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A Study on Effectiveness of the Marketing Strategy of Food Delivery Apps through Zomato and Swiggy

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A B S T R A C T

This study aims to evaluate the effectiveness of the marketing strategies adopted by two popular food delivery apps in India, Zomato and Swiggy. The research will explore various aspects of their marketing strategies, including social media campaigns, discounts and offers, loyalty programs, and customer engagement initiatives. The study will use both qualitative and quantitative methods to collect data from customers and industry experts. The findings of the study are expected to provide insights into the effectiveness of marketing strategies used by these apps and offer suggestions for future improvements. This research is important as food delivery apps have emerged as a major player in the food industry, and their marketing strategies can have a significant impact on their success and growth.

Keywords: Marketing strategy, Zomato and Swiggy.

1. Introduction

Online food delivery system is a part of E-commerce. It is the process of ordering food through internet. In India online food ordering is growing day by day. Usually a customer search for a favorite restaurant or type of dish and choose from the available items. Wide variety of food makes the user to buy online. Online food ordering system, user can give order at any place and pay cash on delivery. The system deals with ordering, processing and delivering food products. It is a simple and convenient way for customer to buy food online without having to go to any restaurant.

It is the internet that connects the restaurant or the food company and the customer. This system of online food delivery is safe and it is the most popular method nowadays. This method is developed to help restaurants to simplify their daily operational and managerial task as well as improve the dining experience of customers and also helps restaurants develop a healthy relationship with customer.

The online food delivery could also be a service that allows the user to order food from a desired food outlet via the online. this may be done either by happening to the online site and placing an order or by employing a mobile application.

The introduction of online food delivery system has been a convenient addition, which has not only reduced long queues, but has also decreased the waiting time for ordered food delivery. The electronic food delivery system has already been adopted throughout the planet and its performance has been relatively good.

The electronic food delivery services market consists of sales of online food delivery services and related services primarily for household consumption. The electronic food delivery services market includes all companies involved in distributing the packages received from hospitality establishments and has an internet portal or an application for his or her sales. The food is usually either ready-to-eat food or food that possesses to be specially prepared for direct consumption.

Online food delivery service has two segments, restaurant-to-consumer delivery includes delivery of order directly by the concerned restaurant, whereas, Platform-to-consumer segment involves online delivery services that deliver orders of partner restaurants.

The global online food delivery services market covered during this report is segmented by type into platform-to-customer, restaurant-to-customer; by channel type into websites, mobile applications; by payment method into cash on delivery, online payment. The format of home delivery or the takeaways have gained a lot more customers in locations such as malls, offices and big-party orders for residential complexes. People missing breakfast on the way to work, order-in.

India is the 6th largest grocery market in the world, but the organized sector as run by some of the online businesses mentioned above makes up only for 5-8% market share of the grocery business. This has some obvious impacts on the brick-and- mortar formats of in-dining restaurants as more people prefer to have restaurant-style cuisines right in the privacy of their homes or workplaces, but the impact is not so much as it may appear to be.

The fast food business in India is only about 2 decades old, and remains largely unorganized. Given the rate at which the organized sector is rapidly growing, it is only a matter of time and a much larger chunk of global investments before a really big impact is made on ongoing restaurant businesses that may not have a delivery-focused format of their own.

1.1 Objectives of the study

- A study on correspondence of services provided by Zomato and swiggy.
- To understand the dominance of marketing strategy used by the food delivery apps.
- To recognize the fair mindset of marketing strategy followed by Zomato and Swiggy.
- To position the selected food delivery apps based on the ranks obtained from the study.
- To know the compulsion for promoting food delivery through Zomato and Swiggy.

1.2 Statement of problem

Online food delivery services are increasing rapidly in India where there are many competitors and the best service provider gets a firm hold in the market. Due to widespread access to internet and e-commerce online food ordering and delivery services has become popular and has been growing in recent years. There are many strategies adopted by these service providers to gain a competitive advantage over the rivals, it may in terms of offers, services, techniques, methods and innovative ways. The project is about the food delivery services for which there are many competitors. In this scenario it is analyzing study on the effectiveness of marketing strategy for promoting food delivery apps through Zomato and swiggy.

1.3 Scope of the Study

Food delivery services have increased in recent years. It is important to know the marketing strategy of food delivery services and their needs and wants. The study is limited to analyze the effectiveness of marketing strategy of the online food delivery mainly between food aggregators Zomato and Swiggy.

1.4 Limitations of the study

- The present study is conducted among 120 respondents so the findings cannot be treated as representative of the entire district.
- The study is limited to only food delivery apps (Zomato and Swiggy).
- The study is based on respondents, which may have some errors.

2. Review of Literature

1) **Vinaik, Goel, Sahai, & Garg, (2019)** food and repair industry requires the preferences of the purchasers , to satisfy and identify their needs. consistent with the research, majority of the respondents were aware of the food apps and therefore the most used apps are Zomato and Swiggy. The respondents considered various factors like delivery time, convenience and good customer service because the most vital ones .

2) Kumari, (2019) This study analyses the connection between online food service and therefore the facilities provided and also the factors which influence the buying behaviour of consumers . It concludes that as social media features a great influence on customers, it helps the web service providers advertise their products for greater reach to the masses. It also says that as currently, people are within the growth stage regarding the digital world, they like cash on delivery because the most convenient option .

3) Lee, Sung, & Jeon, (2019) The research paper helps to spot the determinants of continuous use intention for food delivery software applications. The research findings stated that the users were influenced by peers, indicating that word of mouth marketing should be pursued by delivery app providers. Hence, it's important for a web service provider to supply several benefits to users in order that they are doing not switch to a different delivery app service

4) Gupta, Roy, Kumar, & Aro0ra, (2019). Most of the businesses nowadays are altering their traditional business strategies into online marketing to satisfy the stress and wishes of the consumers. it's shown that folks prefer food delivery apps which provides them offers and promotions. Consumers prefer easy accessibility to food delivery and lower prices and discounts. it's also found that the food misplaces or misuse during transit may be a major factor which affects the consumers

5) Beliya, et al., (2019) The local vendors are ready to connect with people through the delivery apps. consistent with the findings of the study, most of the people use online services to avail the offers and discounts available. Majority of the population comes between the age bracket of 18 to 30. the typical spending by a customer on these apps monthly is approx. 10% of their income. These apps should increase their reach to local vendors as they're preferred by the purchasers .

6) M P & Vivek, (2019) The research involves checking out the factors which influence the consumers to not switch from one food delivery provider to a different provider of online food delivery applications. The research helped to realize thorough information about various parameters of online food delivery application that the consumers expect. The factors that influence the purchasers to not switch from provider of online food delivery application are offers, web openness that availing the services. this is able to make the customer believe that they're vital to the corporate .

7) **Zhao, Y. &Bacao, F., (2020)** The satisfaction is very important element in consumer decision making process. Fast delivery, quality food, offers, discounts and trust are the main factors which are stimulating the customers decision on dining in the restaurant or order food through online delivery app .

8) Mohanapriya, A., Geetha, P., & Kumar, P.A., (2020) Another study found that rating or reviews were influencing the customer purchasing intension. Probability of purchase increases with higher rating .

9) Malhotra & Singh, (2020) The research helps find various strategies employed by major food delivery companies to market their business in India and therefore the effect caused by online food delivery apps on restaurant business. consistent with the study, food ordering through apps is growing but still many new start-ups did not survive within the competition and faced closure

10) Frederick D. et al (2021) conducted in the research paper studying the analyzing of the positioning strategy, marketing mix, and overall SWOC analysis of Zomato's business. The study examined that Zomato should also explore the rural regions, also providing virtual restaurant tours for enhancing the capabilities of the services provided. The study draws conclusions that the positioning strategies of Zomato are well-defined in capturing the market but on the other hand requires to develop more strategies for surviving in the market.

3. Research Methodology

Research methodology systematically solve research problem, why the research has been undertaken, how the research problem has been defined and what data defined, has been adopted why a particular technique of analysis for the study.

3.1. Data Collection

Primary Data: Primary data was the data that was collected for the First time by the researcher. The primary data were collected with specific set of objective to assess the Current status of any variable studied. The primary data were collected using structure questionnaire in Google Form.

3.2. Area of Study

The area of the study refers to Coimbatore city.

3.3. Method of Sampling

Simple Random Sampling method was taken in this study.

3.4. Sample size

The study covered a sample size of 151 respondents belong to the study area, who were Consuming fast-food.

3.4. Data Sources

Primary data was collected for the purpose of the study.

