**A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO WITH SPECIAL REFERENCE TO NAMAKKAL TOWN**

**Kavitha K S1, Prabavathi S2**

1Assistant Professor, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India

2PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India

**ABSTRACT**

Food delivery service through online booking is the latest version of e-commerce. The global online food delivery services market size is expected to grow In India, we have major online food delivery channels like Zomato, Swiggy, Foodpanda, Travelkhana, Ubereats and so on. Among all, most of the customers prefer the services of Zomato or Swiggy due to their availability across the country. This paper throws light on the perception and level of satisfaction of customers towards online food ordering services through Zomato. The data is collected through a structured questionnaire and interviews.

**Keywords:** Customer; Satisfaction; Data; Online food Delivery

**1.INTRODUCTION**

Food ordering on online is conceptually diverse from other sources of ordering food, as the internet endorses a one to one communication between the vendor and the end-user with round the clock customer service. Today, the business of Food distribution amenities is one of the fastest emergent segments of digital commerce. The most important that which will always need to contact the quality of enhancing digital food ordering is the only one that has to maintain the customer as a regular customer, In the intellect, delivers decent qualities and quantities of food, time maintain, delivery asap.

**2.METHODOLOGY**

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

**2.1 Sample size**

The sample size in the study is 80.

**2.2 Statistical tools**

* Simple percentage method
* Chi-square test

**PERCENTAGE METHOD**

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

No. of Respondents

Percentage = ……………………………… X 100

Total Respondents

**CHI-SQUARE TEST**

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as

Chi – Square =

Oi = Observed frequency, Ei = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

E =

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

**3.DATA ANALYSIS AND INTERPRETATION**

**1) GENDER OF THE RESPONDENTS**

The data collected here represents the gender of the respondents.

**TABLE NO- 3.1**

**GENDER OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **GENDER** | **NO. OF RESPONDENTS** | **PERCENTAGE (%)** |
| Male | 58 | 73% |
| Female | 22 | 27% |
| **Total** | **80** | **100%** |

**Sources: Primary data**

**INTERPRETATION**

The above table shows that gender of the respondents, 73% of the respondents are male, 27% of the respondents are female. Majority 73% of the respondents are male.

**CHART NO - 3.1**

**GENDER OF THE RESPONDENTS**

27% Female

73% Male

73% Male

**2) AGE OF THE RESPONDENTS**

The data collected here represents the age of the respondents. The list of respondents age criteria.

**TABLE NO - 3.2**

**AGE OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **AGE** | **NO. OF RESPONDENTS** | **PERCENTAGE (%)** |
| 18 – 25 years | 23 | 29% |
| 25 – 35 years | 22 | 27% |
| 36 – 45 years | 25 | 31% |
| Above 45 years | 10 | 13% |
| **Total** | **80** | **100%** |

**Source: Primary data**

**INTERPRETATION**

It is evident from the above table, 29% of the respondents are in the age group of 18- 25 years, 27% of the respondents are in the age group of 25-35 years, and 31% of the respondents are in the age group of 36-45 years and remaining 13% of the respondents are in the age group of Above 45 years. Thus the Majority 31% of the respondent are age group of 36-45 years.

**CHART NO - 3.2**

**AGE OF THE RESPONDENTS**

35%

31%

30%

29%

27%

25%

20%

15%

10%

13%

5%

0%

18-25 years

25-35 years

36-45 years Above 45 years

**Age YearsYears**

**3) MONTHLY INCOME OF THE RESPONDENTS**

It analyses the income of the respondents Those who orders food Through Zomato.

**TABLE NO - 3.3**

**MONTHLY INCOME OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Monthly income** | **No. of Respondents** | **Percentage** |
| Upto Rs 10,000 | 16 | 20% |
| Rs 10,000 – Rs 15,000 | 38 | 47% |
| Rs 15,001 – Rs 20,000 | 18 | 23% |
| Above Rs 20,000 | 8 | 10% |
| **Total** | **80** | **100**% |

**Source: Primary data**

**INTERPRETATION**

The above table depicts that, 20% of the respondents are earning come of Upto Rs 10,000, 47% of the respondents are earn Rs 10,000 – Rs 15,000, 23% of the respondents are earn Rs 15,001 – Rs 20,000, and remaining 9% of the respondents are earn Above Rs 20,000.

