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Customer Perception Towards Online Food Ordering Through Zomato

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Abstract

The study surveys about consumer perception toward online food ordering through Zomato, a major food delivery platform in India. With the increase of digital convenience, Zomato has become a famous option among consumers for ordering food online. The research focuses on understanding how users view the platform in terms of quality of service, price, promotional offers, and convenience. Here, data is collected using a well-structured survey from users of Zomato. The findings state that most of the consumers perceive Zomato as a user-friendly and convenient platform. However, there were various concerns raised by consumers, such as delayed deliveries, bad food quality, and lack of customer support. The study provides insights into the expectations of consumers, and that can help Zomato make further improvements in its services.

Keywords: Costumer Perception, Customer, Online Food Delivery, Perception, Zomato

1. Introduction

1.1 Introduction to Zomato

Zomato is a major Indian multinational platform specialized in food delivery. It was innovated in 2008 by Deepinder Goyal and Pankaj Chaddah. It connects the users with various restaurants by services such as table reservations, reviews and online food ordering.

1.2 Definition of online food ordering

Online food ordering is a process of ordering food using a website or mobile application allocated by a restaurant. It permits customers to explore menus, choose dishes, make payments, customize their orders, and have food delivered at their doorstep immediately without the need of direct interaction. It permits customers to explore menus, choose dishes, make payments, customize their orders, and have food delivered on their doorstep immediately without need of direct interaction.

1.3 Benefits

- ✓ It is very convenient.
- ✓ It saves time and efforts.
- ✓ It gives online food ordering system.
- ✓ Helps in table reservation.

2. Objectives of the study

- ✓ To explore the demographic profile of the Zomato users and survey the impact of these on their food ordering behaviour.
- ✓ To examine customer perception towards Zomato's service quality.
- ✓ To analyse the role of rewards and promotional offers in inspiring frequent orders.
- ✓ To explore the influence of hygiene and safety standards on customer food ordering.
- ✓ To analyse the influence of convenience and discounts on customer's decision regarding food ordering.

3. Review of Literature

According to MS Reddy and B Pentyala

Mobile applications have changed classical business techniques and designed new opportunities, especially in online services. They integrated marketing and technology so that they can sell products and services using the internet. This study aims on customer perceptions of food ordering through internet. A survey of 103 users was done to know their needs, satisfaction, and preferences. The research also included restaurant visits to gather their viewpoints. The motive is to analyse various factors affecting choices of customer in online food delivery.

According to See-Kwong Goh and Sajad Rezaei

This study explores what influences consumer behaviour toward online food delivery (OFD) services. It looks at factors like convenience, fun, price savings, time savings, and past online shopping experience. A total of 224 valid responses were analysed using a research model based on well-known theories. Most of the proposed ideas were supported, except the link between past online purchases and how useful the service felt afterward. The study also discusses real-world takeaways and its limitations.

According to Serhat Murat Alagoz, Haluk Hekimoglu

A research was done in Turkey aimed to explore university students' attitudes toward digital food ordering. The research used the Technology Acceptance Model (TAM) to define various elements affecting students' decisions to utilise online food ordering services. This study also includes components namely trust, innovativeness, and outer determinants to provide a detail analysis. By aiming on a similar group of undergraduate and graduate students, the study focuses to reduce changes in internet usage routine, allowing for a more precise evaluation of the factors determining online food ordering behaviour.

According to K Jun, B Yoon, S Lee, DS Lee

A study defined factors determining customers' aim to use online food delivery services throughout the COVID-19 pandemic, using the Technology Acceptance Model (TAM). Findings disclosed that perceived functionality directly and indirectly impact usage through customer attitude. Enjoyment and trust were also important determinants of behavioural objectives with regard to online food delivery services. In addition, community influence positively influenced attitude of customer, which in turn impacted behavioural intention.

