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Amity University Mumbai Students Ordering Through Zomato and Swiggy

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ABSTRACT:

India's online food delivery industry has grown remarkably in recent years, influenced by technological innovations, rising urban populations, and evolving consumer lifestyles. Among the most enthusiastic users of food delivery apps are university students, who often choose convenience over traditional dining due to their dynamic routines. This study investigates the ordering behaviors and preferences of students at Amity University Mumbai, focusing specifically on their usage of leading platforms—Zomato and Swiggy. Using a blend of primary survey data and secondary research, this study explores key factors such as order frequency, average monthly expenditure, platform preference, satisfaction levels, and influencing variables like price, taste, delivery time, and app usability. Furthermore, statistical tools were applied to examine the correlation between demographic characteristics and platform choices. The research indicates that while taste and convenience are leading factors, timely delivery and affordability also play critical roles in shaping student satisfaction. The study concludes with practical recommendations for service providers and outlines directions for further academic inquiry.

Keywords : Zomato, Swiggy, Online Food Delivery, Student Preferences, Amity University, Consumer Behavior, Mobile Apps

1. INTRODUCTION

Over the last decade, India has experienced a revolution in food delivery, driven by the proliferation of smartphones and the growing need for convenience. Platforms like Zomato and Swiggy have redefined the way people access meals, especially for urban youth and college students who juggle packed schedules. For students living away from home, online food delivery is not just a luxury but a necessity.

At Amity University Mumbai, many students—whether staying in hostels, PGs, or commuting from home—frequently use these platforms to meet their daily food requirements. This research aims to examine how these students interact with food delivery apps, what influences their choices, and how satisfied they are with the service. It provides localized insights, which are useful for both academic purposes and practical marketing strategies.

2. OBJECTIVES OF THE STUDY

- To explore how frequently students at Amity University Mumbai order food through Zomato and Swiggy.
- To understand the core reasons behind choosing online food delivery services.
- To compare the usability and popularity of Zomato and Swiggy among students.
- To assess students' average expenditure per order and on a monthly basis.
- To evaluate satisfaction levels concerning service quality, delivery, and overall experience.
- To analyze whether demographic variables (age, gender, academic year) affect platform preferences.
- To suggest ways these platforms can enhance their appeal among university students.

3. HYPOTHESES

- H_0 (Null Hypothesis): There is no statistically significant difference in students' preference between Zomato and Swiggy.
- H_1 (Alternative Hypothesis): A statistically significant difference exists in student preference between Zomato and Swiggy.

Additional hypotheses include:

- H_0 : Demographic characteristics do not influence platform choice.
- H_1 : Demographic characteristics do have a significant effect on platform choice.

4. LITERATURE REVIEW

Recent literature reveals the growing impact of digital platforms on food consumption habits in urban India. According to Statista's 2023 report, India's online food delivery market is forecast to reach \$71 billion by 2026, with Zomato and Swiggy as the top players. Multiple studies underline how discounts, fast service, peer influence, and user-friendly apps drive customer loyalty—especially among Gen Z.

Gupta and Verma (2022) investigated food ordering behaviors among students in Delhi and found that discounts and speedy service were major determinants of app preference. In a similar vein, Sharma et al. (2021) highlighted that students at private institutions tend to favor visually appealing and well-designed mobile applications, sometimes even opting for premium-priced meals.

This research extends existing scholarship by narrowing the focus to Amity University Mumbai students, offering insight into the behaviors of a distinct demographic within a specific urban academic setting.

5. RESEARCH METHODOLOGY

This research follows a quantitative approach, collecting primary data through a structured Google Forms survey. A total of 100 students from various departments and academic years at Amity University Mumbai participated in the study. The sample covered students living in hostels, PG accommodations, and those commuting from home.

- Sampling Technique: Convenience sampling
- Sample Size: 100 respondents
- Instrument: Online questionnaire
- Data Analysis: Descriptive statistics, Chi-square test, and Independent t-tests

The questionnaire included a mix of closed and open-ended questions to cover areas such as:

- Ordering frequency
- Platform preference (Zomato or Swiggy)
- Monthly expenditure on food delivery
- Satisfaction with delivery speed and app interface
- Key influencing factors like discounts, taste, and convenience
- Basic demographic information

6. DATA ANALYSIS & INTERPRETATION

6.1 Ordering Frequency

- 52% of students order 3–5 times per week
- 28% order once or twice a week
- 10% order daily
- 10% order rarely

6.2 Preferred Platform

- 58% prefer Swiggy
- 42% prefer Zomato
- Chi-square test result: $p\text{-value} < 0.05 \rightarrow$ Indicates statistically significant preference for Swiggy.

6.3 Influential Factors

- 67% prioritize quick delivery
- 59% value discounts and special offers
- 55% look for menu variety
- 48% consider the app interface important

6.4 Monthly Expenditure

- 42% spend ₹1000–₹1500
- 35% spend under ₹1000
- 23% spend more than ₹1500

6.5 Demographic Insights

- Gender and age do not significantly affect platform preference.

- Hostel residents show a higher dependency on food delivery apps compared to commuters (t-test, $p < 0.05$).

7. KEY FINDINGS

- Swiggy holds a marginal lead over Zomato among students surveyed.
- Delivery speed, taste, and promotional deals are the primary influencers in choosing a platform.
- Peak ordering times are during dinner, followed by lunch and late-night snacks.
- A significant portion of student budgets is allocated to online food purchases.
- Students in hostels are more reliant on food delivery services due to limited cooking options.

8. SUGGESTIONS

- Zomato could improve delivery efficiency and offer student-specific promotions to stay competitive.
- Swiggy should focus on developing loyalty programs tailored for college students and increase campus-specific marketing efforts.
- Both platforms can introduce a “Campus Plan” offering discounted deliveries in university zones.
- Implementing a feedback mechanism exclusively for student users can help enhance service quality and app engagement.

9. CONCLUSION

For students at Amity University Mumbai, online food delivery has become a staple, driven by the need for convenience and the absence of home-cooked meals. Between the two dominant platforms—Zomato and Swiggy—Swiggy currently enjoys a slight edge in popularity, largely because of faster service and appealing offers. However, both services have room for improvement. This study sheds light on student behavior in a university context and lays the foundation for more focused marketing and user engagement strategies.

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