

Project Report

A STUDY ON CONSUMER DECISION MAKING VARIABLES OF ZOMATO.

Submitted to

Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur.

In partial fulfillment for the award of the degree
BACHELOR OF BUSINESS ADMINISTRATION.

Submitted by

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Under the guidance of

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G.S. College of Commerce and Economics Nagpur.

Academic year 2021-22



G.S College of Commerce and Economics Nagpur.

Academic year 2021-22



CERTIFICATE

This is to certify that Mayuri Rajendra Lohakare has submitted the project report titled “A study on consumer decision making variables of Zomato”. Towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination.

This has not been submitted for any other examination and does not part of any other course undergone by the candidate. It is further certified that he/she had ingeniously completed his /her project as prescribe by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Academic year 2021-22



Declaration

I am hereby declaring that my dissertation Report entitled “A study on consumer decision making variables of Zomato” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by the Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Mayuri Rajendra Lohakare
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Preface

Technical study is incomplete without the practical knowledge. No doubt theory provides the fundamental stone for the guidance of practice examines the element of truth lying in the theory.

There is a well-known proverb “without practical knowledge no one can achieve success”.

It is like “experience is the best teacher” on that base we can say, a person who wants to be successful in the life she has to have knowledge about theoretical as well as practical knowledge and step into the giant world.

Practice make man perfect as it said that study with knowledge you know only theoretical work and with experience you know that exact practical functioning and meaning.

I am obliged to represent my dissertation report on “Consumer decision making variables on Zomato”. The dissertation report is all about a survey conducted of several respondents who are users of Zomato and then carried out further analysis, interpretation and prepared a detailed report.

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Acknowledgment

I frequently say that “Knowledge is Power”. But this statement is true only when we apply our knowledge in practical things. To achieve this, our college, G.S. College of Commerce and economics Nagpur., provided us the opportunity to work with real industry. I am declaring our humble thanks to my college for providing such opportunities to the students.

I am thankful and obliged to coordinator Dr. Afsar Sheikh and my internal guide Prof. Jaineel Shah and all the faculty members of NRIBM for providing all the necessary support from their side. Without their continuous guidance and support, it would have been difficult for us to complete the project on time and in such a successful manner.

Sincerely,

Mayuri Rajendra Lohakare

G.S College of Commerce and Economics Nagpur.

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Executive Summary

various services offered by Zomato.

This report has been prepared with a specific purpose in mind. It outlines the history and current scenario of Zomato globally and locally. The first part of the study takes us through the present state of affairs of the online food industry.

The report contains a brief introduction of Zomato and a detailed view of the tasks, which have been undertaken to analyse the market of Zomato i.e. we have evaluated the company on Michael Five force model, PESTLE analysis and SWOT analysis of Zomato in order to identify areas of potential growth for Zomato.

The main objective of the study is to evaluate performance and acceptability in terms of security, user friendliness, accuracy and reliability and to understand consumer behaviour and perception towards Zomato and also to study the consumer decision making variables regarding Zomato.

The study is conducted through primary and secondary data and the sample size is 150 respondents. Time budget of the study is 2 months. The primary data is collected from respondents who are users of Zomato.

Hypothesis test is conducted in the research project, chi-square test, one sample test and factor analysis are conducted to show the relationship between consumer decision making variables and

Some of the major findings from the study are as majority of the respondents found the food ordered by Zomato is somewhat hygienic. Most of the people trust on Zomato and are satisfied with the delivery services of Zomato. Youngsters who are students are attached to the online food ordering through Zomato and majority of them found the delivery charges medium.

Keywords: Online food industry, Service quality, website/application quality and easiness, product quality and freshness.

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Chapter-1

Introduction of study



1.1 Introduction of Online Food Delivery

Online food ordering is the process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these services allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favorite restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pickup. Payment can be amongst others either by credit card, debit card, online payment or cash, with the restaurant returning a percentage to the online food company.

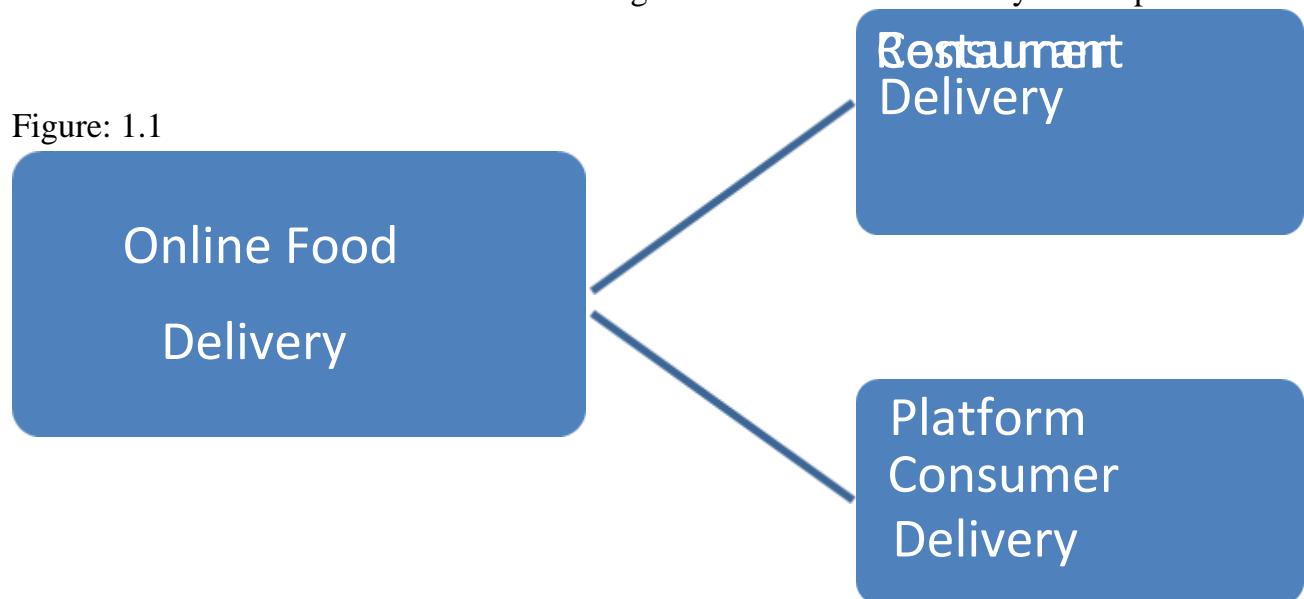
The e-services market segment Online Food Delivery contains the user and revenue development of two different delivery service solutions for prepared meals:

- (1) Restaurant-to-Consumer Delivery

(2) Platform-to-Consumer Delivery

Revenue includes the gross merchandise value (GMV) which is defined as the total sales dollar value for merchandise/food sold through the Online Food Delivery marketplace.

Figure: 1.1



Online Food Delivery comprises services which deliver prepared meals and food that was ordered online for direct consumption. The Restaurant-to-Consumer Delivery segment includes the delivery of meals carried out directly by the restaurants. The order may be made via platforms or directly through a restaurant website (e.g. Domino's,).

The Platform-to-Consumer Delivery market segment focuses on online delivery services that provide customers with meals from partner restaurants that do not necessarily have to offer food delivery themselves. In this case, the platform (e.g. Zomato, Swiggy, Uber eats) handles the delivery process.

1.2 Introduction of the Industry

1.2.1 History of Online Food Delivery Industry

The first online food order was a pizza from Pizza Hut in 1994. The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site originally serviced only northern California, later expanding to several additional cities in the United States. By the late 2000s, major pizza chains had created their own mobile applications and started doing 20-30% of their business online. With increased

smartphone penetration, and the growth of both Uber and the sharing economy, food delivery startups started to receive more attention. Instacart was founded in 2012.] In 2013, Seamless and Grubhub merged. By 2015, online ordering began overtaking phone ordering. As of September 2016, online delivery accounted for about 3 percent of the 61 billion U.S. restaurant transactions.

1.2.2 Online Food Service in India

A decade back eating out had not been a prominent feature in an Indian's life but over the years, due to changing consumption pattern, eating out has gained momentum. This changing pattern has ensured constant growth for the Indian Food Services market. India's Food Services market has come a long way from early 1980's when the number of organized brands were countable and the market otherwise was dominated by un-organized players. The revolution in this sector began in 1996 with the opening up of restaurants by McDonald's, Pizza Hut, and Domino's followed by Subway, Haldiram's, Moti Mahal and Barbeque Nation etc. E-commerce in India is expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, making it the fastest growing e-commerce market in the world! E-commerce is also witnessing a spurt in online food & restaurant service companies, which is expected to reach \$2.7 billion by 2019. This white paper explores drivers of the growth of such online food delivery companies in India, the current competition and how this affects the brick-and-mortar restaurant business in India. Here's a look at the supply and demand drivers for online quick food services.

