



A STUDY ON CUSTOMER SATISFACTION ON ZOMATO

Submitted by

Athkur Suman
Lecturer in Commerce
Girraj Government College (A),
Nizamabad

Mobile No. 9441594055
Email –ID: suman.kolipyak@gmail.com

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. The study is basically conducted to know how consumers perceive the online food delivery services. From this study, we can have a better understanding of the Online Food Delivery Service Market. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers. The survey was conducted in commerce students of Girraj Government College, Nizamabad.

INTRODUCTION

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. Customer satisfaction is defined as ‘the number of customers, or percentage of total customers, whose reported experience with a firm, 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. Thus expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short they will be disappointed and will likely rate their experience as less than satisfying.

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. Therefore as per this system the customer visits the restaurant’s app or website, browses through the various food items, combos and cuisines available there and those ahead and selects and purchases the items he or she needs. These items will be then be delivered to the customer at his or her doorstep at the time they choose by a delivery person. Payments for such online orders can be made through debit cards, credit cards, cash or card on delivery or even through digital wallets.

Zomato is an Indian restaurant aggregator and food delivery start up founded by Deepinder goyal and pankaj chaddah in 2008. Zomato was founded as foodiebay in 2008, and was renamed Zomato in 2010. In 2011 Zomato expanded across india to Delhi, Mumbai, Bangalore, Chennai, Pune and Kolkata. In 2012 the company expanded operations internationally in several countries, including the United Arab Emerates, Srilanka, Qatar, the United Kingdom, Philippines and South Africa. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. Zomato also began grocery delivery amid the COVID-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Zomato online ordering had been a great addition to our delivery channels. Its smooth integration and online payment ability has allowed them to tap new customer segments as well as give an enhanced service to their existing customers too, it has allowed to avoid the issues related to credit card payment of delivery.

Statement of problem

In this growing world of technology, online food delivery has become an important element of people’s life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems. 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.

Scope of Study

Scope of the study is limited towards commerce students who have experienced such online food delivery services through Zomato app. The study is basically conducted to know how consumers perceive the online food delivery services. The expectation and satisfaction of consumers may vary under different circumstances. From this study, we can have a better understanding of the Online Food Delivery Service Market. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers. The survey was conducted in commerce students of Girraj Government College, Nizamabad.

Objectives of Study

To know about the expectation and satisfaction level of respondents towards Zomato.

To identify the factors influenced for choosing Zomato.

Research design

The study on customer satisfaction of Zomato among college students is descriptive cum Analytical in nature.

Nature of data

The study is based on both primary and secondary data

Sources of data

Primary data:

To study the customer satisfaction on Zomato a questionnaire was prepared and the data was collected from the commerce students who are using Zomato application.

Secondary data:

The secondary data was collected with the help of internet search, and online articles.

Sample Design

The research was carried out in various phases that constituted an approach of working from whole to part. It included several phases which tried to deeper into users likings and develop a thorough understanding of what the consumer looks forward while ordering food online. For the study a sample of 50 respondents were chosen from commerce students of Girraj Government College, Nizamabad.

Nature of population

The population selected for the study is the commerce students of Govt Girraj college, Nizamabad and the nature of population is finite i.e. 900

Sample unit

Sample unit is the commerce students of Girraj Government College, Nizamabad.

Method of sampling

Simple random sampling method is adopted for the study with a sample size of 50 respondents among commerce students.

Size of the sample

The sample size for the customer survey is 50 and they will be considered adequate to represent the characteristics of the entire population.

Tools for analysis

Statistical tools used for the analysis are mean average, percentage, table & graph.

Limitations of the study

The research was limited to commerce students of Girraj Government College, Nizamabad. Hence the outcome cannot be explored to other areas.

REVIEW OF LITERATURE

1. **Bhavya saini (2016)**, “Consumer preference and attitude regarding online food products” the study emphasized that using the internet in seeking food service information was a common practice among people living in India and online interpersonal influence took a fundamental apart. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the internet and to the government of India to implement appropriate legislation regarding online food product information. Among all these factors customers usually expect three website merits to assist their online encounters that are system quality, information quality, and service quality.

