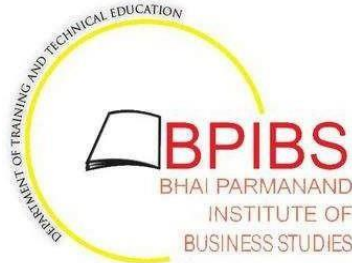


**SUMMER TRAINING PROJECT**  
**ON**  
**CUSTOMER PERCEPTION ABOUT PRECAUTIONARY STRATEGIES USED DURING**  
**COVID-19: A STUDY IN CONTEXT OF ZOMATO FOOD DELIVERY**  
**SUBMITTED TO**  
**BHAI PARMANAND INSTITUTE OF BUSINESS STUDIES**  
**GOVERNMENT OF NCT OF DELHI, DELHI-92**



**AFFILIATED TO GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**



In the partial fulfilment for the award of the degree  
**MASTER OF BUSINESS ADMINISTRATION [MBA] – [2019-2021]**

**SUBMITTED BY:**

Name: Divansh Arora

Enrolment No: 00711403919

MBA, 3<sup>rd</sup> Sem

**Under the Supervision of:**

Mrs. Punita Duhan

Faculty & Project Guide

MBA Department

**BHAI PARMANAND INSTITUTE OF BUSINESS STUDIES**  
**GOVERNMENT OF NCT OF DELHI, DELHI-92**  
**[AFFILIATED TO GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI]**  
**YEAR: 2019-2021**

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## **DECLARATION BY THE STUDENT**

I hereby declare that the project report entitled “**CUSTOMER PERCEPTION ABOUT PRECAUTIONARY STRATEGIES USED DURING COVID-19; A STUDY IN CONTEXT OF ZOMATO FOOD DELIVERY**” has been submitted in the partial fulfilment of the requirement of the degree “**Master in Business Administration**”.

This is my original work not submitted for the award of any other degree, diploma, fellowship or any other similar title or prize.

**(SIGNATURE)**

**Divansh Arora**

**MBA. 2<sup>nd</sup> Year**

**00711403919**

Date:

Place:

## **CERTIFICATE**

This is to certify that **DIVANSH ARORA**, student of **Bhai Parmanand Institute of Business Studies, GGSIPU**, of MBA 2nd year with roll no. **00711403919** has completed her/his project titled **“CUSTOMER PERCEPTION ABOUT PRECAUTIONARY STRATEGIES USED DURING COVID-19; A STUDY IN CONTEXT OF ZOMATO FOOD DELIVERY”** in the partial fulfilment of the degree of Masters of Business administration as per the syllabus of Guru Gobind Singh Indraprastha University (2019-2021). I further certify that the work is done under my supervision and guidance and to the best of my knowledge; no part of this report has been submitted for the award of any other degree/diploma/certificate.

**(Signature)**

**Mrs. Punita Duhan**

**Faculty**

**BPIBS, GGSIPU**

## **ACKNOWLEDGMENT**

Preparing a project of this nature is an arduous task and I was fortunate enough to get support from a large number of people to whom I shall always remain grateful.

I would like to express my gratitude to **Guru Gobind Singh Indraprastha University, GGSIPU** for allowing me to undertake this project.

I am desirous of mentioning my profound indebtedness to Faculty guide, **Mrs. Punita Duhan, Faculty, BPIBS** for the valuable advice, guidance, precious time and support she offered.

**Divansh Arora**

**00711403939**

**BPIBS (2019-2021)**

**GGSIPU, Delhi**

## **EXECUTIVE SUMMARY**

This report has been prepared with a specific purpose in mind. It outlines the customer perception and intention to purchase food from online food delivery app ZOMATO during Covid-19. The first part of the study takes us through the present state of affairs of the Food industry and Zomato in India during the global pandemic of Covid-19.

The report contains a brief introduction of ZOMATO and a detailed view of the tasks, which has been undertaken to analyse the marketing strategies of Zomato i.e. I performed Marketing Segmentation Chart &SWOT analysis of Zomato India in order to identify the impact of those marketing techniques on sales during the pandemic. I have also given a brief description of Trends and Forces that are affecting customer satisfaction and sales of Zomato.

The main objective of this project report is to evaluate customer perception about the precautionary strategies used by Zomato during the pandemic of Covid-19. The study also aims to perform Market Analysis of Zomato & find out different factors effecting the sales. Another objective of the research is to study customer intention of making purchase during the ongoing Covid-19 pandemic.

# **CHAPTER:1**

## **INTRODUCTION**

## **1.1 INTRODUCTION OF THE TOPIC**

The coronavirus disease (COVID-19) pandemic, which began from the city of Wuhan, China, has quickly spread to almost every country, with millions of cases been reported worldwide. As of September 8th, 2020, in India, 4,284,103 positive cases have been reported. India, with a population of more than 1.34 billion-the second largest population in the world-is facing a difficulty in controlling the transmission of severe acute respiratory syndrome coronavirus 2 among its population.

During this Pandemic, governments close down restaurants and bars to slow the spread of the virus and the next best alternative that pops up for the general consumer is Online Food Delivery Apps and Websites. One of the worries are the health of the delivery accomplice and the cleanliness states of places where the food is prepared.

Various food delivery platforms have begun distinctive effort projects to guarantee their clients about the security of ordering food on the web. They are educating their clients about the prescribed procedures that are being followed to win back the trust of their clients.

Similarly, Zomato made some changes in their marketing strategies to win back the trust of their loyal customer. This study aims to know the perception of consumers on precautionary strategies used by Zomato during Covid-19 and its impact on intention of purchase of customer from Zomato during the Covid-19 Pandemic.



## 1.2 **COMPANY PROFILE**

### ➤ **INDUSTRY PROFILE**

Zomato and Swiggy are the current leaders of the food delivery platforms in India. Zomato took over Uber's Food Delivery Business in India for an amount of \$350 million and Uber now will have a share of 9.99% in Zomato.

The market is as of now seeing development due to the expanding admittance to fast web offices and the boosting deals of cell phones. This, in intersection with the developing working populace, Lockdown in various states due to Coronavirus and expanding salary levels, is pushing the online food delivery market development in India.

Moreover, because of the rising instances of Coronavirus, a portion of the main players like Zomato, Swiggy and Food Panda have presented contactless delivery administrations. These administrations guarantee that the food arrives at the client without being moved by uncovered hands and is delivered securely with satisfactory social separating measures.