1.3 Major Players of Online Food Delivery Marketplace

Zomato

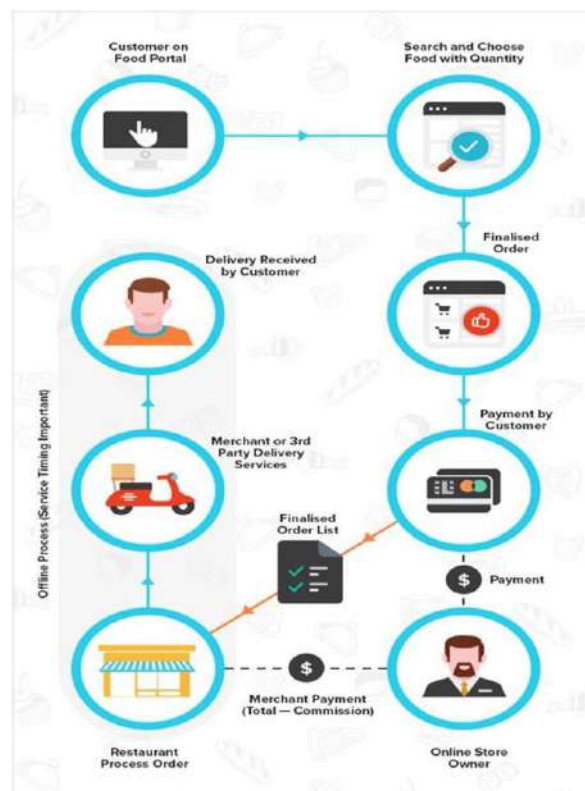
Swiggy

Foodpanda

Ubereats

1.4 Model of Online Food Delivery Business

Figure: 1.2



Customers on food portal- First of all customers have to visit the on food portal either on company's website or on the mobile application.

Search and choose food with quantity- Then the customers have to search for the food which they want to have and they can also order it from the desired restaurant with the quantity of food they want to order.

Finalise order- After surfing the food with quantity customers just need to finalise the order.

Payment by customer- After selecting the desired food customers have to make the payment. It could be done via debit/credit card or else cash on delivery option is also available for the customers.

Online store owner- The marketplace owner cuts commission & routes order to restaurant for delivery.

Restaurant process order- Then the restaurant process and prepare the food which is ordered.

Merchant or 3rd party delivery service- At the end food is prepared and it is delivered either by the restaurant or by 3rd party delivery services.

1.5 Market Size Globally

- Revenue in the Online Food Delivery segment amounts to US\$18,358m in 2019.
- Revenue is expected to show an annual growth rate (CAGR 2019-2023) of 7.3%, resulting in a market volume of US\$24,345m by 2023.
- The market's largest segment is Restaurant-to-Consumer Delivery with a market volume of US\$16,162m in 2019.
- In global comparison, most revenue is generated in China (US\$38,411m in 2019).

1.6 Market Size in India

The meaning of foodtech has evolved over the years. Earlier, it referred to food processing and the technology used for its manufacturing. Now, it pertains to the online food ordering and delivery services market. Adequate funding and investments in this market space have enabled companies to provide online food delivery services that have never been seen before.

The popularity of online food delivery service can be attributed to the several benefits it provides, such as food delivered to the doorstep of the customer, various payment options, attractive discounts, rewards, and cashback offers. Restaurants and cafes also find it profitable to sell their food through online mediums since it reduces a significant amount of operational overheads. College students, working couples and office goers are the key target audience of foodtech companies.

More than 80% of the orders that come on these online food delivery platforms are from the top five Indian cities, out of the 20 where they are active. The report online food delivery market in India (2018-2023) takes a look at the current market scenario, its segmentations, drivers and deterrents of growth, investments, the competitive landscape, and recent developments.

- Revenue in the Online Food Delivery segment amounts to US\$8,167m in 2019.
- Revenue is expected to show an annual growth rate (CAGR 2019-2023) of 9.1%, resulting in a market volume of US\$11,569m by 2023.
- The market's largest segment is Restaurant-to-Consumer Delivery with a market volume of US\$7,477m in 2019.
- In global comparison, most revenue is generated in China (US\$38,411m in 2019).

CHAPTER 2

COMPANY PROFILE



2.1 Introduction of company

Zomato is a restaurant search and discovery app and website, providing in-depth information about restaurants. Zomato is used by consumers globally to discover, rate and review restaurants, as well as create their own personal network of foodies for trusted recommendations. In addition to restaurant search and discovery, it has expanded its offering to include Online Ordering, Table Reservations, a Whitelabel Platform and a Point-of-Sale system, creating the technology to connect restaurant businesses and customers.

2.2 History of Brand Zomato

Zomato, which started as Foodiebay, was established in July 2008 by two IIT Delhi alumnus, Deepinder Goyal, and Pankaj Chaddah. The idea struck Deepinder when his colleagues consistently had a demand for paper menu leaflets of different restaurants, to order food. That's when he thought of converting these restaurant paper menus into a digital app, which is far more accessible and easier to use. The online food delivery space in India is dominated by two big players- Zomato and Swiggy. There are other players like Foodpanda, JustEat, TastyKhana and FoodMingo but the competition for the No 1 position is majorly confined between Zomato and Swiggy, backed by big global investors and a large user base.

Zomato started as the website Foodiebay.com, by Deepinder Goyal, a post-graduate from IIT Delhi. Foodiebay officially started in July 2008 with a list of 1,200 restaurants in the Delhi NCR region. This database expanded to 2,000 restaurants by end 2008. Expanded its reach to Kolkata, Mumbai, Bangalore and Pune within the next six months That is when Info Edge (India), the parent company of the Naukri.com group, invested 4.7 crore (US\$1 million) in the business. In November 2010, Foodiebay.com was renamed Zomato.com. The brand name was changed due to a possible move outside of the food vertical and also to avoid a possible conflict with eBay, because the earlier brand name Foodiebay contained 'ebay' in it.

Funding:

Between 2010 and 2013, Zomato received its biggest funding of approximately USD 16.7 million (INR 167, 000, 00) from “Info Edge India”. This gave them a 57.9% stake in the company. In the November 2013, another lucky round of funding got a new investor to pitch in- Sequoia Capital. They with Info Edge took the total sum of that round to USD 37 million.

In a fresh round a year later, Info Edge, Sequoia, and a new investor- Vy Capital raised USD 60 million for the company. The total funding of Zomato by the beginning of 2015, was a promising USD 113 million. In 2015, along with the 3 initial investors, Temasek- a Singapore based investment company, also pitched in, bringing in USD 110 million for that year.

2016 was a slow year for the company in terms of funding, but 2017 picked the pace up again with WhatsApp’s Neeraj Arora adding to the list of investors and raising a conservative USD 20 million. This racked up the total funding of Zomato to USD 223.8 million since its founding in 2008.

With the most recent rounds of funding, things started looking peachy for the company in March 2018, especially with Alibaba’s Ant Financial coming into the picture with a whopping USD 150 million.

Acquisitions:

Zomato has acquired 12 startups globally. In July 2014, Zomato made its first acquisition by buying Menu-mania for an undisclosed sum. The company pursued other acquisitions such as lunchtime.cz and obedovat.sk for a combined US\$3.25 million. In September 2014, Zomato acquired Poland-based restaurant search service Gastronauci for an undisclosed sum. Three months later, it acquired Italian restaurant search service Cibando.

Zomato acquired Seattle-based food portal Urbanspoon for an estimated \$60 million in 2015. Other acquisitions of 2015 include Mekanist in an all-cash deal, the Delhi based startup MapleGraph that built MaplePOS (renamed as Zomato Base, and NexTable, a USbased table reservation and restaurant management platform.

In 2016, the company acquired Sparse Labs, a logistics technology startup and the food delivery startup, Runnr, in 2017.

In September 2018, Zomato acquired Bengaluru-based food e-marketplace TongueStun Food for about \$18 million in a cash and stock deal.