2. **Hong Lan (2016)**, “Online food delivery market is immature yet, there are some obvious problems that can be seen from consumers” negative comments. In order to solve these problems, we can neither rely merely on the self discipline of online. food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and good online take away environment can be created .
3. **Sumathy (2017)**, “A study on prospective concernment towards food adjure app” the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The service rendered by the food adjure app is the major factor behind its success.
4. **Sheryl E. Kimes (2011)**, His study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the service.
5. **Varsha Chavan, et al, (2015)**, The use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.
6. **Leong Wai Hong (2016)**, the technological advancements in many industries have changed the business model to grow. Efficient system can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant’s business grow from time to time and will help the restaurants to facilitate major business online.
7. **Serhat Murat Alagoz & Haluk Hekimoglu (2012)**. E commerce is rapidly growing worldwide; the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-retailers and various external influences.

8. Ramesh Kumar Bagla, Jasmine Khan. The purpose of this study was to investigate the factors that are responsible for the growing popularity of online booking and ordering of food in India, expectations of the users, and their satisfaction levels with the popular apps such as Food Panda, Zomato, Swiggy. Descriptive research was undertaken on the basis of primary data collected from the respondents residing in National Capital Region of Delhi chosen through non-probability convenience sampling using structured questionnaire. Findings were the factors contributing to the popularity of online food ordering were found to be: lack of time to prepare food, availability of variety, rewards and cash backs. There is a scope of improving the user's satisfaction levels by understanding their expectations more precisely and offering more attractive options while ordering food online.

9. Kumaran. M. (2017), has conducted a study on "perception towards online shopping an empirical study with respect to Indian buyers". This research deals with E-marketing researches concerning the factors which affect consumer perception towards online purchasing experiences, this research dealt with the perceived risks, website role, domain specific innovativeness, subjective norms, attitude perceived usefulness, perceived ease of use, attitude, online shopping intention and online shopping behavior. There are many reasons for people preferring online shopping but the major reason for a consumer backing out from online shopping is the security issues but the industry has given little concern to this issue.

10. Jyotishman 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 service provider came out to be Zomato followed by Swiggy.

INDUSTRY PROFILE AND COMPANY PROFILE

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Deepinder Singh Goyal and Pankaj Chaddah in 2008. Zomato is a fastest growing restaurant discovery website. Initially it was named as Foodie Bay but in 2010, it was renamed as Zomato. It provides not only information related to nearby restaurants but also provides facilities such as online ordering, table reservations and management. Zomato currently serves in 10,000 cities across 24 countries having 1.2 million popular restaurants with 80 million foodies every month.

Headquarters: Gurgaon, Haryana, India

Key people: Founder and chief executive officer- Deepinder Goyal, Chief operating officer- Surobhi Das, Chief technology officer- Gunjan Patidar.

Logo: The logo of Zomato represents simply the name of the company and indicates the love for the good food. As its mission is to ensure that “Nobody has a bad meal”

Number of employees: 5000 employees

Achievements: The CEO has honored with NDTV Indian of the year

Zomato generated its 95% of revenues, from the commercial advertisement in the financial year 2013.

Zomato is in the 77th position in Top 100 start up in India.

Industry Profile.

Ordering food online with the swipe of a finger has become nothing less than a cakewalk for most of us. There are a number of applications that are essentially designed to ease people’s lives, especially when most of the people live away from home trying to make a living on their own. And no matter how healthy cooking own meals would be, it is not always possible to do so, given the hectic lives.

Customers can have easy access to competitive service providers at competitive prices and at the same time they can also receive input from their peers through social media, which helps influence their ultimate purchase decision. With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today. 50% of this population fall under the age of 25, making India one of the countries with the youngest population in the world. Furthermore, it has been predicted that by the year 2025 the number of middle-class Indians will touch 550 million. Moreover, e-commerce has been expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, thereby making it the fastest growing e-commerce market in the world.

With this backdrop it should be noted that a growing trend has been observed showing that a majority of the fast food demand occurs within the age group of 10– 40 years. The recent rise in the number of productively employed young Indians in sectors such as IT services has resulted in an increase in the spending capacity of the individuals. According to statistics provided by the World Bank, there has been a 50% increase in the per capita income from 2006 till date. This growing appetite and increased spending capability of young Indians has made the food industry an attractive and lucrative area in which to start a business. With this significant growth in the online food and restaurant service industry, it has been estimated that the Gross Merchandise Value of online food and restaurant industries would reach an estimated \$2.7 billion by the end of 2019, which is a significant leap from the \$300 million in 2016.

