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A study on consumer perception towards food ordering app Zomato, with special reference to Kancheepuram district

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Abstract---The study examines the factors influencing the consumer perception and buying decision of food delivery app zomato and to study the level of consumer satisfaction of zomato. Therefore this study finds the majority of respondents utilise the zomato app and are happy with the services offered by zomato, as well as the new offers that are being presented. Respondents are pleased with zomato's on-time delivery as well as the security of card transactions. The data for this study is acquired from both primary and secondary sources. Kancheepuram district is the focus of the research. For primary data collection, a sample size of 100 respondents has been used. The statistical tools ANOVA and CORRELATION are used for analysis.

Keywords---consumer perception, consumer satisfaction, food delivery app, zomato, consumer behaviour.

Introduction

Online food ordering and delivery is a new type of business model in the current e-commerce era, and it has resulted in the establishment of several online businesses. Consumers, entrepreneurs, investors, and others place a high value on online food ordering and delivery. Because it bridges the gap between restaurants and consumers, online meal ordering and delivery is extremely popular. It is a method in which a consumer searches for a restaurant and filters the available foods, cuisines, and they deliver via a mobile phone application. The

online meal ordering and delivery system is dependent on a mobile application and operates depending on the customer's location.

Zomato is a food ordering and delivery service. It had been begun by Pankaj Chaddah and Deepinder Goyal. Zomato major goal was to give urban foodies with a comprehensive order and delivery option. As on 2016, the gave organizations is conceivable in twenty-four countries. Throughout the years, it has changed over itself into an online nourishment conveyance stage. It has its own delivery fleet that picks up orders from restaurant and delivers them to clients. Furthermore, they do not have a minimum order policy for their consumers. They ensure that clients receive their orders in time, as delivery employees only carry one order at a time.

Objectives

- To study the factors influencing the consumer perception and buying decision of Zomato.
- To study the level of consumer satisfaction of Zomato.
- To study the food delivery over related literature

Literature review

- Gehrt and Carter, (1992) as with house buying, a shopper is encouraged to shop because of the convenience he receives when ordering from home, yet a differentiating shopper values or places value on the experience he receives when engaging with a recognised salesperson. Shopping orientations have also emerged as reliable discriminators for categorising various sorts of customers based on their approach to shopping activities.
- Haluk Hekimoglu (2012) there has been a visible development in ecommerce at a significant rate worldwide, and the food business has also been seen to grow with time. The online meal ordering system was studied using the Technology Acceptance Approach (TAM) model by researchers. The ease and utility of online ordering and delivery services has been underlined as a crucial element in their acceptability and expansion.
- Varsha Chavan et al. (2015) There has been a visible development in ecommerce at a significant rate worldwide, and the food business has also been seen to grow with time. The online meal ordering system was studied using the Technology Acceptance Approach (TAM) model by researchers. The ease and utility of online ordering and delivery services has been underlined as a crucial element in their acceptability and expansion.
- Lau Teck Chai (2019) have done an excellent job of researching students' perceptions, behaviour, and satisfaction with online meal ordering and delivery services. The study stressed the importance of online meal ordering and delivery services in assisting students with time management and getting their favourite cuisine at any time of day. Researchers have also discovered that simple access to the internet is a contributing factor to students' use of such services.
- Leong Wai Hong (2016) in his research, he has identified online meal ordering and delivery services as an effective way for increasing restaurant

efficiency and profitability through online marketing and business strategies.

- Sethu and bhavya saini (2016) according to the findings, 100 percent of the respondents utilised online meal ordering services, and their purchasing selections were heavily affected by the opinions of friends' families and conversations on online forums. According to the survey, the success of web-based food purchasing is determined by positive word of mouth, current consumer experiences, and online forums.

Research Methodology

The data is acquired from both primary and secondary sources. Kancheepuram district is the focus of the research. For primary data collection, a sample size of 100 respondents has been established. ANOVA and CORRELATION are the statistical tools utilised for analysis. A questionnaire is used to obtain data from primary sources. The core data is gathered from consumers of digital food application Zomato. Secondary data is gathered from books, journals, and a different websites.

Analysis and Interpretation

- Age of the respondent
The respondents' ages range from less than 30 to more than 50 years. According to the survey, the majority of respondents are under the age of 30, accounting for 79 percent, followed by the age group 30-40 years, accounting for 14 percent, the age group 40-50 years, accounting for 1 percent, and the age group more than 50 years, accounting for 6 percent.
- Gender of the respondent
Male and female respondents are both acceptable. According to the research, the majority of respondents (62%) were female, with male respondents accounting for the remaining 38 percent.
- Educational qualification of the respondents
The educational qualification of the respondents is distributed among 4 sections, they are higher secondary, Graduation, Post-Graduation and Others. The study reveals that majority of the respondents are graduates which constitute 56% followed by post graduates with 36% and the least number of respondents are higher secondary and others which are constituted by 8% each.
- Occupation of the respondents
Respondents' occupations fall into several groups, including Students, Business, Government Employed, Homemaker, Private Employed, and Others. According to the study, the majority of the respondents chosen for the study were students, who constituted 58 percent of the respondents, followed by private employed employees, who constituted 29 percent, business and homemakers, who constituted 5 percent each, others, who constituted 2 percent, and government employees, who constituted only 1 percent.
- Marital status of the respondents
The respondents' marital status is either married or single. According to the report, 89 percent of respondents are single, while the remaining 11 percent

are married.

