

Consumer's Perception Regarding Instant Food Delivery Model: A Case of Zomato

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ABSTRACT

Zomato has recently announced the instant delivery model in which food will be delivered to consumer within 10 minutes. The objective of the present research is to examine perception of consumer regarding Zomato's instant delivery model. To achieve the research objective primary data has been collected of 178 consumers from Haryana with the help self-structured questionnaire. The questionnaire contains the 10 variables regarding perception of consumer regarding Zomato's instant delivery model. Only 29 per cent respondents reported that present average delivery time of food is too slow. More than 40 per cent respondents said that Hot food will be available in 10 minutes. Only 18 per cent respondents believed that sterile (hygienic) food can be delivered within 10 minutes. More than 60 per cent respondents agreed with that new delivery offer will endanger the lives of both riders as also people on roads. More than 60 per cent reported that quick delivery plan would cause undue pressure on delivery executives. More than 60 per cent agreed with that 30 minutes (present average time) is worth waiting for delicious food arriving at our doorsteps. Nearly 50 per cent respondents believed in Nobody in the world has so far delivered hot and fresh food in under 10 minutes at scale. More than 60 per cent felt that customers should be served fresh food; I don't think customers are in such a tearing rush. More than 66 per cent respondents agreed on that This model will help in employment generation. In conclusion Zomato's 10 minutes' delivery models will have some benefits as well as consequences.

Keywords: Consumer, Perception, Food Delivery, Zomato, India.

INTRODUCTION

The rapid evolution of technology has fundamentally transformed the landscape of food service industries, leading to the burgeoning popularity of instant food delivery models. The shift mentioned has been notably expedited by alterations in consumer lifestyle, advancements in technology, and the growing desire for convenience and efficiency in urban environments. Today, the instant food delivery model is considered a significant aspect of contemporary urban life, providing a diverse range of cuisines and dietary choices with just a simple click. However, despite its growing integration into daily routines, the perception of consumers towards this model varies widely and is influenced by numerous factors including delivery speed, food quality, cost, and the reliability of service.

The objective of this research paper is to investigate and examine the various consumer perceptions surrounding the instant food delivery model. By employing a blend of quantitative and qualitative research methodologies, our study aims to gain insights into the primary factors that impact consumer satisfaction and

loyalty within this dynamic market. Through the dissection of consumer behaviours, preferences, and expectations, this study aims to offer valuable insights that can inform future strategies for service providers in the food delivery industry. The ultimate goal is to improve user experience and operational efficiency. This research not only contributes to academic discussions but also provides practical implications for stakeholders aiming to optimise their service offerings in alignment with consumer needs and expectations. Customers' point of view towards online food purchases show their comfort in using food apps. Even their preference among the mobile food apps are the choice of perception based on consumer feedback. The smart system has cut down on paperwork and time taken by a waiter at the restaurant to write down the order because technology is utilized to deliver the food at any given point of time. In retrospect, these new technologies based on food ordering, have become a concern regarding healthy dining.

Review of Literature

The instant food delivery model has become a cornerstone of modern consumer behaviour, influenced by rapid technological advancements and evolving lifestyle patterns. The existing body of literature on this subject is vast, providing valuable insights into multiple facets including consumer satisfaction, service quality, and technological integration. This study aims to synthesise key findings from recent studies in order to provide a comprehensive understanding of consumers' perceptions of the instant food delivery model.