3.5. Tools and Techniques

1) SIMPLE PERCENTAGE ANALYSIS

The percentage method is used for comparing certain features. The collected data respondents are in the form of table and chart in order to give effective visualization of the comparison.

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{No. of respondent}}{\text{Total no. of respondents}} * 100$$

2) RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either ‘ranked higher than’, ‘ranked lower than’ or ‘ranked equal to’ the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different

objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered.

By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Rank analysis = Sum of no of respondents for a option

Total respondents

3) WEIGHTED AVERAGE METHOD

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

Average score was obtained for each level of behavior of respondents towards food delivery services. For this purpose a 5 point scaling procedure was used. The score 5 was given for level of behavior strongly agree, score 4 for agree, score 3 for the neutral, score 2 for the disagree and score 1 for strongly disagree. Based on the scores, an average score was calculated for each level of behavior of respondents towards education.

WEIGHTED AVERAGE = SUM OF THE WEIGHTED AVERAGE SCORE

SUM OF THE WEIGHT

4. Analysis and Interpretation

4.2.1 Table showing age of the respondents

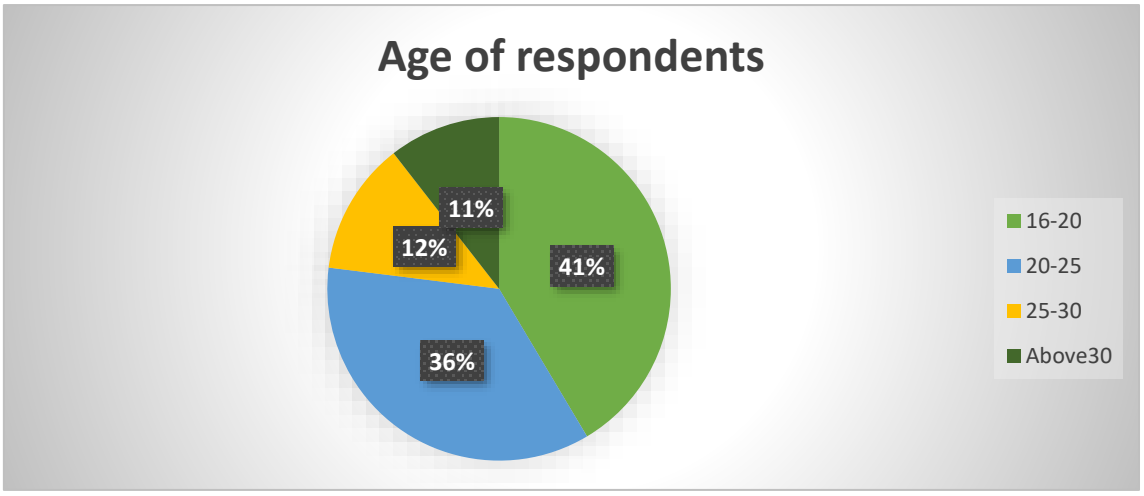
AGE OF RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
16-20	63	41
20-25	54	36
25-30	19	12
ABOVE 30	16	11
TOTAL	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that the largest group of population is between 16-20 years old, followed by those between the 20-25 years old, then by those between the 25-30 years old, then by those above 30 years old.

4.2.1 Chart showing the age of respondents



4.2.2 Table showing employment type of the respondents

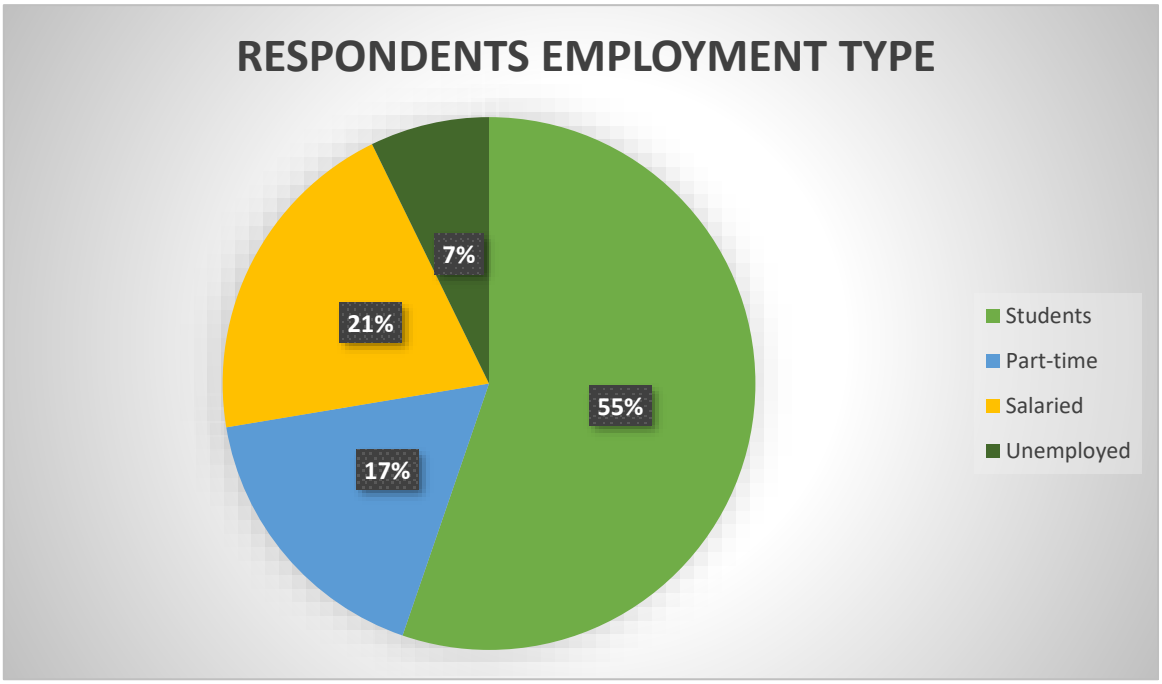
EMPLOYMENT TYPES	NO OF RESPONDENTS	PERCENTAGE
Students	84	55
Part-time	26	17
Salaried	31	21
Unemployed	11	7
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 55% of respondent's occupation is student and followed by 21% of salaried respondents, then by 17% of part-time respondents, then by 7% of unemployed respondents.

4.2.2 Chart showing the employment type of respondents



4.2.3 Table showing marital status of the respondents

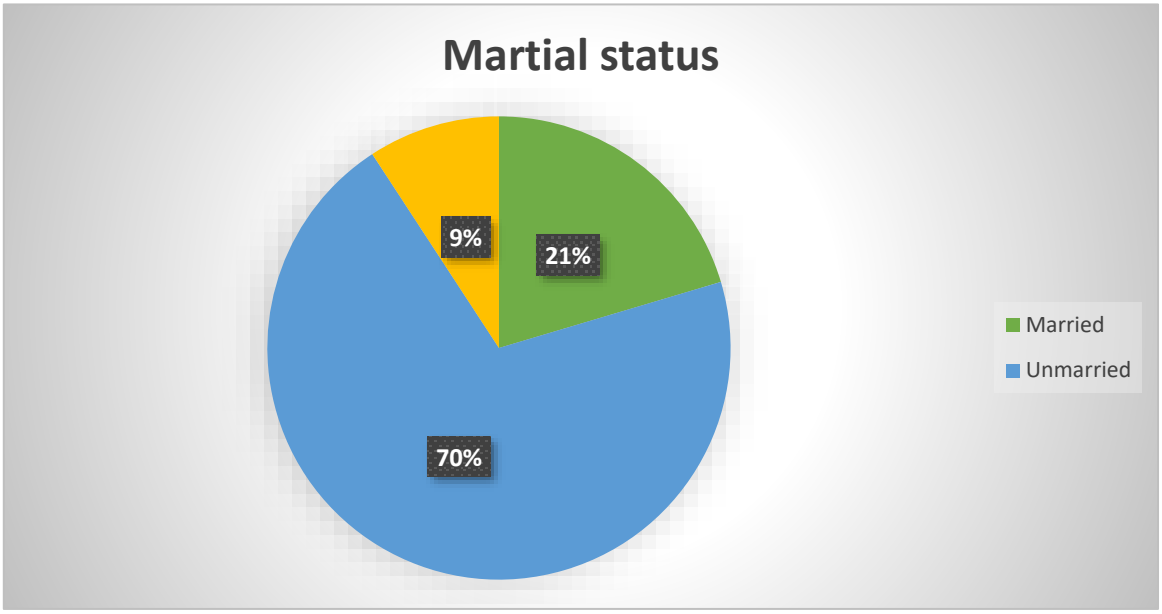
MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
Married	31	21
Unmarried	107	70
Prefer not to say	14	9
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 70% of respondents are unmarried and followed by 21% of married respondents, then 9% of respondents prefer not to say their marital status.

