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## **A Study on Consumer awareness and opinion towards online Food delivery application with reference to Swiggy and Zomato in Chennai**

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### **ABSTRACT:**

In this development of mobile applications, marketing was always about interacting with your audience at the appropriate time and in the right place. Mobile application innovation is fueled by technological breakthroughs that have dramatically boosted the use of mobile phones & apps. By delivering food to customers' doorsteps, the online food ordering business provides convenience and saves time. Customers are attracted to the food delivery portal because it offers a variety of appealing offers and allows them to improve their profit by giving services. In the United States, the online meal ordering sector has grown, with 40% of adults purchasing food online at least once. The purpose of this research paper is to discuss how students in Chennai feel about online meal ordering and services. With 70 respondents, the survey was done with the objective of conducting a thorough analysis. The research focuses on the level of satisfaction and influencing factors for food ordering portals such as Swiggy and Zomato, as well as the students' choice for these two apps. The result of the customer's preference was analysed using a SWOT analysis. Over the last few years, the meal delivery environment has changed dramatically.

Despite the growing interconnectedness of the world, technology is still considered as a valuable tool for communication. In fact, technology has made it possible for people to connect with one another in ways that have helped to close the gap between customers and retailers. Food delivery technology allow customers to plan ahead or buy on the fly, depending on their shifting preferences. Some few clicks on a mobile device is all it takes to make a purchase, making convenience the most important factor in the purchasing process. Currently, the primary information source for just any particular restaurant may be found on an online portal. There has been a steady rise in the number of people using online food delivery services, as well as their expectations. This study was conducted in order to determine which meal delivery application has the largest market share and why. According to the results of the survey, the majority of respondents were knowledgeable of the online meal ordering process. Swiggy had a larger market share than Zomato, with the main reasons being Swiggy's specials and discounts, followed by pricing and delivery speed. Convenience Sample is the sampling methodology that was utilised to perform the survey. The sort of research design employed in this research article is descriptive research.

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Key Words: Online food ordering portals, food delivery service, consumer perception, preferences, satisfaction

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### **I. Introduction:**

India's e-commerce is expected to grow at a faster rate as a result of the rapid spread of information and communications technologies, which includes encouraging and developing advances in food services. It's based on a study by Mathai et al. (2016). (Thingaraja et al. 2016). E-growing commerce's popularity has resulted in a shift in customers' preferences and attitudes throughout time. There has been a significant increase in the demand and supply of food service providers in India on today's E-commerce platform thanks to food-tech giants such as Zomato and Swiggy. Delivering food to customers' doorsteps is a service provided by Zomato and Swiggy, two prominent Indian meal delivery apps. Popular food delivery apps like Swiggy and Zomato have seen an increase in usage recently. It's a one-stop shop for all of their meal-ordering and delivery needs. In the year of our Lord (Thangaraja & Kiran, 2020).

At the time of its founding, Zomato was known as Foodie Bay, an Indian restaurant aggregate and delivery service started in July of 2008. Later on in November 2010, it was renamed Zomato to reflect its new identity. It was started by Pankaj Chaddah and Deepinder Goyal. It provides information on restaurants, menus, and user reviews, as well as online food to restaurants in select cities. As of 2016, the service is available in 24 countries. It also indicates that there were 80 million monthly active users. It's also a web-based resource for discovering new bars, clubs, and dining establishments. It is a requirement for registered users to provide feedback on their dining experiences and provide ratings for the establishments they've visited (ranging from 1 to 5 stars).

Swiggy is a well-known and very useful online food delivery service in India. Founded in 2014, the temple is located in Bangalore. As of Mar 2019, it serves more than 300 places around the country from various Indian cities. It all started with an e-commerce site developed by Sriharsha Majety and Nandan Reddy. But when they noticed how the food market was changing, they phoned Rahul Jaimini and founded Swiggy. There is just one point of

contact when ordering from a range of restaurants and a transport fleet that picks up orders from restaurants & delivers them to customers (Hameed, S, & Thangaraja, 2020).

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## 2. REVIEW OF LITERATURE

Eateries are being affected by food delivery apps, according to Dr.Mitali Gupta (2019). It examines the merits and disadvantages of electronic meal delivery, as well as several online food delivery apps. Additionally, the study has looked into meal delivery apps like Zomato and Swiggy.

