CONSUMER PERCEPTION AND SATISFACTION OF ONLINE FOOD DELIVERY; A STUDY OF SELECT COMPANIES

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ABSTRACT

The digital age has transformed the food sector with tools like Zomato, Swiggy, and Foodpanda altering food access and convenience. Driven by rising internet penetration and changing consumer lifestyles, India's online food delivery market has grown fast. Service quality, delivery efficiency, pricing, app usability, and customer support are among the main factors influencing consumer happiness studied in this paper. The findings give businesses suggestions to enhance services, fine-tune strategies, and strengthen customer connections, therefore ensuring continuous competitiveness in the digital food delivery arena. .

KEY WORDS :

- Consumer Perception
- Consumer Satisfaction
- Online Food Delivery
- Service Quality
- Delivery Efficiency
- Mobile Applications
- Customer Experience
- E-commerce in Food Industry
- Market Competitiveness
- Customer Loyalty
- Pricing Strategy
- User Convenience
- Technological Adoption

INTRODUCTION

Many believe the digital era is altering how individuals live, work, and interact. One of the most significant consequences of this shift is seen in the food industry, where online food delivery services are altering how meals are ordered and consumed. Known as household names in India, Zomato, Swiggy, and Foodpanda offer a broad range of food options at users' fingertips.

The online food delivery market in India is said to have grown exponentially in recent years driven by increasing internet penetration, growing smartphone use, and changing lifestyle choices. As the market expands, companies wanting to remain competitive must increasingly grasp customer perceptions and levels of satisfaction.

This study aims to look at the variables influencing user satisfaction of Indian online food delivery apps. Consumer perceptions and satisfaction scores provide online food delivery systems insights that help them to improve their services, strengthen customer experiences, and support business growth. The findings of this study are intended to complement present knowledge of consumer behavior in the digital food delivery ecosystem, therefore offering insights for marketing strategies, service quality improvement, and customer relationship management.

SCOPE OF THE STUDY

This paper especially investigates the factors influencing consumer perception and satisfaction with online food delivery apps in India including app usability, food quality, delivery time, customer support, and pricing. Emphasizing areas needing attention, the study aims to provide insights into the strengths and weaknesses of online food delivery apps from the consumer's viewpoint. By means of consumer perception and satisfaction level research,

this study intends to contribute to the existing body of knowledge on online food delivery services, so providing useful recommendations for app developers and food companies to enhance customer happiness and loyalty.

OBJECTIVES OF THE STUDY

- To analyze consumer perception about services offered by Swiggy and Zomato.
- To assess the effectiveness of marketing strategies of Swiggy and Zomato in terms of level of satisfaction.

RESEARCH METHODOLOGY

i. SAMPLE METHOD
The research is carried out in various phases that constitute an approach of working from whole to part. Several phases are included which try to delve deeper into users' likings and develop a thorough understanding of what the consumer looks forward to while ordering food online.

ii. SAMPLE SIZE
The customer survey sample size is set at 75 and is considered an adequate representation of consumer perceptions and experiences.

iii. TYPES OF DATA
Primary data: A questionnaire is prepared to study the consumer perception and satisfaction on online food delivery apps, and data is collected from the respondents who are using online food delivery apps.
Secondary data: The secondary data is collected with the help of internet search, magazines, journals, and books.

iv. STATISTICAL TOOLS USED
Statistical tools used for the analysis are Mean, Variance, Standard Deviation, and F-test.

LITERATURE REVIEWS

1. Srivastava, M. K., & Srivastava, M. A. K. (2021) studied at consumer tastes for online food delivery services in Gorakhpur. Based on 150 replies, Zomato was preferred over Swiggy due to convenience, payment options, and meeting service expectations. Usually speaking, service quality was the primary reason for using food aggregators.

2. Deepayan Ghosh (2020)) looked at consumer tastes for online food delivery services in Gorakhpur. Based on 150 replies, Zomato was preferred over Swiggy due to convenience, payment options, and meeting service expectations. Usually speaking, service quality was the primary reason for using food aggregators.