4.2.3 Chart showing the marital status of respondents



4.2.4 Table showing gender of the respondents

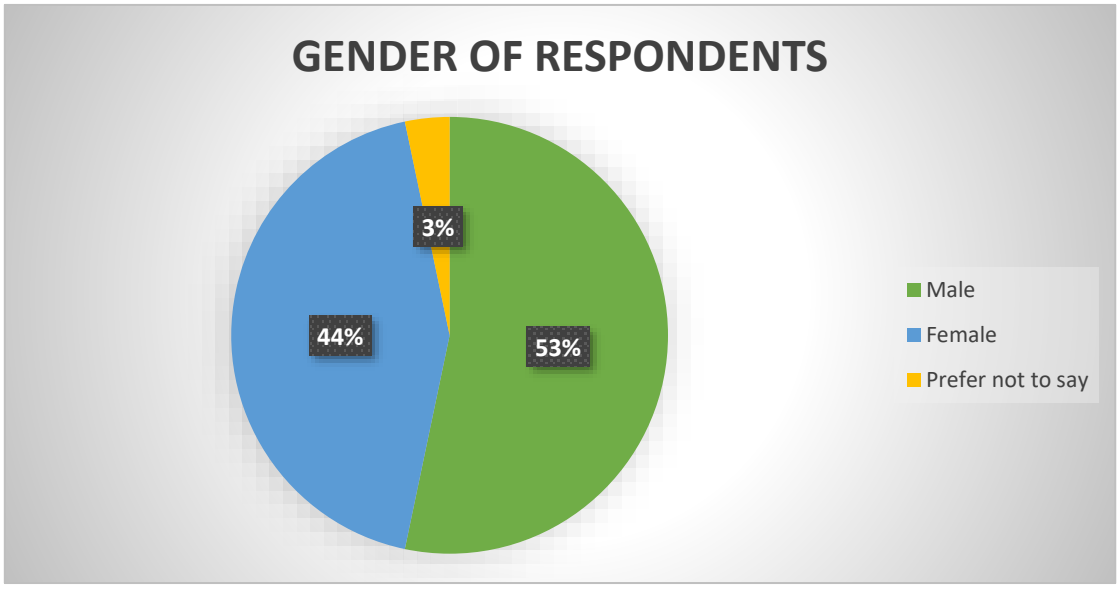
GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	81	53
Female	66	44
Prefer not to say	5	3
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 53% of the respondents are male and followed by 44% female respondents, then 3% of the respondents prefer not to say their gender.

4.2.4 Chart showing the gender of respondents



4.2.5 Table showing the respondents ordering food online

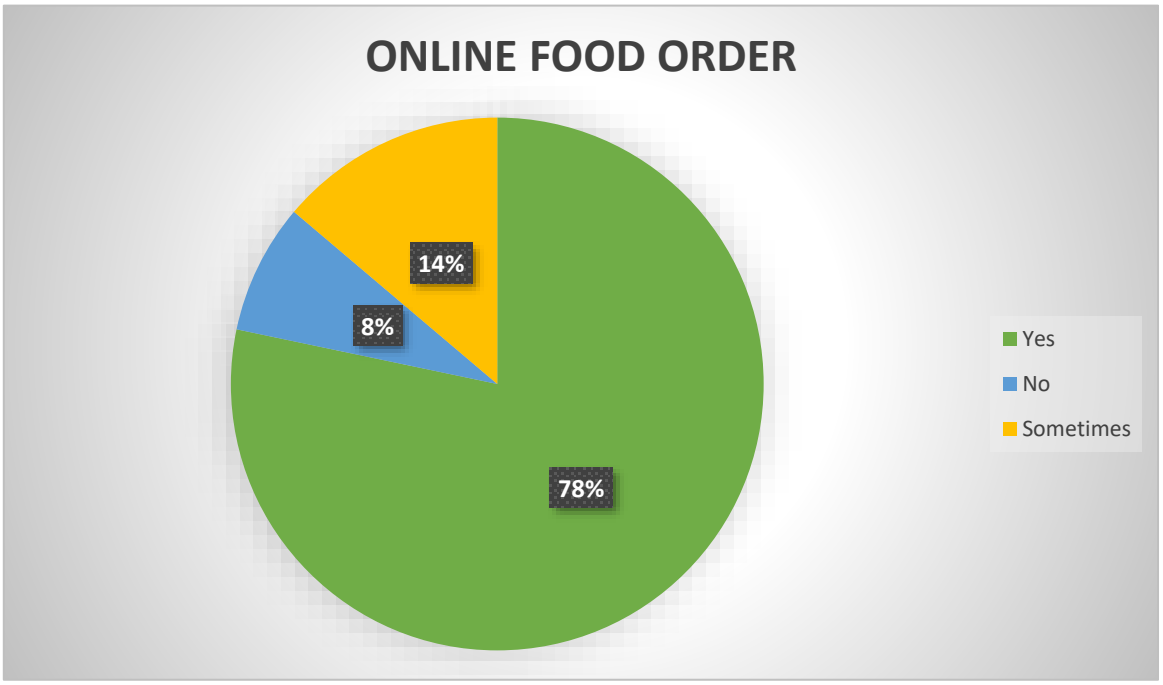
ONLINE FOOD ORDER	NO OF RESPONDENTS	PERCENTAGE
Yes	119	78
No	12	8
Sometimes	21	14
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 78% of the respondents prefer to order food online, followed by 14% of the respondents sometimes order food online and then 8% respondents never order food online.

4.2.5 Chart showing the respondents ordering food online



4.2.6 Table showing on which online ordering platform do you often order food

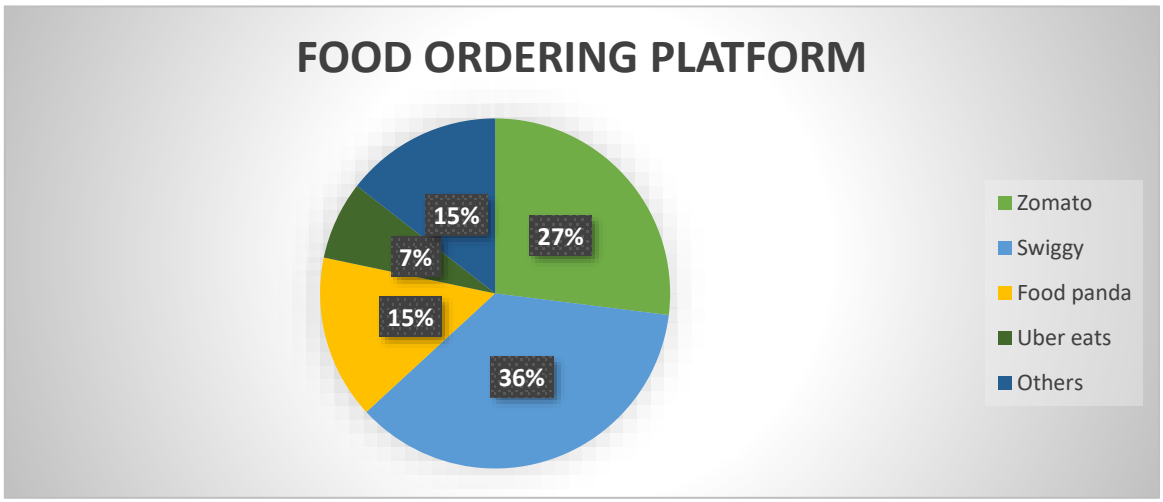
FOOD ORDERING PLATFORM	NO OF RESPONDENTS	PERCENTAGE
Zomato	41	27
Swiggy	55	36
Food panda	23	15
Uber eats	11	7
Others	22	15
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows the respondents who often order food online, 36% customers order food through swiggy, followed by 27% customers order through zomato, then 15% customers order through food panda and then order in other platforms, and 7% customer order through uber eats.

