International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Research Paper of Consumer Perception of Online Food Delivery with Reference to Swiggy

Prof. Rajesh Sabbani[1], Kunal Ravindra Mohite[2]

[1]Asst. Professor, Department of Master of Management Studies, Alamuri Ratnamala Institute of Engineering and Technology.
[2]Post-graduate Scholar, Department of Master of Management Studies, Alamuri Ratnamala Institute of Engineering and Technology
[1]armietdigital@gmail.com, [2]kunal09@gmail.com.

A B S T R A C T

Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the startups of several online business. Online food ordering and delivery plays an important role in consumers, entrepreneurs, investors etc. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process were a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone. Online food ordering and delivery system is depended on a mobile application and it works based on the location of the customer.

Keywords: Swiggy, delivery, service

1. INTRODUCTION

Swiggy is an application for food ordering and delivery. It is a Bangalore based company and is founded out by Rahul Jaimini, Sriharsha Majety, Nandan Redddy. Swiggy was mainly to provide a complete order and delivery solution to the urban foodies. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They provide customers with offers which will enable them to get frequent orders. Payments can be made through online as well as at the time of delivery. And they offer to their customers no minimum order policy. They make sure that the customers get their order on time for that delivery personnel's carry one order at a time.

2. IMPORTANCE OF THE STUDY

Generally, people consume food from hotels which takes a lot of time for its delivery. The time factor will be more in case of people going to restaurants and buy foods and cost will also be more. This study is conducted to study the consumer perception towards online food ordering Swiggy, how it bridges the gap between the consumer and the hotels. The factors influencing the consumers to buy through food ordering application Swiggy is also identified in the study and the satisfaction derived out of the food ordering applications Swiggy is also examined.

3. OBJECTIVES

1. To study the factors influencing the consumer perception and buying decision of Swiggy.

2. To study the level of consumer satisfaction of Swiggy.

4. RESEARCH METHODOLOGY

The data is collected from primary as well as secondary sources. The area of the study is Mumbai city. A sample size of 100 respondents have been set for collecting primary data. Data from primary source is collected using questionnaire. The primary data is collected from the digital food application users. The secondary data is collected from books, journals and various websites. The statistical tool which is used for analysis is ANOVA and CORRELATION.

ANALYSIS AND INTERPRETATION

Age of the respondent : Interpretation : The age of the respondents lies between less than 25 years and above 45 years. The study reveals that majority of the respondents belong to the age group of less than 25 years which constitute 79% followed by age group 35-45 years with 14% and the least is constituted by the age group of 35-45 years with 1% and the remaining is constituted by the age group above 45 years which constitute 6%.

Gender of the respondent : Interpretation : The respondents can be either Male or Female. The study shows that majority of the respondents were female constituting 67% and the remaining 33% are being constituted by male respondents.

Educational qualification of the respondents : Interpretation : The educational qualification of the respondents is distributed among 4 sections, they are Higher secondary, Graduation, Post-Graduation and Others. The study reveals that majority of the respondents are graduates which constitute 58% followed by post graduates with 34% and the least number of respondents are higher secondary and others which are constituted by 4% each.

Occupation of the respondents : Interpretation : The occupation of the respondents belongs to different categories namely: Students, Business, Government Employed, Home maker, Private Employed and Others. The study shows that majority of the respondents selected for the study were Students which constitute to 58% of the respondents followed by private employed employees with 29% followed by business and home makers with 5% each followed by others with 2% and the least is being constituted by the Government employed respondents which constitute only 1%.

Income of the respondents : Interpretation : The income of the respondents ranges from less than 20000, 20000-30000, 30000- 40000 and above 40000. The study shows that majority of the respondents had an income of less than 20000 which constituted to 71% of total respondents followed by 15% of the respondents who had an income of above 40000 followed by respondents who earned an income of 20000-30000 and 30000- 40000 which constituted equally to 7% each.

Marital status of the respondents : Interpretation : The marital status of the respondents is either Married or Single. The study reveals that 89% of the respondents are Single and the remaining 11% of the respondents are Married. Are you using a smart phone?

Interpretation : The usage of smart phone among the respondents have 2 responses either Yes or No. The study reveals that 97% of the respondents use smartphone and only 3% of them does not use smartphone.

Usage of swiggy app : Interpretation : The usage of Swiggy Application by the respondents are either Yes or No. The study showed 78% of the respondents use Swiggy app and the remaining 22% of the respondents does not use Swiggy app.