Thus the majority 47% of the respondent are earning income is Rs 10,000 – Rs 15,000.

**CHART NO - 3.3**

**MONTHLY INCOME OF THE RESPONDENTS**

35%

31%

30%

29%

27%

25%

20%

15%

10%

13%

5%

0%

18-25 years

25-35 years

36-45 years Above 45 years

**PERCENTAGE**

**4) SIZE OF THE FAMILY**

It represents the size of family those who Order Through Zomato.

**TABLE NO - 3.4**

**SIZE OF THE FAMILY**

|  |  |  |
| --- | --- | --- |
| **Family size** | **No. of Respondents** | **Percentage** |
| 1 -3 members | 34 | 43% |
| 4 - 6 members | 25 | 31% |
| Above 6 members | 21 | 26% |
| **Total** | **80** | **100**% |

**Source: Primary data**

**INTERPRETATION**

The above table depicts that, 43% of the respondents are size of 1 -3 members, 31% of the respondents are size of 4 - 6 members , 11% of the respondents are size of 4 members and remaining 15% of the respondents are size of Above 6 members.

Thus the majority 43% of the respondent are size of 1 -3 members.

**CHART NO - 3.4**

**SIZE OF THE FAMILY**

26%

43%

1 -3 members

4 - 6 members

Above 6 members

31%

**5) RECOMMEND ZOMZTO TO YOUR FRIENDS / RELATIVE**

It represents the recommendation of Zomato to the respondents friends /relative.

**TABLE NO - 3.5**

**RECOMMEND ZOMZTO TO YOUR FRIENDS / RELATIVE**

|  |  |  |
| --- | --- | --- |
| **Recommend** | **Respondents** | **Percentage** |
| Yes | 64 | 80% |
| No | 16 | 20% |
| **Total** | **80** | **100%** |

**Source: Primary data**

**INTERPRETATION**

The above table’s shows that 80% of the respondents recommend Zomato to your friends/ relatives and remaining 20% of the respondents not recommend Zomato to your friends/ relatives. Thus the Majority 80% of the respondents recommend Zomato to your friends/ relatives.

**CHART NO - 3.5**

**20%**

80%

**RECOMMEND ZOMATO TO YOUR FRIENDS /RELATIVES**

**6) ABOUT ORDERING FOOD IN ZOMATO**

It represents the satisfaction level on ordering food in zomato

**TABLE NO - 3.6**

**ABOUT ORDERING FOOD IN ZOMATO**

|  |  |  |
| --- | --- | --- |
| **Satisfy** | **Respondents** | **Percentage** |
| Satisfied | 24 | 30% |
| Highly Satisfied | 32 | 40% |
| Good | 12 | 15% |
| Dissatisfied | 6 | 7% |
| Highly Dissatisfied | 6 | 8% |
| **Total** | **80** | **100%** |

**Source:** Primary data

**INTERPRETATION**

The above table’s shows that 30% of the respondents are using satisfied, 40% of the respondents are Highly satisfied, 15% of the respondents are Good, 7% of the respondents are Dissatisfied and remaining 8% of the respondents are Highly Dissatisfied

**CHART NO - 3.6**

**ABOUT ORDERING FOOD IN ZOMATO**

45%

40%

40%

35%

30%

25%

20%

15%

10%

5%

0%

30%

15%

7%

8%

Satisfied

Highly satisfied

Good

Dissatisfied Highly Dissatisfied

**PERCENTAGE**

About ordering Food In Zomato

**7) OPINION ON THE SERVICE**

It represents the satisfaction on the service provided to the People who order food through zomato.

