Pizza Hut in 1994.The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site originally serviced only northern California, later expanding to several additional cities in the United States.

During the dotcom boom, startups like Webvan, 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.

Grub Hub was founded in 2004. By the late 2000s, major pizza chains had created their own 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 $9 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.

2. Statement of the problem:

Every restaurants needs an employee for taking the order and processing the payment food restaurant will be equipped with a user-friendly touch screen, a credit/debit card reader, and software for completing the process at the backend. For this system there will be a system administrator who will have the rights to enter the menu with their current prevailing prices. He/she can enter anytime in the system by a secured system password to change the menu contents by adding or deleting an item or changing its price.

Now when the customer enters the restaurant, he will place his order with the help of the touch screen using the intuitive graphical user interface, right from the selection of language till the payment confirmation. He will select from the food options according to his choice and the system will display the payment amount he has to make once he has finished with his order. He will have the option of paying the bill by cash, debit card or a credit card. The user will slide his card and the system will check for the validity of the card and the payment will be made. A receipt will be printed containing the order number and the order will be sent in the kitchen for processing.

3. Objectives of the study:

1. To analyse the reason to prefer the zomato for ordering food.
2. To study the level of satisfaction of customer towards ordering food on zomato.
3. To find the problems faced by the customers while ordering food on zomato.

4Research methodology:

Research methodology is a way is systematically solve the research problem. It is a science of studying how research is done systematically

Sample design

Sample design refers to the number of items to be selected from the universe. The sample design can be done though the means of questionnaire where the customers can be asked the questions regarding the study.

Sample size

In this study 100 respondents are taken from coimbatore district.

Sampling technique

In this study the convenient sampling technique is used.

STATSTICAL TOOL USED:

Percentage Analysis:

Ratios are very often expressed on percentage. In calculation of percentage only one figure is taken as base and it's represented by 100, the other figure is expressed as a ratio of this base**.**

Simple percentage analysis = Number of Respondents X 100 Sample size

Ranking Method:

Garrett Ranking Technique

The technique was used to rank that prefer of the respondents on different aspects of the study. The orders of merit given by the respondents were converted into ranks by using the following formula.

$$\text{Percentage Position} = \frac{100(Rij-0.5)}{Nj}$$

Where Rij = Rank given for I factor by j^{th} individual

Nj = number of factors ranked by j^{th} individual

The percentage position of each rank thus obtained into scores by referring to the table given by HENRY E. CARRETT.

5. REVIEW OF LITERATURE:

Khairunnisa K. and Ayob J. in 20091told that, "Research work aims to design and develop a wireless foodordering system in the restaurant. Technical operations of Wireless Ordering System (WOS) including systems architecture, function, limitations and recommendations were presented in this system. It was believed that with the increasing use of handheld device such as PDAs in restaurants, pervasive application will become an important tool for restaurants to improve the management aspect by minimizing human errors and by providing higher quality customer service".

Noor Azah Samsudin and ZulkifliSenin in 20112stated that, "Along with customer feedback for a restaurant a design and execution of wireless food ordering system was carried out. It enables restaurant owners to setup the system in wireless environment and update menu presentations easily. Smart phone has been integrated in the customizable wireless food ordering system with real-time customer feedback implementation to facilitate real-time communication between restaurant owners and customers".

Serhat Murat Alagoza and Haluk Hekimoglub in 20123 said that, "The purpose of this study was to investigate the factors that influence the attitude of internet users towards online food ordering in Turkey among university students. A Technology Acceptance Model(TAM) developed by Davis in 1986 was used to study adoption of Web environment for food ordering. Trust, Innovativeness and External Influences are added to the model as main factors along with TAM".

Ashutosh Bhargave and Niranjan Jadhav in 20134 said that, "An application of integration of hotel management systems by web services technology is presented. Ordering System Kitchen Order Ticket (KOT), Billing System, Customer Relationship Management system (CRM) are held together by the Digital Hotel Management. Add or expand of hotel software system in any size of hotel chains environment was possible with this solution".

