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The Role of Zero-Click Search in Restaurant Purchase Decision-Making: A Study of Consumers in Vijayawada, Andhra Pradesh

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ABSTRACT :

The way people look for restaurant information has changed considerably with the growth of search engines and digital platforms. Instead of opening several websites, many consumers can now find ratings, reviews, photographs, menus, prices, locations and opening hours directly on a search-results page. This type of search behaviour is commonly referred to as Zero-Click Search.

This study examines how Zero-Click Search information is used when consumers make restaurant-related decisions in Vijayawada, Andhra Pradesh. A descriptive research design was followed, and primary data were collected through a structured questionnaire using Google Forms. The survey included 80 respondents.

The study focuses on the way respondents use Google Search and how they perceive information displayed directly in search results. The factors considered include restaurant ratings, positive reviews, number of reviews, food photographs, menu details, price information, location, opening hours and contact details.

The responses show that search-result information plays a noticeable role in restaurant selection among the participants. In particular, 66.2% of respondents said that they had selected a restaurant without visiting its website because the information available through Google Search was sufficient. The Likert-scale responses also show generally favourable views of information provided directly through search.

Overall, the findings suggest that Zero-Click Search is a relevant part of the restaurant decision-making process for the respondents surveyed. For restaurant businesses, the results highlight the importance of keeping online information accurate, complete, current and useful.

KEYWORDS: Zero-Click Search, Restaurant Purchase Decision, Google Search, Online Reviews, Restaurant Ratings, Consumer Behaviour, Food Photographs, Menu Information, Price Information, Vijayawada.

1. INTRODUCTION OF THE STUDY

The growth of the internet and digital technology has changed the way consumers gather information before buying products and services. Restaurants are also part of this change. Today, a customer can search online before deciding where to eat and can compare several options without having to visit each restaurant physically.

A typical restaurant search may include checking ratings and reviews, looking at photographs of food, checking the menu and price range, finding the restaurant's location, and confirming its opening hours. Google Search can provide much of this information directly on the results page.

Zero-Click Search refers to a search in which a user gets the information needed from the search-results page without clicking through to another website. For a restaurant search, this may include the restaurant's name, rating, reviews, address, photographs, opening hours, menu, price range and contact details.

This approach can make information gathering quicker and more convenient. It can also allow consumers to compare restaurants and form an initial impression without opening individual restaurant websites.

Different pieces of information may have different levels of importance for consumers. Ratings can give an immediate indication of how a restaurant is perceived by customers, while reviews provide more detail about previous experiences. Food photographs may shape expectations about the appearance of meals. Menu and price information can help consumers decide whether a restaurant suits their preferences and budget.

Vijayawada is an important urban centre in Andhra Pradesh, with a wide range of restaurants, cafés and food-service options. Consumers in Vijayawada

and nearby areas increasingly use smartphones, search engines, maps and online reviews when looking for restaurant information.

For this reason, it is useful to understand how consumers respond to information that is available directly through Google Search. This study therefore looks at Zero-Click Search and its role in restaurant purchase decision-making among consumers in Vijayawada.

The study considers Google ratings, positive reviews, number of reviews, food photographs, menu information, price information, restaurant location, opening hours, contact information and other information visible in search results.

2. REVIEW OF LITERATURE

Recent literature shows that Zero-Click Search is becoming increasingly important in restaurant information search and consumer decision-making. Nation's Restaurant News and Marqii (2026) explained that AI-powered search can provide restaurant recommendations, menus, opening hours, photographs, and reviews directly in search results. This shows that consumers can obtain important restaurant information without visiting a restaurant website. However, the study did not provide empirical evidence from consumers in Vijayawada or Andhra Pradesh.

Sauce (2026) discussed how customers can use Zero-Click Search to find restaurant opening hours, locations, ratings, menus, photographs, reviews, and directions without visiting a website. The study directly connects Zero-Click Search with restaurant discovery, but it does not empirically examine restaurant purchase decisions among consumers in Vijayawada.

