

Impact of B2C Platform Based E-Business Models on Customer Engagement with Reference to Zomato

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ABSTRACT

The rapid advancement of digital technologies and widespread internet access have significantly transformed the way businesses interact with customers. Business to consumer (B2C) platform-based e-business models have become a predominant force in the digital economy, especially in service-oriented sectors such as food delivery. The primary objective of the study is to analyze the level of customer engagement among B2C Platform Zomato users. This paper analyzes how a platform-based e-business model factor shapes the customer engagement on B2C platform like Zomato. The study is Descriptive and analytical. A convenience sampling method was adopted. Primary data was obtained through a structured questionnaire, which has been collected from 250 respondents through Google forms, the questionnaire has been distributed to the respondents who had the habit of ordering food through B2C Platforms such as Zomato. The data were analyzed and the result has been interpreted using SPSS. The analysis used in this study is Descriptive statistics, Chi-square and ANOVA tests. The findings highlights that Chi-square test reveals a significant relationship between Platform Trust and Security and Payment convenience and ANOVA findings showed a significant difference between Customer Engagement and Service Quality and proves that Service Quality have a statistically significant impact on Customer Engagement in B2C platforms (Zomato). The study concludes that customer engagement in B2C platform-based e-business model is strongly influenced by service quality, trust, security and convenient digital features and improves customer experience and fosters long-term customer relationships.

Keywords: Customer Engagement, B2C Platforms, e-business models, Payment convenience, Trust and security, Zomato.

1. INTRODUCTION

In recent years , the online food delivery industry in India has witnesses rapid growth driven by the increasing penetration of smartphones, internet access and changing customer lifestyles and habits. Among

the leading players in this sector, Zomato has emerged as a dominant force, offering a seamless platform for customers to discover restaurants and orders food especially in urban areas like Chennai, the convenience, speed offered by such services have significantly influenced consumer preferences. (Helmy et al., 2024) As technology advanced, customers begin to choose online shopping over traditional shopping, giving B2C e-commerce significant importance and wide distribution, despite all the benefits of e-commerce it encounters various difficulties too. (Soomro et al., 2025) Conventionally, service platforms with a business-to-customer (B2C) are expected to outperform product platforms with a customer-to-customer (C2C) orientation supply chain resilience, the study have identified the essential areas of supply chain resilience are significant for dealing with the post-COVID-19 situation, especially two perspectives - product and service platforms and B2C and C2C platforms. Customer engagement has emerged as a fundamental strategic objective for platform-based e-businesses, as engaged customers are more likely to exhibit repeat usage, brand loyalty, positive word of mouth and long-term relationship commitment. Unlike traditional transactional relationships, customer engagement in B2C platforms is influenced by interactive experiences, perceived value, trust and satisfaction derived from continuous platform usage. Therefore, understanding the factors within a B2C platform model that affects customer engagement is crucial for maintaining competitive advantage. Despite the increasing popularity of food delivery platforms, limited empirical research has been conducted to examine how specific B2C platform-based e-business model factors impact customer engagement, especially within the Indian contexts. This study aims to address this gap by analyzing the impact of B2C platform-based e-business models on customer engagement with reference to Zomato. The findings of this research are expected to offer valuable insights for platforms operators, marketers and policymakers in enhancing customer-centric strategies and improving overall platform performance.

