PROJECT REPORT

ON

"CUSTOMER PERCEPTION TOWARDS ONLINE FOOD ORDERING APP ZOMATO"

Submitted to

Rashtrasant Tukadoji Maharaj Nagpur University,

Nagpur

In

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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NAAC Re-Accredited "A" Grade Autonomous Institution

Academic Year 2020-21

<u>CERTIFICATE</u>

This is to certified that**, Charu Jitendra Khanchandani** has submitted the project report on **"Customer Perception Towards Online Food Ordering App ZOMATO"**,toward partial fulfillment of **BACHELOR OF BUSSINESS ADMINISTRATION** degree examination.

This has not been submitted for any other examination and does not form part of any other course under goes by the candidate.

It is further certified that it has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University Nagpur.

Dr. Archana Dadhe   **Prof. Geeta Naidu**

(Project Guide)   **(Co-Ordinator)**

Place: Nagpur

Date:

DECLARATION

I here – by declare that the project with title "CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING APP ZOMATO" has been completed by me in partial fulfillment of BACHELOR OF BUSSINESS ADMINISTRATION degree examination as prescribe by Rashtrasant Tukodoji 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.

Charu khanchandani

Place: Nagpur

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regard to Dr. N.Y Khandait, principal, G.S collage of commerce & economics, Nagpur

I am extremely thankful to my project Guide Dr. Archana Dadhe for her guideline throughout the project. I tender my sincere regard to Co-Ordinator Prof. Geeta Naidu for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which help me in the complication of the project.

I will fail in my duty if I do not thank the non teaching staff of the collage for their co-operation.
I would like to thank all those who helped me in the complication of the project.

Place:
Date:

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INTRODUCTION

Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the startups of several online businesses. Online food ordering and delivery play an important role in consumers, entrepreneurs, investors, etc. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process where a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application on the mobile phone.

The online food ordering and delivery system are dependent on a mobile application and it works based on the location of the customer. Online food ordering is growing in the Indian market day by day. Indian people are so active while using the apps for ordering food online. As a result of all these online food marketing is also able to generate ample opportunities for employment. It also helps local vendors to connect with people due to which they are able to increase their earnings. A Simple ordering system is a website or mobile application through which users can order food online from a food cooperative or even a native restaurant ordering food online is similar to online shopping. So, with such benefits, online food services are becoming a huge sector & will benefit India's economic condition.

The way the food industry works and business has been instrumental in improving it. Since products/foods are delivered with discounts and exclusive deals, clients find they can save even more by online applications. Foodservice is a competitive market in India comprising food delivery players such as ZOMATO. Zomato is an online food delivery company bringing restaurants and customers together, which not only delivers food but also provides information about restaurants, menus, and user reviews. The boom in e-commerce is directly influenced by online delivery services. Zomato is the pioneer in online food delivery service in many countries, which has provided a major advantage in market share.
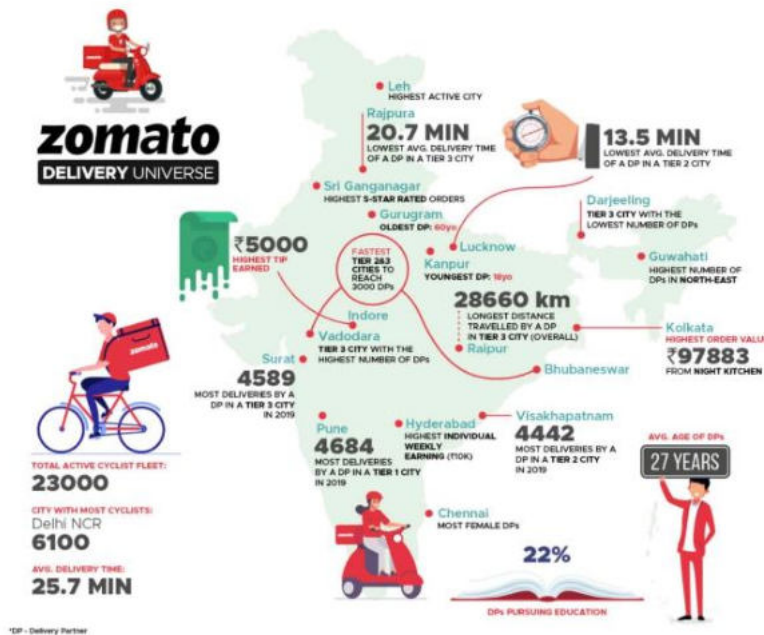
Featuring a robust review system, Zomato allows foodies to find the best meals and restaurants in their neighbourhood. A notable aspect about Zomato is that it is among the few companies that have gone global after starting operations in India. Zomato currently features more than 1 million restaurants globally on its platform.

Zomato has acquired several companies over the years, with the most notable being the acquisition of US based UrbanSpoon 2015. Other acquisitions made by Zomato include Obovate, Menu Mania, Maple,Cibando and many more.

It provides various food delivery services nowadays it is giving various offers on weekends. They deliver food at night as compared to other food applications which differentiate Zomato from other food delivering applications.

COMPANY PROFILE

ZOMATO

- NEVER HAVE A BAD MEAL

Type	Public, listed.
Industry	Online food ordering
Founded	July 2008
Founder	Deepinder Goyal Pankaj Chaddah
Headquarters	Gurgaon, Haryana, India.
Area Served	Worldwide
Services	Food Delivery
Revenue	▲ ₹2,486 crore (US$350 million) (2020)
Key People	Deepinder Goyal (CEO) Gaurav Gupta (COO)
Website	zomato.com