- Do you have a smartphone?
The respondents' use of a smart phone has two options: Yes or No. According to the poll, 100 percent of respondents own a smartphone.
- Using the Zomato app
The Zomato Application is used by the responders in one of two ways: yes or no. According to the report, 88 percent of those polled use the Zomato app, while the remaining 12 percent do not.
- Source of zomato information
Zomato information may be obtained from a variety of sources, including advertisements, family and friends, the internet, newspapers, and other publications. According to the survey, 44 percent of respondents learned about Zomato through friends, 23 percent through advertisements, 19 percent through the internet, 8 percent through relatives, 4 percent through other means, and the remaining 2 percent through newspapers.
- Satisfaction with zomato's services
Zomato's service satisfaction is measured on a five-point scale, and respondents score it. According to the poll, 57 percent of respondents are happy with Zomato's services, 18 percent are highly satisfied, 22 percent are indifferent, 2 percent are dissatisfied, and 1 percent are extremely dissatisfied with Zomato's services.
- How frequently did the respondents utilise zomato?
The question of how frequently customers use Zomato is answered with five options: daily, twice a week, once a week, once a month, and once every two months. According to the report, 31% of respondents used Zomato at least once each week. Then there were 30 percent who used it once a month, 29 percent who used it once every two months, 8 percent who used Zomato twice a week, and 2 percent who used Zomato every day.
- Are You Satisfied With Zomato's Offers?
The satisfaction with Zomato's offers is scored on a five-point scale by the respondents. According to the report, 24 percent of respondents are extremely satisfied, followed by 22 percent who are highly unhappy, followed by 19 percent each of satisfied and unsatisfied, and the remaining 16 percent are indifferent.
- Is the food provided in a timely manner?
The responders assess the question of whether or not the meal is delivered on time on a five-point scale. According to the report, 32% of respondents are happy with the meal brought on time, followed by 31% who are extremely satisfied, 25% who are indifferent, 7% who are highly dissatisfied, and 5% who are unsatisfied with the food delivered on time.
- Do you believe zomato's card transactions are secure?
The issue of whether or not card transactions are safe at Zomato is assessed on a five-point scale by respondents. According to the report, 33 percent of respondents are extremely happy with the safety of card transactions at Zomato, followed by 27 percent who are satisfied, 17 percent who are neutral, 13 percent dissatisfied, and 10 percent extremely dissatisfied.
- Do you believe Zomato overcharges for food delivery to your door?
The respondent rates the question of whether Zomato charges more for door-to-door delivery on a five-point scale. According to the study, 32% of

respondents are satisfied that Zomato charges extra for food delivery to their doorstep, followed by 31% who are highly satisfied, 15% who are highly dissatisfied, 13% who are dissatisfied, and 9% who are neutral that Zomato charges extra for food delivery to your doorstep.

- **Would you rather use Zomato over other apps?**
The question of would you prefer Zomato over other Applications have 2 responses either Yes or No. The study shows that 73% of the respondents would prefer Zomato over other applications and the remaining 27% says that they would not prefer Zomato over other applications.
- **Satisfaction with Delivery Boy's Behavior**
The respondents score the pleasure with the delivery boy's behaviour on a five-point scale. According to the report, 33 percent of respondents are happy with the delivery boy's conduct, followed by 30 percent who are highly satisfied, 26 percent who are indifferent, 6 percent unsatisfied, and 5 percent are extremely dissatisfied with the delivery boy's behaviour of Zomato.
- **Zomato's service quality rating**
Zomato's Quality Service Rating is a five-point scale that respondents use to grade the service. According to the report, 69 percent of respondents are happy with the quality services offered by Zomato, followed by 18 percent who are indifferent, 11 percent who are extremely satisfied, and 1 percent who are unsatisfied and severely dissatisfied.
- **Time for ordering from zomato.**
Zomato's recommended ordering times are: morning, afternoon, evening, and night. According to the survey, the majority of respondents (47%) liked using Zomato at night, followed by 33 percent who used it in the evening, 16 percent who used it in the afternoon, and the remaining 4 percent who used Zomato in the morning.
- **Difficulties encountered when ordering from Zomato.**
Respondents' challenges include: advertisements that appear in the application throughout the ordering process, confusion in decision making, not being able to deliver to rural places, a lack of internet access, and other factors. The study concludes that the majority of respondents had faced the difficulty of Zomato not being delivered to remote areas (36 percent), followed by confusion in decision making (35 percent), others (17 percent), and the remaining 12 percent is distributed equally among Advertisement that occurs in the application in between the ordering process and Slow internet.
- **Zomato, would you suggest it to others?**
When it comes to suggesting Zomato to others, there are three options: Very Likely, Slightly Likely, and Not at All Likely. According to the poll, 52 percent of respondents are somewhat likely to refer Zomato to others, 45 percent are very likely to recommend Zomato to others, and only 3 percent indicate they would not recommend Zomato to others.
- **Zomato's speed is rated highly by customers.**
The subject of Customer Satisfaction with Zomato's Speed is assessed on a five-point scale by the respondents. According to the report, consumer satisfaction with Zomato's speed is evenly spread among 20 percent each of extremely satisfied, satisfied, neutral, dissatisfied, and severely unhappy.
- **Customer satisfied with Zomato's discounts and offerings**

