



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor (RJIF): 8.4  
IJAR 2024; 10(12): 223-225  
[www.allresearchjournal.com](http://www.allresearchjournal.com)  
Received: 05-09-2024  
Accepted: 11-10-2024

**Dr. V Muthukumar**  
Assistant Professor,  
Sri Sairam Institute of  
Management Studies, Sri  
Sairam Engineering College,  
Chennai, Tamil Nadu, India

**Lokesh V**  
Scholar, Sri Sairam Institute of  
Management Studies, Sri  
Sairam Engineering College,  
Chennai, Tamil Nadu, India

**Corresponding Author:**  
**Dr. V Muthukumar**  
Assistant Professor,  
Sri Sairam Institute of  
Management Studies, Sri  
Sairam Engineering College,  
Chennai, Tamil Nadu, India

## A report on customer satisfaction towards Zomato

**V Muthukumar and Lokesh V**

**DOI:** <https://doi.org/10.22271/allresearch.2024.v10.i12d.12233>

### **Abstract**

The industry of food delivery apps has transformed how individuals can easily and efficiently order meals from a diverse range of restaurants for their enjoyment. These apps are now an essential aspect of contemporary food culture, meeting the needs of various tastes and busy schedules with their wide culinary choices and user-friendly interfaces. This industry, which is growing quickly, is constantly innovating, broadening its scope, and enhancing customer satisfaction. The main objective of this research is to examine customer contentment with online food delivery platforms, specifically focusing on Zomato. The rise of the digital economy has led to a surge in popularity of online food delivery platforms.

**Keywords:** Online food delivery platforms, food delivery apps, customer satisfaction

### **Introduction**

Customer satisfaction is a phrase utilized in the field of marketing. This shows how effectively the company's products and services meet or surpass customer expectations. Customer satisfaction is when customers either quantify the quantity or determine the percentage of all customers who indicate that their interaction with a company, product, or service surpasses predetermined satisfaction objectives. During customer satisfaction surveys, companies inquire if a product or service fulfills or surpasses expectations. Hence, success hinges on expectations. If customers have high expectations that are not fulfilled, they will feel let down and perceive their experience as unfavourable. The term customer satisfaction is a concept used in marketing. It demonstrates the extent to which a company's products and services meet or surpass customer expectations. An online ordering system allows customers to buy food online without visiting a restaurant, in a simple and convenient manner. A platform that links food establishments and consumers through the web. In this setup, clients utilize a restaurant's app or website to browse various ingredients, mixes, and meals, choosing and buying the items they desire.

### **Review of literature**

In the International Journal of Creative Thoughts, Dsouza Prima Frederick & Ganesh Bhat S assess consumers' attitudes and factors affecting online food delivery. The research utilizes obtained secondary data to assess the attitudes of consumers. Loyalty plays a key role in the success of online food delivery businesses. Customers have to make online purchases for several reasons, including convenience, cost efficiency, and better access to trustworthy information.

Dr. Chetan Panse, Dr. Sahilesh Rastogi, Ms. Arpita Sharma, and Namgay Dorji have authored a paper in the Journal of Theoretical and Applied Information Technology that explores the correlation between customer opinions on ordering food online. This research consisted of both secondary methodology and primary data collected from online meal delivery platforms and customers who participated in a survey regarding their comprehension, views, needs, and preferences for such services. As per the report, there is expected to be significant growth in the use of food delivery apps in the near future.

### **Objectives of the study**

To examine the social and economic standing of participants.

To examine the reasons behind buying products. By means of Zomato

Investigating the expectations and satisfaction of Zomato users.

To determine the factors that impacted the choice of Zomato.

### Need for the study

Research methods are essential for directing the research process and determining the designs and tools necessary for the project. The research approach aids in identifying customer satisfaction with the product. This temporary research approach was created to determine the degree of Customer Satisfaction with Zomato. Examining Zomato's customer satisfaction can offer important information about user experiences, preferences, and areas to enhance. Assisting Zomato in understanding customer priorities can pinpoint areas of improvement, leading to strategic decisions that promote customer retention and service enhancement.

