CUSTOMER SATISFACTION OF ZOMATO ONLINE FOOD PORTAL WITH RESPECT TO NASHIK CITY

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Abstract

There is a growth of food delivery wallets post COVID. The purpose of the study is to measure customer satisfaction of Zomato application in Nashik. Parametric Student t-test is applied to analyze difference in expected and perceived mean scores in e-service quality dimensions .It is seen that users of Zomato are satisfied in Application design, Security , Information & Reliability However the expected mean scores in case of responsiveness is more as compared to actual mean scores. Further studies can be conducted by applying EFA techniques to identify problems and challenges faced by users of Zomato.

Keyword – Food Delivery Portal, Zomato, Online Food portal

Introduction

Zomato is a well-known Indian multinational restaurant aggregator and food delivery company which was established by Pankaj Chaddah and Deepinder Goyal in the year 2008. Zomato helps in providing menus, informations as well as provides review of the user regarding restaurants and options of food delivery through partner restaurants situated in various cities. According to the report of 2019, Zomato is present in around 24 nations and in over more than 10,000 cities.

PROPOSED SCALE FOR MEASURING E-SERVICE QUALITY

The reviews obtained from the previous research studies, the basis for a new scale or new model has been established. This alternate scale is being called the **SERVQUAL** Dimension. This scale is being developed by Parasuraman et al. (1985, 1988). He created some new dimensions that identifies the e-service portal. Each dimensions is been illustrated in different accreditations.

Website/Application Design

The Website/Application Design deals with the tangible components of the SERVQUAL scale with references to the physical variables such as equipment's, premises, personnel and communication material. The main focus of e-service being an online portal should be on the tangible factors which refers to the design of the firm's website that provide an access for the customers to the firm and occurrence of success in the process of purchase. In case if the website design is not accurate and reliable it can lead to negative impression in the minds of the customers which may lead to the exit of customers from the process of purchase. It is being said that the initial outlook of the website ensures in gaining the confidence of the customers.

Hence it is imperative for the company for focusing on few important factors which could lead to establishing a reliable and strong website that could attract the customers. The elements are as follows: - Attractive and a well-structured and well-managed website portal.

- Compatible as well as evenness command.

- A proper outlook of the user interface.

- Easiness to download.

Reliability

It is defined as the ability of the company for delivering the promise they made to the customers regarding the services provided with total accuracy. From some earlier research studies, it has concluded that reliability as an important and crucial dimension with respect to e-service and the SERVQUAL scale. This aspect is an important indicator for a company for making the clients to trust them in the delivery of the promised services. There have been identified a few factors that can add up to the reliability

dimension of the SERVQUAL scale which can let the customers see the consistent performance and the credibility of the organization in deliverance of e-service.

- Accuracy in service delivery

- Completion of the service order.

- Truthfulness of the organization related to what it is going to offer the customers.

- Service provided online is always accurate.

- Not breaking the promises made.

- Delivering what is being promised in the advertisements.

- Availability of website facility round the clock.

Responsiveness

It is defined as the firm's readiness for helping the customers regarding their complains or queries and accordingly to provide fast services for the same. The responsiveness dimension in narrower in e-services as compared to that of in the SERVQUAL scale. The firm has to provide quick services to their clients or customers regarding their complaints and queries at the time of online purchase, that they could perform the function without any sort if interruptions. There are some of the factors which contribute to the element of responsiveness.

- Proper and sufficient information regarding contacts and performance delivery.

- Quick response given to consumers.

- Consumers being provided responses on time.

- Quick redressal of the problems of the consumers.

Security

It is defined as the employee's ability in building confidence and sense of trust among the customers through the use of their knowledge and etiquettes. It includes freedom from doubt, danger and risk which could arise at the time of conducting the srvice processes. This is a very important dimension of the SERVQUAL scale that arises at the time of conducting of the e-services. Customers could encounter certain sorts of risk at the time of dealing on the online portal with regards to the illegal and improper using of their financial and personal data. This is a crucial obstruction that leads in the negligence from the customers in using of the services of the website. There are some of the factors which contribute to the element of security, they are as follows:

- Protection of financial information of consumers.

- Protection of personal information of consumers.

- specifying properly the conditions regarding delivery as well as payment.

- Maintaining Goodwill.

Personalization

It is defined as to provide the customers with customized services which means services which are designed according to the customer needs specifically. The firms through e-service could help in maintaining interactive communication with customers which could help them to know the desires, needs, wants, pircahse habits, preferences of customers that will help the firm to provide more personalized and customized service to the consumers. By providing customized service to customers will help in increasing their level of satisfaction and they would not turn to any other service provider. Also the services related to delivery and payment could be personalized as per the requirement of the customers. There are some of the factors which contribute to the element of personalization, they are as follows:

- Customized services.

- Customized terms of payment.

- Customized terms of delivery.

- Customized designs.

Information

E-service is also referred to as a process through which information could be obtained. It is basically an information-driven service process. It is a crucial factor that helps a customer to arrive at a decision regarding purchase if they have a complete information regarding the product they are looking for. There are some of the factors which contribute to the element of information, they are as follows:

- Up to date information

- Present and on time availability of information.

