A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO WITH SPECIAL REFERENCE TO NAMAKKAL TOWN

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ABSTRACT

Food delivery service through online booking is the latest version of e-commerce. The global online food delivery services market size is expected to grow In India, we have major online food delivery channels like Zomato, Swiggy, Foodpanda, Travelkhana, Ubereats and so on. Among all, most of the customers prefer the services of Zomato or Swiggy due to their availability across the country. This paper throws light on the perception and level of satisfaction of customers towards online food ordering services through Zomato. The data is collected through a structured questionnaire and interviews.

Keywords: Customer; Satisfaction; Data; Online food Delivery.

1. INTRODUCTION

Food ordering on online is conceptually diverse from other sources of ordering food, as the internet endorses a one to one communication between the vendor and the end-user with round the clock customer service. Today, the business of Food distribution amenities is one of the fastest emergent segments of digital commerce. The most important that which will always need to contact the quality of enhancing digital food ordering is the only one that has to maintain the customer as a regular customer, In the intellect, delivers decent qualities and quantities of food, time maintain, delivery asap.

2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as

$$\text{Chi} - \text{Square} = \frac{\sum (oi - Ei)2}{Ei}$$

Oi = Observed frequency, Ei = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

3. DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

The data collected here represents the gender of the respondents.

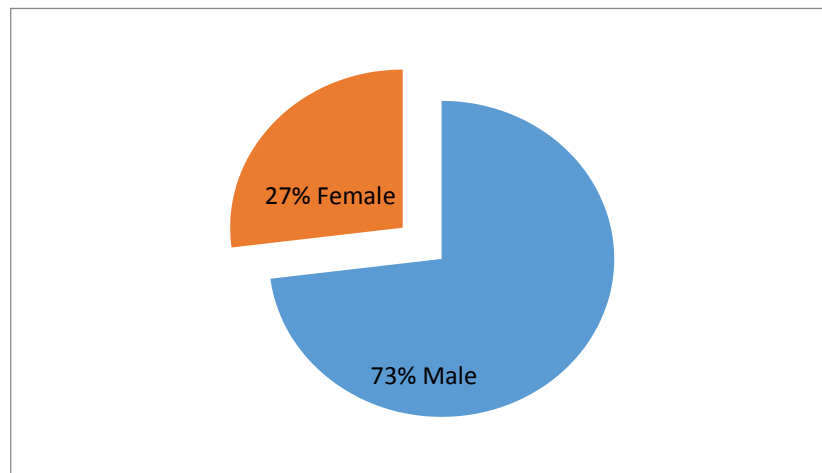**TABLE NO- 3.1: GENDER OF THE RESPONDENTS**

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
Male	58	73%
Female	22	27%
Total	**80**	**100%**

Sources: Primary data

INTERPRETATION

The above table shows that gender of the respondents, 73% of the respondents are male, 27% of the respondents are female. Majority 73% of the respondents are male.

CHART NO - 3.1

GENDER OF THE RESPONDENTS

2) AGE OF THE RESPONDENTS

The data collected here represents the age of the respondents. The list of respondents age criteria.
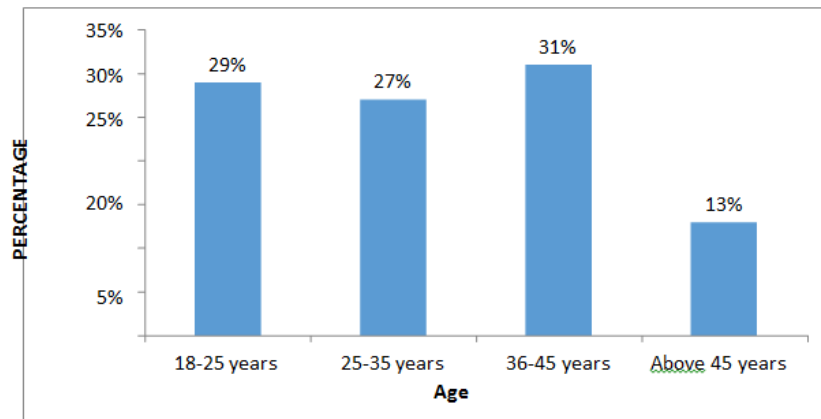
TABLE NO - 3.2

AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
18 – 25 years	23	29%
25 – 35 years	22	27%
36 – 45 years	25	31%
Above 45 years	10	13%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

It is evident from the above table, 29% of the respondents are in the age group of 18- 25 years, 27% of the respondents are in the age group of 25-35 years, and 31% of the respondents are in the age group of 36-45 years and remaining 13% of the respondents are in the age group of Above 45 years. Thus the Majority 31% of the respondent are age group of 36-45 years.