### Methodology

Methodology in research is a structured approach to addressing a problem. It is the study of the proper methods for conducting research. In essence, the methods that researchers use to describe, explain, and predict phenomena are known as research methodology. It is also known as the exploration of techniques used for acquiring knowledge. Its goal is to outline the research project's plan.

### Hypothesis

- **Null Hypothesis (Ho):** There is no association between age and overall level of satisfaction towards Zomato.
- **Alternative Hypothesis (H1):** There is a association between age and overall level of satisfaction towards Zomato.

**Table 1:** Showing chi-square test for age and overall level of satisfaction towards Zomato

Chi-square test	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	21.696(a)	12	.041
Likelihood Ratio	22.374	12	.034
Linear-by-Linear Association	2.773	1	.096
N of Valid Cases	120		

### One way ANOVA

To find the difference between the occupation and how often they use Zomato to order food.

### Hypothesis

- **Null Hypothesis (Ho):** There is no significant difference between occupation and how often they use Zomato to order food.
- **Alternative Hypothesis (H1):** There is a significant difference between occupation and how often they use Zomato to order food.

**Table 2:** Showing one way ANOVA for occupation and how often they use Zomato to order food

Often use of Zomato	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.899	4	.225	.558	.693
Within Groups	46.301	115	.403		
Total	47.200	119			

### Interpretation

Because the p-value (0.041) is lower than the significance level (0.05), we reject the null hypothesis. Thus, there is a correlation between age and overall satisfaction levels with Zomato.

Because the calculated value (0.693) exceeds the significance level of 0.05, we can conclude that the null hypothesis is accepted. Hence, there is no notable distinction between occupation and frequency of Zomato usage for food ordering.

Most of the female participants (54%)

The majority of participants choose to order their dinner via Zomato, accounting for 28%.

40% of respondents occasionally use Zomato.

Most people choose to use Zomato for ordering because it is quicker, easier, saves time, and is cost-effective according to most survey participants.

Most of the participants express a high level of satisfaction with Zomato (34%).

### Discussion

Company should make an effort to connect with individuals in different age demographics. Company must implement measures to encourage customers to make repeat purchases regularly. Zomato should prioritize additional promotional efforts like airing commercials on television. The company needs to prioritize improving the quality of their product, as the majority of customers are extremely loyal to the brand and are generally happy with the product. The company should strive to outperform other companies and solidify its position in the market. The food that was requested must arrive punctually. The most important factor in food delivery is the quality of the food. Accurately determining the customer's whereabouts is crucial. Online services should be accessible not only in urban areas but also in rural areas.

### Conclusion

There is currently a buzz in India surrounding the demand for food supplies. Several food delivery apps are available for download in India, allowing users to order food conveniently on their smartphones from the comfort of their homes. 4,444 factors were found in the research to impact customers' decision to select Zomato. After evaluating the satisfaction of 4,444 Zomato customers, it is evident that the company needs to prioritize creating a favorable perception of the product among customers. The expectations of customers towards Zomato have been surpassed and the majority of customers are content in every aspect. After purchasing Zomato, 4,444 customers were more satisfied than they initially expected. In comparison to other factors, Zomato's delivery speed was preferred by 4,444 customers.

### References

1. Kumar N, Prasad V. Cash flow analysis with reference to a select public limited company. Stud Indian Place Names. 2020;40(40):185.
2. Anantharajan RS. Investment decision making of share market investors in Chennai city. Int J Manage. 2013;1(11):1-11.
3. Jeyalakshmi R, Suresh R, Prabakaran T, Keerthana B. Stock reverberation due to international trade related economic factors. Int J Account Finance. 2024, 10(1). Available from:

- <http://repo.lib.jfn.ac.lk/ujrr/handle/123456789/10634>
4. Murugan K, Selvakumar V, Venkatesh P, Manikandan M, Ramu MKM. The Big Data Analytics and its Effectiveness on Bank Financial Risk Management. Proc 6th Int Conf Recent Trends Adv Comput (ICRTAC). Chennai, India: IEEE; c2023. p. 313-316.
  5. Sankar S, Baranidharan K. A study on behaviors of investors with reference to capital market in Chennai. Int J Mech Prod. 2018;8(3):939-945.
  6. Dhayalan V, Murugan K, Venkatesh P, Senthilnathan CR. Study on price discovery of selected Indian agriculture commodity with special reference to NCDEX. Int J Adv Innov Res. 2021;8(4):76-84.
  7. Venkatesh P, Sudheer KS, Paramasivan S. A study on technical analysis using candlestick pattern of selected large cap stocks listed in National Stock Exchange (NSE), India with reference to steel sector. GSI J Ser B Adv Bus Econ. 2021;3(2):62-71.
  8. Maran K, Sujatha L, Kumar TP. Impact of foreign direct investment on automobile sector: an empirical study with reference to India. Int J Econ Res. 2017;14(11):187-196.
  9. Jeyalakshmi R, Monisha Shree PM, Santhosh V. A study on awareness of startup on young minds which impacts new innovations and gross domestic product. Int J Financ Manage Res. 2023, 5(6). DOI: 10.36948/ijfmr.2023.v05i06.8998
  10. Maran K, Anitha R. Impact of foreign direct investment on power sector: an empirical study with reference to India. East Asian J Bus Econ. 2015;3(1):8-16.
  11. Venkatesh P, Ilakkiya T, Ramu M, Manikandan M, Senthilnathan CR. An analysis of the strategic approach to utilizing deep learning for the purpose of predicting stock prices. Proc 2023 Int Conf Intell Comput Control Eng Bus Syst (ICCEBS). IEEE; c2023. p. 1-4.
  12. Prammila TA, Dhayalan V, Gopinath M. A study on cash flow analysis with reference to the Chennai Metro Rail Limited (CMRL). Stud Indian Place Names. 2020;40(40):153-160.
  13. Venkatesh P, *et al.* An analysis of the strategic approach to utilizing deep learning for the purpose of predicting stock prices. Proc 2023 Int Conf Intell Comput Control Eng Bus Syst (ICCEBS). IEEE; c2023.
  14. Jeyalakshmi R, Kannan MR, Nuskiya MF, Kumar MN. Impact of interest rate and inflation in stock price of FMCG companies. Ilkogretim Online. 2021;20(1):4718-4728.
  15. Sankar S, Maran K. Performance evaluation of select leading public sector banks in India. Editorial Adv Board. 2015;6:326.
  16. Prabha P, Maran K. Asian stock market integration-an empirical approach. Int J Emerg Technol Innov Res. 2021;8(4):368-374.
  17. Manikandan M, Venkatesh P, Illakya T, Krishnamoorthi M, Senthilnathan C, Maran K, *et al.* The significance of big data analytics in the global healthcare market. Proc 2022 Int Conf Commun Comput Internet Things (IC3IoT). IEEE; c2024. DOI: 10.1109/ic3iot60841.2024.10550417
  18. Ilakkiya T, Manikandan M, Ch RKMK, Ramu M, Venkatesh P. Neuro computing-based models of digital marketing as a business strategy for Bangalore's startup founders. Proc IEEE; c2024. DOI: 10.1109/incos59338.2024.10527779
  19. Murugan K, Selvakumar V, Venkatesh P, Manikandan M, Ramu MKM. The big data analytics and its effectiveness on bank financial risk management. Proc IEEE; c2023. DOI: 10.1109/icrtac59277.2023.10480831
  20. Venkatesh P, Selvakumar V, Ramu M, Manikandan M, Senthilnathan CR. Measure of well-being of freelancers in IT sector. Proc IEEE; c2023. DOI: 10.1109/iccebs58601.2023.10448738
  21. Murugan K, *et al.* A comparison of lumpsum and systematic investment plan with reference to Axis mutual fund. Solid State Technol. 2020;63(6):2577-2584.