### ➤ **COMPANY DETAILS**

- **COMPANY NAME:** ZOMATO
- **HEADQUATER:** DLF Phase V, Gurugram, Haryana, India
- **WEBSITE:** [www.zomato.com](http://www.zomato.com)
- **FOUNDED:** JULY, 2008
- **FOUNDERS:** Mr. Deepinder Goyal, Mr. Pankaj Chaddha
- **USER:** 8 Crore (80 million) monthly active users
- **NATIONALITY:** Indian Company
- **TYPE OF BUSINESS:** Private

- **LOGO:**



➤ **INTRODUCTION TO COMPANY**

Zomato is an Indian based food delivery start up founded by Mr. Deepinder Goyal and Mr. Pankaj Chaddha in 2008. Zomato gives information, menus and reviews of eateries and food delivery alternatives from partner cafes and restaurants in select urban areas. Zomato likewise started staple conveyance in the midst of the Coronavirus outbreak. Starting at 2019, the administration is accessible in 24 nations and in excess of 10,000 urban areas.

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 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.

➤ **ZOMATO'S MISSION, VISION AND VALUES**

- Zomato's Mission Statement: **"Shaping the future of food"**
- Zomato's Vision Statement: **"Improving the Quality of food"**
- Zomato's Values:

1. **Resilience:** We push ourselves beyond our abilities when faced with tough times. When we foresee uncertainty, we address it only with flexibility.
2. **Acceptance:** Feedback is never taken personally; we break it into positive pieces and strive to work on each element even more effectively.
3. **Ownership:** People here don't work 'for' Zomato, they work 'with' Zomato. We treat every problem as our own, take accountability and drive the change.
4. **Humility:** It's always 'us' over 'me'. We don't lose ourselves in pride or confidence during individual successes, but focus on being our simple selves in every which way.
5. **Spark:** We believe in, stand for and are evangelists of our culture - both, within Zomato and externally with all our stakeholders.
6. **Judgement:** It's not our abilities that show who we truly are - it's our choices. We aim to get these right, at least in the majority of the cases.

➤ **SIZE OF THE ORGANIZATION**

- **TOTAL EMPLOYEES:** 5000+ Employees
- **TURNOVER (H1-FY 2020):** 1530 Cr. (US \$210 Million)
- **OPERATING INCOME:** ₹2,220 crore (US\$310 million) (FY 2019)

➤ **INVESTMENTS**

Between 2010–13, Zomato raised roughly US\$16.7 million from Info Edge India, giving Info Edge India a 57.9% stake in Zomato. In November 2013, it raised an extra US\$37 million from Sequoia Capital and Info Edge India.

In November 2014, Zomato finished another round of subsidizing of US\$60 million at a post-cash valuation of ~US\$660 million. This round of subsidizing was being driven together by Info Edge India and Vy Capital, with support from Sequoia Capital.

While in April 2015, Info Edge India, Vy Capital and Sequoia Capital drove another round of subsidizing for US\$50 million. This was trailed by another US\$60 million subsidizing drove by Temasek, a Singapore government-possessed speculation organization, alongside Vy Capital in September.

In October 2018, Zomato raised \$210 million from Alibaba's instalment associate Ant Financial. Insect Financial got a possession stake of over 10% of the organization as a feature of the round, which esteemed Zomato at around \$2 billion. Zomato had likewise raised an extra \$150 million additionally from Ant Financial prior in 2018.

## ➤ 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 including 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.
- In December 2014, it acquired Italian restaurant search service Cibando.
- Zomato also 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 Zomato Base), and NexTable, a US-based table reservation and restaurant management platform.
- In 2016, the company acquired Sparse Labs, a logistics technology startup, and the food delivery startup, Runner, in 2017 (renamed from Roadrunner when it acquired Tiny Owl in 2016).
- In September 2018, Zomato acquired Bengaluru-based food e-marketplace, Tongue Stun Food, for about \$18 million in a cash and stock deal.
- In December 2018, Zomato acquired Lucknow-based startup, Tech Eagle Innovations that works exclusively on drones, for an undisclosed amount. Zomato claimed that the acquisition will help pave the way towards drone-based food delivery in India, building technology aimed at a hub-to-hub delivery network.
- On 21st January, 2020, Zomato acquired its rival Uber Eats' business in India in an all stock deal, giving Uber Eats 10% of the combined business.

➤ **OBJECTIVES OF ZOMATO:**

1. Improving quality of food
2. Boosting accessibility for customers
3. Focusing on affordability
4. Driving the force of assortment

➤ **CORPORATE SOCIAL RESPONSIBILITY OF ZOMATO**

Zomato has acquired Feeding India, a non-profit working towards the aim of eradicating hunger, malnutrition and food wastage. With this acquisition, Feeding India will be completely integrated into Zomato's food tech platform. This means that the company will be funding salaries and some core initiatives of the non-profit organisation including the revamping of Feeding India website, and will support the development of a 'Feedi.ng' app to connect Feeding India's donors and volunteers. The app is estimated to serve at least 100 Mn underprivileged people per month, according to the company.

However, Feeding India will continue to be a non-profit and thus, all the money it raises or brings in will remain with Feeding India and be used for their mission of providing 'food for everyone'. "It is an important step for us, as both organisations share a common dream of ending hunger and food wastage not just in India, but globally,"

## ➤ **FUNDING**

Between 2010 and 2013, Zomato received its biggest funding of approximately USD 16.7 million (INR 167,000,000) 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.

**CHAPTER:2**  
**REVIEW OF LITERATURE**



As per the report of FICCI (2017), food expenditure holds the largest retail consumption in the ever-growing Indian society. Indian food services market in India (organised and unorganised) is estimated to grow at the rate of 10% over the next five years to reach up to rupees 5,52, 000 crores. Online food delivery industry has grown in India post-2010. This was possible because of the services are very popular with the millennial population as it reduces the time and effort that is spent on shopping.

The business model for food aggregator is similar to taxi aggregators or hotel aggregators. The only difference in food aggregator is, they have a tie-up with many restaurants and food chain hotels who are willing to provide food on demand. Food aggregator has a user-friendly mobile app and also has to provide for physical logistics of the food. They employ delivery executives with a condition of having two wheelers driving license and preferably owning two-wheelers for this purpose.