According to Mitali Gupta

According to the recent developments online food delivery platforms like Zomato and Swiggy has crucially changed the restaurant industry. These platforms have increased the reach of restaurants, permitting them to work for a broader customer base beyond their physical space. However, this development comes with a lot of challenges, containing high commission fees, which can affect the profit margins. In addition, by relying on these platforms states that restaurants have limited access over customer data and they can face increased competition. Even with these challenges, the ease of using and increased customer base has been provided by Zomato and Swiggy.

According to A Vinaik, R Goel, S Sahai, V Garg Swiggy

Online food delivery apps like Zomato, Swiggy and Uber Eats have become major part in modern lifestyles, offering convenience and variety of restaurants and dishes for consumers. A survey conducted by LocalCircles showed that 81% of users order food online just for convenience. This study also include that food quality declined due to packaging and transportation, and customers also experienced billing errors. These insights also highlight the major role of food delivery apps in shaping consumer behaviour and expectations**.**

According to N Chandrasekhar, S Gupta, N Nanda

The study aimed to identify factors that influence the customer perceptions of online food delivery security during the COVID-19. The study utilised a descriptive research design and convenience sampling and the data was collected from 170 respondents and analysed by using SPSS. The findings of the study showed that key factors that directly influence customer perception involved delivery problems, security measures, and safety services. Along with these, safety service emerged as the most significant affect on customer perception during the pandemic.

According to SE Kimes

A survey of 470 online users has been conducted in the study states that nearly half of the respondents have ordered food online using online food delivery apps just for the convenience. Italian cuisine, especially pizza, is the most commonly ordered category from the food that is ordered online. Along with the rise of online ordering, phone calls remaining the most prevalent method, counted for 53.7% of orders. Key factors that influence online food ordering includes fair pricing, quality service, convenience and user-friendly interface.

4.Research Methodology

This research adopts causal research design in order to study Customer perception towards online food ordering through Zomato. A well structured questionnaire was used to collect the data from targeted segment. The survey was conducted by sending Google form to the targeted market. Data was collected from 105 respondents by sharing link of Google form.

4.1 Research Design
The study is based on causal research design.

4.2 Research Variables
Customer perception (Dependent variable)
Online food ordering through Zomato (Independent variable)

4.3 Sampling Method
A non-probability convenience sampling technique was used in the study.

4.4 Sources of Data
Primary data is collected through questionnaire.
Secondary data is collected through websites.

4.5 Area of Study
The research is conducted in Hoshiarpur, a city in Punjab, India.

4.6 Data Analysis Tool
SPSS is used to analyse the data.

5. Data Analysis and Interpretation

RELIABILITY TEST

1. **INDEPENDENT VARIABLE (FOOD ORDERING THROUGH ZOMATO)**

Cronbach's alpha food ordering		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.835	0.833	8

Interpretation of Cronbach's Alpha (α)

- Cronbach's Alpha = 0.835
- Based on Standardized Items = 0.833
- Number of Items = 8

2. DEPENDENT VARIABLE (CUSTOMER PERCEPTION)

Cronbach alpha customer perception		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.868	0.869	8

Interpretation of Cronbach's Alpha – Food Ordering

- Cronbach's Alpha = 0.868
- Based on Standardized Items = 0.869
- Number of Items = 8

3. INDEPENDENT T- TEST

Group Statistics					
Gender:		N	Mean	Std. Deviation	Std. Error Mean
Customer perception	1	32	4.32422	0.437482	0.077337
	2	73	4.07021	0.664053	0.077722

Interpretation of Group Statistics – Customer Perception by Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Customer perception	Equal variances assumed	3.548	0.062	1.981	103	0.050	0.254013	0.128236	-0.000313	0.508339
	Equal variances not assumed			2.317	87.021	0.023	0.254013	0.109643	0.036087	0.471940

Interpretation of Independent Samples t-Test – Customer Perception by Gender

To analyse statistically significant difference in customer perception between male and female respondents, an independent samples t-test was conducted.

