



# **CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE SWIGGY**

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## **ABSTRACT-**

This study explores the impact of online food ordering on customers' eating habits, focusing on Swiggy's influence. The research investigates customer satisfaction with Swiggy's online food ordering app. Findings show that individuals aged 21-35 are the most frequent users of online food services, with Swiggy being the preferred app. The study is based on primary data collected through a structured questionnaire from 100 respondents in Coimbatore. The data was analysed using SPSS version 20 to meet the research objectives. The study aims to understand how online food ordering has altered food habits and customer satisfaction with Swiggy's services.

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## **1. INTRODUCTION:**

E-commerce has revolutionized daily life with its flexibility, interactivity, and personalization. The internet has enabled rapid growth in online business activities, including buying and selling products and services. E-commerce has made things convenient, saving time and effort for consumers worldwide. Online food delivery is a growing segment of ecommerce in India. Customers can order food from their favorite restaurants or cuisine types with ease. The online food ordering system allows users to pay cash on delivery. This system simplifies restaurant operations and improves customer experience. Online food delivery has reduced waiting times and long queues. The global online food delivery market includes restaurant-to-consumer and platform-to-consumer segments. India's online food delivery market is growing rapidly, with potential impacts on traditional restaurant businesses.

## **SWIGGY:**

Swiggy is India's largest food delivery platform, operating in over 500 cities.

The company offers a wide variety of food options and additional services like Swiggy Genie and Swiggy Money. Swiggy has been rated as the best online food delivery service in India and was ranked among Forbes' top 100 startups in 2017. Founded in 2014, Swiggy bridges the gap between customers and restaurants, allowing easy food ordering and delivery. With its innovative technology platform, customers can order food from nearby restaurants and get it delivered to their doorstep. Swiggy has its own delivery team, making the process convenient for customers and restaurants alike. The platform offers a single point of contact for ordering food from multiple restaurants. Swiggy's speedy delivery and user-friendly interface have made it a popular choice. The company was founded by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini to revolutionize the way Indians eat. Swiggy's goal is to make food accessible at the customer's fingertips.

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## **2.STATEMENT OF PROBLEMS:**

Customers complain about late deliveries, incorrect orders, and poor service. Managing reliable delivery partners is a challenge, impacting service reliability. Continuous tech investment is needed to boost app performance and customer experience. Food quality and consistency are also significant concerns.

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## **3.OBJECTIVES:**

- To study the demographic features of the respondents.
- To identify & analyse the factors influencing the customer satisfaction on Swiggy.
- To provide suggestion to marketing team of Swiggy.
- To Recognise that fair mindset of marketing strategies followed.

#### 4.SCOPE OF 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 analyse the effectiveness of marketing strategy of the online food delivery mainly food aggregators Swiggy.

#### 5.REVIEW OF LITERATURE:

**Leong Wai Hong** (2016) in his studies has published the online food ordering and delivery services as an efficient system to improve productivity and profitability of restaurants through online marketing and business strategies.

**H.S. Sethu & Bhavya Saini** (2016) have wonderfully investigated the perception, behaviour and satisfaction of students towards online food ordering and delivery services. The study emphasized the online food ordering and delivery services helping students in time management and having their favourite food at any time of the day.

**Rathore, S. S. (2018)**. An analysis of consumer behaviour towards online food delivery services in Indore city. International Journal of Scientific Research and Management, 6(7), 550-555.

**Ansar Z. & Jain S.** (2016) specified the growth in the ecommerce industry as prime factor for the success of online food ordering and delivery services. Research has mentioned that more than 400 food delivery apps are nurturing in India with a funding of about \$120 million from venture capital firms and other such investors.

#### 6.ANALYSIS AND INTERPRETATION OF DATA

Table Showing Will you suggest others to try swiggy food delivery service

PARTICULARS	5	4	3	2	1	TOTAL	RANK
PERSONAL SATISFACTION	39	10	11	5	35	313	1
CONVENIENT TO USE	4	43	13	12	28	283	2
PERSONAL BENEFITS	5	15	44	5	31	258	3
FOOD QUALITY	6	14	19	31	30	235	4
FAST DELIVERY	8	8	17	13	54	203	5

##### Interpretation:

The above table represents the rank of five factors that suggest other to try swiggy food delivery services towards personal satisfaction is first, so it is ranked as first and the convenient to use is ranked as second , personal benefits as third , food quality as fourth , fast delivery as fifth .

##### WEIGHTED AVERAGE SCORE METHOD:

Table Showing When do you prefer to order the food mostly ?

CUSTOMER PREFERENCE	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE SCORE	RANK
BREAKFAST	44	8	10	7	31	327	3.27	1
LUNCH	9	35	14	7	35	276	2.76	2
EVENING SNACKS	8	13	33	11	35	248	2.48	3
DINNER	7	7	14	32	40	209	2.09	4

***Interpretation:***

Breakfast tops the preference list with a score of 3.27. Lunch and evening snacks follow with scores of 2.76 and 2.48, respectively. Interestingly, dinner emerges as the least preferred meal with a score of 2.09. This suggests that customers prioritize morning meals, indicating a strong demand for breakfast options. Food establishments can optimize their menus and promotions accordingly to cater to this preference.

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**7.FINDINGS:**

Customers often experience issues with late deliveries, incorrect orders, and poor service. Managing reliable delivery partners is a significant challenge. Continuous tech investment is necessary to improve app performance and customer experience. Food quality and consistency are also major concerns for customers.

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**8.SUGGESTIONS:**

- Ensuring on-time deliveries is crucial. Swiggy can invest in predictive algorithms to better estimate delivery times, accounting for real-time traffic conditions and customer location.
- Partner with restaurants to ensure consistency and quality of food. Swiggy could provide quality checks or feedback systems for customers to rate the food quality specifically.
- Increase coverage in underserved or remote areas, ensuring more customers have access to the service, and the app offers the best options available nearby.

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**9.CONCLUSION:**

Swiggy's customer satisfaction depends on key factors like timely delivery, food quality, and customer support. To enhance service quality, Swiggy must adapt to customer preferences and technological advancements. Timely deliveries, better packaging, and personalized recommendations can improve customer experience. Transparent pricing and regular feedback systems can also boost customer satisfaction. Implementing loyalty programs can cement Swiggy's position in the competitive food delivery market. Constant attention to customer needs and service excellence is crucial for success. Prioritizing customer-centric initiatives can enhance Swiggy's reputation and customer retention. Swiggy can achieve longterm growth by focusing on customer satisfaction and service quality. Regular feedback and loyalty programs can help Swiggy stay ahead of competitors. By prioritizing customer needs, Swiggy can build stronger customer loyalty and drive business success.