The business model for food aggregators like Swiggy, Zomato and Foodpanda work specifically on discount given to the consumer to attract them. More of the consumers more is business. They have tied up with a chain of restaurants to provide food on request. These food aggregators have given a digital platform in the form of user-friendly mobile application which has brought restaurants close to the consumers

### **2.1 The infancy stage (2014 - 2016)**

The entry of food Tech startups around 2013 -14 brought the paradigm shift to the operations of the Indian food industry. Everyone thought that growing disposable income and increase in the young and working population coupled with increasing internet penetration and rising smartphone users and events such as cricket IPL league would drive India's food-tech market. However, 2015 was a period of turmoil for them as several startups had to shut down. The situation got better in 2017 as tech companies fine-tuned their business model to suit the Indian customers.

### **2.2 The consolidation stage (2017- 2019):**

This consolidation phase saw many mergers and acquisitions during this period. Two predominant models, restaurant marketplaces and cloud kitchen evolved during this time. This stage is also marked by a reduction in delivery costs and increased penetration in the existing market.

### **2.3 Expansion & customization (2019, onwards):**

The food tech industry saw a lot of investment during this time. The focus is now on expansion and bringing personalization to retain repetitive consumers such as membership clubs, loyalty programs. This also includes offering special concessions to customers' birthdays & anniversaries

Food aggregators have the following distinct advantages of the conventional food service provider:

1. First and foremost is that they are less expensive than the conventional service providers, in fact, they give additional discounts for the repetitive customers; thereby making them accessible even to the middle & lower middle classes.
2. They offer convenience to the consumers by placing technology at the centre of it. The mobile app, connected the consumers (i.e. demand side) with the restaurants (i.e. supply side). The food aggregator app acts like a demand-supply matching mechanism that makes a profit by providing the physical delivery of food. All they had to do is to tie-up with various restaurants & integrate them into the system & customer would be in their system, whenever they download the app.
3. They offer time flexibility; their services are available whenever a consumer wants the order & wherever he wants it. They also offer various payment options, including cashless payments or cash on delivery options to choose from, whichever is suitable to consumer.
4. The food ordering mobile app is equipped with real-time GPS based order tracking. The consumer can track the delivery boy and help him to find the exact address.
5. The mobile ordering app has loyalty points to offer to consumers. This encourages the consumer to frequently use the app & order with more discounts.
6. Customer support is available 24/7 to consumers to connect the executives in case of complaints or to answer their queries

A research on the changing market for food delivery (Carsten Hirschberg et al 2016) indicates that online's penetration of the total food-delivery market broke 30 percent in 2016. We believe penetration rates will grow further as the market matures, eventually reaching 65 percent per year. According to Gloria Food the advantage of online ordering and the reasons for the growth of food delivery app industry are Convenience, Simpler menu to manage, significant savings, no Hassels etc. Food Panda is an introduction to the newest food sensation that's here to stay (Shiyin Chan, 2015) Foodpanda is a global online food delivery marketplace headquartered in Berlin, Germany. Fun fact - they are also known as hellofood in other places in the world.

Bhavna Singh (2015) said that Foodpanda has been present in the Indian market since May 2012. Foodpanda's first major move was acquisition of TastyKhana, which was launched in the city of Pune in 2007. Together with TastyKhana and JUST EAT, it is now present in over 200 cities and partners with over 12,000 restaurants. She also talked about JUST EAT was launched in Denmark in 2001 and was traded publicly on the London Stock Exchange. Their Indian business was launched as Hungry Bangalore in 2006. It was renamed in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants. According to Deepinder Goyal, Zomato CEO and co-founder told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. "We have a sales team of around 300 in India and 5,000-odd advertisers... these partners know the volume we bring to them so it is quite easy for us to launch this new service."

Deepinder Goyal, the founder and CEO of Zomato, said he expects the sector to continue growing at around 15-25% month-on-month for the foreseeable future.

A number of cities are now at more than 120% pre-Covid-19 peaks, he said. Since March 23, Zomato has delivered 92 million orders, with no reported cases of Covid-19 transmission through food delivery, or its food delivery agents.

"Food delivery is one of the safest recreational options available to our customers during the pandemic. A few weeks ago, WHO also categorically stated that people should not fear food, or food packaging, or processing or delivery of food,"

# Affluent regions driving overall recovery for food delivery in India

## DELHI NCR VISUALISATION



### CENTRAL DELHI

₹₹₹₹

Connaught Place bounced back to pre-COVID levels

Some micro-localities within Central Delhi are at 2x of pre-COVID levels

### SOUTH DELHI

₹₹₹₹

Avg. order value rose by 65% between Feb and Sep '20

Food delivery business in South Delhi back to 110% of pre-COVID levels

### GURUGRAM

₹₹₹₹

Affluent residential areas like DLF Phase 1 and 5 have recovered to 1.5x of pre-COVID levels

Gurgaon's vast commercial areas (e.g. Udyog Vihar, Cyber City) bring down the city's averages as they are heavily hit due to work from home policies

₹-₹₹₹₹

Average Order Value



GMV Recovery

This mid-COVID Report focuses on food delivery sector recovery with a regional flavour. The key insight in today's report is that the food delivery sector has recovered to (and even grown beyond) pre-COVID levels in a number of large pockets of the country, led by some of the most affluent residential areas in the country.

1. Delhi and Mumbai are nearing full recovery (95% of pre-COVID), metros such as Bengaluru, Hyderabad, and Chennai are still behind the curve (~80% of pre-COVID). Some cities such as Kolkata, Patna, Jamshedpur, Ranchi, and Siliguri have recovered completely and have exceeded pre-COVID levels.

