



JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

VIRTUAL KITCHEN PLATFORM FOR CONSUMER GRATIFICATION

Shri Gaurav sahu

Assitant professor

Dept.of commerce and financial studies

Atal bihari Vajpayee vishwavidyalaya

Bilaspur (C.G),India

Gauravsahu296@gmail.com

DR.(Smt)Mahendra mehta

Assitant professor

Dept.of commerce and financial studies

Atal bihari Vajpayee vishwavidyalaya

Bilaspur (C.G),India

anjalisweety.mehta@gmail.com

Abstract: virtual kitchen platform consists of two components: a website or mobile app to place an online order and admin management interface for this service industry to receive and manage the customer's orders. This study is limited to the people living in the city of Bilaspur. The main objective is to study the preference level, the factors that influence consumers to order food online and the Gratification(satisfaction) level in the usage of the food App. The sample size for the consumer survey is 232 and it will be consider to represent the characteristics of the entire population. Statistical tools used for analysis are Average, Percentage, Table& Graph and chi square test is applied to test the hypothesis. as result null hypothesis H₀: That "There is no significance difference between consumers satisfaction after using zomato food delivery " is rejected and alternative hypothesis is accepted.

Key words: Delivery Applications, Expectations, Satisfaction, Gratification,Service providers

Introduction:

Virtual kitchen platform for ordering food online mode can be simply defined as software that allows the restaurant businesses to accept and to manage orders placed over the internet.This ordering system is a convenient way for customers to purchase food online, without stepping out from their home. Online ordering system mainly consists of two components: a website or mobile app to place an online order and admin management interface for this service industry to receive and manage the customer's orders. In this system the gap between food industry and consumers can be linked via internet.as per this system the consumer visits the app or website and selects the items which they need and the items delivered to the consumers doorstep by a delivery man. For this study the online food services provided by the Zomato is selected.It is a food delivery

start-up which was founded in 2008. Its smooth online payment ability has attract new and existing customers also. They can pay online as well as by cash.

Objectives of the Study:

The area for this study is bilaspur city. The consumers expectation and gratification may differ under their different circumstances. Therefore, the findings of the study may help the service providers to fill up the gaps in the mindset of consumers.

The main objectives of the study are –

To know about the gratification of consumers towards Zomato food delivery services .

To know the consumers expectations towards Zomato.

To Identify the factors which influenced consumers for choosing Zomato.

Hypothesis:

Null hypothesis: Ho: There is no significance difference between consumers Gratification after using zomoto food delivery.

Alternative hypothesis: H1: There is significance difference between consumers Gratification after using zomato food delivery.

Significance of the Study:

This Study is conducted to analyse the Customers Gratification towards Online Food Services with special reference to Zomato . The first online food service was founded by World Wide Waiter (now known as Waiter.com), which was introduced in 1995. The purpose of this study is to examine the customers insight about online food services among the different categories of respondents. It will help to understand customers behavior and reach up to customer's equilibrium. The online food delivery system is one such virtual platform that brought a shift in the conventional food habits of people. With these changes the demand for online food ordering has been growing day by day. The main objective of this research is to study the preference level, the factors that influence consumers to order food online and the gratification level in the usage of the food App. Therefore, these findings may help the service providers to work upon these to fill up the gaps in the mentality of consumers and strategies for coping up the competitions in the market.

Literature Review:

One of the crucial element of the research process is reviewing the literature. Literature review is a written abstract of a text taken by articles ,research papers, thesis etc.& the other cross references on a selected topic., Literature reviews are the second fiddle sources, &it does not report the original investigational work of research.. by reviewing the literature the researcher comes across the different methods, procedures & various techniques and also the result of the previous studies. it helps the researcher in completion of the project and research work. The brief review of various literatures available –

Shery E. Kimes, This study found that services were important for both users and the non-users. Non-users were need some additional personal communication & also have a higher technology anxiety to use the services.

