

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

I. INTRODUCTION

Customer satisfaction is a term frequently used in marketing it is a measure services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customer, or percentage of total customer, whose reported experience, firms its products its, services exceeds specified satisfaction goals in researching satisfaction firms generally ask customer whether their product or service has met or exceeded expectations are a key factor behind satisfaction when customer have high expectations and the reality falls short they will be disappointed and will likely rate their experience as less than satisfying. The system is enabled by the internet that connects the restaurants or the food company on one hand and the customer on other hand. Therefore as per this system the customer visits the restaurants app or website browses through the various food items combos and cuisines available there and to the customer at his or her doorstep at the time they choose by person. payments for such online orders can be made through debit cards credit cards cash or card on delivery or even through digital wallets.

II. OBJECTIVES

- To know about the expectation and satisfaction level of respondents towards zomato
- To identify the factors influenced for choosing zomato.
- To study the customer satisfaction towards online food delivery and packing.
- To study on the problem facet online food delivery and packing.

III. REVIEW OF THE LITERAURE

- **Swarthy. A (2021)** customers satisfaction On zomato with special reference to students zomato was surpassed and most of the customer are satisfied in every means the customers who had several expectations after making purchases comparing with other variable customer are more satisfaction the satisfaction level of respondents on packaging of food provided by zomato is higher than the expectation they had before using it.
- **Pranay (2022).** Customer satisfaction towards food service industry with special reference to z Kumar pidugu (Zomato to analyse the sentiment of customer opinion on zomato on analysing the customer satisfaction on zomato comparing with other variable customers are more satisfied on the delivery speed of zomato.
- **Joytishman das (2018).** The doorstep delivery is the most highly ranked factor of influencing the consumers to use the food ordering applications. The consumers are also often influenced by discounts and cash backs they enjoy. On comparing the factors the most preferred services provider came out to be zomato followed by swingy
- **Seinu bhavya saini (2017)** the customer perception and the satisfaction on ordering food on internet. Solution to sellers based on the results of the research. Most of the respondents disagree that online food delivery charges are high.
- **Chain et al, (2019).** opines that most of the users have to online food delivery services due because it saves time to find a place for food and wait for it in restaurants. More options available for different types of food for the consumers as a reason for using services.
- **Sales and gill, (2018).** Customer satisfaction special food delivery the advertising plays a very important role in the purchase of online ordering foods as most customer services to identify factors influenced in zomato.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic profile of the respondents

	Particular	No. of. Respondent	Percentage
1	Gender		
	Male	20	40
	Female	30	60
	Total	50	100
2	Age		
	20-30 Years	23	46
	30-40 Years	12	24
	Above 40 Years	15	30
	Total	50	100
3	Education		
	Literate	20	40
	Illiterate	30	60
	Total	50	100
4	Occupation		
	Private Employee	13	26
	Government Employee	22	44
	Others	15	30
	Total	50	100
5	Marital Status		
	Married	28	56
	Unmarried	22	44

	Total	50	100
6	Income		
	10,000-20,000	10	20
	20,001-30,000	12	24
	Above 30,000	28	56
	Total	50	100
7	What Medium Do You Prefer To Order Food Online		
	Mobile Application	28	56
	Web Browser	22	44
	Total	50	100
8	Do You Feel The Food Price Is Fixed High		
	Yes	10	20
	No	12	24
	Some Times	28	56
	Total	50	100

Interpretation

The above table 1 shows that the gender wise classification 60 percentage of the respondents are female and 40 percentage of the respondents are male.

According to the age wise classification 46 percentage of the respondents are come under the age group of 20-30 years and 30 percentage of the respondents are above the age group of 40 years and 24 percentage of the respondents are come under the age group of 30-40 years.

According to the education wise classification 60 percentages of the respondents are come under the age group of 30 percentages of the respondents are above 20 and 40 percentage of the respondents.

According to the occupation wise classification 44 percentages of the respondents are come under the age group of 22 percentages the respondents are above 26 and 13 percentage of the respondents.

According to the marital status wise classification 56 percentage of the respondents are come under the age group of 28 percentage of the respondents are above 44 and 22 percentage of the Respondents.

CHI-SQUARE TEST:

Table : gender and purpose do you e-commerce

Do you feel the food price is fixed high	yes	no	sometimes	Total
male	6	9	5	20
female	9	13	8	30
Total	15	22	13	50

O	E	O-E	(O-E) ²	(O-E) ² /E
6	6	0	0	0
9	5.4	3.6	12.96	0.417
5	8.8	3.8	14.44	1.64
9	13.2	4.2	17.64	1.337
13	5.2	7.8	60.84	11.8
8	7.8	0.2	0.04	5.129
TOTAL				20.323

Source of data : computed data

Calculated chi square value= 20.323

Degree of freedom = (r-1) (c-1)

= (2-1) (4-1)

V=3

Table value =17.323

Ranking Table

Variables	Mean score	Rank
yes	35.41	III
no	75.15	I
Some times	50.61	II

According to the above rank table easy navigation got 1st rank with the mean score of 75.15 and easy access of payment mode got 1st rank with the mean score of 50.61 and information is clear 3rd rank with the mean score of 35.

V. FINDINGS

- Majority of the respondents are female (60%)
- Majority of the respondents are age group 20-30 (46%)
- Majority of the respondents are the education qualification with
- Majority of the respondents are the occupation in (44%)
- Majority of the respondents are the marital status (56%)
- Majority of the respondents are the income 56 above respondents
- Majority of the respondents are yes 24% respondents
- Majority of the respondents are the sometimes 30% respondents.

VI. SUGGESTIONS

- Company should try to reach to people of other age groups.
- Company should take necessary steps to stimulate customers in
- Repurchasing on a frequent basis.
- Zomato should focus more on other promotional activities such as television advertisement
- The Company should focus on giving better quality product as most customer were very brand loyal and were generally satisfied with the product.

VII. CONCLUSION

Applications for the food supply have now become a major sensation in India. Numerous food delivery applications in India can be downloaded from the Ease of homes on smart phones to order food on the go. The study helped in Identifying the factors which influenced the customers for choosing Zomato On Analyzing the customer satisfaction on Zomato, it can be conclude that the company has to focus on building positive image regarding the product on customer’s mind. Customer’s expectation about Zomato was surpassed and most of the customers are satisfied in every means. The customers who had several expectations before using Zomato had more satisfaction after making purchases. Comparing with other variables customers are more satisfied on the delivery speed of Zomato