ZOMATO is an Indian multinational restaurant aggregator and food delivery company founded by Pankaj Chaddah and Depinder Goyal in 2008. Zomato provides information, menus, and user reviews of restaurants as well as food delivery options from partner restaurants in select cities.
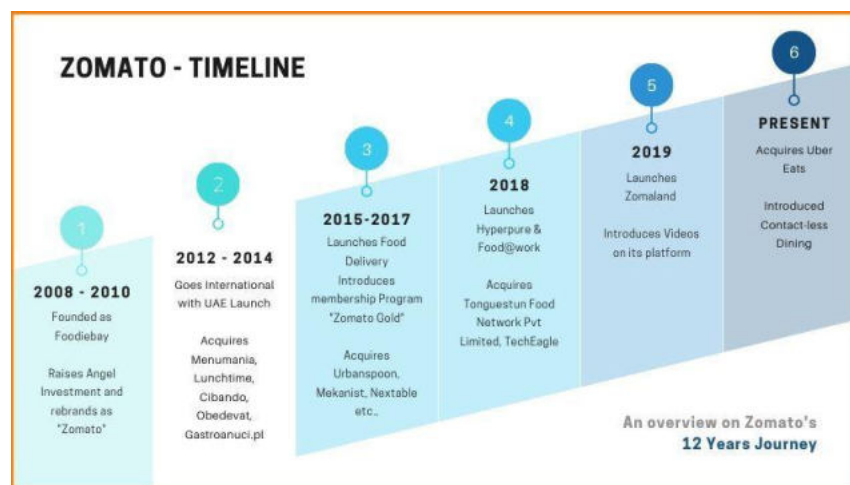
Zomato was founded as Foodiebay in 2008 and was renamed Zomato on 18 January 2010 as Zomato Media Pvt Ltd.Zomato currently serves in 10,000 cities across 36 countries having 1.2 million popular restaurants with 80 million foodies every month. It

is available in 10 different languages and has 10 million reviews with 18 million bookmarks. It gives a platform to the restaurant owners to serve a large number of users a good quality of food.

It provides not only information related to a nearby restaurant but also provides facilities such as discovering restaurants globally and offers online ordering, food delivery, table reservation, and premium restaurant subscription service, enabling users to discover, rate, and review a restaurant, as well as create their own personal networks of fellow food enthusiasts for trusted recommendation.

Zomato announced plans to launch Zomato Infrastructure services, a service to help restaurants expand their presence without incurring any fixed costs. Zomato claimed the company had "turned profitable" in all 24 countries where it operated and introduced a "zero-commission model" for partner restaurants. Towards the end of 2017, Zomato stopped accepting updates from its active users by not utilizing moderators to verify and make updates. Users of the app reported issues with new features to pay for orders. Zomato narrowed down its losses by 34% to ₹389 crore for the financial year 2016–17, from ₹590.1 crore in the previous year 2015–16. In September 2019, Zomato fired almost 10% of its workforce (540 people) tending to back-end activities like customer service, merchant and delivery partner support functions. In April 2020, due to rising demand for online groceries amid the COVID-19 pandemic.

Zomato launched its grocery delivery services named Zomato Market in 80+ cities across India. In April 2020, Zomato introduced contactless dining to get ready for a post-lockdown world. Through this initiative, the company aims to minimize customer contact with anything that someone else might have touched, by eliminating the use of high-touch elements such as the menu, ordering, and bill payments through barcodes or the app while the staff will wear masks.

In May 2020, Zomato further laid off 520 employees due to the COVID-19 pandemic. Despite the fact that demand for services delivering food from restaurants and

takeaways surged, Zomato's nominal reasoning for needing cuts is that Coronavirus will be followed by an economic downturn, which could hit orders.

In August 2020, Zomato drew praise for introducing a period leave policy, allowing female employees to take up to 10 days off per year if they are unable to work due to menstrual cycle health effects. The policy applies to transgender employees as well.

ZOMATO filed the draft red herring prospectus (DRHP) for an Rs 8,250 crore initial public offering IPO, with a fresh issue of equity shares worth Rs 7,500 crore and an offer for sale of Rs 750 crore by its largest stakeholder Info Edge weeks back.

FOUNDERS AND TEAM

The founders of ZOMATO are Deepinder Goyal and Pankaj Chaddah. Both are IIT graduates and were working with Brain & company in New Delhi before they came together to launch ZOMATO.

Recruiting the pool of employees was one of the major milestones achieved while building the foundation of ZOMATO. It has also taken step towards increasing WOMEN delivery partner participation in their fleet.

COMPETITORS-

Though Zomato is very predominantly present in the industry, it does face a lot of direct and indirect competition. Zomato faces direct competition from SWIGGY and indirect competition from regional food delivery applications like SendMe, etc.

VISION

"ZOMATO'S wants to be the 'Google' of food. Their vision is to be the global platform when someone is looking for food locally"

LOGO

The logo of Zomato simply represents the name of the company and indicates the love for good food. As its mission is to ensure that "**Nobody has a bad meal**"

ZOMATO STP

Zomato Segmentation
Young population, working professionals looking for information of restaurants

Zomato Target Market
All Smartphone Users

Zomato Positioning
Zomato provides the "guide" or the "discovery" experience of restaurants & food guide

ACQUISTION

Zomato is now known as the acquisition King amongst industry leaders, especially after acquiring around 14 companies since its establishment in 2008. Their most recent acquisition was FITSO in Jan 2021. They acquired it for ₹1B

- Fitso
- Uber Eats, India
- Tonguestun
- Sparse Labs
- Urbanspoon
- CIBANDO
- Runnr
- Nextable, Inc
- Mekanist
- Maple Graph Solutions Private Limited
- Menu Mania
- Gasttronauci
- Tech Eagle Innovation
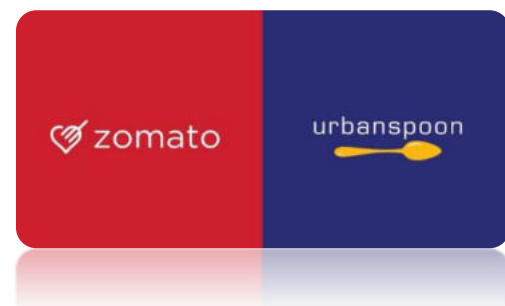
MARKETING STRATEGY-

Zomato has a mixed marketing strategy. It gets traffic from various channels and sources. There are various sources of traffic that come to Zomato.com.

