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## Consumer Behavior and Market Trends in Online Food Delivery: A Case Study of Swiggy

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### ABSTRACT

India's online food delivery market has rapidly expanded, driven by urbanization, busy lifestyles, and technological advancements. Among the key players in this market, Swiggy, founded in 2014, has emerged as a leading food delivery service. This report aims to evaluate Swiggy's marketing strategies, exploring their impact on customer behavior, satisfaction, and brand loyalty. By examining Swiggy's promotional approaches, user demographics, service usage patterns, and competitive positioning, this study provides insights into how the company can enhance its offerings to further engage customers.

The literature review highlights key research on consumer behavior and marketing strategies. Studies reveal that Swiggy's young, urban consumer base (primarily students) is drawn to its convenience, fast delivery, and extensive food variety. Swiggy's marketing approach, leveraging digital channels like push notifications and social media, plays a pivotal role in engaging these users. Additionally, Swiggy's emphasis on technology and logistics has positioned the company as a strong competitor in India's online food delivery sector.

The survey conducted with 70 Swiggy users reveals that convenience, food variety, and discounts are the primary factors driving usage, with users placing orders most frequently during dinner and late night. Notably, promotions and discounts are highly influential in customer decision-making, with a significant portion of users indicating that promotional codes and push notifications encourage additional orders. However, participation in Swiggy's loyalty programs is relatively low, signaling a potential area for improvement.

Despite Swiggy's strong market presence, it lags behind Zomato in terms of geographical reach, brand recognition, and service diversification. Zomato's extensive marketing campaigns and broader service range, including Zomato Gold, provide it with a competitive edge. In comparison, Swiggy's focus on food delivery and its newer service, Insta mart, require more targeted marketing and awareness.

The report concludes with strategic recommendations for Swiggy to enhance customer engagement and retention. These include expanding to Tier 2 and Tier 3 cities, strengthening brand identity, promoting Instamart, improving loyalty programs, enhancing personalization features, optimizing push notifications, and upgrading customer support services. By implementing these strategies, Swiggy can continue to build its user base, increase satisfaction, and improve market positioning in the competitive food delivery landscape.

### INTRODUCTION

Over the past ten years, India's online meal delivery market has grown rapidly due to factors including changing consumer habits, growing internet penetration, and increased convenience demand. Due to urbanization, hectic work schedules, and technological advancements, many now prefer to order food online over going out to eat. Online meal delivery has become an essential aspect of urban life as major firms in this industry use technology, marketing advances, and data analytics to provide seamless experiences.

Swiggy, launched in 2014 and headquartered in Bengaluru, quickly emerged as a leading food delivery platform in India. The business began by emphasizing client pleasure and logistical expertise, providing services like real-time tracking and speedy deliveries. With programs like Swiggy Instamart and Swiggy Genie, Swiggy gradually extended its offerings to include meat delivery, groceries, and even immediate pick-and-drop services. In India, Swiggy has established itself as a household name for dependable and quick food delivery because to its creative business strategies and robust investor support.

Swiggy's customer-first philosophy, effective delivery system, and astute technological utilization are the cornerstones of its success. Swiggy maintains its dominance in an increasingly competitive industry with strong marketing efforts, hyperlocal delivery methods, and savvy partnerships with eateries. The company's emphasis on providing high-quality service, an intuitive smartphone layout, and a variety of payment methods have all greatly boosted its clientele and brand loyalty.

The marketing and consumer analysis of Swiggy is the main emphasis of this study, which investigates how the company's marketing tactics affect customer behavior and choices. This analysis seeks to comprehend Swiggy's market positioning and its endeavors to maintain and grow its client base in a dynamic market by examining a number of factors, including promotional campaigns, loyalty programs, social media presence, and individualized customer involvement.

Swiggy's emphasis on value-based promotions, emotive branding, and targeted marketing are some of the most influential tactics that have influenced its marketing success. Strategies like

limited-time sales, cashback incentives, discounts on well-known eateries, and themed advertising campaigns have all contributed to forging a deep emotional bond with consumers. Additionally, segment-specific targeting, data-driven marketing, and an awareness of consumer preferences have all been essential in raising customer satisfaction and brand loyalty.

Swiggy's notification method is one of its distinctive marketing facets. Swiggy actively engages consumers, reminds them of deals, suggests customized meal options, and encourages reorders through push notifications, email alerts, and in-app chat. By providing timely and pertinent messages, these notifications—which are created using insights into client behavior—improve user retention and promote more frequent orders. Swiggy often sends fun and engaging notifications like

1. “Your favorite biryani misses you! Order now and get 20% off!” or “Late-night cravings?”
2. We’ve got you covered — order now for a midnight snack!”
3. or even quirky ones like “Don’t keep your stomach waiting... Tap to treat it right!”.

