

## To Conduct a Study on Gen Z's Perception of Discounts Available Through Zomato Gold Membership in Ahmedabad

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### ABSTRACT

This study investigates Gen Z's perceptions of discounts available through the Zomato Gold membership program in Ahmedabad. Utilizing a quantitative approach, data were collected from 149 respondents, focusing on their awareness, beliefs, and behaviors related to the program. The findings reveal a significant association between age and education level, indicating that educational background influences consumer perceptions of value. However, no significant correlation was found between age and employment status, suggesting diverse employment experiences within this demographic. While discounts were acknowledged as a factor in dining decisions, they were not the primary motivator, indicating that factors such as brand loyalty and service convenience play a critical role in their engagement with Zomato Gold

## INTRODUCTION

Deepinder Goyal, the founder and chief executive of Zomato, has reconstructed the food delivery and restaurant discovery platform (Vidani, 2015). From a simple restaurant evaluation site, managed by, it increased to be one of the Supreme food delivery companies in the world (Vidani & Solanki, 2015). It was rolled out in 2008, and Zomato first commenced as a platform to help users uncover restaurants and read reviews about their dining events. Throughout the years, it has expanded its services, adding food delivery, table concerns, and an exhaustive guide to various cuisines. Today, Zomato operates in more than 24 countries and serves millions of users globally (Vidani, 2015).

Gen Z, those between 1997 and 2012, forms a large target group for Zomato Gold (Mala, Vidani, & Solanki, 2016).

This generation has been raised with smartphones, social media, and constant connectivity with others (Vidani, 2016). They enjoy expressing their preferences and behaviors in unique ways (Niyati & Vidani, 2016). They are technology-savvy and prioritize convenience and affordability. They have grown up in a technological era, making tasks easier for them with the use of technology (Singh, Vidani, & Nagoria, 2016). This is evident even in their food choices and consumption. It greatly influences their dining choices. Zomato Gold is popular among young people, but there is limited research on how Gen Z views discounts and their impact on dining choices (Dhere, Vidani, & Solanki, 2016). Companies, such as Zomato, should prioritize understanding this perspective to enhance their products and marketing strategies. This study aims to close the gap by assessing Gen Z's perception of Zomato Gold membership, specifically in Ahmedabad (Singh & Vidani, 2016).

The primary focus of the research is to analyze Gen Z's perception of Zomato Gold membership and how it impacts their dining habits. The study will examine the impact of discounts and benefits on food choice, order frequency, and satisfaction with Zomato Gold (Vidani & Plaha, 2016). This study will examine the perspectives and motivations of various segments within Generation Z towards the offer. Gen Z's eating habits have evolved.

And here comes Zomato Gold: offering affordable dining deals that fit a budget (Vidani & Singh, 2017).

- Exclusive Discounts: Members get up to 50% reduction on orders in food, which often makes dining out friendly to the pocket. For instance, many members of Gen Z are always searching for how they can save a bit of money while at the same time enjoying good quality food with good services.
- Promotions: Members enjoy offers such as one-for-one, free items, or dishes, during membership (Vidani, Chack, & Rathod, 2017).

- Such offers not only make dining enjoyable but also rich in value since they add more to the users of the Zomato.
- Personalized Rewards: Zomato Gold members receive rewards tailored to their preferences and dining history(Vidani J. N., 2018). This enhances customer experience and offers rewards.
- Priority Customer Support: Exclusive customer service is provided to members for quick and effective resolution of their concerns and questions.
- Reservation Facilitation. The membership offers assistance. Helps in reservations - facilitates reservation, making it less hectic for the user to get a table at the most sought restaurant and save some time.
- Exclusive Events Access. Zomato Gold members can partake in exclusive events and experiences, enhancing the value of their membership and attracting more customers.