Guillermo Tângari (2026) explained that Zero-Click Search may reduce website clicks while still increasing online visibility and conversions. The study suggested that businesses should measure visibility and conversions beyond traditional website traffic. However, the research was mainly related to general marketing and did not specifically examine restaurant consumers or Vijayawada.

Ignite XDS (2026) highlighted the growing importance of AI-generated search results in restaurant decision-making. According to the study, AI systems can combine reviews, restaurant listings, menus, and other digital information to recommend restaurants. However, these industry claims require further academic validation and there is no specific evidence from Vijayawada consumers.

Panesar, Kakkar, Sood and Duarte Santos (2026) examined how technological, social, marketing and service-quality factors influence perceived value, trust and usage intention. Their study provides a broader understanding of digital consumer behaviour through an S-O-R-oriented framework. However, the study focused on Q-commerce rather than Zero-Click Search and restaurants, and it was conducted in the Delhi/Gurugram context rather than Vijayawada.

Mcube Team (2026) discussed how Zero-Click Search can reduce website clicks while generating visibility, calls, visits and customer trust. The study also highlighted the importance of Google Business Profile information for local businesses. However, it was not an academic restaurant study and did not provide consumer evidence from Vijayawada.

Gauriot, Jadeau and Page (2026) examined the relationship between visibility and businesses' local market power. Their research found that physical visibility and restaurant outcomes can be connected. However, the study focused on physical rather than digital Zero-Click Search visibility and did not examine Indian consumers or AI-based search.

Himanshu Bisht (2026), listed on SSRN as Himu Globin, examined the movement from traditional search engines toward answer-first content discovery. The study suggested that businesses increasingly need to be easily retrievable, citable and supported by reliable information because consumers may receive answers directly from search and AI systems. However, the study did not specifically examine restaurant purchase decisions, Google Business Profiles or consumers in Vijayawada.

Emilio Alcolea (2026) discussed Zero-Click Marketing and suggested that website clicks alone are not sufficient to measure total marketing influence. The study introduced a Zero-Click Marketing measurement framework covering search, AI answer engines, social platforms and other channels. However, it was a conceptual study and did not empirically examine restaurant customers or the relationship between Zero-Click Search and restaurant purchase decisions in Vijayawada.

Sohaib Saeed (2025) explained that Zero-Click Search allows users to obtain answers without visiting another website. The study also discussed how zero-click results may reduce website traffic while increasing online visibility and authority. However, it was not specific to restaurants and did not examine consumer purchase decisions in Vijayawada.

Marcus Treamer (2025) explained that restaurant discovery is increasingly taking place through AI summaries, local listings, maps and online reviews rather than only through restaurant websites. This study directly applies the concept of Zero-Click Search to restaurants. However, it did not provide primary consumer research or evidence from India and Vijayawada.

Wan and Nakayama (2025) studied online restaurant selection and identified different consumer information-processing styles, including quick experts, hasty amateurs, casual novices and relaxed professionals. The study showed that experience and available time can influence online restaurant-search behaviour. However, it was conducted using Yelp in the United States and did not focus on Zero-Click Search or Indian consumers.

Qiu and Zhang (2024) conducted a meta-analysis on the effect of online reviews on purchase intention. Their findings showed that review-related factors significantly influence purchase intention, with review valence having a strong effect. However, the study was not specifically focused on restaurants, Zero-Click Search or Vijayawada.

Pandya and Shrivastav (2024) examined online reviews and ratings in the Indian consumer context. They found that credible, positive and authentic reviews generally increase consumer confidence and purchase intention, while negative information may increase perceived risk. However, the study was a review rather than primary empirical research and did not specifically examine restaurants or Zero-Click Search in Vijayawada.

Khan, Khan, Shamim, Gupta and Sherwani (2023) analysed customer reviews and ratings related to online food delivery. Their research identified themes such as hygiene and pricing and showed how these factors were associated with customer ratings and negative sentiment. However, the study focused on food-delivery reviews rather than Zero-Click Search and restaurant search behaviour in Vijayawada.

