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A STUDY ON EFFECTIVENESS & EXPECTATIONS OF ONLINE ZOMATO SERVICES IN MYSORE CITY

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ABSTRACT-The World Wide Web has evolved into a network that connects all individualities worldwide. multitudinous stoner-friendly mobile operations and websites have appeared in this environment. The Online Food Ordering System is one similar technologically driven stoner-friendly bid. Through colourful mobile operations that use the internet, an online food ordering system allows a Consumer to order their food needs from any favourite Restaurant that's nearby. It offers the Consumers a wide selection of colourful mess options made accessible by the numerous types of caffs that operate hard. Online mess ordering and delivery services are getting decreasingly popular, and druggies' prospects are rising along with it. In this environment, it becomes important to consider how guests view online food ordering and the services handed by online food ordering businesses. In order to learn further about how guests, feel about the services they gain from the colourful online food ordering doors, the experimenter decided to conduct the current study. Grounded on the primary check's findings, this study will help service providers in understanding the comprehensions, requirements, and opinions of consumers.

KEY WORDS--Ordering food online, client opinion, Challenges, Advancements, Satisfaction, Anticipation, Effectiveness.

I. PREFACE

Due to new technological developments and the anytime, anywhere, anything intelligence, the World Wide Web has developed into a network that connects all individualities on the earth. In this setting, a plethora of stoner-friendly mobile operations and websites have surfaced. One similar stoner-friendly technology attempt is the online food ordering system.

An online mess ordering system enables a Consumer to place food orders from any favoured Restaurant that's hard through a variety of mobile operations that use the internet. It gives guests access to a wide range of different food druthers because to the numerous different kinds of beaneries that run hard. The technology also makes it simple for guests to order from any accessible position of their choice and pay accessibly using cash on delivery or online payment

options. Thanks to this practical option, guests' moment does not have to go without food when they cannot prepare or leave the house. rather, druggies may order food online using the stylish apps for online mess delivery.

E-commerce sectors in countries like India have grown as a result of the Internet's more recent arrival. Thanks to developments Ine-commerce, people who want reflections delivered directly to their home can fluently buy food online. guests still go out to eat, but they find it relatively accessible to order reflections online because it spares them from having to physically visit the caffs. Because our primary ideal in this study was to assess client comprehensions of online mess ordering services like Zomato, we named to study consumers' prints of food ordering apps like Zomato. We did this to learn further about the rudiments impacting consumer choice for these services in developing countries like India.

In this ultramodern world,64.80 of the GDP is reckoned for by the service sector. Zomato is one of the most well- known apps for aiding druggies in chancing caffs. As a result of the advancement of digital technology, diligence is transubstantiating. Along with the operation of technology, the number of people employed in the digital sector is adding significantly. Indeed, guests are oriented to placing orders or making purchases through apps or websites, awaiting the same position of convenience and openness as they would get from a real business. In order to meet client prospects, apps are furnishing their druggies with further features and services. Not just in one country, but all throughout the world, this problem exists. Businesses may effectively retain consumers by meeting client prospects.

Zomato is an online resource for chancing bars, clubs, caffs, and dine- out possibilities. The reviewed caffs are rated by the registered druggies according to their choice, visit, and experience (on a scale of 1 to 5 stars). The website assists in classifying a eatery, cantina, or club grounded on its availability to WiFi, air exertion, a smoking area, live performances, out-of-door seating, and non-vegetarian food and drink. Zomato also provides information on the cookeries served, the operating hours, the typical cost of a regale for two, and whether credit cards are accepted.

guests' prospects are growing as online mess ordering and delivery services come more and more common. In this light, it's critical to suppose about how consumers perceive online mess ordering and the services offered by online food ordering companies. This inspired the experimenter to carry out the current study, named" A study the effectiveness & prospects towards online mess delivery services, with a focus on the Zomato app in Mysore megacity," in order to learn what the druggies of the colourful online food ordering websites suppose about the services that they offer. The issues of this study will help service providers more understand guests' prospects and opinions on the hypotheticals that uphold the study's conclusions.

Significance of the study: The study's applicability is confined to guests who have used Zomato's online food delivery services in Mysore City. The primary thing of the study is to determine how consumers view online food delivery services. Consumer print can change depending on the situation. This study can offer useful perceptivity into how Zomato admit-range hospices in Mysore megacity can ameliorate their services to fulfil consumer prospects. Understanding client perception is essential for perfecting client experience. This study can enable these hospices and Zomato to stay competitive and draw further consumers in a largely competitive request by assessing client perception of Zomato in the environment of modest hospices in Mysore megacity. This study's perceptivity on consumer gusted and preferences

will prop Zomato and Mysore megacity hospices in making better business opinions, similar as enhancing pricing tactics, marketing enterprise, and other business practices to increase customer happiness and fidelity. This study can add to being academic studies on the hospitality business, internet hostel reserving spots, and consumer perception. Experimenters can make on the current body of knowledge by conducting fresh exploration in this area using the study's findings. We'll learn from this study how consumers in the Mysore area perceive the services that are offered to them as well as the factors that impact those comprehensions. These conclusions may thus prop service providers in fastening on these rudiments in order to close any gaps in consumer station. Around 100 replies were gathered from the check, which was administered in several Mysore neighbourhoods.