- 31.36% traffic from Directly
- 1.02% traffic from referrals
- 66.41% traffic from Searches
- 0.73% traffic from Social media0.
- 47% traffic from mail and display ads

❖ **SEO STRATEGY**
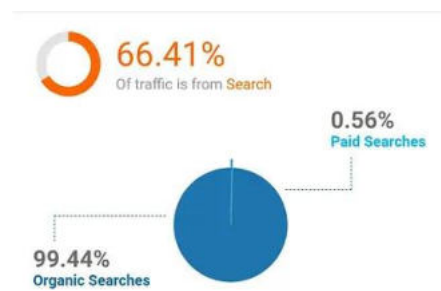
Zomato has a strong SEO strategy. We have already discussed that Zomato gets approx 66% of its traffic from searches made online. With their SEO efforts, they manage to get 99.44% of organic traffic from its search ratio whereas their paid searches are just 0.56%. This explains why they have a strong SEO strategy.

❖ **TARGET KEYWORDS**

Zomato targets over 900K keywords to rank high in search results. That's why it is has a dominant position in search results. The keywords include restaurant names, dish names, and some phrases that relate to the user's search query like "cafes near me" or "order online food," etc.

❖ **SOCIAL MEDIA MARKETING-**

0.73%
Of traffic is from Social

Youtube — 34.41%
Facebook — 31.82%
WhatsApp Webapp — 9.62%
Instagram — 7.19%
Facebook Messenger — 5.51%

An app that targets the customers of the 18-35 age group, cannot miss social media marketing. Zomato understands that most of its target groups are active social media users. So, it focuses on creating social media ads and creates engaging posts to connect with the audience.0.73% of Zomato traffic comes from social media.

Zomato followers on different social media platforms are:

- Facebook- 1.8 million
- Instagram- 430K
- Twitter- 1.4 million

Zomato understands what kind of posts will engage the users, hence it follows the meme marketing strategy for their social media. Even Zomato's Instagram bio says "Meme page...occasionally posting brand posts due to business team pressure."

It creates funny content that amuses the audience at the same time tempts them to order food.

❖ **ZOMATO'S PAID ADVERTISING-**

Zomato runs Google ads to target specific customers. When a user searches for something Google displays organic search results along with paid ads. These are Google ads. Zomato targets both branded and non-branded keywords for Google ads. Furthermore, it targets keywords that are related to various dishes, online orders, restaurant names, etc.

Zomato's get approx 0.56% of its traffic from paid search ads.

❖ ZOMATO'S EMAIL MARKETING STRATEGY-

Zomato knows well how to utilize the Email Marketing tool optimally. Zomato's Email marketing is one of the wittiest and compelling strategies. With compelling subject lines and a call to action, Zomato maintains its brand loyalty.

In its recent email marketing campaign, Zomato created emails with the theme of Amazon Prime Video's famous series Mirzapur season -2. Zomato included subject lines related to Mirzapur characters.

"Munna Bhaiya invited you to a weekend" and "enjoy a weekend to guddu to be true" are some examples.

Also, one of its best email marketing strategies was when it created a resume for Biryani. Zomato included phrases related to food like "curriculum Vitae of Biryani," Also it used the CTA "hire now" instead of using "order now." That's how Zomato does a phenomenal job with its Email Marketing Strategy.

So, this is how Zomato became one of the leading online food delivery platforms. With a winning marketing strategy, Zomato rules the market. One thing that you might have noticed in the marketing strategy is that Zomato is omnipresent. You will find Zomato on social media, billboards, search engines, and YouTube. That's how strong its marketing strategy is. The customer cannot forget a brand that marks its strong existence and that is what Zomato does. Zomato knows exactly who their customers are and how to pitch them.

REVENUE AND GROWTH OF ZOMATO

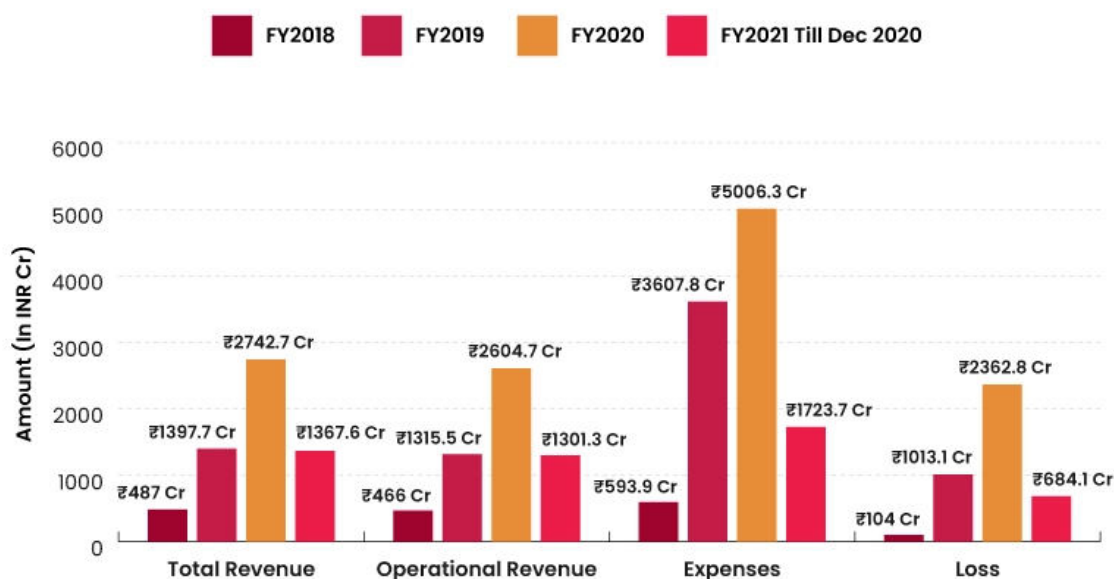## 2020 Lockdown Boosted Zomato's Average Order Value By 32%
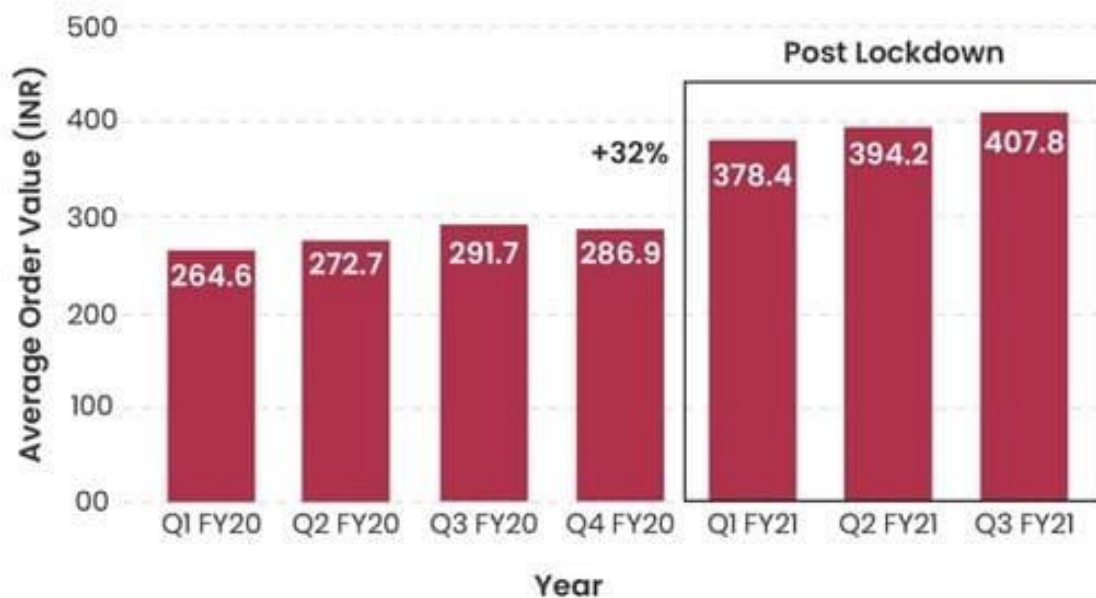
Source: Zomato's DRHP Filing

