

# **A STUDY ON PRODUCT AND BRAND STRATEGY OF ZOMATO**

Submitted in partial fulfilment of the requirements for the award of

**Bachelor of Business Administration**

By

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**39280056**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

SCHOOL OF MANAGEMENT STUDIES

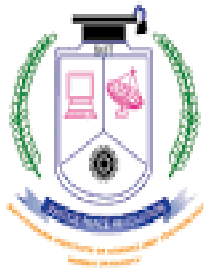
**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600119

APRIL 2022



# SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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## DEPARTMENT OF BUSINESS ADMINISTRATION

### BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ESSAKKI AMLU.M 39280056** who has done the Project work entitled **A STUDY ON PRODUCT AND BRAND STRATEGY OF ZOMATO** under our supervision for a period of 3 Months from January 2022 to March 2022.

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**INTERNAL GUIDE**

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**Submitted for Viva Voce Examination held on \_\_\_\_\_**

**INTERNAL EXAMINAR**

**EXTERNAL EXAMINAR**

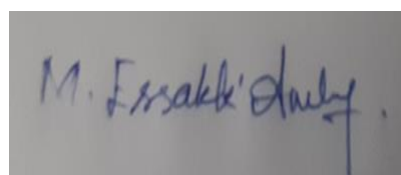
## DECLARATION

I Essakki Amlu.M, 39280056 hereby declare that the Project entitled, “**A STUDY ON PRODUCT AND BRAND STRATEGY OF ZOMATO**” done by me under the guidance of **Dr.Kumar.N MA.,MPhil.,MBA.,PhD., Assistant Professor in School of Management Studies, Dept of Business Administration** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree.

**DATE:**

**SIGNATURE OF THE CANDIDATE**

**PLACE: CHENNAI**

A rectangular box containing a handwritten signature in blue ink. The signature appears to read "M. Essakki Amlu" with a stylized flourish at the end.

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr.Bhuvaneswari.G MBA., PhD., Dean-School of Management Studies** and **Dr.Palani.A, M.Com., M.Phil., PhD., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.Kumar.N MA.,MPhil.,MBA.,PhD., Assistant Professor**for this valuable guidance, suggestion and constant encouragement paved way for the successful completion of my project work.

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**ESSAKKI AMLU.M**

## TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	<b>ABSTRACT</b>	6
	<b>LIST OF TABLES</b>	7
	<b>LIST OF CHARTS</b>	8
<b>1</b>	<b>INTRODUCTION</b> 1.1. Introduction about the study 1.2. Industry Profile 1.3. Company Profile 1.4. Statement of problem 1.5. Objectives of the study 1.6. Need for the study 1.7. Scope for the study	9 11 12 13 13 14 14
<b>2</b>	<b>REVIEW OF LITERATURE</b> 2.1. List of Reviews	15-17
<b>3</b>	<b>RESEARCH METHODOLOGY</b> 3.1. Research Methodology 3.2. Research Design 3.3. Sampling Size 3.4. Sources of Data 3.5. Structure of the Questionnaire 3.6. Sample size 3.7. Period of study 3.8. Hypothesis/Analytical Tools	18 18 18 19 19 20 20 20
<b>4</b>	<b>DATA ANALYSIS AND INTERPRETATION</b> 4.1. Percentage analysis 4.2. Hypothesis 4.3. SWOT analysis	21-45 46 47-49
<b>5</b>	<b>FINDINGS, SUGGESTION AND CONCLUSION</b> 5.1. Findings of the study 5.2. Suggestion 5.3. Limitations of the study	50-51 52 52
<b>6</b>	<b>SUMMARY AND CONCLUSION</b> 6.1. Conclusion	53
	<b>REFERENCES</b>	54-55
	<b>BIBLIOGRAPHY</b>	56
	<b>APPENDIX (QUESTIONNAIRE)</b>	57-60

## **ABSTRACT**

Zomato was launched in 2010, its technology platform connects customers, restaurant partners and delivery partners, serving their multiple needs. Customers use our platform to search and discover restaurants, read and write customer generated reviews and view and upload photos, order food delivery, book a table and make payments while dining-out at restaurants. On the other hand, they provide restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last mile delivery service. Zomato also operate a one-stop procurement solution, hyperpure, which supplies high quality ingredients and kitchen products to restaurant partners. Zomato also provide our delivery partners with transparent and flexible earning opportunities. The whole project is measured through the questionnaire. The data further analysed and interpreted and the result was obtained. The information presented in this project report is obtained from the sources like computer personnel, company website, other websites, company reports and other literature. The research provides us an opportunity to devote skills, knowledge and opportunities required during the technical session. The aim of the study is to increase the participation for collecting data from the customer.

### **KEYPOINTS:**

Online food delivery, Zomato, Delivery person behaviour, Restaurant, Food, Reviews.

## LIST OF TABLES

CHARTS	PARTICULARS	PAGE NO.
4.1.1.	Age of the respondent	21
4.1.2	Gender of the respondent	22
4.1.3	Response for ordering food through online	23
4.1.4	Time gap for ordering food in Zomato	24
4.1.5	Responses for ordering meal	25
4.1.6	Responses for preferring to order food	26
4.1.7	Approximate money spent for ordering food	27
4.1.8	Preference for online food delivery in Zomato	28
4.1.9	Rating scale for ordering process in Zomato	29
4.1.10	Rating scale for packaging of food in Zomato	30
4.1.11	Responses for online food guide	31
4.1.12	Purpose of online food guide responses	32
4.1.13	Delivery lead time responses	33
4.1.14	Time period of using Zomato Application	34
4.1.15	Responses for language used in Zomato Application	35
4.1.16	Responses for placing order in Zomato	36
4.1.17	Responses for missing items in food delivery	37
4.1.18	Reason for ordering food through Zomato	38
4.1.19	Responses for Food delivery person's behaviour	39
4.1.20	Rating scale for the service of Zomato	40
4.1.21	Responses for suggesting Zomato to Others	41
4.1.22	Rating scale for Zomato Application	42
4.1.23	Responses for Zomato Application	43
4.1.24	Reason for using Zomato	44
4.1.25	Responses for ordering food through offline	45

## LIST OF CHARTS

CHARTS	PARTICULARS	PAGE NO.
4.1.1	Age of the respondent	21
4.1.2	Gender of the respondent	22
4.1.3	Response for ordering food through online	23
4.1.4	Time gap for ordering food in Zomato	24
4.1.5	Responses for ordering meal	25
4.1.6	Responses for preferring to order food	26
4.1.7	Approximate money spent for ordering food	27
4.1.8	Preference for online food delivery in Zomato	28
4.1.9	Rating scale for ordering process in Zomato	29
4.1.10	Rating scale for packaging of food in Zomato	30
4.1.11	Responses for online food guide	31
4.1.12	Purpose of online food guide responses	32
4.1.13	Delivery lead time responses	33
4.1.14	Time period of using Zomato Application	34
4.1.15	Responses for language used in Zomato Application	35
4.1.16	Responses for placing order in Zomato	36
4.1.17	Responses for missing items in food delivery	37
4.1.18	Reason for ordering food through Zomato	38
4.1.19	Response for food delivery person's behaviour	39
4.1.20	Rating scale for the service of Zomato	40
4.1.21	Responses for suggesting Zomato to others	41
4.1.22	Rating scale for Zomato application	42
4.1.23	Responses for Zomato Application	43
4.1.24	Reason for using Zomato Application	44
4.1.25	Responses for ordering food through offline	45



# **CHAPTER-1**

## **INTRODUCTION**

### **1.1. INTRODUCTION**

Zomato is an online discovery guide for restaurants, bars, pubs and clubs and for dine-outs. The registered users are required to post reviews and rate (on a scale of 1 - 5 stars) the restaurants on the basis of their choice, visit and experience. The website helps in defining the restaurant/pub/club on the basis of presence or absence of air conditioning, smoking area, WiFi Internet, stag entry, live performances and outdoor seating or whether non-vegetarian food and alcohol are served or not. Zomato also provides information related to cuisines served, operation timings, approximate cost of a meal for two, credit cards accepted or not.

#### **"10-min Food delivery"**

Zomato attracted a lot of attention with controversy after their CEO announcing 10 min food delivery. Questions have been raised from consumers as well as Delivery partners as to how will this be feasible without compromising on safety of the delivery teams and will this not deter the quality of food being delivered.

#### **A. History of Brand Zomato:**

Zomato was founded as FoodieBay in 2008, and was renamed *Zomato* on 18 January 2010 as Zomato Media Pvt. Ltd. In 2011, it expanded across India to Delhi NCR, Mumbai, Bangalore, Chennai, Pune, Ahmedabad and Hyderabad. In 2012, it expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, expanded to in New Zealand, Turkey, Brazil and Indonesia, with website and apps available in Turkish, Portuguese, Indonesian and English languages. In April 2014, it launched in Portugal, which was followed by launches in Canada, Lebanon and Ireland in 2015.

In 2015, the firm acquired Seattle-based food portal Urbanspoon, which led to the firm's entry into the United States and Australia. This U.S.-expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare.

With the introduction of domains in 2011, Zomato also launched Zomato, a site dedicated to food porn. In May 2012, it launched a print version of the website named "Citibank Zomato Restaurant Guide," in collaboration with Citibank, but it has since been discontinued.

In February 2017, the firm announced plans to launch Zomato Infrastructure services, a service to help restaurants expand their presence without incurring any fixed costs. In September 2017, Zomato claimed it 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 reduced its losses by 34% to ₹389 crore for the financial year 2016–17, from ₹590.1 crore in the previous year 2015–16. Zomato became a unicorn in February 2018.

In September 2019, the firm 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, the firm 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, by eliminating the use of high-touch elements such as the menu, ordering, and bill payments through bar codes 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 given 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 menstruation leave policy, allowing female employees to take up to 10 days-time off per year if they are unable

to work due to menstrual cycle health effects. The policy applies to transgender employees as well.

On 23 July 2021, Zomato went public, opening its Initial public offering at a price band of ₹ 72-76 per share.

## **B. Geographical Coverage:**

By 2011, Zomato's coverage reached Chennai and Hyderabad as well. In 2011, Zomato also launched applications for iOS, Android, Windows Phone and BlackBerry devices. In September 2012, Zomato expanded to its first overseas location by launching its services in Dubai, UAE. This was followed by quick expansion into Sri Lanka, Qatar, the United Kingdom, The Philippines, South Africa, New Zealand, and more recently to Brazil, Turkey and Indonesia.