Growth:

As funding started picking up the pace in 2010, Zomato's presence across India did too. By 2011 the company after establishing a monopoly in Delhi NCR moved to cities like Pune, Bangalore, Chennai, Hyderabad, and Ahmadabad.

It kept pace with the smartphone boom too, by introducing its mobile app at this point in time. The company in order to keep up with its hip brand image and humor its audiences launched a .xxx domain which had pictures strictly dedicated to food porn.

By 2012, overseas operations of Zomato started operating in full gear with the UAE, Sri Lanka, Qatar, United Kingdom, Philippines, and South Africa becoming a part of its user base. In 2013, countries like Turkey, Brazil, and New Zealand were also added to the list. While its expansion was happening in full force, Zomato also started acquiring foreignbased companies to maximize its business. In 2013 it acquired Portuguese company Gastronaucci and the Italian service Cibando. A big acquisition came in when they got a hold of the American service called NexTable which catapulted Zomato into the US market's competition.

About the Founders:

Zomato was founded by Deepinder Goyal and Pankaj Chaddah, both of whom are from IIT, Delhi. Deepinder Goyal currently serves as the Chief Executive Officer (CEO) at Zomato. Prior to launching Zomato, he used to work at Bain & Company as a Senior Associate Consultant. Pankaj Chaddah is the co-founder and prior to launching Zomato, he had worked at Bain & Company as a Senior Analyst and Associate Consultant.

2.3 SWOT ANALYSIS

Figure: 2.1



Strength:

First mover advantage – One of the best competitive advantages of Zomato is that it is the first mover in many of the nations where it is establishing itself. Directories and other forms of restaurant ratings might exist. But as an app Zomato is excellent and many countries (like India) have loved the usability of the Zomato app.

Evergreen industry – The restaurant industry is an evergreen industry. Sure, there may be recessions and other downturns which might affect the industry.

But overall, this industry is going to stick around at all times and is only going to grow with rising disposable income.

Fast Expansion – It is appreciative that Zomato has expanded so fast. It is already in 24 countries and is expanding year on year.

Fantastic design of the app – Zomato has regularly won awards for its app design and for its user-friendliness. The App design is fantastic and it helps you discover restaurants nearby as well as in an area you are going to visit.

Number of users – Zomato has a huge number of users using their app. At the same time, the site also has 90 million visitors a month approximately. With so many users following the app and site, there are more reviews and hence more chances to find better restaurants.

Focused approach – The brand has a much focused approach and has always tried to bring the most of out of its unique offering. It is well connected with restaurants and regularly takes feedback from customers as well as restaurants. This focused approach has also helped the brand image and reputation of the firm.

Excellent funding available – Zomato has picked multiple rounds of funding over the years and because it is now so well established in many countries, there is a lot of funding available for the app.

Multiple acquisitions – Zomato has acquired multiple companies most of which are software or technology related.

Fantastic marketing – You can find Zomato working for its own marketing offline as well as online. Its print ads are hilarious and make an immediate connect with the audience. It is strong on Social media marketing and uses a combination of ATL and BTL strategies to attract and retain customers.

Weaknesses:

Security issues for the app – A major issue for Zomato in the past has been some security issues due to which the app was hacked and at least 17 million

users' data was copied. Such security issues are a nightmare for internet companies.

Still a lot of expansion required – Considering that the app has established in 24 countries, there is good expansion. But at the same time, the app has been started 7 years back and with the amount of funding available for Zomato, the expansion can be much faster. It is allowing other services to establish themselves in this niche before it reaches their country.

Word of mouth and Facebook check-ins – Besides such apps, in many places word of mouth still trumps apps and at the same time, Facebook check-ins are a strong competitor wherein people might not need Zomato. Thus, it is an app for early adopters but definitely not for laggards.

Opportunities:

Further expansion – The number 1 opportunity for Zomato is to expand to more countries and establish its base faster. Service industry has a major problem that services can be copied very fast and very easily. As a result, it is critical for Zomato to establish and expand itself faster.

More acquisitions – There are and were many small players in this space. Zomato can acquire several of its competitors and at the same time, it has to keep an eye on the tech industry and acquire any tech innovation it can get its hands on to keep on rising.

Cloud restaurants – Zomato is coming up with the concept of Cloud restaurants wherein restaurants will not have to get a physical space to actually sell their food products. Instead, they can sell from Zomato.

Creating a community – Zomato does have a huge following but the users do not interact with each other. Creating a forum and a community out of the users already following Zomato can be a huge benefit for the brand.

Adoption of the internet and Smartphones – There is a huge increase in the adoption of Internet across developing and underdeveloped countries as well. Similarly, adoption of smartphone has also increased. Thus more and more

orders and research about restaurants can happen online instead of through physical visits.

Threats:

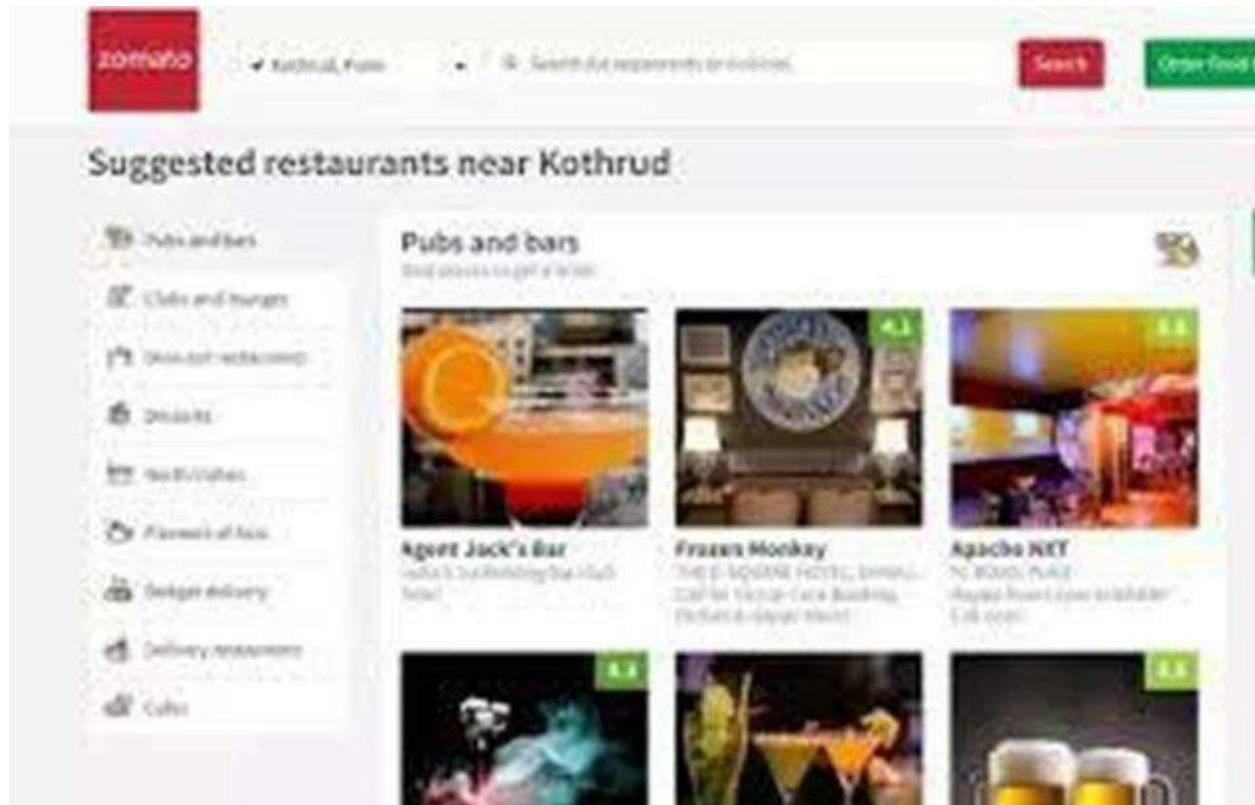
Google's schema module – One of the major threats Zomato faces right now is the Schema module of Google wherein google locations itself is getting in restaurant recommendations. Even google homepage shows the google maps page where you can search for restaurants within your locality. Google being such a big brand, zomato faces huge competition from them.

Market followers and challengers – In the service industry, it is very easy to replicate the success of another service product or offering. Similarly, marketing followers and challengers can slowly take away the market share of Zomato. Intense competition from National and international brands - With expansion to various countries, it now has competitors like Yelp (revenue \$377.5 million) which are much older and bigger than Zomato. On the other hand, we have small players which are slowly covering ground in domestic area.

