"A STUDY ON CONSUMER SATISFACTION TOWARDS ON SWIGGY ONLINE FOOD SERVICE IN ERODE CITY"

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ABSTRACT :

Online food ordering and delivery is a new type of business model in this current time of e-commerce, and this leads to the start-ups of many call online business concepts. Online food ordering and delivery is a hugely successful service because it closes the gap between restaurants and consumers. It is a process that is initiated by a customer looking for a restaurant and filtering with available food items and cuisines, then they are delivered by an application on their mobile. phone. Swiggy is an application and platform for ordering and delivering food, which was created by a company in Bangalore.

Swiggy was intended to provide a complete ordering and delivery solution to urban food lovers. The main purpose of this research is to look at the level of consumer satisfaction using the Swiggy platform. In this regard, through the convenient sampling technique, 120 respondents were drawn from the population, and data were collected from them via a structured questionnaire and interview schedule. The data was statistically analyzed, and results indicated that there is a significant relationship between usage of and satisfaction with the services of Swiggy.

INTRODUCTION

In a fast-paced digital world, online food delivery services have become a part of urban living. Swiggy has become one of the popular platforms in India - offering convenience, range, and doorstep food delivery with its mobile app for ordering. As internet usability and consumer preferences have changed, Swiggy has scaled up in India to tier-2 cities like Erode to capture the growing number of tech-savvy users.Erode is growing city in Tamil Nadu that is witnessing a paradigm shift for food consumption and delivery specifically with youth and working professionals. There is a growing demand for online food delivery, which makes investigating the factors impacting customer satisfaction a priority for service improvement and long-term performance. Thus, this study seeks evaluate the level of consumer satisfaction for Swiggy online food services in Erode City. Specifically, we will analyze important factors contributing to consumer satisfaction such as delivery services, service quality, price, usability of Swiggy app, and customer support. It is important that we understand research outputs about user behaviour, preferences and expectations, which can help improve food delivery services in regional markets such as Erode.

LITERATURE REVIEW

1. **Mr. A.Aman(2015)**

There have also been instances of delays in delivery, which can be frustrating for customers who are expecting their food to arrive promptly. Some customers have also reported that the customer service provided by Swiggy can be lacking, with it being difficult to get in touch with support and resolve issues. These are common concerns that customers may have about food delivery services in general, and companies like Swiggy need to address them to maintain customer satisfaction and loyalty.

2. **Ms. Sakina Ghadiyali (2015)**

The study found that services are intangible, and they cannot be sold but come into existence at the time they are consumed or bought. In this, the major focus will be on the various apps that are available for delivery purposes or by restaurants for various purposes. Consumer behavior is the study of how individual customers, groups, or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. From this research paper, we would understand the shift of consumers' behavior with the introduction of technology, and what the different kinds of applications that consumers are satisfied with and what makes them happy and satisfied with the service. The main objective of the paper is to understand the relationship between facilities and purchase behavior. Secondly, to find the most popular app in the food delivery industry and understand how technology has played an important role in the restaurant industry.

3. **Mr.K,,Jain s. (2016)**

Specified the growth in the e-commerce industry as a prime factor for the success of online food ordering and delivery services. Research has mentioned that more than 400 food delivery apps are operating in India, with a backing of around $120 million from venture capitalists and others like them. Since

each person has a minimum of 3 meals per day, the food business is considered a competitive trade industry; therefore, it draws 9 interest from investors and entrepreneurs as this industry continues to grow.

4. **Mr.R.Suradev(2017)**

The study concludes that the internet has advanced the e-commerce business in a nation like India. E-commerce development has made online food ordering hassle-free for those wanting food delivered to their doorsteps. Although consumers continue to dine out, consumers also enjoy the convenience of ordering food online, since they do not actually have to visit the restaurants personally. In this study, the focus was to analyze consumers ' perception of online food.

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Evolution: A Study on Consumer Satisfaction Towards Swiggy Online Food Service in Erode City

1. Entry of Swiggy into Tier-2 Cities

Swiggy was launched in the year 2014 in Bengaluru and aggressively expanded across India. As Swiggy expanded beyond metropolitan cities, tier-2 cities started becoming important markets with increasing internet coverage, urbanization, and lifestyle change.