In addition to young Indians fueling the growing demand for the services of online food delivery, the increase in dual income families in urban areas of India, where both parents work, is dramatically changing the way people live in subtle yet significant ways. The changes in routines,

lifestyle and food habits have resulted in an increase in demand for easily accessible and good quality food. It has been estimated that almost 92% of nuclear families who seek out fast food or take out, as against preparing a meal at home, do so in order to save the time and energy. Also, the increase in the number of working women and the increase in the amount of disposable income has proved to be a key demand driver. Online food ordering is the process of ordering food from a website or other application. The product can be either ready to eat food or food that has not been specially prepared for direction consumption. Many of these allow customers to keep accounts with them in order to make a frequent ordering convenient. A customer will search for a favorite restaurant, usually filtered via type of cuisine and choose from available items and choose delivery or pickup. Payment can be amongst others either by credit card or cash, with the restaurant returning a percentage to the online food company. Online ordering system is a technique that allow customer to order their favorite food online via the internet using a web browser that installed in their respective computer or smart phone.

DATA ANALYSIS AND INTERPRETATION

Table4.1 showing the age of the respondents.

Age	Frequency	Percentage
17-18	1	2
19-20	2	4
21-22	5	10
23-24	27	54
25-26	15	30
Total	50	30

(Source: primary data)

Interpretation:

The table 4.1 shows age wise classification of respondents it, reveals that 2% of the total respondents is aged between 17-18 , 4% is aged between 19-20, 10% of the respondents aged between 21-22, 54% belongs to the age group 23-24 , and 30% belongs to the age group 25-26.

Table 4.2 showing the gender of the respondents

Gender	Frequency	Percentage
Male	25	50
Female	25	50
Total	50	100

(Source: Primary data)

Interpretation: Table 4.2 shows gender wise classification of respondents. It reveals that 50% of the respondents are male and the other 50% of the respondents are female.

Table4.3 showing the education qualifications of respondents.

Qualification	Frequency	Percentage
Degree	43	86
P.G	7	14
Total	50	100

(Source: Primary data)

Interpretation: Table 4.3 shows education qualification wise classification, it reveals that 86% of the respondents are degree students and the remaining 14% of the respondents are P.G students.

Table 4.4 showing how often the respondents order food online.

Particulars	Frequency	Percentage
Daily	4	8
Weekly	9	18
Monthly	37	74
Total	50	100

(Source: Primary data)

Interpretation: From the above figure 4.4 we can understand that 74% of the whole respondents order food online in monthly basis, 18% of the respondents make orders in weekly basis and 8% order food online on daily basis.

Table 4.5 showing from where did the respondents got to know about Zomato.

Source	Frequency	Percentage
Television	2	4
Friends	10	20
Online advertisements	36	72
Newspaper advertisements	0	0
Family	2	4
Total	50	100

(Source: Primary data)

Interpretation: From the above figure it is found that 72% of the respondents came to know about Zomato through online advertisements, 20% respondents through friends, 4% respondents through family, 4% of respondents through television and there are no respondents who got to know about Zomato from newspaper advertisements.

Table 4.6 showing how long the respondents have been using Zomato's services.

Duration	Frequency	Percentage
Less than 1 year	20	40
1-2 years	14	28
2-3 years	12	24
More than 3 years	4	8
Total	50	100

(Source: Primary data)

Figure 4.6 showing how long the respondents have been using Zomato's services.

Interpretation:

From the above figure it is found that 40% of respondents started using Zomato in less than a year, 28% respondents started using it for 1-2 year, 24% respondents started using it for 2-3 years and 8% respondents have been using it for more than 3 years.

Table 4.7 showing reasons for choosing Zomato.

Particulars	Frequency	Percentage
Price	1	2
Quality	3	6
Special offers	25	50
Quantity	0	0
Delivery speed	10	20
Variety of foods	11	22
Total	50	100

(Source: Primary data)

Figure 4.7 showing reasons for choosing Zomato.