Shin, Xiang and Zach (2023) studied the role of online reviews in local search and found that reviews can be incorporated into local-search rankings and influence the information consumers receive. Their research included restaurant searches on Google, Bing and Yelp. However, it did not examine Zero-Click Search, AI-generated search results or Indian restaurant consumers.

Riaz, Davidaviciene, Ahmed and Meidute-Kavaliauskiene (2022) examined customer experiences in food-delivery applications. Their findings showed that cognitive and affective experiences can influence satisfaction and repurchase intention. However, the research did not examine Zero-Click Search or restaurant discovery before visiting a website or application.

Vajjhala and Ghosh (2022) studied the effect of restaurant reviews on customer choice using Zomato. Their findings indicated that online reviews and star ratings significantly influence willingness to purchase and consumer perceptions. However, the study did not examine Google Business Profiles, Zero-Click Search, AI recommendations or consumers in Vijayawada.

Ali, Ting, Ahmad-ur-Rahman, Ali, Shear and Mazhar (2021) examined the effects of online reviews and crowd cues on restaurant choice. The study found that online review ratings and perceived crowding can influence purchase intention. However, the research was conducted in Malaysia and did not examine Zero-Click Search, Google local results or consumers in Vijayawada.

Chatterjee, Chaudhuri, Vrontis and Thrassou (2021) studied the influence of online customer reviews on purchase intentions in India and the United Kingdom. Their findings showed that age and gender affected purchase intentions and that cultural differences were important. However, the research was not specifically related to restaurants, Zero-Click Search or Vijayawada.

Chua, Karim, Lee and Han (2020) examined factors influencing customer restaurant choice across different restaurant types and eating-out occasions. The study found that menu price was an important factor, while word-of-mouth was important for certain occasions. However, the research was conducted in Malaysia and did not focus on Zero-Click Search, AI recommendations or Vijayawada consumers.

Fogel and Kumar (2017) examined consumers' intentions to use online restaurant review websites and their purchase behaviour after reading reviews. The study found that trust and internet experience influenced intentions to use review websites and that review exposure was associated with restaurant visits and purchases. However, the study involved an older U.S. college-student sample and did not examine Zero-Click Search, AI search or Indian consumers.

Overall Review

Overall, the reviewed literature shows that online reviews, ratings, photographs, menus, prices, location information and digital search platforms can influence restaurant discovery and consumer decision-making. Recent studies also show the growing importance of Zero-Click Search and AI-generated information in providing restaurant information directly within search results. However, there is still limited empirical research examining how Zero-Click Search directly affects restaurant purchase decision-making among consumers in Vijayawada, Andhra Pradesh. This gap provides the basis for the present study.

3. RESEARCH GAP

Previous research has examined online reviews, restaurant discovery, local search, digital consumer behaviour and restaurant decision-making. However, the literature considered for this study suggests that there is relatively limited empirical work specifically connecting Zero-Click Search with restaurant

purchase decisions among consumers in Vijayawada, Andhra Pradesh.

A number of studies reviewed for this research were conducted outside India. Research conducted in India has generally concentrated on areas such as online reviews, ratings, food-delivery platforms, Q-commerce and other forms of digital consumer behaviour rather than specifically examining Zero-Click Search.

There is also limited local evidence about how consumers respond to information that appears directly in Google Search, particularly restaurant ratings, positive reviews, the number of reviews, food photographs, menu information, price information, location, opening hours and contact details.

This study attempts to address that geographical and empirical gap by collecting primary data from consumers in Vijayawada and examining their perceptions of information available through Zero-Click Search.