2. Adoption in Erode

Initial Phase (2018 - 2019)

Swiggy started operations in Erode with very few restaurant partnerships. The early adopters of to food delivery were primarily students and young working professionals.

Pandemic Period (2020 - 2021)

COVID-19 further accelerated the usages of food delivery apps (including Swiggy). Some of the main reasons for the increase in adoption included safety, convenience, and contactless delivery.

Post Pandemic Growth (2022 - Present)

Swiggy began to grow its network of local restaurants, grew the number of features it offered for customers (live tracking, no-contact, etc.), and started giving better offers to attract regular users.

3. Change in Consumer Expectations

Earlier, consumers were focused on basic delivery and application functionality.

Now, consumers want faster delivery, better food quality, better service with faster response times, and better value.

When consumers in Erode became more technically proficient and experienced in food delivery - the criteria for satisfaction became more evolved, demanding more reliability and consistency.

4. Changing Patterns of Satisfaction

Previously, satisfaction was largely achieved by discounts and novelty.

Now, long term satisfaction is dependent on :

*   Accuracy of Order and Delivery Timing
*   Food Temperature/Condition of Packaging
*   Time for Customer Support Response
*   Transparency of Final Payment Price

5. Technological Integration

Swiggy has clear examples of improvement in the past year in the following areas:

*   AI-based order suggestions
*   GPS tracking improvements
*   In-app customer support
*   Loyalty programs and subscription models (e.g. Swiggy One)

RESEARCH METHODOLOGY

*   Sample size and design.
*   Sample of approx70people was taken on the basis if convenience.
*   Primary data
*   Secondary data

PRIMARY DATA:

Primary data comprises information survey of "study of consumer satisfaction towards online food ordering" the data has been collected directly from respondents with the help of structured questioner and interview schedule, social media tracking.

SECONDARY DATA:

The secondary data is collected from books, journals and various website and magazines were referred for this purpose from the library to facilitate proper understanding of the conceptual from work and profile of the consumer satisfaction of Swiggy online food service in Erode area .
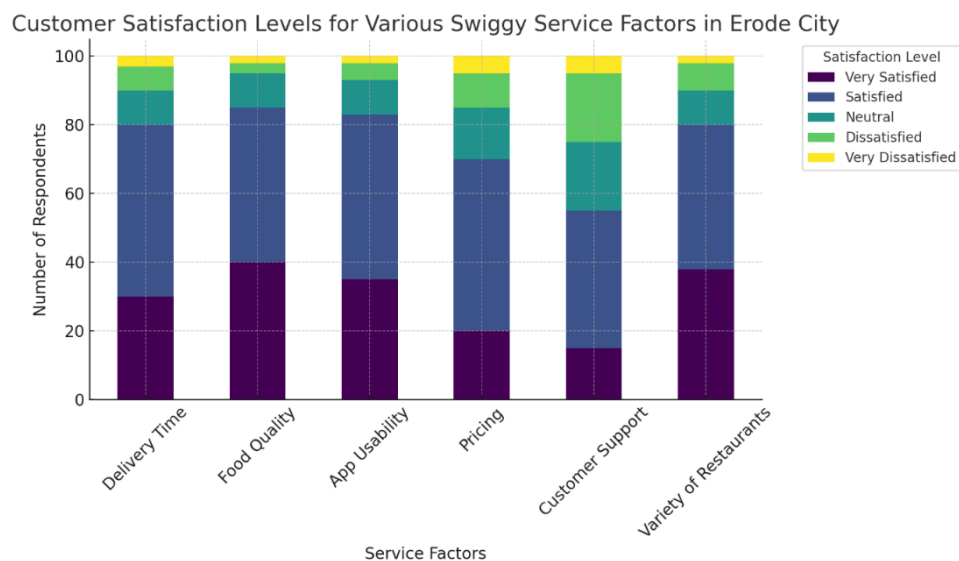
TOOLS OF ANALYSIS