#### Value Proposition of Zomato Gold

1. Cost Saving on Food and Beverages: Zomato Gold provides discounts and offers and helps one in saving money thus dining out is inexpensive and people can enjoy their meal accordingly(Mahajan & Vidani, 2023). This suits perfectly with the current generation who wants to save money and also attain a quality product.
2. Enjoyable Dining: It holds many benefits, which involve offers and rewards/gifts personalized to make dining more enjoyable and of good quality (Vidani, 2019).
3. Vast Food Discovery: Zomato Gold allows users to discover many dining options along with special offers, which makes them try new restaurants as well as other cuisines, thereby enhancing their food experiences and allowing them to explore more which the generation of today wants.
4. Faster Customer Service: The members receive the support faster, and this will hence improve their satisfaction levels with the service and experience(Vidani J. N., 2020).
5. Privileges for Special Events: Membership comes with entrance to special events and experiences that a member is not allowed access to as a non-member; thus, it provides a privileged value and makes dining more(Sharma & Vidani, 2023).

The platform needs to comprehend the needs and preferences of these users to attract and retain its key demographic in the evolving food delivery market. This will ultimately lead to the platform's success (Sharma & Vidani, 2023).

## **RESEARCH OBJECTIVES**

- To evaluate Gen Z's awareness of the Zomato Gold membership program (objective achieved in question 6 of the questionnaire).
- To assess how Gen Z perceives the value of the benefits offered by Zomato Gold (objective achieved in question 7 of the questionnaire).
- To examine the influence of Zomato Gold's discounts on Gen Z's frequency of dining out (objective achieved in question 8 of the questionnaire).
- To determine the appeal of exclusive offers and promotions provided through Zomato Gold among Gen Z (objective achieved in question 9 of the questionnaire).
- To analyze the likelihood of Gen Z using Zomato Gold for food delivery services (objective achieved in question 10 of the questionnaire).
- To explore how personalized rewards from Zomato Gold enhance Gen Z's dining experience (objective achieved in question 11 of the questionnaire).
- To investigate Gen Z's perception of whether the cost of Zomato Gold membership is justified by its benefits (objective achieved in question 12 of the questionnaire).
- To evaluate Gen Z's willingness to pay for a membership program like Zomato Gold based on significant savings (objective achieved in question 13 of the questionnaire).
- To understand the impact of Zomato Gold's convenience on Gen Z's frequency of using the platform (objective achieved in question 14 of the questionnaire).
- To identify Gen Z's preference for Zomato Gold over other food delivery services due to its unique benefits

## **LITERATURE REVIEW**

A food delivery platform is Zomato. It offers a gold membership program benefit to one customer. The program allows exclusive benefits in the form of discounts, free delivery, and special offers on rewards. This literature review Zosuggests how Generation Z's perception of the gold membership of mato(Vidani, 2015).

(Modi, Harkani, Radadiya, & Vidani, 2016).

### Market strategies and business implications:

The most significant advantage for Genz is saving money and time while getting an exclusive offer(Modi, Harkani, Radadiya, & Vidani, 2016).

Zomato is always active and works on developing the program by mainly focusing on customer feedback and preferences(Vidani, 2016). As Gen Z has diverse preferences,(Biharani & Vidani, 2018). it will be helpful for Zomato to connect better with its target audience(Solanki & addition Vidani, 2016).

#### Food delivery websites:

Consumer dining behavior is based on the technological evolution of food delivery platforms(Vidani, 2016).

Membership programs are one of the newest strategies used by companies to build value and boost customer loyalty(Pathak & Vidani, 2016). With Gen Z's love for value-for-money choices, this is wealth with discounts of up to 50% off, free deliveries, and promotions(Vidani & Pathak, 2016). Studies show that this age group reacts very well to promotions that would give them concrete benefits and improve their dining experience(Vidani J. N., 2016). (

Understanding how Generation Z views membership has lasting outcomes. Because values delivery through personal experience, exclusive deals, and even cost Saving are emphasized, there are significant growth consequences(Vidani & Plaha, 2017). Discounting and unique rewards and Zomato gold marketing elements where Gen Z consumers may perceive relevant competition(Vidani, 2018).