4. CONCEPTUAL FRAMEWORK

The conceptual framework of this study explains how information available directly through Google Search (Zero-Click Search) may influence consumers' restaurant purchase decision-making in Vijayawada, Andhra Pradesh. Based on the research objectives, the framework considers Google Search usage as the starting point, followed by key Zero-Click Search information factors such as restaurant ratings, positive reviews, number of reviews, food photographs, menu information and price information. These factors are expected to influence the consumer's final restaurant purchase or visit decision.

The framework is presented below:

GOOGLE SEARCH / ZERO-CLICK SEARCH INFORMATION		
Restaurant Ratings	Food Photographs	Search Information
Positive Reviews	Menu Information	Available Directly
Number of Reviews	Price Information	Without Website Visit
↓		
RESTAURANT PURCHASE / VISIT DECISION (Consumer Decision-Making)		

Independent Variables: Zero-Click Search factors — restaurant ratings, positive reviews, number of reviews, food photographs, menu information and price information.

Dependent Variable: Restaurant purchase/visit decision — the consumer's final decision to choose or visit a restaurant.

Expected Relationship: Greater usefulness, accessibility and influence of Zero-Click Search information are expected to contribute to restaurant purchase decision-making.

5. OBJECTIVES OF THE STUDY

To examine the role of Zero-Click Search in restaurant purchase decision-making among consumers in Vijayawada, Andhra Pradesh.

1. To understand how often consumers use Google Search to find restaurant information.
2. To identify the Zero-Click Search factors that consumers consider before selecting a restaurant.
3. To examine the role of restaurant ratings in restaurant purchase decisions.
4. To examine the role of positive customer reviews in restaurant selection.
5. To understand how the number of customer reviews affects consumers' perception of a restaurant.

6. HYPOTHESIS

1 Overall Hypothesis

Null Hypothesis (H_0): There is no significant relationship between Zero-Click Search factors and consumers' restaurant purchase decisions in Vijayawada.

Alternative Hypothesis (H_1): There is a significant relationship between Zero-Click Search factors and consumers' restaurant purchase decisions in Vijayawada.

2 Factor-Wise Hypotheses

1. Restaurant Ratings

- H_{01} : There is no significant relationship between restaurant ratings displayed in search results and consumers' restaurant purchase decisions.
- H_{11} : There is a significant relationship between restaurant ratings displayed in search results and consumers' restaurant purchase decisions.

2. Positive Reviews

- H₀₂: There is no significant relationship between positive customer reviews and consumers' restaurant purchase decisions.
- H₁₂: There is a significant relationship between positive customer reviews and consumers' restaurant purchase decisions.

3. Number of Reviews

- H₀₃: There is no significant relationship between the number of customer reviews and consumers' restaurant purchase decisions.
- H₁₃: There is a significant relationship between the number of customer reviews and consumers' restaurant purchase decisions.

4. Food Photographs

- H₀₄: There is no significant relationship between food photographs displayed in search results and consumers' restaurant purchase decisions.
- H₁₄: There is a significant relationship between food photographs displayed in search results and consumers' restaurant purchase decisions.

5. Menu Information

- H₀₅: There is no significant relationship between menu information displayed in search results and consumers' restaurant purchase decisions.
- H₁₅: There is a significant relationship between menu information displayed in search results and consumers' restaurant purchase decisions.

6. Price Information

- H₀₆: There is no significant relationship between price information displayed in search results and consumers' restaurant purchase decisions.
- H₁₆: There is a significant relationship between price information displayed in search results and consumers' restaurant purchase decisions.

The hypotheses above are the hypotheses formulated for the study. The available analysis contains frequencies, percentages and Likert-scale responses, but it does not report correlation, chi-square, regression, p-values or another statistical significance test. Therefore, the results are presented descriptively rather than claiming that any hypothesis has been statistically accepted or rejected.

7. RESEARCH METHODOLOGY

1 Research Design

The study uses a descriptive research design. This design was selected to describe consumer behaviour and perceptions regarding information shown directly on Google Search when people make restaurant-related decisions.