## **1.2. INDUSTRY PROFILE:**

**Zomato** is an Indian multinational restaurant aggregator and food delivery company founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. As of 2019, the service is available in 24 countries and in more than 10,000 cities.

**Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.**

### 1.3. COMPANY PROFILE:

# **zomato**

<b>Type</b>	Public
<b>Traded as</b>	BSE: 543320 <a href="#">↗</a> NSE: ZOMATO <a href="#">↗</a>
<b>ISIN</b>	INE758T01015
<b>Industry</b>	Online food ordering
<b>Founded</b>	July 2008; 13 years ago
<b>Founders</b>	Deepinder Goyal Pankaj Chaddah <a href="#">[1]</a> <a href="#">[2]</a>
<b>Headquarters</b>	Gurgaon, Haryana, India
<b>Area served</b>	Worldwide
<b>Key people</b>	Deepinder Goyal (CEO)
<b>Services</b>	Food delivery <a href="#">[3]</a>
<b>Revenue</b>	▼ ₹1,994 crore (US\$260 million) (FY 2021) <a href="#">[4]</a>
<b>Net income</b>	▼ ₹-816 crore (US\$ -110 million) (FY 2021) <a href="#">[4]</a>
<b>Owner</b>	Info Edge (18.6%) Uber (9.1%) Alipay Singapore (8.3%) Antfin Singapore (8.2%) <a href="#">[5]</a>
<b>Number of employees</b>	5,000+ <a href="#">[6]</a>

#### **1.4. STATEMENT OF PROBLEM:**

In this growing world of technology, online food delivery has become an important element of people's life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems . With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants. The purpose of this study is to measure the expectation & satisfaction of customers regarding Zomato food delivery application among college students. This study also analyses the factors that attract consumers towards Zomato.

#### **1.5. OBJECTIVES OF THE STUDY:**

- To study and understand the branding and marketing strategy of Zomato.
- To analyze the current positioning of the brand as per consumer perception.
- To suggest scope of improvement for the brand as per consumer responses.

## **1.6. NEED FOR THE STUDY:**

A successful product and brand strategy develops brand awareness and identify that sets your product apart from the countless others solely based on brand name. A well-designed strategy repeatedly reminds potential and current customers why they should purchase your product over others with similar characteristics.

Having a cohesive brand strategy helps you communicate with your customers more clearly. The more consistent your messaging, the more likely you are to attract and maintain loyal customers. Not only does it provide consistency for your customers, but it provides focus for employees.

## **1.7. SCOPE OF THE STUDY:**

- Brokerages recommend investors to subscribe to the initial public offering of Zomato Ltd., expecting the company to benefit from a strong brand name, scope of further expanding in an under-penetrated food delivery market in India, and growing smartphone adoption to aid online ordering, among others.
- Brand scope or brand frame of reference: the set of products, services, communications and actions that stakeholders expect from an organization. People limit what they expect from a brand.
- A brand is a perceptual entity that is rooted in reality but reflects the perceptions and perhaps even the idiosyncrasies of consumers. Ultimately a brand is something that resides in the mind of consumers. Therefore, the scope of branding expands beyond boundaries.
- The expectation and satisfaction of consumers may vary under different 3 circumstances. From this study, we can have a better understanding of the Online Food Delivery Service Market.

## **CHAPTER-2**

### **REVIEW OF LITERATURE**

#### **2.1. List of reviews**

- Sathish Meena, Senior Forecast Analyst, Forrester Research, says: “If you look at it even now, the game is of the big players. The funding is coming only for the big guys. There is a market for food delivery and food tech, but now that the money is being pumped deeply into one segment”.
- Hart & Stapleton in the year 2013 says: “a statement in very general terms of how the marketing objective is to be achieved Eg: acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basis of the marketing plan”.
- Nashwan Mohammed Abdullah Saif, Wang Aimin School of Management, Wuhan University of Technology, Wuhan China, “In terms of the program perspective the marketing strategy standardization/adaptation is important in the sense it can separate marketing mix elements to be standardized or adapted in the international market”.
- According to Chavan et al, (2015) digital restaurants use smart phones to take customer orders. PDA interface was replaced with smart phones to provide customer user interface to view menu or track their orders. With secured login system, customers have the facility to view menu, place orders, track their orders, receive real time updates and make online payment and collect receipts from smartphone itself increasing customer comfort.
- According to Dwyer and Welsh (1985) Marketing channel strategies refer to the choice of structure in designing the distribution channel by manufacturers. They also include influence strategies which refer to content, frequency and intensity

of communications achieve demonstration of favourable behaviours by their channel partners.

- According to a recent sectoral report published by IBEF (Indian Brand Equity Foundation), “food has been one of the largest segments in India’s retail sector, valued at \$490 billion in 2013. The Indian food retail market is expected to reach Rs 61 lakh crore (\$894.98 billion) by 2020”.
- Bhavik Rathod, Head of Uber Eats India, says: “It is huge opportunity. The unorganised food delivery is still \$80 billion. And one of the reasons is so attractive is a problem-can you bring the cost of delivery down so low that the economies actually become viable? Today with better technology it is easier to bring the cost of delivery lower with a sizeable business”.
- Sanjay Anandharam Advisor sattva, Volunteer Spirt; Advisor Seed Fund, Idea spring; Enaiya, Ennovent, KARSEM says: While online kitchen businesses will raise money and continue to grow, the real battle and fight will be between players like Zomato and Swiggy”.
- According to Leong Wai Hong (2016), the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.
- According to Varsha Chavan, et al, (2015), the use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately. The increase in uses of smart phones and computers are giving platform for service industry. Their Analysis concluded that this process is convenient, effective and easy to use, which is expected to better day by day in coming times.



- H.S. Sethu & Bhavya Saini (2016), their idea was to analyse the student's perception, behaviour and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of their favourite food at any point of time and always access to internet, free data are the main reasons for using the apps.
- Ashutosh Bhargve (2013) said that Food panda an online food ordering apps has been launched in the Indian market since May 2012. Foodpanda first major move was acquisition of TastyKhana, which was started in Pune in year 2007. With acquisition of TastyKhana and JUST EAT, it is now available in over 200 cities and delivery partner with over 12,000 restaurants. JUST EAT which was launched in Denmark in 2001 and was listed publicly on the London Stock Exchange is also mentioned. Their Indian venture was come as Hungry Bangalore in 2006. It was reintroduced in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.
- According to Sheryl E. Kimes (2011), his study found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal attention and also had high uncertainty towards use of early technologies.
- According to Sumathy (2017), "A study on prospective concernment towards food adjure app" the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The service rendered by the food adjure app is the major factor behind its success.

## **CHAPTER-3**

### **3.1. RESEARCH METHODOLOGY:**

The paper is based on primary and secondary research. Primary data was collected from respondents and food bloggers through a set of questionnaires prepared to understand the perception of the brand 'Zomato'. Secondary data was collected from consumer food blogs, newspaper research articles & social media pages of Zomato.

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical "how" of any given piece of research. It's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

### **3.2. RESEARCH DESIGN:**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

#### **3.2.1. Descriptive research:**

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

### **3.3. SAMPLING SIZE:**

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

### **3.3.1. Non-profitability sampling:**

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

### **3.3.2. Convenience sampling;**

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

## **3.4. SOURCES OF DATA:**

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

### **3.4.1. Primary data:**

The Primary data for this study was collected through questionnaire.

### **3.4.2. Secondary Data:**

Secondary data was collected from external sources like Websites, Journals etc.

## **3.5. STRUCTURE OF THE QUESTIONNAIRE:**

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows;

### **3.5.1 Basic introduction:**

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

### **3.5.2 Personal details:**

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

### **3.5.3 Research related questions:**

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on food delivery through Zomato application.

### **3.5.4. Likert scaling questions:**

The Likert scaling questions include moderate options in its scale.

### **3.5.5. Suggestion questions:**

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

## **3.6. SAMPLE SIZE:**

The sample size for this survey is 60.

## **3.7. PERIOD OF STUDY:**

The period of study is from January 2022 to March 2022 which is 3month of study.

## **3.8. HYPOTHESIS/ANALYSIS;**

### **3.8.1. Percentage analysis:**

Research questions are always answered with a Descriptive Statistics: Generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

### **3.8.2. Pie charts:**

A pie chart (or a circle chart) is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice (and consequently its central angle and area) is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

## CHAPTER-4

### DATA ANALYSIS AND INTERPRETATION

The following consists of the data analysis and interpretation of my questionnaire.

#### 4.1. PERCENTAGE ANALYSIS:

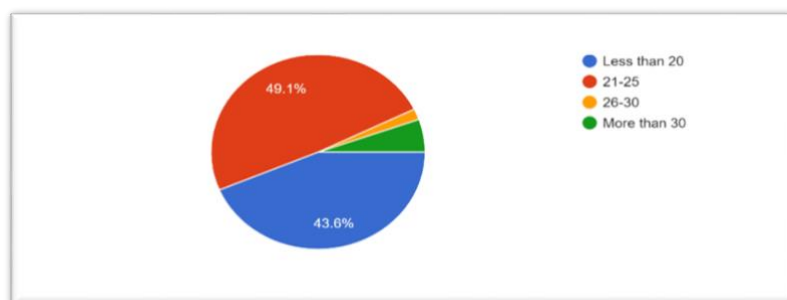
**Table 4.1.1. Age of the respondent**

Q. Showing age group of people

AGE	NO OF RESPONDENTS	PERCENTAGE
Less than 20	26	44%
21-25	30	49%
26-30	1	2%
More than 30	3	5%
Total	60	100%

#### INTERPRETATION:

From the above table, it is interpreted that 44% of the respondent are less than 20 age; 49% respondent are 21-25 age; 2% respondent are 26-30 age and 5% respondent are more than 30 age group people.



**Fig.4.1.1. Age of the respondent**

#### INFERENCE:

Majority 49% of the respondent are aged between 21-25.