Resham Shinde and Priyanka Thakare in 20145 stated that,"There was an attempt to design and implementation of digital dining in restaurants using android technology. This system was a basic dynamic database utility system which fetches all information from a centralized database. Efficiency and accuracy of restaurants as well as human errors were improved by this user-friendly application. Earlier drawbacks of automated food ordering systems were overcome by this system and it requires a onetime investment for gadgets".

Kirti Bhandge and Tejas Shinde in 20156 said that, "An automated food ordering system is proposed which will keep track of user orders smartly. Basically, they implemented a food ordering system for different type of restaurants in which user will make order or make custom food by one click

only. By means of android application for Tablet PCs this system was implemented. The front end was developed using JAVA, Android and at the backend MySQL database was used".

6. RESULTS AND DISCUSSIONS

TABLE-1

TYPES OF MEALS ORDERED IN ZOMATO

The types of meals ordered in zomato were classified into four categories. The following table will represent varies types of meals ordered in zomato.

S. No	Particular	Total No of Respondents	Percentage %	No of Respondents in Coimbatore			
				East	West	North	South
1	Breakfast	3	7.69%	0	0	2	1
2	Brunch	3	7.69%	0	0	3	0
3	Lunch	24	61.54%	7	5	6	6
4	Supper	9	23.08%	1	1	3	4
	Total	**39**	**100**%	**8**	**6**	**14**	**11**

The above table reveals that the types of meals ordered in zomato of the respondents. The majority of the respondents were 61.54% were choosing Lunch, followed by 23.08% of respondents are choosing supper, followed by 7.69% respondents are choosing brunch, and once again 7.69% of respondents are choosing breakfast.

TABLE – 2

SATISFACTION OF FOOD PACKAGE

The satisfaction of food package in zomato were classified into four categories. The following table will represent the level of satisfaction to the respondents.

S. No	Particular	Total No of Respondents	Percentage %	No of Respondents in Coimbatore			
				East	West	North	South
1	Highly satisfied	22	22%	7	8	2	5
2	Satisfied	73	73%	17	17	21	18
3	Dissatisfied	5	5%	1	0	2	2
4	Highly dissatisfied	0	0%	0	0	0	0
	Total	**100**	**100**%	**25**	**25**	**25**	**25**

The above table reveals that the satisfaction of food package for the respondents. The majority of the 73% of respondents were satisfied by the package, followed by 22% of respondents are highly satisfied with the package, and 5% of respondents are dissatisfied by the package of food by zomato.

7. FINDINGS

It is found that 73 percent of the respondents are male. Majority 78 percent of the respondents are unmarried.

Majority 60 percent of the respondents are under the age group of 21-25 years.

It is found that 48 percent of the respondents are under graduate in educational qualification. It is found that 44 percent of the respondents are students.

Majority 41 percent are earning a family income 20,001 to 30,000.

Majority 51 percent of the respondents are discovered zomato in advertisement.

Majority 89 percent of respondents are using mobile application to ordering food on zomato. It is found that 39 percent of the respondents are ordering in evening time.

Majority 78 present of the respondents are said that actual delivery time of zomato is 31 to 45 minutes.

It is found that 82.5 percent of the respondents are also using Zomato to ordering food on online. Majority 80 percent of the respondents are said that online payment is secured.

Majority 47.55 percent of the respondents are avoiding restaurant for the reason of lack of dish. Majority 80 present of the respondents were using cash on delivery for the payment.

Majority 36 present of the respondents are mostly ordering meals in zomato.

73 percent of the respondents are satisfied for the packaging of foods by zomato.

8. SUGGESTIONS

Security of online payment can be improved.

Improve the delivery time to make the customers more satisfied. The delivery range can be extend to rural areas also.

The delivery charge can be minimized to the customers for increasing orders.

Zomato can provide many offers even free delivery for bulk orders and regular customers. Zomato can include every hotel in every area.

9. CONCLUSION:

The main aim of any business is to satisfice 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. The online food ordering has enhanced the menu of the hotels as well as the customers and widen the reach of the hotels. The proposed system would attract customers and ads to the efficiency of maintaining the restaurant and mess ordering and billing sections. 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.

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