Background of the study: The background of a study on the effectiveness and prospects towards online food ordering apps, specifically fastening on the Zomato app in Mysore megacity, start by pressing the significant growth and relinquishment of online food ordering platforms in recent times. bandy how these platforms have revolutionized the way people order food, furnishing convenience and a wide variety of choices. Introduce Zomato as one of the prominent players in the online food ordering request. give an overview of Zomato's services, including its app and website, its presence in Mysore megacity, and its impact on the original food assiduity. bandy the influence of online food ordering apps, similar as Zomato, on the traditional food assiduity in Mysore megacity. punctuate how these platforms have enabled small and original caffs to reach a wider client base, adding their visibility and business openings. Explain how online food ordering apps have changed consumer gusted and prospects. bandy how guests now anticipate flawless ordering gests, presto and accurate deliveries, a wide range of eatery options, and transparent pricing. Emphasize the significance of studying the effectiveness and prospects towards online food ordering apps like Zomato. Explain that understanding client comprehensions, satisfaction situations, and prospects can help service providers enhance their immolations and ameliorate client gests. State the explanation for fastening on Mysore megacity in the study. bandy the unique characteristics of the megacity's food scene, its consumer demographics, and the applicability of studying the comprehensions and prospects of Zomato druggies in this specific environment. By furnishing this background information, the study sets the stage for exploring the effectiveness and prospects towards online food ordering apps, particularly Zomato, in Mysore megacity.

II.   REVIEW OF LITRATURE

Guo, Xiangyu Luo, Kelin Tang, Zhihao Gavin Zhang, Yuhao Theoretical Computer Science (2022), in their design about "The online food delivery problem on stars" To pretend the delivery issue constantly encountered in online mess ordering and delivery platforms, we introduce the Online Food Delivery Problem (OFDP). Online requests(orders) are made through the OFDP, and the depot(eatery) must elect when to dispatch a garçon to fulfil the orders. Before fulfilling fresh requests, the garçon must go back to the depot (to pick up food). The thing is to reduce outside inflow time, or the maximum quantum of time between submitting and finishing a request. This issue can alternately be seen as an adaption of the Online Dial-a-Ride issue, for which the outside inflow time end is generally unachievable. We examine the OFDP on star graphs and present results for both algorithmic complexity and hardness. We examine a naturally greedy strategy and demonstrate that, among all myopic algorithms which are algorithms that instantly dispatch the garçon if there are unmet requests

— it obtains the stylish competitive rate of 3. also, we demonstrate that an algorithm with an applicable waiting strategy and a foresighted (i.e., non-myopic) may reach an8/3 competitive rate. On the down side, we give a straightforward lower set illustration that fully rules out the actuality of any (2)- competitive algorithms.

Khandelwal, Utkal Singh, Trilok Pratap International Journal of E-Services and Mobile Applications (2022), in their design about "An Empirical Study of Consumer station Toward Relinquishment of Online Food Ordering App" The thing of this study is to pinpoint the variables that affect consumers' stations toward the use of online mess ordering apps and the extent to which each variable affects those views, with the moderating goods of technological obstacles. This study put forth a abstract frame for testing people's comprehensions of online food delivery services. On the base of 514 checks that were gathered in India, connections between the constructs were examined and estimated using the structural equation modelling system of partial least places route modelling. Results showed a positive correlation between station toward online food ordering apps and trouble expectation (EF), performance expectation (PE), perceived social morals (PSN), perceived complexity (PCL), perceived comity (PCT), perceived relative advantage (PRA), and perceived threat (PR)(ATT). also, TB modifies the relationship between PE, PCL, PCT, PR, and ATT significantly. still, there was no perceptible moderating influence in the relationship between EF, PSN, PRA, and ATT.

