



A study on consumer satisfaction towards swiggy orders with reference to coimbatore city

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1. ABSTRACT :

Consumer satisfaction is one of the most important factors for the success of online food ordering services such as Swiggy. The present study intends to examine consumer satisfaction with Swiggy orders in Coimbatore City through the analysis of delivery speed, quality of food, Price, customer experience, and customer support. The study relies on primary data obtained from Swiggy users in Coimbatore through questionnaires and secondary data from industry reports and scholarly literature. The study identifies the main determinants that drive consumer satisfaction, frequent issues experienced by customers, and points where Swiggy can make improvements in services. The study offers insights to enable Swiggy to better its customer experience, enhance business efficiency, and sustain its Competitive advantage in the online food delivery industry.

Keywords: Consumer satisfaction, Swiggy, online food delivery, Coimbatore, service quality.

INTRODUCTION

In the fast-paced digital era of today, online food delivery services have become a part of urban life, Providing convenience and choice to consumers. Among the numerous food delivery platforms, Swiggy has emerged as a market leader in India, making food Ordering and delivery smooth and hassle-free. As more consumers look for easy and quick meal Options, customer satisfaction is a major indicator of the success and long-term growth of these sites.

STATEMENT OF PROBLEM

Nevertheless, even though popular, consumer satisfaction is impacted by various factors, such as Delivery time, quality of food, pricing, customer care, discounts, and ease of app use. Delayed Deliveries, wrong orders, excessive service fees, and restaurant availability commonly result in User dissatisfaction. Also, changing food prices, irregular packaging, and Changing delivery charges impact the overall experience. App-related complaints by customers Glitches, refund policy, and non-responsiveness in customer care further add to Service-related issues.

OBJECTIVES OF STUDY

To assess the extent of customer satisfaction with Swiggy orders in Coimbatore. To examine the determinants of consumer experience, including food Quality, delivery time, price, Discounts, and customer service. To determine prevalent issues encountered by users of Swiggy and their effect on Overall satisfaction.

SCOPE OF STUDY

The study examines customers' satisfaction with Swiggy in Coimbatore, with an emphasis on major factors That influence the overall user experience. It looks at issues like food quality, delivery time, Pricing, promotions, customer care, ease of use of the app, and reliability of the platform. Being a well-known food delivery company in the city, the knowledge of customer views can assist Identify its strengths and areas for improvement.

LIMITATIONS OF STUDY

The study is confined to Coimbatore city, and the levels of consumer satisfaction can differ Based on different regions depending upon local market factors and availability of restaurants. The sample size of 150 consumers may not capture the full spectrum of experiences of all Swiggy consumers, resulting in possible gaps in findings. Customer feedback can be affected by recent experiences, special offers, or Specific incidents, compromising objectivity of response

REVIEW OF LITERATURE

Kumar C Ramesh (2020) – The Role of Timely Delivery and Food Quality Kumar and Ramesh (2020) made a survey on the satisfaction of customers of online food delivery Services and established that timely delivery and food quality were the two most significant factors That determine consumer satisfaction. The research established that customers want their food to be Delivered within the specified time frame. Any delay tends to create bad reviews and Disatisfaction. Moreover, packaging quality and food temperature were also found as Important determinants of the consumer experience. Customers like better-packaged food that Pretends freshness, and any bad packaging makes them complain.

OVERVIEW OF COMPANY

Swiggy is one of the top food ordering platforms in India, offering consumers a hassle- Free way of ordering food from a large variety of restaurants. The platform can be accessed Through a user Friendly mobile application and website, enabling customers to surf restaurants, view menus, filter Options by cuisine, price, and rating, and order with ease. Swiggy provides Multiple payment 2methods such as UPI, debit/credit cards, wallets, and cash on delivery, Ensuring convenience

4.1 ANALYSIS AND INTERPRETATION

TABLE 4.1.1

THIS TABLE IS SHOWING THE AGE OF RESPONDENT

AGE OF RESPONDENT	NO OF RESPONDENT	%
Below 18	43	26.9
18-25	92	57.5
25-35	12	7.5
Above35	13	8.1
TOTAL	160	100

INTERPRETATION:

Its is seen that 26.9% of respondents are below the age of 18 years, 57.5% respondents are 18-25 years old, 7.5% respondents 25-35 years, 8.1% Respondents above 35 years old.

FINDINGS OF THE STUDY

Here, in this research, descriptive statistics have been applied to analysis the socio-economic background of the Respondents. These results of analysis are presented below,

1. \tMost of the respondents age group of 18-25 is 57.5
2. \tMost of the respondents gender of male is 68.1%
3. \tMost of the respondents education status of student is 63.1
4. \tMost of the respondents monthly income of below 20000
5. Most of the users of how frequently do you order food from swiggy is mothly

SUGGESTIONS

Improving delivery speed and ensuring accuracy of orders by better tracking and communication will Increase consumer satisfaction. Enhancing customer support with quicker response, assistance in Tamil, and faster refund will improve user experience. Competitively pricing, location discount, and lesser delivery charges will Attract customers.

CONCLUSION

Swiggy has established itself as a leading food delivery service in Coimbatore, offering Convenience, variety, and efficient service. However, consumer satisfaction depends on Multiple factors, including timely deliveries, food quality, pricing, and customer support. To Maintain and enhance its reputation, Swiggy must continuously adapt to consumer preferences And market trends

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JOURNALS

1. A Study on Customer Satisfaction Towards Swiggy (June 2022)