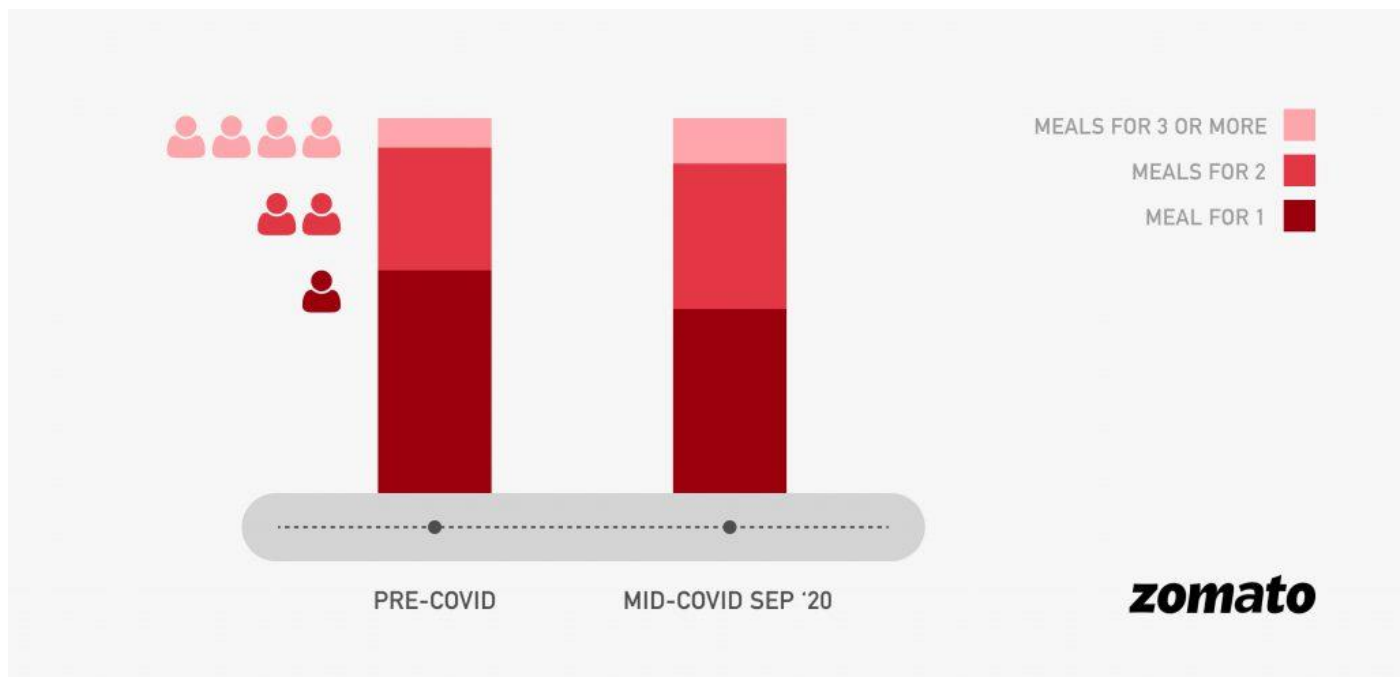
2. Within most cities, the affluent parts of the city are driving this recovery.

3. With more premium restaurants, i.e. restaurants where a meal for two may cost ₹1500 and above, now opening up to online delivery, a larger number of affluent consumers are embracing online ordering. Overall spends on such premium restaurants have grown by over 25% over pre-COVID levels.

4. Customers are now relying on food delivery even more than usual when a city goes under a lockdown. Some cities such as Kolkata see more customers ordering online when the city is (more or less) shut, but restaurants are open.

5. With lockdown restrictions, celebrations have moved back home. Festivals and occasions such as Raksha Bandhan, Janmashtami, Teacher's Day, and Independence Day saw a massive spike in orders. Customers, who had not ordered since the first day of lockdown, are 20% more likely to order for the first time during such festivals and occasions.

6. As customers spend more time with their families, group ordering has become more relevant than ever. Order sizes, i.e. items per order, have increased by 20% over pre-COVID levels. Recovery on single person meals, which constituted nearly ~60% of all orders pre-COVID, lingers at 50-70% level for most regions. On the other hand, orders with meals for 3 or more persons have recovered well and are higher than even pre-COVID levels currently.



With the ongoing IPL season and the subsequent festival season, we expect food delivery in both metros and smaller cities to make a full recovery soon – and resume growing over pre-COVID levels.

## **CHAPTER:3**

# **RESEARCH METHODOLOGY**

➤ **3.1 OBJECTIVES OF STUDY**

1. To study customer perception about precautionary strategies used by Zomato during Covid-19.
2. To study the intention of purchase of customer during Covid-19 pandemic.

➤ **3.2 RESEARCH DESIGN**

A research design is the specification of methods and procedures for acquiring the needed information. It is overall operational pattern or framework of the project that stipulates what information is to be collected from which source by what procedure.

There are three types of objectives in a marketing research project:-

- Exploratory Research.
- Descriptive Research.
- Casual Research.

**1. Exploratory Research:-**

The objective of exploratory research is to gather preliminary information that will help define problems and suggest hypothesis

**2. Descriptive Research:-**

The objective of descriptive research is to describe things, such as the market potential for a product or the demographics and attitudes of consumers who buy the product.

**3. Casual Research:-**

The objective of casual research is to test hypothesis about casual and effect relationships.



Based on the above definitions it can be established that this study is an **Exploratory and Descriptive Research** as the objective of the report is to study customer perception about precautionary strategies used by ZOMATO during Covid-19 and to know the intention of purchase of customer based on perception

➤ **3.3 SAMPLING PLAN ( CONVENIENCE SAMPLING )**

An integral component of a research design is the sampling plan. Especially it addresses three questions: Whom to survey (sample Unit), how many to survey (Sample Size) and how to select them (sampling Procedure). Making the census study of the entire universe will be impossible on the account of limitations of time and money. Hence, sampling becomes inevitable. A sample is only his portion of population. Properly done, sampling produces representative data of the entire population. In this research, we have used **Convenience sampling**.

➤ **3.3.1 TARGET POPULATION, ITS SIZE AND SAMPLE LOCATION**

- **Target Population:** Active and regular customers of Zomato between the age group of 18-30.
- The study was conducted in New Delhi and NCR.
- The Questionnaire was provided to the respondents through internet to fill in order to get their feedback.

➤ **3.3.2 METHOD OF DATA COLLECTION**

Questionnaire was used as a main tool for the collection of data, mainly because it gives the chance for timely feedback from respondents. Moreover, respondents feel free to disclose all necessary detail while filling up a Questionnaire.

<b><u>Data Collection Method</u></b>	<b><u>Respondents</u></b>	<b><u>Number</u></b>
Questionnaire	Customer	75
	<b>Total</b>	<b>75</b>

➤ **3.4 DATA / INFORMATION COLLECTION METHOD**

- The data has been collected from the primary sources.

