International Journal of Research Publication and Reviews

A Study on Customer Preference between Swiggy and Zomato: Case Analysis

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ABSTRACT

Restaurants can accept and manage orders via the internet using an automated food delivery service. Both of these elements are common in most online shopping carts, and they're what make them so effective. Customers can browse their menu and place an online order through the first website and mobile app. India's top food ordering and delivery platform, Swiggy, was founded in 2014. Founded in Bangalore, Swiggy now has over a hundred sites across India. The company's founders, Nandan Reddy and Sri Harsha Majesty, launched the bundle e-commerce platform in 2013 to assist with courier service delivery within India. Covid-19 epidemic will force Swiggy to lay off 1100 staff in May 2020.

There'll be a service charge of 20 - 30 rupee when you place an order. Swiggy's smartphone app also allows us to provide feedback and reviews. In order to produce a uniform questionnaire, we divided it into four sections: preferences, trustworthiness, consistency, and preference choice. The study had 165 participants in all. 82.4% of individuals surveyed participated in the study. The data collector's results were analysed using grey analysis, a data analysis method. According to the data, consumers choose originality on terms of pricing, reliability, and delivery. Both Zomato and Swiggy, well-known online food delivery businesses, were not given the top marks. What consumers think about the service, as well as their concerns about its reliability, has been revealed in this poll. It has given consumers a wealth of knowledge about the problems they confront and the solutions that can be found. Management can benefit from the article's insights into consumer behaviour. Additionally, it has added an aspect of originality by allowing us to examine a wide range of customer-related factors like preference, trustworthiness, and personal preference.

Keywords:Consumer behavior; customer satisfaction; competitive advantage; needs and preferences; Online Delivery App.

I.INTRODUCTION

Personal and professional development necessitates a thorough understanding of consumerpreferences. Customers' needs, tastes, and preferences can be better understood with its help. In order to make a brand more appealing, it helps the company provide the brand a identity and value. Value creation is the most straightforward way to describe it, particularly for the younger generation. Customers' perception of a firm is the whole total of everything they know, feel, and experience about it (Goyal & Singh, 2007). As a result of the data presented above, a branding has been created. "Food on wheels" was the tagline for the "food-truck" brand.

This was a delivery company that you could order from the comfort of your own home. It provides an online food delivery service to customers in India. It's been used as a comparison for other brands. Meal delivery services such as Zomato and Swiggy were readily available. It was determined that these brands were lacking and that the brand name would be different from the previous. Online food delivery services were studied extensively in order for the brand to surpass its rivals (Hameed, S, & Thangaraja, 2020). As a result of the study, the company was able to build and differentiate its brand's value and establish a positive impression of the company it truly represents. If these efforts continue for a long period, the brand will either grow, or fade away. This was a new culinary app that would go up against other similar ones. Swiggy and Zomato's strengths and drawbacks were taken into consideration when developing the app.

Fast food restaurants are a popular choice for Indian-origin consumers (Goyal & Singh, 2007). Unexpected flavors from all around the country could be found on a food truck. After personally tasting their meals and evaluating the sanitation and hygiene of the restaurants, the app has partnered with various of eateries. There was also a check on the restaurants to make certain that the food has been of high quality. Concerns about sanitation can be communicated to everyone at any time by customers. Customer care was available around the clock, two weeks a week in the service. The company went above and above to handle any difficulties and keep customers happy. In the eyes of this company, the customer was king, and it was all about making them happy. The online food delivery service's reputation, promotion, and service all helped tremendously (Thang & Tan, 2003). Approximately Rs. 2–3 crores were put up at the start of the project. As a commercial website, the app was accessible to everyone with even the most basic computer skills.

The company only hired delivery workers once they had received adequate training from the organization. The delivery guy was fluent in Hindi, English, as well as the local language of the area.. It was obvious that the delivery boys knew their way around town. In return for the restaurant's help in publicizing the app, the app's creators teamed up with a well-known brand. When customers have questions, they can reach out to customer service

by email, chat, or phone by using the app. If the customer is concerned about the safety of the delivery person, an urgent alternative is provided. Additionally, customers could place orders through text message with all the necessary information included. As a result of their charitable efforts, the brand had given its all. Their goal is to satisfy customers by offering the best value, quality, and timeliness of service (Mathai & Thangaraja, 2016).