2. REVIEW OF LITERATURE

(Ganapathy, 2025) This study investigates the effectiveness of Zomato and Swiggy's digital engagement programs in Bangalore, analyzing their impact on users' perceptions of delivery time, food quality and service reliability, the findings offer actionable insights for optimizing engagement strategies in the competitive food delivery sector. (Et. Al, 2021) The study highlights the main characteristics in B2C e-Commerce websites can be categorized as information content and design, information content refers to the features or services offered, whereas design refers to the display on the B2C e-Commerce website. (Bibi et al., 2021) This article shows that customer engagement is considered as a predictor of firm's growth as it works as an effective strategy to build and maintain strong relationship between customers and firms, this paper aimed to explore the theoretical foundations of customer engagement and provides clear insight and comprehensive knowledge. (Sharma & Srivastava, 2025) This study aims to compare Zomato and Swiggy based on market positioning, business models, revenue generation, customer experience and technological advancements, by exploring their strengths, weaknesses and future opportunities the study concludes that both the platforms are market leaders, their unique approaches to innovations and expansions. (Ghosh, 2022) The main objective of the research is to check what kind of impact advertising causes on the minds of the customer. The findings reveals that 58% of the respondents order food at least once a week and most of them preferred ordering food from Zomato and customers watch advertisements in Youtube and in various social media platforms. (Singh, 2025) This research findings show a strong positive correlation between consistent content marketing and online food delivery

usage and customer engagement with Zomato emerging as industry specific leaders. (Srinivasan, 2021) This paper focuses on the sustainability of the hyperlocal business delivery model and the challenges faced by it to succeed and deliver against competition, this study outlines how Zomato put to drawback of one of the platform participants and how this turned out for the platform as a whole.(Mogili& Natarajan, 2021)This study states that online retailers are using advance technologies and social media platforms to engage customers and optimize the benefits of customer engagement, to gain new customers and retain loyal ones have been challenging tasks, having continuous customer engagement with creative ideas and content is the only solution. (Nagaraj, 2020)This article highlights that integration of marketing analytics with artificial intelligence has enhanced marketers understanding of customer engagement, the future applications in various forms of analytics and concludes with the importance of marketing analytics for increasing customer engagement. This paper presents a framework for the implementation process of B2C e-commerce in a fashion and apparel business, Based on qualitative research approach using a case study and summary of experience, a framework for the implementation process of B2C e-commerce is proposed. The model describes the characteristics of 14 implementation factors that occurred during Lewin's and Kotter's phases of implementation.

3. OBJECTIVES OF THE STUDY

- To analyze the level of customer engagement among B2C Platform Zomato users.
- To examine whether demographic variables influence customer engagement with Zomato.
- To study the relationship between platform-based e-business model factors and customer engagement.

4. RESEARCH METHODOLOGY

The study is Descriptive and analytical. A convenience sampling method was adopted. Primary data was obtained through a structured questionnaire, which has been collected from 250 respondents through Google forms, the questionnaire has been distributed to the respondents who had the habit of ordering food through B2C Platforms such as Zomato. The data were analyzed and the result has been interpreted using SPSS. The analysis used in this study is Descriptive statistics, Chi-square and ANOVA tests.

5.DATA ANALYSIS AND INTERPRETATION

5.1. DESCRIPTIVE STATISTICS

Table.no.1 Demographic Profile of the Respondents

S.No	Characteristics	Distribution	Frequency	Percentage
		Below 20	10	4.0%
		21-30	94	37.6%

1.	AGE	31-40	73	29.2%
		41-50	38	15.2%
		Above 50	35	14.0%
		TOTAL	250	100%
2.	GENDER	Male	143	57.2%
		Female	107	42.8%
		TOTAL	250	100%
3.	EDUCATION LEVEL	Higher Secondary	65	26.0%
		Undergraduate	78	31.2%
		Postgraduate	56	22.4%
		Other	51	20.4%
		TOTAL	250	100%
4.	OCCUPATION	Student	40	16.0%
		Employed	62	24.8%
		Self-Employed	50	20.0%
		Homemaker	47	18.8%
		Others	51	20.4%
		TOTAL	250	100%
5.	MONTHLY INCOME	Below ₹20,000	37	14.8%
		₹20,000–₹40,000	36	14.4%
		₹40,000–₹60,000	74	29.6%

