

Customer Satisfaction in Zomato Food Delivery: A Comprehensive Study on Customer Satisfaction with the Zomato App in Vijayawada

Maddala Karthik Manikya Sanjay^{1*} & Dr. S. Padma²

¹KL Business School, KL Deemed-to-be University.

²Professor, KL Business School, KLEF.

*Corresponding Author: karthikmaddala1574@gmail.com

Citation: Karthik, M., & Padma, S. (2025). Customer Satisfaction in Zomato Food Delivery: A Comprehensive Study on Customer Satisfaction with the Zomato App in Vijayawada. *Journal of Modern Management & Entrepreneurship*, 15(04(II)), 30-34. [https://doi.org/10.62823/jmme/15.04\(ii\).8247](https://doi.org/10.62823/jmme/15.04(ii).8247)

ABSTRACT

This study is about the level of customer satisfaction with Zomato food delivery service in the city of Vijayawada with the main focus being delivery speed, food quality, order accuracy, app usability, pricing and customer support. Primary data is being collected through a questionnaire in the form of a google document being forwarded to frequent users of the Zomato app across different areas of Vijayawada. The research is still in the data gathering stage but once the data gathering is complete the results will help for Zomato and its partnered restaurants to enhance service experience and strengthen customer loyalty.

Keywords: Customer Satisfaction, Zomato Food Delivery, Vijayawada, Service Quality, Delivery Speed, Food Quality, App Usability, Online Food Platforms.

Introduction

Online food delivery platforms have transformed customer dining behaviors globally. Especially in India, Zomato has emerged as one of the most dominant food delivery platforms with Swiggy. They offer many food choices, long distance deliveries, special discounts, digital payments and good customer services.

With the growing online market weather it is food, cloths, services etc, customer satisfaction is a crucial factor in retaining a customer to a brand and increase long term profitability particularly in a high growth cities like Vijayawada, where a customers satisfaction with the service determine their retention to a company app like Zomato.

By collecting primary data directly from the customers in Vijayawada to get a better understanding for the customers mindset and what is it that a customer from a mid size city like Vijayawada look for when it comes to online services like Zomato food delivery

Getting a better understanding of customers across different geographic regions is a crucial factor as customers from different regions have different expectations from Zomato based on their life style, income levels, cultural preferences

For a city like Vijayawada where people prefer traditional Andhra cuisine along with the modern fast food strends, it creates a diverse customer preferences that Zomato needs to address through proper delivery services.

This study aim is to determine the factors that influence a customers satisfaction in Zomato's food delivery. Customer support quality likely influences repeat usage Delivery speed and food quality are expected to be the strongest contributors to satisfaction mainly in the regular working class people who look fir quick but quality food.

Order accuracy significantly influences trust in the customers with Zomato, if there is good accuracy in terms of delivery the customers would be more trusting towards re-ordering from Zomato .

App easy accessibility enhances convenience and customer experience the more easy to manage the app processes the more the customers tend to like the experience and might return back to the app.

Pricing (delivery charges, taxes, discounts) plays a major role especially with young adults(18-25 yrs).

Literature Review

- In the 2025 study Drivers of Consumer Satisfaction in Online Food Delivery Platforms: A Comparative Study of User's Experiences by Suryavanshi & Soni, the main factors affecting satisfaction were: **food quality, pricing policies, platform usability, customer service, and consumer reviews/ratings.**
- The 2023 paper ZOMATO FOOD DELIVERY APP – A STUDY ON CUSTOMER SATISFACTION by Lohith K & S. Kavitha used a mixed-methods approach (survey + interviews) to assess consumer satisfaction with Zomato, highlighting importance of convenience, service quality, and overall user experience.

Kotler & Keller (2016)

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

Parasuraman, Zeithaml & Berry (1988) – SERVQUAL Model

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40.

Davis (1989) – Technology Acceptance Model (TAM)

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340.