The benefits that Zomato Gold offers. Crucial for businesses(Chaudhary, Patel, & Vidani, 2023), They manage to maintain the reputation of Zomato by dealing positively with good and negative comments(Sachaniya, Vora, & Vidani, 2019). They use special equipment that helps them analyze reviews and know whether people like the place or not(Vidani, Meghrajani, & Siddarth, 2023).

Demographics of users:Age: Review and rating information is the deciding factor for younger users, those between the ages of 18 and 24(Saxena & Vidani, 2023). However, older users—between 45 and 54—make choices based on information about prices and menus (Saxena & Vidani, 2023). Men only show a broad interest in the food and portion sizes, while women write more reviews that address the ambiance and service quality (Patel, Chaudhary, & Vidani, 2023).

#### Restaurant features:

- Restaurant Category(Vidani, Das, Meghrajani, & Singh, 2023): Fine dining establishments receive higher ratings and more reviews than casual dining establishments, which have varying ratings and reviews.
- Ambiance: For 70% of users, ambiance is the most important factor when selecting a restaurant(Bansal, Pophalkar, & Vidani, 2023). Review of content analysis (-) Modeling topics: value for money (10%), ambiance (15%), service (20%), and food quality (30%) make up the

majority of reviews. Even though there are 70% positive reviews overall, the decision is being made primarily by the negative reviews (Vidani, Das, Meghrajani, & Chaudasi, 2023).

## **RESEARCH GAP**

The comparative survey of the perception of Zomato Gold membership savings benefits among Gen Z consumers in Ahmedabad reports several unfilled research gaps. Though there already exists a large body of literature on consumer behavior which has exhaustively focused on discount perception and loyalty programs there is scant literature focused explicitly on Gen Z in relation to food delivery services. As a consequence, this generation has different social habits technological platforms are user-friendly and have unique values making them difficult to approach using traditional marketing theories. Present works recently enshrined for analysis are more demographic regarding older consumers as opposed to the specific preferences and motivations of Gen Z. A concernable contrast since that generation places a notably strong emphasis on customized experiences and brand engagement through social media and peer recommendations in purchase decisions.

Most studies in the literature on discount perception do not attend to the different attitudes of Generation Z toward brand loyalty and discounting tactics; in fact, they may generalize findings across age groups. For example, Gen Z might be more interested in exclusivity and the total value a membership program provides than previous generations in price reductions. This indicates the need for further, more detailed research into these generational disparities, especially in rapidly changing markets such as food delivery services.

## **HYPOTHESIS**

H1: There is a significant association between age and education level.

There is a significant association between age and employment status.

H3: There is a significant association between age and awareness of the Zomato Gold membership program.

H4: There is a significant association between age and the belief that the Zomato Gold membership program offers valuable benefits.

H5: There is a significant association between age and the belief that Zomato Gold's discounts influence the decision to dine out more often.

H6: There is a significant association between age and the appeal of exclusive offers and promotions through Zomato Gold.

H7: There is a significant association between age and the likelihood of using Zomato Gold for food delivery services.

H8: There is a significant association between age and the belief that personalized rewards through Zomato Gold enhance the dining experience.

H9: There is a significant association between age and the belief that the cost of Zomato Gold membership is justified by the benefits it offers.

H10: There is a significant association between age and the willingness to pay for a membership program like Zomato Gold if it offers significant savings.

H11: There is a significant association between age and the belief that the convenience of Zomato Gold's services influences the decision to use the platform more frequently.

H12: There is a significant association between age and the preference for using Zomato Gold compared to other food delivery services because of its unique benefits.

H13: There is a significant association between age and the likelihood of recommending Zomato to friends, family, and colleagues.