Zou, Guangyu Tang, Jiafu Yilmaz, Levent Kong, Xiangyu Applied Intelligence (2022), in their design about "Online food ordering delivery strategies grounded on deep underpinning learning" On the well- known online platforms for ordering food, millions of deals are made every day as a result of the rapid-fire growth of Online to Offline(O2O) commerce. The success of the O2O platforms depends on effective order dispatching and dynamic route adaptation. still, the enormous volume of deals and the intricate computational nature of delivery routes give substantial obstacles to effective order dispatching. A Markov decision process is formed by the action of transferring out instructions and the posterior change in the state of the couriers (MDP). The system of underpinning literacy had demonstrated that it could handle MDP. By interacting with an O2O simulation model created by SUMO, the Double Deep Q Network (DQN)- grounded underpinning learning frame proposed in this paper gradationally tests and learns the order dispatching policy. The suggested Double- DQN grounded order dispatcher's effectiveness and effectiveness are shown by the original experimental results utilising real order data. To enhance the functionality of the Double- DQN grounded dispatcher, colorful state garbling ways have also been developed and tested.

Inthong, Chidchanok Champahom, Thanapong Jomnonkwao, Sajjakaj Chatpattananan, Vuttichai Ratanavaraha, Vatanavongs Sustainability (Switzerland) (2022), in their design about "Exploring Factors Affecting Consumer Behavioural Intentions toward Online Food Ordering in Thailand" The COVID- 19 epidemic has made internet food ordering more common. In order to determine the factors impacting the choice to order food through a food-delivery platform, this study used a structural equation model. The task- technology fit (TTF) model, a new factor, and the proposition of planned gusted (TPB) and technology acceptance models were all employed to estimate platform felicity. A questionnaire that was distributed to a group of 1320 consumers was used to gather the data. The findings demonstrated that private morals were the alternate most significant factor impacting consumer behavioural intentions after views regarding online delivery. The most important station was perceived ease of use,

which was followed by perceived utility and trust. The study's findings showed that perceived mileage and perceived ease of use were both significantly impacted by TTF. This means that if a platform for ordering reflections is accepted, guests will continue to use it, adding the viability of the company.

Gunarathna, Prabhath Silva, Lasitha De MERCon 2022- Moratuwa Engineering Research Conference, Proceedings of Z Generation in Sri Lanka' has changed the way people spend time due to rapid information and communication technology development and decreased internet access, and often offline transactions have been turned online. This is common in all distribution industries, and the fast-food industry is no exception. While many researchers have studied the meaning of ordering fast food, less research has been done in the Sri Lankan context. Therefore, the aim of this study is to identify the differences and to offer suggestions for the development of online fast food ordering models. In this study, the main factors influencing online grocery ordering were linked to convenience, website quality, food quality and social impact, and were the average variable for customer satisfaction. Tested between 20 and 40 384 people in the western region of Sri Lanka, the results showed that the quality of the website was most important, while convenience was not related to the desire to buy fast food online. Consumer satisfaction was also hypothesized to be positively correlated with website quality, food quality, and online fast-food purchase intention, and positively correlated with online high-order fast food emotion and satisfaction. Finally, suggestions were made according to the location of the advertisement, website design, food distribution and design.

Anggreainy, Maria Susan Setiawan, Arden Sagiterry Subekti, Mohammad Jingga, Kenny Noprianto Hartanto, Jaka ICSEC 2021 - 25th International Conference on Computer Science and Engineering (2021) Time, technology is constantly increasing its impact on life on earth. At key stages, we must take action to not fall behind in this sudden change. Indeed, the divisive nature of ordering food online is now at its peak as more and more people are willing to use it. When people just want to buy something and go home, they usually order food online. Our goal is to create an online ordering system for the home catering business as it is rare to see home ordering done this way. Especially when it comes to an illness, we realize that the traditional eating process has many shortcomings that we want to address. We hope the new system will provide a good experience for the affected communities. This post explains the history of our Universality, the problems it solves, the needs and benefits of the system, and how our team has implemented the scrum process into our system.

Nguyen, Bang Nguyen, Van Ho Ho, Thanh Business Research (2021), in the designs of "Evaluation of User Assessment in Online Communication Platform". Stoners volunteer or use them solely to do business online, including shopping, dining, and changing minds. Brands also analyse customer feelings and thoughts to determine how the consumer uses or thinks about a good or service. The sample is based on data collected from 236,867 online Vietnamese reviews posted on foody from 2011 to 2020. vnanddiadiemanuong.com, this document provides a way to reward customers for thinking and analysing thoughts. The Swish model is also called for applying and evaluating machine learning models. Results Experimental studies show that the proposed method has an efficacy of 91.5. Research results help business managers and service providers understand customer satisfaction and opinions about their products or services, enabling them to make changes and make informed decisions. It also helps design and implement better e-commerce services for food safety operations.