Alagoz M. &Haluk H., has highlighted in their study in 2012 and used the Technology Acceptance Model (TAM) to study the acceptance of the online ordering system of food. According to their analysis they highlighted that the outlook of online food ordering can vary according to their ease as well as usefulness of online food ordering process and also differ according to their radical against information technology and their trust in e-retailers as well as various external encouragements.

Chavan V. concluded in the study that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business incoming periods.

WaiHong L. Conducted a research in 2016 and founded that the technological transformation in many businesses have changed the business model to technical advancement. In this ongoing era modern system is helpful to improve the output and increase the profitability of a restaurant.

Hong LAN,2016 On the bases of this research it was highlighted that Online food delivery market is not yet developed, there are some evident problems that are visible from consumers prospective.

Saini B.,2016 On the basis of this research it was concluded about Consumer preference and attitude regarding online food products. The study focused that using internet in seeking food service information was the common practice among people of our country and online interpersonal influence took a fundamental apart. A high percentage of consumers were unconcerned about true evidence regarding food safety in choosing food products on the internet.

Kumaran. M. conducted a study in 2017 on “perception towards online shopping an empirical study with respect to Indian buyers”. And concluded that one of the reason for a consumer back stepping from online shopping because of the security issues.

Das J. conducted a research in 2017 and founded that doorstep delivery is the most frequent option to induce the consumers to use the food ordering applications.

Sharma &Saraf. conducted a research in 2020 and founded that online food orders varies according to usefulness of the online food ordering process & innovativeness against information technology.

Research Methodology

In this study descriptive approach has been adopted in order to obtain the consumer Gratification towards Food services with special reference to Zomato. These study is based on primary as well as secondary data. To study the consumers Gratification a questionnaire was prepared& the data was collected from people living in Bilaspur city who are using Zomato..The secondary data was collected from the various websites of the internet.For **the study a sample of 250 respondents** was taken and from the total 232 responses received.Sample unit is the people living in Bilaspur City .Simple Random Sampling method was adopted for the study.Statistical tools used for analysis was Average, Percentage, Table& Graph and **chi square test** is applied to test the hypothesis with **5% level of significance**.

Data Analysis & Interpretation:

In this study the majority of consumers are between the age group of 15 years to 20 years with 52.7%, 21years to 25years with 41.1%followed by the age group of 26years to 30years with 4.3% & the least consumers are between the age group of 31years to 35years & 36years to40years with 2.6% and 1.7% respectively. From the total respondents 58.6% were male and 41.4% were female.

Table 1 -Showing how often respondents order food online –

Particulars	Frequency	Percentage
Daily	4	2%
Weekly	70	30%
Monthly	158	68%

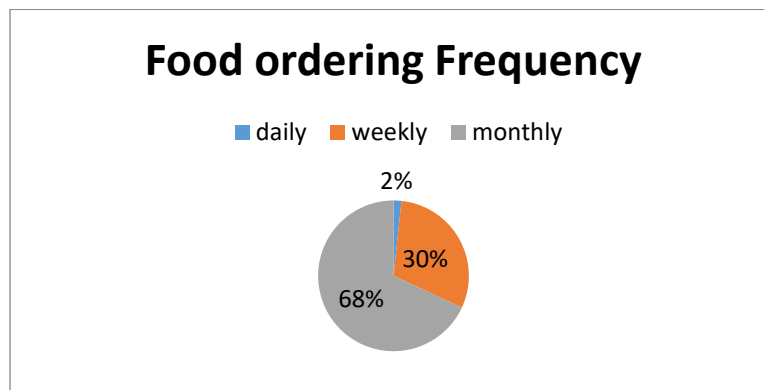


Figure 1

The above table 1 & figure 1 demonstrates that 68% of the respondents order food online in monthly basis (most of them are students), 30% of the respondents make their orders in weekly basis & only 2% of the respondents make their orders in daily basis.