Zomato's overall revenue in FY21, between April 2020 and March 2021, is bound to increase as the company witnessed more stability in the last quarter due to a fall in Covid cases. But the same cannot be said for the first quarter of FY22 (April 1-June 30, 2021) as India is currently facing the second wave of Covid-19 and reporting over 243 cases a minute.

Zomato, in its latest filings, also highlighted that its revenue increased by a whopping 96% from INR 1,398 Cr in FY19 to INR 2,743 Cr in FY20. This growth also reflected in its operational revenue that nearly doubled from INR 1,315 Cr in FY19 to INR 2,605 Cr in FY20. Its average order value has grown by INR 22, from INR 264.6 in Q1 FY2 to INR 286.9in Q4 FY20.

Zomato Revenue Grows 96% In FY20; FY21 Remains Stable Despite Pandemic

Legend: FY2018, FY2019, FY2020, FY2021 Till Dec 2020

Amount (In INR Cr)

Category	FY2018	FY2019	FY2020	FY2021 Till Dec 2020
Total Revenue	₹487 Cr	₹1397.7 Cr	₹2742.7 Cr	₹1367.6 Cr
Operational Revenue	₹466 Cr	₹1315.5 Cr	₹2604.7 Cr	₹1301.3 Cr
Expenses	₹593.9 Cr	₹3607.8 Cr	₹5006.3 Cr	₹1723.7 Cr
Loss	₹104 Cr	₹1013.1 Cr	₹2362.8 Cr	₹684.1 Cr

*Source: Zomato's Draft Red Herring Prospectus

Inc42

The company's expenses grew by 39%, from INR 3,608 Cr to INR 5,006 Cr, in the same period. The rise in expenses increased the company's losses by 133% or 2.3x to INR 2,363 Cr from the previously reported INR 1,013 Cr. The company reported a revenue of INR 487 Cr and expenses of INR 594 Cr in FY18, leading to a loss of INR 104 Cr.

Zomato Boasts Positive Unit Economics

One good sign for the company is its improved unit economics. Zomato achieved positive unit economics with a contribution margin of INR 22.9 per order on average till Q3 of FY21. It was a massive improvement from the negative INR 30.5 margin logged in FY20 (between March 2019 and March 2020). It means Zomato is actually making money per order on an average instead of burning cash to fulfil deliveries.

One of the key reasons behind this improved unit economics is the steep decrease in the company's outsourced support cost, the amount paid as availability fee to delivery partners. The company spent INR 2,093 Cr in this department in FY20, which was slashed by almost 6x to INR 363.3 Cr till Q3 of FY21. "Our cost-effectiveness depends on our ability to continue reducing delivery costs on a per-order basis," Zomato said in the DRHP filing. As of Dec 2020, the company had more than 1.61 Lakh delivery partners registered on its platform.

Zomato also noted an increase in commissions from restaurants and ad revenue by INR 20, from INR 43.6 in FY20 to INR 62.8 till Q3 in FY21. Delivery fees paid by customers also increased from INR 15.3 to INR 26.8 in the same time frame, and delivery cost, or the money paid to a delivery executive, came down from INR 52 in FY20 to INR 44.6. The company also reduced discounts from INR 21.7 to INR 14.8.

Zomato's marketing strategy during Covid-19

Zomato, with its vast delivery network and logistical resources is in a perfect position to make a real difference during this crisis and this is exactly what they've done. From delivering food to delivering groceries, they've made a real difference during these tough times. Here's what they did:

For daily wage earners-

The food delivery giant set up a fund - Feed the Daily Wager- to provide relief to the families of daily wage earners who are stuck indoors during these times and are unable to generate any income. They have already collected over 28.13 Cr out of their 50 Cr goal. With the money they collect, they distribute meal kits to families which can support up to 5 people for a week. They've partnered with a network of NGOs and other organizations in order to ensure that the food reaches the right people.


Not only that, Zomato is also supporting the thousands of people who are a part of their delivery network by setting up a fund for them to cover any income they would have lost out on due to the crisis, and actively liaising with the government to ensure that their services can keep running smoothly during the crisis. They also ensured that their delivery partners are equipped with masks. Plus, restaurants in their partner network are equipped with all that they need to ensure standards of quality during this time.

For the Zomato community-

Zomato has liaised with local state governments and the central government to ensure that their services keep running smoothly so that people are able to avail themselves of food delivery in these troubled times.