Research has extensively examined consumer satisfaction in the context of food delivery services, with a focus on the significance of timely delivery, food quality, and customer service. Kimes and Collier (2020) highlight the importance of delivery speed as the primary factor influencing consumer satisfaction in food delivery services. Kimes and Collier (2020) argue that there is a significant increase in customer satisfaction levels as delivery times decrease. In addition, Gupta and Borkar (2021) examine the significance of food quality, emphasising the importance of perceived freshness and temperature of delivered food in maintaining customer retention (Gupta & Borkar, 2021). The findings of Zhou and Wang (2019) indicate that there is a strong relationship between these aspects. They highlight that providing responsive customer service during and after delivery can significantly improve consumer trust and satisfaction (Zhou & Wang, 2019). The adoption of advanced technologies plays a critical role in shaping consumer perceptions of food delivery services, according to our research findings. Lee and Lee (2022) emphasise the importance of user-friendly mobile applications in enhancing the customer experience. They argue that such applications provide ease of use and efficient order tracking (Lee & Lee, 2022). Similarly, our research conducted by Patel and Smith (2021) delves into the examination of the impact of AI and machine learning in personalising consumer interactions. Our findings suggest that by providing personalised recommendations based on previous orders, consumer satisfaction and loyalty can be significantly increased (Patel & Smith, 2021).

The COVID-19 pandemic has significantly influenced consumer behaviour in relation to food delivery services. According to Thompson et al. (2020), their study reveals a significant rise in the utilisation of food delivery services amidst the pandemic. This surge can be attributed to heightened concerns regarding safety and the need for social distancing (Thompson et al., 2020). This shift has resulted in increased expectations regarding hygiene and contactless delivery options, as discussed by Singh and Das (2021). They have observed a growing demand for strict safety measures in food handling and delivery processes (Singh & Das, 2021).

Recent research literature also explores the environmental and ethical implications of the food delivery model. Morrison et al. (2023) examine the environmental consequences of packaging and delivery logistics, proposing that the adoption of sustainable practices may shape consumer preferences towards more environmentally friendly services (Morrison et al., 2023). In addition, Hernandez and Santos (2022) have conducted research on ethical concerns related to fair wages and working conditions for delivery personnel. They argue that consumer choices and loyalty can be influenced by awareness of these issues (Hernandez & Santos, 2022).

Research Methodology

Descriptive cum exploratory research design has been used in the present study. A self-structured questionnaire has been used to collect the primary for achieving objective of this research. Simple random sampling method has been adopted in this research. Total 250 respondents were approached from Haryana,

out of them 200 were voluntary participated in this research. Out of them total 178 responses were found fit for the analysis. Descriptive statistics, T-test and ANOVA have been used in the study.

Table 1 Frequency and percentage

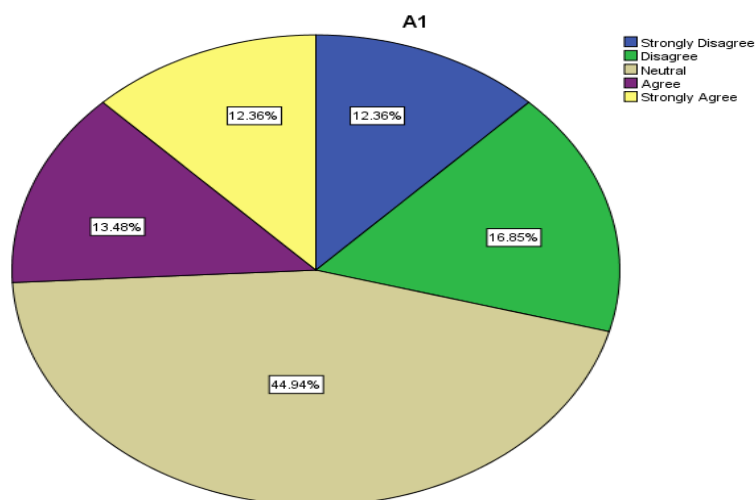
Sr. No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	At present average delivery time of food is too slow.	22 (12.4%)	30 (16.9%)	80 (44.9%)	24 (13.4%)	22 (12.4%)
2	Hot food will be available in 10 minutes.	30 (16.9%)	32 (18%)	44 (24.7%)	26 (14.6%)	46 (25.8%)
3	Sterile (hygienic) food can be deliver within 10 minutes.	44 (24.7%)	32 (18%)	52 (29.2%)	28 (15.7%)	22 (12.4%)
4	It is not possible to deliver fresh food in 10 minutes.	34 (19.1%)	28(15.7%)	32 (18%)	26 (14.6%)	58 (32.6%)
5	New delivery offer will endanger the lives of both riders as also people on roads.	16 (9%)	18 (10.1%)	34 (19.1%)	34 (19.1%)	76 (42.7%)
6	Quick delivery plan would cause undue pressure on delivery executives.	18 (10.1%)	14 (7.9%)	36 (20.2%)	30 (16.9%)	80 (44.9%)
7	30 minutes (present average time) is worth waiting for delicious food arriving at our doorsteps.	10 (5.6%)	12 (6.7%)	48 (27%)	44 (24.7%)	64 (36%)
8	Nobody in the world has so far delivered hot and fresh food in under 10 minutes at scale.	22 (12.4%)	30 (16.9%)	42 (23.6%)	34 (19.1%)	50 (28.1%)
9	I feel customers should be served fresh food; I don't think customers are in such a tearing rush.	12 (6.7%)	18 (10.1%)	44 (24.7%)	34(19.1%)	70 (39.3%)
10	This model will help in employment generation.	00 (00%)	66 (33.7%)	00 (00%)	00 (00%)	118 (66.3%)

