Expectations and satisfaction level play a vital role in retaining customers: Insight from working bachelors with reference to Zomato in Delhi

Chitra M[1], Vetriselvi M[2]

Associate Professor, School of Entrepreneurship, Rishihood University, Sonipat, Delhi NCR

https://orcid.org/0000-0001-8206-6262

Associate Professor, Department of Management, College of Business and Economics, Mettu University, Mettu, Ethiopia,

Abstract

This paper aims to address the expectation and satisfaction level of customers using online application for booking food from their favorite restaurants and to satisfy their hunger needs combined to save time and to be more productive on their work. Customer satisfaction is more vital in any business and to retain the customer in long run the satisfaction level has to be measured. To measure the satisfaction level the major expectations of the customers have to understood. To explore more in this topic 75 respondents from Delhi NCR who are bachelors were taken as primary source of data by using questionnaire. Descriptive study was attempted by using convenience sampling method and the results are analyzed to find the role played by the factors expectations and satisfaction level while booking food through online application. The research is limited with only male gender and female are completed neglected in this study. This study can have a further scope to address the same with female in Delhi NCR.

Key words: satisfaction, expectation, customer, online

Introduction

Customer satisfaction is a scale to measure how well a company's products and services have met the buyers' expectations. It reflects the business entity's health by showing how the products are resonating with buyers. Customer satisfaction is important because it makes the business to understand what the customers' expectations from business. The customer satisfaction helps to retain the customer in greater extent, higher lifetime value and to establish a stronger brand value. With exhaustive development in urbanization big capacities of food moves through the online food delivery system. Day by day there is massive growth in India's population and due to industrializing a lot of startup industries of different domain in different cities are established and gives path to the opportunity for new employment.

The online ordering system is an application software that is very simple, convenient for customers to purchase food online, without reaching out to restaurant and wait on the queue. The application works through internet and that fixes the restaurants, the food service company on one hand and the purchaser on other end. The customer calls or visit the restaurant's variety of food items, combos and cuisines and then the customer choose his preferred food and pay the amount through variety of payment modes available in the application. Once the order is confirmed by the restaurant then the application allocate a delivery person to delivery at the doorstep and can be monitored through application. The mode of Payments is available through debit cards, credit cards during online order, or cash payment or card payment during delivery. To explore more in this online application of food delivery Zomoto food delivery application is selected for this research.

Industry profile

Zomato is founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato is an Indian multinational restaurant aggregator and food delivering company. Customer gets information from Zomato about, menus items and user-reviews of restaurants as well as food delivery options from partner restaurants who are partner with Zomato. Zomato tossed a pilot version of 10-minute food delivery in Gurgaon called "Zomato Instant" in April 2022. Zomato did acquisition of quick-commerce company named Blinkit for US$568 million in June 2022.A new service in Gurgaon and South Delhi was introduced by Zomato called "Intercity Legends" that allows users to order dishes from other cities' famous restaurants and will be door delivered.

Statement of problem

With the improvement of technology, online food ordering systems were becoming popular and an imperative feature of people's life. In fast-growing world the concept of dine out becomes outdated and it mostly happens on weekends and during traveling and mostly working people due to lack of time they order food at any time conveniently just by few clicks. The online food delivery system is modernizing the present food industry. Consumer preference is the main motivating factor for business owners to consider online delivery services. In a family if both husband and wife are working that becomes the prime factor to the demand for online food ordering system. The main purpose of this study is to measure the expectation & satisfaction level of customers concerning with Zomato food delivery application among working bachelors in Delhi NCR. This study also analyses the factors that influences the consumers towards Zomato.

Scope of Study

Scope of the study is very much limited to working bachelors who have practiced in online food delivery services through Zomato app. The research was mainly addressed to know how consumers perceive the online food delivery services though the expectation and satisfaction of consumers may vary under different circumstances and attitude of the consumers.

Objectives of Study

- To study and understand the expectations and satisfaction level of respondents towards Zomato online food applicaiton
- To identify the factors which influencing bachelors towards food ordering on Zomato.

Research methodology

The study is both descriptive cum analytical. A structured questionnaire was circulated to understand the objective of the research by collecting the responses from working bachelors of Delhi NCR who were using Zomato application and secondary data was collected from web search, and online articles. The research was conducted to understand the real need of the customer while ordering food online through a sample of 75 working bachelors of Delhi NCR by using convenience sampling method.

Limitations of the study

The research is limited to working bachelors of Delhi NCR. Hence the outcome cannot be applicable to other areas.

REVIEW OF LITERATURE

The study "Consumer preference and station regarding online food products" (Sethu & Saini, 2016) highlighted that using the internet to obtain information about food services was a popular practise among individuals living in India and online interpersonal influence took an abecedarian piece meal. A large percentage of people who choose to purchase food products online were unconcerned with reliable evidence of food safety. Our research's result offers useful guidance to people who buy food online, to companies that sell food online, and to the Indian government about how to implement the law that is relevant to online information about food products. From all of these considerations, visitors typically look for three website virtues to ease their online troubles: system quality, information quality, and service quality.

