

**“A COMPREHENSIVE STUDY ON CUSTOMER SATISFACTION OF  
ZOMATO WITH REFERENCE TO KOCHI “**

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### **BONAFIDE CERTIFICATE**

This is to certify that this dissertation entitled “**A COMPREHENSIVE STUDY ON CUSTOMER SATISFACTION OF ZOMATO WITH REFERENCE TO KOCHI**”, has been prepared by **Abhijith S and M Sheez Ahmed** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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## **DECLARATION**

We, **Abhijith S and M Sheez Ahmed**, B.Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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**ABHIJITH S**

**M SHEEZ AHMED**

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# **INTRODUCTION**



## **Introduction:**

Since hospitality has emerged as one of India's main industries in the 21st century, the service sector in India is dependent on it. The requirements and wants of individuals has been taken consideration by neighborliness industry throughout the time. In the hospitality industry, customer loyalty and satisfaction are frequently cited as primary factors. These factors, in fact, are dependent on the company's products and services meeting customer expectations.

The delivery experiences of food services are being fundamentally transformed by technology. Customers' reliance on technology has led them to use online food delivery services to tailor their meals to their preferences and have them delivered to their homes via mobile devices in a matter of clicks. The convenience and time and effort savings offered by online food delivery services are sufficient reasons to become accustomed to them. Customers' expectations of these services have increased as a result of an increase in the number of food delivery services and services offered. The services make it easy to find restaurants serving your preferred cuisine. The entire menu remains visible on the app service, and customers can select items from it with a single button click. The features and customer values systems of these app services differ.

Zomato was started in 2008 by Deepinder Goyal and Pankaj Chaddah. Customers can find out about restaurants' locations, menus, the cuisine they offer, and reviews from previous customers using this search and discovery tool for restaurants. Following the services' original introduction under the name Foodiebay, Zomato was adopted as the company's brand name in November 2010. Zomato is operational in 24 countries worldwide and has reached certain stages of development.

## **Statement of problem:**

The study compares Zomato's customer satisfaction with Ernakulum city satisfaction. The study helps to comprehend the feasible factors that customers consider when using the app. It also tries to determine if there are any unmet user needs that could be addressed to improve the ordering process for food.

### **1.3 SIGNIFICANCE OF THE STUDY:**

Living a digital lifestyle, we are digital nomads. With only a few clicks on our cherished smart devices, we can obtain anything we desire or require, as we have discovered along the way. even the diversity of food to sate our different appetites on various days of the week. It's a period when both suppliers and consumers can find something to enjoy.

Customers have come to expect restaurants to allow them to place orders online because of the shifting circumstances. Customers benefit from online food ordering for a number of reasons, including the ease with which they can reorder their custom and favorite dishes, the

lack of the potential for lengthy wait times at the restaurant, and improved order accuracy. As a result, restaurants can cut costs associated with serving customers at their doorsteps and maintaining a larger number of customers than is necessary. As customers evaluate restaurants online, efficient food delivery with high-quality food is tested.

The online food ordering system has a number of benefits, but it also has a number of drawbacks. 90% of the time, the logistical challenge is greater than the quality of the food. Customers cannot personally give the chef their suggestions or customize their menu, and they also don't stay at the same restaurant because they have multiple locations for the same menu. Online ordering can be a part of a customer's food-loving journey because eating is fun and can be an adventure.

#### **1.4 SCOPE OF THE STUDY:**

The purpose of the study is to determine the level of Zomato customer satisfaction in Kochi, as well as the general public's perception of the service. The comparison would enable us to learn how customers in the city perceive Zomato because of the differences in lifestyle, crowd diversity, and preferences.

#### **1.5 OBJECTIVES OF THE STUDY**

- To investigate Zomato's customer satisfaction in Kochi
- To determine which food delivery apps customers prefer over Zomato.
- To contrast the degree to which customers are satisfied in the chosen city.
- To comprehend the various aspects of customer satisfaction.
- To investigate the current cu's expectations and experience

#### **1.6 RESEARCH METHODOLOGY**

- An investigation is carried out keeping in mind the objectives of the study after the problem has been carefully defined. It demonstrates the order in which the steps have been carried out. The purpose of this in-depth and purposeful investigation of the facts is to comprehend the purchasing habits of consumers.
- The systematic arrangement of conditions for the collection and analysis of data in a research design aims to balance procedure efficiency with relevance to the research objective. The study used in this case is purely descriptive.
- The total number of people about whom information is sought is referred to as the population. The targeted respondents are Kochi residents who use Zomato.

- The questionnaire was administered to 60 people.
- A convenient sampling technique was employed.
- For the study, both primary and secondary data were used. Interviews with a select group of people served as the source of the primary data. The internet, books, and journals were used to gather secondary data and become familiar with the subject.

## **1.7 LIMITATIONS OF THE STUDY**

- The information is collected through sampling method.
- The probability of respondents not filling the questionnaire is high.
- This study is only focused on a specific locality hence generalization is not possible. · Studying on an extensive scale is expensive.
- Studying in depth is time and cost consuming.
- The survey is based on the bias and prejudices of the respondents hence 100% accuracy is not assure.

## **1.8 SCHEME OF THE STUDY**

**The following chapters are discussed in this study:**

### **Chapter 1: Introduction**

This chapter represents the basics of the thesis and it helps us to get an idea on the background of the study. This chapter includes the objectives, significance, scope, hypothesis and limitations of the study.

## **Chapter 2: Review of literature**

The literature review chapter analyses the focused feels and it deeply investigate the thesis of the other researchers in the same field, which is described as a secondary research at this point. This chapter represents the theoretical aspects of the entire thesis.

## **Chapter 3: Theoretical framework**

This chapter contains information related to Zomato, various factors affecting the customer satisfaction in Kochi.

## **Chapter 4: Data analysis and interpretation**

This chapter deals with accurate investigation of gathered information. Though it does not provide exact conclusion, it includes the analysis of information represented from earlier chapters.

## **Chapter 5: Findings, suggestions and conclusions**

This chapter consists the summary of findings and discussion obtained through analysis and interpretation of data. It also details the suggestions, implications of the study, directions for further research and final conclusion of research.

# **REVIEW OF LITERATURE**

## REVIEW OF LITERATURE

1. **Pathan et al.** (2017) states that a restaurant and mess menu can be set up online using an online food ordering system, making it simple for customers to place orders. Online food menus also make it easy to track orders, maintain customer databases, and grow the food delivery service. The cafés and wreck could adjust online eatery menu and transfer pictures without any problem. Potential customers can quickly and easily order from a restaurant menu that is accessible online. As a result, an automated food ordering system with feedback and wireless communication capabilities is presented.

2. **H.S. Sethu & bhavya saini** “Customer Perception and Satisfaction on Ordering Food”. (2016): According to the study, all of the respondents used online food ordering services, and the opinions of friends' families and discussions in online forums had a significant impact on purchasing decisions. The study reveals that the success of web-based food shopping is determined by positive word-of-mouth, customer feedback, and online forums.

3. **Dr. Mitali Gupta** (2019) made a study on “Impact of Online Food Delivery Apps on Restaurant Business, with special mention of Zomato and Swiggy, "that Food delivery apps have become a major hit with well-informed people across India." There are some restricted food conveyance applications in India that one can download on cutting edge cells to orchestrate food in a rush and from the solace of homes. The changing metropolitan lifestyle of the typical Indian is adequately profound to be great for the food-in a hurry and quick home conveyance models to create at higher rates. The routinely developing people gathered metro metropolitan networks and longer travel times are drivers for the steady, ready to eat and more affordable substitutions of having food and staples conveyed close to home. Companies that are aware of the enormous potential for growth may jump right in, but only the strongest will survive. The Indian digital food benefit pie will go to those businesses that keep their offer and image fresh in customers' minds.

4. **Rathore et al.** (2018) states that 50.8% of people who don't like to cook order food delivery services because they can have food delivered to their home or office in under 60 minutes.

5. **Dr. Neha Parashar & Ms. Sakina Ghadiyali** “A Study of Consumers' Perceptions and Attitudes toward Digital Food App Services 2017): According to the study, services are intangible goods that cannot be transferred or owned, cannot be sold, and only become tangible

when they are consumed or purchased. Services can't be put away or moved. Eg: bookkeeping, banking, cleaning, consultancy, instruction, and so forth. On the other hand, digital services are anything that can be provided in a variety of ways through an information infrastructure like the internet, such as applications, web pages, social media, and so on. The majority of the focus of the paper will be placed on the various apps that are offered by restaurants themselves or by third parties for delivery, pointing systems, in-house app ordering, and other functions. The study of how individuals, groups, or organizations select, buy, use, and dispose of ideas, goods, and services to meet their needs and desires is known as consumer behavior. It refers to the actions that customers take in the market as well as the reasons behind those actions. From this exploration paper we would comprehend the shift of customer's ways of behaving with the presentation of innovation and what are the various types of uses that buyers are happy with and what makes them cheerful and fulfilled about the help. Understanding the connection between facilities and purchase behavior is the primary focus of the paper. Second, to determine which food delivery app is most popular and to comprehend how technology has impacted the restaurant industry. Keywords: Zomato, fasso, consumer behavior, e-commerce, and an app for food delivery.

6. According to **Serhat Murat Alagoz & Haluk Hekimoglu** (2012), Worldwide, e-commerce is expanding rapidly, and the food industry is also expanding steadily. In this examination paper they have utilized the Innovation Acknowledgment Model (Cap) as a ground to concentrate on the acknowledgment of online food requesting framework. Their data analysis showed that people's attitudes toward online food ordering vary depending on how easy and useful the process is, how innovative they are against information technology, how much they trust retailers, and other external factors.

7. According to **Leong Wai Hong** (2016), the mechanical headway in numerous enterprises have changed the plan of action to develop. A restaurant's productivity and profitability can be enhanced with efficient systems. The utilization of online food conveyance framework is accepted that it can lead the restaurant's business develop every once in a while and will assist the eateries with working with significant business on the web.

8. **Suryadev Singh Rathore, Mahik Chaudhary** "Consumer's Perception on Online Food Ordering."(2018) The review figured out that new improvement of the Web has expanded the web based business enterprises in a nation like India. Web based business advancement has made Web-based food requesting administrations consistent for individuals who need to get food conveyed close to home. Even though people continue to eat out, they find it very convenient to order food online because they don't have to go to the restaurants in person. Our primary objective in this study was to investigate how consumers perceive online food ordering services. To comprehend what elements play had a predominant impact to draw in customer in the emerging nation like India towards them, we chose to concentrate on the shopper discernment on web-based food requesting. Two research goals were established in

this paper. The first was to learn about the factors that encourage people to order food online and the second was to learn about the preferences of people who use online food ordering services. To accomplish these articles review was held to assemble the data. Overview effectively assisted with understanding the way of behaving and impression of individuals for online food requesting. It shows how effectively individuals look for a most loved eatery, browse accessible things and submit their requests in only a couple of moments.

9. **Jyotishman Das** (2018) made a study on "Consumer Perception towards 'Online Food Ordering and Delivery Services': An Empirical Study" that the survey was administered to approximately 153 respondents for the purpose of systematically analyzing the study. In comparison to other service providers, the majority of customers have a favorable opinion of Zomato. It is primarily due to their better discounts and punctual delivery. Zomato has dominated the online food delivery industry for years, and if it makes a few small tweaks, it will continue to do so in the years to come.

10. According to **Hong Lan**, et al, (2016), online food conveyance market is youthful yet; Negative feedback from customers reveals a number of obvious issues. We cannot rely solely on the self-discipline of online food delivery restaurants or on the supervision and management of online food delivery platforms to solve these issues. Simply by accepting regulations as the rule, with the joined endeavors of the web-based food conveyance stages and eateries, the public authority divisions concerned, purchasers and all gatherings in the general public, might these issues at any point be tackled and a decent internet based remove climate can be made.

11. **Samsudin et al.** (2011) brings up that close by client input for a restaurant, an arrangement and execution of remote food requesting structure was finished. It enables cafe owners to effectively update menu presentations and set up the system in a wireless environment. In order to foster ongoing communication between restaurant owners and patrons, advanced mobile phones have been integrated into the adaptable wireless food ordering system's requesting framework along with continuous customer feedback execution.