2 Study Area

The study was carried out among consumers in Vijayawada, Andhra Pradesh, including respondents from Vijayawada City and nearby urban, semi-urban and rural areas.

3 Target Population

The target population consists of consumers who use Google to search for restaurant information and/or make decisions about visiting or purchasing from restaurants.

4 Sampling Design

Convenience sampling was used. Respondents who were willing and available to participate were included in the survey.

5 Sample Size

The study contains responses from 80 participants. The responses were collected through an online questionnaire created using Google Forms.

6 Data Collection

Primary data were collected using a structured questionnaire. The questionnaire covered demographic information, restaurant-search behaviour, Google Search usage and respondents' views about Zero-Click Search.

Secondary information was drawn from research papers, journals, articles, books, websites and other relevant material related to Zero-Click Search, Google Search, digital consumer behaviour and restaurant purchase decisions.

7 Research Instrument

A structured questionnaire was used as the main research instrument. It covered age, gender, occupation, monthly income, area of residence, restaurant-eating frequency, online restaurant-search frequency, search platforms, Google Search usage, Zero-Click Search, ratings, reviews, number of reviews,

food photographs, menu information, price information, location, opening hours, contact information, restaurant comparison, purchase/visit decisions and recommendations of Google Search information.

8 Questionnaire Preparation

The questionnaire was divided into two broad sections. Part A collected demographic and behavioural information through Questions 1–10. Part B contained Questions 11–30, which measured perceptions of Zero-Click Search using a five-point Likert scale. Question 31 asked whether respondents would recommend using Google Search information when choosing a restaurant.

9 Measurement Scale

A five-point Likert scale was used for perception-based questions. A score of 1 represented the lowest level of agreement and 5 represented the highest level of agreement.

10 Data Analysis Techniques

The collected responses were analysed using frequency and percentage analysis, tables, charts, graphical presentation, Likert-scale analysis and descriptive interpretation based on the available responses.

11 Ethical Considerations

Participation in the survey was voluntary, and the information collected was intended for academic research. Respondent information was treated as confidential.

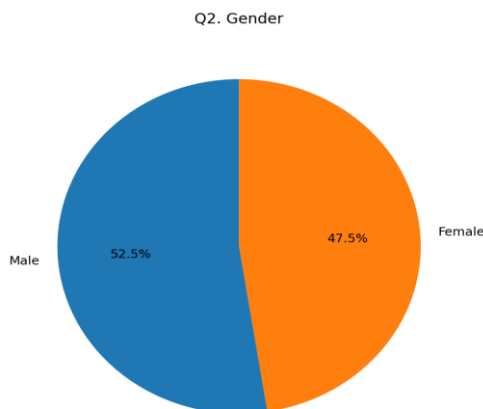
12 Scope of the Study

The study focuses on consumers in and around Vijayawada and examines how information available directly through Google Search may contribute to restaurant-related decisions.

13 limitations

1. 1.The sample is limited to 80 respondents.
2. 2.Convenience sampling may limit the extent to which the findings can be generalised.
3. 3.The geographical focus is Vijayawada and surrounding areas.
4. 4The responses reflect self-reported opinions and experiences.
5. Google Search features and restaurant information may change over time.

8. DATA ANALYSIS AND INTERPRETATION



3 Occupation

Occupation	Frequency	Percentage
Student	29	36.2%
Employee	20	25.0%
Business/Self-employed	17	21.2%
Homemaker	11	13.8%
Other	3	3.8%
Total	80	100%

Interpretation: Students make up the largest occupational group at 36.2%, followed by employees at 25%. Business and self-employed respondents account for 21.2%, showing that the survey includes people from several occupational backgrounds.

4 Monthly Income

Monthly Income	Frequency	Percentage
Below ₹15,000	23	28.7%
₹15,000–₹30,000	9	11.2%
₹30,001–₹50,000	16	20.0%
₹50,001–₹75,000	24	30.0%
Above ₹75,000	8	10.0%
Total	80	100%

Interpretation: The ₹50,001–₹75,000 group is the largest income category at 30%. Respondents earning below ₹15,000 account for 28.7%, while the remaining respondents are spread across the other income categories.

