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# A STUDY ON USER EXPERIENCE AND SATISFACTION WITH ZOMATO, SWIGGY, FOOD PANDA FOOD APP WITH REGARD TO COIMBATORE CITY

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## INTRODUCTION

Indian contemporary lifestyle has developed a behaviour in acceptance towards the convenient on the go food delivery system. It has been observed that the corporate lifestyle has curbed the leisure out of Indians, which is perhaps the reason behind the favourable attitude towards online sources of ready to eat food.

The online food ordering system is one of the latest services by most fast-food restaurants in the western world are adopting. With this method, food is ordered online and delivered to the customer. This is made possible through the use of electronic payment system.

Customers pay with their credit cards, although credit card customers can be served even before they make payment either through cash or cheque. So, the system designed in this project will enable customers go online and place order for their food. The greatest advantage of this system is its flexibility.

## STATEMENT OF THE PROBLEM

One of the major challenges is the logistical complexity, which consumes huge amount of capital and time to solve it. For startups, developing and implementing a system to accept online orders can get expensive. In this day and age where presence in the virtual world is an imperative, small restaurants and entrepreneurs too need to take benefit of it. Online food ordering websites present just the options.

## OBJECTIVES OF THE STUDY

**The objective of the study is given below**

- To study the level of awareness on selected online food delivery apps.
- To know the factors that influence the consumers to use online food delivery services.
- To ascertain the consumer satisfaction level of online food delivery services.
- To study the problems faced by the consumer while using the online food ordering services.

## SCOPE OF THE STUDY

Geographical scope of the study is Coimbatore, which is a rising urban hub of Tamil Nadu. The research will study the user satisfaction and experience of Zomato, Swiggy, Food Panda users in the city

The research will several features of the Zomato, Swiggy, Food Panda app such as food ordering, app usability, customer care, and food quality being ordered.

## METHODOLOGY

This research will take a quantitative perspective with a questionnaire tool in obtaining data from a sample of customers of Zomato, Swiggy, Food Panda in Coimbatore.

It will attempt to put numbers on broad levels of satisfaction, exposure to some aspects of the app, and drivers behind their perception of the service. This will be complemented with qualitative data collected through interview with a sample of customers to enable subsequent stages of research into their experience and perspective.

## STATISTICAL TOOLS

The following statistical tools are used in the study

- Percentage Analysis

## LIMITATIONS OF THE STUDY

While this research is structured to yield informative results regarding the user experience of Zomato in Coimbatore, it also possesses certain limitations that are stated below :

1. Geographic Restriction: The study is limited to Coimbatore, and the conclusions could not be generalized to any other city having a diversified consumer behaviour or service network.
2. Sampling Bias: The research is conducted on regular users of Zomato, and one-time or non-users are excluded, thereby rendering biased results.

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## REVIEW OF LITERATURE

### 2.1 INTRODUCTION

Review of related literature serves as the base for any researcher to understand his or her research problem clearly and to design the methodology by which the study is to be conducted. Various studies conducted earlier on the topics related to the current research problem are included in the literature. It gives an idea for the researcher to determine the research problem and to frame the objectives. It also enables the researcher for the smooth conduct of the present study

The literature includes books, journals, magazines, theses, reports, etc. These studies have been reviewed carefully and summarized in this chapter.

### 2.2 REVIEW OF RELATED LITERATURE

#### **Ninad Gawande, Gajanan Pachaghare and Ashish Deshmukh (2020)<sup>1</sup>**

In their study entitled “A Study of Customer Perception about Online Food Ordering Services in Amravati City”. The study aims to find convenience of customers while placing the order and making payment. Primary data have been collected through a set of questionnaires. Sample size is taken as 150 customers who have experienced online food delivery. Most of the respondents Strongly Agreed that their Consumption of Food from Restaurants have increased due to Online ordering Facility availed through Apps.

#### **Preetha.S and Iswarya.S (2020)<sup>2</sup>**

In their article on “An Analysis of User Convenience towards Food Online Order and Delivery Application” (FOOD App via Platforms). The study attempts to understand the factor that leads to the intension to use these App. Around 100 questionnaires were collected to utilize for empirical study. Pearson’s Correlation, One-way Anova are the tools used for analysing the data. They find that the Mobile app quality has very strong positive association resulting in customer’s intension to order in FOOD mobile app. If there is inefficiency in quality of FOOD mobile app, it would affect the customer’s intention to order in the FOOD mobile app.

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## AN OVERVIEW ON ONLINE FOOD ORDERING

### 3.1 INTRODUCTION

The E-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. This relentless growth of E-commerce is changing the way people assume, search, perform and bring up a yield. Most consumers are adopting new technologies in shopping and with many of them being liberal thinkers, want fast and efficient shopping while also considering other shopping attributes. Majority of companies in the small scale, medium scale and large scale sectors own a website in order to improve their business and they do so by employing online advertisements, online Promotional events/activities thus taking a “digital” leap in the business cycles. The convenience, needs, wants and comfort of the consumers and their buying behaviour and the process of buying is the source of the relentless growth of E-commerce. Online food ordering is among the most popular activities of the internet, yet the reasons why consumers will go for e-purchasing are still unclear.