Consumers' decision to use meal delivery services online are influenced by a variety of factors, according to Das (2018). He looked into the most popular online food delivery service platform amongst customers. Additionally, he has illustrated the difficulties that consumers have when using internet meal delivery services. Zomato's superior savings and Swiggy's on-time deliveries are only two examples of the differences between meal ordering apps.

Research conducted by Dr. Neha Parashar and Ms. Sakina Ghadiyali, (2017) found a substantial correlation between the aspects regarded most important when selecting a food delivery app. According to their research, they intended to find out which digital food delivery app was the most preferred form of payment for respondents (Mathai & Thangaraja, 2016). Customers may be reluctant to provide personal information, such as their phone numbers and addresses, with a service provider because of this. They also investigated the association between food delivery applications and the service they provide.

"Applied research in ordering food" was the focus of Megha Gera's (2018) study, which examined how machine learning may be used in the food industry. Both restaurants and meal delivery businesses can benefit from the study's findings. Businesses can use this strategy to compare different food delivery services, which can help them save money and improve their bottom line. When it comes to providing their customers with a comprehensive satisfaction experience, Suryadev Singh Rathore's (2018) researchers revealed that the quality of information, mobile phone app or website design as well as payment system privacy and security must be prioritised. Additionally, it shows that the system places a high emphasis on things like product pricing, ease of payment, and discounts and special offers.

In Zulkarnainkedah's research, the primary purpose is to discover the "essential success features" of online purchase, such as whether service quality (design), quality of service, or website trustworthiness are the aspects that contribute to customer loyalty in an online shopping environment. Meal ordering businesses that offer fast delivery, reliable customer service, and high-quality food qualities (such as freshness, beauty, and health) are more likely to succeed.

Students were the focus of Ms. Neha Gupta &Dr.Deepali Bhatnagar (2017), as it has been found that students use online sites more frequently than the general population. They conducted a poll to learn more about the tastes of the respondents and the amount of money they spent per transaction. For people who like to shop online, the three most essential characteristics are Experimental Distinctiveness, Customer Support, and Convenience.

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## III.Objective of the Study:

- In Chennai, a comparison of consumer preference between Zomato and Swiggy was conducted.
- To figure out what factors influence their decision between Swiggy and Zomato.
- To gain a better understanding of how other associated elements affect the online food delivery procedure and preferences.

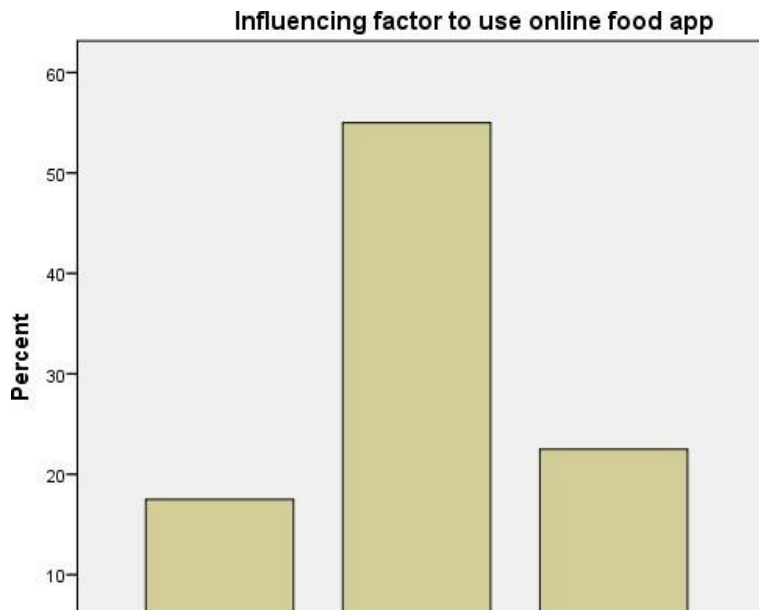
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## IV.SCOPE OF THE STUDY

When it comes to eating, consumers have specific needs and expectations. The study's goal is to find out what clients in the city of Chennai think about electronic meal ordering (students). This study will help us gain a better understanding of online food delivery services. If users prefer Swiggy to Zomato, we'll find out why, and what factors influence their decision. Customer satisfaction levels within terms of pricing, quality and other variables will also be discussed. Thus, service providers will be able to learn more about their clients' needs and preferences, while also filling inside the gaps.