Online Food Delivery Services: Evolution and Growth

Online food delivery platforms have expanded rapidly due to technological advancements, smartphone penetration, and changing urban lifestyles. Research by Ray et al. (2019) highlights that convenience, time savings, and access to multiple cuisines are the primary drivers behind the rise of online food ordering. In India, platforms like Zomato and Swiggy have revolutionized the food service sector by offering real-time tracking, secure payment options, and access to numerous restaurants.

Studies indicate that the online food delivery market is driven by young adults, working professionals, and students who prefer quick and hassle-free dining solutions (Mehra & Singh, 2020). This trend is particularly visible in Tier-1 and Tier-2 cities, including Vijayawada.

Service Quality and SERVQUAL Model

The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (1988), is one of the most widely used frameworks for assessing service quality. It consists of five dimensions:

- Reliability – ability to provide accurate and dependable service.
- Responsiveness – willingness to assist customers promptly.
- Assurance – employee competence and ability to inspire confidence.
- Empathy – personalized attention to customers.
- Tangibles – physical appearance of facilities, equipment, and communication materials.

In the context of online food delivery, reliability includes correct food delivery and adherence to estimated delivery times, while tangibles relate to app design, packaging, and presentation.

Prior studies have shown that higher SERVQUAL scores correlate strongly with higher customer satisfaction (Kang & James, 2004).

Delivery Speed and Timeliness

Delivery speed is one of the most influential factors affecting customer satisfaction. Studies by Kapoor and Vij (2021) found that timely delivery significantly improves customer perceptions, especially when food quality depends on freshness and temperature. Late deliveries often lead to negative reviews, reduced trust, and decreased loyalty.

For fast-paced urban areas like Vijayawada, quick delivery is essential due to high customer expectations and competitive alternatives.

Food Quality and Packaging

Food quality remains a critical determinant of customer satisfaction. According to Liu and Jang (2009), aspects such as taste, freshness, temperature, and portion size significantly influence consumer perceptions. In online delivery contexts, packaging also plays a crucial role in maintaining food safety, preventing spillage, and maintaining temperature.

Research studies show that restaurants with consistent packaging quality tend to achieve higher ratings on platforms like Zomato (Banerjee & Ray, 2020)

Order Accuracy

Order accuracy reflects the platform's and restaurant's ability to deliver exactly what the customer requested. Incorrect orders can cause frustration and result in complaints or refunds. According to Alagoz & Hekimoglu (2021), order accuracy is directly related to customer trust and is considered a foundational element of service reliability.

Zomato's performance in ensuring accurate orders influences customer satisfaction and likelihood of repeat usage.

There are other literatures that show the importance of having customer satisfaction will help Zomato with customer retention and it can achieved through by catering to their need based on which they can address the public that visits their app with the proper solutions to increase their satisfaction with Zomato's services

Research Objectives

Research Questions

- To measure overall customer satisfaction among Zomato users in Vijayawada.
- To identify which factors (food quality, delivery time, packaging, app-usability, pricing/offers, payment options, customer support, variety) most significantly influence satisfaction.
- To analyse user preferences (frequency of ordering, demographics — students, working professionals, families), and how they relate to satisfaction.
- To assess perceived strengths and weaknesses of Zomato (from users' viewpoint) in Vijayawada context.
- To provide recommendations for improving service quality, user-experience or satisfaction for local users.

Hypothesis

H₀: Service quality factors do not have a significant impact on customer satisfaction with Zomato in Vijayawada

H₁: Service quality factors do have a significant positive impact on customer satisfaction with Zomato in Vijayawada

H1a: Delivery speed has a significant positive effect on customer satisfaction.

H1b: Food quality has a significant positive effect on customer satisfaction.

H1c: Order accuracy has a significant positive effect on customer satisfaction.

H1d: App usability has a significant positive effect on customer satisfaction.

H1e: Pricing (delivery charges, taxes, discounts) significantly affects customer satisfaction.

H1f: Customer support responsiveness has a significant positive effect on customer satisfaction.

Research Design and Data Collection

Descriptive research design is going to be used to analyse customer satisfaction patterns.