4.2.6 Chart showing on which online ordering platform do you often order food



4.2.7 Table showing Do you order food from online delivery apps, How often do you consume fast food on a weekly basis

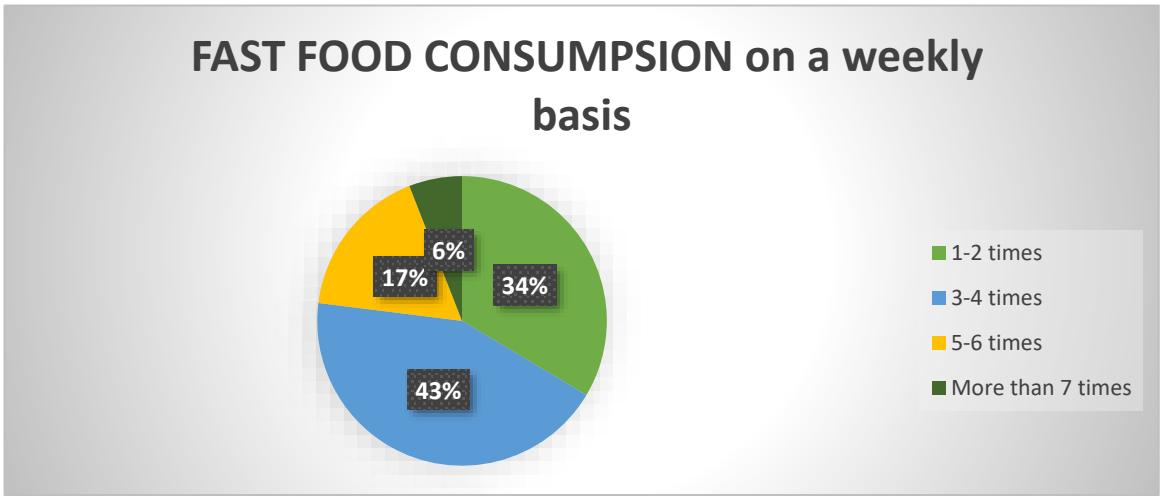
CONSUMERS FAST FOOD PREFERENCE ON WEEKLY BASIS	NO OF RESPONDENTS	PERCENTAGE
1-2 times	51	34
3-4 times	66	43
5-6 times	26	17
More than 7 times	9	6
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 43% of respondents order food 3-4 times, followed by 34% of customers order 1-2 times, then 17% of customers order 5-6 times and then 6% customers order for more than 7 times on a weekly basis.

4.2.7 Chart showing Do you order food from online delivery apps, How often do you consume fast food on a weekly basis.



4.2.8 Table showing on which platform do you often see Zomato or swiggy advertising

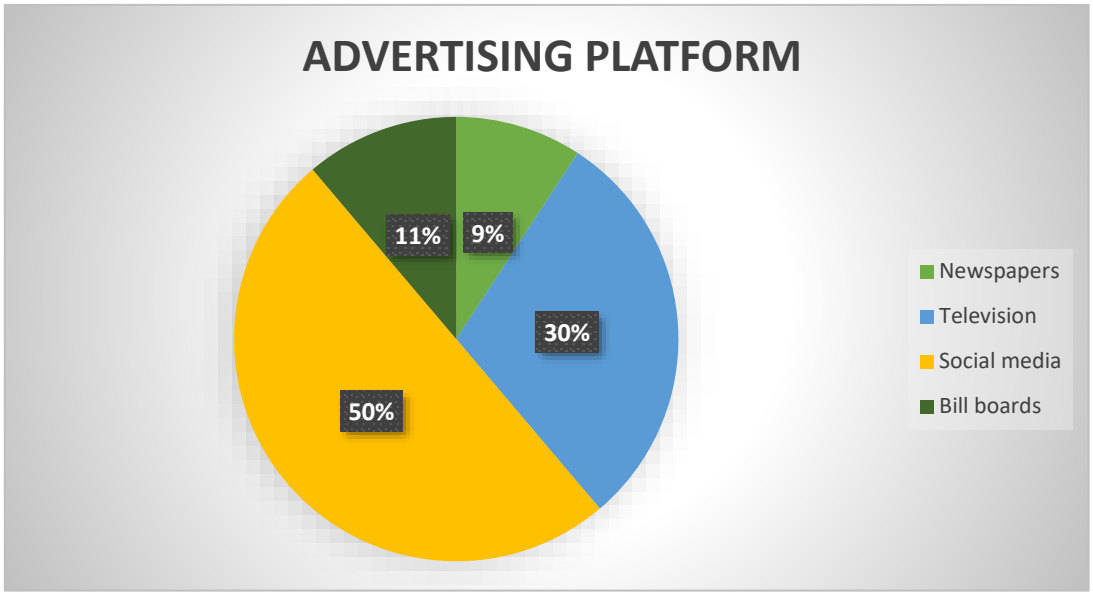
ADVERTISING PLATFORM	NO OF RESPONDENTS	PERCENTAGE
Newspapers	14	9
Television	45	30
Social media	76	50
Billboards	17	11
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The table shows that 50% of the respondents see advertisements through social media, followed by 30% through television, then 11% through the billboards and then 9% through newspapers.

4.2.8 Chart showing on which platform do you often see Zomato or swiggy advertising



4.2.9 Table showing on an average how much money do you spend on buying fast food per week

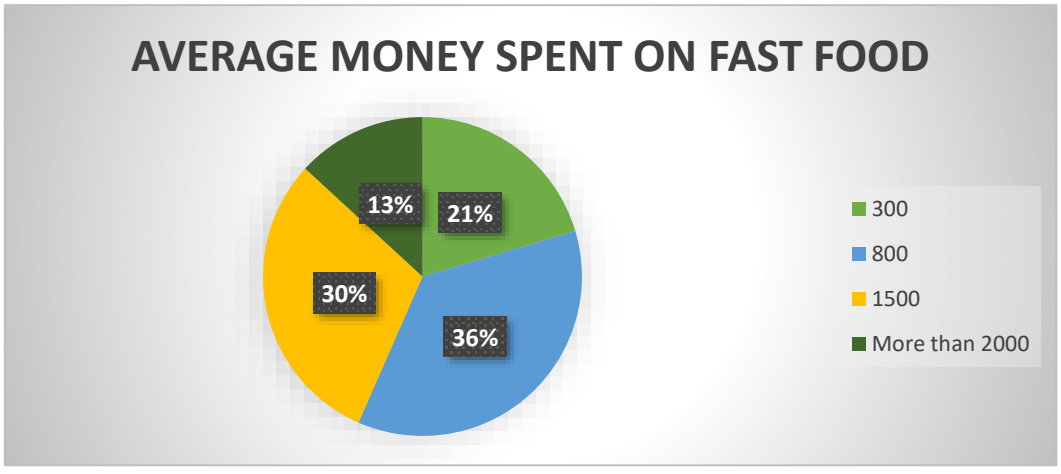
AVERAGE MONEY SPENT ON FAST FOOD	NO OF RESPONDENTS	PERCENTAGE
300	31	21
800	55	36
1500	46	30
More than 2000	20	13
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The table shows that 36% of respondents spend rupees 800, followed by 30% of the respondents spend rupees 1500, then 21% respondents spend rupees 300, then 13% respondents spend more than 2000 to buy fast food per week.

4.2.9 Chart showing on an average how much money do you spend on buying fast food per week



4.2.10 Table showing why do you not order on online food delivery platforms

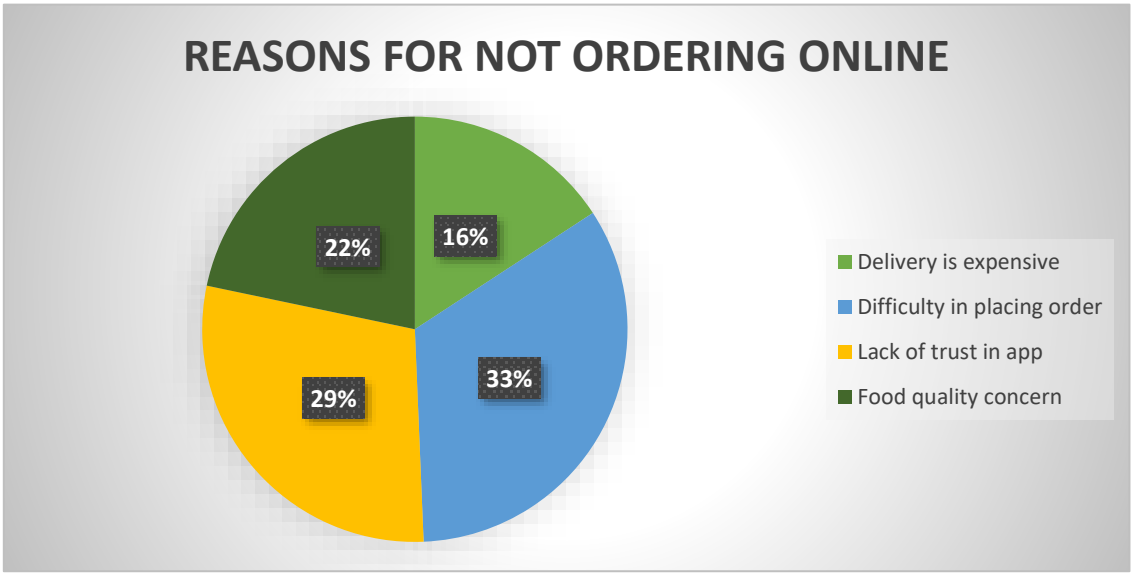
REASONS FOR NOT ORDERING ONLINE	NO OF RESPONDENTS	PERCENTAGE
Delivery is expensive	24	16
Difficulty in placing order	51	33
Lack of trust in app	44	29
Food quality concern	33	22
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above tables shows that 33% of the respondents have difficulty in placing order online platforms, then 29% of respondents lack trust in apps, then 22% of respondents have food quality concern about online food and then 16% of respondents feels that the delivery is expensive for ordering in a online platform.