5 Area of Residence

Area	Frequency	Percentage
Semi-Urban Area	26	32.5%
Rural Area	18	22.5%
Nearby Urban Area	15	18.8%
Vijayawada City	12	15.0%
Other	9	11.2%
Total	80	100%

Interpretation: Semi-urban respondents form the largest residential group at 32.5%, followed by rural respondents at 22.5%. The sample therefore includes people from Vijayawada as well as surrounding areas.

6 Frequency of Eating at Restaurants

Response	Frequency	Percentage
Once a week	27	33.8%
Several times a week	23	28.7%
2–3 times a month	15	18.8%
Rarely	8	10.0%
Daily	7	8.8%
Total	80	100%

Interpretation: About one-third of respondents, 33.8%, eat at restaurants once a week, while 28.7% do so several times a week. This shows that eating at restaurants is a regular activity for many participants.

7 Frequency of Searching for Restaurants Online

Response	Frequency	Percentage
Frequently	37	46.2%
Sometimes	20	25.0%
Rarely	11	13.8%
Very frequently	6	7.5%
Never	6	7.5%
Total	80	100%

Interpretation: Online restaurant searches are common in the sample. Nearly half of the respondents, 46.2%, search frequently, while another 25% search sometimes.

8 Platform Usually Used to Search for Restaurants

Platform	Frequency	Percentage
Instagram	17	21.2%
Google Maps	16	20.0%
Swiggy	16	20.0%

Zomato	16	20.0%
Other	9	11.2%
Google Search	6	7.5%

Interpretation: Instagram has the largest share at 21.2%. Google Maps, Swiggy and Zomato each account for 20%. Google Search alone accounts for 7.5%, showing that respondents use several digital platforms when looking for restaurants.

9 Use of Google Search Before Choosing a Restaurant

Response	Frequency	Percentage
Sometimes	28	35.0%
Often	22	27.5%
Always	18	22.5%
Rarely	8	10.0%
Never	4	5.0%
Total	80	100%

Interpretation: Google Search is used at different frequencies before choosing a restaurant. The largest group, 35%, said they use it sometimes, followed by 27.5% who use it often and 22.5% who use it always.

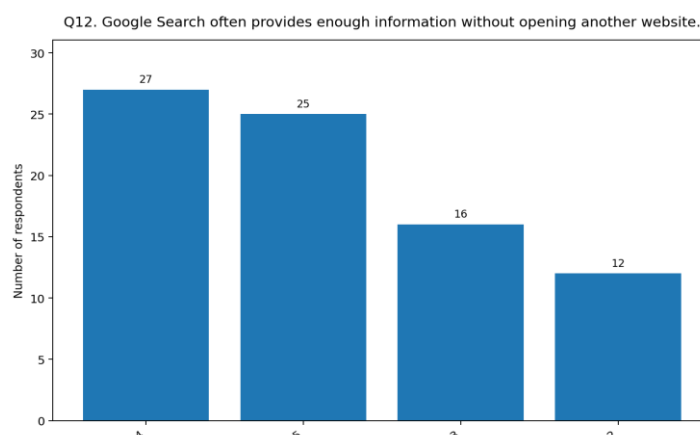
10 Selecting a Restaurant Without Visiting Its Website

Response	Frequency	Percentage
Yes	53	66.2%
No	16	20.0%
Not sure	11	13.8%
Total	80	100%

Interpretation: Most importantly for the study, 66.2% of respondents said they had selected a restaurant without visiting its website because Google Search already gave them enough information. This is directly relevant to Zero-Click Search.