CHART NO - 3.2
AGE OF THE RESPONDENTS

3) MONTHLY INCOME OF THE RESPONDENTS

It analyses the income of the respondents Those who orders food Through Zomato.

TABLE NO - 3.3
MONTHLY INCOME OF THE RESPONDENTS

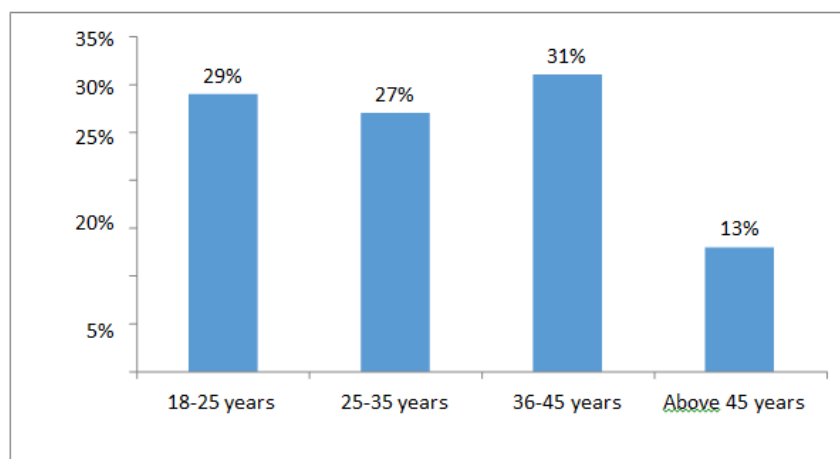| Monthly income	No. of Respondents	Percentage
Upto Rs 10,000	16	20%
Rs 10,000 – Rs 15,000	38	47%
Rs 15,001 – Rs 20,000	18	23%
Above Rs 20,000	8	10%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table depicts that, 20% of the respondents are earning come of Upto Rs 10,000, 47% of the respondents are earn Rs 10,000 – Rs 15,000, 23% of the respondents are earn Rs 15,001 – Rs 20,000, and remaining 9% of the respondents are earn Above Rs 20,000.

Thus the majority 47% of the respondent are earning income is Rs 10,000 – Rs 15,000.

CHART NO - 3.3
MONTHLY INCOME OF THE RESPONDENTS

4) SIZE OF THE FAMILY

It represents the size of family those who Order Through Zomato.

TABLE NO - 3.4

SIZE OF THE FAMILY

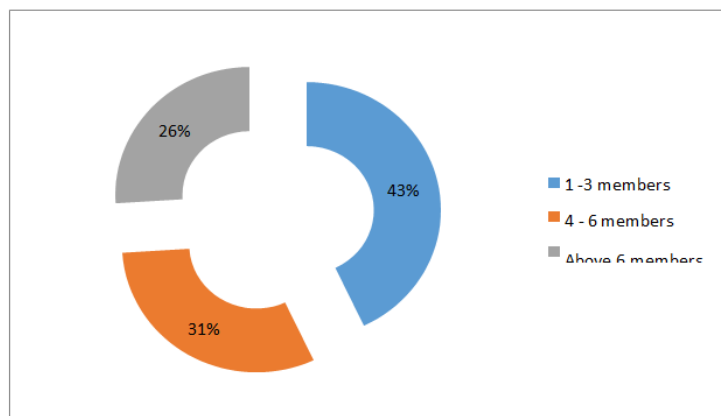| Family size	No. of Respondents	Percentage
1 -3 members	34	43%
4 - 6 members	25	31%
Above 6 members	21	26%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table depicts that, 43% of the respondents are size of 1 -3 members, 31% of the respondents are size of 4 - 6 members , 11% of the respondents are size of 4 members andremaining 15% of the respondents are size of Above 6 members.

Thus the majority 43% of the respondent are size of 1 -3 members.

CHART NO - 3.4

SIZE OF THE FAMILY

5) RECOMMEND ZOMZTO TO YOUR FRIENDS / RELATIVE

It represents the recommendation of Zomato to the respondents friends /relative.