They've also started contactless delivery where their delivery partners have been trained to leave packages outside homes. Cash on delivery has been discontinued to minimize contact as well. Moreover, in a move designed to showcase just how much effort they're putting into creating a strong bond with their user-base, Zomato recently started delivering groceries across 80 cities in the country. This is to ensure that people are able to get what they need to stock their pantries, without having to step out. Zomato Market is a new feature on the Zomato app that is dedicated to this
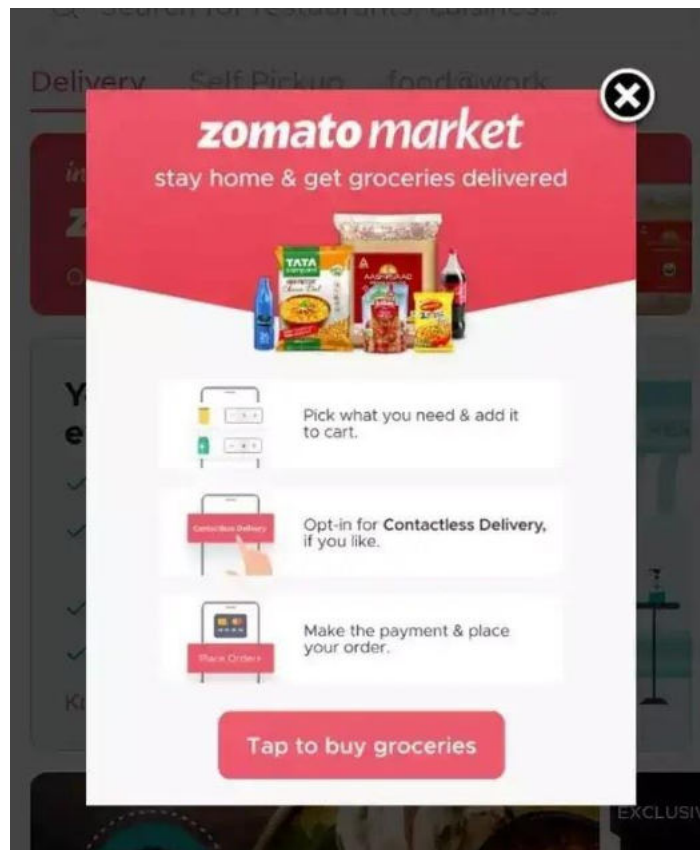
Even though this is not directly part of Zomato's marketing strategy, the clear takeaway here is that Zomato is focused on making a difference to the community and creating a connection with their customers. In the long run this translates to loyalty and perhaps a larger CLV (customer lifetime value)

INITIATIVE BY ZOMATO DURING PANDEMIC

In Mid COVID-19 to decrease the loss incurred itself and its delivery, restaurant partners due to the following lockdown rules. In the Lockdown period, 60%-70% of orders were reduced. Zomato understood the need for grocery delivery of groceries, and it started online delivery of groceries in 80+ cities. It also partnered with Grofers for delivery. Grocery delivery not only reduced the financial burden on the company but also competed with Jio Mart and Big Basket.

For Customers:

To remove the fear of getting transmitted with virus contactless delivery, where delivery personnel drop delivery at a particular location, or in front of a door.
Face masks were distributed to customers and its partners completely disabled cash on delivery and encouraged digital payment to reduce contact.
Started grocery delivery to deliver groceries.
The subscription plan Zomato Gold was extended.

For Delivery Partners:

Donated money through Rider Relief Fund to the delivery personnel since their earnings dropped with decrease in online food delivery.
Delivery Partner Insurance Plan helped delivery personnel by covering hospitalization charges, and lost earnings if they were infected by COVID-19.

For Restaurant Partners & Workers:

The Zomato Gold Support Fund helped the restaurant personnel where annual subscription plan money was provided to them. Takeaway not only allowed customers to

directly collect food from restaurants but also zero commissioned. Which reduced the burden of customers and restaurants.

⬇ PRIORTY DELIVERY FEATURE:
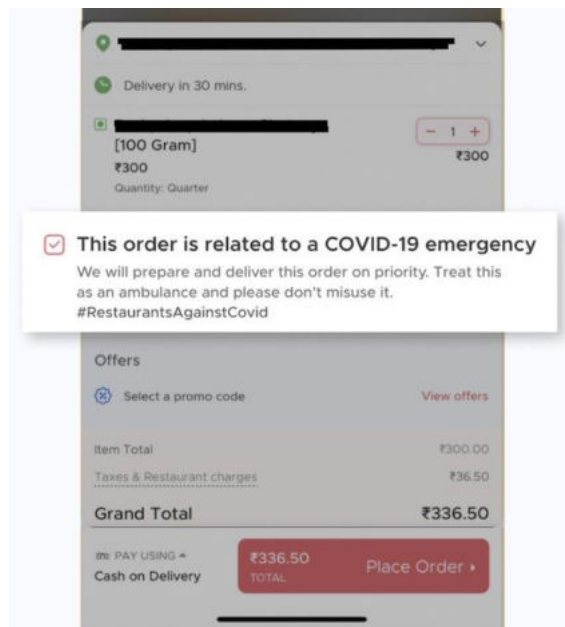
During check-out on the Zomato app, users will have the option to mark their orders for Covid-19 emergency, which will alert the restaurant to prepare and deliver the order on priority. Deliveries marked as an emergency will be contactless by default and will be provided the fastest rider assignment, and dedicated customer support in case of queries.

<u>OBJECTIVE OF STUDY</u>

The study has been conducted to know the impact of COVID-19 on the Online Food Ordering App ZOMATO.

- To study the customer perception towards Online Food Ordering App ZOMATO
- To study the impact of COVID 19 on ZOMATO
- To study what measures have been taken by ZOMATO to ensure safety at the time COVID-19.
- To know changes in strategic policies.
- To know the satisfaction level of consumers.
- To know how often people order in post COVID-19.
- To know the order frequency during COVID-19
- To know what measures have been taken by ZOMATO to overcome the COVID-19 situation.
- To know how often customers believe precautions provided by ZOMATO at the time of COVID-19 pandemic.
- To find out the respondent's opinion towards certain attributes of ZOMATO

SCOPE OF THE STUDY-

This study covers customer perception towards Zomato in the areas of Nagpur. The study makes efforts to ascertain the information about the customer's view towards Zomato at the time COVID-19 pandemic. The company can come up with the expectation only by finding out the problem that customers are facing at the time of ordering food. The subject has been taken for the research as there was a huge impact of COVID-19 on food supply companies as they were unable to fulfil the demand of the food as there was no supply to serve and to know what measures have been taken by Zomato at the time of pandemic to cope up with the current situation and also to stay as a competitor in the market.