12. **.Arji Mariam Jacob et al.**, (2019) conducted a study titled "Consumer Perception of Online Food Delivery Apps in Kochi" and discovered that convenience is the primary motivation for electronic ordering. It is clear from the findings of this study that online food delivery applications aid customers in the simple and quick ordering of food. It gives everything about the client's organization, consequently giving the best client assistance. The tracking system provides users with additional benefits. The service provider is able to keep a database and improve the customer experience thanks to the online food ordering system. According to the results of the survey that was conducted, the majority of users believe that



people choose to use applications for online food delivery because they require less human interaction and that online food ordering has changed the traditional method of dining together.

13. According to **Varsha Chavan**, et al, (2015), the utilization of shrewd gadget based interface for clients to view, request and explore has helped the eateries in overseeing orders from clients right away. the capabilities of smart phone technology and wireless communication to fulfill and enhance business management and service delivery. According to their analysis, this system is convenient, efficient, and simple to use, which should help the restaurant industry as a whole in the future.

14. **Priyadharshini** (2017) states that India has the largest youth population in the world, with more people between the ages of 10 and 24. The traditionally difficult Indian market has changed, necessitating a more diverse menu as a result of an increase in the number of young people entering the workforce on a daily basis, advancements in the economy, an increase in the number of women in the workforce, and increased portability among customers.

15. According to **Sheryl E. Kimes** (2011), **According to the findings of his research, both users and non-users of online** food ordering services were significantly influenced by their perceptions of control and convenience. Non-clients need more private collaboration and furthermore had higher innovation tension to utilize the administrations.

# **THEORETICAL FRAMEWORK**

## **3.1 CUSTOMER SATISFACTION**

In marketing, the term "customer satisfaction" (CSAT) is frequently used. It is a measure of how well a company's products and services meet or exceed customer expectations. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals". Because customers play an important role and are required to keep a product or service relevant, it is in the business's best interest to cultivate customer loyalty and ensure customer satisfaction. The Marketing Accountability Standards Board (MASB) approves the definitions, purposes, and constructs of classes of measures in Marketing Metrics as part of its ongoing Common Language in Marketing Project. Seventy-one percent of a survey of nearly 200 senior advertising directors found that they had discovered a customer loyalty metric that was extremely useful for managing and monitoring their organizations. It is habitually remembered for a Fair Scorecard and is viewed as a key execution pointer in the business world. Consumer loyalty is viewed as a critical differentiator in a market where organizations seek clients and has progressively turned into a vital piece of business system.

### **3.1.1 PURPOSE OF CUSTOMER SATISFACTION**

1. "The collection, analysis, and dissemination of these data send a message to organizations about how important it is to care for customers and make sure they have a good experience with the company's products and services,"
2. "Satisfaction is perhaps the best indicator of how likely it is that the company's customers will make additional purchases in the future, despite the fact that sales or market share can indicate how well a company is performing at the moment. Much examination has zeroed in on the connection between consumer loyalty and maintenance. According to research, extremes are where the effects of satisfaction are most evident.

On a five-point scale, "people who rate their fulfillment level as '5' are probably going to become return clients and could try and proselytize for the firm. Willingness to recommend is a second important metric related to satisfaction. "The percentage of surveyed customers who indicate that they would recommend a brand to friends" is the definition of this metric. According to a previous study on customer satisfaction, a satisfied customer is more likely to recommend a product to friends, family, and coworkers. This can be a significant advantage in marketing. On the other hand, people who rate their level of satisfaction as "1" are less likely to return. Additionally, they run the risk of causing harm to the business by disparaging it to potential clients. One important metric related to customer satisfaction is willingness to recommend.

### **3.1.2 IMPORTANCE OF CUSTOMER SATISFACTION**

#### **•Repeat customers**

Fulfilled clients are probably going to buy once more. Customer satisfaction surveys are one simple method for determining this. Find out who will be happy to purchase from you in the future by asking them to rate their level of satisfaction on a scale from one to five. Customers who gave you a rating of three or higher are likely to return to your business because they are satisfied. A score below 3 is concerning; Customers with a rating of four or five are your strongest advocates and most devoted clients. These customers are dissatisfied and pose a significant threat to your business's viability. can make use of them to boost your CSAT scores and promote your brand.

#### **•Competition differentiator**

Brands can either succeed or fail if they fail to satisfy their customers. In this serious universe of an enormous number of brands, consumer loyalty must be central to client methodology. If customers are dissatisfied, no amount of marketing campaigns or promotions will help. Brands with low levels of customer satisfaction are likely to fail in the future. Brands that have devoted customers are much more likely to succeed than those that do not. At the point when you have content clients, you will have brand advocates. Everything starts and finishes with consumer loyalty.

#### **•Reduce customer churn**

Contrary to popular belief, customer service is the primary cause of customer churn, not pricing. a number of brands that, despite their high prices, have a large customer base. Your CSAT surveys' results and scores on customer satisfaction can be used to improve customer service procedures. In the long run, the company will suffer and the customers will pay for poor customer service.

#### **•Decline negative informal exchange**

According to McKinsey's research, an unhappy customer will tell between 9 and 15 people about their experience. That's a lot of bad press for a business that may have a lot of unhappy customers. This will straightforwardly affect the business income and brand notoriety. Repeat business is dependent on satisfied customers, and dissatisfied customers are bad for the business. Companies do not want to lose customers due to negative word-of-mouth, but customer churn will always occur. You can measure customer satisfaction and identify factors that may be affecting their CSAT scores by conducting regular CSAT surveys.

### **•Retaining customers is cost-effective**

Getting new customers is 6-7 times more expensive than keeping current ones. Customer satisfaction is put into perspective by this. Spend a small amount of money to improve your current processes and systems to keep customers instead of spending a lot of money to get new ones. This will greatly contribute to cost savings and revenue growth for the business.

### **3.1.3 LIMITATION OF CUSTOMER SATISFACTION**

- The company's overall value or the quality of its offerings are not always reflected in CSAT; rather, it is comparing delivered value to expected value.
- Low expectations of the company may be the only explanation for high CSAT scores.
- High CSAT scores may or may not result in increased profitability—indeed, they may even have a negative financial impact—primarily because the company overpromises increased customer value.
- The majority of current clients will be "just satisfied," as evidenced by their average, rather than high, CSAT scores, as existing clients will adjust their expectations to the value that is consistently provided. This indicates that maintaining extremely high levels of satisfaction over an extended period of time is challenging, requiring a significant effort and expenditure.
- More drew in and involved clients are bound to partake in discretionary statistical surveying reviews, for example, online studies, possibly prompting a misjudgment of CSAT levels
- For the whole set of factors that are suggested to be addressed in order to improve customer satisfaction, there are better measures available.

### **3.2 COMPARATIVE STUDY**

Simply put, comparative research is the process of comparing two or more things in order to learn something about one or all of them. In many studies, this method incorporates multiple fields of study. With regards to technique, the greater part arrangement is that there is no approach curious to near investigate. Although comparative programs have a case to make against the claim that their research lacks a "seamless whole," the multidisciplinary approach is advantageous for its flexibility. There are surely techniques that are definitely more normal than others in near examinations, notwithstanding. The majority of comparative studies that make use of quantitative data demonstrate that quantitative analysis is carried out much more frequently than qualitative analysis. The overall strategy for contrasting things is no different for relative exploration for what it's worth in our ordinary act of correlation. Similar cases are handled similarly, while distinct cases are handled differently; the degree of distinction decides

how contrastingly cases are to be dealt with. The findings of the research will not be very helpful if it is difficult to distinguish two carry sufficiently.

### **3.3 REASONS FOR SELECTING KOCHI**

Kochi combines a long history with the global expansion of industry and commerce. Kochi, with its dense population, exemplifies Kerala's accomplishments in literacy, industry, trade, and commerce. Kochi represents the high modern phase of Kerala society with its inclusive culture, relatively high per capita income, and unstoppable interest in staying up to date on political, economic, social, and cultural events on a national and international scale.

We chose Kochi for the comparative study of Zomato's customer satisfaction because it is a very different city.

### **3.4 ZOMATO**

#### **3.4.1 INTRODUCTION TO ZOMATO**

Deepinder Goyal and Pankaj Chaddah founded Indian restaurant aggregator and food delivery startup Zomato in 2008. In some cities, Zomato offers food delivery options from partner restaurants as well as restaurant information, menus, and user reviews. Nearly 80 million people use it every month. It is a restaurant search and discovery service that provides customers with restaurant locations, menus, images of the food served, and customer reviews. Zomato became the company's brand name in November 2010, after the services were initially launched under the name Foodiebay. Zomato has achieved great success and is currently available in 24 nations.

Zomato laid off a lot of employees without making the workplace unpleasant or harming investor confidence. Over 90% of Zomato traffic came from 40% of the restaurants. The business "had to rethink our processes to ensure that the top 40% of restaurants receive multiple updates of their data on a regular basis." As a result, sixty percent of their content teams worldwide were eliminated. In the early startup culture, overhiring is a common money pit, in part because of investor pressure and exaggerated business projections. The food technology community has suffered as a result of this hire-and-fire culture.

Zomato's entry into the much-hyped unicorn startup group toward the end of 2018 raised both companies' expectations for 2019 dramatically. The beginning of the business was fruitful, with revenues rising and combined monthly orders exceeding 50 million. With over 1.2 million daily orders, Zomato is comfortably the platform with the most orders. A significant portion of this can be attributed to Zomato's expansion into the media industry through the addition of a streaming service and strengthening of its advertising division. Zomato is additionally zeroing in on fostering a whole biological system for foodies in the country, with

conveyance and feast out choices accessible for clients, and the gushing of food shows on the Zomato application adding one more aspect to the organization's contributions.

When we talk about encouraging developments, one of the most significant trends of 2019 was the expansion of these brands into tier II and III cities. When compared to the major cities, where growth is almost flattening, these cities have shown almost seven times growth as the Indian economy expands beyond the metros.

Zomato's management is reportedly considering using drones to innovate in the food delivery industry as the company expands its ecosystem with multiple revenue streams like advertising, delivery, dine-in, and now streaming. Zomato has a significant advantage over the newcomers because it has already obtained a fair share of the market; however, maintaining this advantage will now be a challenge. Despite the fact that Zomato has come to be associated with food delivery, it appears that startups have very distinct strategies for expanding globally.

### **3.4.2 HISTORY OF ZOMATO**

Alumni of IIT Delhi, Deepinder Goyal and Pankaj Chaddah worked for Bain & Co. in New Delhi. They saw a lot of people waiting in their office for a long time just to get a flash of the menu card. This is when they came up with the idea of finding a solution, which led to the growth of "Foodiebay."

After the soft copies of the menu cards were uploaded to the website, everyone in their office started using this feature, which saved them a lot of time. Their website's traffic increased as a result. Soon after, they made their website more accessible to everyone. Foodiebay's services were initially offered in Delhi before expanding to Mumbai and Kolkata. With each passing year, the number of customers who use the application continues to move northward. Foodiebay has gained a lot of popularity because it offers unique services to its customers. Foodiebay's founders were able to expand the project internationally as a result of this. Following this, Foodiebay was renamed "Zomato" to make it more captivating, easier to remember, and to avoid confusion with eBay.

### **3.4.3 INVESTMENTS**

Info Edge India acquired a 57.9 percent stake in Zomato between the years 2010 and 2013. In November 2013, it raised an extra 37 million from Sequoia Capital and Data Edge India

Zomato completed a second round of funding in November 2014 for 60 million dollars, with a post-money valuation of 660 million dollars. This round of subsidizing was being driven together by Data Edge India and Vy Capital, with cooperation from Sequoia Capital.

Info Edge India, Vy Capital, and Sequoia Capital led a 50 million-dollar funding round in April 2015, which was followed in September by a 60 million-dollar funding led by Temasek, an investment company owned by the Singapore government, and Vy Capital.

Ant Financial, Alibaba's payment affiliate, contributed \$210 million to Zomato's funding in October 2018. The round, which valued Zomato at approximately \$2 billion, included Ant Financial's ownership stake of more than 10% of the company. Zomato had likewise raised an extra \$150 million additionally from Subterranean insect Monetary prior in 2018.

Zomato raised \$62 million from Temasek in September 2020 after Ant Financial's previously committed capital failed to materialize.

Zomato received \$52 million from an investment firm based in the United States called Kora as part of a Series J round of funding in October 2020.