Main Purpose of Online Food Ordering System

As technology progresses, online food ordering is becoming increasingly common. For this reason, persuasion-based products have become increasingly popular. Even as the number of Covid 19 cases has increased, the epidemic's importance has grown. Customer benefits & business benefits can be divided into two groups when it comes to the advantages of online meal ordering. Customers may easily browse the restaurant's menu, customise their meals, and place an order via the restaurant's website or app. Favorite orders can be saved so that they're being easily reordered in the future. They no long have to spend time taking the purchase request, they never longer have to worry about communication issues, and their customer order workflow is streamlined from the restaurant's point of view."

Indian Online Food Delivery Market:

An estimated \$4.35 billion in Indian internet meal delivery business would be available by 2020. Online food delivery services allow customers to place orders for food and have it delivered right to their front door. A variety of payment options are available, as is ordering from a wide variety of cuisines via a website or mobile app. The user is informed via the website/application of the think the outcome for food planning & serving (Kiran & Thangaraja, 2020). The convenience, speed, & accuracy of such services are spurring an increase in the demand for them in India.

Growth in the market is being fueled by increased internet access and sales of smartphones. Combined with India's growing workforce and income growth, the online food delivery sector is experiencing a surge in popularity in India. With Bangalore, Delhi, & Mumbai accounting for India's three most populous metropolises (as well as the country's second and third largest marketplaces), merchants are increasingly focusing on smaller markets with strong development potential. There is also a growing need in the United States for on-the-go food products with quick home application services that offer convenience, prepared (RTE), and much less expensive meal delivery options. In addition, as a result of the rise in COVID-19 cases, numerous major companies, such as Swiggy and Zomato, have developed contactless delivery services. Mathematics & Thangaraja, 2016 As a result of these services, customers can be assured that their food will not make contact without bare hands before it is brought to them. The following organisations currently control the vast majority of the market for Indian takeout:

Food Delivery APP: Covid's Influence

Quality of food in India has been severely impacted by Covid. During the first few days of the outbreak, shipping volumes on most online platforms plummeted from 20% to 30% of pre-covid levels. It is possible that three elements are to blame for the category's rise in India. An unanticipated food-delivery closure was caused by the coronavirus outbreak in the state, which resulted in more than 95% of restaurants listed on delivery methods closing their doors. Exodus from large cities: The lockdown caused in an exodus form large cities to their home cities of migrants. It's not uncommon for online food delivery companies to employ a large number of workers who are migrants. Because of this, it took some time to get service back up and running after the lockout restrictions were released.

When a delivery boy from a major delivery company confirmed cases for Covid in the early years of the pandemic, the public's perception of the virus and their preference for home cooking changed. Consumers' trust in food delivery services was damaged by this, leading to a shift toward home cooking.

II.REVIEW OF LITERATURE

The advertising and business worlds have paid close attention to changing consumer preferences. Organizational performance was viewed as the most important factor in its success. Iniesta-Bonillo and Sanchez-Fernández (2006) regarded it as one of the most essential approaches for acquiring a competitive advantage. "

Consequences of poor food safety have an effect on consumer attitudes, which in turn influence purchase decisions. The measurement of perceived risk can be used to construct a framework for integrating food safety and risk perception (Yeung & Morris, 2001). Consumers perform a variety of roles, and the elements that influence their decisions differ depending on product category they are purchasing. It's important to keep in mind four distinct types of customers. Consumers are price-conscious, value-conscious, and aware of price fluctuation (Jin& Suh, 2005).

A consumer's expectations about food quality are formed based on their personal experiences, both when the food is purchased and when it is prepared in the home. Consumer insights are built on a foundation of perception and customer-centered product creation (Grunert, Bredahl&Brunso, 2004). Consumer choice is a major factor in a wide range of marketing strategies. An organization's success depends on its ability to maintain a competitive advantage.