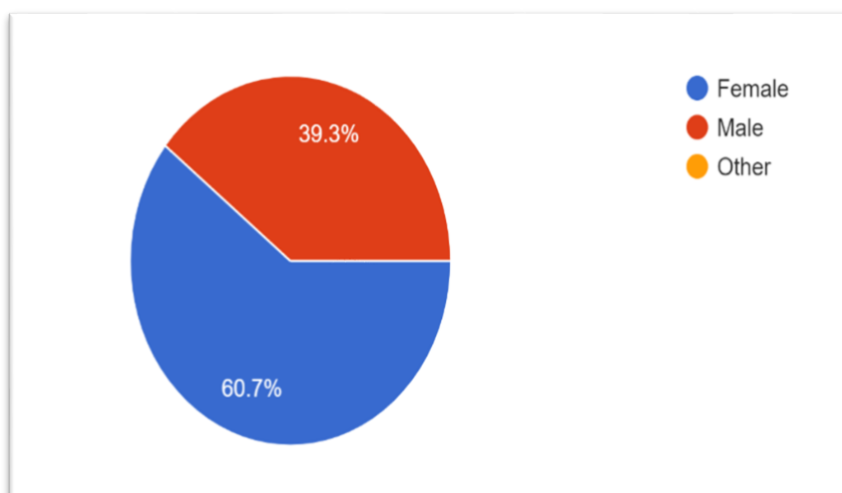
**Table 4.1.2. Gender of the respondent**

Q. Showing Gender of the respondent

GENDER	NO OF RESPONDENTS	PERCENTAGE
Female	38	61%
Male	22	39%
Others	0	Nil
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 61% of the respondent is Female and 39% of the respondent is male.



**Fig.4.1.2. Gender of the respondent**

**INFERENCE:**

Majority 61% of the respondent of my questionnaire is female.

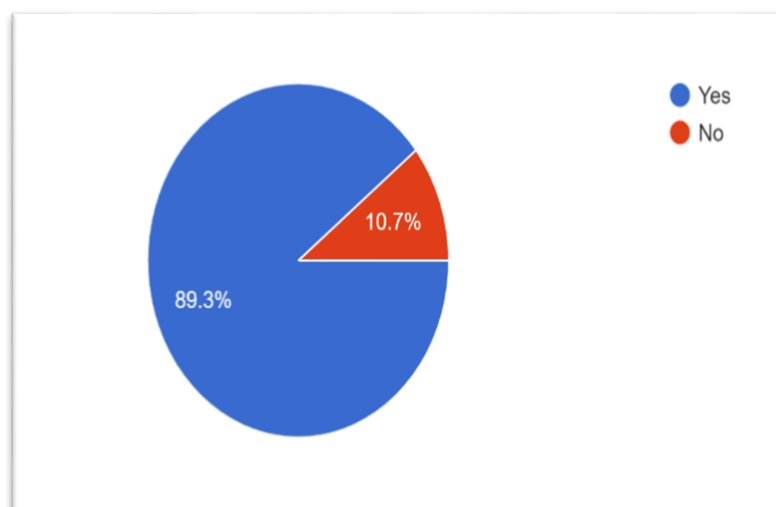
**Table 4.1.3. Response for ordering food through online**

Q. Response in ordering food through online

OPTION	NO OF RESPONDENTS	PERCENTAGE
Yes	51	89%
No	9	11%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 89% of the respondent is ordering food through online and 11% of the respondent is not ordering food through online.



**Fig.4.1.3. Response for ordering food through online**

**INFERENCE:**

Majority 89% of the respondent is ordering food through online.

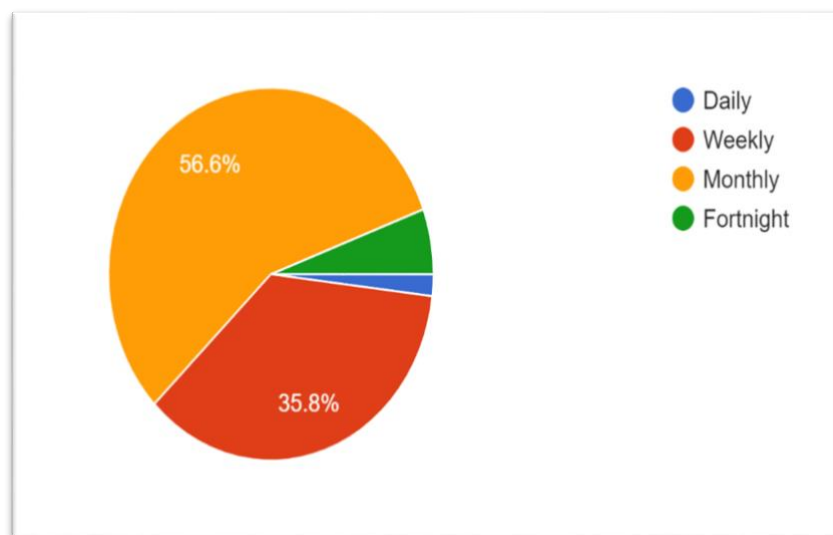
**Table 4.1.4. Time gap for ordering food in Zomato**

Q. How often you order in Zomato?

OPTION	NO OF RESPONDENTS	PERCENTAGE
Daily	1	2%
Weekly	19	36%
Monthly	37	57%
Fortnight	3	5%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent is ordering food through Zomato in daily basis; 36% of the respondent is ordering food through Zomato in weekly basis; 57% of the respondent is ordering food through Zomato in monthly basis; 5% of the respondent is ordering food through Zomato in Fortnight.



**Fig.4.1.4. Time-gap for ordering food in Zomato**

**INFERENCE:**

Majority 57% of the respondent are often ordering food through Zomato in Monthly basis.



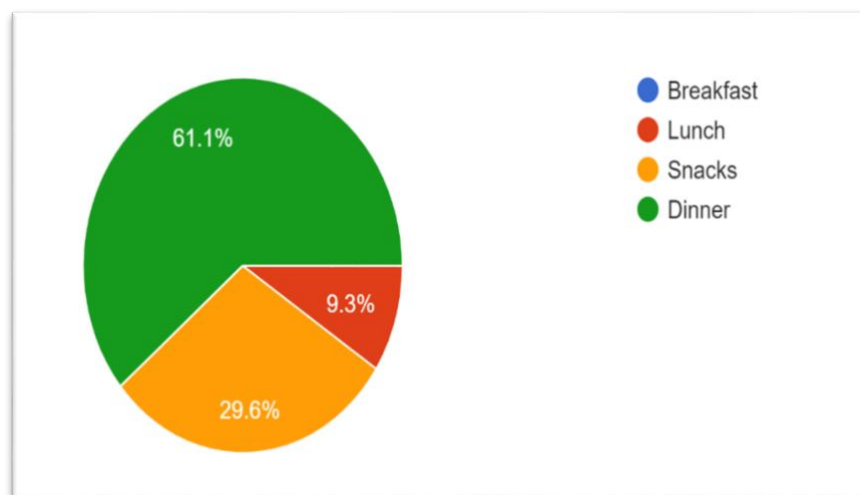
**Table.4.1.5. Response for ordering meal in Zomato**

Q. Which meal you typically order in Zomato?

OPTION	NOOFRESPONDENTS	PERCENTAGE
Breakfast	0	0%
Lunch	5	9%
Snacks	16	30%
Dinner	39	61%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 9% of the respondent is ordering food for lunch; 30% of the respondent is ordering food in Zomato for Snacks; 61% of the respondent is ordering food for dinner.



**Fig.4.1.5. Response for ordering meal in Zomato**

**INFERENCE:**

Majority 61% of the respondent is ordering food through Zomato for dinner.

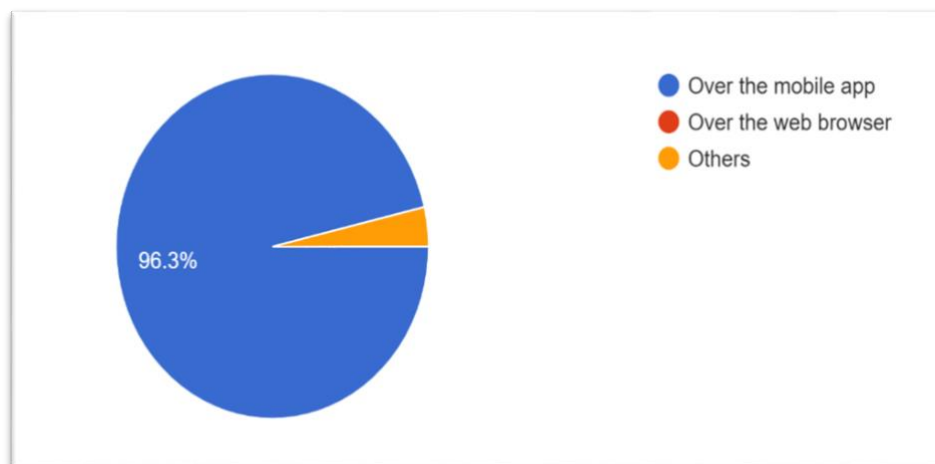
**Table.4.1.6. Response for preferring to order food**

Q. In general, how do you prefer to order food?

OPTION	NOOFRESPONDENTS	PERCENTAGE
Over the mobile app	58	96%
Over the web browser	0	0%
Others	2	4%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 96% of the respondent use mobile application to order food and others 4% of the respondent is found others to order food.



**Fig.4.1.6. Response for preferring to order food**

**INFERENCE:**

Majority 96% of the respondent is using mobile application to order food through Zomato.

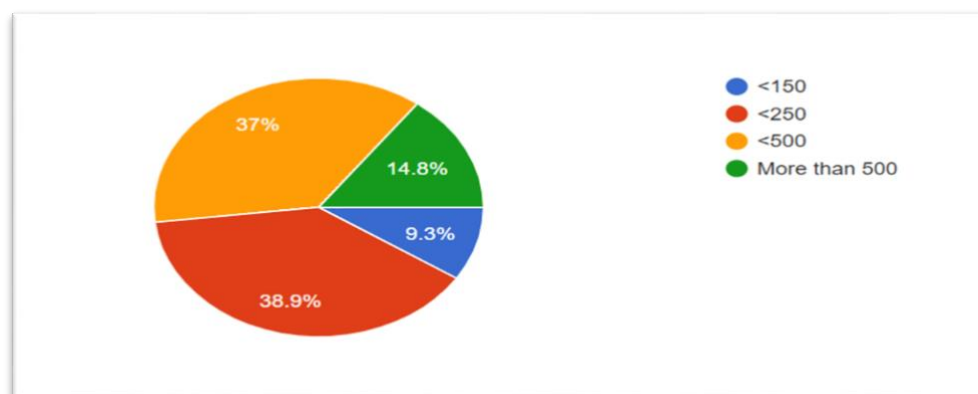
**Table.4.1.7. Approximate money spent for ordering food**

Q. What is the approximate money you spend on ordering food per time?

OPTION	NO OF RESPONDENTS	PERCENTAGE
<150	6	9%
<250	24	39%
<500	20	37%
More than 500	10	15%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 9% of the respondent spend less than \$150 for ordering food per time; 39% of the respondent spend less than \$250 for ordering food per time; 37% of the respondent spend less than \$500 for ordering food per time; 15% of the respondent spend more than \$500 for ordering food per time.