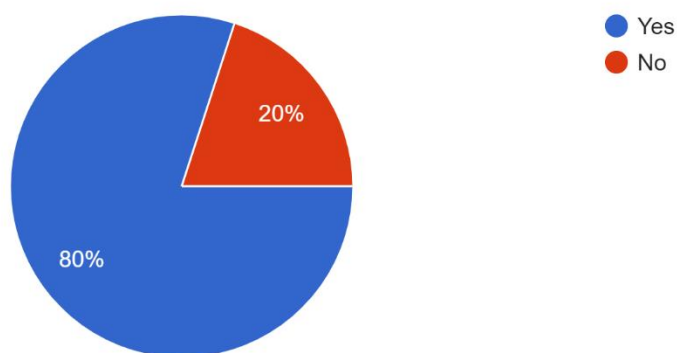
**CHAPTER:4**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

### 1. Do you use Zomato online food delivery?

Yes	<b>60</b> Respondents
No	<b>15</b> Respondents
TOTAL	<b>75</b> Respondents

Do you use Zomato online food delivery?

75 responses



#### INTERPRETATION:

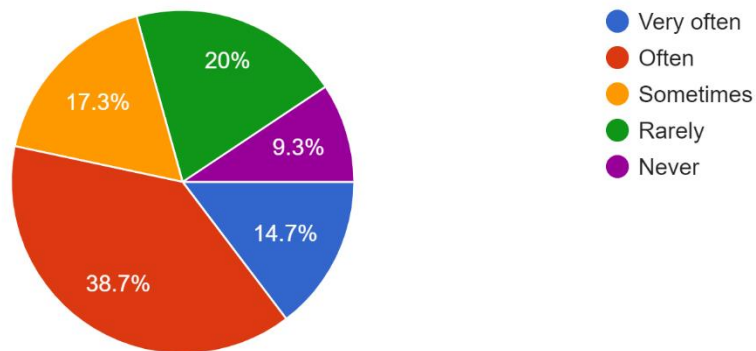
- Out of 75 Respondents, 60 Respondents are using Zomato Food Delivery.
- 15 Respondents does not use the Zomato Food Delivery.

## 2. How often do you order your food online during Covid-19 Pandemic?

Very Often	11
Often	29
Sometimes	13
Rarely	20
Never	7
TOTAL	75

How often do you order your food online during Covid-19 Pandemic?

75 responses



### INTERPRETATION:

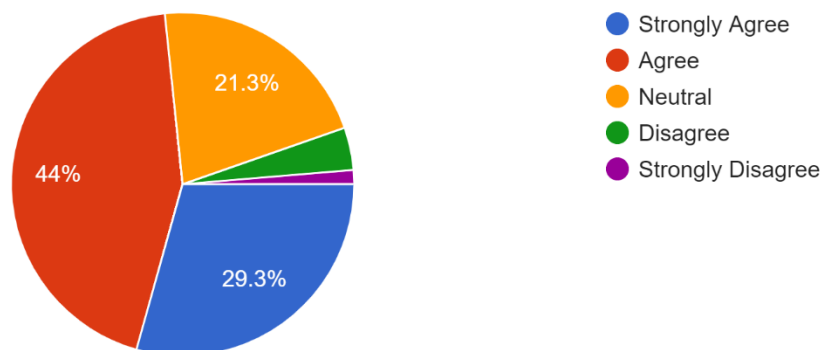
- 11 Respondents (14.7%) says that they **very often** order food during Covid-19 pandemic.
- 29 Respondents (38.7%) says that they **often** order food during Covid-19 pandemic.
- 13 Respondents (17.3%) says that they **sometimes** order food during Covid-19 pandemic.
- 20 Respondent (20.0%) says that they **rarely** order food during Covid-19 pandemic.
- 7 Respondents (9.3%) says that they **never** order food during Covid-19 pandemic.

**3. Do you believe Zomato's No contact with the delivery personnel is a good precautionary strategy during Covid-19 pandemic?**

Strongly Agree	22
Agree	33
Neutral	16
Disagree	3
Strongly Disagree	1
TOTAL	75

Do you believe Zomato's No contact with the delivery personnel is a good precautionary strategy during Covid-19 pandemic?

75 responses



**INTERPRETATION:**

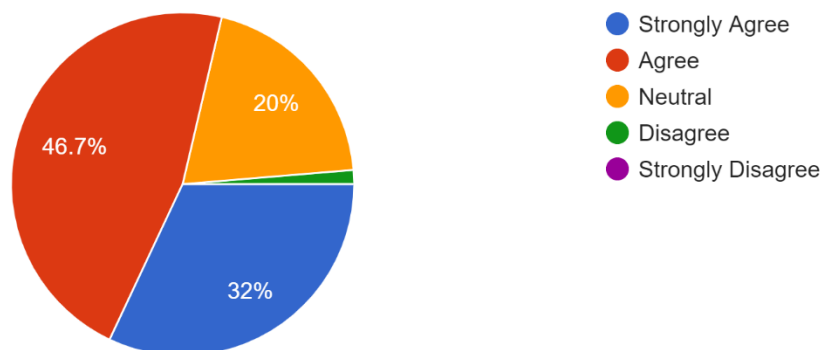
- 22 Respondents (29.3%) **Strongly Agree** with the statement “Zomato's No contact with the delivery personnel is a good precautionary strategy during Covid-19 pandemic”
- 33 Respondents (44%) **Agree** with the above statement.
- 16 Respondents (21.3%) have **Neutral** perception about the above statement.
- 3 Respondents (4%) **Disagree** with the above statement.
- 1 Respondents (1.4%) **Strongly Disagree** with the above statement.

**4. Do you feel mandating delivery personnel to maintain a healthy 6ft distance if contact is necessary is a good decision from Zomato?**

Strongly Agree	24
Agree	35
Neutral	15
Disagree	1
Strongly Disagree	0
TOTAL	75

Do you feel mandating delivery personnel to maintain a healthy 6ft distance if contact is necessary is a good decision from Zomato?

75 responses



**INTERPRETATION:**

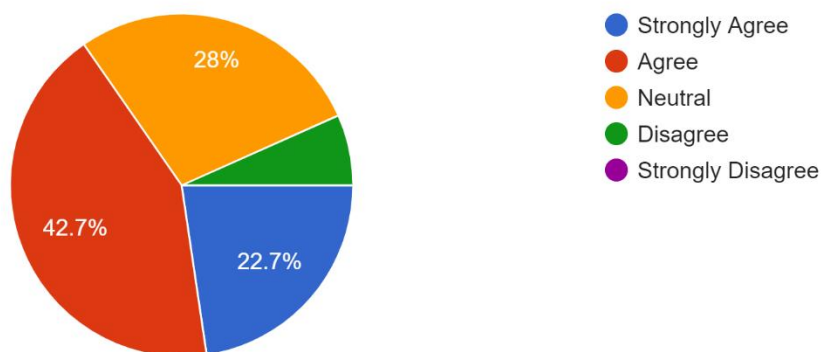
- 24 Respondents (32%) **Strongly Agree** with the statement “Mandating delivery personnel to maintain a healthy 6ft distance if contact is necessary is a good decision from Zomato”
- 35 Respondents (46.7%) **Agree** with the above statement.
- 15 Respondents (20%) have **Neutral** perception about the above statement.
- 1 Respondents (1.3%) **Disagree** with the above statement.
- 0 Respondents (0%) **Strongly Disagree** with the above statement.