3. Gera, B., & Jain, R. (2020) looked at consumers' post-purchase behavior towards online food delivery services in Chandigarh using data from 100 respondents. Next after Zomato, the most preferred site, were Swiggy and FoodPanda. Customers were happy with the user-friendly apps, fast and simple delivery, and wide geographic reach across sites.

4. Hamid S et al. (2020) studied online food buying through apps among academic diaspora in Punjab, India, as well as associated consumer behaviour. The study looked at elements including discounts, on-time delivery, packaging, cleanliness, convenience, safety, and home delivery using data from 100 consumers—including students and educational professionals. The results showed no significant correlation between these elements and customer behavior in choosing food delivery apps.

5. Sharma N and Saraf K (2020) looked at consumer behaviour of online food ordering apps in Chandigarh's Tricity. The study examined awareness, transaction techniques, and factors affecting app adoption based on 100 consumers. Key findings emphasized that app availability, mobile compatibility, safe transactions, service satisfaction, and cash-on-delivery options greatly affected consumer behavior.

6. Shahare P and Burghate D M (2020) looked at consumer behaviour towards online food ordering services in Nagpur, India concentrating on factors including age, offers, convenience, delivery efficiency, and service quality. Based on 110 mostly young people aged 20-30 from the east side of the city, discounts, delivery efficiency, convenience, and quality all notably influenced behavior. Knowing about online food delivery services also increased customer curiosity in these channels.

7. .Reddy, M. S., & Pentyala, B. (2019) looked at customer perceptions of online food delivery services in Guntur, India using feedback from 103 individuals. Offers and cashbacks were key factors influencing preferences; hence, the research indicated Zomato as the most preferred platform followed by Swiggy. The findings emphasised that these services significantly raised regional consumer happiness.

8. .Koiri et al. (2019) looked at young people's opinions of online food delivery apps in Guwahati, India, stressing aspects including app convenience, payment methods, time savings, food variety, and promotions. Among the 271 young people polled, Zomato and Swiggy topped. The results showed that although food variety had less of an impact, convenience, payment options, time savings, and offers significantly shaped young people's opinions. The study emphasized the key factors shaping young people's preferences for online food delivery services in the area.

9. Banerjee, S.P. (2019) It surveyed 312 people and assessed service quality across various dimensions using the SERVQUAL model, concentrating on Generation Z consumers' expectations and experiences with food delivery services in Delhi NCR. The findings revealed that

the service quality features did not meet Generation Z consumers' expectations. The study emphasized the need for food delivery services to give matching service quality with consumer expectations top priority in order to improve customer satisfaction.

10. Jyotishman Das (2018) claims that the doorstep delivery is the most highly ranked feature motivating users to use the food ordering applications. Their pleasure in discounts and cash backs sometimes also influences the customers. Zomato was the most preferred service provider when one takes into account the components; Swiggy came next.

HYPOTHESIS

H_{01} – There is no significant difference between demographic attributes and consumer satisfaction.

H_{O2} – There is no significant difference between demographic attributes and consumer behavior.

DATA ANALYSIS AND INTERPRETATION

CONSUMER PERCEPTION ABOUT SERVICES OFFERED BY SWIGGY AND ZOMATO.

The study examines the relationship between demographic attributes and consumer satisfaction using a F-test. We aim to determine if there is a statistically significant association between demographic attributes and how often consumers engage in purchasing behavior, as well as their overall satisfaction levels with the products or services they use.

VARIABLES:

Independent variable: Demographic attributes. This is the variable that is being used to see if it has an effect on the other variable.

Dependent variable: consumer satisfaction (Quality of food delivered). This is the variable that is being measured to see if it is affected by the independent variable.

HYPOTHESIS:

H01 – There is no significant difference between demographic attributes and consumer satisfaction.