### **3.4.4 ACQUISITIONS**

- Since its founding in 2008, Zomato has acquired approximately 14 firms, earning it the title of "acquisition king" among top business players. It has proudly garnered names in a variety of industries over the course of a little more than ten years, and the company's business operations have expanded across the country.
- Menu Madness The acquisition of Menu Mania by Zomato for an unknown fee was announced in July 2014. It was intended for the acquisition to combine Zomato and MenuMania to become New Zealand's largest restaurant information service.
- Gastronauci A restaurant has a location in Poland, it was bought in September 2014. Since 2014, Gastronauci has been operating in Poland and has been happy to be a partner of Zomato.
- Cibando Zomato sought an Italian restaurant search engine in a different global acquisition that happened near the end of 2014. This was a part of Zomato's plan to enter the Italian market and invest about \$6 million there
- UrbanSpoon In 2015, there were allegations that the Seattle-based food portal had been purchased for a sum greater than \$50 million. According to reports, this agreement, which gave the brand access to the US market, was the biggest one ever. 2015 is the year when Zomato began seeking for more technologically advanced acquisitions in order to establish a strong footprint as a start-up in the food technology industry.



1) MapleGraph Zomato purchased this Delhi-based start-up to use its cloud-based point of sale solution for restaurants called MaplePOS and rename it as Zomato Base. With this, the company's portfolio gained a system of business solutions.

2) Sparse Labs In order to assemble a practical team devoted to enhancing Zomato customers' delivery experiences, Zomato bought Sparse Labs, a logistics technology-based start-up, in 2016

(3) TechEagle Innovations In order to enable the business develop a drone-based delivery network in India and then further expand it internationally, Zomato purchased the company that offers drone services in 2016. The purchase price has still not been made public.

Start-up, Runnr, and TongueStun Food were also purchased in order to obtain access to specialised services and more extensive branding, in addition to these three. The recent announcement of Zomato's acquisition of UberEats for an all-stock price leaves Zomato as the market leader in the sector while UberEats leaves India and receives a 10% stake in the company. Zomato has demonstrated that it is a savvy player who understands where and how to allocate its resources by making a number of acquisitions. Zomato has been wisely growing and concentrating on its own business at the same time, whether the deals were all-cash or for an unknown price. It should succeed, hopefully, quickly in the entire world market.

### **3.4.5 FEATURES OF ZOMATO**

- Zomato offers a variety of special features to meet the needs of its users. They give you access to the top app that facilitates takeaway, table reservations, dining out, and discovery.
- Table Booking: One of the most important elements needed to develop a successful restaurant business is table booking. The user can easily reserve tables whenever they wish. User convenience and disappointment prevention are both provided by scheduling a table. Zomato has more than 1.4 million restaurants on its list where you can discover a suitable restaurant to book a table for your needs. Most restaurants take reservations for tables of 2 to 8 people.
- Order scheduling: If you want to have your food delivered at a specific time, you may want to arrange that time. This will make it possible for you to receive your order right away, without having to wait for anything. Without your involvement, the automatic order system completes an order rather than merely unwinding and waiting for your order, place something. You have two delivery options: either you pick up your food on the way home or a delivery professional delivers the food for you. You can make a cash payment to the person who delivers your food or pay for it online.

- **GPS Live Tracking:** After placing an order, the user wants periodic updates. The automatic system and GPS live tracking aid in providing the user with updates. The user is informed whether their order has been approved, is in the kitchen, is being delivered, or is in transit. The user can track the delivery person and determine his precise location. Also available to the user is the delivery person's phone number. Consequently, customers might contact the individual and inquire about the arrival of their order. A direct call to the executive or use of the chat system might be used to inform them of a change of address.
- **Restaurant Profile:** The restaurant has full authority over its Zomato profile. By offering helpful information, they can help their user. A meal menu, images, a phone number, directions, and customer reviews are just a few of the details the business can offer.
- **Follow Your Friends:** Everyone loves to eat their favorite food. Zomato provides an option for foodies to follow their friends so that they can know what their friends eat and what they like. They can also discover more from the places nearby.
- **Self-Pick-Up:** You can take advantage of deals and discounts as well as skip the delivery wait time. Zomato offers you the option of ordering food online and picking it up from the restaurant on your own. This choice saves you time and allows you to eat on the go.
- **A ranking system for food and restaurants demonstrates your overall development.** Other audience members can judge the meal before ordering thanks to the ratings that are given to certain food orders or restaurants. The user experience is made more individualised by the ratings given to the delivery executives. The delivery manager is considerably better integrated into the system and isn't just a dot on the GPS map. The consumer is given a better user experience because to the rating system, which creates a connection between them and the on-demand food delivery service.
- **Built-in Promotional Codes for Discounts:** Zomato offers a simple way to use promotional codes to receive discounts on orders. These reductions range from 10% to 90%. Coupon Codes are presented on the checkout page and are easily used with a single click.
- **Possibility of tipping the delivery person:** The Zomato app offers the possibility of tipping the delivery person. You can tip the person who delivered you food if you are pleased with the delivery.

### **3.4.6 ZOMATO**

After the COVID-19 pandemic, everything changed—from tiny tea stalls to shopping malls—when the virus spread. The offline aspect of business experienced a severe decline. due to the public's fear of ordering food outside due to hygiene concerns and the closure of numerous

restaurants. In 2019, 75% of Zomato's customers ordered food online, which caused them to suffer a significant setback during the various lockdown phases.

However, in the midst of this crisis, there was an unprecedentedly high demand for food and medical supplies. People became hunters and frequently went grocery and mask hunting. In light of the restrictions imposed by the government on delivery services, online platforms worked tirelessly to meet the requirements. Messages such as "limited services" or "coming soon" appeared on some of them. Customers hopped from one platform to another in the hope of finding the service that satisfied them, only to be dissatisfied and even more irritated. This was likely not the most effective way to deal with this as it cut down brand believability and generosity.

This was a difficult time for all businesses, but product designers especially. It was no longer about supplying responses to the three questions that were asked earlier. Priority was given to hygiene, safety, and accessibility to essential supplies and food. To address these concerns, platforms needed to modify their approach.

This was addressed first by all platforms. They altered the layout of the home screen in such a way that users focused first on the taken safety measures and standards. The products and services they sold were less important than information about the WHO's safety standards. Because the customer will only interact with it a few times in comparison to their products and services, it is out of reach of their thumb and has an interaction that can be swiped to read more.

Supporting the restaurants and their delivery partners, Zomato launched campaigns. I would call this as the need might arise to purchase the disputable gold membership plan. Therefore, a portion of the subscription fee will be given to the restaurant of their choice. Customers enjoy the gold benefits when restaurants are operational.

With Zomato Market, Zomato entered the industry in 80 cities. Their primary means of action are the products, which are located below and easily accessible. It takes them to the listing page when they tap it, allowing them to see what's available. The customer felt frustrated as they moved from platform to platform in search of groceries when the goods were not available. Perhaps, Zomato expected to assist cafés with getting advanced as opposed to tending to somewhere safe and secure measures. On the other hand, these platforms are trusted by customers who have been ordering from restaurants for the past few months. Zomato is now a common place to order groceries and food. Because people typically learn about safety measures through previous experiences and word-of-mouth, the restaurant's safety measures are currently displayed on a badge next to its name. As a result, rather than Zomato, the customer's choice of restaurant bears the responsibility for safety.

### **3.4.7 SECURITY BREACHES**

An Indian security researcher broke into the Zomato website on June 4, 2015, and he was able to access information about 62.5 million users. He was able to use their Instagram access token to access personal information like phone numbers, email addresses, and private Instagram photos by exploiting the vulnerability. Within 48 hours of the issue becoming apparent, Zomato resolved it. Zomato made a shift from a Full-Stack market to an Enterprise market on October 15, 2015, resulting in a 300-person workforce reduction of 10%.

On 18 May 2017, a security blog brought Hack read guaranteed north of 17 million records had been penetrated. " The price for the entire package, which includes Zomato users' emails and password hashes, was set at \$1,001.43 (Bitcoins 0.5587). The seller likewise shared a stash of test information to demonstrate it is genuine", the Hackread's post said. It was claimed by Hacked that information about 17 million users had been sold on the Dark Web. Names, email addresses, and encrypted passwords were taken from Zomato's database, the company confirmed. The affected customers were reassured by the business that no credit card or payment information was stolen.

Although Zomato claimed that the security measures it employs prevent the stolen passwords from being converted back into plain text, the company nonetheless urged users who use the same password for other services to change it. It additionally logged the impacted clients out of the application and reset their passwords. " Up to this point, it looks like an inside (human) security break - some representative's improvement account got compromised", the organization said in a blog entry yet later, when Zomato reached the programmer, they found a proviso in their security. The hacker requested a functioning bug bounty program before removing the stolen content from the Dark Web.

### **3.4.8 CONTROVERSIES**

A client from Jabalpur complained to Zomato in July 2019 that he had been sent a non-Hindu delivery worker for his lunch order. Zomato was to send a Hindu delivery lad per the customer's request. After complaining that Zomato had refused to change the provision, the client asked for the order to be cancelled. Religion has nothing to do with food, Zomato asserted in response to the client's Twitter post about the incident. It involves faith. The message received a variety of responses, as several Twitter users criticised the company for using Jain food and halal labelling on food products. It was then stated that these tags were added by restaurant owners rather than Zomato.

### **3.4.9 LOGOUT CAMPAIGN**

On August 17, 2019, more than 1,200 restaurants left Zomato due to the company's discount programs for dine-in establishments. In Pune alone, in excess of 450 eateries quit serving to

Zomato Gold as a result of forceful limits and loss of business. As of August 2019, its India-based premium subscription-based dining out service, Zomato Gold, had 6,500 restaurant partners and 1.1 million subscribers. Around 2,500 restaurants left the Zomato Gold service as part of the campaign. After Zomato made some adjustments, the National Restaurant Association of India continued to reject the modified plan, claiming that the corrective measures would not address the primary issue of deep discounts. However, Zomato founder Goyal acknowledged his error, became prepared to make the necessary adjustments, and pleaded for calm and agreement. Additionally, he advised eateries to stop

#Logout campaign.

**DATA ANALYSIS  
&  
INTERPRETATION**

## **DATA ANALYSIS AND INTERPRETATION**

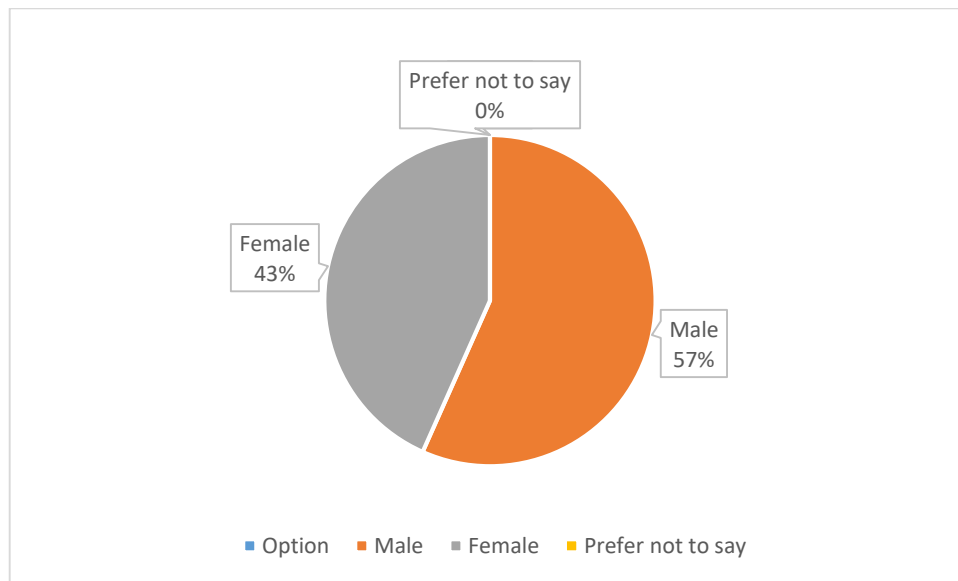
To complete the study properly, it is necessary to analyse the data collected to test the hypothesis and answer the research questions. The data is interpreted in a descriptive form. The chapter comprises the analysis, presentation, and interpretation of the findings from this study. The analysis and interpretation of data are carried out in two faces. The first part, which is based on the result of the questionnaire, deals with a quantitative analysis of data. The second, which is based on the result of the interview and focus group discussion is a qualitative interpretation. The capture data from the quantitative and qualitative research is presented, analysed, described, and interpreted in a systematic. In this chapter, an analysis is made by the researcher to analyse " **COMPREHENSIVE STUDY ON CUSTOMER SATISFACTION OF ZOMATO WITH REFERENCE TO KOCHI** ". The data required for the study was collected from respondents through questionnaires. The total number of samples was 60 respondents. Various statistical tools are required to analyse the collected primary data. Thus, the information required through the questionnaire is analysed and presented in the form of charts and tables.

