



A Comparative Analysis on Customer Preference between Swiggy and Zomato

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ABSTRACT

Technological developments and an increased reliance on the internet, mobile applications have opened up new opportunities for marketing. Worldwidewebsize.com estimates that there are between 15 and 50 billion live websites on the internet now. Many old methods of product promotion and distribution have been rendered obsolete by the proliferation of these websites and applications. Mobile applications that use the internet as a platform to advertise products and services have been developed as a result of combining marketing intelligence with technology. These days, both consumers and businesses are aware of the current state of the products and services on the market. Internet-based marketing methods are being used to meet the needs of today's customers. The study's goal is to learn whether Swiggy or Zomato customers prefer. To see if Swiggy or Zomato has a larger portion of the market. Convenience Sample is the sampling technique employed in this study. This study project employs a descriptive research design. It was the goal of this study to figure out which food delivery app had the largest market share and why. According to the results of the study, the vast majority of participants were aware that they could order food over the internet. Swiggy had a larger proportion of the market than Zomato, mostly because of the deals and discounts it offered, followed closely by the company's low prices and quick delivery.

Keywords: Customer preference, online purchase decision, online delivery service

INTRODUCTION

Software that allows restaurants to accept and manage online orders can be classified as an online meal ordering system. There are typically two parts to an online ordering system. Websites and apps that allow guests to examine the restaurant's menu and then place an order online are first. Secondly, the restaurants will have an admin administration interface for receiving and managing customer orders.

In order for a consumer ordering web site to function properly, there are a number of critical criteria. Available on all platforms, including tablets and desktop computers. Simply type in the restaurant's name into the search bar to see what is on offer. Customers can choose whether or not they want their order delivered or picked up. Orders can be delivered at a time that is convenient for the customer. Online payments can be made using a credit card, direct deposit, or any other method of payment. Keep them informed on the progress of their orders. Easily reorder their favourite goods from previous orders by viewing all of their past orders in one place.

REVIEW OF LITERATURE

There are many other types of literature reviews, and this one is the most common. The review could include scientific journal articles, novels, government reports, and Web sites as well as other types of material. Each source is described, summarised, and evaluated in the literature review. Students at the University of Otago, New Zealand, did a study in which they found that the growth of COVID-19 has led to an increase in the use of food ordering applications in a variety of ways. Online FD isn't without detractors, however, as seen by instances of boycotts by consumers and restaurants. Taking a step back and looking at the larger implications of online meal ordering is therefore necessary. Online FD has been criticised for the excessive commission it charges businesses and the dubious conditions of employment for delivery employees, despite the fact that it gives employment and sales chances. An online meal delivery service can have an impact on public health and transportation systems from a social standpoint. Significant trash output and large carbon footprints are just two of the negative effects on the environment.

As the internet has grown, so has the demand for on-line catering services by people who are able to research, compare prices, and easily obtain them. Online ordering is becoming increasingly important for restaurants. The food industry has been rocked by the rise of online ordering. T. Arumugam (Arumugam, 2016) Many businesses have been affected by technology, including the restaurant industry, and this will continue to do so. People all across the world now have access to an astounding new level of convenience thanks to a highly developed online ordering system.

In India, internet meal ordering and delivery was boosted by the use of technology. Customers' changing demands led to a shift in the ordering process from "ordering over the phone call" to "online meal orders," which allowed customers to get their food delivered to their homes.

The online meal delivery industry is still in its infancy and faces numerous obstacles. The only way to resolve these issues is to use law as a criterion and combine the efforts of food delivery applications, businesses, and customers, resulting in an ideal environment for ordering meals online (Hong Lan et al, 2016).

RESEARCH METHODOLOGY

Objective of the Study

- A comparative analysis on customer preference between Swiggy and Zomato in Chennai
- To understand which factor is contributing to their choice between Swiggy and Zomato.
- To understand how other related factors are influencing the online food delivery process and preference.

Research Type

Descriptive research is the method of choice for this project. It is possible to conduct descriptive study to learn about the features of a certain group or phenomenon. In terms of how, when, or why the qualities came to be, it does not provide any answers. As opposed to the "how" question, it focuses on the "what" (the features of the population of situation being researched). When describing a situation or a population, categorical schemes, often referred to as descriptive categories, are frequently utilised. To gather data, a questionnaire was used that had all of the necessary information. Depending on the severity of the questions, there were both open-ended and closed-ended options. A copy of the questionnaire is included in the appendix for your reference.

'Convenience Sample' Method was selected as the sampling method. In convenience sampling, the sample is selected from a small segment of the population that really is easily accessible. Pilot testing is the best usage for this type of sample. The intended sample size was 100 responders from Chennai, however 124 were obtained and 111 of those were considered valuable. Many respondents were students, self-employed individuals and employed workers; a few were also homemakers. Most of the responders were college students, with an average age of around 19 to 23. 74.2 percent of respondents are from urban areas, according to the results of the survey. Many of those surveyed earn less than \$3,000 a year, which is due to the fact that most of them are students. People preferred food apps to phone or restaurant applications for ordering purposes by a margin of 87 percent.

Any statistical association between two or more variables or bivariate data, whether causal or not, is referred to as correlation or dependence in statistics. Correlation can refer to any statistical association between two variables, but it is most usually used to describe the degree to which two variables are linearly linked. Analyzing regression data is a common statistical technique for determining the correlations between two or more variables. It can be used to evaluate the strength of the link between variables and to predict the future connection between them. Linear, multiple linear, & nonlinear regression are all types of regression analysis. Simultaneous linear and multiple-linear models are the most frequent. The nonlinearity of the relationship between the dependent & independent variables lends itself to the use of nonlinear regression analysis for more complex data sets. chi-square tests can be divided into two sorts. The chi-square statistic & distribution is used in two different ways by these two authors: A chi-square goodness-of-fit test is used to check if the sample data is consistent with the population. See: Goodness of Fit Test for more information on this test type. A chi-square test for independent examines the relation between independent variables in a categorical variable. Overall, it examines whether the distributions of different variables are dissimilar.

Discussion

Customer preference surveys reveal that Swiggy beats Zomato in terms of popularity among users. Swiggy's offers and discounts are a major role in the decision to use the service. Second in importance is cost, followed by delivery speed. When it comes to customer satisfaction, the Customer Support has a significant impact. A person's age and where they live have an effect on how often they place orders.

Conclusion

If Zomato wants to beat Swiggy, it should focus more on discount offers, menu prices, and delivery speed. But at the other side, Swiggy is only 11.2 percent ahead of Zomato, which means this same threat of Zomato overtaking them is very real, and they must keep working upon those things that make them successful in order to maintain its market share.

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