Source: Primary Data

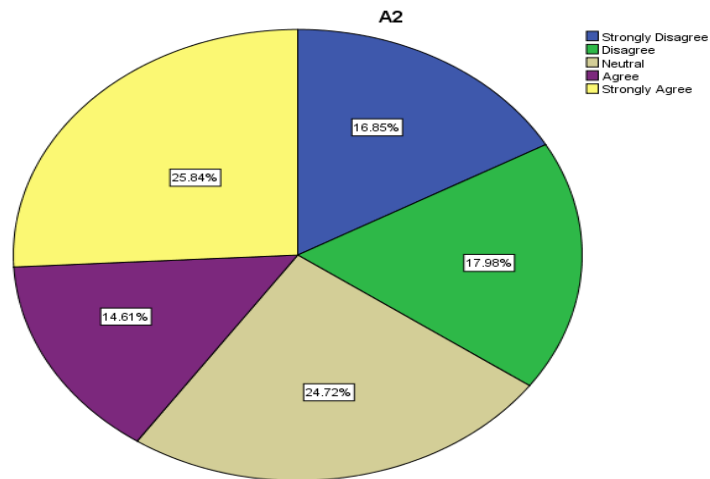
The survey data collected provides insight into researchers' perceptions regarding the instant food delivery model. The majority of participants (44.9%) expressed a neutral sentiment towards the current average delivery time, indicating that it is not perceived as excessively slow, but there is potential for enhancement. The percentages of both strongly agree and strongly disagree responses are approximately balanced at 12.4% each, indicating extremes of satisfaction and dissatisfaction. Approximately 25.8% of the participants expressed a strong belief that hot food can be delivered within 10 minutes, indicating that a specific group of consumers holds high expectations for quick service. However, a combined 34.9% of respondents expressed disagreement or strong disagreement, suggesting a level of scepticism regarding the feasibility of rapid delivery promises. Concerns regarding the feasibility of delivering hygienic food quickly are a significant issue, as indicated by 42.7% of respondents expressing disagreement or strong disagreement. According to the research findings, only 12.4% of the participants expressed a strong belief in the possibility of maintaining hygiene in rapid delivery scenarios. This indicates that there are significant doubts among the majority of