## Gender of the respondents

**Table 4.1**

Option	Number	Percentage (%)
Male	34	56.7
Female	26	43.3
Prefer not to say	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.1**



### INTERPRETATION:

From the table it is clear that 34 respondents are male and the remaining 26 respondents are female compared to both male respondents are slightly more.

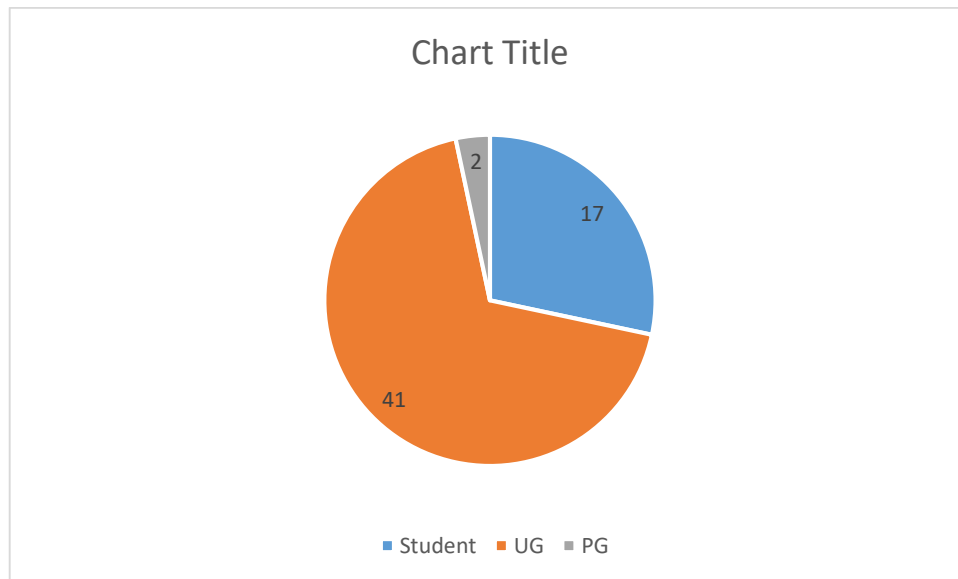


## Educational Qualifications

**Table 4.2**

Option	Number	Percentage (%)
Student	17	28.3
UG	41	68.3
PG	2	3.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4. 2**



### INTERPRETATION:

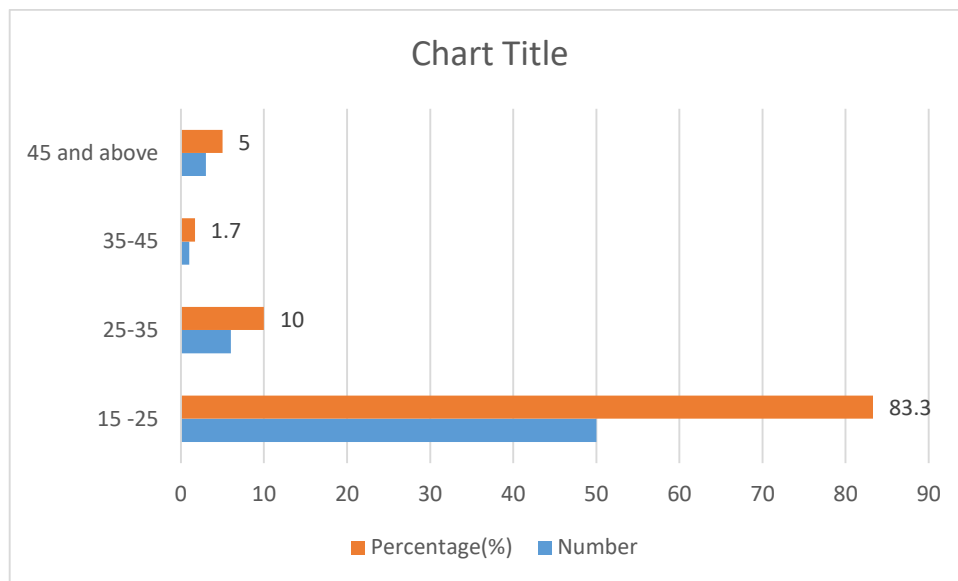
From the above table it is clear that majority 41 respondents are Under Graduates(UG) and 17 respondents are Students. Among these only 2 respondents are Post Graduates(PG)

## Age of respondents

**Table 4.3**

Option	Number	Percentage (%)
15 -25	50	83.3
25-35	6	10
35-45	1	1.7
45 and above	3	5
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.3**



### INTERPRETATION:

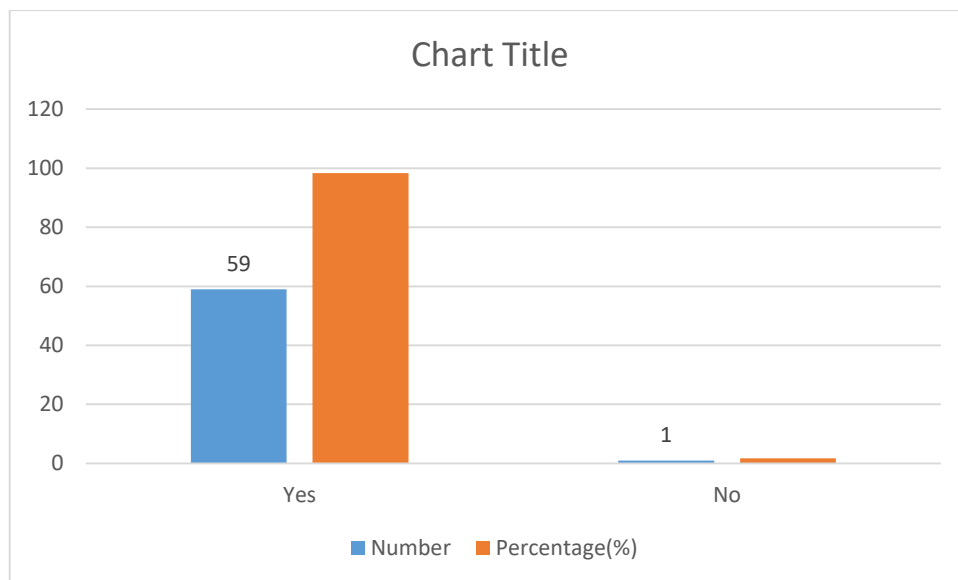
From the table it is clear that the majority of respondents are in the age group 15 -25, ie 50 respondents, 6 respondents from the age group 25-35, 3 respondents from the age group 45 years and above and 1 respondent from the age group 35-45.

## Have you ever ordered food through Zomato

**Table 4.4**

Option	Number	Percentage (%)
Yes	59	98.3
No	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.4**



### INTERPRETATION

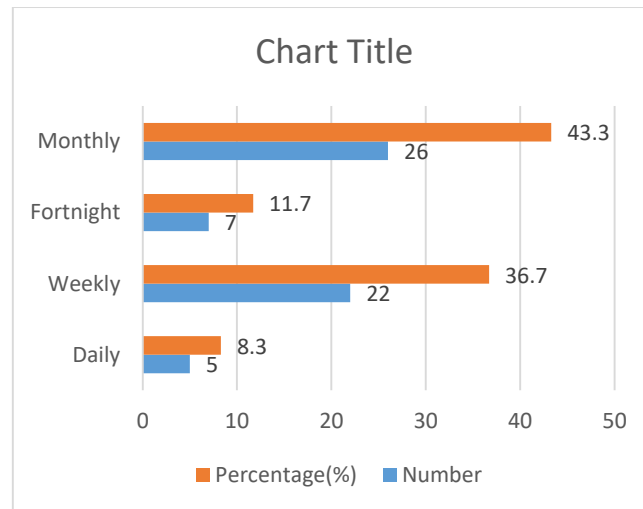
The above table and chart shows that 98.3% of the respondents are aware about zomato and have ordered food using Zomato ap

## Use of Zomato app

**Table 4.5**

<b>Option</b>	<b>Number</b>	<b>Percentage(%)</b>
Daily	5	8.3
Weekly	22	36.7
Fortnight	7	11.7
Monthly	26	43.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.5**



### **INTERPRETATION**

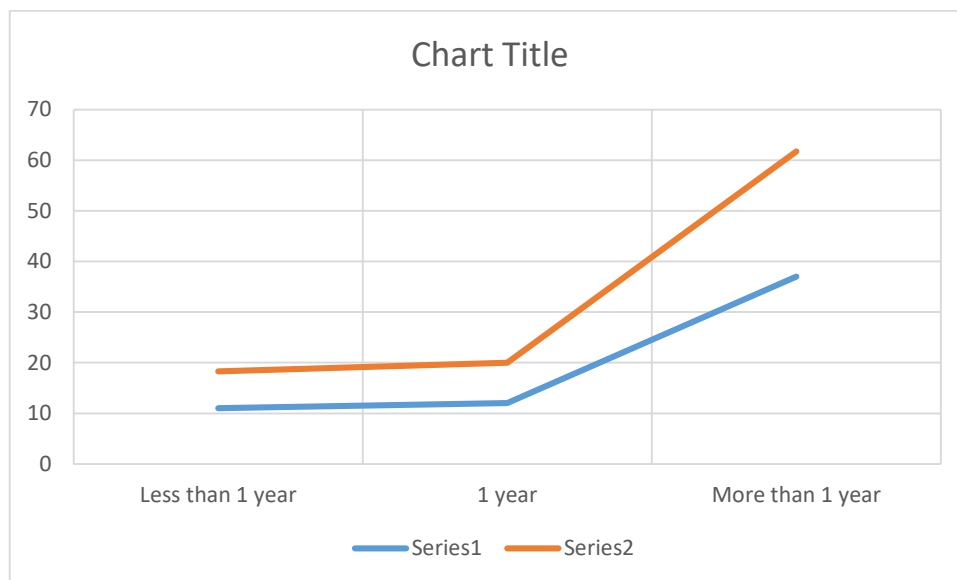
The above table and chart represents how often the respondents order through Zomato. It shows that 8.3% of respondents orders daily through Zomato. 22% of respondents orders weekly through Zomato. 26% of respondent's orders monthly and 7% orders fortnight through Zomato

## Period of usage

**Table 4.6**

Option	Number	Percentage (%)
Less than 1 year	11	18.3
1 year	12	20
More than 1 year	37	61.7
Total	60	100

**Figure No: 4.6**



### **INTERPRETATION**

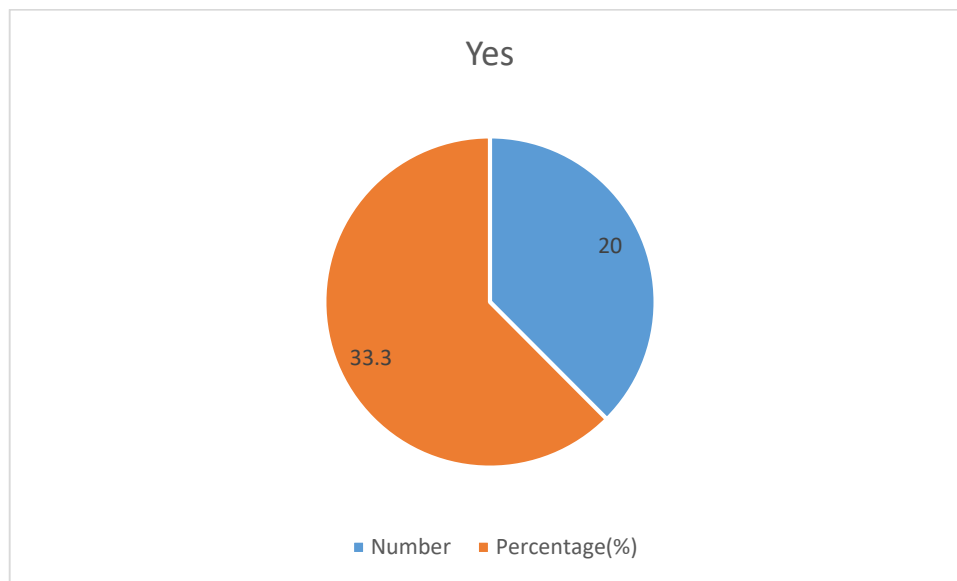
From the above table and chart 61.7% of people are using the app for more than one year .20 of people are using the app for one year and 18.3% of people are using the app for less than one year

