DOI:10.15613/hijrh/2024/v11i1/45257
ISSN (Print): 2349-4778
HuSS: International Journal of Research in Humanities and Social Sciences, *Vol 11(1), 27-32, January-June 2024* ISSN (Online): 2349-8900

Consumer Satisfaction in the Digital Age: A Study of Zomato's Impact on Dining Experiences at Coimbatore City

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Abstract

One of the most popular services today is buying food online and having it delivered to the customer's place. Customers can purchase the food online and place orders for delivery at their chosen location. The majority of fast-food businesses are using this practice today. This has been made possible by using an electronic payment mechanism. When picking up food from a restaurant, customers can pay with cash, debit or credit card using a mobile application. The application notifies the customer about the quality and shelf life of the food and how long until the food is ready for pickup and delivery timelines. Numerous enterprises and businesses currently operate under this system to provide service to the community. In the present study, the consumers' satisfaction towards Zomato's impact on dining services at Coimbatore city has been studied with 107 respondents selected by applying a simple random sampling technique.

Keywords: Electronic Payment System, Food Ordering System, Mechanism, Restaurants

1. Introduction

Among the various sectors in the society, the service sector plays a vital role. It helps in the smooth functioning of primary and secondary sectors. One of the most important service sectors is the food industry. Modern lifestyle and working conditions have led to an innovative step in the food service industry, where food is delivered to the doorsteps of customers. This is made possible by advancements in information technology. Various such food delivery companies deliver the ordered food to their customers within a few minutes. In the present study, one such delivery company called Zomato has been considered. The customers' satisfaction towards Zomato's impact on dining services at Coimbatore city has been examined by considering the socio-economic profile, factors influencing the selection of Zomato, level of satisfaction with the services provided and the challenges faced by the respondents in availing the services of Zomato. The statistical tools namely simple percentage analysis and weighted average ranking technique were used for analysing the data. The result showed that most of the respondents were highly satisfied with the services provided by Zomato.

2. Review of Literature

The development of technology across a wide range of industries has altered company models, according to Leong Wai Hong[1]. He concluded that the productivity and profitability of a restaurant could be increased with the use of efficient systems. 150 customers participated in the survey, which revealed how technology would be utilised to place food orders. It is thought that using an internet food delivery service would enable restaurants to do significant online commerce as well as occasionally help their business to develop. Sethu and Bhavya Saini[2] set out to look into how students felt about online meal ordering and delivery services by observing their behaviour and

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perceptions. According to their research, students who used online food delivery services could better manage their time. Based on the responses of 400 respondents, data on customer behaviour and satisfaction were gathered. Additionally, it has been discovered that the convenience of getting the desired food whenever required and the simplicity of internet access were the main drivers of use. Frederick D *et al.*,[3] conducted a research analysing the positioning strategy, marketing mix and overall Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of Zomato's business. It was observed that the positioning strategies of Zomato were well-defined in capturing the market but on the other hand required developing more strategies for surviving in the market. The study concluded that Zomato should also explore the rural regions, by providing virtual restaurant tours for enhancing the capabilities of the services provided. Krishna and Gokula Krishnan[4] analysed customer satisfaction and perception of online food delivery services. The study found that customers were satisfied with the services provided by the Zomato food delivery app and they had a good image in terms of pricing, food quality, packaging, delivery speed, coupons and discounts. Lohith and Kavitha[5] shed light on the critical factors driving Zomato's success and customer satisfaction. Discounts and offers emerged as the primary motivator for customer orders, indicating their pivotal role in attracting and retaining a loyal customer base. Moreover, the commendable rating for customer support quality underscored the importance of consistently delivering high-quality service.

3. Objectives of the study

- To determine the socio-economic status of the respondents.
- To ascertain the factors influencing the consumers to prefer the services of Zomato.
- To determine the degree of customer satisfaction with the Zomato service.
- To evaluate the challenges that users encounter when ordering items for delivery through the Zomato app.

4. Research Methodology

The primary information required for the inquiry was gathered through a questionnaire. The study looks into the personal traits, factors and satisfaction of online meal delivery service users in Coimbatore city. The purpose of the study is to determine consumer satisfaction. Given the immense expanse of the cosmos, a substantial sample of 107 replies was gathered. A simple random sampling approach was used to acquire the sample. Secondary data was obtained through the use of books, the internet, journals and magazines.

5. Analysis and Discussion

5.1 Socio-Economic Profile of the Respondents

The respondents were classified based on their socio-economic profile and were analysed by using simple percentage analysis. The classification was based on gender, age, relationship status, residence zone, occupation, family structure, family size, earning members in the family, monthly earnings, period of usage, frequency of order, expense categorisation (per month), food preference time and justification for ordering food. The results are shown in Table 1.