Hence it is very essential to understand the customer perception towards Zomato at the time of the pandemic. The research will also be beneficial in analysing the overall market situation of Zomato and its measures to overcome the situation

HYPOTHESIS-

Hypothesis is an idea or explanation that you test through study and experimentation outside science. A theory or guess can also be called Hypothesis.
There are two types of hypotheses-

Ho-There is no impact of COVID-19 on Food Delivering App ZOMATO.

H1- There is an impact of COVID-19 On Food Delivering App ZOMATO.

RESEARCH METHODOLGY

Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, "Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis".

DEFINITION-

Method and sampling method research methodology is a way to systematically solve the research problem. It may understand as a science of the study research is done scientifically this section comprises the research design of the data collection. Methods of data collection:

• **Primary data**:

It is the data that is collected by researcher from first hand source, using method like away interview or experiments. Here the primary data is collected questionairs by preparing Google form for gathering information.

• **Secondary data**:

It is the data that have been already collected by and redly available from other sources and also may be available when primary data cannot obtain at all.

The sources of secondary data for this study are newspaper, news channel, internet websites etc. projects.

SAMPLE SIZE:

Here researcher has used random sampling. It includes the random survey of the people. Specifically, researcher has used the random sampling. In this researcher have selected the population based on the easy availability.

RANDOM SAMPLING:

Sampling can be defined as a part of population. Thus, random sampling may be defined as the selection of a portion from the whole population in which each element of the population has an equal chance of being selected. A more apt definition will be that each element in the population has a non-zero and known probability of selection a randomly drawn sample is an unbiased sample.

Research also usually reaches its conclusions on the basis of sampling, but its methods must adhere to certain scientific rules. Not only a research practitioner but a business decision maker needs a substantial grasp of sampling theory to appraise the reliability and validity of sample information that would underlie their decisions.

REASONS FOR SAMPLING:

There are four major reasons, pertaining especially to marketing situations, for deciding to take a sample:

1.   Decision makers have a time frame in which to make a decision based on whatever information can be obtained in that period.

2.   The cost of gathering information is a compelling consideration in favor of sampling.

3. The accuracy of the information may not be justifiably enhanced by taking a complete enumeration.

Sampling Unit: General public, Youths, Employees of some organization of Nagpur City

Sample Size: 100 respondents as a sample size from different areas of Nagpur City.

Sampling Technique: Random sampling, Sampling items are selected by the judgment of the researcher.

Sampling Frame: Students, Service, Business Personnel, Housewives and Retired.

Statistical Tools: Graphical Presentation like Tables, Bar chart, Pie chart etc.

Location of Survey: Nagpur City.

The method used for selecting the people was random sampling method.

Time Span of the Field Work: The field work was carried out in a span of nearly 8 weeks.

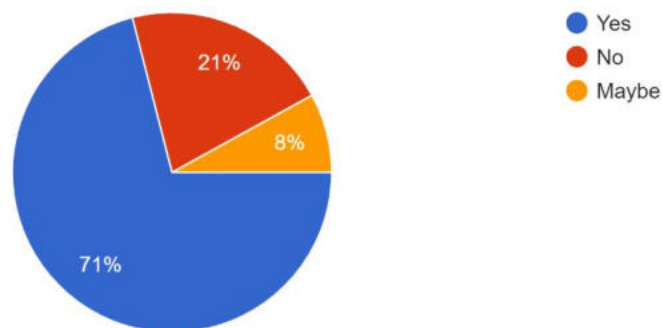# DATA ANALYSIS AND INTERPRETATION

Age
100 responses
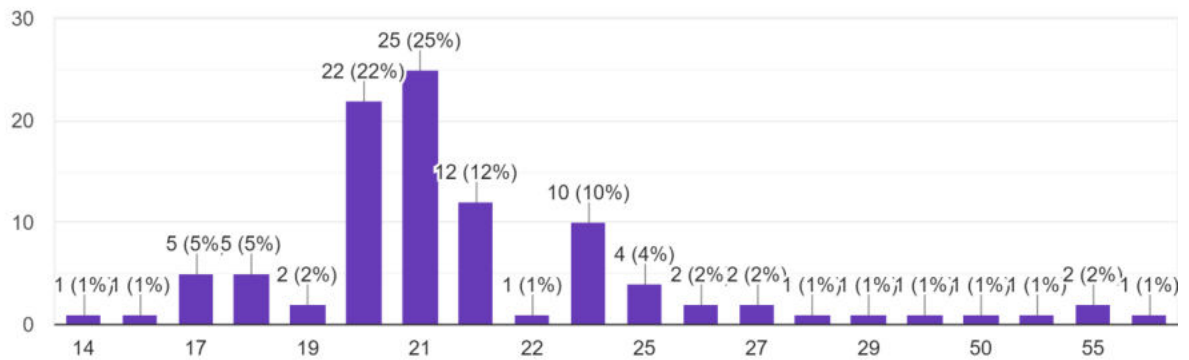
INTERPRETATION-

Above graph represent the age of respondents. Total 100 respondents were taken in this survey to draw the views of customer towards ZOMATO at the time of COVID-19 pandemic.

## Do you order food online on frequent basis?
100 responses

INTERPRETATION-

- o 71% of the respondent's order food online on a very frequent basis.
- o 21% of the respondents says that they do not order food online.
- o 8% of the respondents says that they are not sure about it.

Out of 100 respondents, 71% said that they order food online which is good but can it can be improved.

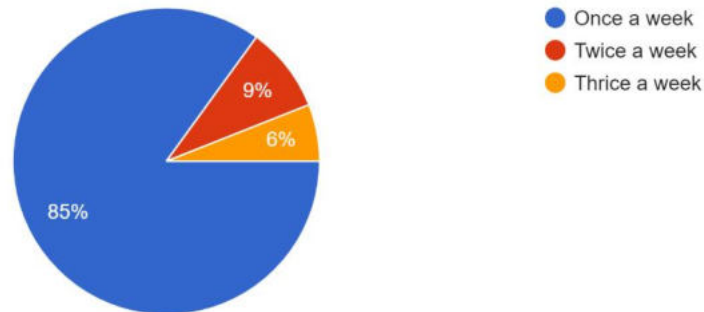Which food ordering application do you prefer?