## Missing items on delivery

**Table 4.7**

Option	Number	Percentage (%)
Yes	20	33.3
No	40	66.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.7**



### **INTERPRETATION**

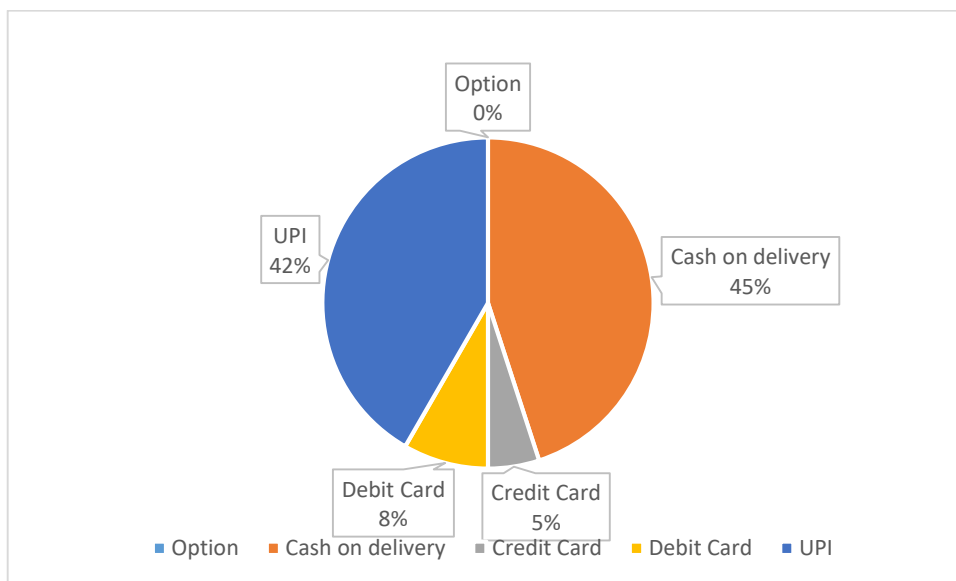
From the above analysis 33.3% of people say that there were missing items during delivery.  
66.7% of people say that there were no missing items

## Mode of payment

**Table 4.8**

Option	Number	Percentage(%)
Cash on delivery	27	45
Credit Card	3	5
Debit Card	5	8.3
UPI	25	41.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.8**



### **INTERPRETATION:**

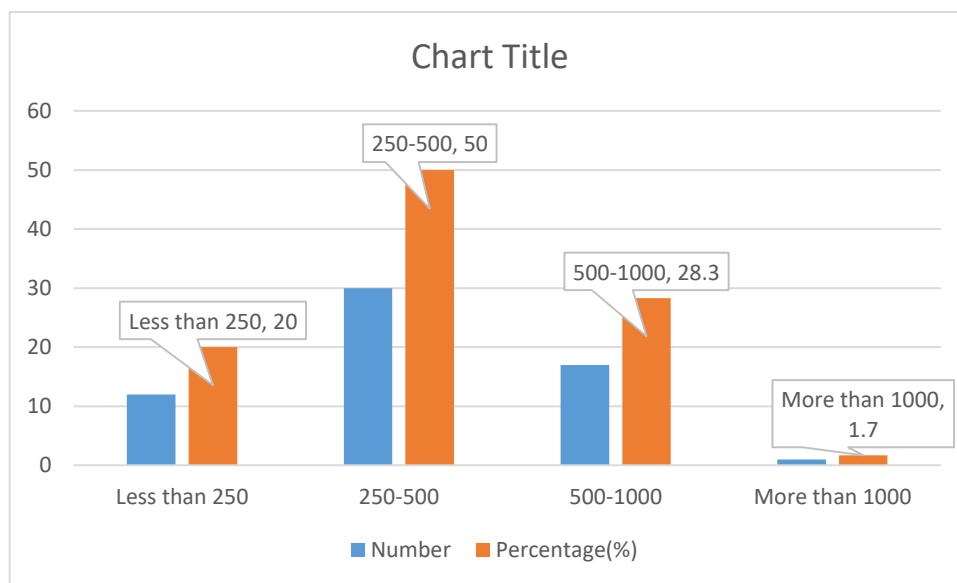
From the above chart 45% of people prefer cash on delivery, 42% of people prefer UPI, 8% of people prefer debit card and 5% of people prefer credit card payment.

## Average amount spend on Zomato

**Table 4.9**

Option	Number	Percentage(%)
Less than 250	12	20
250-500	30	50
500-1000	17	28.3
More than 1000	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.9**



### **INTERPRETATION**

From the above analysis 50% of people spend an average amount of 250-500 , 20% of people spend an average amount less than 250, 28.3% of people spend an average amount of 500 – 1000 and 1.7% of people spend an average amount more than 10

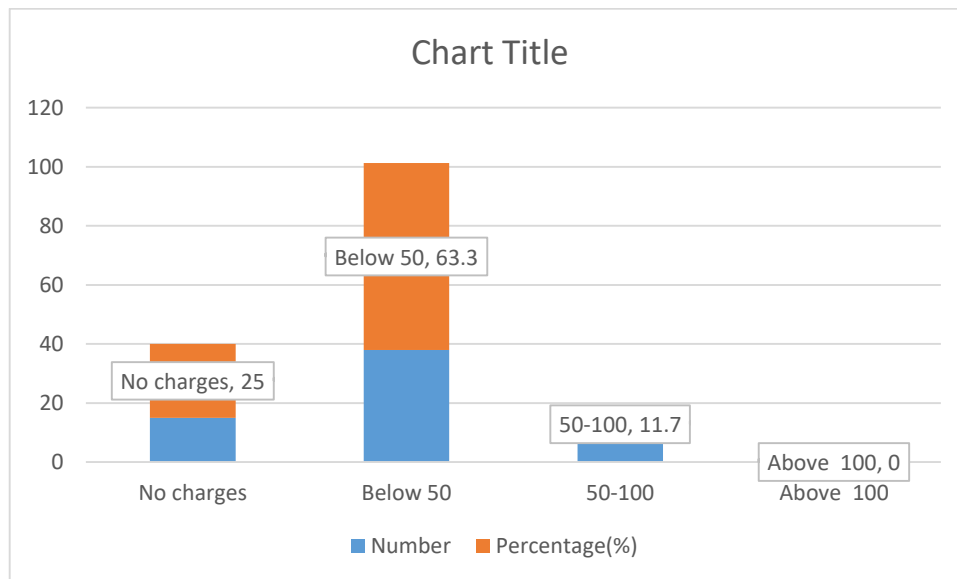


## Preferred delivery charges

**Table 4.10**

Option	Number	Percentage(%)
No charges	15	25
Below 50	38	63.3
50-100	7	11.7
Above 100	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.10**



### **INTERPRETATION**

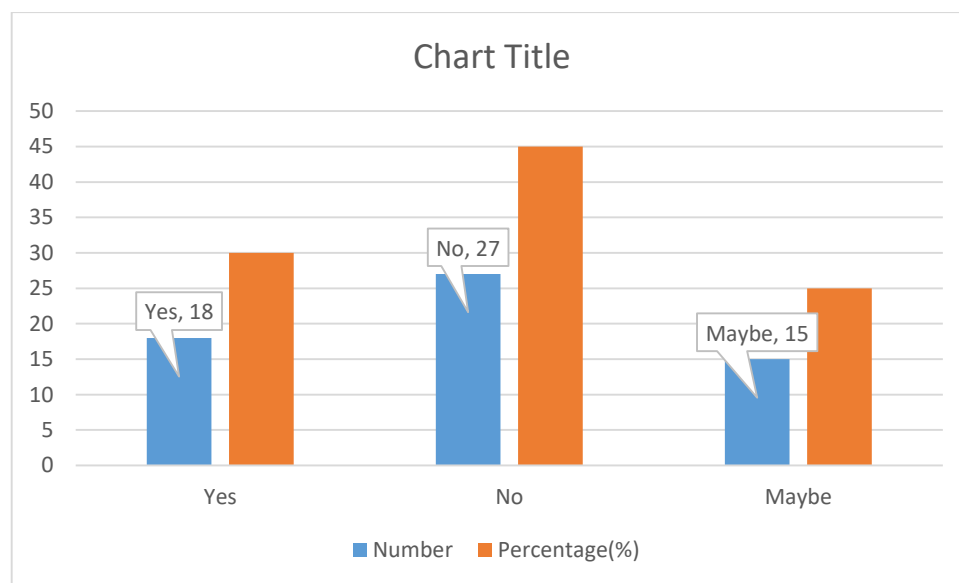
The above analysis shows that 68.3% of people prefer delivery charges below 50, 25% of people don't prefer delivery charges, 11.7% of people prefer delivery charges between 50 and 100 and rest of the people prefer delivery charges more than 100.

**If restaurants are located next to your house, would you prefer ordering Zomato from them**

**Table 4.11**

<b>Option</b>	<b>Number</b>	<b>Percentage(%)</b>
Yes	18	30
No	27	45
Maybe	15	25
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.11**



**INTERPRETATION**

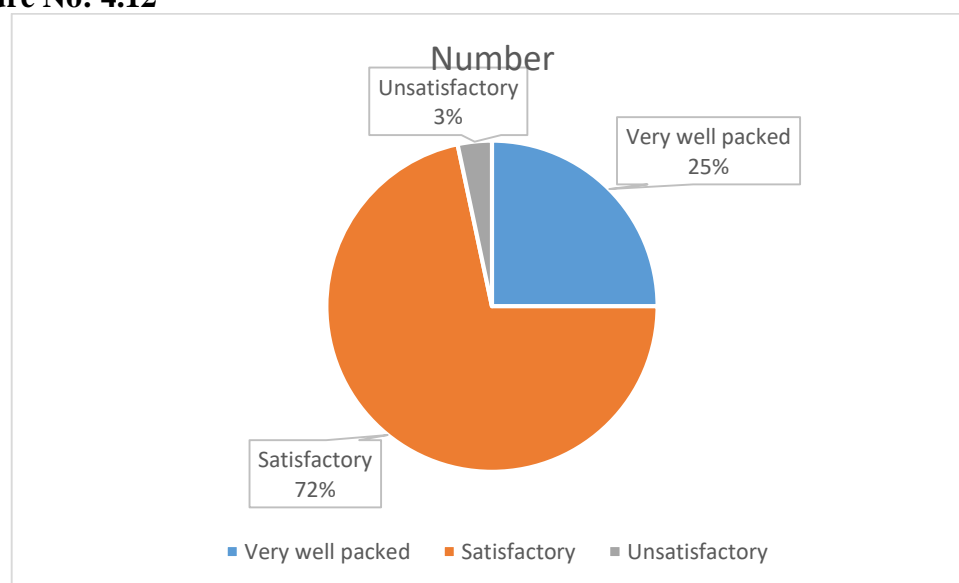
The above analysis show that 30% of respondents will order the food if the restaurant is near to their house , 27% of respondents does not order their food if the restaurant is located near to their house and the remaining respondents may or may not order the fo

## Packaging of Zomato

**Table 4.12**

Option	Number	Percentage (%)
Very well packed	15	25
Satisfactory	43	71.7
Unsatisfactory	2	3.3
Total	60	100