Levene's Test for Equality of Variances

- Test result shows F = 3.548 and Sig. = 0.062.
- Since the p-value (0.062) is greater than 0.05, we assume equal variances

t-Test for Equality of Means

- t-value is 1.981 with 103 df.
- The Sig. (2-tailed) value is 0.050
- The mean difference is 0.254
- The 95% confidence interval for the mean difference ranges from -0.0003 to 0.5083,

- **REGRESSION**

- **MODEL SUMMARY**

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Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.457[a]	0.209	0.201	0.548227

a. Predictors: (Constant), VAR00001

INTERPRETATION

Regression model states that there are 21% changes in customer perception ($R^2 = 0.209$)

ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.161	1	8.161	27.154	.000[b]
	Residual	30.957	103	0.301		
	Total	39.118	104			

a. Dependent Variable: Customer perception

b. Predictors: (Constant), VAR00001

The test of ANOVA analysed that independent factor has a strong and major effect on customer perception ($F = 27.154$, $p < 0.001$).

COEFFICIENTS

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.781	0.268		10.390	0.000
	VAR00001	0.339	0.065	0.457	5.211	0.000
a. Dependent Variable: Customer perception						

The unstandardized coefficient of 0.339 states that predicted customer perception has been increases by 0.339 units, remaining other variables constant. The standardized coefficient (Beta) of 0.457 states a neutral strong positive relationship between VAR00001 and customer perception, with a one standard deviation increase in VAR00001 leading to a 0.457 standard deviation increase in customer perception.

DESCRIPTIVE STATISTICS

	N	Range	Minimum	Maximum	Sum	Mean	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
VAR00001	105	4.00	1.00	5.00	423.00	4.0286	0.08059
Customer perception	105	3.250	1.750	5.000	435.500	4.14762	0.059852
Valid N (listwise)	105						

INTERPRETATION

It indicates that Mean scores (4.03 and 4.15, respectively), meaning positive evaluations from participants.

Std. Deviation	Variance	Skewness		Kurtosis	
Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0.82575	0.682	-0.889	0.236	1.216	0.467
0.613299	0.376	-1.068	0.236	1.977	0.467

INTERPRETATION

- **Standard Deviation & Variance:**
  - VAR00001 has a standard deviation of 0.826,
  - Customer Perception has a slightly lower standard deviation of 0.613, stating that responses were more consistent.
  - The variances are 0.682 and 0.376, respectively

- **Skewness:**
  Here the data is skewed to left and is having sharp peaks, stating most of the people have given similar and high rating

- **Kurtosis:**
  - Kurtosis values are 1.216 for VAR00001 and 1.977 for Customer Perception, both are positive and greater than 0.

6. Findings

- The tool used to measure the customer perception variable is very reliable**,** with Cronbach's Alpha 0.868 stating that respondents answered the survey consistently.
- The score of male customers is of slightly higher average score (4.32) than the female customers (4.07) and the answers that they had given are bit more consistent.
- The t-test showed a small but easily noticeable difference between males and females in context of customer perception ($p = 0.050$).
- The independent factor is having a neutral positive effect on customer perception (Beta = 0.457, $p < 0.001$).
- Regression model states that there are 21% changes in customer perception ($R^2 = 0.209$)
- Here the data is skewed to left and is having sharp peaks, stating most of the people have given similar and high rating.
- The average scores for both the variables are above 4, stating that customer are having a positive opinion.
- The test of ANOVA analysed that independent factor has a strong and major effect on customer perception ($F = 27.154$, $p < 0.001$).

7. Suggestions

- They have to take required steps to improve the delivery time.
- Enhance the usability of app by regular updates and faster performance
- Increase transparency in pricing, delivery time and charges.
- Focus on the safety and hygiene standards.
- Provide good quality food to the customers in order to increase market share

8. Conclusion

In the nutshell, I can conclude that customer perception plays a major role in analysing the success and growth factors of online food delivery platform, Zomato. There are various factors that significantly influence the customer loyalty and satisfaction such as timely deliver, fair pricing, quality services, user friendly interface and fair pricing. A positive perception of the customers towards anty platform not only ensure repeat purchase but also helps to gain competitive advantage. The insights gathered in the study can help strategic decision making aiming to improve the service quality and overall experience of the customers.

Declaration of Conflicting Interests

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