Table 2 -Showing from where did the respondents got to know about Zomato –

Particulars	Frequency	Percentage
Online advertisement	122	52.6%
Friends	56	24.1%
Television	44	19%
Family	8	3.4%
Newspapers advertisement	2	.9%

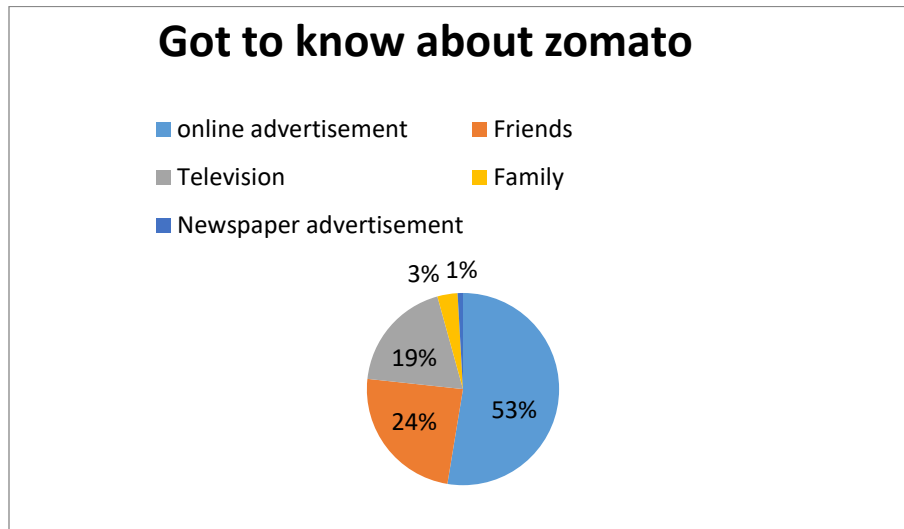


Figure 2

The above table 2 & figure 2 shows that 53% of the respondents got to know about Zomato through online advertisements, 24% of the respondents got to know about Zomato through friends, 19% of the respondents got to know about Zomato through television, 3% of the respondents got to know about Zomato through family & only 1% of the respondents got to know about Zomato through newspapers advertisements.

Table 3 -Showing how long the respondents have been using Zomato’s service –

Particulars	Frequency	Percentage
Daily	4	2%
Weekly	70	30%
Monthly	158	68%

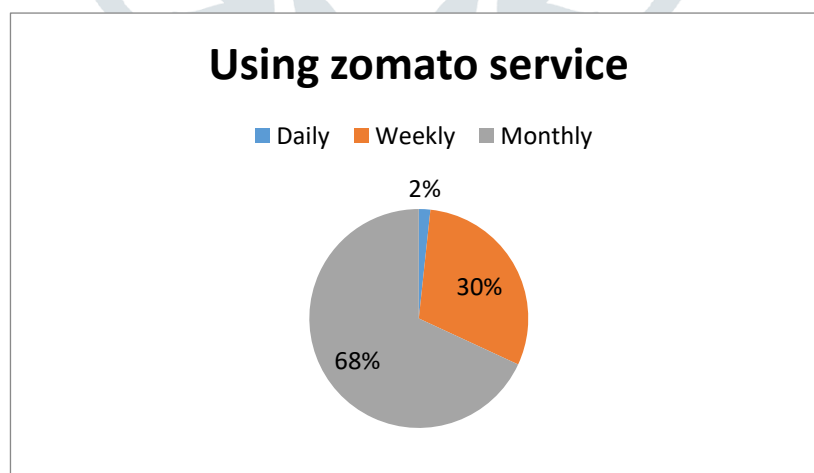


Figure 3

The above table 3 & figure3 shows that 68% of the respondents order food online in monthly basis(most of them are students), 30% of the respondents make their orders in weekly basis & only 2% of the respondents make their orders in daily basis.

This study also highlighted that 35.3% of the respondents started using it for 1-2 years followed by 33.6% of the respondents who started using it in less than one year followed by 16.4% of the respondents who started using it for 2-3 years & 14.7% of the respondents have been using it for more than 3 years.