**TABLE NO - 3.7**

**OPINION ON THE SERVICE**

|  |  |  |
| --- | --- | --- |
| **Services** | **Respondents** | **Percentage** |
| Satisfied | 33 | 41% |
| Highly satisfied | 26 | 33% |
| Dissatisfied | 14 | 17% |
| Highly Dissatisfied | 7 | 9% |
| **Total** | **80** | **100%** |

**Source:** **Primary data**

**INTERPRETATION**

The above table shows that 41% of the respondents are satisfied for Service, 33% of the respondents are highly satisfied for Service, 17% of the respondents are dissatisfied for Service and remaining 9% of the respondents are Highly Dissatisfied for Service.

Thus the Majority 41% of the respondent are satisfied for Service.

**CHART NO - 3.7**

**OPINION ON THE SERVICE**

45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

41%

33%

17%

9%

Satisfied Highly satisfied Dissatisfied Highly

Dissatisfied

**OPINION ON SERVICES**

**8) REASON FOR CHOOSING ZOMATO**

It represents the the reason for choosing zomato analyzing the factors

**TABLE NO - 3.8**

**REASON FOR CHOOSING ZOMATO**

|  |  |  |
| --- | --- | --- |
| **Reason** | **Respondents** | **Percentage** |
| Low cost | 33 | 41% |
| convenience | 10 | 13% |
| taste/quality | 15 | 19% |
| others | 22 | 27% |
| **Total** | **80** | **100%** |

**Source:** Primary data

**INTERPRETATION**

The above table shows that 41% of the respondents are Low cost, 13% of the respondents are convenience, 19% of the respondents are taste/quality, 27% of the respondents are others.

Thus the Majority 41% of the respondent are said Low cost.

**CHART NO - 3.8**

**REASON FOR CHOOSING ZOMATO**

45%

40%

35%

41%

30%

25%

20%

15%

10%

5%

0%

27%

19%

13%

Low cost convenience taste/quality others

**REASON**

**9) SATISFIED WITH THE SERVICE COST**

It represents the satisfaction of the Service cost in Zomato

**TABLE NO - 3.9**

**SATISFIED WITH THE SERVICE COST**

|  |  |  |
| --- | --- | --- |
| **Service cost** | **Respondents** | **Percentage** |
| Satisfied | 33 | 41% |
| Highly satisfied | 22 | 27% |
| Dissatisfied | 15 | 19% |
| Highly Dissatisfied | 10 | 13% |
| **Total** | **80** | **100%** |

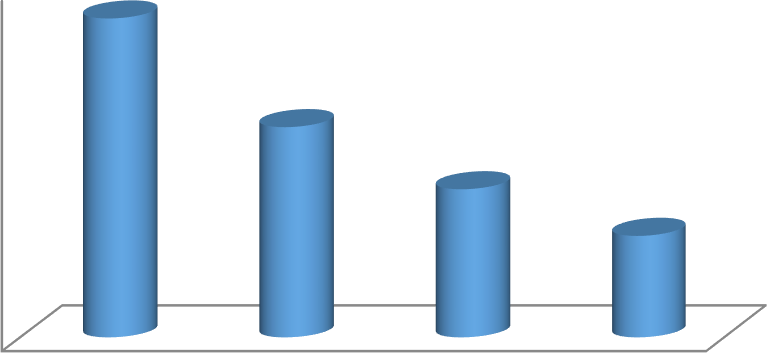
**INTERPRETATION**

The above table shows that 41% of the respondents are Satisfied for Service cost, 27% of the respondents are Highly satisfied for Service cost, 19% of the respondents are Dissatisfied for Service cost and remaining 13% of the respondents are Highly Dissatisfied for Service cost.

Thus the Majority 41% of the respondent are Satisfied for Service cost.