Interpretation:

From the above figure it is found that 2% respondents chose Zomato due to its product price, 6% respondents due to its quality, 50% due to special offers, and 20% due to its delivery speed, 22% due to variety of foods that they are providing and no respondents considering quantity for choosing Zomato.

Table 4.8 showing comparison of Zomato with other food delivery companies

Particulars	Frequency	Percentage
Much better	11	22
Somewhat better	17	34
About the same	17	34
Somewhat worse	4	8
Much worse	1	2
Total	50	100

(Source: Primary data)

Figure 4.8 showing how would the respondents compare the services offered by Zomato with other companies

Interpretation: From the above figure we can analyse that 22% respondents found Zomato much better than other food delivery applications, 34% of the respondents found it somewhat better than other food delivery applications, 34% respondents about the same opinion compared to other applications, 8% respondents feels that Zomato somewhat worsen than other applications and 2% of people found Zomato much worsen than other food delivery applications.

Table 4.9 showing how easy is to navigate the website www. Zomato.com.

Particulars	Frequency	Percentage
Extremely easy	17	34
Somewhat easy	31	62
Not so easy	2	4
Not easy at all	0	0

(Source: Primary data)

Figure 4.9 showing how easy is to navigate the website Zomato.com.**Interpretation:**

From the above figure it is found that 34% respondents are of the view that it is extremely easy to navigate the website www.Zomato.com, 62% respondents find it somewhat easy , 4% says that it is not so easy and no respondents find it not easy at all to navigate through www.Zomato.com.

Table 4.10 showing the expectation and satisfaction of the respondents towards price ranges of Zomato

Expectation	Frequency	Weight	Total		Frequency		Total
Excellent	2	5	10	Strongly satisfied	2	5	10
Very good	2	4	8	Satisfied	33	4	132
Good	20	3	60	Neutral	13	3	39
Fair	24	2	48	Dissatisfied	1	2	2
Poor	2	1	2	Strongly dissatisfied	1	1	1
Total	50	15	128	Total	50	15	184

Average expectation is $128/50 = 2.56$ Average satisfaction is $184/50 = 3.68$

(Source: Primary data)

Figure 4.10. Expectation and satisfaction on price

Interpretation: Table 4.10 shows the expectation and satisfaction of Zomato customers on product price. From the table it is clear that the average expectation is 2.56 and average satisfaction is 3.68. Therefore satisfaction on price is higher than expectation on price.

Table 4.11 showing expectation and satisfaction of respondents towards application of Zomato.

Expectation	Frequency	Weight	Total	Satisfaction	Frequency	Weight	Total
Excellent	4	5	20	Strongly satisfied	9	5	45
Very good	6	4	24	Satisfied	26	4	104
Good	23	3	69	Neutral	13	3	39
Fair	13	2	26	Dissatisfied	1	2	2
Poor	1	1	1	Strongly dissatisfied	1	1	1
Total	50	15	140	Total	50	15	191

Average on expectation = $140/50 = 2.8$ Average on satisfaction = $191/50 = 3.82$

(Source: Primary data)

Figure 4.11. Expectation and satisfaction towards application

Interpretation: Table 4.11 shows the expectation and satisfaction of Zomato application. From the table it is clear that the average of expectation is 2.8 and average of satisfaction is 3.82. Therefore the satisfaction on application is higher than the expectation on application.

Table 4.12 showing expectation and satisfaction of customers towards food quality of Zomato.

Expectation	Frequency	Weight	Total		Frequency		Total
Excellent	5	5	25	Strongly satisfied	5	5	25
Very good	4	4	16	Satisfied	31	4	124
Good	25	3	75	Neutral	12	3	36
Fair	14	2	28	Dissatisfied	1	2	2
Poor	2	1	2	Strongly dissatisfied	1	1	1
Total	50	15	146	Total	50	15	188

Average on expectation= $146/50 = 2.92$ Average on satisfaction= $188/50 = 3.76$

(Source: Primary data)

Figure 4.12. Expectation and satisfaction towards food quality

Interpretation: Table 4.12 shows the expectation and satisfaction of food quality provided by Zomato. From the above table it is clear that the average expectation on food quality is 2.92 and the average satisfaction on food quality is 3.76. The satisfaction on food quality is higher than expectation on food quality.

Table 4.13. Showing the expectation and satisfaction of respondents Towards packaging of food.

