



Consumers perceptions vs Zomato food service application

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Abstract

In the era of digitalization, numerous services are providing by restaurants and food outlets online to their customers. These services can be delivered in various form i.e. applications, web pages, social media, etc. In the paper, the major focus will be on the Zomato food service app on the basis of the buyer's perception. Buyer perception means how individual customers, groups or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. The consequences of the study are that the buyer's perceptions have positive effects on the Zomato food service app.

Keywords: consumer behavior, food delivery app, e-commerce, GDP (gross domestic product)

1. Introduction

The service sector has contributed 54.17 percent of India's Gross Value Added at the current price in 2018-19. Digital technology has just started growing; it will continue to grow at a rapid rate and with the effect of these various other industries, including the food delivery industry which is in the growing phase. Nowadays, numerous food service apps are available to customers such as Zomato, Swiggy, Uber Eats, etc. The food services applications provide services to the user to discover various restaurants at different locations, service hours and reviews and comments from other users. The rise of digital technology is reshaping the industries. Even Consumers are ordering online through apps or websites, with maximum convenience and transparency, expecting the same experience that they would get from the outlet itself. To meet the consumer's perceptions apps are providing increased facilities and services to the customers.

Review of Literature

Easy access to the internet enables restaurants to provide food services to the costumers online. With online food services applications, food outlets can upload their menu on the mobile app. Zomato is a revolutionary online restaurant guide, which brings millions of customers and tens of thousands of businesses together. Numerous new players joining the segment with innovative business ideas such as delivering food for health-conscious people, home-cooked meals, etc.

The online penetration of the total food-delivery market broke 30 percent in 2016. It is expected that penetration rates will grow further as the market matures, eventually reaching 65 percent per year (Carsten Hirschberg *et al* 2016) [1].

As per Gloria's food, the benefits of placing orders online and the reasons for the growth of the food delivery app industry are convenient, the simpler menu to manage, significant savings.

The steady growth of e-commerce also contributes to the growth of food industry The attitude of customers towards online food orders vary according to the ease and usefulness of online food ordering process and also vary according to

their innovativeness against information technology, their trust in retailers and various external influences (Serhat Murat Alagoz & Haluk Hekimoglu, 2012) [13].

Online food purchasing services help the students in managing time better. The ease of availability of desired food at any time and at the same time easy access to the internet is the prime reason for using the services (H.S. Sethu & Bhavya Saini (2016) [9].

The perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services (Sheryl E. Kimes 2011) [14].

The technological advancement has changed the business model to grow. Efficient systems can help to improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant business to grow from time to time and will help the restaurants to facilitate major business online (Leong Wai Hong (2016).

The use of smart devices for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately (Varsha Chavan, *et al*, 2015).

Hence, smart devices, technological advancement, and customer perceptions play a crucial role in the growth of food delivery apps and restaurants trying to improve their online services by using different innovative ideas to attract more customers by satisfying demands.

Objectives

- To find which age group people use the Zomato app.
- To determine how many people aware of the food delivery app.
- To find out which meals customers typically order on Zomato.
- To evaluate the factors affecting the attitude of the customers regarding the Zomato food delivery app.

Research methodology

The data has been collected by both i.e. primary and secondary sources. Primary data includes information collected through google forms questionnaire based on

online food order on the Zomato food delivery app in India. Secondary data included collecting information about Zomato from the various portals from the internet, journals, magazines, etc. The total sample size was 98 respondents, out of which a major portion was people of the age group 25-35 years.

Research questions:

1. How many customers are aware of the Zomato app?
2. Which age group people use mostly the Zomato app?
3. What type of meals ordered by customers on the Zomato app?
4. How many customers are satisfied with Zomato online services?

Analysis and Interpretation

To understand the behavior of customers regarding the usage of food delivery apps, socioeconomic characteristics of the customers were studied. There are important variables to decide the consumption pattern and customer behavior. Generally, it assumed that income, age, and education of the customers have various impacts on the usage pattern of mobile apps.

For this study google forms, questionnaires were sent to the people on the bases of which the following information collected.

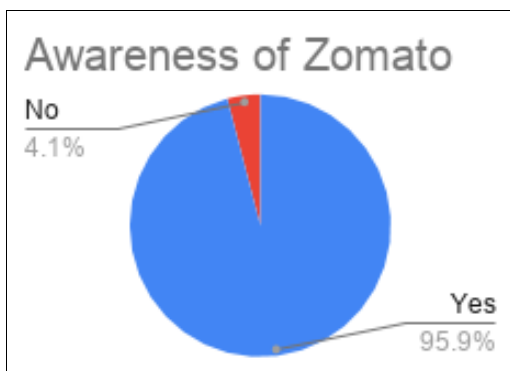


Fig 1: How many people aware of Zomato?