According to Table 1 above, 42 (39.3%) of the 107 respondents are male, 65 (60.7%) are female, 15 (14% of the population) are under the age of 20, 70 (65.4%) are between the ages of 20 and 30 and 22 (20.6% of the population) are above 30 years of age. It was found that 28 (26.2%) of them are married and 79 (73.8%) are unmarried. There are 32 (29.9%) respondents from urban areas, 19 (17.8%) are from semi-urban areas and the remaining 56 (52.3%) respondents are from rural areas. The occupation-wise classification shows that 59 respondents (55.2%) are students, 13 (12.1%) of them are doing business, 22 (20.5%) are professionals and 13 (12.1%) of them fall into other categories of occupations. It is found that 29 (27.1%) respondents are in a cluster family set up and 78 (72.9%) respondents are in a nuclear family.

34 (31.8%) of respondents' families have up to 3 members, 64 (59.8%) of them have 4-6 members and 9 (8.4%) of them have above 6 members. The total number of earning members in the family shows that 79 (73.8%) of them have 1-2 earning members in the family, 26 (24.3%) of them have 3-6 members and 2 (1.9%) of them have above 6 earning members in their family. The monthly earnings classification reveals that 15 (14.1%) of the respondents earn not more than Rs.10000 per month, 36 (33.6%) of them earn Rs.10001- Rs.20000 per month, 25 (23.4%) of them earn Rs.20001 – Rs.30000 per month and 31 (28.9%) of them earn above Rs.30000 per month.

Table 1. Socio-economic profile of the respondents

S.No.	Socio-Economic Profile	Number of Respondents	Percentage
1	**Gender**		
	Male	42	39.3
	Female	65	60.7
2	**Age**		
	Below 20 years	15	14.0
	20-30 years	70	65.4
	Above 30 years	22	20.6
3	**Relationship Status**		
	Married	28	26.2
	Unmarried	79	73.8
4	**Residence Zone**		
	Urban	32	29.9
	The Semi-Urban	19	17.8
	Rural	56	52.3
5	**Occupation**		
	Student	59	55.2
	Business	13	12.1
	Profession	22	20.6
	Others	13	12.1
6	**Family Structure**		
	Cluster Family	29	27.1
	Nuclear Family	78	72.9
7	**Family Size**		
	Upto 3	34	31.8
	4-6	64	59.8
	Above 6	9	8.4
8	**Earning Members**		
	1-2	79	73.8
	3-6	26	24.3
	Above 6	2	1.9
9	**Monthly Earnings**		
	Not more than Rs.10000	15	14.1
	Rs.10001toRs. 20000	36	33.6
	Rs.20001-Rs.30000	25	23.4
	More thanRs. 30000	31	28.9
10	**Period of usage**		
	Below1year	55	51.4
	1-2 years	31	29.0
	3-5 years	11	10.3
	More than5years	10	9.3

Table 1. Continued...

11	**Frequency of order**		
	Daily	8	7.5
	Weekly once	21	19.6
	Monthly twice	22	20.6
	Occasionally	56	52.3
12	**Expense Categorisation (per month)**		
	UptoRs.3000	52	48.6
	Rs.3001-4000	33	30.8
	Rs.4001-5000	16	15.0
	Above Rs.5000	6	5.6
13	**Food Preference Time**		
	Morning	13	12.1
	Afternoon	45	42.1
	Evening	25	23.4
	Night	24	22.4
14	**Justification for ordering food**		
	There is no time for cooking	28	26.2
	I don't know how to cook	12	11.2
	Saves time	40	37.4
	Ordering is simple	27	25.2

Source: Primary data

The period of using Zomato for food service shows that 55 (51.4%) of them use it below 1 year, 31 (29.0%) of them use it for 1-2 years, 11 (10.3%) of them use it for 3-5 years and 10 (9.3%) of the respondents use it for more than 5 years. The results reveal that 8 (7.5%) of the respondents use Zomato daily, 21 (19.6%) of them use weekly once, 22 (20.6%) of them use monthly twice and 56 (52.3%) of the respondents place an order through Zomato occasionally. It is also found that 52 (48.6%) of the respondents spent up to Rs.3000 towards Zomato, 33 (30.8%) of them spent Rs.3001- 4000 for Zomato, 16 (15.0%) of them spent Rs.4001- Rs.5000 towards Zomato and 6 (5.6%) of them spent above Rs.5000 for Zomato. The results of the food preference time show that 13 (12.1%) of the respondents order with Zomato during the morning, 45 (42.1%) of them order for lunch in the afternoon, 25 (23.4%) of them order evening snacks and 24 (22.4%) of them order for dinner using Zomato. The respondents purchased food through Zomato due to many reasons. The findings reveal that 28 (26.2%) of the respondents order food with Zomato as there is no time for them to cook, 12 (11.2%) of them purchase food as they do not know how to cook, 40 (37.4%) of them place order for food as it saves time and 27 (25.2%) of them place order for food using Zomato as ordering is simple.

5.2 Factors Influencing the Consumers to Prefer Zomato

Many factors influence the consumers to prefer Zomato for ordering food among many delivery agents. Table 2 gives a picture of the factors influencing consumers to prefer Zomato which has been analysed by applying simple percentage analysis.