2.4 REVENUE MODEL OF ZOMATO

Advertising

When you open the webpage/app of Zomato & based on your location & time of the day you are suggested restaurants nearby. These suggestions are advertisement spaces bought by restaurants, somewhat similar to google ads on the search results that you see.



Consulting services with data:

98% of restaurants fail within the first year and Zomato can help! Zomato sits on a pile of data and information. They have an in-built analytics platform that run a lot of queries and get valuable information out. Say if a person wants to open a new restaurant, they can connect with Zomato and find out the success rate of opening a restaurant in a particular location. Restaurant owners can also find out what is the most popular type of food in the area, understand the needs of the users and provide a complimenting service that will help build their business.

Zomato Events:

Zomato has forayed into the events space by partnering with restaurants and creating exclusive events. They make a sale through the price of the tickets. A lot of Zomato hosted new-year parties were held.

Online Food Ordering:

The food delivery product wherein the restaurants pay a nominal fee to enable online ordering from their Zomato page so users can get a tasty meal delivered at their doorsteps via Zomato.

Zomato Gold:

Zomato says that Zomato Gold, its loyalty program that gives users discounts when they visit selected restaurants, now contributes to 12% of its monthly revenue. Given Zomato Gold was only launched in November last year, its contribution to the company's overall FY18 revenues is likely to be lower. But a current 12% monthly revenue contribution means that going forward, Zomato Gold will likely become a major revenue contributor for the company. Zomato says that Gold currently has ~160k subscribers, and a 500k long waiting list.

Zomato Whitelabel:

The Zomato Whitelabel is platform that lets restaurants create their own custom native apps that are plug and play. This application from the restaurant lets users book a table through the mobile application. This way the restaurants directly send a notification to the user. Zomato is looking to expand its power over the restaurants and keep control.

Figure: 2.4



Zomato Book:

Zomato book is the table and reservation management service for restaurants. It makes it very simple for users to reserve a table after they see it on Zomato. This also helps the restaurant maintain their reservations and have a structured process.

Figure: 2.5



The image shows a Zomato restaurant listing for NH8 Indiranagar. It features a photo of food, the restaurant name, address, and various details like cuisines, cost for two, hours, and a freebie offer. There are also buttons for 'Reserve a Table', 'Menu', and '530 Reviews'.

CASUAL DINING

NH8

Indiranagar

710, 3rd Floor, Above New Bata Showroom, 80 Feet Road, ...

3.7
1167 votes

CUISINES: Pure Veg, Rajasthani

COST FOR TWO: Rs. 700

HOURS: 12 Noon to 4 PM, 7:30 PM to 11:30 PM

FEATURED IN: Book Online on Zomato, Veggie Friendly

FREEBIE: We value get together, and provide freebie on groups: Eat 10 and pay for 9.

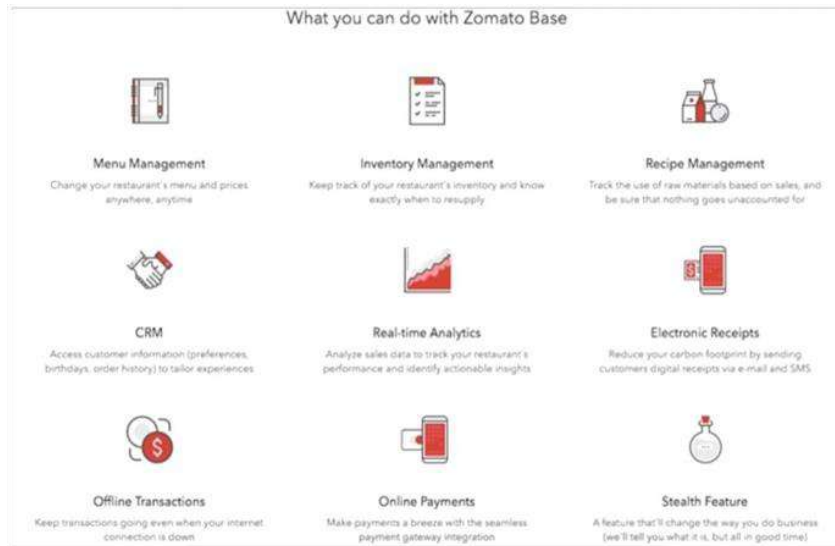
TODAY: Holi Festival

[Reserve a Table](#) [Menu](#) [530 Reviews](#)

Zomato Base:

Zomato base is a service for restaurants that help them manage their POS systems. With an access of over 250,000 listings of restaurants, Zomato knows that controlling the POS system of restaurants will give them a stronger hold in the restaurant business.

Figure: 2.6



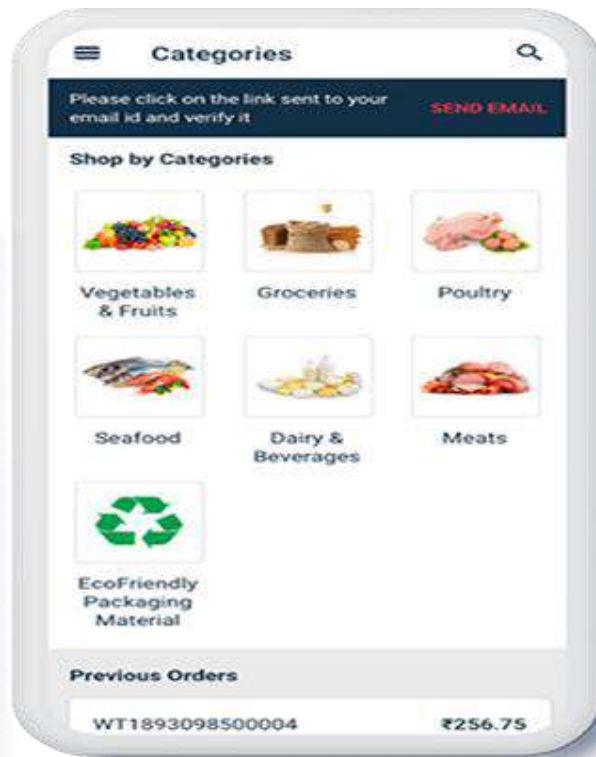
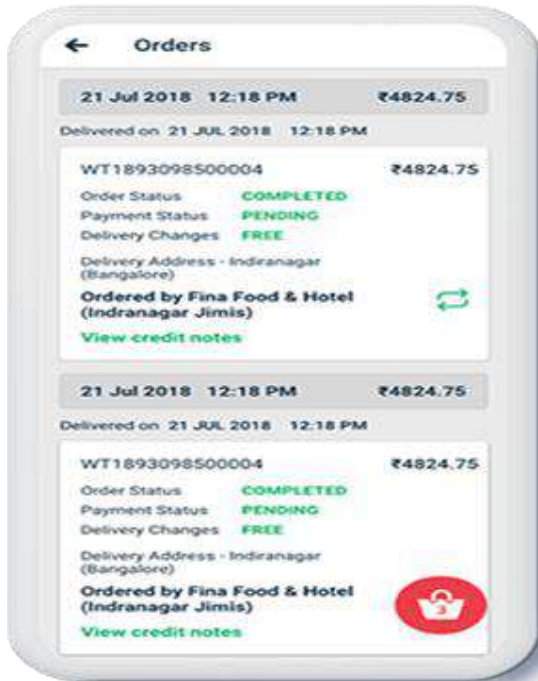
Hyperpure:

HyperPure is Zomato's supplies platform for restaurants. It allows you to purchase:

- The freshest, most high quality ingredients available on the market
- Antibiotic residue-free chicken, which is better for your customers than regular chicken
- Eco-friendly packaging (which is recyclable and doesn't harm the environment) for deliveries