4.2.10 Chart showing why do you not order on online food delivery platforms



4.2.11 Table showing According to you, are the coupon codes and offers provided by swiggy and zomato are beneficial

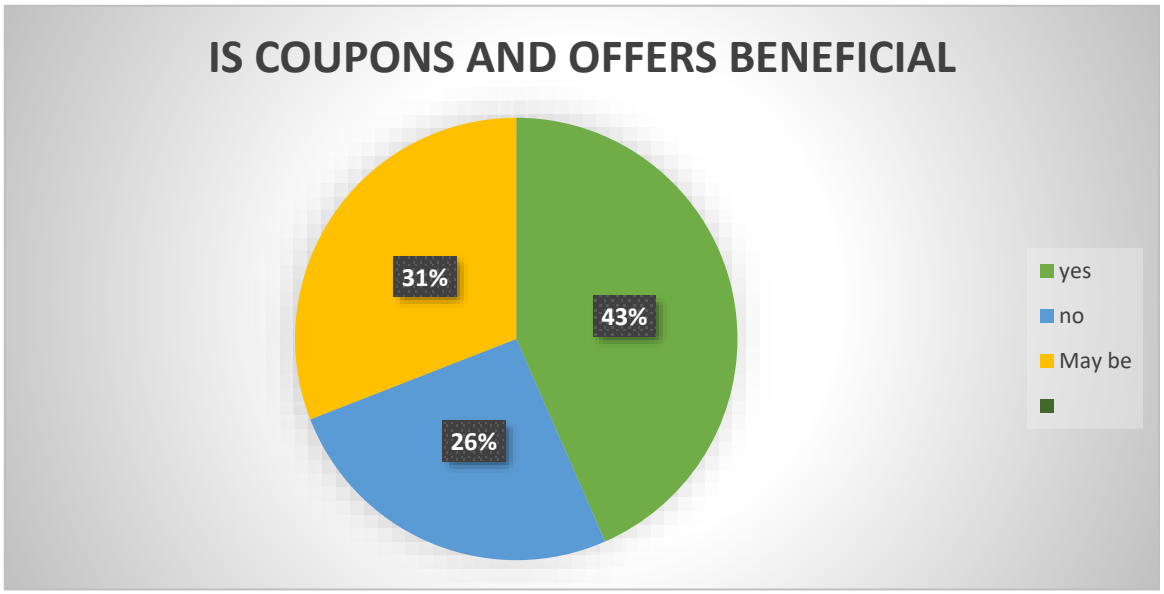
IS COUPON AND OFFERS BENEFICIAL	NO OF RESPONDENTS	PERCENTAGE
Yes	66	43
No	39	26
May be	47	31
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 43% of respondents feel that the coupons codes and offers are beneficial to them, then 26% of respondents feel that the coupons and offers are not very beneficial to them, 31% of respondents think maybe will be beneficial to them.

4.2.11 Chart showing According to you, are the coupon codes and offers provided by swiggy and zomato are beneficial



4.2.12 Table showing how you get to know about the platform

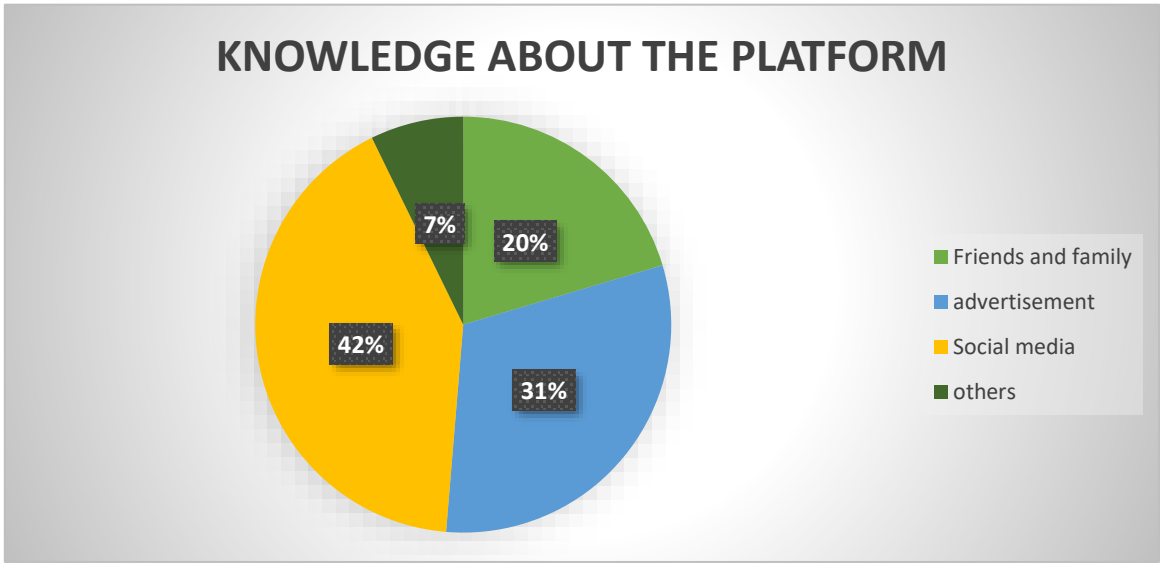
KNOWLEDGE ABOUT THE PLATFORM	NO OF RESPONDENTS	PERCENTAGE
Friends and family	31	20
advertisement	47	31
Social media	63	42
others	11	7
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above tables show that 42% of the respondents know about the online platform through social media, followed by 31% respondents know them through advertisements, then 20% respondents know them through friends and family, and 7% of respondents through other means about the platforms.

4.2.12 Chart showing how you get to know about the platform



4.2.13 Table showing what percentage of discount would you prefer to switch from your current app to a competitor app

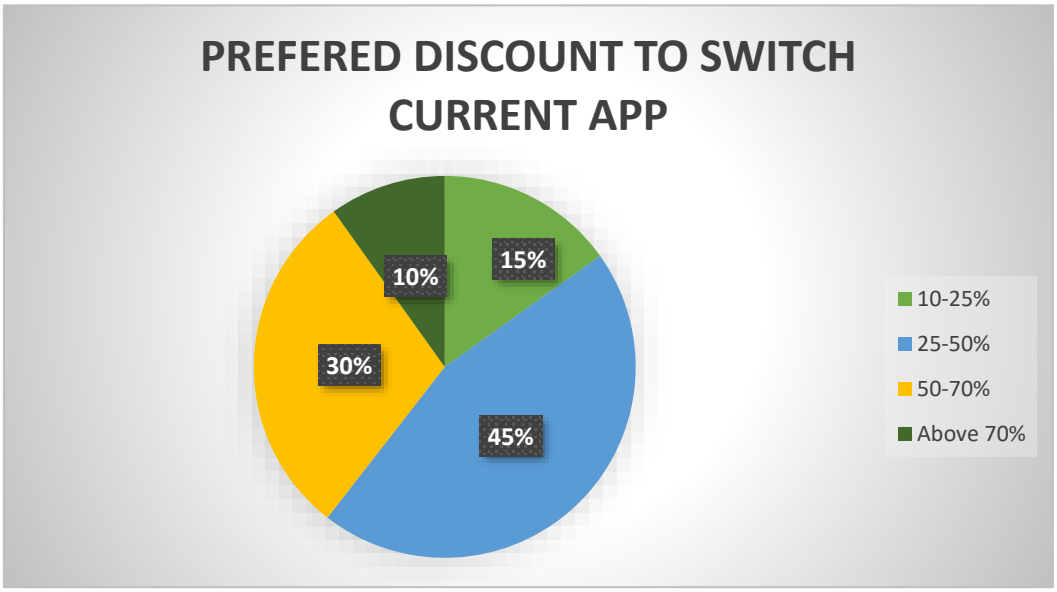
PREFERED DISCOUNT TO SWITCH CURRENT APP	NO OF RESPONDENTS	PERCENTAGE
10-25%	23	15
25-50%	69	45
50-70%	45	30
Above 70%	15	10
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above tables shows that 45% of the respondents prefer to get 25-50% discount, followed by 30% of respondents prefer to get 50-70% discount, then 15% of respondents prefer to get 10-25% discount, and 10% respondents prefer to get above 70% discount to switch from current app to other competitor apps.