9. LIKERT-SCALE DATA ANALYSIS

Response	Frequency	Percentage
5	30	37.5%
3	22	27.5%
4	14	17.5%
2	11	13.8%
1	3	3.8%



Response	Frequency	Percentage
4	27	33.8%
5	25	31.2%
3	16	20.0%
2	12	15.0%

13 Use of Direct Google Search Information When Selecting Restaurants

Rating 5 was selected by 43.8% and rating 4 by 23.8%. In total, 67.6% selected ratings 4 or 5, showing that information displayed directly in search results is used by a substantial share of respondents during restaurant selection.

14 Zero-Click Information Saves Time

Ratings 5 and 4 were selected by 40% and 30% respectively. The combined 70% indicates that many respondents see directly available search information as a convenient way to save time.

15 Trust in Restaurant Information Displayed Directly on Google Search

Rating 5 was selected by 46.2% and rating 4 by 16.2%. Together, these responses represent 62.4%, suggesting a generally positive level of trust among the surveyed respondents.

16 Google Ratings Influence Restaurant Choice

Ratings were spread across the scale: 27.5% selected 5, 20% selected 4, 22.5% selected 3, 25% selected 2 and 5% selected 1. Ratings 4 and 5 together account for 47.5%. The responses therefore show that ratings matter to many participants, although opinions are more varied here than for some other factors.

17 Positive Google Reviews Influence Restaurant Choice

Rating 3 was the most common response at 31.2%, followed by rating 4 at 30% and rating 5 at 25%. Overall, 55% selected ratings 4 or 5, indicating that positive reviews are considered by many respondents when choosing a restaurant.

18 Number of Reviews Influences Restaurant Decision

Ratings 5 and 3 each received 27.5%, while rating 4 received 25%. Ratings 4 and 5 together account for 52.5%, suggesting a moderate-to-positive level of importance attached to the number of reviews.

19 Food Photos Influence Restaurant Decision

Rating 5 was selected by 35%, rating 3 by 21.2% and rating 4 by 20%. A total of 55% selected ratings 4 or 5, indicating that food photographs are an important consideration for a considerable group of respondents.

20 Menu Information Influences Restaurant Decision

Rating 5 was selected by 26.2%, rating 4 by 25% and rating 3 by 22.5%. Ratings 4 and 5 together make up 51.2%, suggesting that menu information has a moderately positive role in restaurant decisions.

21 Price Information Influences Restaurant Decision

Rating 4 was selected by 40%, rating 3 by 28.7% and rating 5 by 18.8%. In total, 58.8% selected ratings 4 or 5, showing that price information is relevant to many respondents.

22 Restaurant Location or Distance Influences Decision

Rating 5 was selected by 36.2% and rating 4 by 32.5%. The combined 68.7% is one of the stronger results in the survey, indicating that location or distance is an important consideration for many respondents.

23 Opening and Closing Hours Influence Decision

Ratings 5 and 4 were selected by 33.8% and 31.2% respectively. Together they account for 65%, showing that opening and closing times are useful information when respondents make restaurant decisions.

24 Contact Information Influences Decision

Rating 5 was selected by 37.5% and rating 4 by 17.5%. Together they account for 55%, indicating a moderate-to-positive role for contact information.

25 Google Search Helps Compare Different Restaurants

Rating 3 was the most common response at 42.5%, followed by ratings 4 and 5 at 18.8% and 15%. The middle response being dominant suggests that respondents see some value in comparison, but the level of agreement is more moderate than for several other factors.

26 More Likely to Visit a Restaurant With a High Google Rating

Rating 4 was selected by 48.8% and rating 5 by 16.2%. Together, 65% selected ratings 4 or 5, indicating a relatively high stated intention to visit restaurants with higher ratings.

27 Positive Reviews Increase Intention to Visit

Ratings 5 and 4 were selected by 33.8% and 31.2%. The combined 65% indicates that positive reviews are associated with a higher stated intention to visit among many respondents.

28 Attractive Food Photos Increase Intention to Visit

Rating 5 was selected by 35%, rating 3 by 22.5% and rating 4 by 20%. Ratings 4 and 5 together account for 55%, suggesting that attractive food photographs can contribute to visit intention.