### INDIAN FOOD APP SCENARIO

With the entire boom in digital industry across the globe, it’s had its impact on the Indian economy too. The online food ordering firms have sprouted up in bulk. The market size of food in India is expected to reach Rs. 42 lakh crore by 2020, reports BCG. Presently, the Indian food market is around \$350 billion. The space is coming up with a lot of innovation catering to their customer convenience, satisfaction and retention. This has also built room for a lot of new players, who are targeting specific groups of people. Many new players joining the segment with innovative business models such as delivering food for health conscious people, home cooked meals, etc.

Food tech is the hot talk in the startup town. After technology startups have made their mark in the e-commerce, taxi & real estate sectors, now the ever-hungry Indian entrepreneurs are looking to satiate the appetite of others. Food tech is a vast market and food delivery startups are just a part of it. Various apps in the Indian market are:

- Food Panda
- Zomato
- Swiggy

### **SWIGGY**

Swiggy is food ordering and delivering company, founded by techpreneurs Nandan Reddy, Sriharsha Majety, and Rahul Jaimini in August 2014. It provides a single window for ordering from a wide range of restaurants and have their own exclusive fleet of delivery personnel pick up orders from restaurants and deliver it to customers. It is a complete food ordering and delivery solution that connects neighborhood restaurants with urban foodies.

### **ZOMATO**

Zomato initially named as Foodiebay was started in 2008 by Mr. Deepinder Goyal. It is a restaurant searching platform providing in-depth details with autonomous reviews and ratings. Foodiebay, the initial name was changed to Zomato in November 2010 to increase their reach among people. To differentiate themselves from their competitors, Zomato concentrated on adding approx. 18,000 new places to eat from.

Along with they also decorated many special features, such as pointed to particular dishes or opening times. To be the largest resource in food supply market, Zomato bought urbanspoon, a leading restaurant service providing portal for \$52 million to enter US, Canada and Australia to leverage local insights and experience and to expand their business in overseas seeing the future goal and objective.

### **FOOD PANDA**

Foodpanda is a online food delivery marketplace that enables users to place orders at local restaurants via its website or mobile app. Foodpanda is a global online food delivery marketplace that enables users to place orders at local restaurants via its website or mobile application.

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## **ANALYSIS AND INTERPRETATION**

### **4.1 INTRODUCTION**

This chapter deals with the analysis of data collected on assessing the customer satisfaction towards online food ordering services in Coimbatore District. By adopting the convenient sampling method, the data were collected and are subject to the analysis using various appropriate analytical tools.

These analyses have been discussed an effort has been made to examine and interpret the data relating to the socio – economic profile of sample respondents with level of satisfaction towards online food ordering services. For the analysis following statistical tools have been applied

### **INTERPRETATION**

From the above table it is clear that 36.7% (47) of the total respondents are in the age group of under 25 years, 42.2% (54) of the total respondents are in the age group of 25-34 years, 12.5% (16) of the total respondents are in the age group of 35-44 years, and 8.6% (11) of the total respondents are in the age group 45 and above.

### **INTERPRETATION**

From the above table it is clear that 32.8% (42) of the total respondents Below Rs 10,000, 33.6% (43) of the total respondents under Rs 10,000-Rs 30,000, 25.8% (33) of the total respondents under Rs 30,001-Rs 50,000, and 7.8% (10) of the total respondents are under Above Rs 50,000.

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## **FINDINGS**

1. Majority of the age category is 25-34 with 54(42.2%).
2. Majority of the Gender category is Male with 69(53.9%)
3. Majority of the Occupation is Professionals with 45(35.2%)
4. Majority of the Income category is Rs 10,000-Rs30,000 with 45 (35.2%)
5. Majority people frequency of usage in weekly with 51(39.8%)
6. Majority of the people prefer of the Food App is Swiggy with 50(32.8%)
7. Majority of the service of delivery is Neutral with 46(39.8%)
8. Majority of the people frequency usage is Occasionally with 43(33.6%)
9. Majority of issues faced by the customer is Issues with Food Deliver

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## SUGGESTION

A few measures have been suggested to improve the level of satisfaction of online food ordering services.

- Most preferred online food delivery service provider is Swiggy followed by Zomato.
- Restaurants operators should increase online ordering through simple addition of new distribution channels to attract the customers.
- As most of the customers use telephone and mobile phones to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction.

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## CONCLUSION

The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasion. According to the research conducted, it can conclude that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers.

It is mainly because of their better on time delivery and better discounts. Swiggy has been in the first position in online food delivery service provider and if it includes the minor improvements, it will sustain its upper hand in forthcoming future.

The study reveals that mostly the youngsters are attached to the online food ordering and hence the elder people don't use these online services much as compared to the younger ones. The study highlights the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products, discounts and special offers have the most influencing factor on online food ordering. The second most influencing factor is the convenience, the next most influencing factor is on-time delivery.

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