This creative and personalized communication strategy helps maintain top-of-mind recall and builds a friendly brand relationship with users.

The future of food is not just about flavors on a plate, but experiences delivered at the speed of life.

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## RESEARCH METHODOLOGY

### RESEARCH:

RESEARCH is a ‘careful investigation on inquiry especially through search for new facts in any branch of knowledge’.

#### Methodology of study:

The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analyzed facts and proposed conclusion in the form of recommendations.

This study explores how Swiggy’s marketing strategies—such as promotional offers, loyalty programs, and personalized digital engagement—impact consumer behavior, satisfaction, and brand loyalty in India’s competitive online food delivery market. Using both primary data (surveys and questionnaires) and secondary data (research papers, reports, and case studies), the research analyzes user preferences, purchasing habits, and key factors influencing retention. The goal is to evaluate the effectiveness of Swiggy’s marketing efforts and provide insights to enhance customer experience and strengthen the brand’s market position.

### KIND OF RESEARCH:

#### The Research done by

1. Applied Research: Because the study aims to solve real-world problems—understanding and improving Swiggy’s marketing strategies and customer retention efforts.
2. Descriptive Research: As it focuses on describing consumer behavior, marketing effectiveness, and brand positioning using both qualitative and quantitative data collected through surveys and secondary sources.

### SAMPLE SIZE:

Given the vast customer base of Swiggy across India, conducting a complete enumeration of all its users was not practically feasible. Therefore, to gain meaningful insights into consumer behavior and perceptions related to Swiggy’s marketing strategies, a structured Google Form was created. The questionnaire was designed to capture responses on key areas such as promotional effectiveness, customer satisfaction, loyalty, and ordering habits.

With the support of my peers, friends and family, the form was distributed among a diverse group of users. A sample size of 70 respondents was selected based on accessibility, willingness to participate, and relevance to the target audience.

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## DATA COLLECTION:

The data for the survey will be conducted from both the primaries as well as secondary sources.

### Primary Data

Primary data refers to original information collected first-hand by the researcher for a specific purpose. In this study, primary data was collected directly from Swiggy users to gain real-time insights into consumer behavior, preferences, and perceptions of Swiggy's marketing strategies.

- A structured Google Form was designed and circulated among active Swiggy users. The questionnaire focused on aspects such as order frequency, promotional preferences, brand perception, and satisfaction with delivery and support services.
- Personal observation and engagement with the Swiggy app and its features—such as notification styles, loyalty programs, and promotional banners—also supported the analysis by offering user-side perspectives.

### Secondary Data

Secondary data refers to information that has already been collected, analyzed, and published by others, often for different research purposes.

- Data was sourced from Swiggy's official website, news articles, blogs, and industry reports to understand the company's marketing evolution and performance.
- Research papers, and previously published literature on consumer behavior, Swiggy's strategies, and the online food delivery ecosystem in India were reviewed.
- Information from business databases, social media insights, and relevant SWOT analyses were also incorporated to support findings and contextualize Swiggy's position within the competitive market.

Together, these data sources provided a balanced foundation for analyzing how Swiggy's marketing tactics influence consumer behavior, retention, and brand loyalty.

## RESEARCH DESIGN

This study uses both primary data (survey of 70 Swiggy users) and secondary data (industry reports, Swiggy's website) to analyze the impact of Swiggy's marketing strategies on consumer behavior and brand loyalty. The survey focuses on promotional effectiveness and customer satisfaction. Data was analyzed through descriptive statistics and thematic analysis. Ethical guidelines were followed to ensure informed consent and confidentiality. The research aims to offer insights into Swiggy's marketing effectiveness in a competitive market.

## DATA ANALYSIS AND INTERPRETATION

### Data Analysis

The analysis of the collected data was conducted based on the survey findings. The feedback was categorized, and the percentage distribution of opinions was analyzed and represented visually through charts. These visualizations help provide a clear understanding of the respondents' perspectives on various aspects of Swiggy's marketing and service. The subsequent pages will showcase these charts, which highlight the key findings and trends from the survey responses.

### Data Interpretation

A questionnaire was designed to gather feedback from employees and managers regarding Swiggy's. The survey collected insights from 70 customers, contributing valuable data for this study.