4.2.13 Chart showing what percentage of discount would you prefer to switch from your current app to a competitor apps



4.2.14 Table showing are you loyal to your preferred food delivery app even if the other platforms have better offers at the time

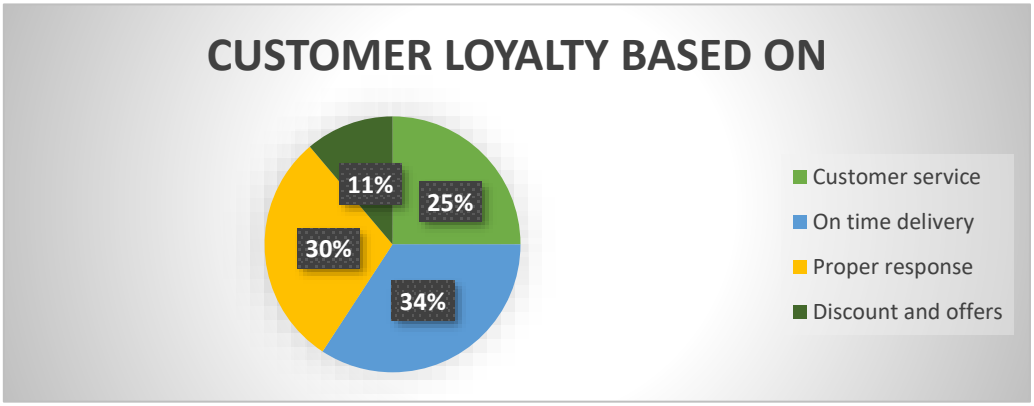
CUSTOMER LOYALTY BASIS	NO OF RESPONDENTS	PERCENTAGE
Customer service	38	25
On time delivery	52	34
Proper response	45	30
Discount and offers	17	11
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that the 34% of the respondents are loyal to their app for providing on time delivery, followed by 30% of respondents are loyal to the app because of the proper response given by the apps, then 25% of the respondents are loyal to the app because of the customer service provided by them, and 11% of respondents are loyal because of the discount and offers provided by the delivery service.

4.2.14 Chart showing are you loyal to your preferred food delivery app even if the other platforms have better offers at the time



4.2.15 Table showing what aspect would keep you loyal to your brand

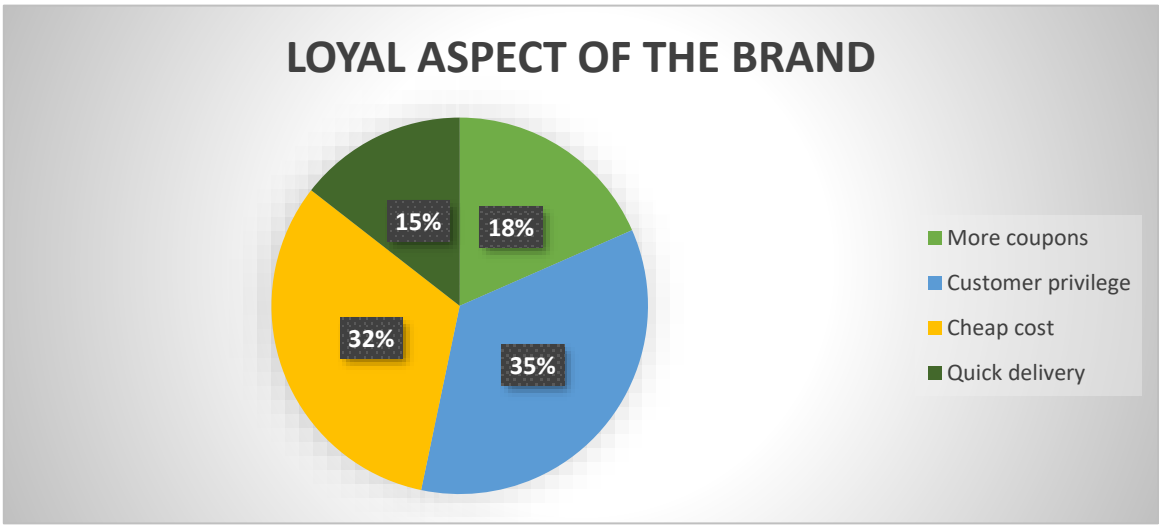
LOYAL ASPECT OF THE BRAND	NO OF RESPONDENTS	PERCENTAGE
More coupons	28	18
Customer privilege	53	35
Cheap cost	49	32
Quick delivery	22	15
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 35% of respondents are loyal due to customer privilege of the apps, followed by 32% of respondents are loyal due to cheap cost of the product, then 18% of respondents are loyal due to more coupons provided by the food delivery apps, and 15% of the respondents are loyal due to the quick delivery service of the platform.

4.2.15 Chart showing what aspect would keep you loyal to your brand



4.2.16 Table showing have you faced any problems while using the application or while ordering via online

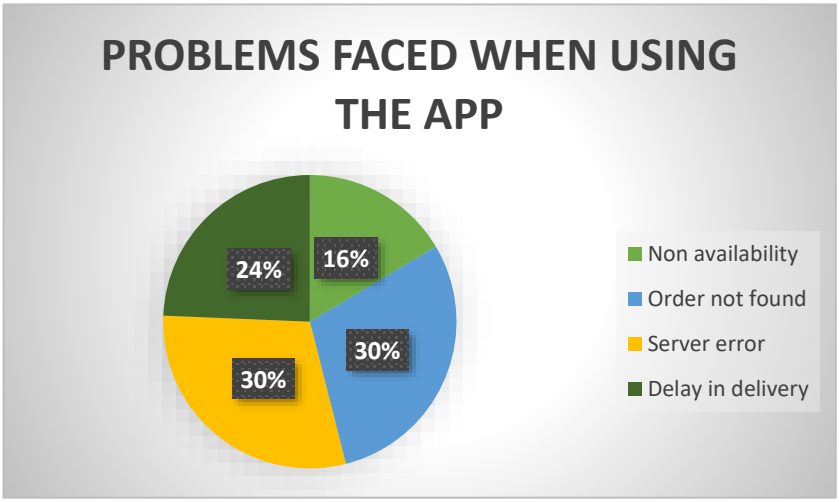
PROBLEMS FACED WHEN USING THE APP	NO OF RESPONDENTS	PERCENTAGE
Non availability	25	16
Order not found	45	30
Server error	45	30
Delay in delivery	37	24
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 30% of the respondents faced problems while ordering food as server error or as order not found, followed by 24% of the respondents faced problems such as delay in delivery of the food, then 16% of the respondents faced problems such as non availability for order.

4.2.16 Chart showing have you faced any problems while using the application or while ordering via online



4.2.17 Table showing which discount offer attracts you most in Zomato or swiggy

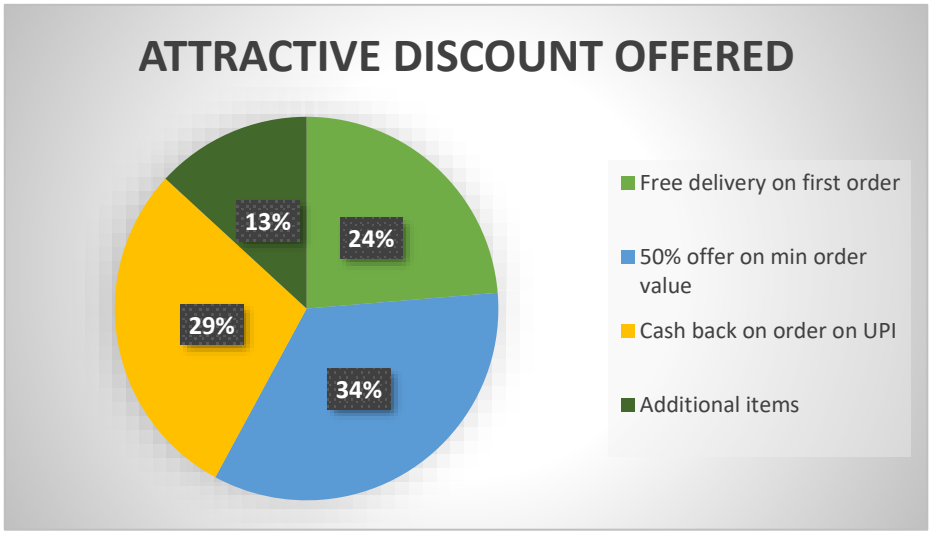
ATTRACTIVE DISCOUNTS OFFERDED	NO OF RESPONDENTS	PERCENTAGE
Free delivery on first order	36	24
50% offer on min order value	52	34
Cash back on order on UPI	44	29
Additional items	20	13
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 34% of the respondents are attracted to 50% offer on min order value, 29% of respondents are attracted to cash back on order on UPI, 24% of respondents are attracted towards free delivery on first order, 13% of respondents are attracted towards additional items.

