

A Study On Consumer Satisfaction Towards Online Food Delivery Apps With Special Reference To Zomato And Swiggy In Mayiladuthurai Town

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Abstract

The study examines the influence of online food ordering on customers and to know how Swiggy food ordering has affected and altered their food habits. Hence the study investigate consumer satisfaction towards online food ordering app Zomato and Swiggy. The research found Respondents of this study, between the ages of 21 and 35 used online food services more than any other age group. Zomatto and Swiggy is the most popular food ordering app, and it is preferred by respondents more. This research is based on primary data, which is obtained by a primary survey using a well-structured questionnaire in order to meet the requirements of the stated objectives of this research study. The sample size of this research comprises 100. The study taken in Mayiladuthurai town.

Keywords: Online food delivery service, consumer Satisfaction, consumer preferences, current consumer feedback, expectations of consumers, mobile applications.

1. Introduction

India's e-commerce market has been rapidly expanding in recent years and continues to do so today. The constant growth of e-commerce is altering how people think, check, act, and produce a yield. A larger part of organizations, from limited scale to medium scale and enormous scope areas, own a website to improve their business. They utilize online commercials and promotional events to take a digital leap in business cycles. The comfort needs and

preferences of consumers, along with their purchasing behavior, are driving the persistent growth of e-commerce.

Technology plays a vital role in reforming food service delivery experiences. The reliance on technology has led consumers to adopt various activities such as shopping, payment gateways, online ticketing, and internet banking. Among these activities, online food delivery apps are becoming increasingly popular in the Indian market. Indian consumers' preference for online food ordering has led to the growth and innovation of new apps. These apps offer convenience, save time, and provide offers and discounts to customers. Moreover, they generate job opportunities across the country.

2. Consumer satisfaction

Consumer satisfaction refers to how pleased (or dissatisfied) consumers are with a company's goods, services, or overall experience. Customer satisfaction refers to a customer's perception of your business and what you have to give in terms of quality, value, and aspirations. This information will say lot about how consumers feel about your brand and how they will connect with it in the future. (indeed, 2021)

Customer retention and customer satisfaction are inextricably related. Customer retention drives revenue and ensures a company's long-term viability. Customer satisfaction scores are one of the best measures of how a business will perform in the future. While metrics like profits and shares show valuable details on how well a company is doing at a particular time, customer satisfaction scores

are one of the best indicators of how well a company will perform in the future.

HISTORY OF SWIGGY:

Sriharsha Majety and Nandan Reddy, two of the company's founders, created the "Bundl" e-commerce website in 2013 to help with courier services and shipping products within India. Bundl was quickly paused, and they shifted their focus to food distribution. The food delivery industry was in chaos at the time, with prominent startups including Food panda (later acquired by Ola Cabs), TinyOwl (later acquired by Zomato), and Ola Cafe (later closed) struggling. Rahul Jaimini, a former Myntra employee who created Swiggy and its parent company Bundl Technologies in 2014, was approached by Majety and Reddy. (P.Pon Sankar)

It all began in 2014, when two BITS Pilani graduates, Sriharsha Majety and Nandan Reddy, decided to make life easier by Changing the Way India Eats- all with the tap of a finger! All they needed was the technology to power their dream of hyperlocal food delivery, and they were introduced to Rahul Jaimini, who brought this vision to life with the first website. Swiggy was launched as a result of this. (P.Pon Sankar)

Swiggy started out by signing up a few restaurants in Bangalore's Koramangala neighborhood in August of 2014. Soon after, the first group of Hunger Saviors arrived to deliver food in less than 40 minutes. Swiggy received its first round of funding shortly after and released the app in May of 2015. Fun fact: The technology that brings delicious food to your doorstep was created entirely in-house. (P.Pon Sankar)

Swiggy grew rapidly thanks to customer love and support, first across Bangalore and then across the world. The rest, as they say, is history. Swiggy is now India's most famous food ordering and delivery service. Swiggy's cutting-edge technology, large and nimble delivery service, and outstanding customer focus have enabled a slew of benefits, including lightning-fast deliveries, real-time order monitoring, and no order minimums, all while enjoying your favorite meal wherever you want it. (P.Pon Sankar)