The Findings and Interpretation is following:

#### 1. Age group uses Swiggy the most

Age

70 responses

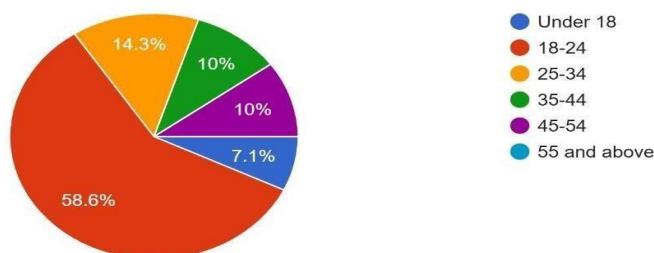


Fig.1.0

## Findings

Based on your survey of 70 respondents, the largest proportion (55.7%) falls within the 18-24 age group.

## Interpretation

This indicates that among the responses to your poll, young individuals between the ages of 18 and 24 make up the largest portion of Swiggy's user base. This is consistent with several of the findings in your literature review, especially the study conducted by M. Madhuritha and Dr. G. Nedumaran, which found that Swiggy users are often young (between the ages of 21 and 30) and live in cities. The convenience and usability provided by online meal delivery services like Swiggy are probably what attract this group.

### 2. Occupation of the participants.

Occupation  
70 responses

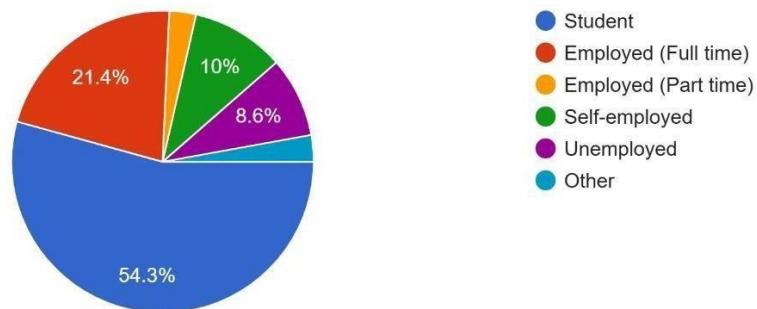


Fig.2.0

## Findings

The largest segment of respondents, representing **53.5%**, identified as **Students**. Here's the breakdown of the other occupation categories:

- **Employed (Full time):** 21.1%
- **Self-employed:** 11.3%
- **Unemployed:** 8.5%
- **Employed (Part time):** 4.2% (This wasn't explicitly labeled in the previous turn but can be deduced from the remaining percentage)
- **Other:** 1.4%

## Interpretation

According to the statistics, the majority of survey participants are students, which is consistent with the high proportion of respondents in the 18–24 age range. Students and young, urban customers are major users of online meal delivery services like Swiggy, according to earlier study by M. Madhuritha, Dr. G. Nedumaran, and Hitesh Bhasin. Convenience and cost considerations probably influence their choices.

### 3. Location of the users.

Location  
70 responses

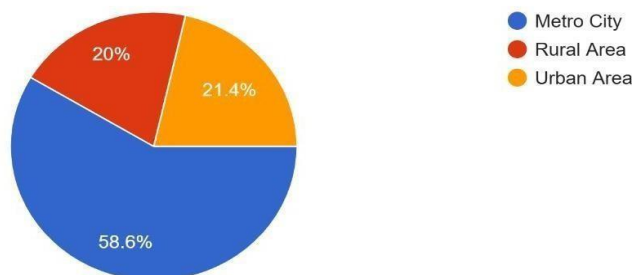


Fig.3.0

## Findings

The largest proportion of respondents, accounting for 59.4%, reside in Metro Cities. The remaining respondents are equally split between Rural Areas and Urban Areas, each making up 20.3% of the sample.

## Interpretation

According to the research, Swiggy is more prevalent in urban regions, as evidenced by the fact that the majority of survey respondents are from large cities. As mentioned in the introduction and

### 4. Meals preferred by participants.

What type of meals do you typically order from Swiggy?