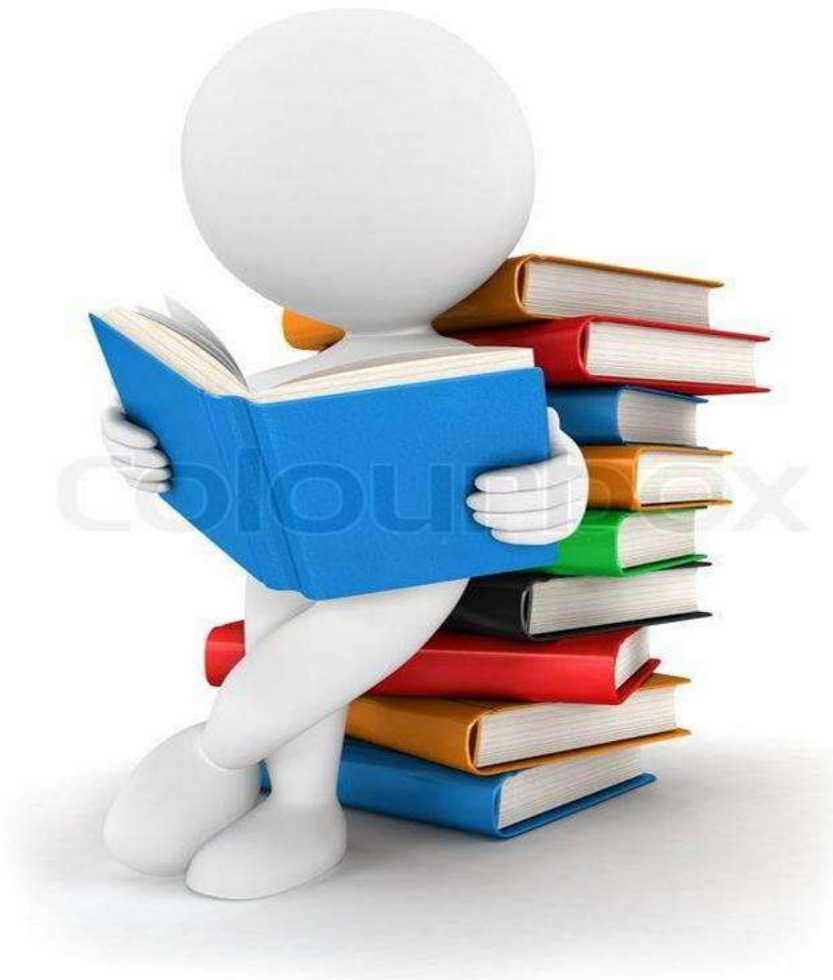
Every single item sold on HyperPure is based on strict industry guidelines, ensuring that you get the best products at competitive prices, and that your customers benefit from these, too.

Figure: 2.7



CHAPTER- 3

LITERATURE REVIEW



(Tran, 14 May 2018): The recent development of the Internet has boosted the extension of online food services by enabling people to search, compare prices and conveniently access these services. As of 2016, approximately 95% of the United States population searched for online food service information at least once, and while in 2015 more than one-third of Asia-Pacific participants, especially in developing countries, answered that they looked for and ordered products via the Internet. However, such business raises food safety and hygiene considerations, particularly in low and middle—income countries where food systems are heterogeneous and fragmented, with a predominance of small informal food retailers. Specifically, uncontrolled food processing, packaging and transferring among small online food retailers can elevate the risk of food contamination

and contribute to food poisoning outbreaks due to the development of several pathogenic bacteria.

(Nguyen, 2018): The research is based on Consumer Preference and Attitude Regarding Online and the study emphasized that using the Internet in seeking food service information was a common practice among people living in Hanoi, Vietnam and online interpersonal influences took a fundamental part. A high percentage of consumers were unconcerned about accurate evidence regarding food safety in selecting food products on the Internet. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the Internet and to the Government of Vietnam to implement appropriate legislation regarding online food product information.

(Gupta, November 29, 2018): The online food delivery market is segmented into fixed online food delivery and movable online food delivery. On the basis of cuisine-wise, the market is segmented into Indian food, fast food, Italian food, and others. On the basis of the business model, the market is segmented into logistics focused food delivery system, order focused food delivery system and full-service food delivery system. Full-service food service is useful for small-scale & independent restaurants. On the basis of food sources, the market is segmented into grocery stores, restaurants & food outlets and supermarkets etc. In addition, on the basis of the platform, the market is segmented into the application based and platform based. The market for online food delivery is mainly driven by rising disposable income. Changing demographics, increasing penetration of internet & smartphones, favorable lifestyle changes, young population, consumption levels, a greater share of women in the workforce, aggressive marketing strategies adopted by food startups and the convenience of ordering is increasing significantly which led to the growth of the market. Apart from the advantages some of the challenges include unpredictable demand patterns, inability to influence external circumstances (traffic, weather & changing demand on a daily basis), high delivery cost, highly concentrated peaks in ordering during mealtimes, limited delivery times and kitchen operations etc.

(Das, 2018): According to this research, Zomato has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better on time delivery and better discounts. Zomato has been in the first position in online food delivery service provider and if it includes the minor improvements, it will sustain its upper hand in forthcoming future. The factors that encourages consumers the

most is Doorstep Delivery followed by Ease & Convenience. Consumers are mostly influenced when they receive any Rewards & Cashbacks followed by Location. Most preferred online food delivery service provider is Zomato followed by Swiggy, The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family.

(Pathan, December 2017): According to the proposed system is based on user's need and is user centered. The system is developed in considering all issues related to all user which are included in this system. Wide range of people can use this if they know how to operate android smart phone. Various issues related to Mess/Tiffin Service will be solved by providing them a fullfledged system. Thus, implementation of Online Food Ordering system is done to help and solve one of the important problems of people. Based on the result of this research, it can be concluded: It helps customer in making order easily; it gives information needed in making order to customer. The Food website application made for restaurant and mess can help restaurant and mess in receiving orders and modifying its data and it is also made for admin so that it helps admin in controlling all the Food system. With online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also with a food menu online, tracking the orders is done easily, it maintain customer's database and improve the food delivery service. The restaurants and mess can even customize online restaurant menu and upload images easily. Having a restaurant menu on internet, potential customers can easily access it and place order at their convenience. Thus, an automated food ordering system is presented with features of feedback and wireless communication.

(Mohit kumar, 1 may 2017): Online reviews have an important role in consumer decisions for purchasing products with one survey reporting that 90 percent of individuals indicated that positive reviews affected their purchase decisions and 80 percent indicated that negative reviews affected their purchase decisions (Dimensional Research, 2013). Restaurant reviews are the most commonly searched topic in online reviews with 67 percent of consumers searching for reviews about restaurants (BrightLocal, 2013) and 15 percent indicating that they use online review Web sites every time to search for restaurant reviews (Ghiselli and Ma, 2015). Although online restaurant reviews are important to consumers, there appears to be limited research on the topic of how restaurant reviews influence consumers to choose to purchase at restaurants. One study of an anonymous Chinese restaurant review Web site found that positive reviews and greater number of reviews were associated with increased restaurant sales while

negative reviews were associated with decreased restaurant sales (Lu, et al., 2013).

(Ghadiyali, 2017): With continuous influx of professionals in cities and rapid urbanization of India the food delivery and restaurant segment is now thriving at a blistering pace. The present study found a significant relationship between factors considered important while selecting a food delivery app. And from the analysis it was also found that the facilities offered play a major role in making a purchase from an app.

(Saini, 2016): This study is based on Customer Perception and Satisfaction on Ordering Food via Internet, It is found from the study that almost all the respondents have easy access to the Internet, a major percentage of the respondents buy twice or at least once a week. Most of the respondents are familiar with ordering food online over 3 years. Overall satisfaction level on the scale of 5 is 3.69 which mean it is somewhat high on reliability assurance and responsiveness. The study reveals that penetration of online food ordering services is high. The student users of these services are well versed with the information available on these websites and also use help services available online. Raising the service levels could delight the customer but at the same time create more expectations in the minds of the consumers. This would require more investment from the company to ensure the desired service level.

(Ismail, December 2015): The research is all about Key Success Factors of Online Food Ordering Services, In this study, attempt was made to identify the key success factors that lead to loyalty in an online ordering environment. Results suggest that online food ordering companies have to emphasise on information quality, website design, security, privacy and payment system towards their customers in order to increase the level of web trust and satisfaction. The service providers could also enjoy continuous recurring revenues from the loyal customers if they provide efficient delivery, reliable customer service and food quality. The results of the empirical study provide support for the positive relationships between website quality and web trust, service quality and satisfaction, web trust and loyalty, and satisfaction and loyalty.

(Ahmed, December 2015): In this study, attempt was made to identify the key success factors that lead to loyalty in an online ordering environment. Results suggest that online food ordering companies have to emphasise on information quality, website design, and

security/privacy and payment system towards their customers in order to increase the level of web trust and satisfaction. The service providers could also enjoy continuous recurring revenues from the loyal customers if they provide efficient delivery, reliable customer service and food quality. The results of the empirical study provide support for the positive relationships between website quality and web trust, service quality and satisfaction, web trust and loyalty, and satisfaction and loyalty.