In the study made by (Hong Lan, 2016), "Online food delivery request is immature yet, there are some egregious problems that can be seen from consumers " negative commentary. To break these problems, we can neither calculate simply on the tone- discipline of online food delivery companies. Only by taking laws as the criterion, with the joined sweats of the online food delivery platforms and companies, the government departments concerned, consumers and all parties in the society, can these problems be answered and good online take down terrain can be created.

According to a study on potential apprehension about food adjure apps published in 2017, the online food adjure app system will assist hospices and businesses expand their customer base by enabling drug users to place online orders. The purpose of this study was to determine the consumer's level of awareness and pleasure as well as the factors that led them to use a food adjure app to order food online. Most respondents disagree with the assertion that online retailers charge exorbitant shipping costs. Almost all drug users feel secure paying with their credit cards online. The main reason for the food adjure app's success is the service it provides.

According to the study by (Kimes, 2011), both users and non-users of online meal ordering services valued perceived control and perceived convenience. Non-users require more specialised commerce and have technology anxiety before using the service.

(Leong Wai Hong & Tunku Abdul Rahman, 2016), the technological advancements in numerous diligence have changed the business model to grow. Effective system can help ameliorate the productivity and profitability of a eatery. The use of online food delivery system is believed that it can lead the eatery's business grow from time to time and will help the companies to grease major business online.

(Alagoz & Hekimoglu, 2012). E commerce is fleetly growing worldwide, the food assiduity is also showing a steady growth. In this exploration paper they've used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the station towards online food ordering vary according to ease and utility of online food ordering process and vary according to their ingeniousness against information technology, their trust in retailers, and colorful external influences.

(Bagla & Khan, 2017) The purpose of this study was to probe the factors that are responsible for the

growing fashion online booking and ordering of food in India, prospects of the druggies, and their satisfaction situations with the popular apps similar as food panda, Zomato, Swingy. Descriptive exploration was accepted grounded on primary data collected from the repliers abiding in National Capital Region of Delhi chosen through non- probability convenience slice using structured questionnaire. Findings were the factors contributing to the online food ordering were set up to be lack of time to prepare food, vacuity of variety, prices and cashbacks. There's a compass of perfecting the stoner's satisfaction situations by understanding their prospects more precisely and offering more seductive options while ordering food online.

 (Kumaran.M., 2017) has conducted a study on "perception towards online shopping an empirical study with respect to Indian buyers". This exploration deals with E- marketing exploration concerning the factors which affects consumer perception towards online purchasing behaviour of the consumers, this exploration dealt with the perceived pitfalls, website part, sphere specific ingeniousness, private morals, station perceived utility, perceived ease of use, station, online shopping intention and online shopping behavior. There are numerous reasons for people preferring online shopping but the major reason for a consumer backing out from online shopping is the security issues, but the assiduity has given little concern to this issue.

 (Das, n.d.) (2018), the doorstep delivery is the most largely ranked factor of impacting the consumers to use the food ordering operations. The consumers are also frequently told by abatements and cashbacks they enjoy. On comparing the factors, the most favored service provider came out to be Zomato followed by Swiggy.

ANALYSIS AND INTERPRETATION

Table 1 Age of the respondents.

Age	Frequency	Percentage
21 years to 25 years	19	25.3
26 years to 30 years	18	24.0
31 years to 35 years	8	10.7
36 years to 40 years	10	13.3
Above 40 years	20	26.7
Total	75	100.0

Interpretation: The table 1 shows age wise classification of respondents, and it discloses that 25.3% of the total respondents is aged between 21-25, 24% is aged between 26-30, 10.7% of the respondents aged between 31-35, 13.3% fits to the age group 36-40, and 26.7 % belongs to the age group of above 40.

Table 2 shows the educational qualification

Educational Qualification	Frequency	Percentage
Higher Secondary	3	4.0
Undergraduates	39	52.0
Postgraduates	33	44.0
Total	75	100.0

Interpretation: The table 2 shows educational qualification and it reveals that 4% of the total respondents are Higher secondary qualified, 52% of the total respondents are Undergraduates and, 44% of the total respondents are Postgraduates.

Table 3 shows that how often the respondents order food.

Order online Frequency	Frequency	Percentage
Daily	34	45.3
Weekly	18	24.0
Monthly	13	17.3
Sometimes	10	13.3
Total	75	100.0

Interpretation: The table 3 shows that 45.3% of the respondents are order food Daily basis, 24 % of them on Weekly basis, 17.3% of them on Monthly basis and, 13.3 % of them at sometimes.