**CHART NO - 3.9**

**SATISFIED WITH THE SERVICE COST**



45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

41%

27%

19%

13%

Satisfied Highly Dissatisfied Highly

satisfied Dissatisfied

**Service cost**

**TABLE NO - 3.10**

**RELATIONSHIP BETWEEN MONTHLY INCOME AND SATISFIED WITH THE SERVICE COST**

The table shows the analysis of relationship between monthly income and satisfaction on service cost.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Monthly income / Satisfied with the service cost** | **Satisfied** | **Highly satisfied** | **Dissatisfied** | **Highly Dissatisfied** | **Total** |
| Upto Rs 10,000 | 7 | 4 | 3 | 2 | **16** |
| Rs 10,000 – Rs 15,000 | 16 | 10 | 7 | 5 | **38** |
| Rs 15,001 – Rs 20,000 | 7 | 6 | 3 | 2 | **18** |
| Above Rs 20,000 | 3 | 2 | 2 | 1 | **8** |
| **TOTAL** | **33** | **22** | **15** | **10** | **80** |

**Source: Primary Data**

**NULL HYPOTHESIS**

**Ho:** There is no significance relationship between age of the respondents and work pressure in this organization.

**ALTERNATIVE HYPOTHESIS**

**H1:**There is a significance relationship between age of the respondents and work pressure in this organization.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Particulars** | **Observed**  **Frequency** | **Expected**  **Frequency** | **(O-E)2** | **(O-E)2**  **E** |
| R1 C1 | 7 | 6.6 | 0.16 | 0.024 |
| R1 C2 | 4 | 4.4 | 0.16 | 0.036 |
| R1 C3 | 3 | 3 | 0 | 0 |
| R1 C4 | 2 | 2 | 0 | 0 |
| R2 C1 | 16 | 15.6 | 0.16 | 0.010 |
| R2 C2 | 10 | 10.4 | 0.16 | 0.015 |
| R2 C3 | 7 | 7.0 | 0 | 0 |
| R2 C4 | 5 | 4.7 | 0.09 | 0.019 |
| R3 C1 | 7 | 7.4 | 0.16 | 0.021 |
| R3 C2 | 5 | 4.5 | 0.25 | 0.055 |
| R3 C3 | 3 | 3.3 | 0.81 | 0.245 |
| R3 C4 | 2 | 2.2 | 0.04 | 0.018 |
| R4 C1 | 3 | 3.3 | 0.09 | 0.027 |
| R4 C2 | 2 | 2.2 | 0.04 | 0.018 |
| R4 C3 | 1 | 1.5 | 0.25 | 0.166 |
| R4 C4 | 1 | 1 | 0 | 0 |
| **Calculated value** | | | | **0.654** |

Degree of freedom : (r – 1) (c – 1) = (4 – 1) (4– 1) = 9

Level of significance : 5%

Table value : 6.568

Calculated value : 0.654

**RESULT**

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no relationship between monthly income of the respondents and satisfied with the service cost

**4. RESULTS AND DISCUSSION**

**4.1FINDINGS**

* + 1. Most of the respondent is male category.
    2. 31% of the respondent is age group of 36-45 years.
    3. 47% of the respondent’s income belongs to Rs 10,000 – Rs 15,000.
    4. 43% of the respondent are size of 1 -3 members
    5. Most of the respondents recommend Zomato to friends/ relatives
    6. 40% of the respondents are highly satisfied about ordering food in theZomato.
    7. Thus The 41% of the respondent are satisfied for Service
    8. Majority 41% of the respondent said Low cost.
    9. 41% of the respondent are Satisfied for Service cost

**4.2 SUGGESTIONS**

1. Digital Zomato food service should be given more importance and can be made more preference to customers. This service has to design the strong distribution channels to capture by e-banking sector. It may provide good margins compare than other service.
2. In the service sector need and nature of work comfortable for customers wants throughout the quality, tasty and decision making for food varieties.
3. Zomato Food service is the most attractive and reliability to the customer attitude with day to day service activities in recently. In the modern world find the e-banking new technical to the customers

**4.3 CONCLUSION**

The ‘Zomato’ is designed to provide a web based food service that would make searching, viewing and selection of a food product easier. The search engine provides an easy and convenient way to search for food products where a consumer can Search for a food product interactively and the search engine would refine the products available based on the consumer’s input. The consumer can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. Its drag and drop feature would make it easy to use digital quick service is a different experience and you can make the delivery creative over the internet as you get used to it. There can be lot of apprehensions about digital delivery is when you get in to for the first time. As we experience more and more of those apprehensions get disappeared slowly. Remember that if we stick to the basics, digital delivery become more enjoyable and easier than selective place.

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