Table 4 -Showing the reasons / factors for choosing Zomato –

Particulars	Frequency	Percentage
Price	21	9 %

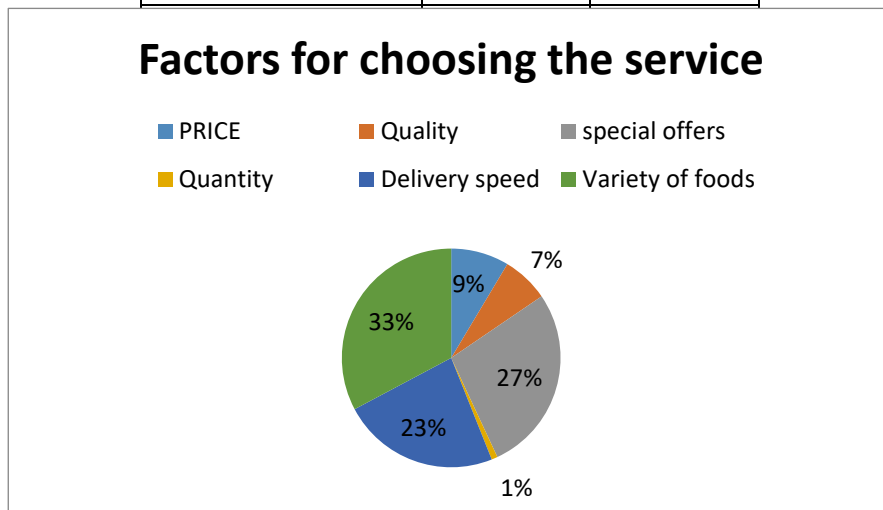


Figure 6

The above table 6 & figure 6 shows that 33% of the respondents choose Zomato due to its obtainability of variety of foods, 27% of the respondents choose Zomato due to the special offers which they provide, 23% of the respondents choose Zomato due to its delivery speed, 9% of the respondents choose Zomato due to product price, 7% of the respondents choose Zomato due to its quality & only 1% of the respondents choose Zomato for the quantity of food it provides.

This study also highlighted that 50% of the respondents found Zomato good than other food delivery applications, 19.8% of the respondents found Zomato very good than other food delivery applications, 15.5% of the respondents found Zomato fair (neither good nor bad), 10.3% of the respondents found Zomato excellent other than food delivery applications & only 4.3% of the respondents found Zomato poor irrespective of other food delivery applications.

Table 7 -Showing how easy is to Maneuver the website WWW.Zomato.Com –

Particulars	Frequency	Percentage
very easy	111	48%
neutral	86	37 %
difficult	30	13 %
Very difficult	5	2 %

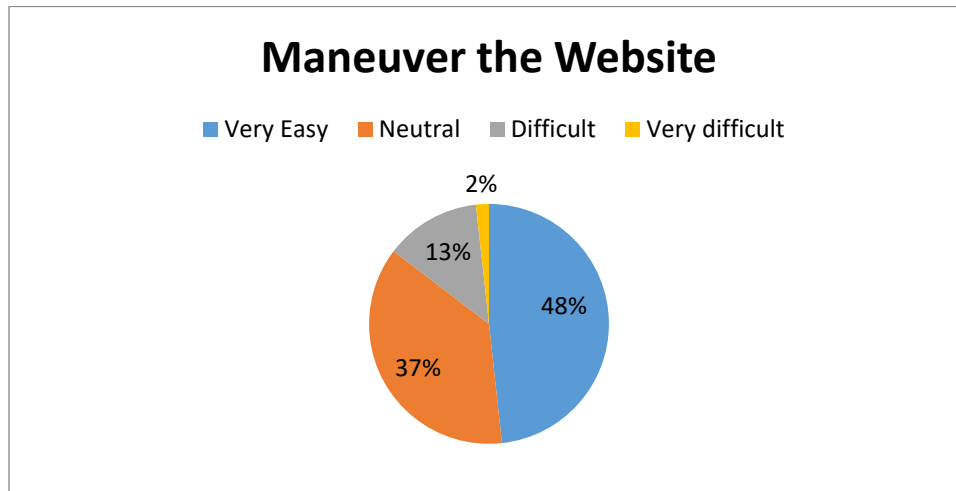


Figure 7

The above table 7 & figure 7 highlighted that 48% of the respondents said that it is very easy to maneuver the website WWW.Zomato.Com , 37% of the respondents find it neutral, 13% of the respondents find it difficult ,whereas only 2% of the respondents find it very difficult to maneuver the website WWW.Zomato.Com.