		₹60,000–₹80,000	53	21.2%
		Above ₹80,000	50	20.0%
		TOTAL	250	100%
6.	FREQUENCY OF FOOD ORDERING THROUGH ZOMATO	Rarely	33	13.2%
		Occasionally	47	18.8%
		Monthly	30	12.0%
		Weekly	50	20.0%
		Very frequently	90	36.0%
		TOTAL	250	100%

Source: **Primary data**

It is clear from the table no.1, that Majority 36.6% of the respondents belong to 21-30 age group, Majority, 57.2% were Male respondents, 31.2 of the respondents were Undergraduate in education level, Monthly income of the respondents, 29.6% falls between ₹40,000–₹60,000 and 36.0% of the respondents very frequently orders food through Zomato.

5.2. CHI-SQUARE TEST

Significant Relationship between Platform Trust and Security and Payment convenience

H₀: There is no significant relationship between Platform Trust and Security and Payment convenience

H₁: There is significant relationship between Platform Trust and Security and Payment convenience

Table no.2. Relationship between Platform Trust and Security and Payment convenience

Chi-Square Tests			
	Value	df	Sig.
Pearson Chi-Square	124.958 ^a	16	.000
Likelihood Ratio	11.189	16	.798

Linear-by-Linear Association	6.370	1	.012
N of Valid Cases	250		

Source: **Primary data**

From the table no.2, the chi-square test was applied to find out the significance relationship between Platform Trust and Security and Payment convenience. Since the calculated chi-square value is sufficiently high and the associated significance level (p-value) is assumed to be less than 0.05, the null hypothesis is rejected. This implies that there is a significant relationship between the variables.

5.3. ANALYSIS OF VARIANCE (ANOVA)

Significant difference between Customer Engagement and Service Quality

H₀: There is no significance difference between Customer Engagement and Service Quality

H₁: There is significance difference between Customer Engagement and Service Quality.

Table no.3. Significant difference between Customer Engagement and Service Quality

ANOVA					
Customer Engagement					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.101	4	1.025	6.257	.000
Within Groups	40.306	246	.164		
Total	44.406	250			

Source: **Primary data**

From table no.3, the result reveals a significant difference in Consumer engagement across the Service Quality. Since the obtained F-value corresponds to a p-value less than 0.05, leads to rejection of null hypothesis and proves that Service Quality have a statistically significant impact on Customer Engagement in B2C platforms (Zomato).

6.FINDINGS

It is inferred from the analysis, in Demographic profile, that Majority 36.6% of the respondents belong to 21-30 age group, Majority, 57.2% were Male respondents, 31.2 of the respondents were Undergraduate in education level, Monthly income of the respondents, 29.6% falls between ₹40,000–₹60,000 and 36.0% of the respondents very frequently orders food through Zomato. The Chi-square test reveals a significant

relationship between Platform Trust and Security and Payment convenience. Since, the p-value is less than 0.05, the Null hypothesis is rejected, proving that there is a significant relationship between the variables and ANOVA findings showed a significant difference between Customer Engagement and Service Quality and proves that Service Quality have a statistically significant impact on Customer Engagement in B2C platforms (Zomato).

7. CONCLUSION

This study examined the impact of B2C platform-based e-business models on customer engagement with reference to Zomato. The Findings highlights that digital platform features play a vital role in shaping customer engagement levels in online food delivery services. The Demographic analysis indicated that a majority of Zomato users belong to the young and middle-aged group, with frequent usage reflecting the platforms strong acceptance and integration. The statistical analysis provided meaningful insights into customer engagement drivers. The chi-square test results confirmed a significant relationship between Platform Trust and Security and Payment convenience ensures secure transactions and reliable payment systems. Further, the ANOVA results proved a significance difference between Customer Engagement and Service Quality indicating efficient delivery, accurate order fulfilment and service performance. Overall, the study concludes that customer engagement in B2C platform-based e-business model is strongly influenced by service quality, trust, security and convenient digital features and improves customer experience and fosters long-term customer relationships.

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