Goffe, Louis Chivukula, Shruthi Sai Bowyer, Alex Bowen, Simon Toombs, Austin L. Gray, Collim. Thanks for the service at the 34th Conference, BCS HCI (2021), on "The Interesting Problem with Designing Human Resources for Online Meal Ordering" Now, most of our Takeout foods can now be ordered online. By gathering together and facilitating transportation, they open the door to the benefits of social activities. While they are now focused on eating foods often seen as unhealthy, they are not secular and generally do little to foster the addict's faith and positive thinking. In this article, we explore the evolution of Just Eats sizes while including theoretical shoes from public health. In 2018 and 2019, we organized stores to see the behaviour and provocative behaviour of users. We have also created a world-centric network extension template to reflect the behaviour of service providers and improve operations to meet the conditions and interests of drug addicts. We present a consumer-centred model for food ordering that enables researchers to explore how health information works to improve health and well-being. We also offer ideas designed to influence the evolution of existing foods (or create new bones) to provide open, personal and robust care that supports people who take medication and improve their health.

Putranto, Leksmono Suryo Vincentius In their presentation on the IOP Lecture Series Equipment Science and Engineering (2020), "The effect of ordering food online at home, not at home", people usually eat three meals a day and the date they prepare themselves. to search for food or food. With the popularity of online shopping, including grocery ordering, online grocery ordering can replace grocery shopping. The purpose of my writing this article is to explore the variables that affect people's online shopping preferences. An online questionnaire was distributed to 105 participants. Likert scale responses range from 1 (explosive) to 4. (Explosively accepted). Standard deviation tests were performed to compare the 2.5 (conversion from difference to consistency) responses. In general, the decision to buy food online is made by good service and reliability.

Sentil, M. Gayathri, N. Chandrasekhar, KS. International Journal on Food System Dynamics (2020), in their article on "The changing food technology geography paradigm in India - the impact of online food foragers", the purpose of this study is to explain the guests' views on discounts. factors, future food technology, the impact of family values, the culture of eating out, digital stress and their impact on satisfaction. Online grocery shopping targets millennials. Generation X is different from other generations in understanding the difference. Future recovery will depend on reducing emissions. As more and more people choose to order food online, restaurant owners will focus on providing more convenience and discounts to their customers. Optimization is important because increasing technophobia is changing the perception of future food consumption and consumer satisfaction.

Zhang, Yawen Spielman, Seth Liu, Qi Shen, Si Zhang, Jason Shuo Lv, Qin 2020 IEEE International Applications, Big Data and Distributed Processing, Big Data and Cloud Computing, Sustainable Computing and Dispatches, Social Computing and Networking (ISPA BDCloud) /SocialCom/SustainCom) (2020), criticizes Urban Planning and Policy - Timber by Deadly Mobility for their design 'Effectiveness Analysis of Online Food Delivery Data to Explore and Improve Urban Work and Housing Mobility'. In some arrangements of space and bodies, for example, tracking the motion of work and shell is subtle. In this study, we explore how to use online food delivery data, the new data transmission, to determine location and movement. Compared to using traditional materials, we have adapted to the characteristics of

work and housing changes in the broad and physical decisions made by millions of people making informed decisions about online shopping, consumption and delivery in Beijing, China. The season of exposure and the history of transmission can be determined. More importantly, we define the functions and chassis structure by connecting them to macro and micro levellers. According to our research, travel time is an important factor in work and mobility. In addition, (1) domestic workers have to choose between cheaper housing prices and shorter commutes given the city's standards; (2) employees regularly work more and change jobs. In fact, despite the limitations of this new data, we argue that integration can be beneficial when they combine lots of data with rich parameters to create a more complete picture again between business and checkout. Our study helps the whole system integrate in some way and demonstrates the effectiveness of using food delivery data to identify and analyse work and movement. ZPO:

Rakshitha Raj, R. Akshaya, J.B. Srilaxmi, C.P. The International Journal of Latest Technology and Engineering (2019) has published a simple online ordering system in the "online ordering system" design to make ordering easier. The proposed system introduced a more rigid interface and updated the menu to include all druthers, making it easier for visitors to complete their tasks. Customers can view their order information and add additional items to their orders before checkout. The customer receives an order form. Add orders to the production line, simplify information, and send the response in a timely manner. The system helps the platoon order process to be efficient and timely error-free.