4.2.17 Chart showing which discount offer attracts you most in Zomato or swiggy



4.2.18 Table showing what feedback would you provide to better the services provided by them

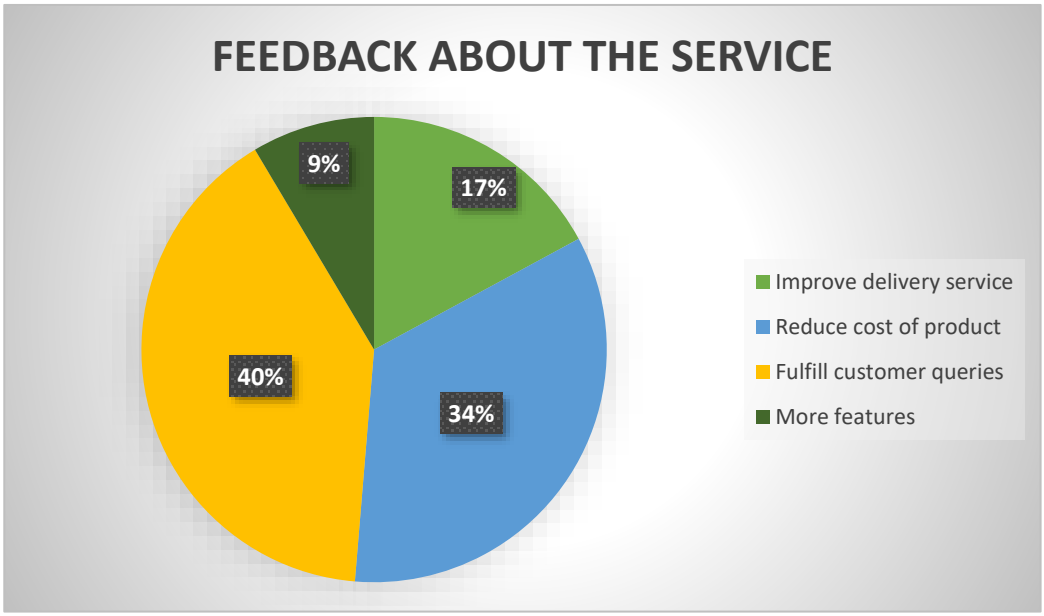
FEEDBACK ABOUT THE SERVICE PROVIDED	NO OF RESPONDENTS	PERCENTAGE
Improve delivery service	26	17
Reduce cost of product	52	34
Fulfill customer queries	61	40
More features	13	9
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 40% of the respondents provide feedback to fulfill customer queries, followed by 34% of respondents provide feedback to reduce cost of product, then 17% of respondents provide feedback to improve delivery service, and 9% respondents provide feedback to add more features.

4.2.18 Chart showing what feedback would you provide to better the services provided by them



4.2.19 Table showing which aspects attract you in packed online food

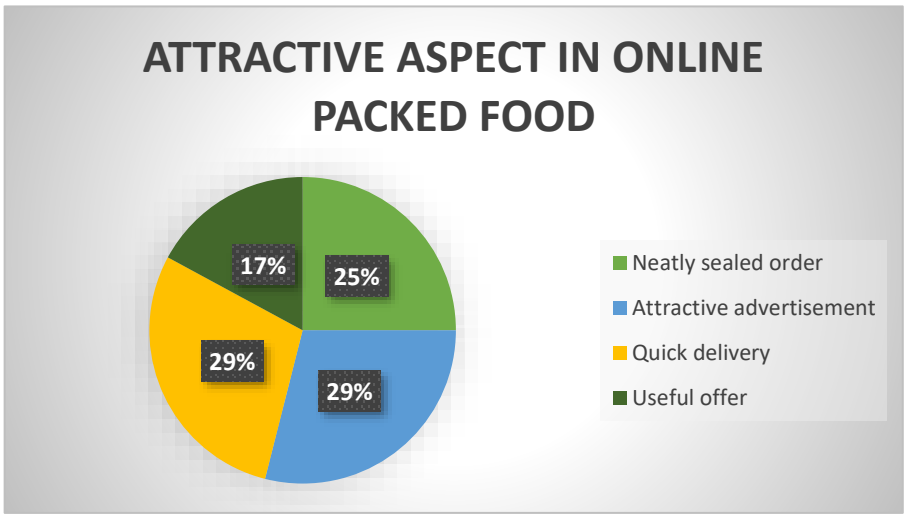
ATTRACTIVE ASPECT OF ONLINE PACKED FOOD	**NO OF RESPONDENTS**	**PERCENTAGE**
Neatly sealed order	38	25
Attractive advertisement	44	29
Quick delivery	44	29
Useful offer	26	17
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 29% of respondents are attracted towards the attractive advertisement and quick delivery provided by the Food delivery app, followed by 25% of respondents are attracted by the neatly sealed order, then 17% of respondents are attracted by the useful offers provided by the online food delivery apps.

4.2.19 Chart showing which aspects attract you in packed online food



4.2.20 Table showing according to you what type offers and promotions you prefer more

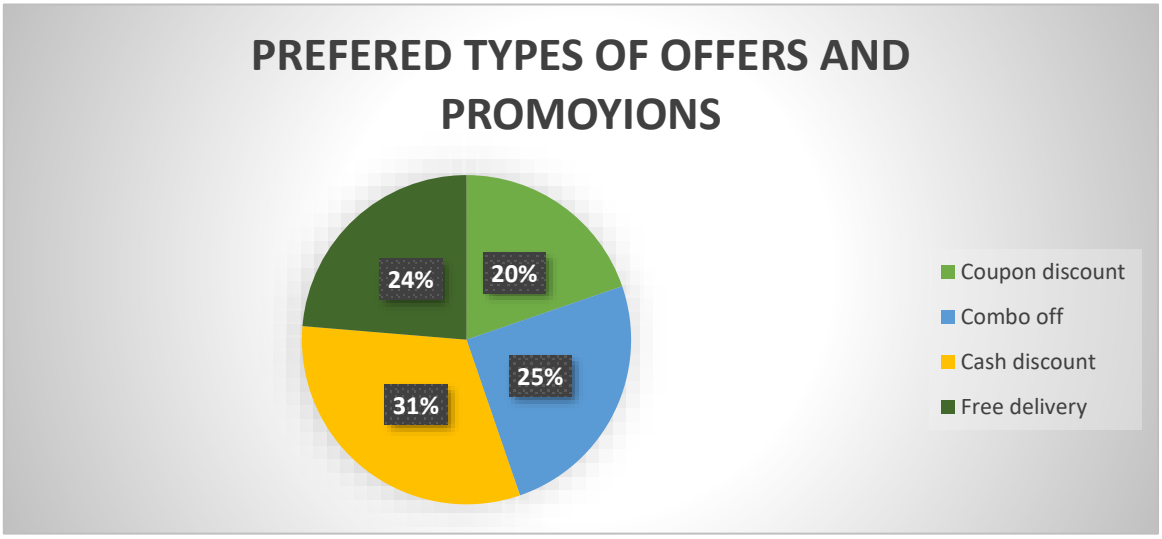
PREFERED TYPES OF OFFERS AND PROMOTIONS	NO OF RESPONDENTS	PERCENTAGE
Coupon discount	30	20
Combo off	38	25
Cash discount	48	31
Free delivery	36	25
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 31% of respondents prefer to get cash discount, followed by 25% of respondents prefer to avail combo offers, then 24% of respondents prefer free delivery, then 20% of respondents prefer to avail coupon discount from the online food delivery service.