History of Zomatto

Zomato was established in 2008 as Foodie bay and renamed Zomato Media Pvt. Ltd. on January 18, 2010. Zomato expanded to Delhi NCR, Mumbai, Bangalore, Chennai, Pune, and Kolkata

in 2011. The business expanded its international activities in 2012, with offices in the United Arab Emirates, Sri Lanka, the United Kingdom, the Philippines, and South Africa. Zomato began operations in New Zealand, Turkey, Brazil, and Indonesia in 2013, with websites and applications in Turkish, Portuguese, Indonesian, and English. Zomato first opened its doors in Portugal in April 2014, followed by releases in Canada, Lebanon, and Ireland in 2015. (Wikipedia)

Zomato announced plans to launch Zomato Infrastructure Services in February 2017, a service that will assist restaurants in expanding their reach without incurring any fixed costs. Zomato announced in September 2017 that it had "turned profitable" in all 24 countries where it operated, as well as a "zero-commission model" for partner restaurants. Zomato stopped accepting updates from its active users at the end of 2017 because it did not use moderators to check and render updates. Users of the app also identified problems with the app's latest payment functionality

Zomato laid off nearly 10% of its staff (540 people) in September 2019, focusing on back-end operations such as customer care, merchant support, and distribution partner support. Zomato launched its grocery delivery service, Zomato Market, in 80+ cities across India in April 2020, in response to increasing demand for online groceries amid the COVID-19 pandemic.

REVIEW OF LITERATURE:

In her studies, **Dr. Mitali Gupta (2019)**, discusses the influence of food delivery apps on restaurants. The study discusses the advantages, as well as the positive and negative impacts of electronic food delivery and various online food delivery apps. The writer has also concentrated on food delivery app strategies, with a particular emphasis on Zomato and Swiggy. (2020)

According to **Megha Gera (2018)**, the aim of their study on "Operations research in food delivery" was to see how operations research could be applied in the food industry. And they've looked at how the studies would assist both restaurants and food delivery services at the same time. They also stated that operation research can be used by businesses to assess how to

choose between various food deliveries companies in order to reduce costs and increase profit margins. (2021)

Research Methodology

To study the customer satisfaction and perception towards online delivery platforms in special reference to zomato and swiggy, this research used quantitative technique. The study was conducted with respondents located mostly in Mayiladuthurai District. The data was obtained via a questionnaire using a non-probability convenient sampling technique. Data was gathered through the use of a Google form that was circulated online. Population of this research consists of all the people above 12 year who use online food delivery apps. The questionnaire contained a demographic section and a subjective section. A total of 100 people responded to the survey.

Objective of the Study

- ❖ To study the customer satisfaction of Zomato and Swiggy.
- ❖ To study customer perception about online food delivery platform.
- ❖ To analyze consumer preference between Zomato and Swiggy.
- ❖ To identify factors that influence consumer perception towards online food delivery apps.
- ❖ To study the demographic profile of consumers.

Scope of the Study

The study's aim is to find out how consumers feel about online food distribution services and how satisfied they are with them. As a result of this paper, the researcher would have a better understanding of online food delivery services. The researcher will discover consumer preferences, such as whether they prefer Zomato or Swiggy, as well as the variables that influence a customer's choice of one app over another. The researcher will also learn about customer satisfaction levels in terms of price, quality, and other factors. As a result, the findings will help service providers concentrate on these factors in order to close consumer mentality gaps.

Limitations of the study

1. A small sample size of 100 respondents has been taken.
2. The data has been collected within Mayiladuthurai town .
3. The interpretation is completely based on collected data and statistical analysis. The results might differ if someone else conducts the same study

DATA REPRESENTATION AND ANALYSIS

Table 1: Do you use online food delivery apps?

Options	No of Respondents	Percentage%
a)Yes	87	87%
b)No	13	13%

Source: Primary Data

INTERPRETATION

It clearly highlights that out of 100 responses, 87 (87%) respondents use online food delivery apps to order food online whereas 13 (13%) people don't use online food delivery apps and prefer to go to restaurants.

