

A Study on Customer Satisfaction on Zomato with Special Reference to College Students in Tirunelveli City

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Abstract: *Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. The online ordering system can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. The system is enabled by the internet that connects the restaurants or the food company on one hand, and the customer on other hand. With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants. The purpose of this study is to measure the expectation & satisfaction of customers regarding Zomato food delivery application among college students. This study also analyses the factors that attract consumers towards Zomato.*

Keywords: Online Food Delivery, Consumer Preferences, Expectations of Consumers, Consumer Satisfaction., zomato