Table 8 -Showing expectations of the respondents about Zomato before using it –

Particulars	Frequency	Percentage
Fair	23	10 %
Good	137	59 %
Very Good	49	21 %
Excellent	16	7 %
Poor	7	3 %

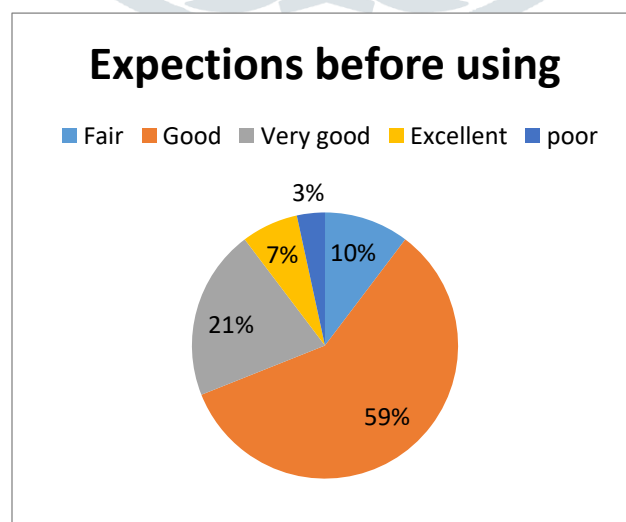


Figure 8

The above table 8& figure 8 demonstrates that 59% of the respondents expected that Zomato would be good, 21% of the respondents who expected it to be very good followed by 7% of the respondents who expected it to be excellent where as 10% & 3% of the respondents expected Zomato to be fair & poor respectively.

Table 9-Showing Gratification(Satisfaction level) of the respondents about Zomato after using it –

Particulars	Frequency	Percentage
Very satisfied	26	11 %
Satisfied	137	59 %
Neither satisfied nor dissatisfied	46	20 %
Dissatisfied	16	7 %
Very dissatisfied	7	3 %

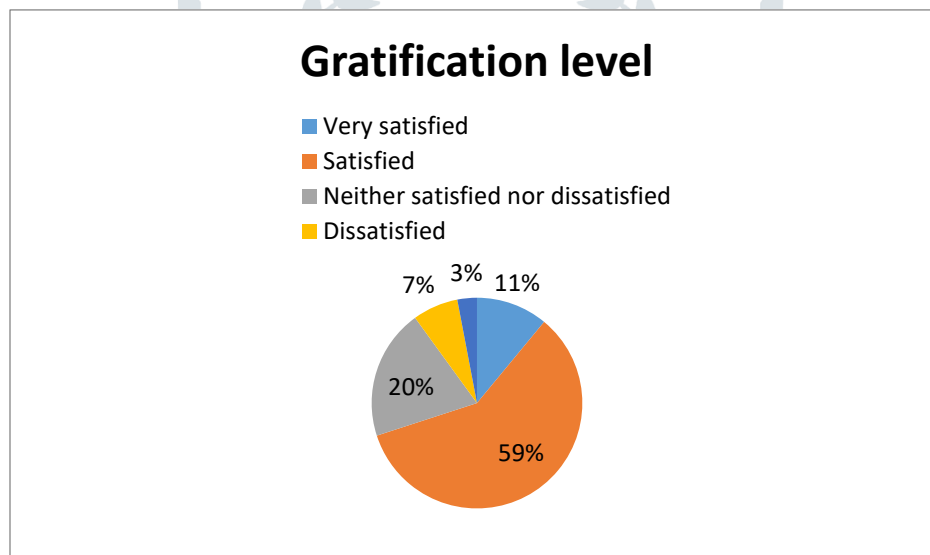


Figure 9

The above table 9& figure 9 Shows that 59% of the respondents are satisfied ,11% are very satisfied, only 3% of the respondents are very dissatisfied with Zomato after using it.