TABLE NO - 3.5

RECOMMEND ZOMZTO TO YOUR FRIENDS / RELATIVE

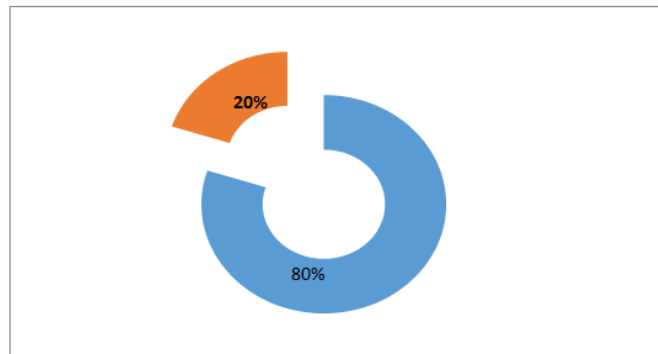| Recommend	Respondents	Percentage
Yes	64	80%
No	16	20%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table's shows that 80% of the respondents recommend Zomato to your friends/ relatives and remaining 20% of the respondents not recommend Zomato to your friends/ relatives. Thus the Majority 80% of the respondents recommend Zomato to your friends/ relatives.

CHART NO - 3.5

RECOMMEND ZOMATO TO YOUR FRIENDS /RELATIVES

6) ABOUT ORDERING FOOD IN ZOMATO

It represents the satisfaction level on ordering food in zomato

TABLE NO - 3.6

ABOUT ORDERING FOOD IN ZOMATO

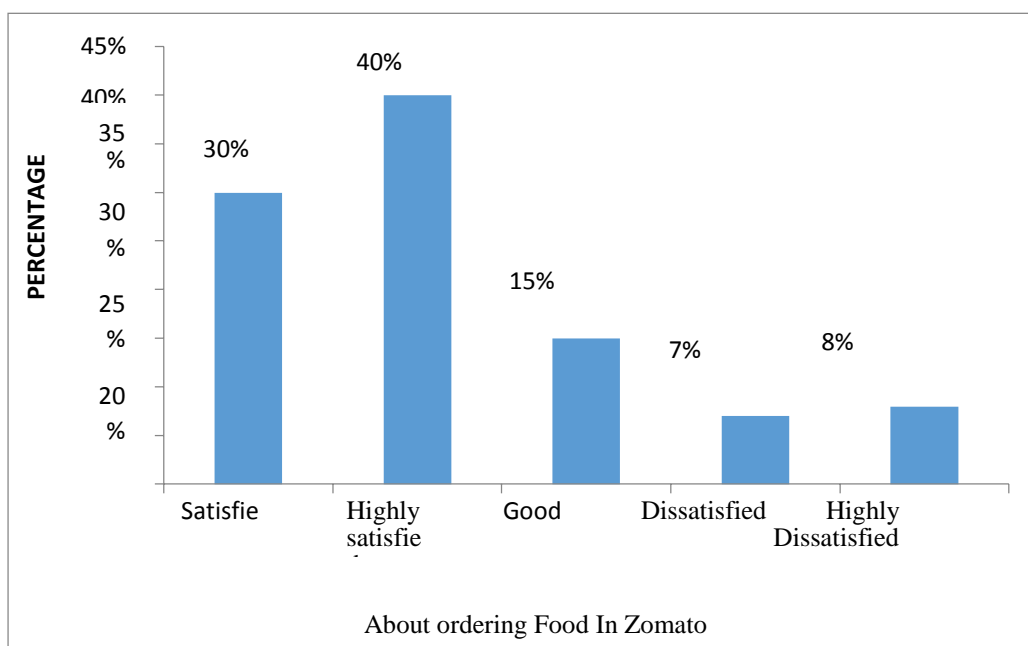| Satisfy	Respondents	Percentage
Satisfied	24	30%
Highly Satisfied	32	40%
Good	12	15%
Dissatisfied	6	7%
Highly Dissatisfied	6	8%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table's shows that 30% of the respondents are using satisfied, 40% of the respondents are Highly satisfied, 15% of the respondents are Good, 7% of the respondents are Dissatisfied and remaining 8% of the respondents are Highly Dissatisfied

CHART NO - 3.6

ABOUT ORDERING FOOD IN ZOMATO

7) OPINION ON THE SERVICE

It represents the satisfaction on the service provided to the People who order food through zomato.