100 responses
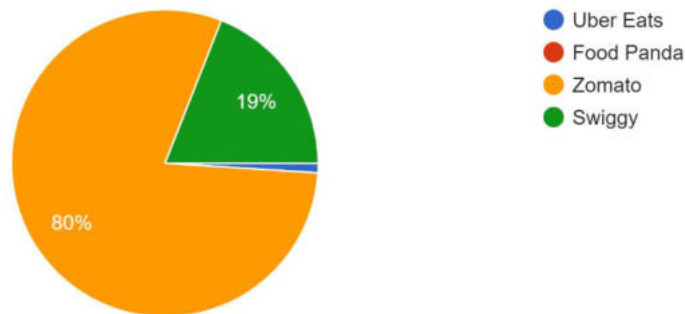
INTERPRETATION-

From the above pie chart mostly preferred food ordering application is ZOMATO which has captured 80% of the market followed by swiggy 19% of the market and other 1%.

How many times do you order online food each week on average?

100 responses

- ● Once a week
- ● Twice a week
- ● Thrice a week

9%

6%

85%

INTERPRETATION-

Above pie chart shows Food ordering frequency on a weekly average in which 85% of the respondent's orders food once in a week whereas 9% of the respondent's orders food twice a week and very less i.e., 6% of the respondent's orders food thrice a week.

Would you prefer online food delivery during Covid 19 Pandemic?

100 responses

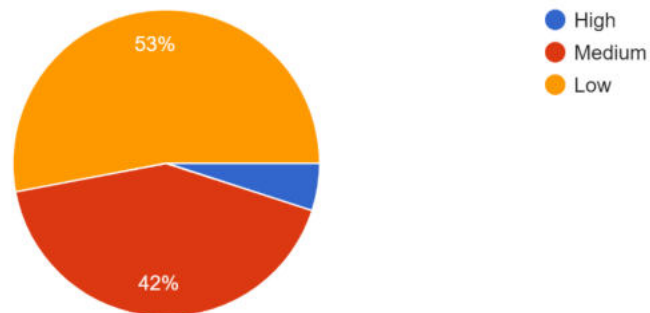- ● Yes
- ● No
- ● Maybe

39%

14%

47%
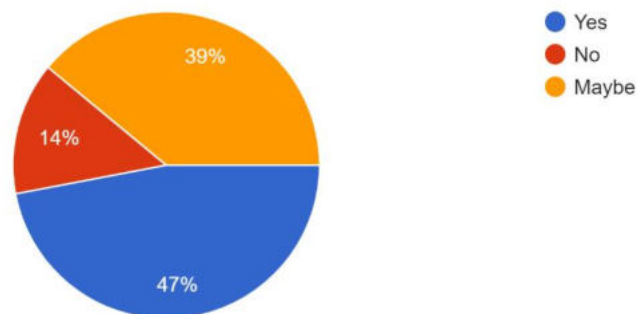
INTERPRETATION-

Above pie chart shows that 47% of the respondents preferred online food even at the time of COVID-19 pandemic whereas 14% of the respondents don't prefer online food at the time of COVID-19.

How often did you order food during COVID 19?

100 responses

INTERPREATION-

From the above analysis, it can be concluded that half of the respondents did order food in low rate and others in medium at the time of COVID-19 pandemic. It means that half of the customers trusted the brand enough to order food online at the time of pandemic.

Has your online ordering food decision been changed due to COVID 19 pandemic?
100 responses

- Yes
- No
- Maybe

30%

27%

43%
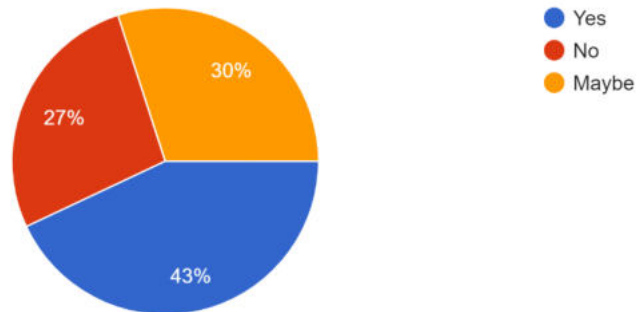
INTERPRETATION-

Above pie chart shows the respondents food ordering decision at the time of COVID-19.

- o 43% of the respondent's food ordering decision has been changed due to COVID-19.
- o 27% of the respondent's food ordering decision has not been affected by COVID-19.

Do you believe the hygienic rating factor was high during pandemic?
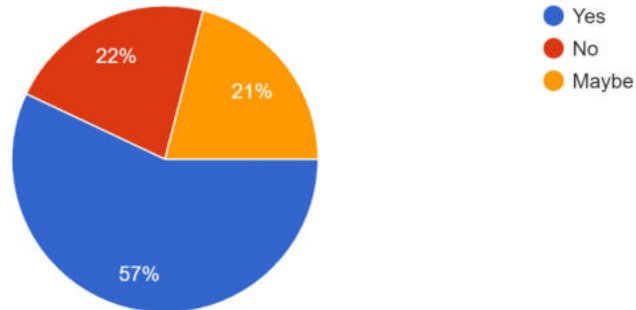100 responses

- Yes
- No
- Maybe

31%

66%
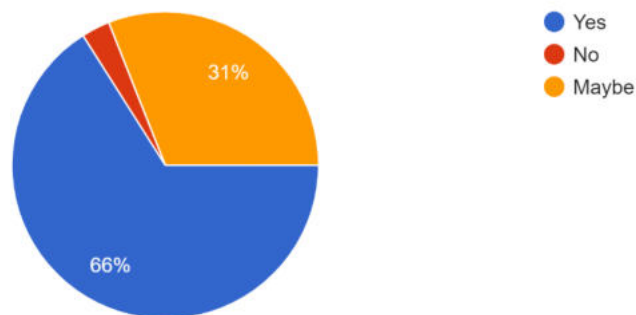
INTERPRETATION-

Above pie chart represents that 66% of the respondents believes that the hygienic rating was high at the time of pandemic where as 31% of the respondents were not sure about it.