**Fig.4.1.7. Approximate money spent for ordering food**

**INFERENCE:** Majority 39% of the respondent spend \$250 to order food in Zomato.

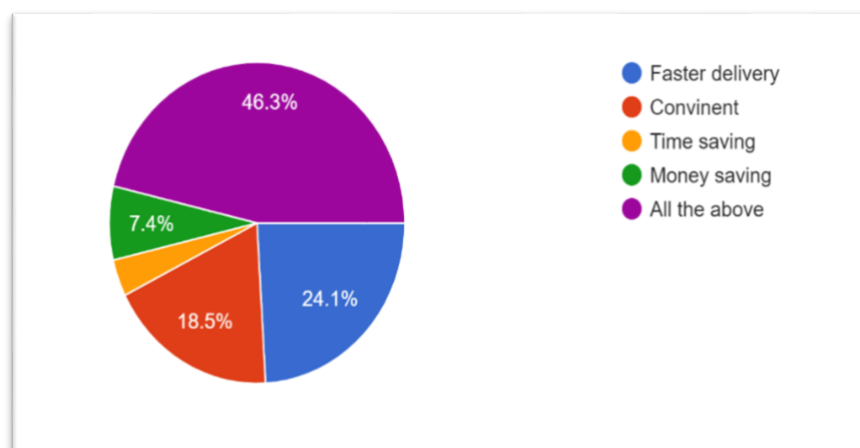
**Table.4.1.8. Preference for online food delivery in Zomato**

Q. How do you prefer online food delivery in Zomato?

OPTION	NO OF RESPONDENTS	PERCENTAGE
Faster Delivery	13	24%
Convenient	10	18%
Time saving	2	3%
Money Saving	5	7%
All the above	30	46%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 24% of the respondent prefer Zomato for faster delivery; 18% of the respondent prefer Zomato for convenient; 3% of the respondent prefer Zomato for Time saving; 7% of the respondent prefer Zomato for Money saving and 46% of the respondent prefer Zomato for all of the above option.



**Fig.4.1.8. Preference for online food delivery in Zomato**

**INFERENCE:**

Majority 46% of the respondent prefer all the above which is for faster delivery, convenient, time saving and money saving.

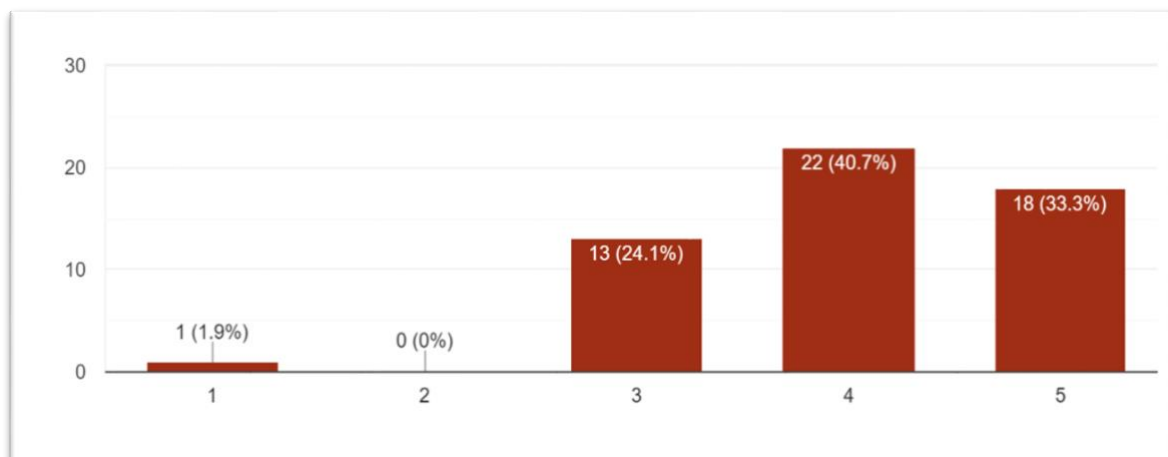
**Table.4.1.9. Rating scale for ordering process in Zomato**

Q. How much do you rate for ordering process in Zomato (in the scale of 1-5)?

OPTION	NOOFRESPONDENTS	PERCENTAGE
1	1	2%
2	0	0%
3	14	24%
4	27	41%
5	18	33%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent gave 1star rating for ordering process in Zomato; 24% of the respondent gave 3star rating for ordering process in Zomato; 41% of the respondent gave 4star rating for ordering process in Zomato; 33% of the respondent gave 5star rating for ordering process in Zomato.



**Fig.4.1.9. Rating scale for ordering process in Zomato**

**INFERENCE:**

Majority 41% of the respondent gave 4star rating for ordering process in Zomato.

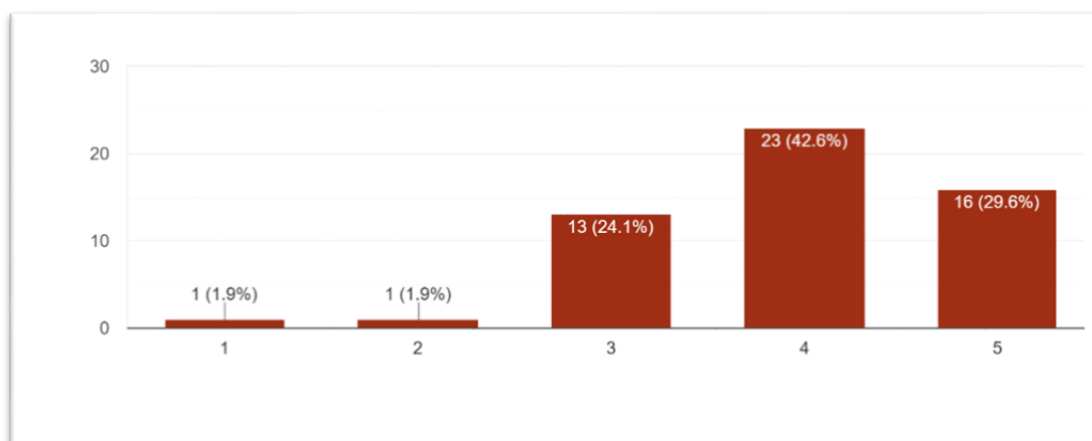
**Table.4.1.10. Rating scale for packaging of food in Zomato**

Q. How much do you rate for the packaging of food in Zomato (in the scale of 1-5)?

OPTION	NO OF RESPONDENTS	PERCENTAGE
1	1	2%
2	1	1%
3	15	24%
4	25	43%
5	18	30%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent gave 1star rating for the packaging of food in Zomato; 1% of the respondent gave 2star for packaging of food in Zomato; 24% of the respondent gave 3star rating for the packaging of food in Zomato; 43% of the respondent gave 4star rating for the packaging of food in Zomato; 30% of the respondent gave 5star rating for the packaging of food in Zomato.



**Fig.4.1.10. Rating scale for packaging of food in Zomato**

**INFERENCE:**

Majority 43% of the respondent gave 4star rating for the packaging of food in Zomato.

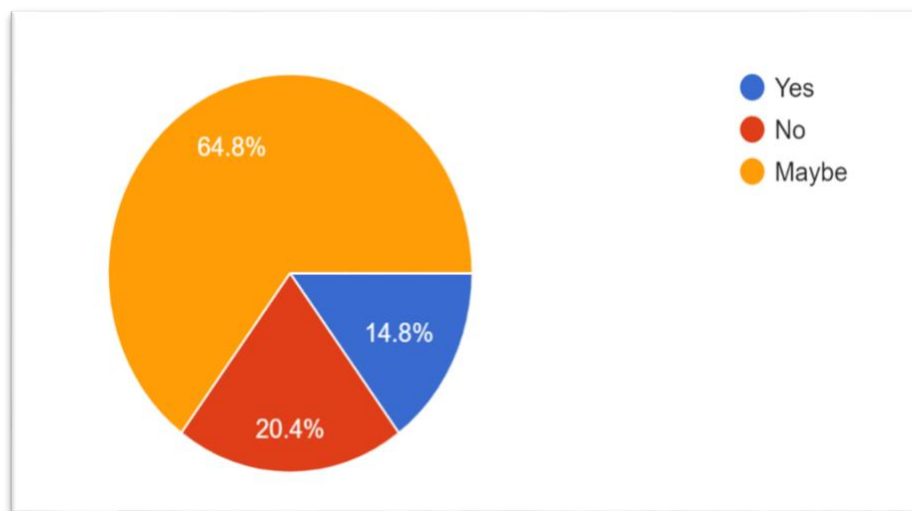
**Table.4.1.11. Responses for online food guide**

Q. Will you stop using Zomato if a similar online guide comes near you in future?

OPTION	NO OF RESPONDENT	PERCENTAGE
Yes	8	15%
No	12	20%
Maybe	40	65%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 15% of the respondent will stop using Zomato if a similar online guide comes near them in future; 20% of the respondent will not stop using Zomato if a similar online guide comes near them in future; 65% of the respondent maybe stop using Zomato if a similar online guide comes near them in future.



**Fig.4.1.11. Responses for online food guide**

**INFERENCE:**

Majority 65% of the respondent maybe stop using Zomato if a similar online guide comes near them in future.

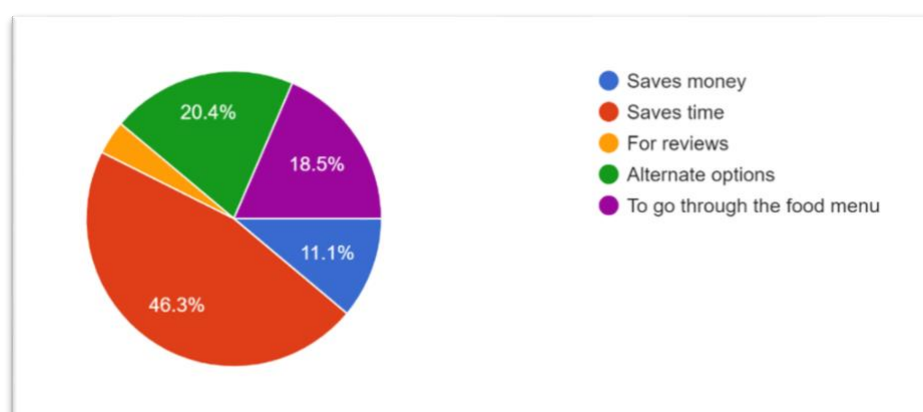
**Table.4.1.12. Purpose of online food guide responses**

Q. What is the purpose of online food guide?

OPTION	NO OF RESPONDENT	PERCENTAGE
Saves Money	6	11%
Saves Time	29	46%
For reviews	4	5%
Alternate option	11	20%
To go through food menu	10	18%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 11% of the respondent feels online food guide saves money; 46% of the respondent feels online guide saves time; 5% of the respondent feels online food guide for reviews; 20% of the respondent feels online food guide for alternate option; 18% of the respondent feels online food guide to go through menu.



