



# A Study On The Impact Of User Reviews And Ratings In Zomato On Creating Brand Reputation With Special Reference To Coimbatore City

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**Abstract:** This study explores the evolving landscape of digital food service marketing with a focus on the impact of user reviews and ratings on brand reputation in Zomato, specifically in Coimbatore city. With the increasing reliance on digital platforms and consumer-generated content, reviews and ratings have become a vital part of brand perception and customer decision-making. The study aims to understand customer perceptions, identify key influencing factors, and assess the extent to which online reviews shape restaurant reputation. Data was collected from 125 respondents through structured questionnaires using a combination of exploratory and descriptive research methodologies. The analysis utilizes tools such as simple percentage analysis, ranking, and Likert scale analysis to interpret consumer behavior and their interaction with online reviews. Findings reveal that factors such as star ratings, reward programs, social media engagement, and review authenticity significantly influence customer trust and restaurant selection. The study concludes with recommendations to strengthen review credibility, improve brand responsiveness to feedback, and leverage digital marketing strategies to enhance brand reputation in the competitive online food service environment.

**Keywords:** User reviews and ratings, Food delivery, Brand reputation.

## I.INTRODUCTION

The internet has significantly changed how businesses interact with their customers, especially in the hospitality and food service industry. Platforms like Zomato have evolved from simple food-ordering apps into powerful tools for customer engagement and brand reputation management. Through features that allow users to rate and review restaurants, Zomato has created a feedback-driven ecosystem where consumer opinions directly influence business performance. Positive reviews can attract new customers and build trust, while negative feedback can harm a restaurant's image if not addressed properly. This shift has empowered consumers to voice their experiences, making or breaking a brand's reputation. As a result, businesses must actively monitor and respond to feedback to demonstrate their commitment to quality and customer satisfaction. This study aims to explore how such user-generated content impacts brand perception, particularly in the competitive food industry. By analyzing customer and business responses, it provides insights into the crucial role of online reviews in shaping consumer behavior and restaurant reputation.

### Objective:

- To identify the factors responsible for positive and negative ratings
- To explore the impact of reviews in influencing consumer decision-making

## II. STATEMENT OF PROBLEM

As we are in the digital age, customers reviews and ratings are essential mechanisms of shaping perceptions and tendencies people have while purchasing. Services such as Zomato relied on the content of delivered images to establish the much needed credibility with the audience. In the same regard, as users leave positive feedbacks, the firms brand reputation improves, new customers are attracted, and customers remain loyal, or else negative feedbacks can however dampen a business image and its revenue potential. However, the fluid nature of user reviews raises several important questions like do customer reviews and ratings contribute to creating and sustaining brand reputation, On what basis do customers rating.

## III. RESEARCH METHODOLOGY TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Linkert Scale Analysis

## SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to find out percentage value of all entirely different questions used in finding comparison between two or more series of data

### FORMULA

Percentage Analysis = (Number of respondents / Total number of respondents)  $\times$  100

## LINKERT SCALE ANALYSIS

Likert scales are a common rating format for surveys. Respondents rank quality from higher to lower or worst using five levels. Likert items are used to measure the respondents “attitudes to a particular question or the statement”.

### FORMULA

Likert Scale = 
$$\frac{\Sigma fx}{\text{Total Number of Respondents}}$$

While

$f$  = Number of respondents

$x$  = Likert Scale Value

$\Sigma(fx)$  = Total Score

### MID VALUE

Mid value indicates the middle value of Likert Scale.

## LIMITATIONS OF THE STUDY

The research is geographically restricted to Coimbatore, and hence the findings may not be generalized to other regions. The study relies heavily on primary data collected through surveys, which may be influenced by respondents’ personal biases, limited awareness, or willingness to share honest feedback. The sample size may not fully represent the diverse customer base of the supermarket.

#### IV. ANALYSIS AND INTERPRETATION

**Table 1**

**TABLE SHOWING THE PRIMARY FACTOR INFLUENCING RESTAURANT CHOICE**

S.NO	FACTORS	NUMBER OF RESPONSES	PERCENTAGE %
1	Restaurant name & popularity	48	38.4%
2	Discounts and offers	42	33.6%
3	User reviews & ratings	25	20.0%
4	Friends' recommendations	10	8.0%
	<b>TOTAL</b>	<b>125</b>	<b>100%</b>

#### INTERPRETATION

It is inferred that 38.4% (48) of respondents choose a restaurant based on its name and popularity, 33.6% (42) rely on discounts and offers, 20.0% (25) of respondents choose a restaurant based on its user reviews & ratings, 8.0% (10) of respondents choose a restaurant based on friends' recommendations

#### INFERENCE

Majority, 38.4% (48), of respondents select restaurants based on name and popularity.