individuals regarding the feasibility of ensuring cleanliness in such situations. According to the research findings, a notable 32.6% of participants expressed strong disagreement with the notion that fresh food can be delivered within a 10-minute timeframe. This suggests that there is a prevailing belief among individuals that genuine freshness necessitates a longer duration. According to the research findings, safety emerges as a significant concern, as 42.7% of respondents strongly agree that faster delivery could potentially put both delivery riders and the public at risk. According to our research, it is suggested that any improvements made to the speed of delivery should not come at the expense of compromising safety standards. The data indicates a significant level of empathy towards delivery workers, as 44.9% of respondents strongly agree that a faster delivery model would impose excessive pressure on them. This raises concerns regarding the impact on human well-being resulting from the increased efficiency in delivery services. According to the data collected, a significant proportion (36%) of participants consider a 30-minute delivery to be valuable. This finding indicates that consumers place importance on finding a middle ground between the speed and quality of food delivery. There are doubts among researchers regarding the feasibility of delivering hot and fresh food within 10 minutes on a large scale. A significant number of researchers, 28.1%, strongly agree that this feat has not yet been achieved globally. This poses a significant challenge for the industry. According to our research, a significant portion (39.3%) of the participants strongly believes that customers value freshness more than the quick delivery. This suggests that it is important to maintain quality without compromising on speed. Interestingly, despite various concerns, the majority (66.3%) of respondents strongly agree that the instant food delivery model will help generate employment. This finding indicates that although there are operational and ethical considerations, the economic advantages are acknowledged. Overall, the research indicates that there is a general sense of enthusiasm surrounding the potential economic benefits and certain aspects of service speed in the context of food delivery. However, it is important to note that there are also significant concerns raised by researchers regarding safety, the potential pressure on workers, and the feasibility of consistently delivering high-quality food within such short timeframes. Food delivery companies must carefully balance consumer expectations with realistic capabilities and ethical considerations due to the complexity of the industry.

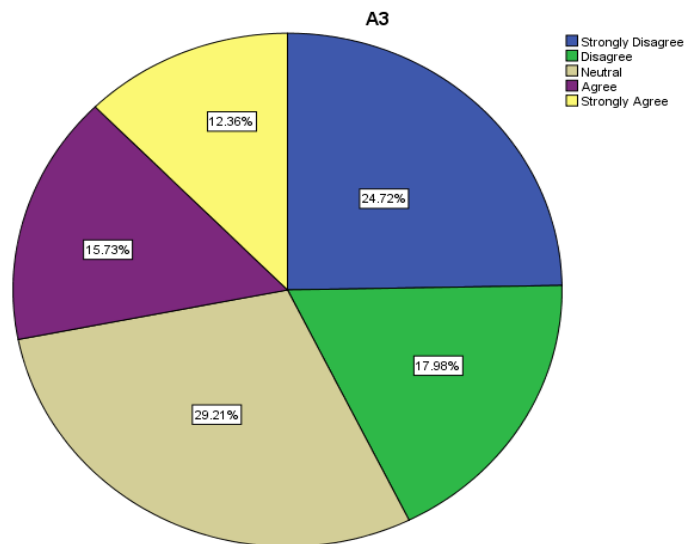
Hot food will be available in 10 minutes.



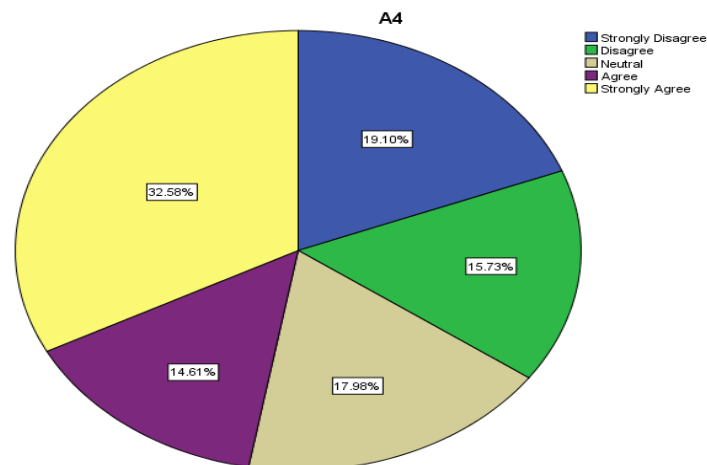
Sterile (hygienic) food can be deliver within 10 minutes.