**Fig.4.1.12. Purpose of online food guide responses**

**INFERENCE:**

Majority 46% of the respondent online food guide for Saving time.



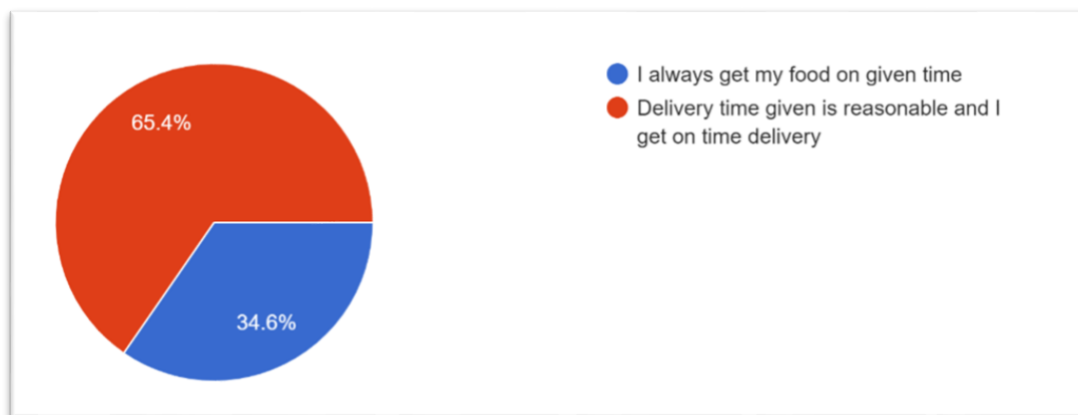
**Table.4.1.13. Delivery lead time at Zomato responses**

Q. Delivery lead times at Zomato?

OPTION	NO OF RESPONDENT	PERCENTAGE
I always get my food on given time	15	35%
Delivery time given is reasonable and I get on time delivery	45	65%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 35% of the respondent get food in Zomato within given time; 65% of the respondent get food on time delivery in Zomato.



**Fig.4.1.13. Delivery lead time at Zomato responses**

**INFERENCE:**

Majority 65% of the respondent get food on time delivery in Zomato.

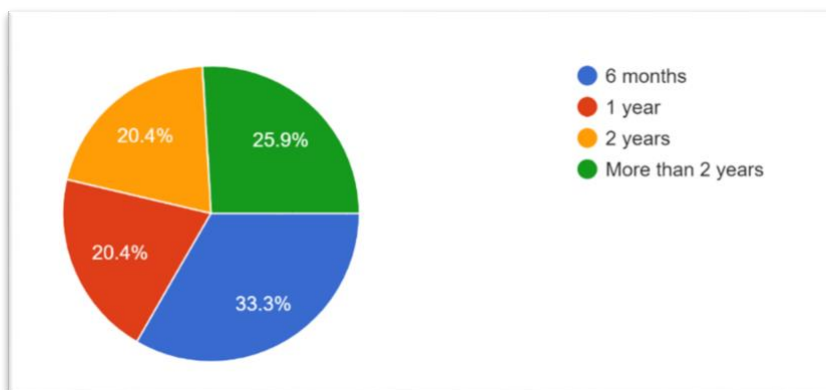
**Table.4.1.14. Time-period of using Zomato Application**

Q. Since how long have you been ordering food through Zomato?

OPTION	NO OF RESPONDENT	PERCENTAGE
6 months	24	34%
1 year	11	20%
2 years	11	20%
More than 2 years	14	26%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 34% of the respondent ordering food through Zomato for 6months; 20% of the respondent ordering food through Zomato for 1year; 20% of the respondent ordering food through Zomato for 2years; 26% of the respondent ordering food through Zomato for more than 2 years.



**Fig.4.1.14. Time-period of using Zomato Application**

**INFERENCE:**

Majority 34% of the respondent ordering food through Zomato is about 6months.

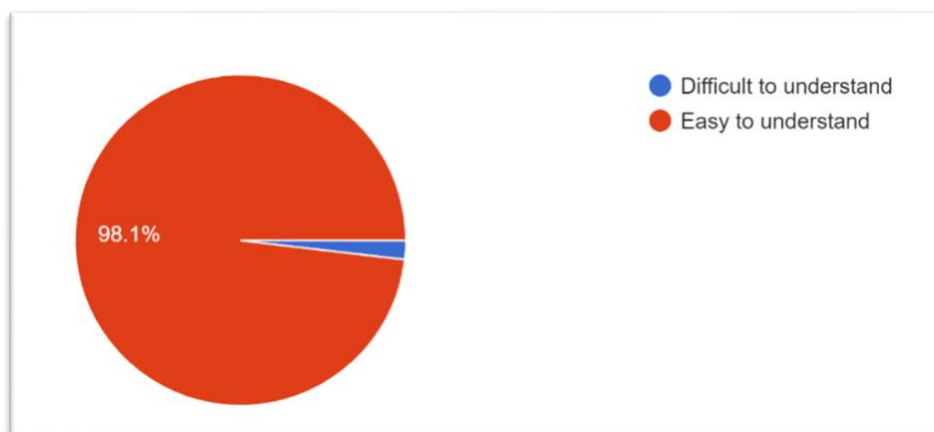
**Table.4.1.15. Responses for language used**

Q. Does the language used in Zomato application are easy to understand?

OPTION	NO OF RESPONDENTS	PERCENTAGE
Difficult to understand	2	2%
Easy to understand	58	98%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent find difficult to understand the language used in Zomato application; 98% of the respondent feels easy to understand the language used in Zomato Application.



**Fig.4.1.15. Responses for language used**

**INFERENCE:**

Majority 98% of the respondent feels easy to understand the language used in Zomato Application.

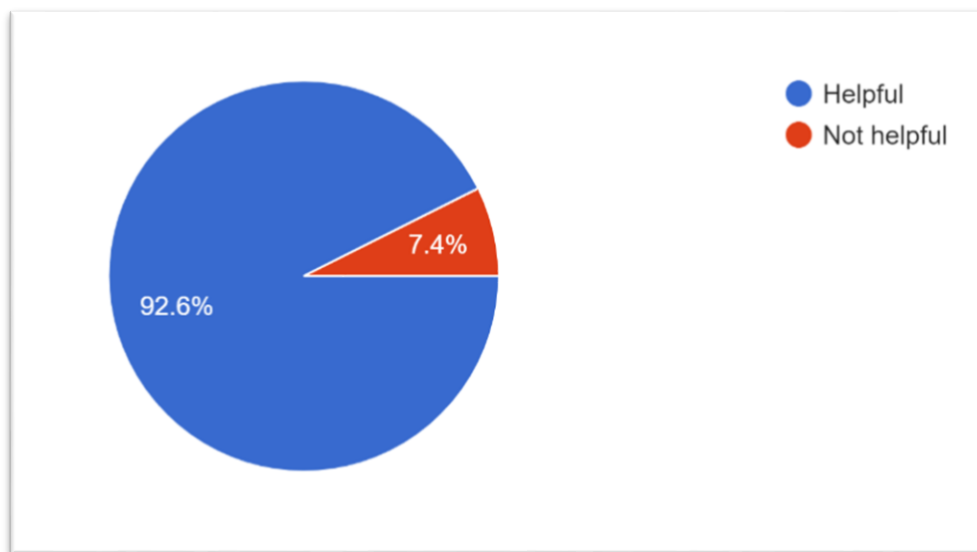
**Table.4.1.16. Response for placing order**

Q. Do the features in Zomato, help you to find a suitable place order to eat?

OPTION	NO OF RESPONDENTS	PERCENTAGE
Helpful	55	93%
Not helpful	5	7%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 93% of the respondent find helpful to place order to eat through Zomato Application; 7% of the respondent find not helpful to place order to eat through Zomato Application.



**Fig.4.1.16. Responses for placing order**

**INFERENCE:**

Majority 93% of the respondent find helpful to place order to eat through Zomato Application

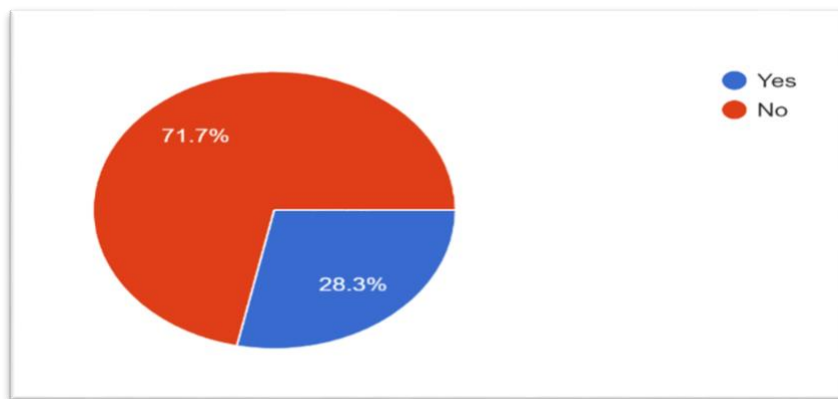
**Table.4.1.17. Responses for missing items in food delivery**

Q. When you have ordered food through Zomato, have there been cases of a few items missing when it was delivered?

OPTION	NO OF RESPONDENT	PERCENTAGE
Yes	20	28%
No	40	72%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 28% of the respondent finds missing items in Zomato food delivery; 72% of the respondent does not find any missing items in Zomato food delivery.



**Fig.4.1.17. Responses for missing items in food delivery**

**INFERENCE:**

Majority 72% of the respondent does not find any missing items in Zomato food delivery.