(Jenvild, 2014): According to the research Indian consumers are demanding more takeaway and home-delivery services. There is much unpenetrated scope in this market, and successful operators should apply the new preferences and trends in an innovative manner when developing their home-delivery services. Indians are extremely active online, and social media marketing is very effective for this market. Consumers from all social groups are identifying with each other under the umbrella of nationalism, Operators have a golden chance to exploit this phenomenon when attempting a strategy to appeal cross-segments. Indian tastes call for more experimentation. Consumers experience little difference of outlets, and thus will not develop brand loyalty without more differentiation in the market. India wants more health and hygiene. Higher education and increased lifestyles diseases has created awareness of importance of health. The demands and supplies of “healthy” products will continue to grow at a fast rate.

(Hult K. K., December 2005): The results of this study provide good support for the relationships between customer perceptions of service/Product quality, Product freshness, Site easiness, Time saving, and their continued loyalty to both the channel and the particular brand. The evidence clearly shows a longitudinal relationship between higher perceptions and increased loyalty. The data provide important insights for researchers and managers interested in developing and perfecting methods for retaining customers in the dynamic arena of Internet retailing. The application of behavioural models of this type is generalizable, given that most Internet retailers have some type of ongoing data-collection system for surveying customers regarding their satisfaction with various aspects of the transaction. While the models developed in this article are specific to the two companies and the online grocery industry, the general approach should generalize fairly easily because companies generally have substantial investments in information technology of the type necessary to support such behavioural modeling.

CHAPTER: 4

RESEARCH METHODOLOGY

Research Methodology



4.1 Objectives of the Study

1. To evaluate performance and acceptability in terms of security, user friendliness, accuracy and reliability.

2. To understand consumer behaviour and perception towards zomato.
3. To study the consumer decision making variables regarding zomato.

4.2 Research Design:

4.2.1 Descriptive research design:

Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way. The importance of descriptive research is:

- To describe characteristics of a population or a phenomenon.
- To determine the answers to who, what, when, where and how questions.
- To analyse the segment and target markets.

Table: 4.1

Research Design	Descriptive research
Research Instrument	Questionnaire
Sample size	50
Sample area	Nagpur
Sampling method	Non Probability/ Convenience Sampling
Statistical package	SPSS

4.3 Sampling

4.3.1 Population:

Population is a set of all the units which includes all the elements of the researcher's interest here in this study, the population are the users of Zomato in Nagpur.

4.3.2 Sample Units:

The primary data is collected from respondents who are users of Zomato.

4.3.3 Sample Size:

The sample size is 50.

4.3.4 Sampling Method:

Sampling method are classified as probability or non-probability in probability sampling method, each member of the population has a non-zero probability of being selected probability sampling includes random sampling, systematic sampling and satisfied sampling. The sampling technique used here is Non Probability/ Convenience Sampling.

4.3.5 Research Instrument:

Research instrument are the measurement tools used to obtain information on the topic of the research. The research instrument used in this study is Questionnaire.

Questionnaire is a set of questions has been prepared to ask a number of questions and collect answers from respondents relating to the research topic. Here a structured non – disguised questionnaire is used as a research instrument for collection of primary data. These questions would help in carrying out detailed study on the proposed topic. The type of questions used are close ended. Questions which require scaling are drafted with appropriate scales in order to make the research more precise. Drafting different types of questions is advisable as it would make the questionnaire compact as well as open to suggestions from the respondents.

4.4 Hypothesis

Table: 4.2

Sr.No.	Hypothesis
1	<p>H0: There is no significance difference of income with respect to delivery charges of Zomato.</p> <p>H1: There is a significance difference of income with respect to delivery charges of Zomato.</p>
2	<p>H0: $\mu = 3$</p> <p>H1: $\mu \neq 3$</p>
3	<p>H0: $\mu = 3$</p> <p>H1: $\mu \neq 3$</p>
4	<p>H0: $\mu = 3$</p>

	H1: $\mu \neq 3$
5	H0: $\mu = 3$ H1: $\mu \neq 3$
6	H0: $\mu_1 = \mu_2$ H1: $\mu_1 \neq \mu_2$
7	H0: $\mu_1 = \mu_2$ H1: $\mu_1 \neq \mu_2$
8	H0: There is no Significance difference between occupation and freshness of food H1: There is a Significance difference between occupation and freshness of food
9	H0: There is no Significance difference between payment as a quality of website/application and occupation H1: There is a Significance difference between payment as a quality of website/application and occupation
10	H0: There is no Significance difference between Security and income H1: There is a Significance difference

4.5 Data Collection Sources

A marketing researcher has to make a plan for collecting data which may be primary data, secondary data or both.

1. Primary data: The primary data was obtained by administering survey method, guided by questionnaire to the consumers. The following type of questions, were asked in the questionnaire

- Close ended questions.
- Likert scale questions.

2. Secondary data: The secondary data are collected through various sources like • Through internet related to company, competitors etc.

- Review of articles being published on the topic in various magazines and newspapers.

4.6 LIMITATIONS OF THE RESEARCH WORK

1. The research is an academic effort which constraints time, cost and geographical area.
2. The respondents may be biased or influenced by other factors.
3. An interpretation of this study is based on the assumption that the respondents has given the correct information.
4. The data is collected from 150 respondents.
5. The sample size was limited.
6. Behaviour of many respondents was not co-operative.

CHAPTER: 5

DATA ANALYSIS AND INTERPRETATION



Table 5.1 Is the food ordered by Zomato found to be hygienic?

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely hygienic	41	27.3	27.3	27.3
Somewhat hygienic	98	65.3	65.3	92.7
Not at all hygienic	11	7.3	7.3	100.0

Chart 5.1 Is the food ordered by Zomato found to be hygienic?

Interpretation:

The analysis of respondents' profile shows that 66% of them find the food ordered by Zomato is somewhat hygienic, 27% of them find the food extremely hygienic whereas only 7% find it unhygienic.

Table 5.2 Help services of Zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Find it extremely satisfied	64	42.7	42.7	42.7
Somewhat satisfied	81	54.0	54.0	96.7
Not satisfied	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Chart 5.2 Help services of Zomato

Interpretation:

From the above chart it is shown that 54% of the respondents find the help service provided by Zomato is somewhat satisfied, 43% of them said they are extremely satisfied with the service quality and only 3% of them said that help service is dissatisfied.

Table 5.3 Choice of restaurant

	Frequency	Percent	Valid Percent	Cumulative Percent
Good choice than others	72	48.0	48.0	48.0
Same as others	70	46.7	46.7	94.7
Bad choice than others	8	5.3	5.3	100.0
Total	150	100.0	100.0	

Chart 5.3 Choice of restaurant

Interpretation:

According to the analysis it came to know that 48% of the respondents find that Zomato offers good choice of restaurants as compare to other online food delivery service providers, 47% of them find it same as other player provides whereas 5% find Zomato provides bad choice of restaurant.

Table 5.4 Delivery charge

	Frequency	Percent	Valid Percent	Cumulative Percent
Low	25	16.7	16.7	16.7
Medium	105	70.0	70.0	86.7
High	20	13.3	13.3	100.0
Total	150	100.0	100.0	

Interpretation:

According to the above chart it is shown that 70% of the people said that they can afford ordering from Zomato as the delivery charges are economical, 17% of the people said the delivery charges charged by Zomato is low whereas only 13% said the delivery charges are high.

Table 5.5 Is it risky to share credit/debit card details on Zomato?

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	50	33.3	33.3	33.3
Disagree	100	66.7	66.7	100.0
Total	150	100.0	100.0	

Chart 5.5 Is it risky to share credit/debit card details on Zomato?

Interpretation:

33% of the respondents are agree that it is risky to share credit or debit card details on Zomato whereas 67% of the respondents disagree with that statement.

Table 5.6 Trustworthiness as a service quality of zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	38	25.3	25.3	25.3
Agree	82	54.7	54.7	80.0
Can't say	23	15.3	15.3	95.3
Strongly disagree	4	2.7	2.7	98.0
Disagree	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Chart 5.6 Trustworthiness as a service quality of zomato

Interpretation:

With respect to the service quality around 55% of the respondents agree that they trust or reliable on Zomato, 25% of them said they are highly reliable on the quality of service

provided by Zomato, 15% of the respondents are neutral about the trustworthiness whereas 5% of the respondents do not trust on Zomato.