Table - Consumer Satisfaction – Demographic attributes

Attribute	N	F value	P value	Results
Age	75	2.567164	0.191701	Accept H_{01}
Gender	75	1.468114	0.332562	Accept H_{01}
Education qualification	75	2.495477	0.198967	Accept H_{01}
Occupation	75	2.30009	0.219092	Accept H_{01}

Source: Computation from primary data

INTERPRETATION

The above table presents the results of an F-test conducted to analyze the relationship between demographic attributes and consumer satisfaction. The null hypothesis (H_0) states that there is no significant difference between demographic attributes (Age, Gender, Education Qualification, and Occupation) and consumer satisfaction.

Since all the p-values are greater than 0.05, the null hypothesis is accepted for all attributes. This indicates that demographic factors do not significantly influence consumer satisfaction in this study.

THE EFFECTIVENESS OF MARKETING STRATEGIES OF SWIGGY AND ZOMATO IN TERMS OF LEVEL OF SATISFACTION.

The study examines the relationship between demographic attributes and consumer behavior using a F-test. We aim to determine if there is a statistically significant association between occupation demographic and consumer satisfaction levels.

VARIABLES:

Independent variable: Demographic attributes. This is the variable that is being used to see if it has an effect on the other variable.

Dependent variable: consumer behavior. This is the variable that is being measured to see if it is affected by the independent variable.

HYPOTHESIS:

HO2 – There is significant difference between demographic attributes and consumer behavior.

Table – Consumer Behavior – Demographic attributes

Attribute	N	F value	P value	Results

Age	75	5.647761	0.042596	Reject H_{02}
Gender	75	3.229851	0.125745	Accept H_{02}
Education qualification	75	5.49005	0.04866	Reject H_{02}
occupation	75	5.060199	0.056443	Accept H_{02}

Source: Computation from primary data

INTERPRETATION

The above table analyzes the impact of demographic attributes on consumer behavior using statistical tests. The results indicate that age and education qualification significantly influence consumer behavior, as their p-values (0.0426 and 0.0487, respectively) are below 0.05. This leads to the rejection of the null hypothesis (H_{02}) for these factors. On the other hand, gender and occupation do not show a significant impact, with p-values of 0.1257 and 0.0564, respectively, which are greater than 0.05. As a result, the null hypothesis (H_{02}) is accepted for these factors. Overall, the findings suggest that consumer behavior is influenced by age and education level, whereas gender and occupation do not play a crucial role in determining consumer choices.

CONCLUSION

To analyze consumer perception about services offered by Swiggy and Zomato.

The analysis of consumer perception regarding Swiggy and Zomato highlights key factors influencing customer choices. Service quality, delivery speed, pricing, and user experience play a crucial role in shaping preferences. Swiggy is often preferred for its fast delivery, attractive discounts, and reliability. Zomato, on the other hand, is favored for its wide range of restaurant options, user-friendly interface, and dining offers. Consumers value affordability and efficiency while selecting a platform. Promotional benefits and personalized recommendations also impact their choices. Customer satisfaction largely depends on consistent service and responsiveness to complaints. While both platforms have strengths, preferences vary based on individual experiences. Overall, consumer perception is driven by service efficiency, pricing strategies, and user engagement.

To assess the effectiveness of marketing strategies of Swiggy and Zomato in terms of level of satisfaction.

The assessment of marketing strategies for Swiggy and Zomato in terms of customer satisfaction reveals that both platforms employ competitive tactics to attract and retain users. Discounts, cashback offers, loyalty programs, and personalized recommendations significantly impact consumer engagement. Swiggy is recognized for its frequent promotional deals and fast delivery services, enhancing customer satisfaction. Zomato, with its premium membership and exclusive dining offers, attracts users seeking value-added benefits. Social media promotions, influencer marketing, and targeted advertisements further strengthen brand visibility. Consumers respond positively to strategies that ensure affordability, convenience, and reliability. However, inconsistencies in service quality or pricing fluctuations may affect satisfaction levels. Both platforms continuously refine their marketing approaches based on customer feedback and market trends. Overall, the effectiveness of marketing strategies is determined by how well they align with consumer expectations and enhance overall user experience.

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