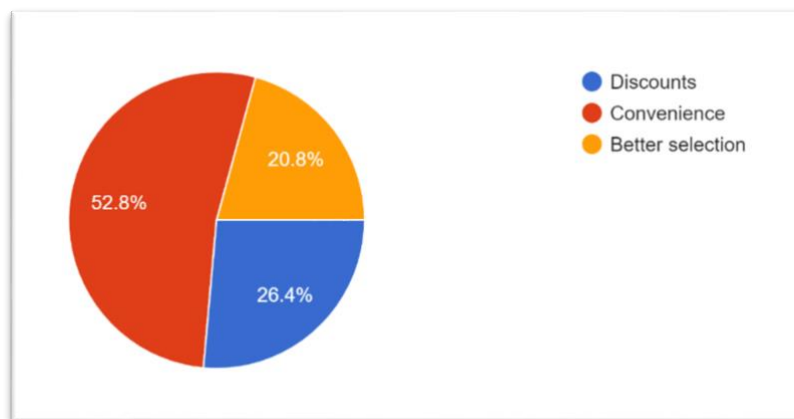
**Table.4.1.18. Reason for ordering food through Zomato**

Q. What is the primary reason you order food through Zomato?

OPTION	NO OF RESPONDENTS	PERCENTAGE
Discounts	20	26%
Convenience	28	53%
Better Selection	12	21%
Total	60	100%

**INTERPRETATION:**

From the above table. It is interpreted that 26% of the respondent's primary reason for ordering food through Zomato Application is for discounts; 53% of the respondent's primary reason for ordering food through Zomato Application is for Convenience; 21% of the respondent's primary reason for ordering food through Zomato Application is for better selection.



**Fig.4.1.18. Reason for ordering food through Zomato**

**INFERENCE:**

Majority 53% of the respondent's primary reason for ordering food through Zomato Application is for Convenience.

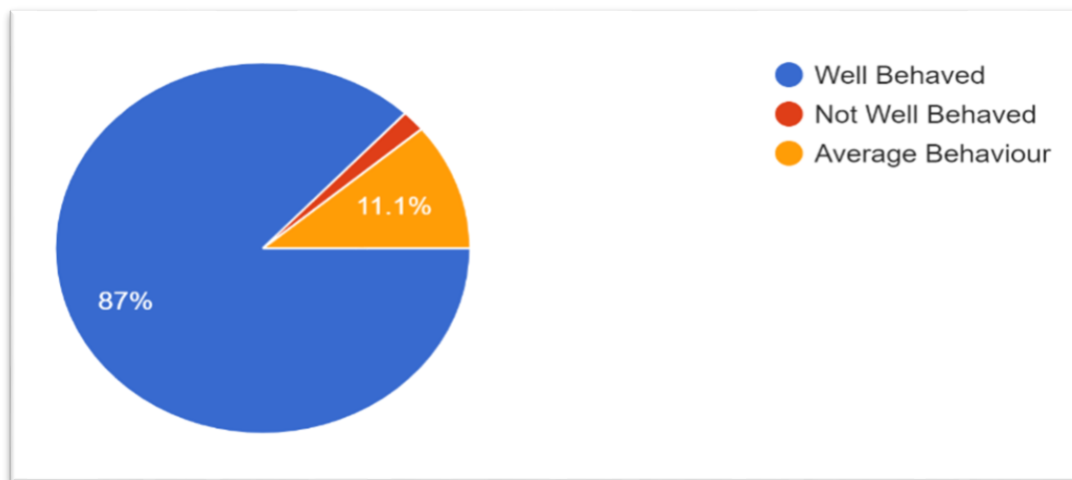
**Table.4.1.19. Response for food delivery person's behaviour**

Q. What is your most common experience of delivery persons employed in Zomato?

OPTION	NO OF RESPONDENT	PERCENTAGE
Well Behaved	53	87%
Not Well Behaved	1	2%
Average Behaviour	6	11%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 87% of the respondent finds well behaved delivery persons are employed in Zomato; 2% of the respondent finds not well-behaved delivery persons are employed in Zomato; 11% of the respondent finds average behaviour delivery persons are employed in Zomato.



**Fig.4.1.19. Responses for food delivery person's behaviour**

**INFERENCE:**

Majority 87% of the respondent finds well behaved delivery persons are employed in Zomato.

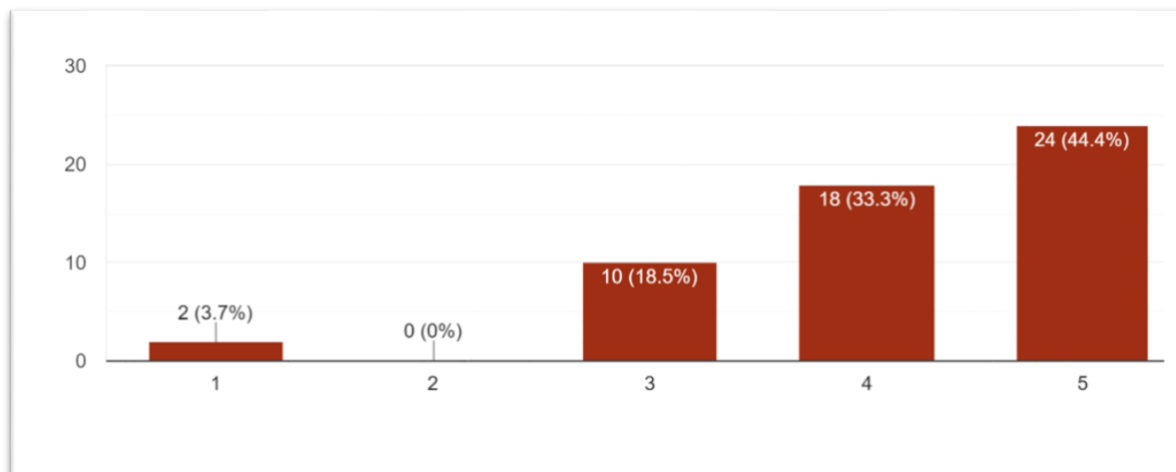
**Table.4.1.20. Rating scale for the service of Zomato**

Q. How much do you rate for the service in Zomato?

OPTION	NO OF RESPONDENTS	PERCENTAGE
1	2	4%
2	0	0%
3	10	19%
4	18	33%
5	24	44%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 4% of the respondent gave 1star rating for the service of Zomato; 19% of the respondent gave 3star rating for the service of Zomato; 33% of the respondent gave 4star rating for the service of Zomato; 44% of the respondent gave 5star rating for the service of Zomato.



**Fig.4.1.20. Rating scale for the service of Zomato**

**INFERENCE:**

Majority 44% of the respondent gave 5star rating for the service of Zomato.



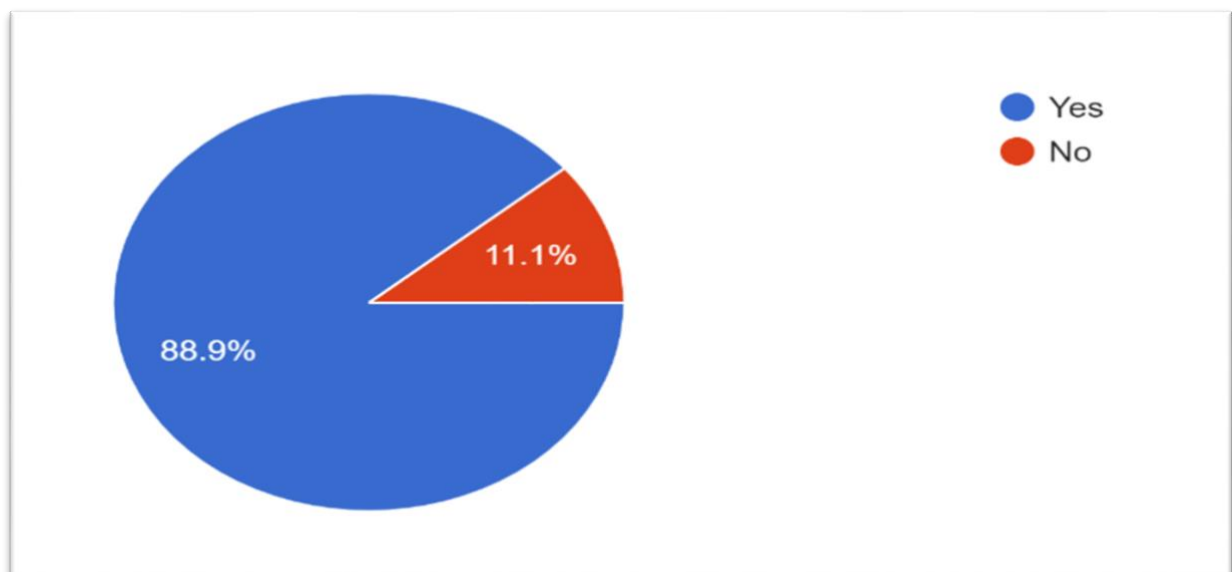
**Table.4.1.21. Response for suggesting Zomato to others**

Q. Would you suggest others to buy food in Zomato?

OPTION	NO OF RESPONDENT	PERCENTAGE
Yes	54	89%
No	6	11%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 89% of the respondent said yes to suggest others to buy food through Zomato; 11% of the respondent said no to suggest others to buy food through Zomato.



**Fig.4.1.21. Responses for suggesting Zomato to others**

**INFERENCE:**

Majority 89% of the respondent said yes to suggest others to buy food through Zomato Application.

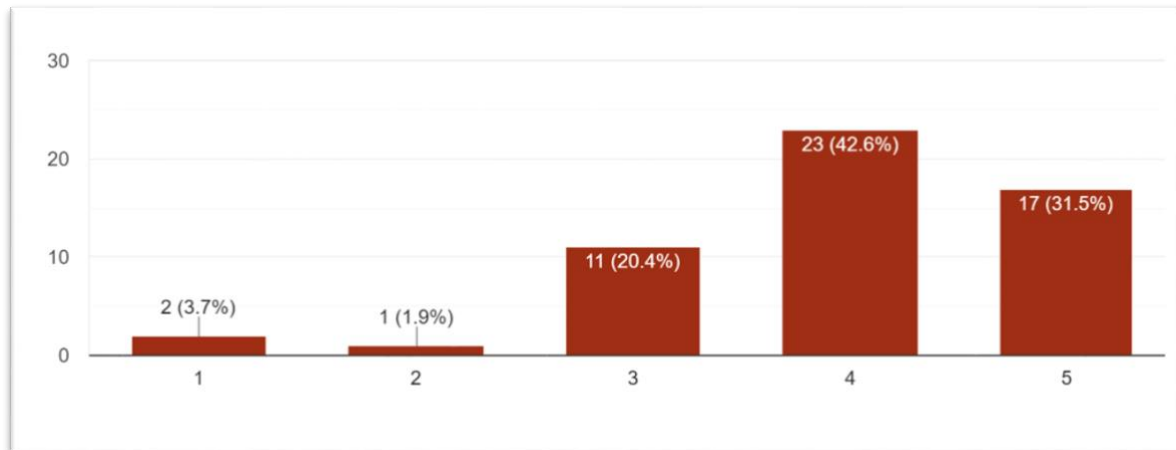
**Table.4.1.22. Rating scale for Zomato Application**

Q. How much do you rate for the Zomato application?

OPTION	NO OF RESPONDENTS	PERCENTAGE
1	2	4%
2	1	2%
3	11	20%
4	23	43%
5	17	31%
Total	60	100

**INTERPRETATION:**

From the above table, it is interpreted that 4% of the respondent gave 1star rating for Zomato Application; 2% of the respondent gave 2star rating for Zomato Application; 20% of the respondent gave 3star rating for Zomato Application; 43% of the respondent gave 4star rating for Zomato Application; 31% of the respondent gave 5star rating for Zomato Application.