**5. Do you think Zomato's pay online, avoid cash on delivery campaign is a good move?**

Strongly Agree	17
Agree	32
Neutral	21
Disagree	5
Strongly Disagree	0
TOTAL	75

Do you think Zomato's pay online, avoid cash on delivery campaign is a good move?

75 responses



**INTERPRETATION:**

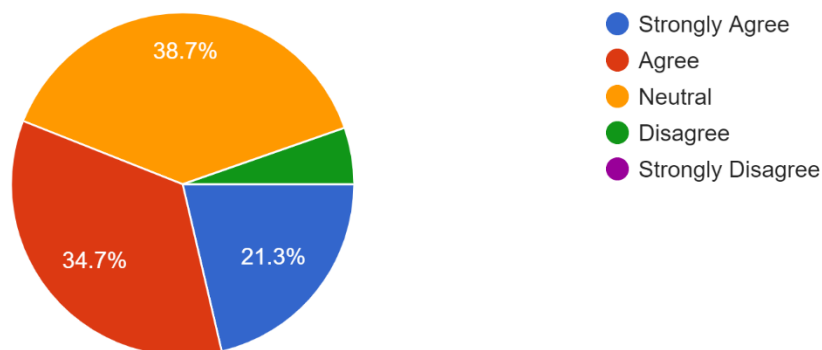
- 17 Respondents (22.7%) **Strongly Agree** with the statement “Zomato's pay online, avoid cash on delivery campaign is a good move”
- 32 Respondents (42.7%) **Agree** with the above statement.
- 21 Respondents (28%) have **Neutral** perception about the above statement.
- 5 Respondents (6.7%) **Disagree** with the above statement.
- 0 Respondents (0%) **Strongly Disagree** with the above statement.

**6. Do you believe Zomato's disposable outer packaging of the food is another good precautionary strategy?**

Strongly Agree	16
Agree	26
Neutral	29
Disagree	4
Strongly Disagree	0
TOTAL	75

Do you believe Zomato's disposable outer packaging of the food is another good precautionary strategy?

75 responses



**INTERPRETATION:**

- 16 Respondents (21.3%) **Strongly Agree** with the statement “Zomato's disposable outer packaging of the food is another good precautionary strategy”
- 26 Respondents (34.7%) **Agree** with the above statement.
- 29 Respondents (38.7%) have **Neutral** perception about the above statement.
- 4 Respondents (5.3%) **Disagree** with the above statement.
- 0 Respondents (0%) **Strongly Disagree** with the above statement.

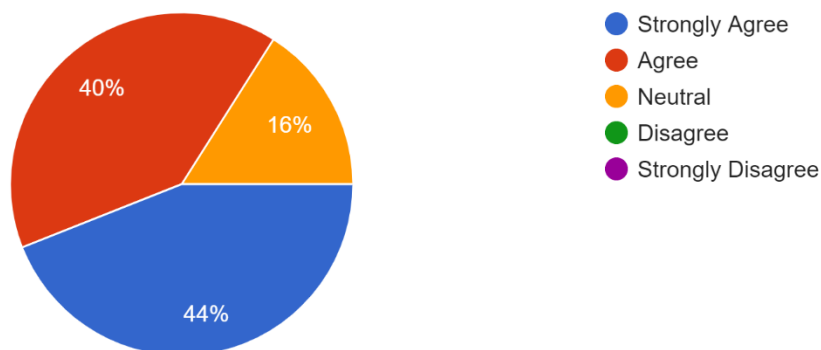


**7. Do you think it is mandatory for Zomato to follow such precautionary strategies during Covid-19 pandemic?**

Strongly Agree	<b>33</b>
Agree	<b>30</b>
Neutral	<b>12</b>
Disagree	<b>0</b>
Strongly Disagree	<b>0</b>
TOTAL	<b>75</b>

Do you think it is mandatory for Zomato to follow such precautionary strategies during Covid-19 pandemic?

75 responses



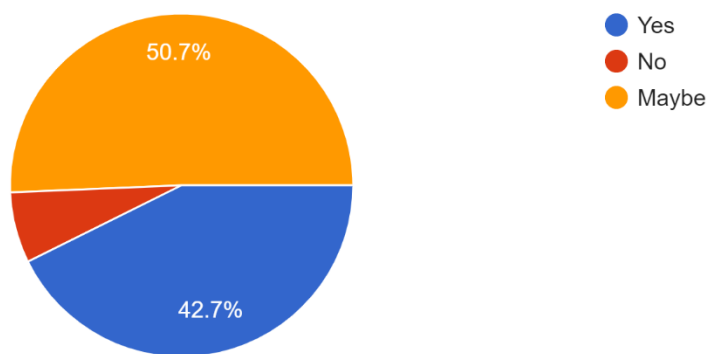
**INTERPRETATION:**

- 33 Respondents (44%) **Strongly Agree** with the statement “It is mandatory for Zomato to follow such precautionary strategies during Covid-19 pandemic”
- 30 Respondents (40%) **Agree** with the above statement.
- 12 Respondents (16%) have **Neutral** perception about the above statement.
- 0 Respondents (0%) **Disagree** with the above statement.
- 0 Respondents (0%) **Strongly Disagree** with the above statement.