In Table 2, the majority of respondents (43%) agree that delivery time is the factor that influences them to prefer Zomato. 47% of the respondents agree that they prefer Zomato for its price and quality of service. Additionally, 49% of the respondents agree that offers and discounts made them prefer Zomato. Furthermore, 37% of the respondents strongly agree that the availability of restaurants influences them to prefer Zomato, and 47% of the respondents strongly agree that customer care influences their preference for Zomato's food delivery service.

Table 2. Factors influencing consumers to prefer Zomato

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Delivery Time	16(15%)	46(43%)	20(19%)	17(16%)	8(7%)
Price and Quality	20(19%)	50(47%)	21(20%)	10(9%)	6(5%)
Offers and Discounts	25(23%)	51(49%)	11(10%)	12(11%)	8(7%)
Availability of Restaurants	40(37%)	35(34%)	25(24%)	3(2%)	4(3%)
Customer Care	50(47%)	25(24%)	19(23%)	8(3%)	5(3%)

Source: Primary data

Table 3. Level of satisfaction

Classification Factor Based on Satisfaction	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
User-friendly service	31 (28.9%)	28 (26.2%)	28 (26.2%)	14 (13.1%)	6 (5.6%)
Time of delivery	31 (28.9%)	27 (25.2%)	23 (21.5%)	17 (15.9%)	9 (8.5%)
Easy change in orders	23 (21.5%)	35 (32.7%)	31’ (28.9%)	11 (10.3%)	7 (6.6%)
Customers are given valid promotions and offers	31 (28.9%)	36 (33.6%)	17 (15.9%)	11 (10.3%)	12 (11.3%)
Food variety available from the service provider	30 (28.0%)	28 (26.2%)	13 (12.1%)	19 (17.8%)	17 (15.9%)

Source: Primary data

5.3 Level of Satisfaction

The level of satisfaction attained by the respondents in using the services of Zomato is analysed with a simple percentage analysis and is shown in Table 3.

Table 3 shows that the majority of 28.9% of the respondents are highly satisfied with user-friendly services provided by Zomato, 28.9% of the respondents are highly satisfied with the time of delivery, 32.7% of the respondents are satisfied with easy change in orders, 33.6% of them are satisfied with valid promotions and offers and 28% of them are highly satisfied with the food variety available from the service provider.

5.4 Problems Encountered in Using the Zomato App

The respondents faced many problems with the usage of the Zomato app. The most important problems faced by the respondents were identified by asking them to rank the problems in the order of their importance and the same was analysed by employing a weighted score ranking technique. Table 4 shows the details of the findings.

Table 4 shows that the most important problem encountered by the respondents is exhausted supply with a weighted score of 99 followed by product modification with a weighted score of 113, the third most important problem is the timing of delivery (135) and taste (147).

6. Suggestions

- The advantage of technological advancement needs to be utilised to take orders and supervise delivery staff until quality products are delivered to customer locations. In the current situation, online ordering has become the most popular method of ordering food. A custom food-ordering mobile app could be created for individual restaurants or a website that integrates directly with the Point of Sale (POS) can be created. Understanding the areas where service needs improvement is also a must.
- Ensure that food is piping hot, packaged and delivered on time after ordering via the mobile application.
- The food has to be packed safely by using banana leaves without any damage until the delivery of the same to the customers.

Table 4. Issues encountered when ordering food using the Zomato app

Reason Rating	Timing of Delivery (No.)	Taste (No.)	Product Modification (No.)	Exhausted Supply (No.)
1	3	7	6	4
2	6	9	7	8
3	4	1	6	1
4	10	2	1	2
5	12	3	2	2
6	15	7	17	5
7	25	16	18	19
8	20	31	12	14
9	21	37	20	21
10	19	34	24	23
Weighted Score	135	147	113	99
Rank	**III**	**IV**	**II**	**I**

Source: Primary data

- Attention must be given to add-ons and provide offers and discounts along with quality food and delivery.
- If a problem persists, constructive feedback needs to be solicited from regular customers and the issue must be addressed.
- More products must be added regularly and restaurants must always be made available on the Zomato platform.

7. Conclusion

This study has been conducted to evaluate the customer service offered, the food quality supplied by Zomato, customer contentment and the general preference of customers for Zomato while placing meal orders online. 107 people participated in this study and a structured mail-in questionnaire on a Google form was used. Both primary and secondary data are employed as the main sources of information for this investigation. According to this study's findings, the majority of the respondents are quite familiar with the name Zomato and the company's contributions to society as a whole.

The research study was limited by constraints such as a fixed time frame, small sample size and the reliability of customer-provided information in Google Forms. In a world of increased competition, paying attention to client preferences is crucial for Zomato to penetrate new markets. Based on the research, it can be concluded that Zomato has received the most positive user feedback when compared to other service providers. This is primarily due to faster deliveries and offers such as discounts and freebies. Zomato has emerged as the leading online grocery delivery business and if it continues to improve, it may be able to keep that position.

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