TABLE NO - 3.7
OPINION ON THE SERVICE

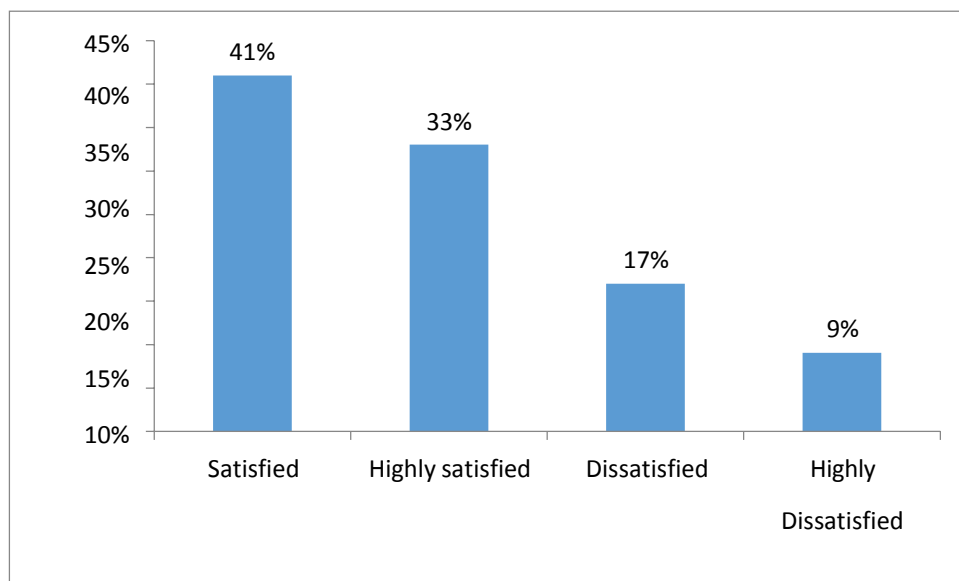| Services	Respondents	Percentage
Satisfied	33	41%
Highly satisfied	26	33%
Dissatisfied	14	17%
Highly Dissatisfied	7	9%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table shows that 41% of the respondents are satisfied for Service, 33% of the respondents are highly satisfied for Service, 17% of the respondents are dissatisfied for Service and remaining 9% of the respondents are Highly Dissatisfied for Service.

Thus the Majority 41% of the respondent are satisfied for Service.

CHART NO - 3.7
OPINION ON THE SERVICE

8) REASON FOR CHOOSING ZOMATO

It represents the the reason for choosing zomato analyzing the factors

TABLE NO - 3.8
REASON FOR CHOOSING ZOMATO

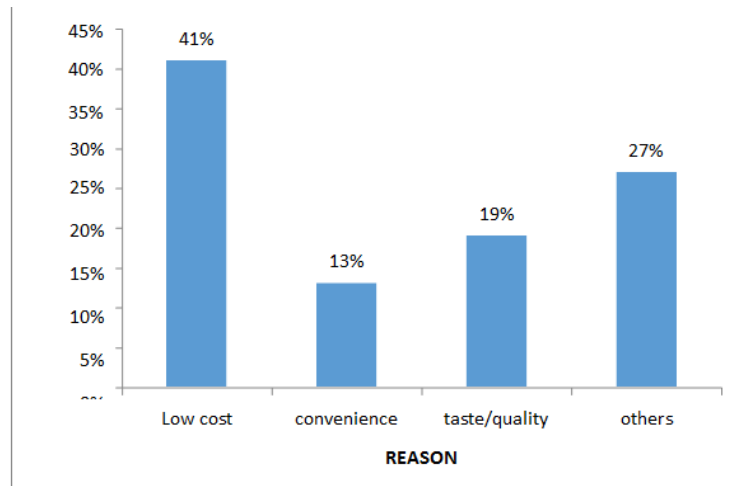| Reason	Respondents	Percentage
Low cost	33	41%
convenience	10	13%
taste/quality	15	19%
others	22	27%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table shows that 41% of the respondents are Low cost, 13% of the respondents are convenience, 19% of the respondents are taste/quality, 27% of the respondentsare others.

Thus the Majority 41% of the respondent are said Low cost.

CHART NO - 3.8

REASON FOR CHOOSING ZOMATO

9) SATISFIED WITH THE SERVICE COST

It represents the satisfaction of the Service cost in Zomato

TABLE NO - 3.9

SATISFIED WITH THE SERVICE COST

Service cost	Respondents	Percentage
Satisfied	33	41%
Highly satisfied	22	27%
Dissatisfied	15	19%
Highly Dissatisfied	10	13%
Total	**80**	**100%**

INTERPRETATION

The above table shows that 41% of the respondents are Satisfied for Service cost, 27% of the respondents are Highly satisfied for Service cost, 19% of the respondents are Dissatisfied for Service cost and remaining 13% of the respondents are Highly Dissatisfied for Service cost.

Thus the Majority 41% of the respondent are Satisfied for Service cost.