**8. Do you believe Zomato is following enough precautionary measures during Covid-19 pandemic?**

Yes	<b>32</b>
No	<b>5</b>
Maybe	<b>38</b>
<b>TOTAL</b>	<b>75</b>

Do you believe Zomato is following enough precautionary measures during Covid-19 pandemic?  
75 responses



**INTERPRETATION:**

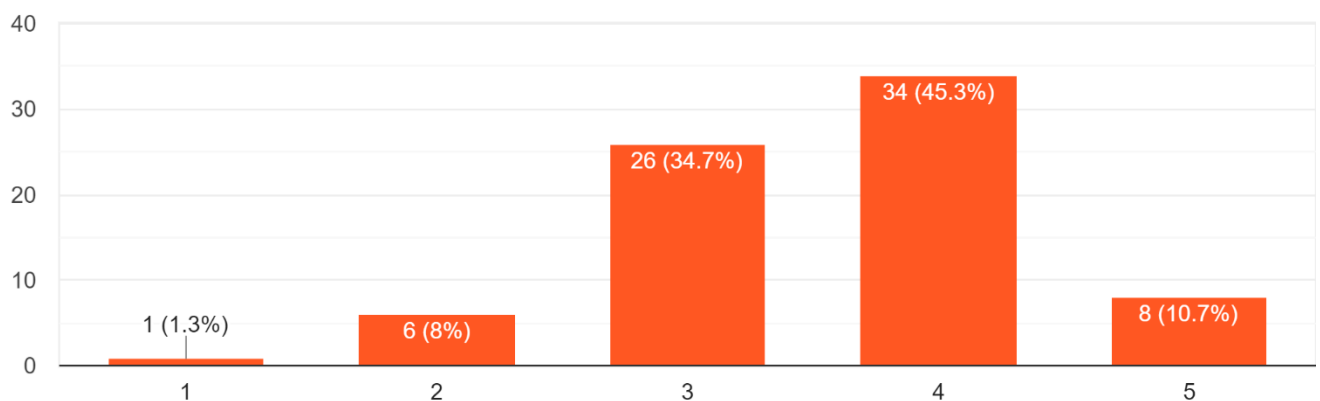
- 32 Respondents (42.7%) believes that Zomato is following enough precautionary measures during Covid-19 pandemic.
- 5 Respondents (6.6%) does not believe that Zomato is following enough precautionary measures during Covid-19 pandemic.
- 38 Respondents (50.7%) are not completely sure that Zomato is following enough precautionary measures during Covid-19 pandemic.

**9. On the scale of 1-5 rate Zomato's precautionary strategies during Covid-19 pandemic.**

1	1
2	6
3	26
4	34
5	8
TOTAL	75

On the scale of 1-5 rate Zomato's precautionary strategies during Covid-19 pandemic.

75 responses



**INTERPRETATION:**

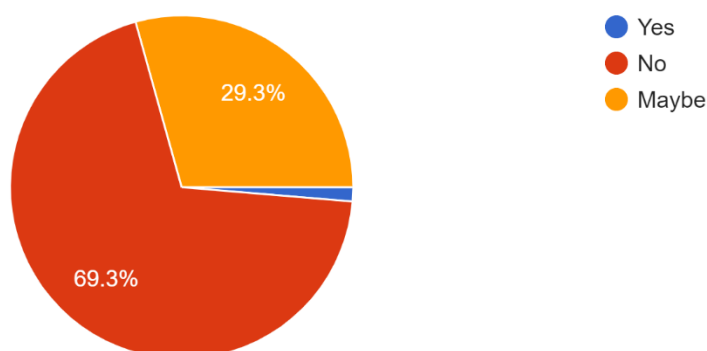
- 8 Respondents (10.7%) rated 5 for Zomato's precautionary strategies during Covid-19 pandemic.
- 34 Respondents (45.3%) rated 4 for Zomato's precautionary strategies during Covid-19 pandemic.
- 24 Respondents (34.7%) rated 3 for Zomato's precautionary strategies during Covid-19 pandemic.
- 6 Respondents (8%) rated 2 for Zomato's precautionary strategies during Covid-19 pandemic.
- 1 Respondent (1.3%) rated 1 for Zomato's precautionary strategies during Covid-19 pandemic.

**10. Would you order your food from Zomato if precautionary strategies are not followed during Covid-19 pandemic?**

Yes	1
No	52
Maybe	22
TOTAL	75

Would you order your food from Zomato if precautionary strategies are not followed during Covid-19 pandemic?

75 responses



**INTERPRETATION:**

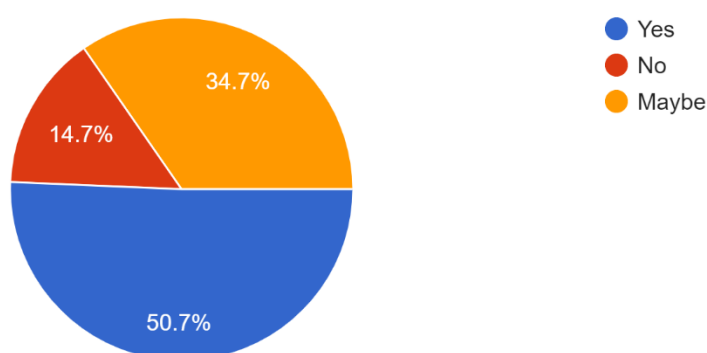
- 1 Respondent (1.4%) says “Yes” they will order food from Zomato if precautionary strategies are not followed during Covid-19 pandemic.
- 52 Respondents (69.3%) says “No” order food from Zomato if precautionary strategies are not followed during Covid-19 pandemic.
- 22 Respondents (29.3%) are not sure whether they will order food or not from Zomato if precautionary strategies are not followed during Covid-19 pandemic.

**11. Would you like to shift from Zomato to another food delivery platform if Zomato does not follow precautionary measures during Covid-19 pandemic?**

Yes	38
No	11
Maybe	26
TOTAL	75

Would you like to shift from Zomato to another food delivery platform if precautionary measures are not followed by Zomato during Covid-19 pandemic?

75 responses



**INTERPRETATION:**

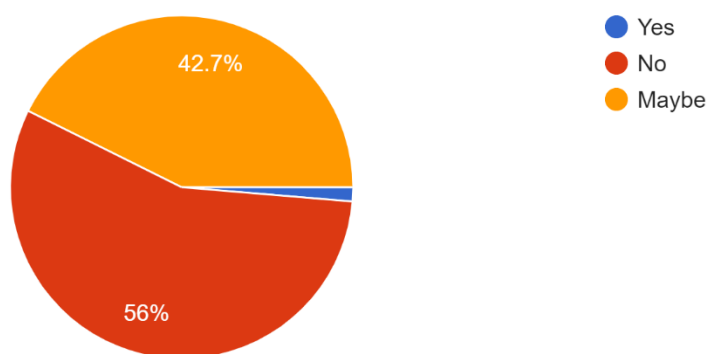
- 38 Respondent (50.7%) says “Yes” they would like to shift from Zomato to another food delivery platform if Zomato does not follow precautionary measures during Covid-19 pandemic
- 11 Respondents (14.7 %) says “No” they would not like to shift from Zomato to another food delivery platform if Zomato does not follow precautionary measures during Covid-19 pandemic
- 26 Respondents (34.6%) are not sure whether they would like to shift from Zomato or not to another food delivery platform if Zomato does not follow precautionary measures during Covid-19 pandemic.