**Figure No: 4.12**



### **INTERPRETATION:**

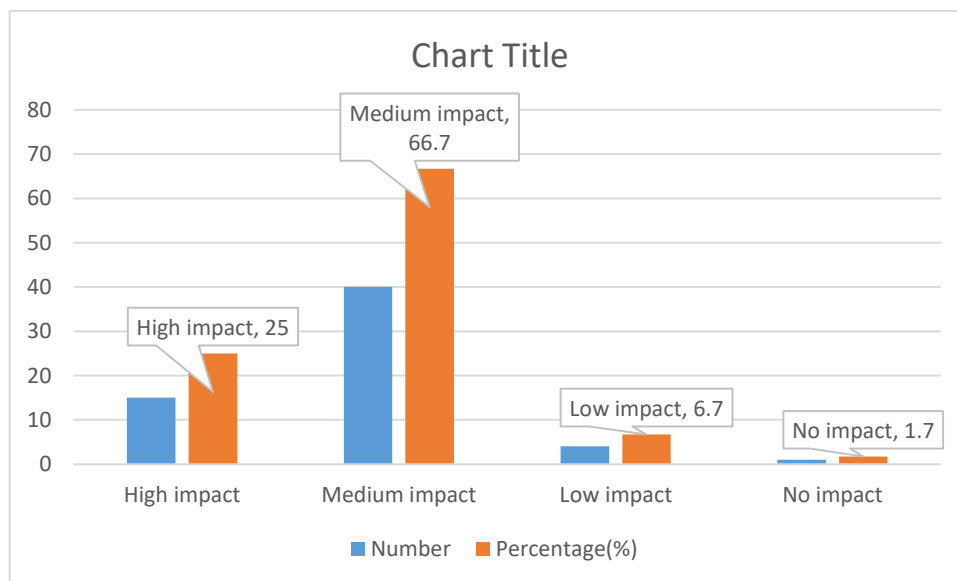
From the above analysis 71.7% of people says that its packaging is satisfactory, 3.3% of people say that its packaging is unsatisfactory and 25% of people say that its packaging is very well packed

## Promotions and discounts in Zomato

**Table 4.13**

Option	Number	Percentage (%)
High impact	15	25
Medium impact	40	66.7
Low impact	4	6.7
No impact	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.13**



### **INTERPRETATION**

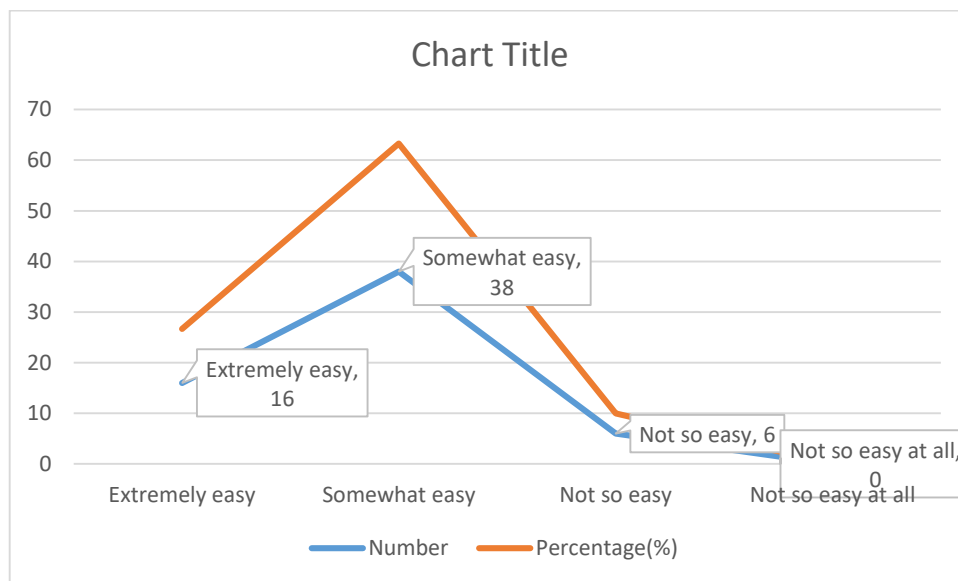
From the above analysis 25% of people have high impact on promotion and discounts in their Zomato orders. 66.7% of the people have medium impact, 6.7% of the people have low impact in their Zomato orders and 1.7% of people have no impact on promotion and discount in their Zomato orders

## How easy to navigate the [www.zomato.com](http://www.zomato.com)

**Table 4.14**

Option	Number	Percentage(%)
Extremely easy	16	26.7
Somewhat easy	38	63.3
Not so easy	6	10
Not so easy at all	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Figure No: 4.14**



### **INTERPRETATION**

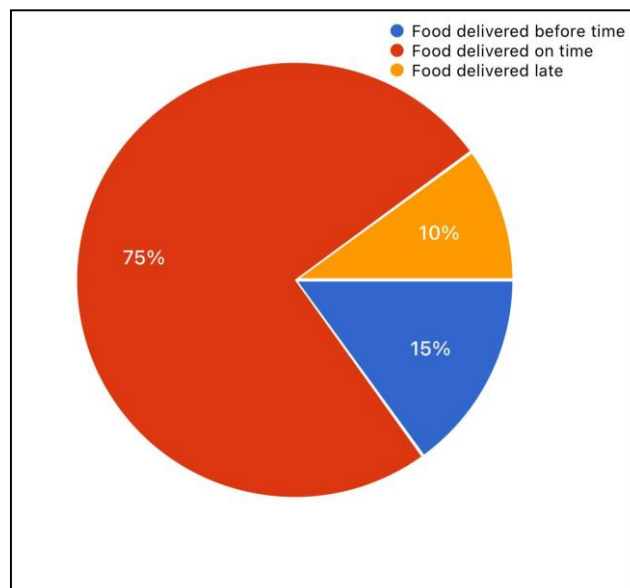
The above analysis show that 26.7% people feels that its is extremely easy to navigate through Zomato app, 63.3% people feel that it is somewhat is easy to navigate , 6% of people feel that It is not so easy to navigate and nobody is of the opinion that is not so easy at

## DELIVERY TIMING OF ZOMATO

**TABLE NO. 4.15**

<b>TIMING</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE</b>
FOOD DELIVERED BEFORE TIME	9	15%
FOOD DELIVERED ON TIME	45	75%
FOOD DELIVERED LATE	6	10%
TOTAL	60	100%

**Figure No: 4.15**



### **INTERPRETATION:**

From the above analysis 75% of respondents say that food is being delivered on time, 15% respondents says food is delivered before time and the remaining 10% respondent says food is delivered late

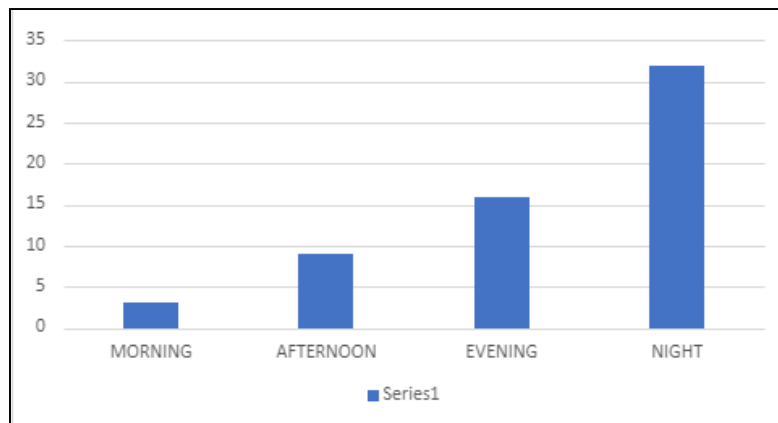
## TIMING OF ORDERING THROUGH ZOMATO

**TABLE NO.4.16**

OPTION	NUMBER	PERCENTAGE
Morning	3	5%
Afternoon	9	15%
Evening	16	26.70%
Night	32	53.30%
Total	60	100%

Source: Primary data

**Figure No: 4.16**



### INTERPRETATION

From the above analysis 53.30 % of people order food during night time. 26.7% of people order food during evening. 15% of people order food through afternoon and 5% of people order food at morning.

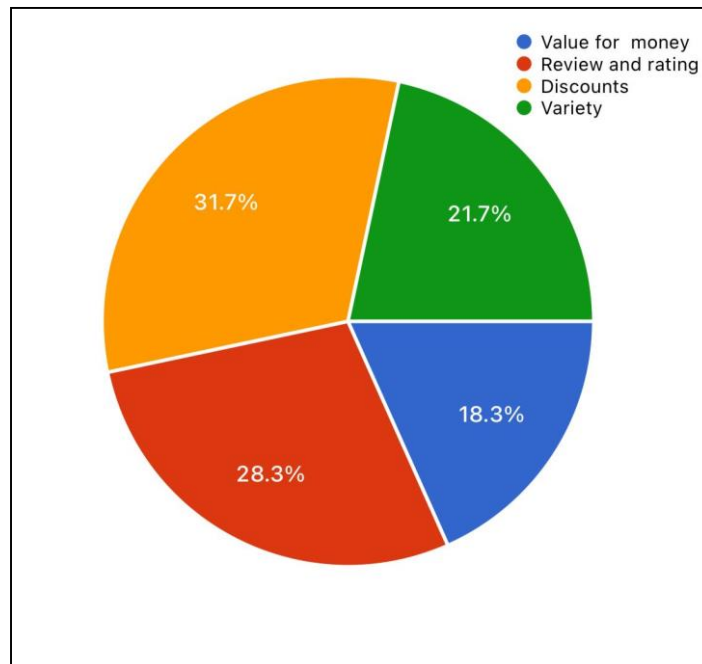
## ATTRACTIVE FEATURE OF ZOMATO

**TABLE NO. 4.17**

FEATURE	NUMBER OF RESPONDENTS	PERCENTAGE
Value Of Money	11	18.3%
Reviews And Rating	17	28.3%
Discounts	19	31.7%
Variety	13	21.7%
Total	60	100%

Source: Primary data

**Figure No: 4.17**



### **INTERPRETATION**

From the above analysis 31.7% of people say discounts is the attractive feature. 28.3% of people find reviews and rating attractive. 21.7% of people say variety is the attractive feature and 18.3% of people say value of money are the attractive feature of Zomato.



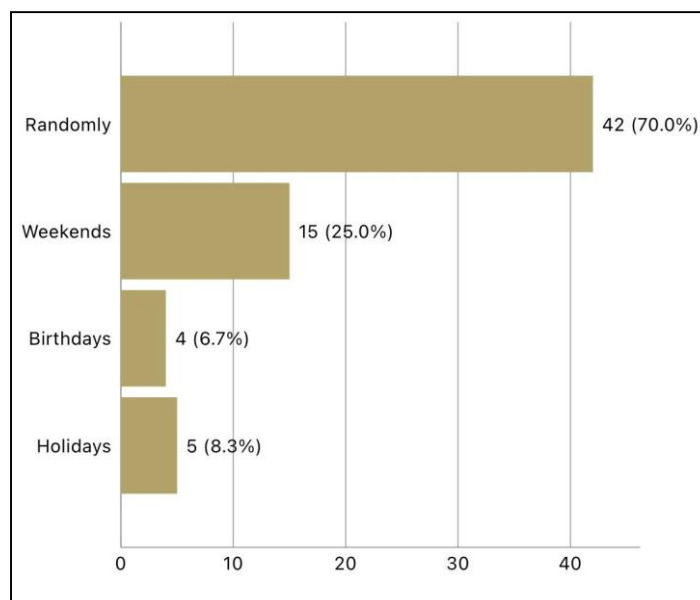
## OCCASION OF ORDERING THROUGH ZOMATO

**TABLE NO. 4.18**

OCCATIONS	NUMBER OF RESPONDENTS	PERCENTAGE
Randomly	42	70%
Weekends	15	25%
Birthdays	4	6.7%
Holidays	5	8.3%
Total	60	100%

Source: Primary data

**Figure No: 4.18**



### **INTERPRETATIONS:**

From the above chart 70% of people order food randomly. 25% of people order food on weekends. 8.3% of people order food during holidays and 6.7% of people order food on birthdays.

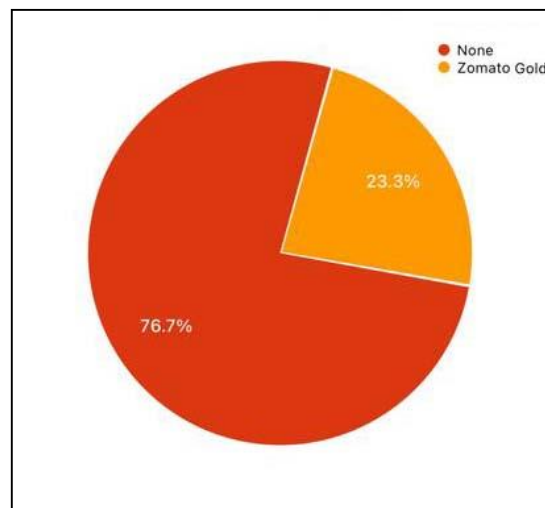
## ZOMATO SUBSCRIPTION PLAN

**TABLE NO .4.19**

<b>SUBSCRIPTION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Zomato Gold	14	23.3%
None	46	76.7%
Total	60	100%

Source: Primary data

**Figure No: 4.19**



### **INTERPRETATION:**

From the above analysis 76.7% of people do not have subscription plans and the rest 23.3% have zomato gold subscription.