- PERCENTAGE ANALYSIS
- RANK ANALYSIS

DATA COLLECTION

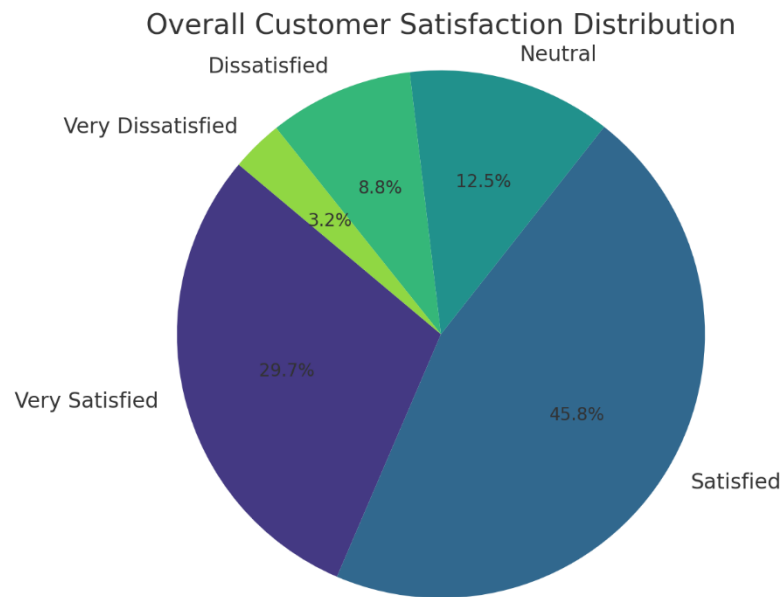- QUESTIONNAIRE
- SOCIAL MEDIA MONITORING
- CASE STUDY

AREA

The data for the study has been collected from the respondents in Erode Town.

Data analysis and Interpretation

Customer Satisfaction Levels for Various Swiggy Service Factors in Erode City

The following is a visual representation of the Data analysis and interpretation of the study of consumer satisfaction towards Swiggy in Erode City.

Data Interpretation
- Food Quality and Diversity of Restaurants reported high satisfaction levels, with a large proportion of respondents either "Very Satisfied" or "Satisfied".
- App Usability also ranked well, indicating that users find the Swiggy app easy to use.
- Delivery Time had mixed responses, while many are satisfied, there is a notable portion dissatisfied.
- Pricing and Customer Support had compared lower satisfaction levels, a great number of users are neutral or dissatisfied, particularly in the support response time.

Overall Customer Satisfaction Distribution

Pie chart showing:
- Dissatisfied: 8.8%
- Very Dissatisfied: 3.2%
- Neutral: 12.5%
- Satisfied: 45.8%
- Very Satisfied: 29.7%

This **pie chart** provides an overview of **overall customer satisfaction** with Swiggy's services in Erode City:

Analysis of the Pie Chart:
- Most users fall within the "Satisfied" and "Very Satisfied" areas, suggesting that most users have had a positive experience overall.
- A smaller, but significant group of users are "Neutral", indicating that some users have a more neutral/distanced view, neither satisfied nor dissatisfied.
- Dissatisfied and Very Dissatisfied users are a minority group, though they identify critical items (e.g., pricing, support etc.) that need improvement.

CASESTUDY

Findings

Positives:
- Overall Use of The App: 82% found the app easy to use and easy to navigate.
- Variety: Users appreciated the variety of local and branded restaurants.
- Payment Methods: Digital payments were simple and legit.
- Offers: Discounts and cashback offers also contributed to regular use.

Pain Points:
- Delivery Time: 34% of users received delivery late, specifically on weekends and during busy hours.
- Customer Service: 28% of users found the handling of complaints as well as response time and handling to be poor.
- Food Packing/Quality: Some users received cold or spilled food.

Customer Voices: Real Feedback from Swiggy Users in Erode City

"Swiggy is my casual dining app of choice when looking for meals on a weekend. I enjoy the low friction of the app and the cashback offers. Deliveries becoming delayed when the delivery person cannot find the address can be an issue now and again."
— Ramesh K., Software Engineer

"I have used Swiggy almost every week for about 4 years, and I find it to have great food selections at decent prices but there have been occasions where the food arrived cold with limited warm options and/or it was very late and cold on rainy days. I think Swiggy needs to implement better delivery people co-ordination."
— Deepika M., Teacher

"The Swiggy app experience is really nice: very user-friendly and easy to track orders. However, I have faced regretfully slow experiences with customer support: I once waited about 2 hours for a response about an item missing on my order."
— Arun V., MBA Student

"I enjoy ordering off Swiggy, because it offers access to restaurants I would not normally eat from; however, the charges for delivery within short distances are too expensive."
— Divya S., Homemaker

"I have had good and bad experiences; the good ones have a lot to do with the restaurants' quality of food and also I think that Swiggy also has some liability for monitoring vendors."
— Naveen P., Sales Executive

"In general, I am satisfied! Most of the time they are reasonably fast and there are good offerings. But the app sometimes crashes which can be annoying when I'm hungry!"
— Lakshmi T., College Student

RESEARCH FINDING

Objectives
- To evaluate the level of customer satisfaction of Swiggy.
- To identify key factors related to satisfaction.
- To recommend potential improvements.