Table 4 shows that how do the respondents know about Zomato.

Source to know about Zomato	Frequency	Percentage
Online Marketing	21	28.0
Friends	14	18.7
Relatives	10	13.3
Social Media Advertisements	17	22.7
Television	13	17.3
Total	75	100.0

Interpretation: The table 4 shows that 28% of the respondents are aware of Zomato through online marketing, 18.7% through friends, 13.3% refereed by relatives, 22.7% through Television and 17.3% respondents who got to know about Zomato from Social Media advertisements.

Table 5 shows that how long the respondents using Zomato.

How long using Zomato	Frequency	Percentage
Less than a year	26	34.7
1-2 years	10	13.3
2-3 years	18	24.0
>3 years	21	28.0
Total	75	100.0

Interpretation: The table 5 shows that 34.7% started using Zomato in less than a year, 13.3% were using it for 1-2 year, 24% or 2-3 years and 28% for more than 3 years.

Table 6 shows the reasons to choose Zomato among other apps.

How long using Zomato	Frequency	Percentage
Price	6	8.0
Quality	16	21.3
Quantity	15	20.0
Special Offers	22	29.3
Speedy Delivery	4	5.3
Food Variety	12	16.0
Total	75	100.0

Interpretation: The table 6 shows that 8% of respondents choosing Zomato due to Price, 21.3% due to quality, 20% respondents due to Quantity, 29.3% due to Special Offers, 5.3% due to Speedy Delivery and 16% due to Food Variety for choosing Zomato.

Table 7 shows the comparison of Zomato with other food delivery companies.

Zomato Vs Other Companies	Frequency	Percentage
Very Satisfied	18	24.0
Satisfied	31	41.3
Neither satisfied nor dissatisfied	23	30.7
Dissatisfied	3	4.0
Total	75	100.0

Interpretation: Table 7 shows that when comparing with other food delivery companies, it concludes that 24% respondents found Zomato is very satisfied, 41.3% of them are satisfied, 30.7% of them responded as neither satisfied nor dissatisfied and, 4.0% of them responded as dissatisfied.

Table 8 shows how ease to use Zomato Application.

Ease of Zomato App	Frequency	Percentage
Disagree	3	4.0
Neutral	10	13.3
Agree	25	33.3
Strongly Agree	37	49.3
Total	75	100.0

Interpretation: Table 8 shows that 4% respondents are saying that it is not easy to steer the Zomato app, 13.3% respondents are not responded. 33.3% of them says that it is easy and 49.3% said that it is very easy to circumnavigate through Zomato app.

Table 9 Expectation and satisfaction of the respondents towards price ranges of Zomato.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Price -Expectation from Zomato before using the app	3.03	198	1.002	.071
Price -Satisfaction on Zomato Services after using the app.	2.62	198	1.123	.080

A paired t-test showed that the participant's level of perceived price decreased from expectation (M = **3.03**, SD = 1.002) to satisfactions (M = **2.62**, SD = 1.123).

Table 10 Expectation and satisfaction of the respondents towards food quality of Zomato.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Expectation from Zomato before using the app - Food Quality	2.45	198	1.320	.094
Satisfaction on Zomato Services after using the app -Food Quality	2.67	198	1.066	.076

A paired t-test showed that the participant's level of perceived food quality increased from expectation (M = **2.45**, SD = 1.320) to satisfactions (M = **2.67**, SD = 1.066).

Table 11 Expectation and satisfaction of the respondents towards packaging of Zomato.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Expectation from Zomato before using the app - Packaging	1.79	198	.776	.055
Satisfaction on Zomato Services after using the app -Packaging	2.11	198	.881	.063

A paired t-test showed that the participant's level of perceived packaging increased from expectation (M = **1.79**, SD = .776) to satisfactions (M = **2.11**, SD = .881).

Table 12 Expectation and satisfaction of the respondents towards speedy delivery of Zomato.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Expectation from Zomato before using the app - Speedy Delivery	2.30	198	.888	.063
Satisfaction on Zomato Services after using the app - Speedy Delivery	2.22	198	.966	.069

A paired t-test showed that the participant's level of perceived speedy delivery decreased from expectation (M = **2.30**, SD = .888) to satisfactions (M = **2.22**, SD = .966).

Table 13 shows how Zomato Services is better than other Food Delivery Service companies.

Zomato Service	Frequency	Percent
Very Satisfied	58	29.3
Satisfied	**89**	44.9
Neither satisfied nor dissatisfied	47	23.7
Dissatisfied	4	2.0
Total	198	100.0

Interpretation: Table 13 shows that 29.3% respondents are saying that they are very satisfied with services of the Zomato app, **44.9%** respondents are satisfied, 23.7% of them says that neither satisfied nor dissatisfied and 2% of the respondents says that it is dissatisfied.

