

A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION OF ZOMATO FOOD DELIVERY SERVICES IN HOSUR CITY

G. BANUPRIYA

Research scholar, Department of Commerce, Periyar University, Salem

Dr.V.SENGAMALAM

Assistant Professor, Department of Commerce, St. Joseph's College of Arts and Science for Women, Hosur

ABSTRACT

Online food delivery has become an important part of people's lives in this rapidly changing technological world. The concept of the dine-out system has changed, allowing people to order food at any time with a few clicks. This system is transforming the present restaurant business. The primary motivator for business owners to engage in online delivery services is consumer preference. Large amounts of food move through the systems as cities become more densely populated. With changes in India's population, more industry in different cities for the purpose of studies and employment, and the busy schedules of both husband and wife in the family, the demand for online food ordering is steadily developing and growing. It is a growing trend, particularly in urban areas and on college campuses, for people to order from restaurants. The goal of this research is to evaluate the public's expectations and satisfaction with the Zomato food delivery proposal. This study also investigates the factors that attract buyers when using Zomato.

Key words: *Customers, Online food delivery, Internet.*