- The respondents rank the question of Customer Satisfaction with Zomato Discounts & Offers on a five-point scale. According to the report, 43 percent of respondents are extremely happy with Zomato's discounts and deals, followed by 17 percent who are neutral, 16 percent who are content, 14 percent who are unsatisfied, and the remaining 10 percent who are extremely disappointed.
- Satisfaction of customers towards zomato convenience
The respondents rank the question of Customer Satisfaction with Zomato's Convenience on a five-point scale. According to the report, 58 percent of respondents are extremely happy with Zomato's convenience factor, followed by 14 percent who are content, 12 percent who are neutral, 10 percent who are unsatisfied, and the remaining 6 percent who are extremely dissatisfied.

Analysis

There is a significant relationship between Zomato use and satisfaction.

Correlations

		USAGEOF ZOMATOAPP	SATISFACTION OFSERVICESO FZOMATO
USAGEOFZOMATOAPP	Pearson Correlation	1	.232*
	Sig. (2-tailed)		.025
	N	100	100
SATISFACTIONOFSERVIC ESO FZOMATO	Pearson Correlation	.232*	1
	Sig. (2-tailed)	.025	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The p value =.025, which is less than.05 and hence statistically significant. As a result, the alternative hypothesis is accepted, and there is a substantial association between Zomato usage and pleasure.

There is significant relationship between usage and preference over other food ordering apps

Correlations

		USAGEOF ZOMATOAPP	CUSTOMER LOYALTY PREFER ENCE OVER OTHERS
USAGEOFZOMATOAPP	Pearson Correlation	1	.212*
	Sig. (2-tailed)		.038

CUSTOMERLOYALTYPREFERENCEOVEROTHERS	N	100	100
	Pearson	.212*	1
	Correlation		
	Sig. (2-tailed)	.038	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

The p value is .038, which is less than .05 and hence statistically significant. As a result, the alternative hypothesis is accepted, and there is a substantial association between usage and preference over other applications (customer loyalty).

There is association between age and frequent usage of Zomato app

ANOVA

How often do you use zomato app

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.439	1	1.439	.871	.410
Within Groups	161.921	98	1.652		
Total	163.360	99			

The p value is .410, which is more than .05 and hence not statistically significant. As a result, the alternative hypothesis is rejected, and there is no correlation between age and frequent use of the Zomato app.

There is a relationship between gender and the convenience of the Zomato app.

ANOVA

Factors affecting consumer preference convenience

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.439	1	1.439	.871	.251
Within Groups	161.921	98	1.652		
Total	163.360	99			

The p value is .251, which is more than .05 and hence not statistically significant. As a result, the alternative hypothesis is rejected, and there is no connection between gender and the convenience of the Zomato app.

Findings

There is no sufficient explanation offered to the user if the order cannot be made at a specific time, whether the restaurant is not accepting orders or due to a

scarcity of delivery boys, so that they may make required modifications in their plans. According to the report, the majority of respondents utilise the Zomato app and are happy with the services offered by Zomato, as well as the new offers that are being presented. Respondents are pleased with Zomato's on-time delivery as well as the security of card transactions. Despite the fact that there are alternative online meal delivery apps, the majority of respondents choose Zomato and would suggest it to others. The delivery boy's behaviour is an essential component that determines consumer happiness with online food delivery, and respondents are happy with the delivery boy's behaviour, which adds a golden feather to Zomato. Zomato's quality services are rated highly by the majority of respondents. Zomato's Speed, Quantity, Quality, Pricing, Discounts and Offers, Convenience, Application, and other criteria are also highly rated by respondents, according to the report. According to the findings of the survey, there is a substantial association between Zomato usage and happiness with its services, as well as usage and preference over other applications.

Conclusion

Zomato's service quality, customer happiness, and overall consumer preference were investigated in this study. The number of participants in this study was 100, and the type of questionnaire employed was a structured postal questionnaire. Key and secondary data are the primary sources of information in this research report. According to the findings of the survey, the majority of respondents are aware of Zomato. The key constraints of this study were the time constraint, the limited sample size, and the customer's trustworthiness. Zomato must keep an eye on customer preferences in this age of ever-increasing competition in order to capture the largely untapped market. Based on the findings of the survey, it is possible to infer that Zomato has obtained the good view of the majority of users when compared to other service providers. It is mostly due to their more prompt delivery and offers such as discounts and freebies. Zomato has been ranked first among online meal delivery service providers, and if it continues to develop, it may be able to maintain that position. Zomato differs from other meal delivery start-ups in that they have their own delivery fleet and serve from neighbourhood businesses. The lads are outfitted with iPhones that are operated by routing algorithms, allowing them to deliver meals in the most efficient manner possible.

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