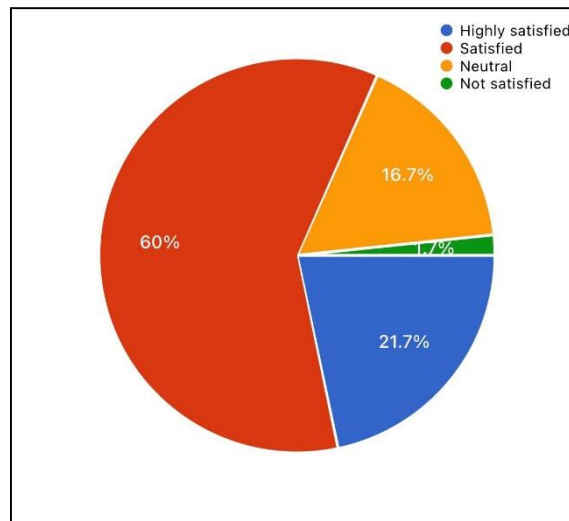
## SATISFACTION ON INFORMATIONS PROVIDED IN THE APP

**TABLE NO.4.20**

SATISFACTION	NUMBER OF RESPONDENTS	PERCENTAGE
Highly Satisfied	13	21.7%
Satisfied	36	60%
Neutral	10	16.7%
Not Satisfied	1	1.7%
Total	60	100%

Source: Primary data

**Figure No: 4.20**



### **INTERPRETATION:**

From the above analysis 60% people are satisfied with informations given in the app. 21.7% people are highly satisfied with the information provided. 16.7% of people are neutral with the informations given in the app and rest 1.7% of people are not satisfied.

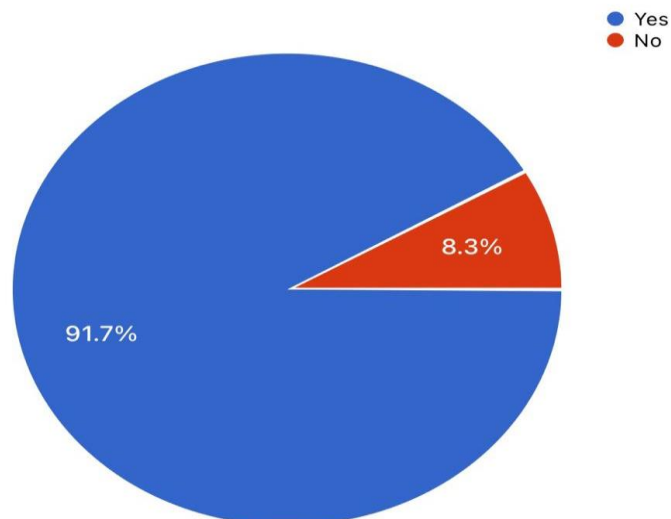
## SAFETY FEATURE OF ZOMATO

**TABLE NO.4.21**

<b>OPTIONS</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Yes	55	91.7%
No	5	8.3%
Total	60	100%

Source: Primary data

**Figure No: 4.21**



### **INTERPRETATION:**

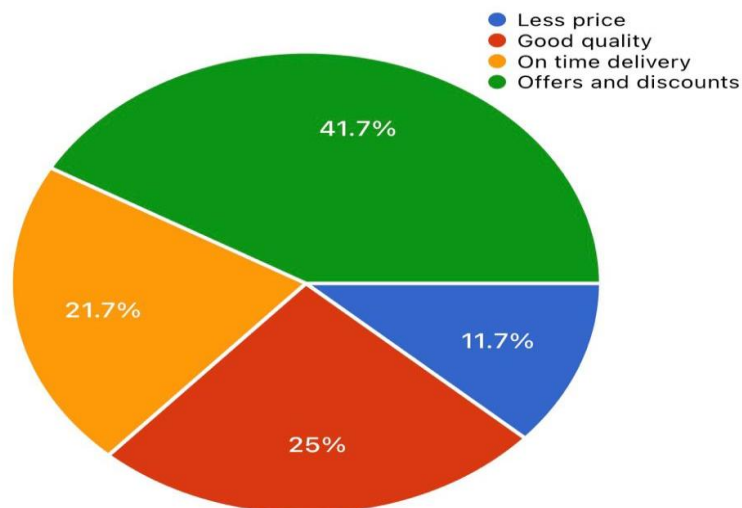
In the analysis it is very clear that 91.7% of customers are sure about its safety. 8.3% of respondents feel Zomato is not safe.

## REASON FOR USING ZOMATO

**TABLE NO.4.22**

REASONS	NUMBER OF RESPONDENTS	PERCENTAGE
Less Price	7	11.7%
Good Quality	15	25%
On Time Delivery	13	21.7%
Offers And Discounts	25	41.7%
Total	60	100%

**Figure No: 4.22**



### **INTERPRETATION:**

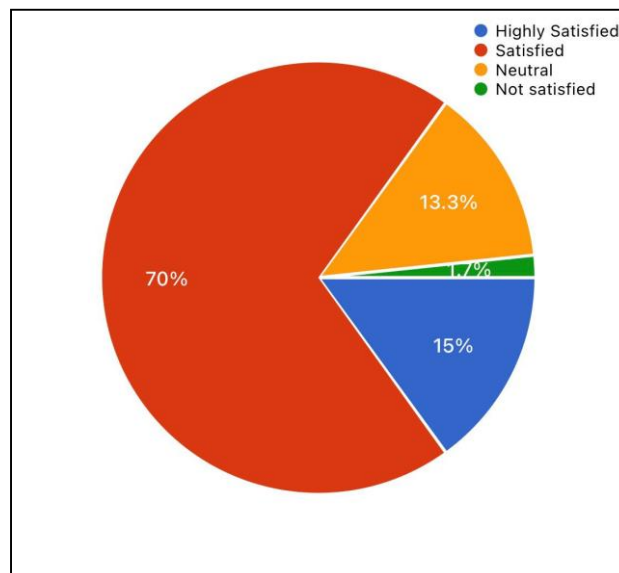
In the above table and chart 25% of people feels that good quality is the reason for using zomato. 21.7% of people feels that on time delivery is the reason for using zomato. 41.7% of people feels offers are the reason for using zomato and 11.7 % of people feels low price is their reason for using zomato.

## SATISFACTION WITH SERVICES PROVIDED BY ZOMATO

**TABLE NO.4.23**

SATISFACTION	NUMBER OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	9	15%
SATSFIED	42	70%
NEUTRAL	8	13.3%
NOT SATISFIED	1	1.7%
TOTAL	60	100%

**Figure No: 4.23**



### **INTERPRETATION:**

From the table and chart it is found that 15% of people are highly satisfied with services provided. 70% of people are satisfied with the services provided. 13.3% are neutral with the services and 1.7% are not satisfied with the services provided.

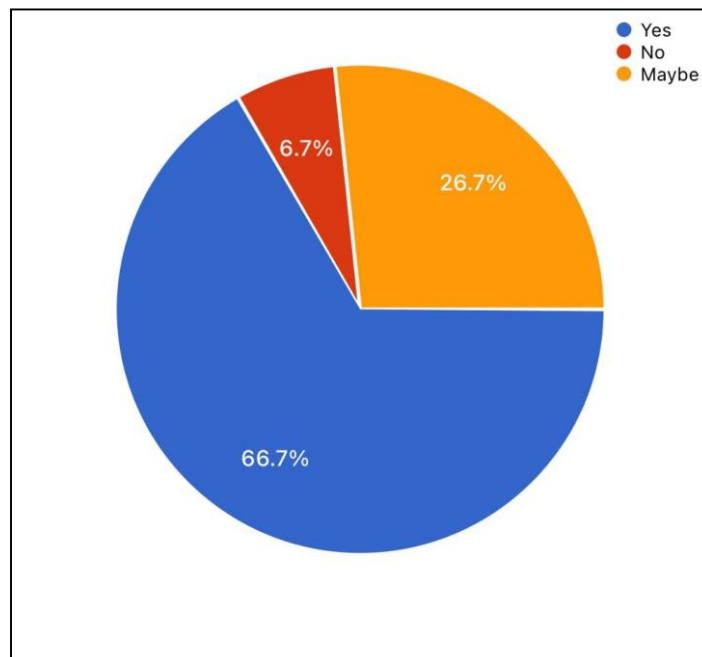
## RECOMMEND TO OTHERS

**TABLE NO 4.24**

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	40	66.7%
No	4	6.7%
Maybe	16	26.7%
Total	60	100%

Source: Primary data

**Figure No: 4.24**



### **INTERPRETATION:**

The above table and chart shows that 66.7% of people will recommend Zomato to others. 6.7% of people will not recommend to others and rest 26.7% may or may not recommend Zomato to others.

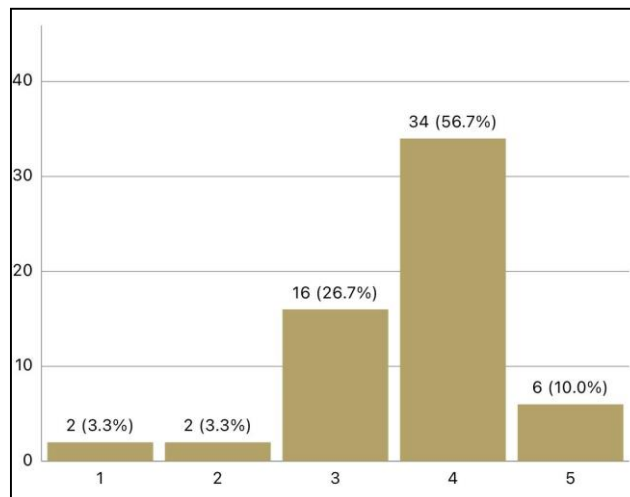
## TRUST LEVEL OF ZOMATO

**TABLE NO.4.25**

<b>RATING</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	2	3.3%
2	2	3.3%
3	16	26.7%
4	34	56.7%
5	6	10%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

Source: Primary data

**Figure No: 4.25**



### **INTERPRETATION**

From the above analysis 56.7 % of respondents gives rating 4 to the trust level with zomato , 26.7% respondents gives rating 3 to the trust level with zomato , 10% of respondents gives rating 5 to the trust level with zomato and the remaining respondents give rating 1 and 2 to the trust level with zomato



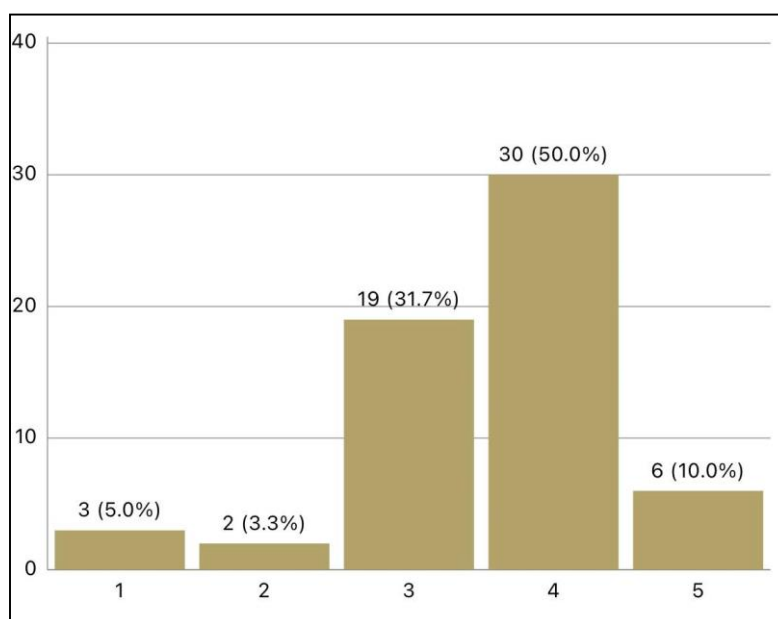
## **REPUTATION OF ZOMATO**

**TABLE NO.4.26**

<b>RATING</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	3	5%
2	2	3.3%
3	19	31.7%
4	30	50%
5	6	10%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