**Fig.4.1.22. Rating scale for Zomato Application**

**INFERENCE:**

Majority 43% of the respondent gave 4star rating for Zomato Application

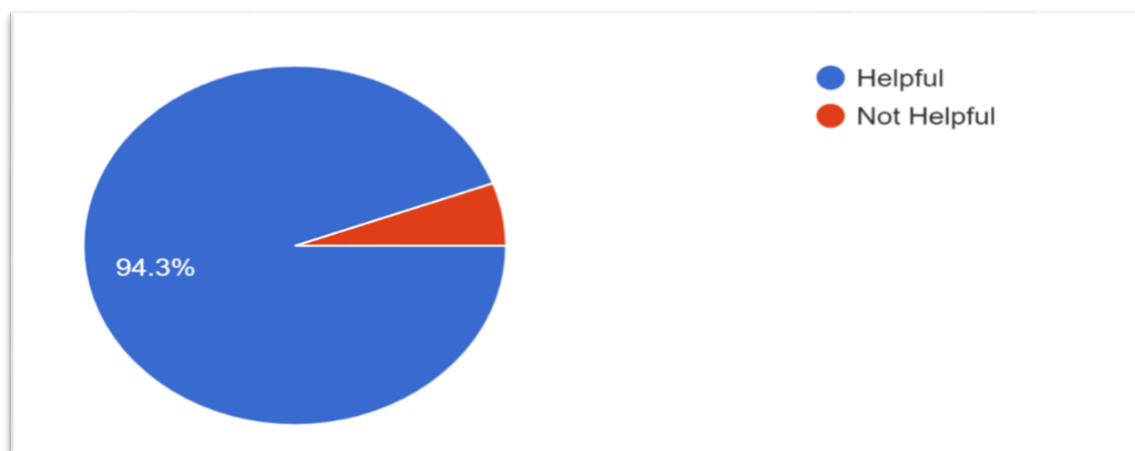
**Table.4.1.23. Responses for Zomato Application**

Q. Does the Zomato Application?

OPTION	NO OF RESPONDENTS	PERCENTAGE
Helpful	57	94%
Not helpful	3	6%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 94% of the respondent finds Zomato Application is helpful; 6% of the respondent finds Zomato Application is Not helpful.



**Fig.4.1.23. Responses for Zomato Application**

**INFERENCE;**

Majority 94% of the respondent finds Zomato Application is helpful.

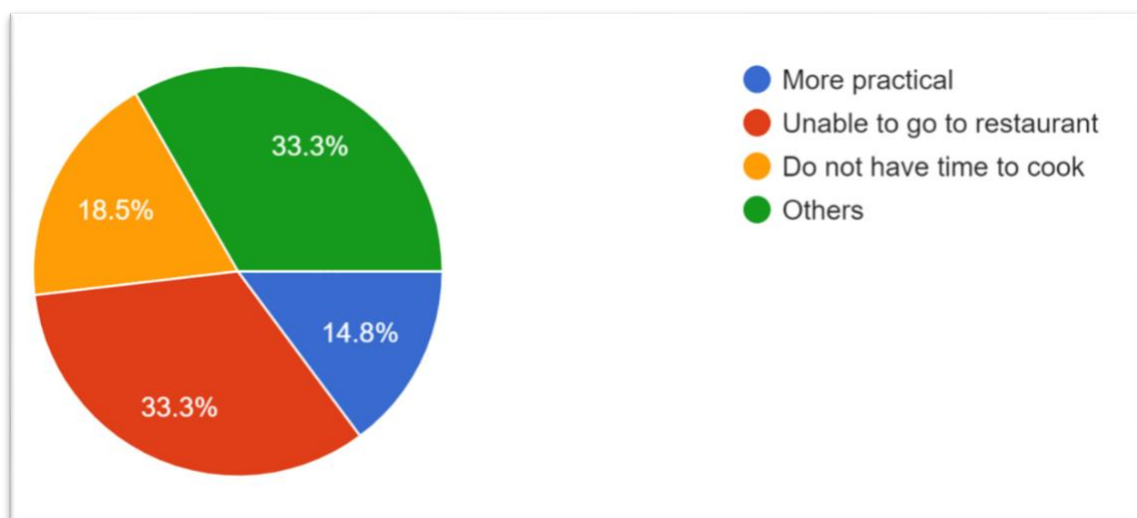
**Table.4.1.24. Reason for using Zomato Application**

Q. In general, what is the reason of using Zomato?

OPTION	NO OF RESPONDENT	PERCENTAGE
More practical	8	15%
Unable to go to restaurant	23	33%
Do not have time to cook	11	19%
Others	18	33%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 15% of the respondent reason for using Zomato because it is more practical; 33% of the respondent reason for using Zomato because of unable to go to restaurant; 19% of the respondent reason for using Zomato is because of they do not find time to cook; 33% of the respondent reason for using Zomato is for other reason.



**Fig.4.1.24. Reason for using Zomato Application**

**INFERENCE:**

Majority 33% of the respondent reason for using Zomato is just because of unable to go to restaurant and for other reason.

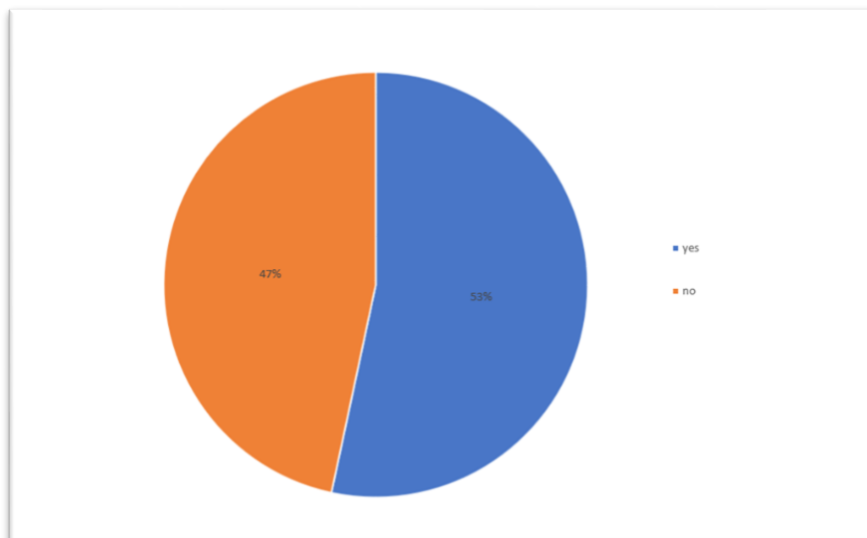
**Table.4.1.25. Responses for ordering food offline**

Q. Do you order food offline?

OPTION	NO OF RESPONDENT	PERCENTAGE
Yes	32	53%
No	28	47%
Total	60	100%

**INTERPRETATION:**

From the above table, it is interpreted that 53% of the respondent ordering food through offline; 47% of the respondent order food through offline.



**Fig.4.1.25. Responses for ordering food offline**

**INFERENCE:**

Majority 53% of the respondent ordering food through offline.

## 4.2. HYPOTHESIS:

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistics,  $p$ -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

	Yes	No	<i>Marginal Row Totals</i>
Order Online	45 (38.5) [1.1]	15 (21.5) [1.97]	60
Order Offline	32 (38.5) [1.1]	28 (21.5) [1.97]	60
<i>Marginal Column Totals</i>	77	43	120 (Grand Total)

The chi-square statistics is 6.125. The  $p$ -value is .013328. Significant at  $p < .05$ .

The chi-square statistics with Yates correction is 5.219. The  $p$ -value is .022342. Significant at  $p < .05$ .

### **4.3. SWOT ANALYSIS:**

- Strength
- Weakness
- Opportunities
- Threats

#### **Strengths**

1. First mover advantage: One of the most upper hands of Zomato is that it is the underlying mover in a large number of the countries where it is building up itself. Catalogues and various types of café appraisals may exist. Be that as it may, as an application Zomato is remarkable and numerous nations (like India) have cherished the ease of use of the Zomato application.

2. Evergreen exchange: The café exchange is partner evergreen exchange. Of course, there is likewise retreats and elective downturns which may impact the business. Be that as it may, generally speaking, this industry is going to remain around consistently and is basically going to develop with rising discretionary cash flow.

3. Fast expansion: It's thankful that Zomato has turned out to be progressively broad brisk. It is as of now in twenty-four nations and is expanding year on year.

4. Fantastic structure of the application: Zomato has oftentimes won honours for its application plan and for its easy-to-understand nature. The App configuration is shocking and it causes you find eateries close by just as in the region which you are going to visit.

5. Number of clients: Zomato has a high number of clients utilizing their application. Simultaneously, the site additionally has ninety million guests every month approx. With such a significant number of clients utilizing the application and site, there are more inputs and thus greater likelihood of discovering better eateries.

#### **Weakness**

1. Security issues for the application: A noteworthy issue for Zomato in the past has been some wellbeing issues because of which the application was hacked and in any

event 17 million client's information was replicated. Such wellbeing issues are a bad dream for web ventures.

2. Still a ton of extension required: Considering that the application has set-up in 24 nations, there is great development. And yet, the application has been set up 7 years back and with the measure of financing available for Zomato, the extension can be much brisk. It is enabling different administrations to create themselves in this specialty before it arrives at their region.

3. Word of mouth and Facebook registration: Besides such applications, in numerous spots informal still bests applications and simultaneously, Facebook registration are a solid challenger wherein open probably won't require Zomato. Hence, it is an application for early adopters however absolutely not for slow pokes.