Table 14 shows how Zomato Services is better than other Food Delivery Service Providers

Recommendation to Zomato Service	Frequency	Percent
Yes	180	90.9
No	18	9.1
Total	198	100.0

Findings

The findings that we obtained from the study are listed below.

- From the study it is identified that 26% of respondents are aged above 40 and 52% of the respondents are undergraduates. Majority of the respondents i.e., 45% order food online every day basis as they are bachelors and 28% respondents are aware of Zomato from online advertisements. This study shows the facts that 34.7% of respondents are using Zomato less than o n e year and the increase is due to 29.3% of the respondents use Zomato because of the special discounts and offers. While comparison of zomoto with other companies it is found that 4 4 . 9 % of feel that Zomato is satisfied than other applications. For every business to be more successful the navigation of the application has to be comfortable and to reflect that 49.3% of the respondents accepted that navigation is easy zomoto website.

Average expectation level o n price is 3.03 and average satisfaction on price is2.62 and respondents are satisfied with the price of product.The expectation on food quality is 2.45 and satisfaction is 2.67 therefore the satisfaction of respondents on food quality is higher and better   thantheir expectation. The satisfaction level of respondents on packaging of food i.e. 1.79 provided by Zomato is higher than the expectation. Average expectation on delivery speed of Zomato is 2.30 and average satisfaction is 2.22,

the satisfaction is not as expected. Most of the respondents i.e. 90.9% will recommend Zomato's services to others.

Suggestions and conclusions

- The study revealed that Zomato company can try to cater the customers of other age groups and should have strategy to promote customers in buy back on a frequent basis. Zomato can focus more on other promotional activities such as television advertisements and engage in focusing on tie-up with better restaurants to provide better quality food product as most customers were very brand loyal. As more consumers shop online during the past ten years, the e-commerce market has expanded significantly. There are many other variables that have contributed to this change in consumer purchasing behavior; some are market- or country-specific, while others are the result of global shifts. An increase in disposable income, especially in developing countries; longer work and commute times; increased broadband penetration and improved security of electronic payments; a lowering of trade barriers; an increase in the number of retailers with an online presence; and a greater awareness of e-commerce by consumers. Food delivery application software have become a major sensation in India. Plentiful food delivery applications in India is been downloaded from the ease of homes on smart phones to order food. The study has identified the factors which influenced the customers for choosing Zomato and on analyzing the customer satisfaction. To conclude it can be stated that company can focus more on building positive image regarding the product on customer's mind. Customer's expectation about Zomato was improved and mostof the customers are satisfied in every means. It was evident that customers who had several expectations before experiencing Zomato are more satisfied after purchasing through Zomato. Comparing with other variables customers are more satisfied on the delivery speedof Zomato and it is further suggested that company should focus on providing food items in considerable quality and quantity. For every business to be in lime lite is it very important to focus on promotional activities through more mediums finally, we can conclude than customers among the bachelors of Delhi NCR region are satisfied with Zomato.

References:

Alagoz, S., & Hekimoglu, H. (2012). A Study on Tam: Analysis of Customer Attitudes in Online Food Ordering System. *Procedia - Social and Behavioral Sciences*, *62*, 1138–1143. https://doi.org/10.1016/j.sbspro.2012.09.195

Bagla, R., & Khan, J. (2017). Customers' Expectations and Satisfaction with Online Food Ordering Portals. *Prabandhan: Indian Journal of Management*, *10*, 31. https://doi.org/10.17010/pijom/2017/v10i11/119401

Chavan, V., Jadhav, P., Korade, S., & Teli, P. (2015). Implementing Customizable Online Food Ordering System Using Web Based Application. In *IJISET-International Journal of Innovative Science, Engineering & Technology* (Vol. 2, Issue 4). www.ijiset.com

Das, J. (n.d.). Consumer Perception Towards "Online Food Ordering and Delivery Services": An Empirical Study. *Journal of Management (JOM*, *5*(5), 155–163. http://www.iaeme.com/IJCIET/index.asp155http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=5&IType=5http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=5&IType=5

Hong Lan. (2016). *Online food delivery market is immature yet, there are some obvious problems that can be*

seen from consumers.

Kimes, S. E. (2011). *Cornell Hospitality Report The Current State of Online Food Ordering in the U.S. Restaurant Industry* (Vol. 11, Issue 17). www.chr.cornell.edu

Kumaran .M. (2017). *"Perception towards online shopping an Empirical study with respect to Indian buyers*.

Leong Wai Hong, B., & Tunku Abdul Rahman, U. (2016). *Food Ordering System Using Mobile Phone A REPORT SUBMITTED TO*.

Sethu, H. S., & Saini, B. (2016). *Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal*. www.globalbizresearch.org

Sumathy. (2017). *A study on prospective concernment towards food adjure app"* .