It is required to set up a system that is interconnected. The three models that make up the configuration are: customer value in transactions, consumer value building, & value proposition dynamics (Khalifa, 2004). Managers' perceptions of risk are influenced by a wide range of circumstances. Managers place a high value on risk-reduction techniques in the workplace (Khalifa, 2004). The success of an e-commerce website is heavily influenced by the quality of its customers, their perceptions of risk, and their overall loyalty. Customer satisfaction and cost advantages have been influenced by the contact point & perceived quality, that has led to increasing brand loyalty. ' (Chang & Chen, 2009).

E-commerce, on the other hand, relies solely on the retailer's website to facilitate transactions between buyers and sellers. It illustrates the relationship between several online purchase criteria and customer purchasing habits (Park & Kim, 2003). A wide range of factors affect how people think about risks, attitudes, and the products they buy. Researching and making judgments on technological risk is the focus of this paper, which may not have been useful or productive if this decision was not made (Covello, 1983). It is important to understand that brand awareness has a big impact on core-brand image or even parent brand recognition, and that in turn has had an indirect influence on score-brand attitudes and customer purchase intent. On the other hand, consumer preferences have a tremendous impact on sentiments about parent companies. An enormous number of consumers' shopping decisions are influenced by this (Wu & Lo, 2009).

For consumers, personality is a crucial part of their decision-making process. Personality has a lot to do with consumer purchasing habits, creativeness, media choice, categorization, product choice, risk attitude, and leadership. Scholars having long been drawn to individuals whose lives have been shaped by particular facets of human nature. Marketing & customer perception are both heavily influenced by a brand's personality (Kassarjian, 1971).

In order to keep current customers and attract new ones, the online commerce firm has gone through a series of stages (Yang & Jun, 2002). To keep customers coming back, it needs to deliver high-quality products and outstanding customer service. In order to deliver the best possible service, it is essential to conduct a thorough investigation of customer preferences (Zhilin, 2002). The survey found that environmentally conscious shoppers were much more likely to be women, married, or to have at least young child living at home. Consumers place a high importance on interpersonal connections and frequently take environmental concerns into account when buying purchase (Laroche, Bergeron, &Barbaro-Forleo, 2001)

III.Objective of the Study

- A customer preference comparison comparing Zomato and Swiggy in Chennai.
- To figure out what factors influence their decision between Swiggy and Zomato.
- To learn more about how various elements influence the online food procedure and preferences.
- To determine the various parameters of quality, service, & delivery.
- To compare and contrast different brands such as Zomato and Swiggy.
- To investigate customer preferences when it comes to ordering food through the internet.

IV.RESEARCH METHODOLOGY

This study will follow a descriptive study design. A population or a sample's characteristics can be described via descriptive research. No explanation is given for why or how the attributes came to be. In other words, it aims to answer the question, "What?" rather than the "How?" question. Descriptive classifications, which are a form of category scheme, are used to describe the situation or demographic. The data was collected using a Questionnaire, which comprised all of the information needed for the analysis. Inquiries were either open-ended or closed-ended, depending on their nature. To make things easier for you, the questionnaire is given in the appendix.

The sampling strategy used was called the 'Convenience Sample.' The non-probability sampling technique of convenience sampling (also known as grab sampling, unintentional sampling, or opportunity sampling) involves taking a sample from a part of the population that is close at hand. This method of sampling is appropriate for use in pilot testing. 165 respondents from Chennai were expected to complete the survey, but only 124 did, with 41 of those comments being considered valuable. Respondents were primarily college students; others were self-employed, employed, or homemakers.

The data were analysed using the Grey method. The analysis was carried out using Microsoft Excel. This approach of analysis of data was the most thorough. It helped in the thorough review & interpretation of data, which resulted in the best possible outcomes. From the other hand, grey analysis was employed since it is based on real data, computations are straightforward, so it is easy to understand. It's one of the most successful methods for supporting firm management with making decisions (Misra& Panda, 2017a). It's a term that describes the interplay between many components, which helps to find the most critical factors that influence some of the established objectives.. One of the best ways of dealing with complex relationships between a large number of factors and variables (Aggarwal & Srivastava, 2019). There are fewer variables to consider in a grey study, giving it a feasible alternative to more traditional statistical methods (Misra& Panda, 2017b).