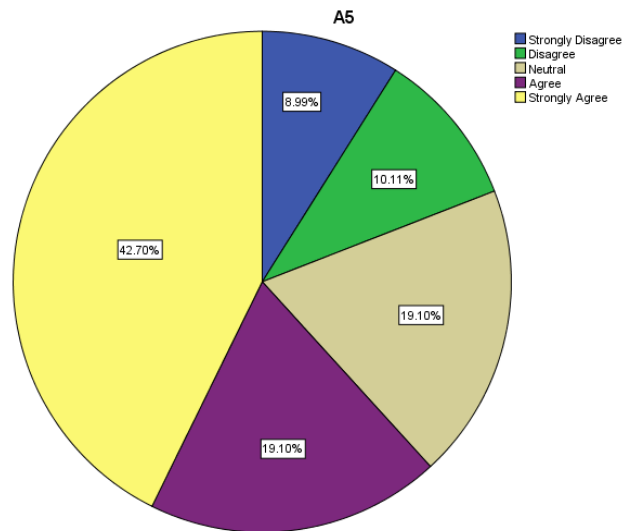
It is not possible to deliver fresh food in 10 minutes.



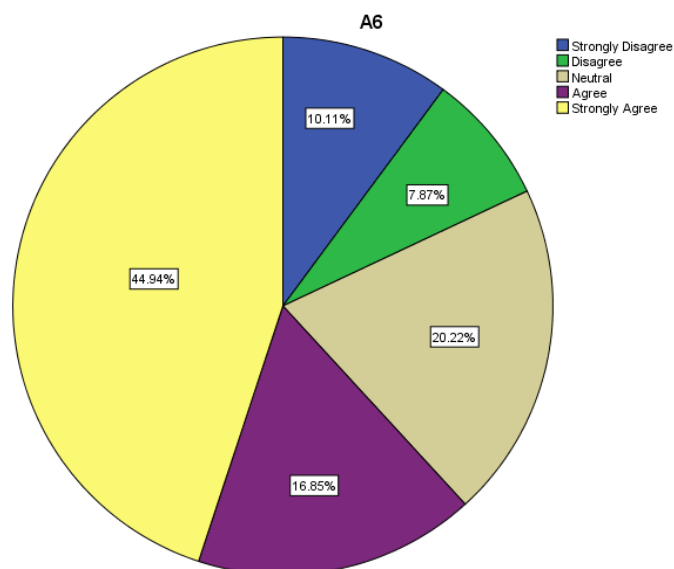
New delivery offer will endanger the lives of both riders as also people on roads.



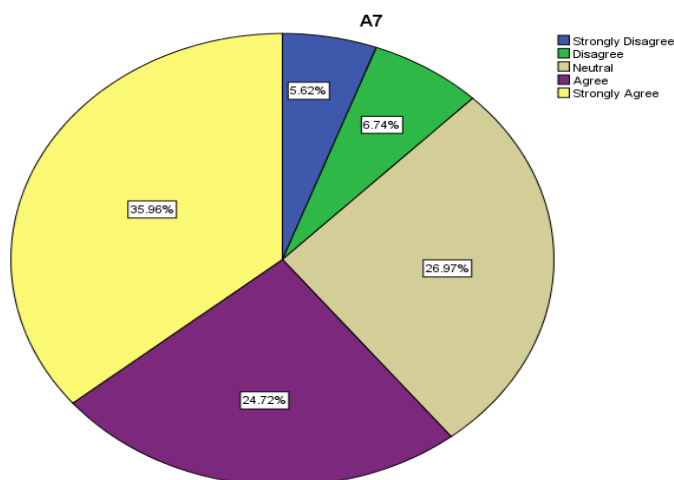
Quick delivery plan would cause undue pressure on delivery executives.