This study also conclude that 29.3% respondents have faced trouble in dealing with this service and rest 70.7% respondents didn't faced any problem in dealing with Zomato.that is the reason that 82.8% respondents will recommend this food service to other consumers.

Hypothesis testing: According to table no 9. Frequencies are taken for chi square to test the hypothesis:

Ho: There is no significance difference between consumers Gratification after using zomato food delivery.

H1: There is significance difference between consumers Gratification after using zomato food delivery.

Fo	Fe	(fo-fe)	(fo-fe) ²	(fo-fe) ² /fe
26	46.4	-20.4	416.16	8.97
137	46.4	90.6	8208.36	176.86
46	46.4	.4	.16	.0034
16	46.4	-30.4	924.16	19.92
7	46.4	-39.4	1552.36	33.46
232/5=46.4				$\chi^2=239.21$.

Degree of freedom (d.o.f)=n-1=5-1=4

The table value of χ^2 for 5% level of significance and 4 d.o.f is 9.49.

Hence the calculated value of chi square is greater than the table value i.e $239.21 > 9.49$.

By this value of chi square **null hypothesis H0:** That "There is no significance difference between consumers satisfaction after using zoomato food delivery " is rejected and alternative hypothesis is accepted.

Findings

In this study it is proven that Expectation and Gratification may differ under their different circumstances. **null hypothesis of this study H0:** That There is no significance difference between consumers satisfaction after using zoomato food delivery is rejected and **The alternative hypothesis H1:** There is significance difference between consumers Gratification after using zomato food delivery is accepted.

Suggestions:

.Zomato should focus more on promotional activities such as television advertisements & newspaper advertisement. It should also focus on the factors such as quality, quantity & price. so that more & more customers are also attracted towards it. Zomato should try to be competitive than other companies to capture the whole market so that they can establish strong position in the market..Zomato should try to make their website simpler so that it is easy for the consumers to navigate the website more easily.It should give more deals to the consumers which will force the consumers for reordering on a frequent basis

Conclusion:

The above study helped us to know that in today's era online food services have almost captured the market. The research helped in identifying the factors which influenced the consumers in choosing Zomato. These online food services are very simple & convenient to use as we can see that 17.4% of the respondents are using online food service for more than 3years. According to the study we can conclude that Zomato has secured a positive attitude in the view of majority of the consumers in comparison to other online ordering platforms. It shows that online Zomoto food service is popular among the people of Bilaspur city. We can conclude that most of the respondents are satisfied with Zomato & will recommend Zomato to other people.

Bibliography:

- https://www.researchgate.net/publication/223039875_Consumer_behaviour_in_the_food_service_industry_A_review
- <http://dspace.christcollegeijk.edu.in:8080/jspui/bitstream/123456789/1141/8/CCASBCP007.pdf>
- [file:///C:/Users/Administrator/Downloads/57%20\(1\).pdf](file:///C:/Users/Administrator/Downloads/57%20(1).pdf)
- <https://www.google.com/search?q=shodhganga+research+papers+related+to+online+food+delivery&oeq=&aqs=chrome.2.69i59i45018.5068754j0j15&sourceid=chrome&ie=UTF-8>
- <https://shodhganga.inflibnet.ac.in/handle/10603/219940>
- https://www.google.com/search?q=meaning+of+literature+review&ei=u-h3YoiXHa-UseMPxouvAg&oeq=meaning+of+liter&gs_lcp=Cgdnd3Mtd2l6EAEYCTIKCAAQgAQQRhD_ATIICAAQgAQQsQMyBQgAEIAEMggIABCABBCxAzIFCAAQgAQyBQgAEIAEMgUIABCABDIFCAAQgAQyBQgAEIAEMgUIABCABDoHCAAQRxCwAzoKCAAQRxCwAxDJAZoICAAQkgMQsAM6DggAEI8BEOoCEIwDEOUCOg4ILhCPARDqAhCMAxDIAjoFCAAQkQI6CAgAELEDEIMBOgsIABCABBCxAxCDAToECAAQQzoKCAAQsQMgEQQzoHCAAQsQMQQ0oECEEYAEoECEYYAFCnHFj_RGDQZWgCcAF4AIAB7OGIAa4ZkgEFMC44LjiYAQCgAOGwAQRiAQjAAQE&sclient=gs-wiz
- <https://library.concordia.ca/help/writing/literature-review.php#:~:text=The%20literature%20review%20is%20a,and%20evaluation%20of%20each%20source>
- <https://www.act.com/en-gb/customer-satisfaction-definition/>
- https://en.wikipedia.org/wiki/Customer_satisfaction
- <https://www.cloudwaitress.com/blog/what-is-online-food-ordering-system>
- https://www.google.com/search?q=zomato+online+ordering+interface&source=lnms&tbn=isch&sa=X&ved=2ahUKewjUsKuJhtL3AhVUSGwGHc7oCoCQ_AUoAXoECAEQAw&biw=1366&bih=600&dpdr=1#imgrc=cQAq5bnv5oQPjM
- <https://en.wikipedia.org/wiki/Zomato#:~:text=Zomato%20was%20founded%20as%20FoodieBay,%2C%20Pune%2C%20Ahmedabad%20and%20Hyderabad.>
- https://www.researchgate.net/publication/223039875_Consumer_behaviour_in_the_food_service_industry_A_review
- <http://dspace.christcollegeijk.edu.in:8080/jspui/bitstream/123456789/1141/8/CCASBCP007.pdf>
- [file:///C:/Users/Administrator/Downloads/57%20\(1\).pdf](file:///C:/Users/Administrator/Downloads/57%20(1).pdf)
- <https://www.google.com/search?q=shodhganga+research+papers+related+to+online+food+delivery&oeq=&aqs=chrome.2.69i59i45018.5068754j0j15&sourceid=chrome&ie=UTF-8>
- <https://shodhganga.inflibnet.ac.in/handle/10603/219940>
- https://www.google.com/search?q=meaning+of+literature+review&ei=u-h3YoiXHa-UseMPxouvAg&oeq=meaning+of+liter&gs_lcp=Cgdnd3Mtd2l6EAEYCTIKCAAQgAQQRhD_ATIICAAQgAQQsQMyBQgAEIAEMggIABCABBCxAzIFCAAQgAQyBQgAEIAEMgUIABCABDIFCAAQgAQyBQgAEIAEMgUIABCABDoHCAAQRxCwAzoKCAAQRxCwAxDJAZoICAAQkgMQsAM6DggAEI8BEOoCEIwDEOUCOg4ILhCPARDqAhCMAxDIAjoFCAAQkQI6CAgAELEDEIMBOgsIABCABBCxAxCDAToECAAQQzoKCAAQsQMgEQQzoHCAAQsQMQQ0oECEEYAEoECEYYAFCnHFj_RGDQZWgCcAF4AIAB7OGIAa4ZkgEFMC44LjiYAQCgAOGwAQRiAQjAAQE&sclient=gs-wiz

- <https://library.concordia.ca/help/writing/literature-review.php#:~:text=The%20literature%20review%20is%20a,and%20evaluation%20of%20each%20source>
- <https://www.act.com/en-gb/customer-satisfaction-definition/>
- https://en.wikipedia.org/wiki/Customer_satisfaction
- <https://www.cloudwaitress.com/blog/what-is-online-food-ordering-system>
- https://www.google.com/search?q=zomato+online+ordering+interface&source=lnms&tbn=isch&sa=X&ved=2ahUKEwjUsKuJhtL3AhVUSGwGHc7oCOcQ_AUoAXoECAEQAw&biw=1366&bih=600&dp=1#imgrc=cQAq5bnv5oQPjM
- <https://en.wikipedia.org/wiki/Zomato#:~:text=Zomato%20was%20founded%20as%20FoodieBay,%2C%20Pune%2C%20Ahmedabad%20and%20Hyderabad>