Expectation	Frequency			Weight Total Frequency			
Excellent	4	5	20	Strongly satisfied	10	5	50
Very good	9	4	36	Satisfied	25	4	100
Good	24	3	72	Neutral	11	3	33
Fair	10	2	20	Dissatisfied	3	2	6
Poor	3	1	3	Strongly dissatisfied	1	1	1
Total	50	15	151	Total	50	15	190

Average on expectation= $151/50 = 3.02$ Average on satisfaction= $190/50 = 3.8$

(Source: Primary data)

Figure 4.13. Expectation and satisfaction towards packaging of food

Interpretation: Table 4.13 shows the expectation and satisfaction of food packaging. From the table it is clear that the average expectation on packaging is 3.02 And average satisfaction is 3.8. Therefore satisfaction on packaging of food is higher than expectation of the respondents.

Table 4.14. Showing the expectation and satisfaction of respondents towards responsiveness of Zomato.

Expectation	Frequency	Weight			Satisfaction		
Excellent	3	5	15	Strongly satisfied	5	5	25
Very good	5	4	20	Satisfied	27	4	108
Good	19	3	57	Neutral	13	3	39
Fair	21	2	42	Dissatisfied	2	2	4
Poor	2	1	2	Strongly dissatisfied	3	1	3
Total	50	15	136	Total	50	15	179

Average on expectation= $136/50 = 2.72$ Average on satisfaction= $179/50 = 3.58$

(Source: Primary data)

Figure 4.14. Expectation and satisfaction towards responsiveness

Interpretation: Table 4.14 shows the expectation and satisfaction of the respondents towards responsiveness of Zomato. From the table we can understand that the average expectation on responsiveness is 2.72 and average satisfaction is 3.58. Therefore, the satisfaction on responsiveness is higher than the expectations of the respondents.

Table 4.15. showing the expectation and satisfaction of respondents towards delivery speed of Zomato.

Expectation	Frequency			Weight Total Frequency			
Excellent	1	5	5	Strongly satisfied	13	5	65
Very good	10	4	40	Satisfied	27	4	108
Good	20	3	60	Neutral	5	3	15
Fair	17	2	34	Dissatisfied	2	2	4
Poor	2	1	2	Strongly dissatisfied	3	1	3
Total	50	15	141	Total	50	15	195

Average on expectation= $141/50 = 2.82$ Average on satisfaction= $195/50 = 3.9$

(Source: Primary data)

Figure 4.15. Expectation and satisfaction towards delivery speed

Interpretation: Table 4.15 shows the expectation and satisfaction of the respondents towards delivery speed of Zomato. From the table it is clear that the average expectation on delivery speed is 2.82 and average satisfaction is 3.9. So the satisfaction on delivery speed is more than the expectations of the respondents on the delivery speed.

Table 4.16. showing the overall satisfaction of the respondents

Particulars	Satisfaction (Sum)	Average
Price	184	3.68
Application	191	3.82
Food quality	188	3.76
Packaging	190	3.8
Responsiveness	179	3.58
Delivery speed	195	3.9

(Source: Primary data)

Figure4.16. Overall satisfaction of respondents

Interpretation: Table 4.16 shows the satisfaction comparison of various factors of Zomato. From the table it is clear that average of satisfaction on delivery speed is 3.9, it is higher than all the other factors. Therefore, respondents are having more satisfaction on the delivery speed of Zomato.

Table 4.17 showing whether respondents have felt any trouble in dealing with Zomato

Particulars	Frequency	Percentage
Yes	21	42
No	29	58
Total	50	100

(Source: Primary data)

Figure4.17. showing whether respondents have felt any trouble in dealing with Zomato.

Interpretation: From the above figure it is found that 42% of the total respondents have felt problems in dealing with Zomato , 58% respondents is of the view that they have not felt any trouble in dealing with Zomato.

Table 4.18 showing whether the respondents will recommend Zomato's services to others.

Particulars	Frequency	Percentage
Yes	40	80
No	10	20
Total	50	100

(Source: Primary data)

Figure4.18 showing whether the respondents will recommend Zomato's services to others

Interpretation:

From the above figure it is found that 80% of the respondents said that they will recommend Zomato to others and 20% respondents will not recommend it to others.