- Primary Data: Structured questionnaire (Google Form) distributed to frequent Zomato users to get their opinions on Zomato's food delivery services
- Secondary Data: Research articles, journals, company reports, industry publications

Sampling method

- **Sampling technique:** convenience sampling is used to find easily accessible and are willing to participate in responding to the questions about Zomato food delivery services and how it is helpful to their day to day life.
- The sample size is 100-150 people from different age groups, works, and have different needs in the city of Vijayawada

Expected Findings

Based on the preliminary data collected and from the literature reviews:

- Firstly, delivery speed is expected to be one of the strongest determinants of customer satisfaction. Customers semi-urban areas, like Vijayawada, prefer fast and timely delivery due to busy lifestyles and increasing dependency on online food services. Orders that arrive within the promised time are expected to significantly enhance satisfaction, while delays—especially during peak hours—may lead to dissatisfaction and negative ratings.
- Secondly, food quality is expected to play a major role in overall satisfaction. Customers tend to value aspects such as freshness, taste, temperature, portion size, and presentation. Since Zomato collaborates with a diverse range of restaurants, food quality variations may influence customers' perceptions of the platform. High-quality food delivered in good condition is expected to positively impact satisfaction levels.
- Thirdly, order accuracy is predicted to be a crucial factor influencing trust and satisfaction. Customers expect their order to match the app description precisely. Missing items, incorrect dishes, or poor packaging quality can reduce satisfaction. Therefore, maintaining order accuracy through effective coordination with restaurant partners is expected to be a strong predictor of positive customer experience.
- Fourth, app usability is expected to contribute significantly to customer satisfaction. Features such as intuitive navigation, easy ordering process, secure and multiple payment options, real-time tracking, and clarity of information are likely to positively influence customers' overall satisfaction. A user-friendly interface aligned with the principles of the Technology Acceptance Model (TAM) is anticipated to increase perceived usefulness and ease of use.
- Fifth, pricing and perceived value are expected to influence customer decisions and satisfaction levels. Customers are generally price-sensitive, and factors such as delivery charges, surge pricing, additional taxes, and discounts play a key role in shaping their perceptions. Reasonable pricing combined with attractive offers is expected to enhance satisfaction, whereas high delivery charges may negatively affect user experiences.
- Sixth, customer support responsiveness is also expected to have a meaningful impact. Efficient handling of complaints, quick refunds, and transparent communication are likely to improve customer satisfaction. Conversely, slow or unhelpful support may lead to dissatisfaction even if other service factors are performing well.

Conclusion

This research aims to understand the impact of customer satisfaction in Zomato food delivery services in the city of Vijayawada, its done by examining various service quality factors that influence the satisfaction of customers. This study's outcome will support Zomato in improving its operations, delivery efficiency, customer support, and users experience. Ultimately enhancing service quality and strengthening brand loyalty and increase customer retention.

The research indicates that delivery speed and food quality are consistently the most sought after from food delivery for middle aged to old age people on the other hand the young adults and students look for delivery accuracy, pricing and discounts to help in saving money.

But all of them from all ages look for an easy access and operations for the apps interface to make the ordering process more easy to use.

Customer support, particularly responsiveness and effectiveness in handling complaints, helps in shaping the overall experience of using Zomato app.

Finally the research contributes to existing literature on online food delivery services and providing practical insights for industry stakeholders. Future studies may incorporate larger sample sizes, compare multiple deliveries platforms with Zomato, or analyse post-pandemic changes in consumer behavior to provide even deeper understanding.

References

1. Kotler, P., & Keller, K. L. (2016). Marketing Management.
2. Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL model.
3. Davis, F. (1989). Technology Acceptance Model (TAM).
4. Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps? A study on behavioral intentions. *Journal of Retailing and Consumer Services*, 51, 221–230.
5. Mehra, A., & Singh, N. (2020). Consumer perception towards online food delivery services. *International Journal of Management*, 11(7), 45–56.
6. Kapoor, A. P., & Vij, M. (2021). Technology at the dinner table: Ordering food online through mobile apps. *Journal of Retailing and Consumer Services*, 58, 102276.
7. Zomato Annual Reports and official publications.
8. Relevant journal articles on customer satisfaction and online food delivery services.