Key Findings
- Demographics: Most in the age rage of 18-35, mostly students and a mix of working professionals.
- Usage: 65% use Swiggy at least once a week, mostly weekends.
- Usability and Satisfaction Overall: Usability of app, menu variety, payment modes, were all high satisfaction levels.
- Moderate Usability satisfaction: Delivery time and pricing.
- Low satisfaction: Customer service support and delivery issues from time to time.

Main issues:
- Late deliveries during peak times.
- Incorrect items and cold food.
- Customer service slow to respond.

Suggestions to improve:
- Delivery tracking, delivery timeframe, delivery execution,
- Customer service
- Local food options
- Loyalty or rewards programs.

LIMITATIONS

1. This study is limited to Erode Town
2. Due to this constraint this study is confined only to 120 samples.
3. Reliability of the data depends upon information supplied by the respondents.
4. The researcher found of difficult to collect the questionnaire, interview schedule, since some of the respondents and give proper response in the sales point.

SUGGESTIONS

1. Increase Delivery Timeliness
- Optimize the routes of delivery partners by using traffic data to their advantage.
- Increase the number of delivery partners for peak time/ week-end orders.
- Offer "priority delivery" to loyal clients.

2. Enhance Customer Service
- Implement a 24 hour live chat feature for individuals to use to obtain answers quickly.
- Automate issue categorization that can reduce customer service response time.
- Add follow-up feedback calls or messages to clients after complaints/ issues have been resolved.

3. Transparent Pricing
- Break down the final costs (food price, packaging, taxes, and delivery fees) at the checkout store level.

- Offer subscription plan options (like Swiggy One) for individuals to choose free delivery over delivery fees to increase perceived value.
- Add combo meals and options on budget to appeal to price sensitive customers.

4. Level Up The Apps Experience
- Update the app on a regular basis for add-ons, glitches or improve the speed of the app.
- Add recommendation features based on user history and trending local items. Implement voice search or use multilingual features to improve ease of use.

5. Improve Vendor Management
- Use more well-known local restaurants to increase flexibility in food options.
- Have restaurant tracking and hygiene checks displayed at point of purchase for transparency.
- Ask users for feedback on each order completed to measure the restaurants in each delivery.

6. Loyalty/Retention Programs
- Launch a loyalty point system, referrals with perks/flair, exclusive deals/ specials for members only.
- Run local food fairs or a week dedicated to regional cuisines to keep engagement high during the week or weekend.

7. Awareness/Programs
- Run awareness drives or app demonstrations at colleges and workplaces.

CONCLUSION

Swiggy online food service very successful way of online food ordering network in India, and providing consumers satisfaction is to be there main motive,lt provides many offers and discounts .

To conclude that most of the swiggy food services are well known to all age category, mainly it is useful for educational peoples.

All they ordering foods their offer and dree delivery option, mainly respondents are very much satisfied by cash on delivery option. From this study Researcher conclude if the advertisements are more it reaches maximum of the consumers, Also if someonerefer to others it reach highest number of respondents. It was noted that though the majority of users are largely content with the ease and availability facilitated by the Swiggy platform, there remain areas where enhancements can maximize the consumer experience even more—most especially in areas such as customer support responsiveness, the accuracy of order fulfillment, and quality control during busy hours.

Demographic factors like age, income level, and occupation showed moderate impact on how frequent and for what use Swiggy was used. Working professionals and young adults proved to be the most active user group.

In conclusion, Swiggy has a strong and increasing market presence in the food delivery sector of Erode City. To ensure and enhance customer satisfaction, the company will need to emphasize consistent delivery standards, improved communication, and tailored user engagement strategies. These actions will not only enhance customer loyalty but also drive sustained business growth in the area.

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