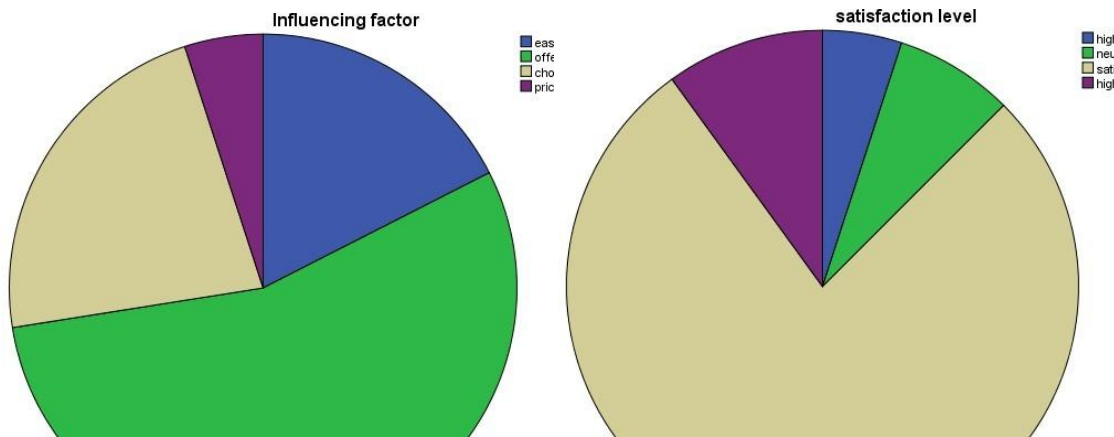
**V.ANALYSIS**

**V.1INFLUENCING FACTOR WHICH MAKES CONSUMER TO USE ONLINE FOOD Delivery App.**



The above analysis reveals that the influencing factor which allows the consumer to use online food delivery app is the variety of choices that the customers get.

**V.2 INFLUENCING FACTOR AND SATISFACTION LEVEL (SWIGGY) :**



55% of the consumers whose Swiggy are influenced by the offers and discounts provided by them. 77% of the consumers who prefer Swiggy are satisfied with the app. 60% of the customers prefer Swiggy and the remaining 40% of the customers prefer Zomato.

**VI. Discussion:**

In Chennai, Swiggy has made a name for itself as a dependable and well-liked food delivery app. Fast delivery, a wide variety of restaurants, a wide range of choices, and well-trained delivery staff are all hallmarks of this service. Over a million orders were fulfilled in a month, helping to increase the company's visibility and revenues. For example, Zomato & Food Panda are said to be more reliable and faster than this service. The average delivery time for Swiggy is 35 minutes. For orders over Rs. 250, the company charges a shipping fee, while its competitors do not charge at all. For a specific task, it utilizes a huge number of middlemen. The vast majority of customers think that the prices of food are just too high. Swiggy's primary concentration is on regional restaurants, but as their rivalry grows, they will have to broaden their offerings. Swiggy's brand has to be strengthened because of the lack of familiarity it has with many customers.

The notion of limited home delivery was first introduced by Swiggy. You may be able to recapture some market share by rebranding. Delivery can be accelerated at no additional cost. Using the correct marketing strategy, Swiggy may easily outperform its rivals. Swiggy should cease focusing on regional restaurants and instead broaden their service area. In order to rival Swiggy, Zomato must focus more on savings and specials, menu prices and delivery time. It's also worth noting that Swiggy is just 11.2% ahead of Zomato, that implies that Zomato has the potential to overtake them in the market share, and they must continue to focus on the elements that make them effective in terms of its market share.

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## VII.CONCLUSION:

When comparison to other service-provider applications, Swiggy has an excellent reputation, according to the poll. There are so many possibilities to choose from because of the wide range of choices they offer. Adjustments and enhanced marketing methods are also required to get an advantage over rivals and maintain one's position.

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