Meenatchi Somasundari, K. International Journal of Latest Technology and Engineering (2019), In their designs "The Impact of Stress on Job Performance of Online Food Managers", Impulsive life leads us to borrow from our online reality. As a matter of fact, food is brought to our door with a simple valve, making life easier. Job stress CEOs' experience with food delivery is often overlooked. The portfolio examines its strengths and weaknesses. Human intelligence changes with pressure. Stress, a state of mind and body, occurs when one's bank is not sufficient to cope with the demands and stresses of the environment. The aim of the current study is to determine the benefits and harms of plant stress, the impact of management and management performance, especially in the online food delivery industry. 210 online restaurant managers responded and responded to the survey. A simple random sampling system was used for data collection. Tests were performed using chi-square test, correlation and independent t-test. In Chapter

Correia, Juan C. Statement of Information (2019), "online grocery delivery data integration" designs, the data includes collaborative food data that occurs in online food delivery connecting restaurants with customers who want it. eat it and have it delivered to their home or workplace. The article "Analysing the coordination of food distribution using web mining" is associated with this document. This file can be downloaded from the Mendeley database in comma separated value format.

George, Karan Sreejith, R. Senthil, S. International Journal of Latest Technology and Engineering (2019), information in the field in their project on "Geographic Analysis and Visualization for Decision Making: Application to Online Food Delivery Platforms", which is the most used by the organizers. identifying potential stores, developing regional advertising plans and focusing on direct marketing campaigns. Thematic maps in GIS provide a visual assessment of an area. Many geographic information can be displayed on maps using different options such as circles, bars or colours. However, not much is known about the best brand for

every occasion. In a large-scale study, the authors show how characters influence the selection process. GIS-based presentation makes it easy to analyse the market and helps planners choose the most attractive one. The best option should be chosen visually, and GIS thematic maps can help with this. This study explores the impact of various GIS-based disclosures on advertising analysts' online product distribution decision making. The results show the importance of the GIS map for the project and how agent guidelines influence the initial decision.

Miss. I. Karthika, Ms. A. Manojanaranjani (2018), in her project "Examination of various food orders by customers according to their impact on people's lives". One of the most important obstacles in front of business people is the emergence of virtual stores that sell products and services over the internet. Customers can now purchase quality products and services from anywhere, 24 hours a day, 7 days a week, regardless of location or time. It is aimed to save time for customers by providing conveniences such as check-in, digital food ordering, instant e-invoice and on-site parking display, which will increase the customer satisfaction and final profit of the restaurants. This technology saves time, reduces human error, reduces labour and increases customer satisfaction, benefiting both restaurants and customers.

Harshleen Kaur Sethi (2017) in her project 'Zomato's Product and Brand Strategy', with the growth of e-commerce in India, from online shopping to flight booking, medical treatment etc. One such method is e-grocery marketing, which makes great use of e-commerce technology for online food reviews and grocery marketing. Customers can now access almost every restaurant in India through a vertical restaurant under one roof. Consumers now have many choices, including where to eat, how to order food, how to reserve a table, and how to write good or bad reviews about restaurants. The sector has shown good growth in the last five years, showing great potential. Zomato has been an innovator and market leader in India. Zomato comes to mind for every consumer when it comes to online market. Chapter

Santhosh, B. Proceedings - 2017 2nd International Conference on Recent Trends and Challenges in Computational Models, ICRTCCM (2017), in its project "Specialization of online food ordering using the Z language", software should use natural language (Natural Language Processing). Uncertainty leads to multiple representations and meanings at multiple levels. This work reduces the uncertainty of the software requirements specification (SRS) using the method. The final product highlights the usefulness of language Z for special education. For the online food ordering business application, the Z model was created to increase the efficiency and accuracy of orders. The aim of the project is to identify stakeholders who need help ordering food. Use diagrams in Unified Modelling Language (UML) for modelling. To eliminate confusion, the behaviour is specified. Required Z measurements were also made using the Z/EVES tool.

Leong Wai Hong (2016), "Meal ordering system using mobile phones" business model has evolved and grown with the development of technology in various industries. A good performance can increase the restaurant's output and revenue. He said using online food delivery services can help businesses grow their customer base and significantly increase their online business.

Hong Lan, et al, (2016), "Developing Online Meal Delivery Based on Customer Experience", claims that the online food delivery industry is still in its infancy and has some obvious problems based on customer complaints. These problems cannot be solved alone. Follow the self-discipline of online restaurant delivery or monitoring and control of online delivery. The

only way to solve these problems and create a good place to deliver food on the Internet is to use the law as a model and collaborate between restaurants and online food delivery services, large establishments, consumers and all members of society.

Research differences in this study: Limited to focus on specific areas in the field. An in-depth study of Zomato cannot be enough. Customer expectations have not been fully explored. Change the machine environment. Small-scale research can lead to a range of investigations and provide unique insights into local context and user preferences. In general, the difference between research for a study is the need to focus more on the specifics of consumer behaviour and an in-depth understanding of the unexplored platform.