Source: Primary data

**Figure No: 4.26**



### **INTERPRETATION:**

From the above analysis 50 % of respondents gives rating 4 to the reputation of zomato , 31.7% respondents gives rating 3 to the reputation of zomato , 10% of respondents gives rating 5 to the reputation of zomato , the 5% of respondents gives rating 1 for the reputation of zomato and the remaining respondents give rating 2 for the reputation of zomato

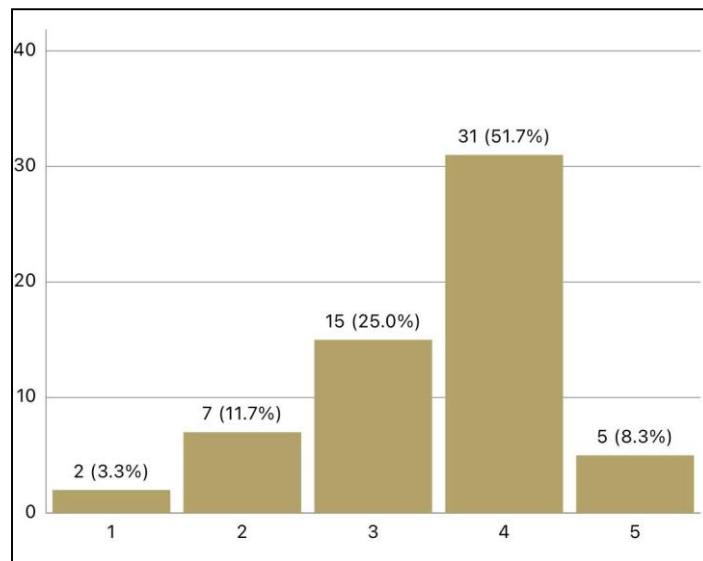
## **RATING OF ZOMATO'S STAFF & DELIVERYMEN'S BEHAVIOR**

**TABLE NO.4.27**

<b>RATING</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	2	3.3%
2	7	11.7%
3	15	25%
4	31	51.7%
5	5	8.3%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

Source: Primary data

**Figure No: 4.27**



### **INTERPRETATION**

From the above analysis 51.7% of respondents gives rating 4 for the Zomatos staff and delivery man's behaviour, 25% of respondents gives rating 3 for the Zomatos staff and delivery man's behaviour, 11.7% of respondents gives rating 2 for the Zomatos staff and delivery man's behaviour 8.3% of respondents gives rating 5 for the Zomatos staff and delivery man's behaviour and the remaining respondents gives rating 1 to the Zomatos staff and delivery man's behaviour.

## SATISFACTION OF ZOMATO'S ONLINE FOOD ORDERING SERVICES

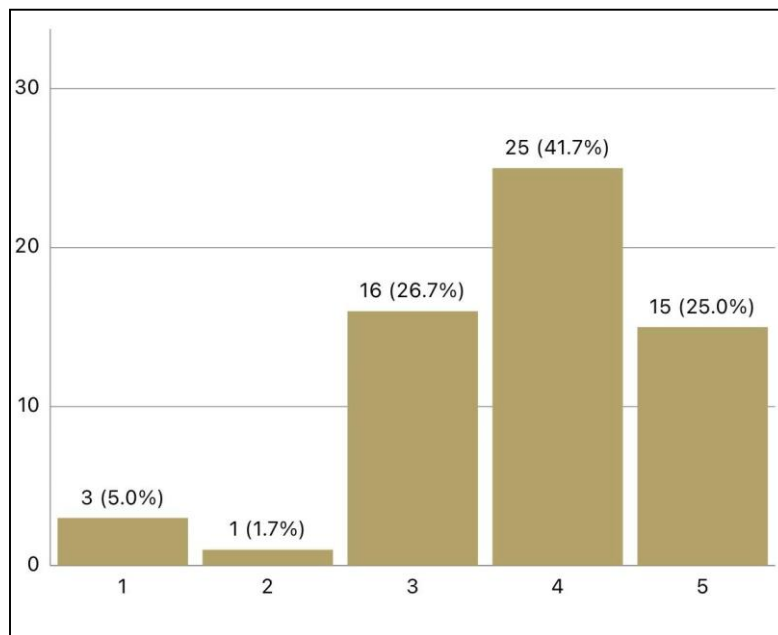
**TABLE NO.4.28**

<b>RATING</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	3	5%
2	1	1.7%
3	16	26.7%
4	25	41.7%
5	15	25%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

Source: Primary data

### SATISFACTION OF ZOMATO'S ONLINE FOOD ORDERING SERVICES

**FIGURE NO. 4.28**



#### **INTERPRETATION:**

From the above analysis 41.7% of respondents gives rating 4 for the Zomatos online food ordering services , 26.7% of respondents gives rating 3 for the Zomatos online food ordering services , 25% of respondents gives rating 5 for the Zomatos online food ordering and services, 5% of respondents gives rating 5 for the Zomatos online food ordering services and the remaining respondents gives rating 2 to the Zomatos online food ordering services

**FINDINGS , SUGGESTIONS  
& CONCLUSIONS**

## 5.1 FINDINGS

- The survey shows that 98.3% of the respondents have used Zomato app for ordering food and rest 2 % has not used the app
- The survey shows that 43.3% of the respondents order monthly in Kochi .
- It is seen that 61.7% of respondents of Kochi have been using Zomato for more than 1 year.
- The case of items being missing was not found for 66.7% of people in Kochi.
- 45% of the respondents of Kochi make Payment by cash on delivery mode.
- It is seen that the average amount spent by most of the respondents on Zomato is between Rs.250-500 in Kochi.
- The maximum amount of delivery charge preferred to be paid by the respondents below Rs.50 is 63.3% in Kochi.
- 71.7 is satisfied by Zomato's packing in Kochi.
- 66.7% of the people on Kochi have medium impact on promotion and discounts in their Zomato orders. 25% of the people in Kochi have high impact.
- 63.3% respondents are of the opinion that navigating Zomato app is somewhat easy and 26.7% is of the opinion that navigating the app is extremely easy.
- 75% of people in Kochi say that food is being delivered on time. 10% of people in Kochi say that food is delivered late and the rest 15% of the people say that food is delivered before time.
- 53.3% of the people in Kochi order food during night time and 26.7% of the people order food during evening time
- The respondents of Kochi order food more randomly.
- 76.7% respondents of Kochi do not have Zomato Pro subscription.
- 60% of respondents in Kochi are satisfied with the information given in Zomato app and 21.7% of respondents are highly satisfied in Kochi.
- In Kochi 91.7% of people are sure about its safety.
- 41.7% of respondents of Kochi use Zomato app for offers and discounts.
- 70% of the customers in Kochi are more satisfied with the service of Zomato.
- 66.7% of people are likely to recommend Zomato to others in Kochi.

- 56.7 % of respondents give a rating of ‘4 star’ to the trust level of Zomato.
- 50% of respondents give 4-star rating to the reputation of Zomato.
- 51.7% of respondents give 4-star rating to the behaviour of Staff and deliveryman of Zomato.
- 41.7% are satisfied with the online food ordering service of Zomato.

## 5.2 SUGGESTIONS

- It would be fantastic if they continued to grow their service area so you could use the app on holidays in other cities.
- Taxes and delivery fees ought to be reduced.
- The delivery people occasionally struggle to locate the precise location and refuse to enter our floor, so we must go outside to meet the driver and frequently wait for him as well.
- The newly released upgrade to the application is a complete failure, a so-called upgrade, a financial waste, and it has eliminated numerous opinions that were previously available in the application's standard version. And occasionally, the application loses service right before the order is placed.
- Sharing a problem with a computer is quite tough. A manager should therefore be available. Some delivery personnel fail to cover the food packaging with the necessary bags. So it's important to use the right bags.
- While making payment using UPI sometimes gets failed, so corrections need to be made in the app.

## 5.3 CONCLUSION

Zomato has recently become very popular in India for food delivery. In India, you may order meals on the go by downloading a variety of restaurant delivery applications from the comfort of your home on a smartphone. According to an analysis of customer satisfaction with digital food delivery applications in Kochi city, the digital meal ordering system has both benefits and drawbacks. A Comparative Study on Customer Satisfaction of Zomato with reference to Kochi. Main motive of Zomato is food ordering which easy to access and convenient. Based on the result of this research, it is understood that the Zomato food delivery application helps customers in the easy and fast ordering of food. It gives all detail of the customer’s order,

thereby providing the best customer service. The tracking method is an additional benefit for the users. The Zomato food ordering platform encourages service providers to maintain records and enhance the clientele's experience. The majority of users believe Zomato to be a highly capable food delivery service, according to the poll that was done. The customer's satisfaction is only the primary benefit, but the Zomato food ordering system is also beneficial for the growth of the food and supply industries. By using a digital food ordering system, a restaurant owner can draw customers in by allowing them to view the entire food menu along with dish names, images, specialties, and prices. Zomato food ordering system isn't any doubt are the simplest, cheap and helpful way in ordering food . The customer satisfaction in Kochi is considerably moderate. The customers are satisfied with the services provided by Zomato. The services offered by Zomato are well-liked by the clients.

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# **APPENDIX**

## QUESTIONNAIRE

1. Name
2. Gender
  - Male
  - Female
  - Prefer not to say
3. Educational qualifications
  - Student
  - UG
  - PG
4. Age group
  - 15-25
  - 25-35
  - 35-45
  - 45 years and above
5. Have you ever ordered food through Zomato
  - Yes
  - No
6. How often do you order food through Zomato
  - Daily
  - Weekly
  - Fortnight
  - Monthly
7. How long have you been using Zomato
  - Less than 1 year
  - 1 year
  - More than 1 year
8. When you have ordered food through Zomato , Have there been any case of missing of items when it was delivered
  - Yes
  - No
9. Mode of payment you prefer to pay while you order through Zomato
  - Cash on delivery
  - Credit card
  - Debit card

UPI

10. What is the approximate average amount that you spend on Zomato orders for a person
  - Less than 250
  - 250-500
  - 500-1000
  - More than 1000
11. What is the maximum delivery charge you prefer spending while ordering through Zomato
  - No charges
  - Below 50
  - 50-100
  - Above 100
12. If the restaurants are located next to your house would you prefer ordering zomato from them
  - Yes
  - No
  - Maybe
13. What do you feel about Zomato's packaging of the food
  - Very well packed
  - Satisfactory
  - Unsatisfactory
14. What impact does promotions and discounts have on your orders
  - High impact
  - Medium impact
  - Low impact
  - No impact
15. How easy to navigate to [www.zomato.com](http://www.zomato.com)
  - Extremely easy
  - Somewhat easy
  - Not so easy
16. What do you feel about Zomatos delivery time
  - Food delivered on time
  - Food delivered before time
  - Food delivered late
17. What time of the day do u prefer ordering through Zomato
  - Morning
  - Afternoon
  - Evening
  - Night
18. What feature of Zomato app attracts you

- Value for money
  - Review and rating
  - Discounts
  - Variety
19. On what occasions do you usually order through zomato
- Randomly
  - Weekends
  - Birthdays
  - Holidays
20. Which zomato subscription plan do you have
- Zomato gold
  - None
21. Are you satisfied with the information given about the restaurant in the Zomato app
- Highly satisfied
  - Satisfied
  - Neutral
  - Not satisfied
22. Do you feel Zomato is a safe restaurant
- Yes
  - No
23. What is the reason you prefer ordering through Zomato
- Less price
  - Good quality
  - On time delivery
  - Offers and discounts
24. Are you satisfied with services provided by Zomato
- Highly satisfied
  - Satisfied
  - Neutral
  - Not Satisfied
25. Would you recommend Zomato to others
- Yes
  - No
  - Maybe
26. Rate your trust level with Zomato
- Unreliable
  - 1
  - 2
  - 3
  - 4
  - 5
  - Trustworthy

27. Rate Zomato's reputation according to you

Poor

1

2

3

4

5

Reputable

28. Rate our staff and deliveryman's behaviour

Extremely bad

1

2

3

4

5

Extremely good

29. How satisfied are you with Zomato's online food ordering service

Highly Dissatisfied

1

2

3

4

5

Highly satisfied