CHART NO - 3.9
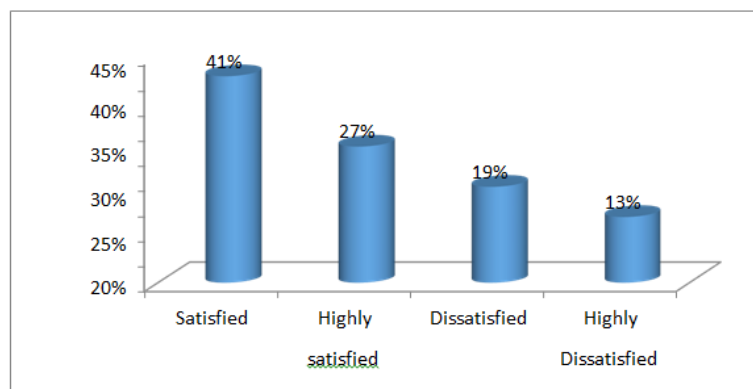
SATISFIED WITH THE SERVICE COST

TABLE NO - 3.10

RELATIONSHIP BETWEEN MONTHLY INCOME AND SATISFIED WITH THE SERVICE COST

The table shows the analysis of relationship between monthly income and satisfaction on service cost.

Monthly income /Satisfied with the service cost	Satisfied	Highly satisfied	Dissatisfied	Highly Dissatisfied	Total
Upto Rs 10,000	7	4	3	2	16
Rs 10,000 – Rs 15,000	16	10	7	5	38
Rs 15,001 – Rs 20,000	7	6	3	2	18
Above Rs 20,000	3	2	2	1	8
TOTAL	33	22	15	10	80

Source: Primary Data

NULL HYPOTHESIS

H₀: There is no significance relationship between age of the respondents and work pressure in this organization.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between age of the respondents and work pressure in this organization.

Particulars	Observed Frequency	Expected Frequency	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
R1 C1	7	6.6	0.16	0.024
R1 C2	4	4.4	0.16	0.036
R1 C3	3	3	0	0
R1 C4	2	2	0	0
R2 C1	16	15.6	0.16	0.010
R2 C2	10	10.4	0.16	0.015
R2 C3	7	7.0	0	0
R2 C4	5	4.7	0.09	0.019
R3 C1	7	7.4	0.16	0.021
R3 C2	5	4.5	0.25	0.055
R3 C3	3	3.3	0.81	0.245
R3 C4	2	2.2	0.04	0.018
R4 C1	3	3.3	0.09	0.027
R4 C2	2	2.2	0.04	0.018
R4 C3	1	1.5	0.25	0.166
R4 C4	1	1	0	0
Calculated value				**0.654**

Degree of freedom   : (r – 1) (c – 1) = (4 – 1) (4– 1) = 9

Level of significance   : 5%

Table value   : 6.568

Calculated value   : 0.654

RESULT

Since the calculated value is less than the table value. So we accept the null hypothesis.There is no relationship between monthly income of the respondents and satisfied with the service cost

4. RESULTS AND DISCUSSION

FINDINGS

- Most of the respondent is male category.
- 31% of the respondent is age group of 36-45 years.
- 47% of the respondent's income belongs to Rs 10,000 – Rs 15,000.
- 43% of the respondent are size of 1 -3 members
- Most of the respondents recommend Zomato to friends/ relatives
- 40% of the respondents are highly satisfied about ordering food in theZomato.
- Thus The 41% of the respondent are satisfied for Service
- Majority 41% of the respondent said Low cost.
- 41% of the respondent are Satisfied for Service cost

SUGGESTIONS

- Digital Zomato food service should be given more importance and can be made more preference to customers. This service has to design the strong distribution channels to capture by e-bankingsector. It may provide good margins compare than other service.
- In the service sector need and nature of work comfortable for customers wantsthroughout the quality, tasty and decision making for food varieties.
- Zomato Food service is the most attractive and reliability to the customer attitude withday to day service activities in recently. In the modern world find the e-banking new technical to the customers

5 CONCLUSION

The 'Zomato' is designed to provide a web based food service that would make searching, viewing and selection of a food product easier. The search engine provides an easy and convenient way to search for food products where a consumer can Search for a food productinteractively and the search engine would refine the products available based on the consumer'sinput. The consumer can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. Its drag and drop feature would make it easy to use digital quick service is a different experience and you can make the deliverycreative over the internet as you get used to it. There can be lot of apprehensions about digitaldelivery is when you get in to for the first time. As we experience more and more of those apprehensions get disappeared slowly. Remember that if we stick to the basics, digital deliverybecome more enjoyable and easier than selective place.

5. REFERENCES

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