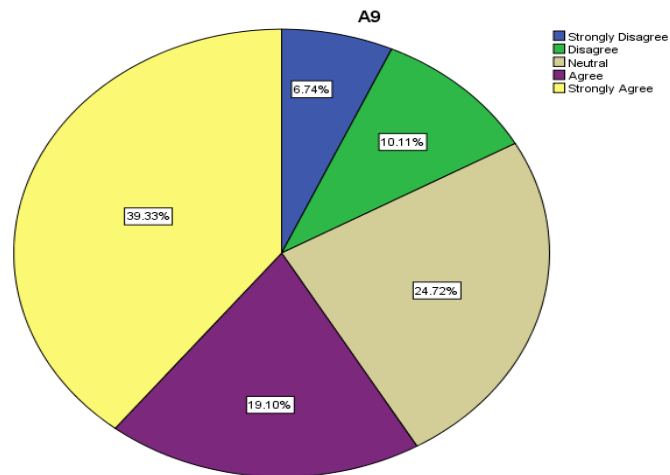
30 minutes (present average time) is worth waiting for delicious food arriving at our doorsteps



Nobody in the world has so far delivered hot and fresh food in under 10 minutes at scale.



I feel customers should be served fresh food; I don't think customers are in such a tearing rush.



This model will help in employment generation.

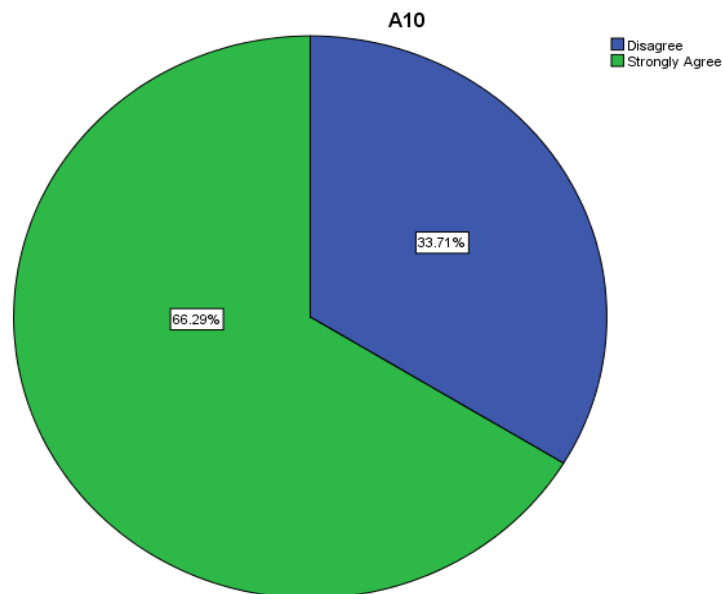


Table 2 Results of T-Test Regarding Consumer's Perception Regarding Instant Food Delivery Model Based on Gender

Items	Gender	N	Mean	SD	Mean difference	t-value	p-value
At present average delivery time of food is too slow.	Male	88	3.1250	1.21118	.31389	1.847	.066
	Female	90	2.8111	1.04821			
Hot food will be available in 10 minutes.	Male	88	3.0455	1.39712	-.19899	-.933	.352
	Female	90	3.2444	1.44806			
Sterile (hygienic) food can be deliver within 10 minutes.	Male	88	2.6705	1.30183	-.11843	-.595	.553
	Female	90	2.7889	1.35327			
It is not possible to deliver fresh food in 10 minutes.	Male	88	2.9659	1.56432	-.57854	-2.573	.011
	Female	90	3.5444	1.43128			
New delivery offer will endanger the lives of both riders as also people on roads.	Male	88	3.6932	1.33355	-.14015	-.699	.486
	Female	90	3.8333	1.34290			
Quick delivery plan would cause undue pressure on delivery executives.	Male	88	3.6591	1.41329	-.25202	-1.241	.216
	Female	90	3.9111	1.29515			