Gray-scale analyses In 1982, Professor Deng held that the Grey system theory included Grey analysis as an essential component. In a grey system, some information is known and some is not known at the same time. Grey-level analysis is used to answer a broad range of decision-making problems. Despite the fact that grey analysis does not provide a perfect answer, it does offer a variety of methods for determining the best course of action for a range of situations. Engineers and managers have benefited from this theory. It's also used for analyzing study findings.

Table no.1 Rank Matrix

Name	P1	P2	P3	P4	R1	R2	L1	L2	L3	PD1	Rank
Swiggy	0.202	0.160	0.227	0.400	0.064	0.353	0.115	0.227	0.279	0.481	3
	3	4	2	1	2	1	3	2	1		
Foodpanda	0.383	0.216	0.264	0.268	0.065	0.392	0.136	0.119	0.240	0.374	4
	1	4	3	2	2	1	2	3	1		
Zomato	0.321	0.197	0.322	0.286	0.065	0.431	0.172	0.257	0.327	0.566	2
	2	4	1	3	2	1	3	2	1		
Others	0.362	0.223	0.471	0.339	0.069	0.374	0.294	0.188	0.384	0.774	1
	2	4	1	3	2	1	2	3	1		

In order to gain a deeper understanding of consumer behavior, businesses conduct customer preference research. This information has been useful in determining how the general public views meal delivery services that offer their services online. It has shared its thoughts on various brands, including such Swiggy, Zomato, and more.. A wide range of factors contribute to the preferences of today's consumers. Because of what the firm says and does, as well as how it is broadcasted to the general public (Kuo, Wu & Deng, 2009).

The table included four sections. Preference was the name of the first part, and the letter P stood for it. When ordering meals online, P1 suggested the best method, P2 indicated a most important consideration, P3 indicated a most preferred cuisine, and P4 suggested the much more popular time for doing so. Swiggy gave the top spot to P4, which was followed closely by P3, P1, and P2. In order of importance, P1 came out on top, followed by positions P4, P3, and P2. Zomato and others ranked P3 as the most popular, following by P1, P4, and P2 in that order. In the second portion, which was labelled Reliability, the letter R was used. Consumers' faith in internet services was measured by R1, while their level of perplexity when making an online food purchase was measured by R2. R2 came out on top in terms of services like Swiggy, Zomato, and others, followed by R1.

The third component was referred to as "Liking," and the letter L stood for it. In L1 and L2, the reasons why people wanted to purchase food online, and in L3 the reasons why so many people are prepared to pay for meal service. L3 was the most popular in regards of Swiggy and Zomato, followed by L2 and L1. L1 and L2 were ranked second and third, respectively, in regard to food panda. The final stage was making the purchase decision. PD1 was a measure of how frequently consumers used an online food delivery service.

As can be seen from this, the other meal delivery services had a lot of interest from the public. Although Swiggy, Zomato, as well as other similar companies are well to have a big number of customers, people are disappointed with the service. As a result, customers began shopping around for alternative brands. Customers were largely unsatisfied with the quality and delivery of the food. Analyses showed that clients experienced problems receiving their orders. Delays in delivery schedules were the primary cause. Hygiene is also a problem for many people. Due to unhygienic conditions in the kitchen, this is the reason. One of the most important factors was the price. Overwhelmingly, consumers refused to pay the new, higher price tag. If the price was too high, people shifted to other brands. This harmed the company's reputation. This study demonstrated the impact of several online meal delivery companies on consumers through the use of a consumer decision - making survey.

Analysis of data relied heavily on the results of a consumer choice research. It contributed to a better understanding of how people feel about online food delivery services. It made it easier to figure out what the customers wanted and liked. It summed up what consumers liked and disliked about the product.

With their help, the goals of the brand were met. The main aims of the brand were separated into four groups. The first objective was to identify the various criteria in terms of flavor, cost, and delivery. An internet meal delivery business's success is dependent on three criteria. It all comes down to how well the food tastes, how well it's prepared, and how well it's delivered.