Table 5.7 Responsiveness as a service quality of zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	40	26.7	26.7	26.7
Agree	79	52.7	52.7	79.3
Can't say	26	17.3	17.3	96.7
Strongly disagree	4	2.7	2.7	99.3
Disagree	1	.7	.7	100.0
Total	150	100.0	100.0	

Chart 5.7 Responsiveness as a service quality of zomato

Interpretation:

According to the above chart it came to know that 52% of the respondents agree that Zomato have the quality of being responsive, 27% of the respondents said Zomato is highly responsive in terms of service quality whereas 15% of them are neutral about responsiveness and 4% of them feels that Zomato is unresponsiveness in terms of service.

Table 5.8 Politeness as a service quality of zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	35	23.3	23.3	23.3
Agree	81	54.0	54.0	77.3
Can't say	27	18.0	18.0	95.3
Strongly disagree	5	3.3	3.3	98.7
Disagree	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Chart 5.8 Politeness as a service quality of zomato

Interpretation:

From the above chart it is shown that 54% of the people agree that Zomato is good in terms of courtesy and they are satisfied with the attitude and behaviour of them towards the customers, 24% of the people are highly satisfied with the politeness, 18% of the respondents are neutral about politeness.

Table 5.9 Communication as a service quality of zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	33	22.0	22.0	22.0

Agree	85	56.7	56.7	78.7
Can't say	26	17.3	17.3	96.0
Strongly disagree	4	2.7	2.7	98.7
Disagree	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Chart 5.9 Communication as a service quality of zomato

Interpretation:

57% of the respondents are agree that Zomato is good in imparting or exchanging information with them, 22% of the respondents feels the same and are strongly agree. 17% of the respondents are neutral about it and 4% of them are dissatisfied with Zomato as far as communication is concerned.

Table 5.10 Competency as a service quality of zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	20	13.3	13.3	13.3
Agree	82	54.7	54.7	68.0
Can't say	43	28.7	28.7	96.7
Strongly disagree	2	1.3	1.3	98.0

Disagree	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Chart 5.10 Competency as a service quality of Zomato

Interpretation:

With respect to the service quality around 55% of the respondents are agree that Zomato has the calibre and is good in terms of competency, 29% of the respondents are neutral about competency whereas 3% of the respondents feels Zomato is Incompetent.

Table 5.11 Delivery as a service quality of Zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	55	36.7	36.7	36.7
Agree	76	50.7	50.7	87.3
Can't say	12	8.0	8.0	95.3
Strongly disagree	5	3.3	3.3	98.7
Disagree	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Chart 5.11 Delivery as a service quality of zomato

Interpretation:

From the above chart it is shown that 51% of the respondents are agree that Zomato is good in terms of delivery and they are satisfied with Zomato, 37 % of the respondents are highly satisfied with the delivery services of Zomato whereas 4% of them said they are not happy with the quality of delivery services provided by Zomato.

Table 5.12 Freshness of food ordered through Zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	44	29.3	29.3	29.3
Agree	74	49.3	49.3	78.7
Can't say	27	18.0	18.0	96.7
Strongly disagree	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Chart 5.12 Freshness of food ordered through Zomato

Interpretation:

As per the above chart it is found that 49 percent of the respondents are agree that the food they get by Zomato is good in terms of freshness. 29 percent of the respondents are highly satisfied with the freshness of food delivered through Zomato. Whereas only 3

percent of the respondents said they are highly dissatisfied with the freshness of food delivered by Zomato.

Table 5.13 Quality of food delivered through Zomato

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	42	28.0	28.0	28.0
Agree	75	50.0	50.0	78.0
Can't say	26	17.3	17.3	95.3
Strongly disagree	6	4.0	4.0	99.3
Disagree	1	.7	.7	100.0
Total	150	100.0	100.0	

Chart 5.13 Quality of food delivered through Zomato

Interpretation:

From the above chart it is found that 50 percent of the respondents are agree that the quality of food ordered by Zomato is satisfactory. 28 percent of them said they are highly satisfied with the quality of food they get through zomato.17 percent of the respondent said they are neutral as far as the quality of food is concerned whereas 4 percent of the respondents are highly dissatisfied with the quality fo food delivered by Zomato.

Table 5.14 Website /application easiness of Zomato

	Responses		Percent of Cases
	N	Percent	
Speed of loading	35	22.7%	50.7%
Ease of navigation	37	24.0%	53.6%
Ease of search	48	31.2%	69.6%
Logical sequence of order	34	22.1%	49.3%
Total	154	100.0%	223.2%

Chart 5.14 Website /application easiness of Zomato

Interpretation:

This chart shows that majority of the respondents are agree that the speed of processing and loading time in the website and application is high. People are also satisfied with the easiness of navigation within the website and app. Respondents also feel that it is easy to search and browse and the content in the website or app is in logical sequence.

Table 5.15 Website/application quality of Zomato

	Responses		Percent of Cases
	N	Percent	

security	74	23.6%	58.7%
payment	79	25.2%	62.7%
design	82	26.2%	65.1%
information	78	24.9%	61.9%
Total	313	100.0%	248.4%

Chart 5.15 Website/application quality of Zomato

Interpretation:

With respect to the quality of website and application majority of the respondents said they are satisfied with the website quality, security, method of payment, design of the website and application as well as with the information and content are the factors with which the consumers are satisfied and these factors induce them to order from Zomato.

Table 5.16 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	80	53.3	53.3	53.3
Female	70	46.7	46.7	100.0
Total	150	100.0	100.0	

Chart 5.16 Gender

Interpretation:

This chart describes about Gender, Out of the 150 respondents, 53.30% are Males and 46.70% are Females.

Table 5.17 Gender with respect to hygiene level of food ordered through Zomato

			Gender		Total
			Male	Female	
Hygienic	Extremely hygienic	Count	24	17	41
		% within Gender	30.0%	24.3%	27.3%
	Somewhat hygienic	Count	53	45	98
		% within Gender	66.2%	64.3%	65.3%
	Not at all hygienic	Count	3	8	11
		% within Gender	3.8%	11.4%	7.3%
Total	Count	80	70	150	
	% within Gender	100.0%	100.0%	100.0%	

Chart 5.17 Gender with respect to hygiene level of food ordered through Zomato

Interpretation:

According to the above chart it came to know that 30% of the males and 24.30% of the females found the food ordered by Zomato is extremely hygienic. 66.20% of the males and 64.30% of the females found somewhat hygienic. Only 3.80% of the males and 11.40% of the females found the food ordered by Zomato is not at all hygienic.

Table 5.18 Gender with respect to trustworthiness as a service quality of Zomato

			Gender		Total	
			Male	Female		
SQ_Trustworthiness	Strongly agree	Count	22	16	38	
		% within Gender	27.5%	22.9%	25.3%	
	Agree	Count	36	46	82	
		% within Gender	45.0%	65.7%	54.7%	
	Can't say	Count	15	8	23	
		% within Gender	18.8%	11.4%	15.3%	
	Strongly disagree	Count	4	0	4	
		% within Gender	5.0%	0.0%	2.7%	
	Disagree	Count	3	0	3	
		% within Gender	3.8%	0.0%	2.0%	
	Total		Count	80	70	150

	% within Gender	100.0%	100.0%	100.0%
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Chart 5.18 Gender with respect to trustworthiness as a service quality of Zomato

Interpretation:

According to the above chart it came to know that 27.50% of male are strongly agree that they trust or reliable the service quality of Zomato on the other hand 22.90% of female users are strongly agree. 45% of male and 65.70% of female are agree whereas only 5% of male said they are strongly disagree with the service quality of Zomato.

Table 5.19 Gender with respect to ease of search in website/application of Zomato

			Gender		Total
			Male	Female	
App_Easiness_search	Strongly agree	Count	30	18	48
		% within Gender	37.5%	25.7%	32.0%
	Agree	Count	31	41	72
		% within Gender	38.8%	58.6%	48.0%
	Can't say	Count	14	6	20
		% within Gender	17.5%	8.6%	13.3%
	Strongly disagree	Count	3	2	5
		% within Gender	3.8%	2.9%	3.3%
	Disagree	Count	2	3	5

		% within Gender	2.5%	4.3%	3.3%
		Count	80	70	150
Total		% within Gender	100.0%	100.0%	100.0%

CHAPTER: 6

FINDINGS



Findings

It is found that 53.3% males and 46.7% females uses Zomato's website or application to order food online.