**12. Would you be comfortable if Zomato starts charging extra for following such precautionary measures during Covid-19 pandemic?**

Yes	1
No	42
Maybe	32
TOTAL	75

Would you be comfortable if Zomato starts charging extra for following such precautionary measures during Covid-19 pandemic?

75 responses



**INTERPRETATION:**

- 1 Respondent (1.3%) says “Yes” they will be comfortable if Zomato starts charging extra for following such precautionary measures during Covid-19 pandemic.
- 42 Respondents (56%) says “No” they will not be comfortable if Zomato starts charging extra for following such precautionary measures during Covid-19 pandemic
- 32 Respondents (42.7%) says “Maybe” they will be comfortable if Zomato starts charging extra for following such precautionary measures during Covid-19 pandemic.

**CHAPTER:5**  
**FINDINGS, CONCLUSION,**  
**SUGGESTIONS AND**  
**LIMITATIONS**

## ➤ **5.1 FINDINGS**

- 80% of the respondents use Zomato food delivery whereas 20% of the respondent does not prefer to use Zomato.
- Majority of the respondents i.e. 14.7% and 38.7% says that they order food online during Covid-19 pandemic very often and often respectively.
- Majority of the respondents believe that Zomato's No contact with the delivery personnel is a good precautionary strategy during Covid-19 pandemic.
- 78.7% of the respondents agree with the statement “Mandating delivery personnel to maintain a healthy 6ft distance if contact is necessary is a good decision from Zomato.”
- 65.4% of the respondents agree with the statement “Zomato's pay online, avoid cash on delivery campaign is a good move.”
- 56% of the respondents believe Zomato's disposable outer packaging of the food is another good precautionary strategy while 38.7% of the respondents have neutral view towards the same.
- 84% of the respondents agree that it is mandatory for Zomato to follow such precautionary strategies during Covid-19 pandemic while 0% of the respondents disagree with the same.
- 50.7% of the respondents are not sure whether Zomato is taking enough precautions during Covid-19 pandemic while 42.7% of the respondent says Yes, Zomato is taking enough precautions.
- More than 50% of the respondents rated Zomato 4 on the scale of 1 to 5 for its precautionary strategies during Covid-19 pandemic.
- 69.3% of the respondents says No, they will not order food from Zomato if the precautionary strategies are not followed. While 29.3% of the respondents are not sure for the same.
- Around 50% of the respondents says yes, they will shift from Zomato to another food delivery platform if precautionary measures are not followed during the Covid-19 pandemic.
- 56% of the respondents says no, they will not be comfortable if Zomato starts charging extra for following precautionary measures. While 42.7% are not sure for the same.



## ➤ **CONCLUSION**

According to the World Health Organisation, “food hygiene and good food safety practices” can prevent the transmission of the COVID-19 virus through food. Importantly, WHO also says that “coronaviruses are thermolabile, which means that they are susceptible to normal cooking temperatures (70°C).”

The main objective of this research was to study customer perception about precautionary strategies used by Zomato during Covid-19 and to study the intention of purchase of customer during Covid-19 pandemic. From the results, following conclusion is drawn. It is concluded that customers have a positive perception about the precautionary strategies used by Zomato during the Covid-19 pandemic. In addition, the positive perception of the consumers is a factor that is affecting the customer’s intention to make a purchase. As it is seen in the results of the study that customer are only interested to make a purchase if Zomato is following precautionary strategies without changing pricing strategy. The customers have a positive perception for every precautionary measure adopted by Zomato and the results show that customers feels it is mandatory to follow such measures during the Covid-19 pandemic. Finally, it can be concluded that Zomato’s precautionary strategies have a positive impact on the customer’s perception and customer’s intention to purchase.

## ➤ **5.2 SUGGESTIONS**

- Temperature checks of the delivery personnel before every single delivery.
- Zomato should advertise more about the precautionary measures that are being followed.
- Customer feedback should be taken into consideration for more precautionary measures and suggestions.
- Campaigns for more social awareness about do's and don'ts while receiving food delivery packages.
- Marketing campaigns ensuring that it is safe to order food online from Zomato.
- Minimum human contact while preparing and packaging food could be another precautionary strategy.

## ➤ **5.3 LIMITATIONS**

- The time stipulated for the project to be completed is less and thus there are chances that some information might have been left out, however due care is taken to include all the relevant information needed.
- Due to time and Covid-19 constraints, the sample size was relatively small and would have been more representative if I had collected information from more respondents.
- It is difficult to know if all the respondents gave accurate information; some respondents tend to give misleading information.
- Respondent may become bias while filling the questionnaire.

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- **ANNEXURE**

1) Do you use Zomato online food delivery?

- Yes
- No

2) How often do you order your food online during Covid-19 Pandemic?

- Very often
- Often
- Sometimes
- Rarely
- Never

3) Do you believe Zomato's No contact with the delivery personnel is a good precautionary strategy during Covid-19 pandemic?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly
- Disagree

4) Do you feel mandating delivery personnel to maintain a healthy 6ft distance if contact is necessary is a good decision from Zomato?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) Do you think Zomato's pay online, avoid cash on delivery campaign is a good move?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Do you believe Zomato's disposable outer packaging of the food is another good precautionary strategy?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7) Do you think it is mandatory for Zomato to follow such precautionary strategies during Covid-19 pandemic?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8) Do you believe Zomato is following enough precautionary measures during Covid-19 pandemic?

- Yes
- No
- Maybe

9) On the scale of 1-5 rate Zomato's precautionary strategies during Covid-19 pandemic.

- 1
- 2
- 3
- 4
- 5

10) Would you order your food from Zomato if precautionary strategies are not followed during Covid-19 pandemic?

- Yes
- No
- Maybe

11) Would you like to shift from Zomato to another food delivery platform if precautionary measures are not followed by Zomato during Covid-19 pandemic?

- Yes
- No
- Maybe

12) Would you be comfortable if Zomato starts charging extra for following such precautionary measures during Covid-19 pandemic?

- Yes
- No
- Maybe