Problem detail in this study: Delivery is the biggest problem for Zomato with Zomato Order in India. Like Swiggy & Runner, there is no specific delivery method. No customer service, although they claim to deliver through their partnership with Grab. Zomato only delivers bulk orders to fast food restaurants and takeaways, but the main problem they face is delivery, which has tarnished the business's reputation. I think they should pay attention to the timely delivery of services. A study was conducted to find a solution to the existing problem.

III.   RESEARCH OBJECTIVES

☐   To evaluate the expectations of consumers towards Online Food Ordering through Zomato App.

☐   To analyse the effectiveness of promotions on ordering food from Zomato App.

IV.   RESEARCH METHOD

Descriptive research was used to determine customer needs and expectations and how they affect brand preferences. The basis of this study is the collection of primary data. In this study, quantitative research is used to analyse and monitor data obtained by computational, mathematical and statistical methods. The questionnaire created is both closed and open-ended. It is designed for all disciplines. The survey, conducted in various communities in Mysore, collected around 100 responses. Given that the population is homogeneous and small, each subset of the frame is given equal time. Therefore, improbable measures are used. Simple patterns are used in unlikely ways. Students from various communities in Mysore, freelancers, stay-at-home moms, private companies and business owners make up the population here. The sources of data collection are primary data: I collect primary data using surveys and observations, two simple methods that are sufficient for all technical purposes to perform, and secondary data: secondary data such as company catalogues, products. 100 constituted the sample size of the customer for the survey. The sample size is 100 people and convenience sampling method were used in the study. Respondents were selected using convenient sampling. A design pattern without consequences is a type of design. Both the respondent's location and the surveyed respondent group appear in sample format. The tool used to collect data is an appropriate questionnaire. The questions were carefully designed and formulated in accordance with the aims of the study. Analyse data and interpret results using hypothesis tests, chi-square tests, percentages, and rankings.

V.   ANALYSIS AND INTERPRETATIONS OF THE STUDY

TABLE-1

What are the factors that compare with respect to food or products before doing online order?

	Observed N	Expected N	Residual
Discounts	18	25.0	-7.0
Rating	62	25.0	37.0
Distance	16	25.0	-9.0
Price	4	25.0	-21.0
Total	100		

Test Statistics

	What are the factors that compare with respect to food or products before doing online order?
Chi-Square	77.600ª
df	3
Asymp. Sig.	<.001

H0:

There is no significance between discounts offered and online ordering

H1:

There is significance between discounts offered and online ordering

Explanation:

The required frequency of O cell (0.0%) is less than 5. The minimum cell frequency required is 25.0.

because p-value <.001 Discounts and online orders do not matter if negative opinion is accepted.

TABLE-2

Which is your best experience when it comes to delivery service on Zomato?

	Observed N	Expected N	Residual
Time managing	23	25.0	-2.0
Door step service	61	25.0	36.0
Tracking order	14	25.0	-11.0
Contact customer	2	25.0	-23.0
Total	100		

Test Statistics

	Which is your best experience when it comes to delivery service on Zomato?
Chi-Square	78.000ª
df	3
Asymp. Sig.	<.001

H0:

There is no significance between time managing and delivery services

H1:

There is significance between time managing and delivery services

Explanation:

The required frequency of O cell (0.0%) is less than 5. The minimum cell frequency required is 25.0.

because p-value <.001 Discounts and online orders do not matter if negative opinion is accepted.

TABLE-3

How you come to know about Ordering food online?

Ordering food online	Percentage
Advertisement	51.5%
Friends & relatives	48.5%
Total	100%
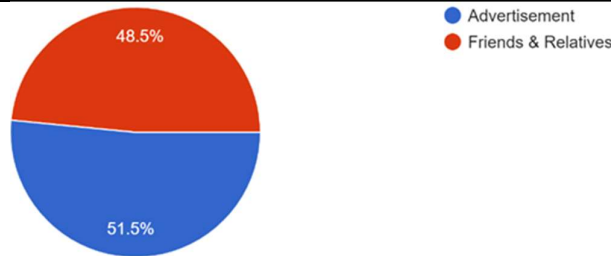
Translation:

According to the survey in the table and figure above, 51.5% of the respondents said that they learned how to order food online from advertisements, while 48.5% said that they learned how to order food online from their friends and family.

It is seen that most of the respondents learned how to order food online from their friends and family.