4.2.20 Chart showing according to you what type offers and promotions you prefer more



4.2.21 Table showing what are the advantages of having more tie ups with the restaurant

ADVANTAGE OF HAVING TIEUPS WITH RESTAURANT	NO OF RESPONDENTS	PERCENTAGE
Provide more varieties	46	30
Reduce deduction	41	27
Cost reduction	36	24

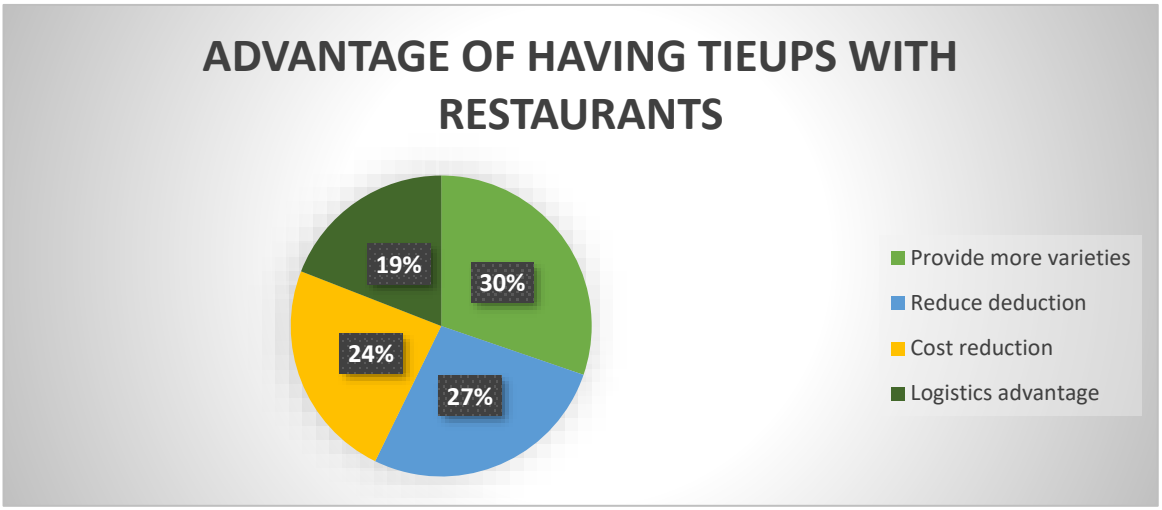
Logistics advantage	29	19
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 30% of respondents think restaurants provide more varieties of food, followed by 27% of respondents thinks restaurants reduce deductions, then 24% of respondents think restaurants provide cost reduction, and 19% of respondents think that restaurants provide logistics advantages for food delivery services.

4.2.21 Chart showing what are the advantages of having more tie ups with the restaurant



4.2.22 Table showing whether WEBSITE OR APP has easy accessibility to order food

ACCESSIBILITY FOR ORDERING FOOD ONLINE	NO OF RESPONDENTS	PERCENTAGE
Websites	29	19
Application	73	48
Both	44	29
Neither	6	4
Total	152	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 48% of respondents prefer to order food in application, followed by 29% of the respondents prefer to order food in both application and website, then 19% of respondents prefer to order food in website, and 4% of respondents don't wish to order in any online food delivery services.

4.2.22 Chart showing whether WEBSITE OR APP has easy accessibility to order food

4.2. Rank analysis

4.3.1 Table showing preference to order food by the respondents

PREFERED TIME TO ORDER FOOD ONLINE	R1	R2	R3	R4	R5	Total	Rank
Break fast	38	53	35	18	8	551	4
Lunch	40	47	36	21	8	546	3
Dinner	37	46	31	27	11	527	1
Evening snacks	44	34	39	25	10	533	2

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that the respondents prefer to order food mostly for dinner, followed by evening snacks, then by lunch and lastly by breakfast.

4.3.2 Table showing response of the apps for customers query

APPS PROVIDING PROPER RESPONSE TO CUSTOMERS	**R1**	**R2**	**R3**	**R4**	**R5**	**Total**	**Rank**
Zomato	44	57	32	15	4	578	4
Swiggy	36	67	28	16	5	569	3
Uber eats	26	40	40	36	10	492	2
Food panda	23	37	43	38	11	479	1

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows the respondent opinion on apps providing proper response to customer queries and rectifying them on time mostly by food panda followed by uber eats, then by swiggy, and by Zomato.

4.3. Weighted average method

4.4.1 Table showing willingness of respondents suggesting food delivery apps to others

REASON FOR SUGGESTING TO OTHERS	**SA**	**A**	**N**	**DA**	**SDA**	**Total**	**Weighted average score**	**Rank**
Personal satisfaction	60	43	37	9	3	604	3.97	1
Promotional benefits	43	62	33	12	2	588	3.86	2
Convenient to use	36	44	50	17	5	545	3.58	3
Others	37	45	39	19	12	532	3.5	4

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that the respondents suggested others mostly based on personal satisfaction followed by promotional benefits, convenient usage and other reasons to try the online food delivery services.

4.4.2 Table showing the rating of the food delivery apps based on satisfaction by the respondents

SOURCE: PRIMARY DATA

RATINGS FOR THE FOOD DELIVERY APPS	SA	A	N	DA	SDA	Total	Weighted average score	Rank
Zomato	72	43	21	11	4	621	4.08	1
Swiggy	43	62	33	11	3	587	3.86	2
Uber eats	25	46	46	24	10	505	3.32	4
Food panda	30	40	45	29	7	510	3.35	3

INTERPRETATION

The above table shows that the respondents rating the food delivery service provided mostly for Zomato, followed by swiggy, Food panda and uber eats based on their satisfaction.

5. Findings, suggestions and Conclusion of the study

5.1. Findings of the Study – Percentage analysis

- (41.4%) of the respondents are from the age group of 16-20 years.
- (55.3%) of the respondents are considered as students.
- (70.4%) of the respondents marital status is unmarried.
- (53.3%) of the respondents are male.
- (78.3%) of respondents order food online.
- (36.2%) of respondents order food through swiggy.
- (43.4%) of respondents like to consume fast food 3-4 times in a week through online food delivery service.
- (50%) of respondents see advertisements for Zomato and swiggy in social media.
- (36.2%) of respondents like to spend rupees 800 to order fast food in a week.
- (33.6%) Of respondents do not order food online because of difficulty in placing orders.
- (43.4%) of respondents are saying that the coupons and offers provided are beneficial.
- (41.4%) of respondents know about the food delivery app through social media.
- (45.4%) of respondents prefer a 25-50% discount to switch from their current online food delivery app.
- (34.2%) of respondents prefer to stay loyal to the food delivery service because of on time delivery.
- (34.9%) of respondents prefer to stay loyal due to customer privilege.
- (29.6%) of respondents faced problems such as order not found, server error while using the application.
- (34.2%) of respondents are attracted towards the offers such as 50%off on min order value.
- (40.1%) of respondents provide feedback to fulfill customer queries.
- (28.9%) of respondents are attracted to attractive advertisements, quick delivery attract customers in packed online food.
- (31.6%) of respondents prefer cash discount as their offer and promotion.
- (30.3%) of respondents think the advantages of tie up with restaurant is providing more varieties of food.
- (48%) of the respondents order food through application

5.2. Findings of the Study – Rank analysis

- The most preferred time period for ordering food online is considered as for breakfast.
- Zomato is the app that provides a proper response to the customer query and rectifies them on time.

5.3. Findings of the Study – Weighted average method

- Personal satisfaction is the main reason for the customers recommending the food delivery service to others.
- The most rated online food delivery service based on customer satisfaction is Zomato

5.3. Suggestions

- The food delivery service providers can employ more staff to enlighten the customers about the procedure and advantages of the delivery service.
- They can conduct surveys and interviews from the customers to gain a deeper understanding of customer satisfaction and preference.

- Promote the food delivery service by relying on the digital marketing, analyze their social media marketing, advertisement marketing to assess the effectiveness of the strategies.

5.3 Conclusion of the Study

- After conducting a study on the effectiveness of the marketing strategy for food delivery apps through Zomato and Swiggy, it can be concluded that these apps have been successful in capturing the market and increasing their user base. The study found that both Zomato and Swiggy have a strong brand image and user trust, which has helped them to grow their business rapidly.
- The study also found that both Zomato and Swiggy have been successful in using various marketing channels such as social media, email marketing, and referral programs to acquire new customers and retain existing ones. Their targeted marketing campaigns have also been effective in increasing user engagement and driving sales.
- Furthermore, the study highlighted the importance of customer satisfaction and experience in the success of food delivery apps. Both Zomato and Swiggy have invested heavily in improving the quality of their services, including timely delivery and efficient customer support, which has helped them to build a loyal user base.
- In conclusion, the marketing strategy adopted by Zomato and Swiggy has been highly effective in promoting their brands, acquiring new customers, and retaining existing ones. However, they must continue to innovate and improve their services to stay ahead of the competition in the highly competitive food delivery market.

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