- Correct and reliable piece of information

- Information which is easier to comprehend.

Review of Literature

Zeithaml V. et al. (2000) described in their research study that electronic service qualities are important for a firm's success on the e-service model as the firms have realized that just focussing on the web presence and low price is not sufficient for a firm's success in the long run. The researchers have focussed on the efficiency, fulfilment of promises, maintaining privacy, reliability of the firm in the minds of customers and responsiveness.

Madu C. et al. (2002) pointed out in their study aims in identifying the different features or dimensions which the consumer use for assessing the virtual or online quality of their e-service and operations. This paper focuses in finding and analysing the features that the customers looks for as a necessity which determines the increased level of satisfaction among the consumers. The research focuses on many dimensional qualities of e-service such as the structure of the website, reliability, serviceability, privacy, trust, responsiveness, integrity, customization and assurance.

Dr. Yang Z. et al. (2002) conducted the study and has derived an exploratory study with relation to the dimensions of service quality from two different points of view of the group. One from the internet purchasers and from the point of view of non-purchasers. The researchers have discovered that there are 6 primary service quality dimensions for internet purchasers which is access, personalization, security, reliability, ease of use and credibility. For the internet non-purchasers the dimensions are as responsiveness, ease of use, personalization, access and security.

Santos J. (2003) surveyed in her study has said that the service quality is increasingly becoming a crucial part of e-commerce. As the medium of e-commerce is more pocket friendly, feasibility, and at ease when compared to products through traditional channels. The researchers has focussed that service quality is the most important determinant for the success of e-commerce. The study focusses on the various dimensions like efficiency, support, reliability, incentives, support and communication that this are actively involved while accessing e-commerce.

Sohn C. et al. (2008) described in their study said that today a greater number of companies are participating in the online markets for selling their products to a wider number of customers. As each and every company is in the online market; the companies need to find out something different so as to grab the attention of the consumers to increase their sales. The most important dimension of e-service is the quality of service which is being provided to the customer online. The research enumerates 6 different dimensions which needs to be focussed on which are customization, trust, reliability, ease of use, web design, delivery speed.

Lee G. et al. (2005) analysed in their study examined the relationship between the quality dimensions and the total service quality, intention to purchase and satisfaction among the consumers. A survey of around 297 online consumers were taken for testing the research model. The study showed the presence of different dimensions such as reliability, design of the website, trust, personalization and responsiveness as the most important dimensions related to e-service.

Gupta M. (2019) examined in the research paper the impact of Swiggy and Zomato on the business of the restaurants. The developments in the internet technologies has given a boost in extending the online food services and individuals are extensively using their services as they compare the costs of both and the easy accessibility to the services. Online ordering has seen immense growth in the recent times. The advent of technology has been instrumental in changing the entire process of operation of the restaurant industry in a positive manner.

Raina A. et al (2018) described in the research paper about studying the perceptions of the consumers who order food using the online food delivery applications which is Zomato, Swiggy and Uber eats in Ludhiana. The study focuses on people using the mentioned apps for ordering food online. For the study, a survey was conducted for analyzing the different attribute of the above mentioned apps, to find out which application is serving the best and in where the customer satisfaction is the most.

Sparta J. et al (2019) pointed out in the research paper focusing on the marketing strategies and the implementation of the same by Zomato for becoming a pioneer in Online Food Service sector. The research is based on the case study of Zomato which is the biggest ordering food through online platform in the country. Zomato has build itself as a strong brand which emphasis on making sure that the consumers get used to the services rendered by them. The research helps in studying the aspects through which the company manages it's process in the growing industry.

Frederick D. et al (2021) conducted in the research paper studying the analyzing of the positioning strategy, marketing mix, and overall SWOC analysis of Zomato's business. The study examined that Zomato should also explore the rural regions, also providing virtual restaurant tours for enhancing the capabilities of the services provided. The study draws conclusions that the positioning strategies of Zomato are well-defined in capturing the market but on the other hand requires to develop more strategies for surviving in the market.

Objectives of Study

1.   To measure customer satisfaction of Zomato food delivery portal.
2.   To give appropriate suggestion on the dimensions of e service quality in which users are dissatisfied.

Hypothesis of Study

Ho: There is no significant difference in expected and perceived mean score of E-Service quality constructs of Zomato food delivery portal.

H1: There is a significant difference in expected and perceived mean score of E-Service quality constructs of Zomato food delivery portal.

Material and Methods

The current study is based on descriptive framework and quantitative data. Both primary secondary sources of data collection methods have been used. The total sample size for the study is 240 users of Zomato portal. The sampling technique applied is non probability purposive sampling (users of Zomato using the application for more than 1 year have selected). The software used for the current study is SPSS 26 and the technique is used Paired sample t-test.