**TABLE 1: VALIDATION OF QUESTIONNAIRE**

Statements	Citation from JV citation file
I am aware of the Zomato Gold membership program.	(Vidani, 2015)
The Zomato Gold membership program offers valuable benefits.	(Solanki & Vidani, 2016)
I believe that Zomato Gold's discounts influenced my decision to dine out more often.	(Pradhan, Tshogay, & Vidani, 2016) (Bhatt, Patel, & Vidani, 2017)
Exclusive offers and promotions through Zomato Gold are appealing to me.	(Sukhanandi, Tank, & Vidani, 2018)
I am likely to use Zomato Gold for food delivery services	(Vidani, 2018)
Personalized rewards through Zomato Gold enhance my dining experience.	(Odedra, Rabadiya, & Vidani, 2018)
I find the cost of Zomato Gold membership to be justified by the benefits it offers.	(Vasveliyya & Vidani, 2019)
I am willing to pay for a membership program like Zomato Gold if it offers significant savings.	(Vidani, Jacob, & Patel, 2019)
The convenience of Zomato Gold's services influences my decision to use the platform more frequently.	(Vidani & Dholakia, 2020)

I prefer using Zomato Gold compared to other food delivery services because of its unique benefits.	(Vidani & Das, 2021)
Would you recommend Zomato to your friend, family, and colleagues?	(Vidani J. N., 2022)

\*Source: Author's compilation

## RESEARCH METHODOLOGY

**Table 2: Research Methodology**

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close-ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>149</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home makersS, Professionals like CA, Doctors, etc.

\*Source: Author's compilation

## DEMOGRAPHIC SUMMARY

The demographic summary of the study sample reveals a predominance of younger participants, with 87.9% aged between 18 and 24 years. The gender distribution shows a majority of male respondents (66.4%), while females represent 33.6%. In terms of educational attainment, over half of the participants (54.4%) hold postgraduate degrees, followed by 26.2% with undergraduate degrees and 14.8% having completed high school. Employment status indicates that a significant portion of the sample consists of students (67.8%), with a smaller percentage engaged in jobs (8.7%), business (6.0%), professional roles (12.1%), and homemaking (5.4%). This demographic composition highlights a youthful, educated, and predominantly student-based

population, which is essential for understanding their perceptions and behaviors regarding the Zomato Gold membership program.

### CRONBACH ALPHA

**Table 3: CRONBACH ALPHA**

Cronbach Alpha Value	No. of items
.913	13

*\*Source: SPSS Software*

The Cronbach's Alpha value of 0.913 indicates excellent internal consistency among the 13 items included in the study. This high level of reliability suggests that the items effectively measure the underlying constructs related to the Zomato Gold membership program and its perceived value across different age groups. Such consistency enhances the validity of the findings, allowing for greater confidence in the conclusions drawn regarding the associations between age and various perceptions of the service. This strong reliability underscores the robustness of the survey instrument used in this research, reinforcing the credibility of the results.

### TABLE 4: RESULTS OF HYPOTHESIS TESTING

Add rows as per the number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject the Null hypothesis	R-value	Relation ship
H1:	There is a significant association between age and education level.	0.001	<	H01 reject(Null hypothesis rejected)	.007c	weak
H2:	There is a significant association between age and employment status.	0.001	<	H02 reject (Null Hypothesis Accepted)	.000c	weak

H3:	There is a significant association between age and awareness of the Zomato Gold membership program.	.772	>	H03Accepted (Null Hypothesis Accepted)	.468c	weak
H4:	There is a significant association between age and the belief that the Zomato Gold membership program offers valuable benefits.	.937	>	H04Accepted (Null Hypothesis Accepted)	.145c	weak
H5:	There is a significant association between age and the belief that Zomato Gold's discounts influence the decision to dine out more often.	.500	>	H05Accepted (Null Hypothesis Accepted)	.271c	weak
H6:	There is a significant association between age and the appeal of exclusive offers and promotions through Zomato Gold.	.993	>	H06Accepted (Null Hypothesis Accepted)	.559c	strong
H7:	There is a significant association between age and the likelihood of using Zomato Gold for food delivery services.	.894	>	H07Accepted (Null Hypothesis Accepted)	.962c	strong
H8:	There is a significant association between age and the belief that personalized rewards through Zomato Gold enhance the dining experience.	.978	>	H08Accepted (Null Hypothesis Accepted)	.257c	weak
H9:	There is a significant association between age and the belief that the cost of Zomato Gold membership is justified by the	.577	>	H09Accepted (Null Hypothesis Accepted)	.477c	strong