TABLE-4

How often do you order food in Online?

| Often order food in online	Percentage
Daily	7.1%
Weekly	65.3%
Fortnight	12.2%
Monthly	15.3%
Total	100%
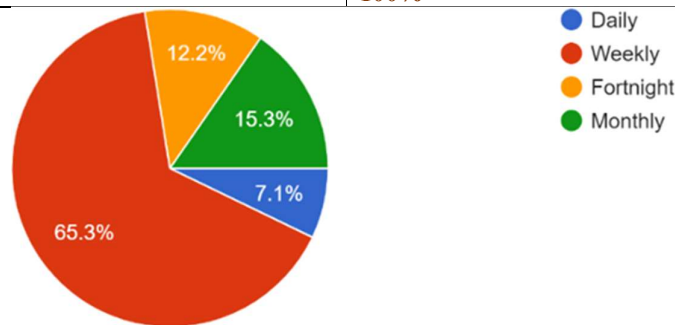
Comment:

Analysis of the above figure shows that 7.1% of respondents said they order food online every day, 65.3% say they order once a week. However, 12.2% of respondents said they order twice a month. and 15.3% of respondents said they order online. Respondents stated that they order food online every month.

According to the statement, most respondents order online every week.

TABLE-5

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

| Money spent	Percentage
100-200	3.1%
200-300	12.2%
300-400	25.5%
400-500	59.2%
Total	100%
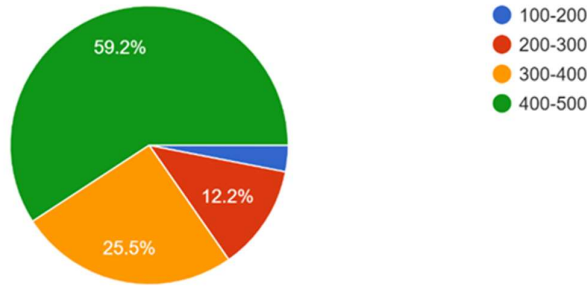
Explanation:

The table and figure above show that 3.1% of respondents think they spend between Rs 100-200 per food, 12.2% think they spend between Rs 200-300 and 59% think they spend between Rs 300 and 400, It shows that there are 2. they think they spend 400 to 500 rupees per visit. It is true that most respondents thought they would spend $400 to $500 per order.

TABLE-6

What mode of advertising influences you to buy/suggest any product?

Influences	Percentage
Magazines &newspaper	14.3%
Friends & relatives	48%
Tv commercial	8.2%
Social media	24.5%
Online advertisements	5.1%
Total	100%
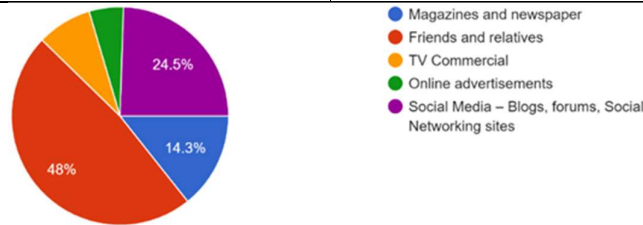
Comment:

The above figure shows that 14.3% of respondents believe that social media influences their decision to buy or recommend products, 48.8% believe their friends and family influence their decisions to purchase or recommend products online, and 8.2% TV's advertisements influence their decisions to buy or recommend products. recommend a product, 5.1% think online ads influence their decisions, 24.5% believe advertisements influence their decision to buy or
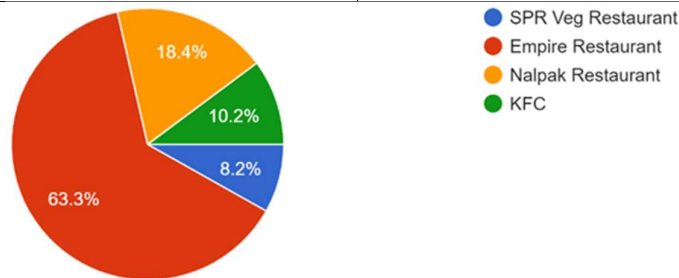
support a product.

Most respondents indicated that the recommendations of their friends and family influenced their purchasing decisions.

TABLE-7

Which restaurant you would like to prefer while order food on Zomato?

| Restaurant preferred	Percentage
SPR veg restaurant	8.2%
Empire restaurant	63.3%
Nalpak restaurant	18.4%
KFC	10.2%
Total	100%

Explanation:

The table and figure above show that 8.2% of the participants think that their first choice when ordering food from Zomato is SPR food, 63.3% think that their first choice when ordering food from Zomato is Empire restaurant, 18%, It shows that 4 of them think they are Nalpak. restaurant is the first choice when ordering food from Zomato, and 10.2% of respondents consider KFC their first choice when ordering food on Zomato.

It describes what most survey respondents describe as Empire Restaurant.

TABLE-8

When it comes to quality & quantity of food, which hotel do you choose on Zomato in Mysore city?