Have you noticed any changes in food pricing during pandemic?

100 responses

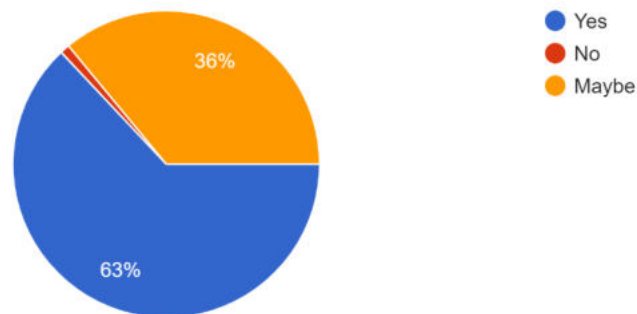- Yes
- No
- Maybe

22%

21%

57%

INTERPRETATION-

Above pie chart represents that 57% of the respondents have noticed changes in food pricing at the time of COVID-19 pandemic. Where as 22% of the respondents said no and the rest i.e 21% were not sure about it.

Do you believe proper precautions has been taken by ZOMATO during the time of COVID 19 pandemic?
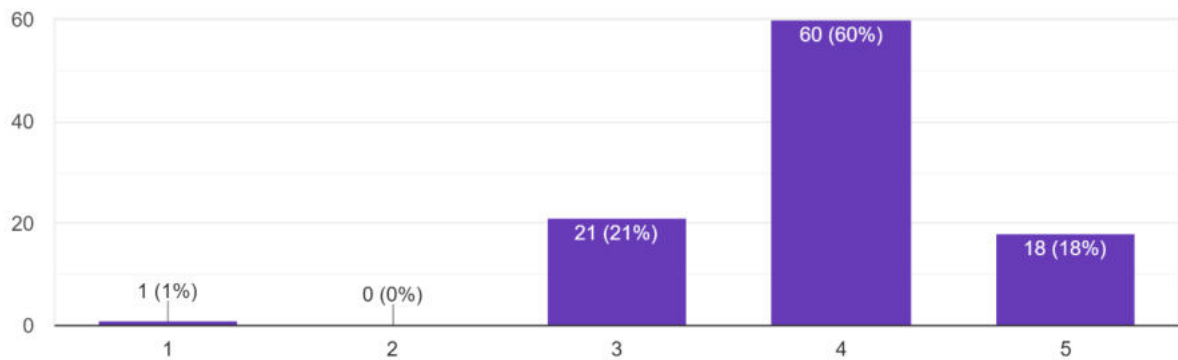
100 responses

- Yes
- No
- Maybe

36%

63%

INTERPRETATION-

Out of 100 respondents, 63% of the respondents believed that all the precautions were taken by ZOMATO at the time of COVID-19 pandemic.

36% of the respondents were not sure about the precautions which was provided by ZOMATO.

Please rate various attributes of ZOMATO. Safety and precautions
100 responses

INTERPRETATION-

Above graph shows that 60% of the respondents believed on the safety and precautions which was provided by ZOMATO and given 4 rating 18% of the respondents have rated 5 and the rest have given 3 rating.

CONCLUSION-

The online delivery services are progressing at a rapid rate. Even though there has been a slowdown in the market due to customer buying habits, it is influenced by fear of spreading COVID-19 and implementation of Lockdown. After the loosening of the lockdown hotel-related industry in growing back, we can see an increase in demand for online food delivery service. Zomato has taken lot of steps to come out of the crisis of COVID-19 and initiatives to help its partners and customers.

- Priority delivery feature.
- Zomato gold support fund.
- Delivery Partner Insurance Plan.
- Grocery delivery.
- Free mask distribution.
- Encouragement of Digital payment.
- Extended the subscription of Zomato Gold.
- Door steps contactless delivery.

From the conducted survey decrease in the ordering can be seen, but as the time progresses, it is expected to grow back.

<u>LIMITATIONS OF STUDY</u>

In research there is a certain Limitations as follows-

- o The sample size is very small in comparison to the actual population.

- o The data is collected within Nagpur city,

- o The study is done with the limited resources available on the internet.

SUGGESTIONS

Below are some suggestions that company could follow to get the extra edge in the competition:

o Zomato should expand its market to rural area since lot of customers are available.

o Enhance the market penetration in every market and give the high competition to others Company.

o Get the customer feedback and try to improve to take the reference for making new customers so that the customer base would get expanded.

o Zomato should focus on building loyalty rather than giving discounts.

o Location based promotion and discounts could be given.

o More initiative can be done to retain its existing customers.

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ANNEXURE

SURVEY ON CUSTOMER PERCEPTION TOWARDS ZOMATO
Hey there! Please fill this form. It will help me to complete my project.

❖ Gender *

  Female
  Male

❖ Occupation *

   Students
   Service
   Business Personnel
  Housewives
  Retired

❖ Do you order food online on frequent basis? *

   Yes
    No
  Maybe

❖ Which food ordering application do you prefer? *

   Uber Eats
   Food Panda
   Zomato
  Swiggy

❖ Why do you prefer online food delivery? *

  Fastest Delivery
  Convenient
 Time Saving
  Money Saving
 All the obove

❖ How many times do you order online food each week on average? *

  Once a week
 Twice a week
 Thrice a week

- ❖ Would you prefer online food delivery during Covid 19 Pandemic? *
  Yes
  No
  Maybe

- ❖ How often did you order food during COVID 19? *

  High
  Medium
  Low

- ❖ Has your online ordering food decision been changed due to COVID 19 pandemic? *

  Yes
  No
  Maybe

- ❖ Do you believe the hygienic rating factor was high during pandemic? *
  Yes
  No
  Maybe

- ❖ Have you noticed any changes in food pricing during pandemic? *
  Yes
  No
  Maybe

- ❖ Do you believe proper precautions has been taken by ZOMATO during the time of COVID 19 pandemic? *
  Yes
  No
  Maybe

- ❖ Please rate various attributes of ZOMATO. Safety and precautions *
  Low
  1
  2
  3
  4
  5
  High