Source of information about swiggy : Interpretation The source of information about Swiggy can be from: Advertisements, Family, Friends, Internet, Newspaper or Other sources also. The study showed that 44%pf respondents came to know about Swiggy through friends followed by 23% through advertisement followed by 19% through internet followed by 8% through family followed by other sources which constitute 4% and remaining 2% by newspapers.

Satisfaction of services provided by swiggy: Interpretation : The satisfaction of services provided by Swiggy is a five-scale rating that is being rated by the respondents. The study revealed that 57% of the respondents are satisfied with the services provided by Swiggy, 18%of them are highly satisfied, 22% of them are neutral, 2%of them is dissatisfied and 1% is highly dissatisfied with the services provided by Swiggy.

How often had the respondents used swiggy? Interpretation : The question of how often does the users use Swiggy is given five option namely: Daily, Twice in a week, Once in a week, Once in a month and Once in 2 months. The study showed that 31% of the respondents used Swiggy once in a week. Followed by 30% of them who used it once in a month, followed by 29% who had used it once in 2 months followed by 8% who had used Swiggy twice in a week remaining 2% had used Swiggy daily.

Are You Satisfied With The Offers Of Swiggy? Interpretation : The satisfaction of offers provided by Swiggy is a five-scale rating that is being rated by the respondents. The study shows that 24% of the respondents are highly satisfied followed by 22%of them who are highly dissatisfied followed by satisfied and dissatisfied which constitute 19% each and remaining 16% of them are neutral.

Is the food delivered in time? Interpretation : The question of is the food delivered in time is a five-scale rating that is being rated by the respondents. The study showed that 32%of the respondents are satisfied with the food delivered on time followed by 31% who are highly satisfied, 25% who are neutral, 7 % highly dissatisfied and 5% dissatisfied with the food delivered on time.

Which mode of payment is used for swiggy? Interpretation : The mode of payment that is used for Swiggy can be: Cash on delivery, Credit card, Debit card, PAY TM, Phone Pe, Others. The study shows that 65% of the respondents prefer Cash on Delivery followed by 17% who use Debit Cards followed by PAYTM constituting 7% of the respondents followed by Phone Pe and Others which constitute 4% each and least number of respondents use credit cards as a mode of payment for Swiggy which constitute to 3%.

Do you feel that card transation is safe for swiggy? Interpretation : The question of the safety regarding card transaction is safe or not in Swiggy is a five- scale rating that is being rated by the respondents. The study showed that 33%of the respondents are highly satisfied safety of card transaction in Swiggy followed by 27% who are satisfied, 17% who are neutral, 13% dissatisfied and 10 % highly dissatisfied with the safety of card transaction in Swiggy.

Do you feel that swiggy charges extra on food delivery at your doorstep? Interpretation : The question of is Swiggy charging extra charges for delivering at door step is a five- scale rating that is being rated by the respondent. The study showed that 32% of the respondents are satisfied that Swiggy charge extra for food delivery to their doorstep followed by 31% who are highly satisfied, 15% who are highly dissatisfied, 13% dissatisfied and 9% are neutral that Swiggy charge extra on food delivery at your doorstep.

Would you prefer swiggy over other apps? Interpretation : The question of would you prefer Swiggy over other Applications have 2 responses either Yes or No. The study shows that 73% of the respondents would prefer Swiggy over other applications and the remaining 27% says that they would not prefer Swiggy over other applications.

Satisfaction With The Behaviour Of Delivery Boy Interpretation : The satisfaction of behavior of the delivery boy is a five-scale rating that is being rated by the respondents. The study showed that 33% of the respondents are satisfied with the behavior of the delivery by followed by 30% who are highly satisfied, 26% who are neutral, 6% dissatisfied and 5% are highly dissatisfied with the behavior of the delivery boy of Swiggy.

Rating of quality service offered by swiggy : Interpretation : The Rating of Quality service provided by Swiggy is a five- scale rating that is being rated by the respondents. The study showed that 69% of the respondents gives the rating of quality services provided by Swiggy as satisfied by followed by 18% who are neutral ,11% who are highly satisfied followed by dissatisfied and highly dissatisfied which constitute 1% of the respondent each.

Time for ordering from swiggy : Interpretation : The preferred time for ordering from Swiggy varies from: Morning, Afternoon, Evening and Night. The study revealed that majority of the respondents preferred using Swiggy during night which constituted to 47% followed by 33% of them who had used them evening followed by 16% who had used it in the afternoon and the remaining 4% had used Swiggy in the morning.