FINDINGS, CONCLUSIONS AND SUGGESTIONS

Findings

Following are the findings that we obtained from the study

- 54% of respondents are aged between 21-22.
- 50% of the respondents are male and 50% of them are female. ·
- 86% of respondents are degree students.
- Majority of the respondents i.e. 74% order food online on monthly basis. · 72% respondents got to know about Zomato from online advertisements. · 40% of respondents have been using Zomato for a period of less than 1 year.

- 50% of the respondents use Zomato considering its special offer. When compared with services offered by other companies 34% of respondents feel that Zomato is better than other applications.
- More than half of the respondents i.e. 62% says that it is easy to navigate through website.
- Average expectation on price is 2.56 and average satisfaction on price is 3.68, respondents are satisfied with the price of product.
- Satisfaction level of respondents towards application i.e. 3.82 of Zomato is more than their expectations on application i.e. 2.8 before using it. The average expectation on food quality is 2.92 and average satisfaction is 3.76 therefore the satisfaction of respondents on food quality is higher than their expectation.

The satisfaction level of respondents on packaging of food i.e. 3.8 provided by Zomato is higher than the expectation i.e. 3.02 they had before using it.

- Average expectation on responsiveness of Zomato is 2.72 and average satisfaction is 3.58, the satisfaction on responsiveness is more than expectations.

1. The respondents are satisfied on delivery speed of Zomato. Average expectation of respondents about delivery speed of Zomato is 2.82 and average satisfaction is 3.9, the satisfaction is higher than expectations.
2. While considering the overall satisfaction of respondents, average satisfaction on delivery speed of Zomato is higher which is 3.9. It is found that 42% of respondents have faced trouble in dealing with Zomato and 58% of respondents have not faced any problem.
3. Most of the respondents i.e. 80% will recommend Zomato's services to others.

Conclusions

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 concluded 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. The company should focus on providing food items in considerable quality and quantity, it should also focus in undertaking more promotional activities through more mediums finally, we can conclude that customers among the commerce students of Govt Giriraj College Nizamabad are satisfied with Zomato.

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 advertisements.
- The company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product.
- The company should try to be competitive than other companies and try to establish a strong position in the market.

Bibliography

Journals

1. Sheryl E. Kimes Ph.D. (2011), “Customer Perceptions of Electronic Food Ordering”, Cornell Hospitality Report, 11(10), pp. 6-15.
2. Varsha Chavan, Priya Jadhav , Snehal Korade and Priyanka Teli (2015), “Implementing Customizable Online Food Ordering System using web based application @ , International Journal of [6] “Pizza Hut Tells Twitter It Made The First Online Sale In 1994” – Huffingtonpost.com
3. Serhat Murat Alagoz, Haluk Hekimoglu, A study on Tam: Analysis of Customer Attitudes in Online Food Ordering System, Procedia – Social and Behavioral Sciences, Volume 62, 2012, Pages 1138-1143, IISN 1877- 0428
4. Leong Wai Hong (2016), “Food Ordering System Using Mobile Phone”, A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR.
5. Jyotishman Das (2018), Consumer Perception Towards „Online Food Ordering and Delivery Services“: An Empirical Study, Journal of Management, 5(5), 2018, pp. 155–163.

6. N. Sumathy and S. Josephin, "A Study On Prospect Concernment Towards Food Adjure App", International Journal of Advance Research and Innovative Ideas in Education, Vol. 3, No. 2, pp. 4905-4910, 2017
7. Hong Lan, Li Yanan and Wang Shuhua, "Improvement of Online Food Delivery Service Based on Consumers Negative Comments", Canadian Social Science, Vol. 12, No. 5, pp. 84-88, 2016.
8. Bagla, Ramesh & Khan, Jasmine. (2017). Customers' Expectations and Satisfaction with Online Food Ordering Portals. Prabandhan: Indian Journal of Management. 10. 31. 10.17010/pijom/2017/v10i11/119401.
 - a. Kumaran .M. "Perception towards online shopping an Empirical study with respect to Indian buyers."www.abhinavjournal.com Vol 1 Issue no:9.

Websites

<https://www.zomato.com>

<https://en.wikipedia.org/wiki/customer>

<https://asq.org>quality-resources>

<https://www.hubspot.com>