Results and Findings

Data Analysis

Table No. 1: Reliability Analysis

SERVICE QUALITY	EXPECTED	PERCEIVED
Application Design/ Website	0.741	0.769
Reliability	0.758	0.781
Responsiveness	0.763	0.813
Security	0.801	0.845
Information	0.784	0.798

All the values of the Cronbach's Alpha as stated above are more than 0.70 which indicates high level of reliability.

Table No. 2: Gap Analysis- Application Design/ Website.

	Expected		Actual		GAP	t- Value	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean- Expected Mean)		
Application is Attractive and well Structured	2.5102	1.08248	5.2653	1.11384	2.7551	-11.948	.000
Application is Well-Manage Website Portal	3.1224	1.07301	5.4898	1.22683	2.3674	-13.051	.000
Application is Compatible	3.2857	1.09924	5.1224	1.05342	1.8367	-10.448	.000
Overall	**8.9183**	**3.25473**	**15.8775**	**3.39409**	**6.9592**	**-25.592**	**0.000**

Source: Collected from primary data

There is a high level of customer satisfaction in case of application design as the overall gap is 6.9592. From the above table it can be seen that expected score is less as compared to perceived score. Thus customer has high satisfaction level towards the application design of Zomato.

Table No. 3: Gap Analysis- Reliability.

S	Expected		Actual		GAP	t- Value	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean- Expected Mean)		
Services are provided as promised	2.8367	1.00720	5.1429	0.86603	2.3062	-12.472	0.000

Application is open and available 24X7	2.5714	0.97895	5.4286	0.84163	2.8572	-12.978	0.000
There is accuracy in service delivery.	2.3673	0.97241	5.3061	0.91752	2.9388	-13.663	0.000
Overall	**7.7754**	**2.95856**	**15.8776**	**2.62518**	**8.1022**	**-27.344**	**0.000**

There is a high level of customer satisfaction in case of Reliability as the overall gap is 8.1022. From the above table it can be seen that expected score is less as compared to perceived score. Thus the customers are high satisfied towards the reliability dimension of Zomato.

Table No. 4: Gap Analysis- Responsiveness.

	Expected	Actual	GAP	t- Value	p-Value	t- Value	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean- Expected Mean)		
Quick response is given on Customer Queries.	5.2449	1.00000	2.4286	0.77810	- 2.8163	14.961	0.000
Quick redressal on Customer problems	5.1837	1.02062	2.4286	0.93995	- 2.7551	15.422	0.000
There is Proper and sufficient information regarding contacts and performance delivery.	5.0816	1.11461	2.6122	0.86209	- 2.4694	11.964	0.000
Overall	**15.5102**	**3.13523**	**7.4694**	**2.58014**	**-8.0408**	**-27.344**	**0.000**

There is a high level of customer dissatisfaction in case of Responsiveness as the overall gap is   **-8.0408**. From the above table it can be seen that expected score is more as compared to perceived score. Thus zomato need to take appropriate measures to change their quick customer support policy and the complaint handling policy.

Table No. 5: Gap Analysis- Security.

	Expected		Actual		GAP	t- Value	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean- Expected Mean)		
Zomato provides high protection for my banking transaction	2.3469	1.01141	5.3061	0.84666	2.9592	-11.964	0.000
Zomato provides high protection of my personal information	2.4490	0.98025	5.6122	0.83707	3.1632	-15.483	0.000
Zomato is secured, safe from any fraud or hacking	2.5102	0.89262	5.3878	0.95342	2.8776	-14.993	0.000
Overall	**7.3061**	**2.88428**	**16.3061**	**2.63715**	**9.000**	**-20.952**	**0.000**

There is a high level of customer satisfaction in case of Security as the overall gap is 9.000. From the above table it can be seen that expected score is less as compared to perceived score. Thus Zomato application is safe and secure food delivery portal.

Table No. 6: Gap Analysis- Information.

	Expected		Actual		GAP	t- Value	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean- Expected Mean)		
The Application provides up to date information.	2.0612	0.74744	5.5918	0.60959	3.5306	-15.481	0.000
Application provides information which is easier to comprehend.	2.4286	0.91287	5.5510	0.61445	3.1224	-24.166	0.000
Application provides correct and reliable and piece of information.	2.7143	0.73598	5.6327	0.63554	2.9184	-20.370	0.000
Overall	**7.2041**	**2.39629**	**16.7755**	**1.85958**	**9.5714**	**-33.156**	**0.000**

Source: Collected from primary data

There is a high level of customer satisfaction in case of Information as the overall gap is 9.5714. From the above table it can be seen that expected score is less as compared to perceived score. Thus it can be concluded that information on the portal is correct, accurate and updated.

Conclusion

Thus it can be concluded that users of Zomato are satisfied with the application Design & its interface, Updated and accurate information on the portal, Services delivered as promised (Reliability), Security of personal and banking details .However customers are dissatisfied with quick customer support & redressal policy of zomato.Robotic & AI customer support must be replaced by the physical employees (chatting and call) to serve the customers better. Also regular feedback must be taken to enhance the quality .Refund and replacement of bad quality food/missing items must be resolved quickly .Stringent action must be taken against misbehaved delivery agents

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