Interpretation

Figure 1 reveals the information that 95.9% of customers are aware of and use the Zomato food delivery app for ordering the food. On the other hand, 4.1% of people are not aware and even not using the Zomato food delivery app.

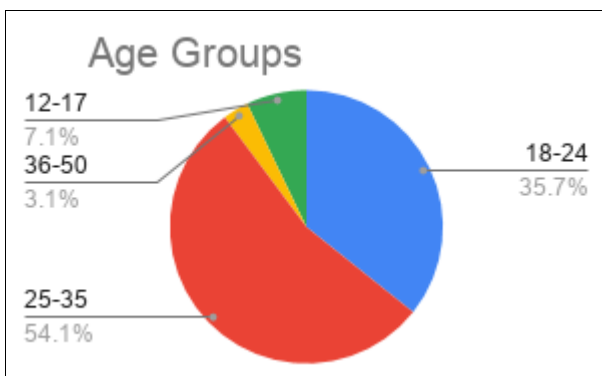


Fig 2: Which age group people mostly use Zomato?

Interpretation

After analyzing the number of customers aware of the Zomato app, which age group uses this app mostly studied. From figure 2, it is clear that 54.1% of customers lying in the age group 25-35 years, 35.7% in the 18-24 age group and 3.1% of customers from the 36-50 age group. The least users of the Zomato app are in the age group 12-17.

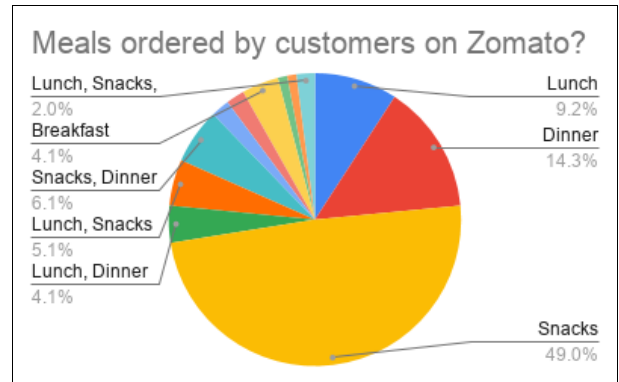


Fig 3: Which type of meals ordered by customers on Zomato?

Interpretation

From figure 3, it is clear that 49.1% of customers prefer to order snacks on the Zomato food app. On the contrary, only 4.1% of customers order breakfast on the Zomato app. 2.0% of customers prefer to order lunch and snacks, 14.3% order dinner only. So it is confirmed that customers mostly order different types of foods.

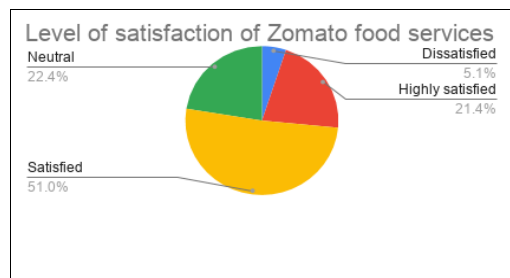


Fig 4: Customer's level of satisfaction.

Interpretation:

Figure 4 provides information related to the customer's level of satisfaction towards Zomato food services. After the responses of the customers, it is noticed that 21.4% of customers are highly satisfied with the services of the Zomato and 5.1% of customers are dissatisfied.

In addition to it, various factors take into consideration which influences customers to use food services on Zomato such as the price of the products, appearance of the delivery person, the menu of the restaurant, delivery time and quality of food delivered. Most customers give importance to the quality of food, price and delivery time. On the other hand, customers give the least preference to the appearance of the delivery person. From the analysis, it was also found that the facilities offered to play a major role in making a purchase from an app.

Conclusion

With the vast urbanization of India, the food delivery and restaurant segments now are thriving at a blistering pace due

to inclining number of smartphones and food delivery apps. Food delivery apps have now become a big hit across India. There are several food delivery apps in India that one can download on smartphones to order food online from the homes. The present study found a significant relationship between customer perceptions and food app services. Zomato must make sure that the app is user-friendly, one can easily able to use this app without any inconvenience.

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