Table 2

**TABLE SHOWING TYPE OF REVIEWS THAT MOSTLY INFLUENCE THE DECISIONS**

S.NO	FACTORS	NUMBER OF RESPONSES	PERCENTAGE %
1	Detailed text reviews	26	20.8
2	Star ratings	43	34.4
3	Photos of food/restaurant	38	30.4
4	Response from the restaurant owner	18	14.4
	<b>TOTAL</b>	125	100

**INTERPRETATION**

It is inferred that 20.8% (26) of the respondents decisions are influenced by detailed text reviews, 34.4% (43) of the respondents decisions are influenced by Star ratings, 30.4% (43) of the respondents decisions are influenced by Photos of food/restaurant, 14.4% (18) of the respondents decisions are influenced by Response from the restaurant owner.

**INFERENCE**

Majority of the respondents decisions are influenced by detailed text reviews while selecting a restaurant on Zomato.

Table 3

**TABLE SHOWING POSITIVE REVIEWS AND HIGH RATINGS ON ZOMATO IN INFLUENCING CONSUMER DECISION**

S.No	PARTICULARS	RESPONSES	LIKERT SCALE	TOTAL
1	Strongly Agree	10	5	50
2	Agree	31	4	124
3	Neutral	26	3	78
4	Disagree	46	2	92
5	Strongly Disagree	12	1	12
	<b>TOTAL</b>	<b>125</b>		<b>356</b>

LIKERT SCALE =  $\Sigma(fx) / \text{TOTAL NUMBER OF RESPONDENTS}$

$$= 356/125$$

$$= 2.84$$

#### INFERENCE

Likert Scale value 2.84 is equal to the middle value (3), so the respondents are neutral with positive reviews and high ratings on zomato significantly influence consumer trust and their decision to order from a particular brand.

**Table 4**

**TABLE SHOWING NEGATIVE REVIEWS AND LOW RATINGS AFFECT CUSTOMER SATISFACTION**

S.No	PARTICULARS	RESPONSES	LIKERT SCALE	TOTAL
1	Strongly Agree	16	5	80
2	Agree	53	4	212
3	Neutral	21	3	63
4	Disagree	27	2	54
5	Strongly Disagree	8	1	8
	<b>TOTAL</b>	<b>125</b>		<b>417</b>

LIKERT SCALE =  $\Sigma(fx) / \text{TOTAL NUMBER OF RESPONDENTS}$

$$= 417/125$$

$$= 3.33$$

#### INFERENCE

Likert Scale value 3.33 is higher than the middle value (3), so the respondents are Neutral with negative reviews and low ratings affect customer satisfaction and decrease the likelihood of repeat orders on zomato.

#### FINDINGS

The study investigated the influence of various factors on restaurant selection and consumer decision-making on Zomato, based on responses from 125 individuals in Coimbatore. It was found that restaurant name and popularity (38.4%) were the primary drivers of customer choice, followed by discounts and offers (33.6%), while user reviews and ratings had a moderate influence (20%). Among different types of reviews, star ratings (34.4%) and food photos (30.4%) had a greater impact on customer decisions compared to detailed text reviews or owner responses. A Likert scale analysis revealed that respondents were generally neutral regarding the influence of positive reviews and high ratings, with a score of 2.84. However, negative reviews and low ratings had a stronger impact, with a Likert score of 3.33, indicating that such feedback negatively affects customer satisfaction and reduces the likelihood of repeat orders. Overall, while online reviews play a role, brand popularity and visual impressions remain more influential, and negative reviews carry greater weight than positive ones in shaping consumer behavior.

## V. SUGGESTIONS

Since restaurant name, popularity, and discounts play a more significant role in influencing consumer choices than user reviews and ratings, restaurants listed on Zomato should focus on building strong brand visibility and offering attractive promotional deals to draw in customers. As star ratings and food photographs have a greater impact than detailed reviews or owner responses, restaurants should maintain high-quality visuals of their dishes and encourage satisfied customers to leave high ratings. While positive reviews showed a neutral effect, the analysis revealed that negative reviews and low ratings notably reduce customer satisfaction and the chances of repeat orders. Therefore, restaurants should prioritize monitoring and responding to negative feedback promptly and professionally to rebuild trust and retain customers. Additionally, Zomato could implement stronger verification mechanisms to improve review authenticity, thus boosting consumer confidence in the platform's ratings system.

## VI. CONCLUSION

The study on the impact of user reviews and ratings in Zomato on creating brand reputation, with special reference to Coimbatore city, reveals that while online reviews do influence consumer perception, factors such as restaurant name, popularity, and promotional offers play a more dominant role in driving restaurant selection. Most users rely on visual cues like star ratings and food photos rather than detailed text reviews or owner responses when making dining decisions. The analysis also shows that while positive reviews and high ratings have a neutral influence on consumer trust, negative reviews and low ratings significantly affect customer satisfaction and reduce the chances of repeat orders. This highlights the importance for restaurants to manage their online presence actively, respond to feedback constructively, and ensure consistent service quality. Overall, the study emphasizes that user reviews are a critical yet complex element of modern brand reputation, and businesses must strategically handle digital feedback to strengthen trust and foster long-term customer loyalty.

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