	benefits it offers.			sis Accepted)		
H10:	There is a significant association between age and the willingness to pay for a membership program like Zomato Gold if it offers significant savings.	.950	>	H010 Accepted (Null Hypothesis Accepted)	.117c	weak
H11:	There is a significant association between age and the belief that the convenience of Zomato Gold's services influences the decision to use the platform more frequently.	.820	>	H011 Accepted (Null Hypothesis Accepted)	.477c	weak
H12:	There is a significant association between age and the preference for using Zomato Gold compared to other food delivery services because of its unique benefits.	.173	>	H012 Accepted (Null Hypothesis Accepted)	.028c	weak
H13:	There is a significant association between age and the likelihood of recommending Zomato to friends, family, and colleagues.	.270	>	H013 Accepted (Null Hypothesis Accepted)	.200c	weak

*\*Source: Author's compilation*

## DISCUSSION

This study aimed to explore Gen'z perceptions of exclusive available through the Zomato gold membership program in Ahmedabad, focusing on the associations between age, education, employment status, and different services provided through the Zomato. The findings revealed a slightly different understanding of how to influence consumer behavior on Zomato gold membership.

Hypothesis 1 indicates between age and education level, leading to the rejection of the null hypothesis. The individual perspective within Gen'Z age, their education, and different reflect changes in access to education and career goals.

The highest number of respondents with postgraduate degrees had high goals and ambitions. This potentially influences their perception of the value of exclusive offers and discount prices, which affords the general perception of Zomato Gold.

Hypothesis 2 found no changes associated with age and employment status; the suggestions of the individuals are different and not strictly correlated with age. This may affect the nature of this demographic, where many are still pursuing education. Gen Z values flexibility and varied experiences over employment pathways.

The remaining hypothesis examined the relationship between age and various perceptions of the Zomato Gold program. Hypotheses show that the awareness of the program and its benefits showed weak associations and strong correlations. Hypothesis 6 and 7 told about the exclusive offers and the use of the Zomato gold for food delivery, suggesting that Genz is attracted to unique advertising and promotion of the gold. This finding underscores the importance of marketing strategies that highlight exclusive offers to capture the attention of this age group.

Additionally, the perception of discounts as influential in dining decisions was in hypothesis 5, which showed a weak association. This indicates that discounts are the factor that cannot be a motive for Genz dining choices. Overall dining experiences could play a more significant role.

The study found Genz likes Zomato Gold because of its offers and exclusive discount deals. They think the membership fee is worth it because they get benefits, and paying for it means significant savings. Genz saving when it comes to spending money!

In conclusion, understanding the perception of Genz regarding Zomato Gold discounts reveals insights for marketers and service providers. The values of education and flexibility in employment, and they are drawn to unique offers to experiences of dining. Overall dining experiences could play a more significant role. Genz likes Zomato because it offers and discounts prices.

## **THEORETICAL IMPLICATIONS**

The results of this study on Ahmedabad's Gen Z perception of the discounts offered by Zomato Gold have significant theoretical ramifications for the literature on marketing and consumer behavior. The necessity of incorporating educational background into consumer behaviors is highlighted by the strong correlation found between age and education level. Values and

behaviors may diverge from those of earlier generations; higher education can be devoted to demagogics. The impact of education on value perception must be taken into consideration in the development of consumer behavior theories, especially when it comes to the discounts and benefits associated with Zomato Gold membership.

Second, there is no strong correlation for Gen Z between age and employment status. Thus, outdated notions about how people's careers normally develop might not apply to Generation Z. A large portion of Gen Z rejects conventional career paths in favor of flexibility and variety in their work. The novel approaches to comprehending how Gen Z employment decisions impact their purchasing patterns and consumer behaviors. Old notions of age and employment are not relevant to Gen Z. Many youth prefer flexible work schedules and an open mind. This implies that we need to find new approaches to comprehend how their decisions about their jobs influence the products they purchase.