64% students, 30.7% of people are in any job or services, 2% housewife and 2.7% businessperson are ordering food online using Zomato's website or application.

Majority of the people who are using Zomato's services are having monthly income up to 15000.

84% of the people who uses Zomato are unmarried whereas only 16% of them are married.

As per the research it is found that 92.6% of the people found the food ordered by Zomato hygienic.

After the research it is found that 42.7% of the people who uses Zomato to order food online are satisfied with the help services of Zomato.

From the research it came to know that 48% of the people feels that Zomato has good choice of restaurant as compare to other players in the industry, 46.7% of the people said that Zomato has same choices as others whereas only 5% of the people said Zomato has bad choice or restaurant.

70% of the people said they can afford ordering food as the delivery charges of Zomato are medium.

As per the research it is found that 66.7% of the people thinks that there is no risk in sharing debit or credit card details in Zomato's website or application.

With respect to the service quality majority of the people are satisfied with the Trustworthiness, Responsiveness and politeness of Zomato.

As per the research it is found that most of the people feels Zomato is good in imparting or exchanging information with them.

According to the research majority of the people are agree that Zomato has the calibre and is good in terms of competency.

As per the research it came to know that most of the people are agree that Zomato is good in terms of delivery and around 87.4% are satisfied with Zomato's delivery services.

From the research it came to know that around 78% of the people are satisfied with the freshness and quality of food they get through Zomato.

As per the research it is found that majority of the respondents are agree that the speed of processing and loading time in the website and application is high. People are also satisfied with the easiness of navigation within the website and app. Respondents also feel that it is easy to search and browse and the content in the website or app is in logical sequence.

With respect to the quality of website and application majority of the respondents said they are satisfied with the website quality, security, method of payment, design of the website and application as well as with the information and content are the factors with which the consumers are satisfied and these factors induce them to order from Zomato.

CONCLUSION



Conclusion

With the advent of e-commerce boom in India, the Indian consumers are to be seen their life being touched by e-commerce in almost every vertical from online shopping to ticket bookings, healthcare, etc. One of such verticals is e-food industry, which has very efficiently utilized the e-commerce platform in the online food review and food ordering

business. This is a vertical, which has brought almost every restaurant in India under a single roof in the hands of the consumer.

As per the study the consumer's perception and decision making variables regarding ordering food from Zomato varies from individual to individual and the perception is limited to a certain extent with the quality of services, choices of restaurant, quality of food delivered, help services, quality and easiness of website and application.

The results of this study provide good support for the relationships between consumer perceptions of service, Product quality, product freshness, easiness of site and their continued loyalty for the brand Zomato.

Further conclusion drawn from the study are as follows:-

- Trustworthiness, responsiveness, politeness, communication, competency, delivery are the factors which influence the consumers to order online from Zomato and majority of the people are satisfied with these factors.
- Efficiency, security and processing of website and application are the factors with which the consumers are satisfied and these factors makes a positive impact on consumer decision making while purchasing food online via Zomato.
- The study reveals that mostly the youngsters who are students are attached to the online food ordering through Zomato and majority of them found the delivery charges medium.
- As hypothesised, trustworthiness, delivery, design of website and application, quality of information provided in the website and application is found to exert a significant positive influence on service quality of Zomato.

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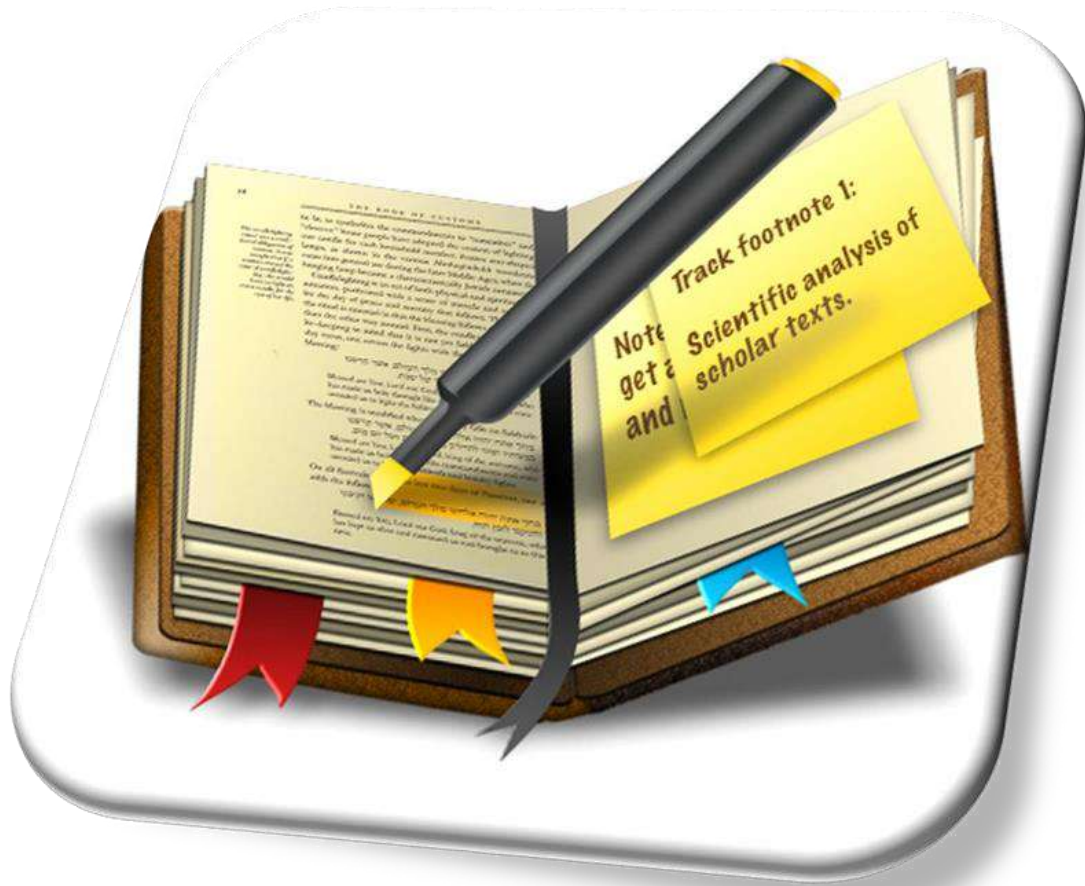
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ANNEXURES



The research is been conducted by the student of PGDM at N.R INSTITUTE OF BUSINESS MANAGEMENT to analyse the “CONSUMER DECISION MAKING VARIABLES ON ZOMATO”.

It should take no longer than 10 minutes of your time and information provided by you will be strictly utilized for academic purpose, it does not have any commercial usage.

1- Is the food ordered by Zomato found to be hygienic?

- Extremely hygienic
- Somewhat hygienic
- Not at all hygienic

2- Are the help services of Zomato user friendly?

- Find it extremely satisfied
- Somewhat satisfied
- Not satisfied

3- As compare to other food delivery apps, is Zomato having good choice of restaurants?

- Good choice than others
- Same as others
- Bad choice than others

4- How is the delivery charge of Zomato?

- Low
- Medium
- High

5- Is it risky to share credit/debit card details on Zomato?

- Agree
- Disagree

6- Rate the service quality of Zomato on the basis of following components:-

	Strongly agree	Agree	Can't say	Strongly disagree	Disagree
Trustworthiness					

Responsiveness					
Politeness					
Communication					
Competency					
Delivery					

7- Rate the product freshness delivered through Zomato :-

	Strongly agree	Agree	Can't say	Strongly disagree	Disagree
Freshness of food					
Quality of food					

8- How would you rate the website /app easiness of Zomato on the basis of following factor:-

	Strongly agree	Agree	Can't say	Strongly disagree	Disagree
Speed of loading					
Ease of navigation					

Ease of search					
Logical sequence of order					

9- How would you rate the website/app quality of Zomato on the basis following factors:-

	Strongly agree	Agree	Can't say	Strongly disagree	disagree
Security					
Payment					
Design					
Information					

10- Name _____

11- Mobile No.: _____

12- Your Gender:

- Male
- Female

13- Your Occupation:

- Student
- Service/job
- Housewife
- Business

Other _____

14- Your monthly Income :-

- Up to 14999
- 15,000-29,999
- 30,000-44,999
- 45000 and above

15- Your Marital status:-

- Married
- Unmarried