30 minutes (present average time) is worth waiting for delicious food arriving at our doorsteps.	Male	88	3.6818	1.27347	-.20707	-1.180	.240
	Female	90	3.8889	1.05409			
Nobody in the world has so far delivered hot and fresh food in under 10 minutes at scale.	Male	88	3.2159	1.43398	-.23965	-1.167	.245
	Female	90	3.4556	1.29962			
eel customers should be served fresh food; I don't think customers are in such a tearing rush.	Male	88	3.6705	1.25690	-.14066	-.742	.459
	Female	90	3.8111	1.27106			
This model will help in employment generation.	Male	88	4.2159	1.32569	.44924	2.131	.035
	Female	90	3.7667	1.48438			

Source: Primary Data

The data presented suggests a comparison of opinions between male and female participants regarding statements related to food delivery services. The key metrics examined in this study are mean scores, standard deviations (SD), mean differences, t-values, and p-values. These metrics provide insights into the central tendencies and variations in responses between genders.

Based on the analysis of p-values, it can be concluded that the differences in opinions between males and females are generally not statistically significant. The majority of p-values are greater than the conventional alpha level of .05, indicating that there is no significant difference between the two genders. However, it is worth noting that there are two items where the p-values fall below the alpha level, suggesting a potential difference in opinions between males and females for those spec for instance, the data indicates that the average food delivery time is currently considered slow, with a mean difference of .31389. The t-value is 1.847 and the corresponding p-value is .066. These results suggest that although males rated this concern higher, the observed difference is not statistically significant at the .05 level.

On the other hand, two statements demonstrate noteworthy gender disparities. The research findings suggest that there is statistical evidence to support the statement "It is not possible to deliver fresh food in 10 minutes." The p-value of .011 indicates that there is a significant difference in the level of scepticism about quick delivery maintaining freshness between females (mean = 3.5444) and males (mean = 2.9659). Furthermore, the data indicates that the p-value for the statement "This model will help in employment generation" is .035. This suggests that males (mean = 4.2159) tend to be more optimistic about employment benefits from new delivery models compared to females (mean = 3.7667).

Overall, the findings of this study indicate that there are nuanced gender-based variations in perceptions and expectations related to food delivery services. Specifically, certain aspects such as the importance of freshness in quick delivery and the potential employment implications of these services exhibit statistically significant differences in opinions among individuals of different genders.

Managerial Implications

There are several managerial implications that can be derived from the findings, especially if the data indicates significant insights into consumer expectations and satisfaction levels. As a researcher, it is important to consider these implications and their potential impact on managerial decision-making. Here are some of the potential managerial implications that could be considered:

Consumer Expectations: Slow delivery times worry consumers, according to the report. Zomato managers should optimise delivery routes or improve logistic efficiency to speed up delivery.

Gender Sensitivity: Since men and women perceive delivery times differently, specialised communication methods should meet their concerns and preferences.

Maintaining Food Quality: Given customer scepticism about fast, fresh, and sanitary food delivery, Zomato must invest in technology and procedures that maintain food quality regardless of delivery speed.

Public Assurance: Advertising stringent quality inspections and their technology and procedures for ensuring food quality during speedy delivery may ease customer fears.

Rider Safety: Zomato should tighten rider safety regulations and training due to concerns that fast delivery models might jeopardise delivery workers.

Setting Realistic Expectations: Consumers' worries about providing hot, fresh meals in 10 minutes indicate

a communication gap. Zomato might employ educational efforts to create reasonable expectations and explain their delivery model's technology and operations.

Engagement on Time Efficiency vs. Food Quality: Surveys and focus groups might help Zomato understand and meet customer expectations.

Gender-based marketing: Male and female perspectives may be utilised to customise communications. Male customers may choose speedy delivery, whereas female consumers may prefer food safety and quality. Zomato can boost customer happiness, operational efficiency, and delivery worker safety and support by solving these management issues. These tactics will meet customers' urgent requirements and establish Zomato as a meal delivery industry leader.

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