50 % of the population stated that taste was the most essential criterion when it came to ordering meals online. We were quite pleased with the food's quality and the speed of delivery. This proved that the dish's flavor should take precedence over its appearance. Even the price of the food was a requirement. Almost all of them said they would be prepared to pay between $100 and $200 for the food, which is a reasonable price range. There were

no surprises when it came to cost. Last but just not least, people looked to the delivery services to be prompt. Thus, the delivery men were designed in such a manner that they knew the city's routes inside and out.

Also on the agenda was a look at competing services like Swiggy and Zomato to see what they were all about. The most popular apps were Swiggy and Zomato, in that order. When it comes to food delivery services, customers had four options to choose from. Several food delivery services were involved, including Swiggy and Zomato. After analyzing all the data, "others" came out ahead, with Swiggy and Zomato in second and third place. In spite of the abundance of well-known and trusted brands, customers remain unsatisfied and seek out a unique experience. All the brands are thoroughly analyzed in order to ensure that the strong brand could best serve its customers.

The third purpose was to ensure customer satisfaction and to build a well-known brand. To reach this goal, it was imperative to know what customers wanted from web meal delivery services. How people felt about online food services and whether they thought they were trustworthy were some of the questions given in the study, which helped to pinpoint the problems that consumers were having.

Cooking- and delivery-related problems were the most frequent occurrences. Restaurants would be examined to assess the quality of food supplied not whether they are maintaining sufficient hygiene and cleanliness in order to address the problem. In the first objective, the delivery issues were addressed.

The success of a firm depends on the popularity of its brand. When customers inquired about what type of food, they liked or what hour they wanted to order food online, the brand's popularity grew. The majority of people preferred usually eat in the evening, and half of them favored north Indian cuisine. As a result, the majority of both the delivery men were allocated to the evening shift to guarantee that supplies were not delayed. In addition, the customer's emotional state has a positive impact on the organization (Yeo, Goh & Rezaei, 2017).

All of these objectives can be achieved with the help of a positive client attitude and a well-structured and planned online food delivery service. Consumer attitudes, both good and negative, were heavily influenced by their choices. Keeping customers happy isn't enough in a competitive market. In a commercial organization, it may not be enough to survive. Customer loyalty and confidence can be gained by undertaking a thorough study of customer perception. In addition to these, the relevance of service quality, value perception, brand, reputation, and connection should be taken into account. This has helped us better understand the impact of service quality and value perception, as well as how these aspects influence the customer experience, company image, and behavioral intentions of our customers. Providing clients with high-quality service and delivering superior value can contribute to customer happiness, which can improve the company's corporate image and lead to customer loyalty, according to consumer preference study (Hu, Kandampully&Juwaheer, 2009).

V. Conclusion:

Research into consumer preferences is essential for getting to know your customers, which is essential for things like brand equity and quality. In addition to helping consumers better understand the products they're interested in, it also delivers a wealth of information about their likes, dislikes, buying intentions, and so on. Customers are always on the lookout for something unique and special. That is why any business can benefit from the preferences of its customers (Sherman, Mathur & Smith, 1997). Online food delivery services were shown to be popular with customers, according to a recent study. Most people, particularly college and working-class consumers, bought their food on a weekly basis from online retailers. Internet meal delivery businesses are proving their reliability and efficiency by becoming increasingly popular among consumers. For many people, ordering food online was the primary reason for doing so. In addition, it was discovered that customers continue to try out services from multiple suppliers in order to choose the best one. When it comes to ordering food online, expediency and ease are always top priorities for customers. Because of its accuracy, it helps them (Kimes, 2011).

More or less helpful information was gleaned from the investigation. Based on all the relevant facts, a brand was created. "Food on wheels" was the tagline for the "food-truck" brand. This was a food chain that you could order from the comfort of your own home. It made it easier for Indian consumers to order food online. It's been used as a comparison for other brands. Meal delivery services such as Zomato and Swiggy were readily available. All of these past brands were examined to see what the new one would have that the others didn't. A comprehensive study of online meal delivery service preferences was carried out in order to surpass the competition for the brand. Results suggest that service and quality have a greater effect on behavioral intentions, either direct or indirect (Cronin, Brady &Hult, 2000).

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