Choice of hotel	Percentage
SPR veg restaurant	6.1%
Empire restaurant	72.4%
Nalpak restaurant	13.3%
RRR hotel	7.1%
Hotel pratheek	1%
Total	100%
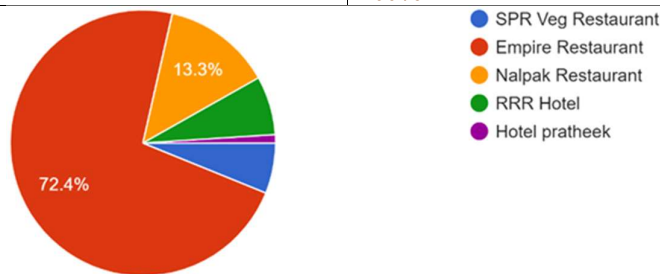
Comment:

The table and graph above show that 6.1% of the respondents rated SPR Veg Restaurant in

terms of food quality and quantity at Zomato, 72.4% of those surveyed about Empire Restaurant's food quality and quantity at Zomato, it shows that it is rated by 13.3%. revenue for food quality and quantity at Zomato, respondents consider Nalpak Restaurant, when it comes to food quality and value at Zomato, 7.1% of respondents consider RRR Hotel, 1% of respondents consider other Zomato restaurants Food quality and quantity.

It describes what most survey respondents describe as Empire Restaurant.

VI.   FINDINGS

☐   The study may find that a significant proportion of respondents in Mysore city have adopted online food ordering apps, including Zomato, indicating the popularity and acceptance of these platforms among consumers.

☐   Respondents may highlight convenience and time-saving as primary factors for using online food ordering apps. The ability to browse multiple restaurants, place orders with ease, and track deliveries were found to enhance the overall user experience.

☐   The majority of participants may express a positive perception of the Zomato app in terms of user interface, app performance, and overall reliability. Features such as user reviews, ratings, and restaurant recommendations may contribute to their satisfaction.

☐   Respondents may have high expectations regarding delivery speed. They may express satisfaction when orders are delivered within the estimated time frame, while delays in delivery may lead to dissatisfaction and a negative perception of the app.

☐   The study may find that respondents place a strong emphasis on order accuracy. The ability of Zomato to ensure that orders are fulfilled correctly, with no missing or incorrect items, is likely to impact customer satisfaction significantly.

☐   Respondents may express a desire for a wide range of restaurant options on Zomato. The availability of diverse cuisines, popular local eateries, and specialty food outlets may contribute to user satisfaction and their continued use of the app.

☐   Respondents may appreciate competitive pricing and the availability of discounts and promotional offers on Zomato. Cost-saving measures, such as coupons, cashback, or free delivery, may positively influence customer satisfaction and their perception of value for money.

☐   Participants may highlight the importance of responsive and helpful customer service. The study may find that prompt resolution of issues, effective communication, and courteous behaviour contribute to a positive customer experience.

VII.   SUGGESTIONS

☐   Most of the respondents think the shipping cost is too expensive. One of the reasons customers order foods online is the high cost. so, food delivery apps can take this into account and reduce delivery costs.

☐   To better delight the customer, online meal ordering apps must upgrade the websites and menus of the establishments they work with.

☐   Due to ads, the majority of customers are more likely to make an online food order.

☐   The age range of 20 to 30 years should be the emphasis of the company's initiatives because that is the age range where the majority of clients fall.

☐   Given that the majority of customers were extremely devoted to the brand and were

typically pleased with the product, the corporation should concentrate on providing better quality products.

VIII.   CONCLUSION

Due to the quick speed of life in India, online meal ordering applications have become popular. People no longer have enough time to physically go order food. Online meal ordering has grown in importance among consumers as well as among business owners in the digital era, which has made the internet a key source. The consumer can order food online at their fingertips. As users become accustomed to it and find it more convenient and fun, it offers a unique experience, and consumers can make online food ordering more fashionable.

The main advantage of these machines is the convenience of customers, but it is also useful for restaurants and the food industry, because restaurants can attract people to see all the food, food, food names, photos, specials and prices. It goes without saying that common internet-based decisions are the fastest, easiest, and best to beat. The food and restaurant industry are currently experiencing tremendous growth due to the continued influence of professionals in the city and the explosion of Indian culture. This problem is exacerbated by the development of mobile devices and food delivery services. Celebrities in India have become big fans of food delivery.

Smartphone technology in India can download some tools so you can prepare meals at home quickly and easily. The development of urban culture in India has allowed the acceleration of delivery and food marketing strategies. As more people move to urban areas and travel more, the convenience of having groceries and groceries delivered directly to your door is gaining in popularity. Companies that see growth potential can enter immediately, but only those with the ability to survive. Businesses that manage their products and reputation in the minds of consumers will get the lion's share of online health food sales nationwide.

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