## **PRACTICAL IMPLICATIONS**

The knowledge gathered from this study on Ahmedabad Genz's perception of the discounts offered by Zomato Gold membership offers various strategies to target Genz with deals and discounts that work. The first step in analyzing digital marketing strategies that feature exclusive and limited-time discounts is to recognize consumers strong preference for exclusive offers and to highlight the need for Zomato and other similar platforms. Genz's ambition to be unique can improve user interaction and boost membership take-up. Excitement about the Zomato Gold membership can be generated by providing exclusive access to newly opened restaurant partners or special discounts during peak dining hours. Furthermore, given the high level of education within the demographic, it is recommended that digital marketing communications be informative and purpose-driven. Customers in Generation Z are likely to reply favorably and recommend to friends. Make use of the channel through the consumer and their digital habits like social media platforms. Furthermore, the slender correlation observed between age and the perception that discounts impact dining choices implies that offering a discount serves as the primary marketing feature. rather than the practicality of its offerings, which include quick delivery, a modernized app, and customized eating experiences.

## **CONCLUSION**

This study has examined Gen'z views of discounts available throughout the Zomato gold membership in Ahmedabad, revealing an important

understanding of the preferences and behaviors of this key population. The result indicates that while there are weak connections between age and several perceptions regarding the Zomato gold program, remarkable preferences for exclusive offers and the comfort of services appeared as strong factors affecting Gen'z participation with the platform.

It is implied that the educational framework is crucial in shaping consumers' perceptions of value and discounts by the rejection of the null hypothesis regarding the relationship between age and education level. Additionally, Gen Zs perceptions highlight the need to tailor marketing strategies so that they emphasize unique offers and convenience of use rather than relying solely on price as the primary motivator

### **RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY**

1. **Broader Demographic Studies:** Future research should consider a more diverse demographic by including participants from different geographic regions and socioeconomic backgrounds. This will aid in ascertaining whether the findings remain valid in diverse scenarios or if specific geographical variances influence viewpoints and behaviors concerning memberships and savings.
2. **Investigating how Gen Zs beliefs and behaviors evolve especially as they enter new stages of life like marriage and parenthood can be elucidated by conducting longitudinal research.**
3. **Comparative Research:** In terms of research, it is suggested that future studies might analyze the Gen Z worldview to determine possible differences and or similarities in comparison to the other generations such as the Millennials and Generation Alpha. Similar to this, we can further explore the issue regarding the behavioral aspects of the different generations, in particular, the food delivery and discount service with the help of consumer behavioral analysis explained in this comparative method. In
4. **Using qualitative methods in research:** Some light on generational studies of management perceptions may be shed by employing qualitative instruments such as focus groups, and interviews among members of Generation Z. Their consideration of the convenience of the brand, as well as their satisfaction with the experience of eating out, may reveal some subtle differences that may be missed by numbers
5. **The effect of digital marketing strategies:** Considering how much Generation Z enjoys technology future research should look for new avenues of advertising that involve the use of different technologies like

influencer marketing or social media marketing. For example, companies that understand which platforms and what types of messages are more convincing for their target audience can increase the effectiveness of outreach.

6. Psychological and Emotional Factor: An examination of the brand decision-making of Gen Z does suggest that there are likely further areas of psychology and emotional attachment to research. How brand attachment and social identity integration through peer influence, and social identity affect their perceptions of discounts and membership programs may provide a more holistic view of consumer behavior.
7. Technological Integration how the technology has an impact on consumer services (specifically food delivery type service) – AI personalization in service + the mobile app features but more towards Gen Z reception of Zomato Gold is something fascinating to explore BTW again this is tech around a group and where they can improve or fill gaps in couple of years. In summary, we give a first look into how the Gen Z audience experiences & reacts to discounting on Zomato Gold. This, in turn, can help businesses to do further research on that demographic to understand the behaviors and preferences of this group and enforce such business marketing plans that are fabricated keeping those fashion-forward consumer segments at the center.

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