29 Menu and Price Information Increase Confidence

Rating 5 was selected by 27.5%, rating 4 by 23.8% and rating 2 by 17.5%. Ratings 4 and 5 together represent 51.3%, suggesting that easily accessible menu and price information can increase confidence for a considerable proportion of respondents.

30 Overall Influence of Google Search Information on Final Restaurant Decision

Rating 4 was selected by 32.5%, rating 5 by 30% and rating 3 by 23.8%. Ratings 4 and 5 together account for 62.5%, indicating that a majority of respondents report that information available directly through Google Search influences their final restaurant purchase or visit decision.

31 Recommendation of Google Search Information

Of the 80 respondents, 57 (71.2%) said they would recommend using Google Search information when choosing a restaurant. Twelve respondents (15%) said no and 11 (13.8%) selected maybe. The result shows a generally positive view of Google Search as a restaurant-information source.

10. OVERALL DATA INTERPRETATION

The survey provides a descriptive picture of how the 80 respondents use online information while making restaurant-related decisions. The respondents come from different age groups, occupations, income categories and residential areas, giving the sample a range of backgrounds.

Online restaurant searching is common in the sample. About 46.2% of respondents search for restaurants online frequently and another 25% do so sometimes. Google Search is used at different stages of the restaurant-selection process.

One of the clearest findings is that 66.2% of respondents have selected a restaurant without visiting its website because Google Search already provided sufficient information. This directly supports the relevance of the Zero-Click Search concept within the surveyed group.

The Likert-scale responses are generally moderate to positive. Time-saving information, trust, location, opening hours, reviews, food photographs, menu information and ratings all receive substantial levels of agreement. In addition, 62.5% of respondents selected ratings 4 or 5 for the statement that information available directly through Google Search influences their final restaurant purchase or visit decision.

Finally, 71.2% of respondents said they would recommend using Google Search information when choosing a restaurant. Taken together, the descriptive results indicate that Zero-Click Search information is relevant to restaurant decision-making among the respondents included in this study.

11. FINDINGS OF THE STUDY

1. 1.The 26–35 age group is the largest group in the sample, accounting for 28.7% of respondents.
2. 2.The gender distribution is relatively balanced, with 52.5% male and 47.5% female respondents.
3. 3.Students form the largest occupational group at 36.2%.
4. 4.The ₹50,001–₹75,000 income category is the largest, representing 30% of respondents.
5. 5.Semi-urban respondents form the largest residential group at 32.5%.

12. SUGGESTIONS

1. 1.Restaurants should keep their Google details correct, such as address, phone number, timings, menu, website, and prices.
2. 2.Restaurants should ask real customers to give honest reviews. They should avoid fake reviews
3. 3.Restaurants should provide good service and food to get better customer ratings.
4. 4.Restaurants should upload clear and attractive photos of their food and update them regularly.
5. 5.Restaurants should provide an updated menu so customers can easily see the available food items.

13. CONCLUSION

This study examined the role of Zero-Click Search in restaurant purchase decision-making among consumers in Vijayawada, Andhra Pradesh. A descriptive research design was used, with primary data collected from 80 respondents through a structured Google Forms questionnaire. The responses were analysed using frequencies, percentages and Likert-scale analysis.

The Likert-scale responses also show generally positive perceptions of information available directly through Google Search. Ratings, reviews, food photographs, menu details, price information, location, opening hours and contact information all appear to contribute to restaurant evaluation for at least a considerable share of the respondents.

At the same time, the findings should be considered within the limitations of the study. The sample contains only 80 respondents and was selected through convenience sampling. The results therefore describe the surveyed group and should not automatically be generalised to all restaurant consumers in Vijayawada.

Future studies could use larger samples, probability sampling and statistical techniques such as correlation, regression or chi-square analysis to examine the relationships between individual Zero-Click Search factors and restaurant purchase decisions in greater detail.

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