Difficulties faced while ordering from swiggy : Interpretation : highly dissatisfied each constituting of 20% each. The difficulties faced by the respondents are: Advertisements that occur in the application in between the ordering process, Confusion in decision making, Not deliverable to remote areas, Sow internet and Other reasons. The study concludes that most of the respondents had faced the difficulty of Swiggy not being delivered to remote areas which constitute 36% followed by confusion in decision making with 35% followed by others which constitute 17% of the respondent, and the remaining 12% is being distributed equally among Advertisement that occur in the application in between the ordering process and Slow internet.

Would you recommend swiggy to others? Interpretation : The question of recommending Swiggy to others have got three options namely: Very Likely, somewhat likely and Not at all Likely The study reveals that 52% of the respondents are somewhat likely to recommend Swiggy to others, 45% of the respondents are very likely to recommend Swiggy to others, and only 3% of the respondents say that they would not recommend Swiggy to others.

Customer satisfaction towards speed of swiggy : Interpretation The question of Customer Satisfaction towards the speed of Swiggy is a five-scale rating that is being rated by the respondents. The study shows that customer satisfaction towards the speed of Swiggy is equally distributed among highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied constituting 20% each.

Customer satisfaction towards quantity of swiggy : Interpretation : The question of Customer Satisfaction towards the Quantity of Swiggy is a five-scale rating that is being rated by the respondents. The study shows the satisfaction of the respondents towards considering quantity as a factor 22% of the respondents are highly satisfied with the quantity of Swiggy followed by 21% who are satisfied with the quantity of Swiggy followed by respondents who are neutral and dissatisfies which constitute 20% each and the remaining 17% of the respondents are highly dissatisfied.

Customer satisfaction towards pricing of swiggy : Interpretation : The question of Customer Satisfaction towards the Pricing of Swiggy is a five-scale rating that is being rated by the respondents. The study shows that customer satisfaction towards pricing of Swiggy is distributed equally among highly satisfied, satisfied, neutral, dissatisfied.

FINDINGS

No proper clarification is provided to the user if the order cannot be placed at a particular time whether the restaurant is not accepting any orders or due to shortage of delivery boys has to be specified so that they can make necessary changes in their plans.The study reveals that majority of the respondents use the Swiggy app and are satisfied with the services that are being provided by Swiggy and they are highly satisfied with the offers that are being introduced. The respondents are satisfied with deliveries on time as well as safety of card transactions that take place through Swiggy. Even though there are other online food delivery applications most the respondents would prefer Swiggy and would recommend others to use the app. The behaviour of the delivery boy is an important factor that influences the consumer satisfaction of online food delivery and respondents are satisfied with the behaviour of the delivery boy which adds a golden feather to Swiggy. Majority of the respondents are satisfied for the quality services that is being provided by Swiggy. The study also shows the respondents are highly satisfied with the Speed, Quantity, Quality, Pricing, Discounts and Offers, Convenience, Application and other factors of Swiggy. The study reveals that there is a significant relationship between usage and satisfaction of services of Swiggy and between usage and preference over other apps.

5. SUGGESTIONS

Necessary information should be provided to the users for not accepting the order such as whether the restaurant is not accepting any orders or whether it is because of the shortage of delivery boys. There should be no minimum order value and every order should be made free delivery. Recommendations regarding quality of delivery has to be accepted from the respondents which helps the company to understand the areas where they should improve.

6. CONCLUSION

This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of Swiggy . In this study, the numbers of participants were 100 and the type of questionnaire used was structured mailed questionnaire. In this research paper, the main data used are primary and secondary data. It is concluded from the study that the majority of respondents and they are aware of Swiggy. The main limitations of this study were time limit, the sample size was small and trustworthiness of the customer 's. In this age of ever-increasingcompetition, it is important for Swiggy to keep an eye on the preferences of the customers in order to capture the largely untapped market. On the basis of the study, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better timely delivery and offers like discounts and freebees. Swiggy has been in the top position in online food delivery service providers and if it improves further, it can remain in the top. The biggest difference between Swiggy and other food delivery start-ups is the fact that they have their own delivery fleet and serve from neighbourhood restaurants. The boys are equipped with smartphones powered by routing algorithms which enables them to deliver food in the most efficient way possible.