Factors affect the usage of food delivery apps

Table 2: Speed of Delivery

Options	No. of Respondents
a)Strongly Agree	35
b)Agree	29
c)Neutral	15
d)Disagree	7
e)Strongly Disagree	1

Source: Primary

INTERPRETATION

It can clearly be seen from the above table that majority of people i.e 50 are agreed that speed of delivery affect the usage of food delivery apps whereas 1 person is disagree with it. There are 27 people who are strongly agreed and 9 respondents who are neutral. None of them responded as strongly disagree.

Table 3: Discounts and Offers

Options	No. of Respondents
a)Strongly Agree	41
b)Agree	29
c)Neutral	14
d)Disagree	3
e)Strongly Disagree	0

INTERPRETATION

The above table shows that majority of people that is 45 are agree that time saving affect the usageof food delivery apps whereas no one is disagree with it. There are 31 people who are strongly agreed and 11 respondents who are neutral. None of them responded as strongly disagree.

Table 4: 24*7 Availability

Options	No of Respondents
a)Very Satisfied	20
b)Satisfied	56
c)Neutral	10
d)Dissatisfied	1
e)Highly Dissatisfied	0

Source: Primary Data

INTERPRETATION

It is clearly be seen from the above table that majority of people that is 35 are strongly agree that 24*7 availability affect the usage of food delivery apps whereas 7 people are disagree with it. There are 29 people who are agreed and 15 respondents who are neutral. 1 person responded as strongly disagree

Table 5 : Consumer support services

Options	No of Respondents
a)Very Satisfied	22
b)Satisfied	45
c)Neutral	18
d)Dissatisfied	2
e)Highly Dissatisfied	0

Source: Primary Data

.INTERPRETATION

It is clear from the table that majority of respondent that is 45 think that customer service by onlinefood delivery apps is satisfied. The number respondents who think customer service is very satisfied and neutral are 22 and 18 respectively. There are 2 responses for dissatisfied and no responses for highly dissatisfied

Table 6: Over all Satisfaction

Options	No. of Respondents
a)Strongly Agree	27
b)Agree	50
c)Neutral	9
d)Disagree	1
e)Strongly Disagree	0

Source: Primary Data

INTERPRETATION

As an overall assessment, it can clearly be seen that majority of respondent that is 56 think that overall satisfaction of online food delivery apps is satisfied. There are 20 people who think it is very satisfied whereas 10 respondents think overall satisfaction of these apps is neutral. There is 1 responses for dissatisfied and no responses for highly dissatisfied.

Major Findings

- ❖ The majority of online food orders are students, accounting for 78% of the respondents, while homemakers and service professionals each constitute 7% of the total responses.
- ❖ A significant portion of respondents (81%) reported a monthly income of Nil, indicating a preference for ordering food online.
- ❖ 87% of the total respondents prefer to order food online, while 13% do not.
- ❖ Among the respondents, 44.8% prefer Zomato for ordering food online, 5% prefer Swiggy, and 49.4% use both apps.
- ❖ There is a significant impact of different food delivery platforms on consumer perception, as well as on the use of different platforms in relation to satisfaction.

Suggestions

- ❖ Food delivery apps should enhance their payment protection to increase customer confidence in making online purchases.
- ❖ Offering more deals can attract more customers, as they are often sought after by consumers.
- ❖ Including local vendors can broaden the app's appeal to customers.
- ❖ Proper classification of food items is important for customer satisfaction.
- ❖ Restaurant owners can increase online ordering by expanding to new distribution platforms.
- ❖ While online orders are convenient, maintaining quality and quantity of service is crucial.
- ❖ Prompt and efficient response to phone calls from customers ordering online is essential.
- ❖ Restaurants should focus on providing high-quality and diverse food items to encourage more customers to order online.
- ❖ Although ordering online saves time, further improvements are needed to streamline the process.

Conclusion

Based on the findings of this research, it is concluded that Zomato and Swiggy have their strengths and weaknesses in terms of customer perception. These apps are primarily used to save time. The study indicates that online food delivery apps are quite popular among residents of Mayiladuthurai, with almost

everyone surveyed being aware of them. Customers aged 18 to 25 are the primary users of online food delivery services, and the perceived ease of use is a major factor driving their adoption. Additionally, the research highlights the satisfaction of users across different age groups and income levels with the service provided by these platforms. Furthermore, the study confirms the significant impact of different food delivery platforms on consumer perception and satisfaction.

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