## **Opportunities**

1. Further development: The number 1 open door for Zomato to develop is to more nations and set up its base speedier. Administration industry has a noteworthy interfered with that administration can be replicated quick and absolutely. Accordingly, it is significant for Zomato to build up and develop itself quicker.

2. More acquisitions: There are and were numerous little open in this space. Zomato can obtain a significant number of its rivals and simultaneously, it needs to keep a look on the tech organization and addition any tech development it can get its hands on to continue developing.

3. Cloud eateries: Zomato is thinking of the idea of Cloud cafés wherein eateries won't need to get a physical space to really sell their nourishment items. Next to, they can sell from Zomato.

4. Creating a network: Zomato has a high after however the clients don't connect with one another. Making a discussion and a network out of the clients officially following Zomato can be of a high advantage for the brand.

5. Adoption of the web and smartphones: There is a high increment in the selection of Internet crosswise over creating and immature regions also. Correspondingly, reception of cell phone has likewise expanded. In this way an ever-increasing number



of requests and research about cafés can happen online rather than through physical visits.

### **Threats**

1. Google's blueprint module: One of the significant dangers Zomato faces right presently is the Schema module of Google wherein google areas itself is getting in café counsel. Indeed, even google landing page demonstrates the google maps page where you can chase for eateries inside your territory. Google being such a major association, Zomato faces enormous challenge from them.

2. Market adherents and challengers: In the administration business, it is tranquil to repeat the achievement of another administration item or advertising. So also, showcasing adherents and rivals can unhurriedly remove the piece of the pie of Zomato.

## CHAPTER-5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1. FINDINGS:

- ❖ Majority 49% of the respondent are aged between 21-25.
- ❖ Majority 61% of the respondent of my questionnaire is female.
- ❖ Majority 89% of the respondent is ordering food through online.
- ❖ Majority 57% of the respondent are often ordering food through Zomato in Monthly basis.
- ❖ Majority 61% of the respondent is ordering food through Zomato for dinner.
- ❖ Majority 96% of the respondent is using mobile application to order food through Zomato.
- ❖ Majority 39% of the respondent spend \$250 to order food in Zomato.
- ❖ Majority 46% of the respondent prefer all the above which is for faster delivery, convenient, time saving and money saving.
- ❖ Majority 41% of the respondent gave 4star rating for ordering process in Zomato.
- ❖ Majority 43% of the respondent gave 4star rating for the packaging of food in Zomato.
- ❖ Majority 65% of the respondent maybe stop using Zomato if a similar online guide comes near them in future.
- ❖ Majority 46% of the respondent online food guide for Saving time.
- ❖ Majority 65% of the respondent get food on time delivery in Zomato.
- ❖ Majority 34% of the respondent ordering food through Zomato is about 6months.

- ❖ Majority 98% of the respondent feels easy to understand the language used in Zomato Application.
- ❖ Majority 93% of the respondent find helpful to place order to eat through Zomato Application
- ❖ Majority 72% of the respondent does not find any missing items in Zomato food delivery.
- ❖ Majority 53% of the respondent's primary reason for ordering food through Zomato Application is for Convenience
- ❖ Majority 87% of the respondent finds well behaved delivery persons are employed in Zomato.
- ❖ Majority 44% of the respondent gave 5star rating for the service of Zomato.
- ❖ Majority 89% of the respondent said yes to suggest others to buy food through Zomato Application
- ❖ Majority 43% of the respondent gave 4star rating for Zomato Application
- ❖ Majority 94% of the respondent finds Zomato Application is helpful.
- ❖ Majority 33% of the respondent reason for using Zomato is just because of unable to go to restaurant and for other reason.
- ❖ Majority 53% of the respondent ordering food through offline.

## **5.2. SUGGESTIONS:**

- ✓ Company should try to reach to people of other age groups.
- ✓ Company should take necessary steps to stimulate customers in repurchasing on a frequent basis.
- ✓ Zomato should focus more on other promotional activities such as television advertisements.
- ✓ The company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product.
- ✓ The company should try to be competitive than other companies and try to establish a strong position in the market.
- ✓ The Company should focus more on attractive advertisement, discounts, coupon code has to provide on advertisement media channels.

## **5.3. LIMITATIONS:**

- ✓ Due to time constraint the sample size was restricted to 60 respondents only.
- ✓ Since the study is on primary data collected through questionnaire, the result of the study was subject to all the limitations of the primary data.
- ✓ The analysis based on some statistical tools which has its own limitation.
- ✓ The finding and suggestions are based on the information given by the respondents.
- ✓ In some cases, participants refused to fill the questionnaire.
- ✓ The lack of resources led to Convenience sampling.

## **CHAPTER-6**

### **SUMMARY AND CONCLUSION**

#### **6.1. CONCLUSION**

Applications for the food supply have now become a major sensation in India. Numerous food delivery applications in India can be downloaded from the ease of homes on smart phones to order food on the go. The study helped in identifying the factors which influenced the customers for choosing Zomato. It was found that social media platform is not being properly utilized. The Facebook page should be more active to interact with consumers. Also, Zomato needs to keep innovating. New features like virtual tour of restaurants should be added. Live video shots from café/pubs can be added if some famous band is performing over there. The brand should build on its most used features. It must ensure that Authenticity of the reviews should be maintained. The company should focus on providing food items in considerable quality and quantity, it should also focus in undertaking more promotional activities through more advertisement and through social medias. Paid reviews should not be encouraged, as it will dilute the brand. Zomato has prepared 2,000,000 online nourishment arranges on its foundation in a solitary month on a promoting cost under \$50000 every month. Web based requesting has tremendous commitments for Zomato's fund as normal commission rate is practically 8.5% (for eatery conveyed requests) and from that point organization says the unit financial matters are appallingly positive and net edges on a request are about 55%.

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According to a recent sectoral report published by IBEF (Indian Brand Equity Foundation), “food has been one of the largest segments in India’s retail sector, valued at \$490 billion in 2013.

Bhavik Rathod, Head of Uber Eats India says, “To bring out the cost of delivery lower with a sizeable business with today’s better technology”.

Chavan et al, (2015), digital restaurants use smart phones to take customer orders and to provide user interface to view menu, place orders, track orders, receive real time updates, and to make online payment and collect receipts through smartphones.

Dwyer and Welsh (1985), Marketing channel strategies refer to the choice of structure in designing the distribution channel by manufacturers.

Hart & Stapleton in the year 2013 says, “price, product and intensive advertisement became the strategy to achieve the marketing plan”.

H.S. Sethu & Bhavya Saini (2016), their idea was to analyse the student’s perception, behaviour and satisfaction of online food ordering and delivery applications. The study shows that online food ordering apps secure their time due to easily availability.

Leong Wai Hong (2016) says, “The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online”.

Sathish Meena, Senior Forecast Analyst, Forrester Research found that, “The market for food delivery and food tech is pumped in one segment of money”.

Nashwan Mohammed Abdullah Saif, Wang Aimin School of Management, Wuhan University of Technology, Wuhan China says that, “the marketing strategy standardization/adaptation is important in the sense it can separate marketing mix elements to be standardized or adapted in the international market”.

Sanjay Anandharam Advisor sattva, Volunteer Spirt; Advisor Seed Fund, Idea spring; Enaiya, Ennovent, KARSEM says: While online kitchen businesses will raise money and continue to grow, the real battle and fight will be between players like Zomato and Swiggy”.

Sheryl E.Kimes (2011), found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal attention and also had high uncertainty towards use of early technologies.

Sumathy (2017), “A study on prospective concernment towards food adjure app” the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. The service rendered by the food adjure app is the major factor behind its success.

Varsha Chavan, et al, (2015) found that, “The use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately”.

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## **APPENDIX (QUESTIONNAIRE)**

1.What is your name?

2.What is your age?

- a) Less than 20
- b) 21-25
- c) 26-30
- d) More than 30

3.What is your gender?

- a) Female
- b) Male
- c) Others

4.Do you order food online?

- a) Yes
- b) No

5.How often you order in Zomato?

- a) Daily
- b) Weekly
- c) Monthly
- d) Fortnight

6.Which meal you typically order in Zomato?

- a) Breakfast
- b) Lunch
- c) Snacks
- d) Dinner

7. In general, how do you prefer to order food?

- a) Over the mobile app
- b) Over the web browser
- c) Others

8. What is the approximate money you spend on ordering food per time?

- a) <150
- b) <250
- c) <500
- d) More than 500

9. How do you prefer online food delivery in Zomato?

- a) Faster delivery
- b) Convenient
- c) Time saving
- d) Money saving
- e) All the above

10. How much do you rate for ordering process in Zomato (in the scale of 1-5)?

Poor   1       2       3       4       5       Excellent

11. How much do you rate for the packaging of food in Zomato (in the scale of 1-5)?

Poor   1       2       3       4       5       Excellent

12. Will you stop using Zomato if a similar online guide comes near you in future?

- a) Yes
- b) No
- c) Maybe

13.What is the purpose of online food guide?

- a) Saves Money
- b) Saves time
- c) For reviews
- d) Alternate options
- e) To go through the food menu

14.Delivery lead times at Zomato?

- a) I always get my food on given time
- b) Delivery time given is reasonable and I get on time delivery

15.Since how long have you been ordering food through Zomato?

- a) 6 months
- b) 1 year
- c) 2 years
- d) More than 2 years

16.Does the language used in Zomato application are easy to understand?

- a) Difficult to understand
- b) Easy to understand

17.Do the features in Zomato, help you to find a suitable place order to eat?

- a) Helpful
- b) Not Helpful

18.When you have ordered food through Zomato, have there been cases of a few items missing when it was delivered?

- a) Yes
- b) No

19.What is the primary reason you order food through Zomato?

- a) Discounts
- b) Convenience
- c) Better selection

20.What is your most common experience of delivery persons employed in Zomato?

- a) Well Behaved
- b) Not Well Behaved
- c) Average Behaviour

21.How much do you rate for the service in Zomato?

Poor 1 2 3 4 5 Excellent

22.Would you suggest others to buy food in Zomato?

- a) Yes
- b) No

23.How much do you rate for the Zomato application?

Poor 1 2 3 4 5 Excellent

24. Does the Zomato Application?

- a) Helpful
- b) Not Helpful

25. In general, what is the reason of using Zomato?

- a) More practical
- b) Unable to go to restaurant
- c) Do not have time to cook
- d) Others

26. Responses for ordering food through offline?

- a) Yes
- b) No