70 responses

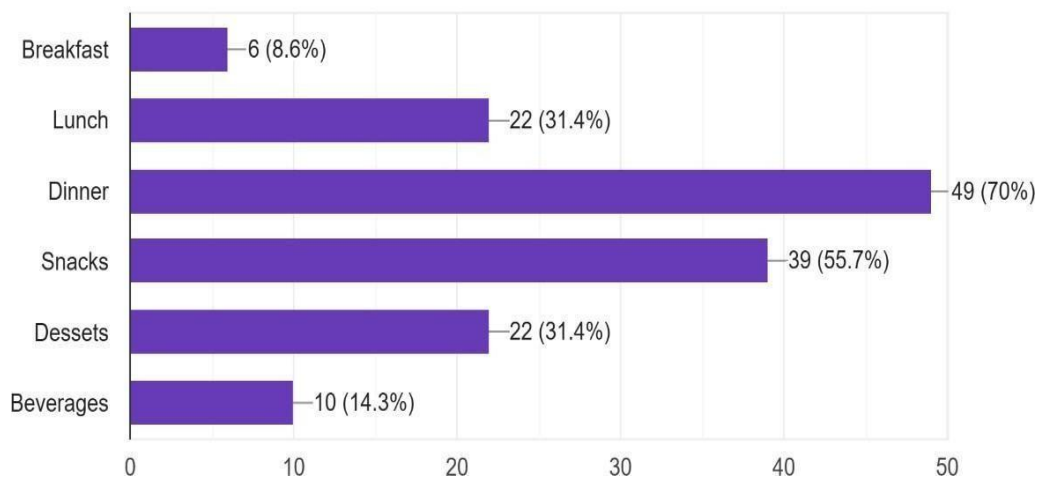


Fig.7.0

## Findings

Dinner is the most frequently ordered type of meal, selected by 49 respondents (70%). Snacks are also very popular, chosen by 39 respondents (55.7%).

Here's the breakdown of the other meal types:

- Lunch: 22 respondents (31.4%)
- Desserts: 22 respondents (31.4%)
- Beverages: 10 respondents (14.3%)
- Breakfast: 6 respondents (8.6%)

## Interpretation

The data reveals that dinner is the most common meal ordered on Swiggy, followed by snacks, indicating a strong preference for main meals and quick bites. Lunch and desserts see moderate demand, while breakfast and beverages are less popular. This aligns with earlier findings about low morning usage and suggests that marketing efforts should focus on dinner deals and snack promotions to better engage users.

### 5. Factors for using Swiggy continuously.

What factors influence your decision to continue using Swiggy?

70 responses

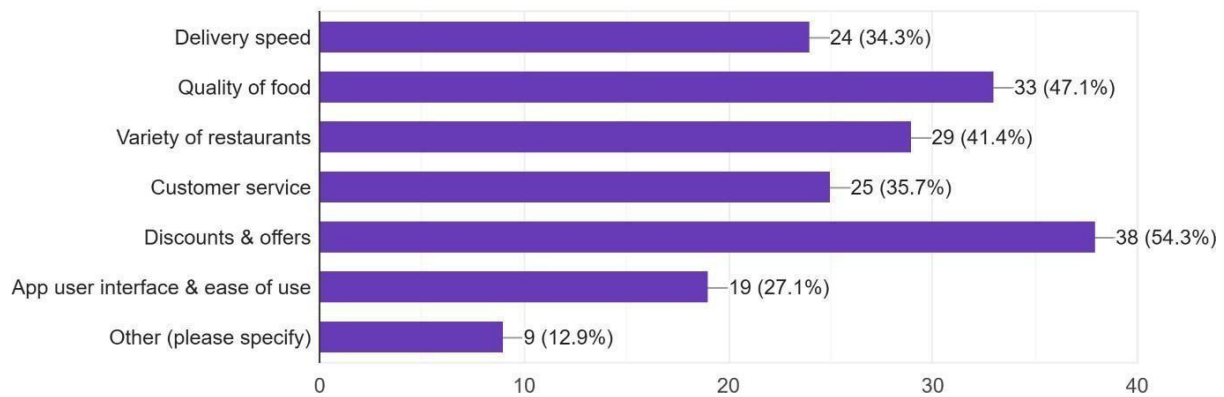


Fig.14.0

### Findings

Discounts & offers are the most influential factor in the decision to continue using Swiggy, selected by 38 respondents (54.3%). Quality of food is also highly important, chosen by 33 respondents (47.1%).

Here's the breakdown of the other factors:

- **Variety of restaurants:** 29 respondents (41.4%)
- **Customer service:** 25 respondents (35.7%)
- **Delivery speed:** 24 respondents (34.3%)
- **App user interface & ease of use:** 19 respondents (27.1%)
- **Other (please specify):** 9 respondents (12.9%)

### Interpretation

Swiggy users are primarily retained through attractive discounts, high food quality, and a wide range of restaurant options. Customer service and fast delivery also support user loyalty, while app usability is less influential. To strengthen retention, Swiggy should focus on enhancing these key areas and explore additional factors influencing a smaller segment of users.

### 6. Rating for personalization.

How important is it for you that Swiggy offers personalized recommendations based on your past orders?

70 responses

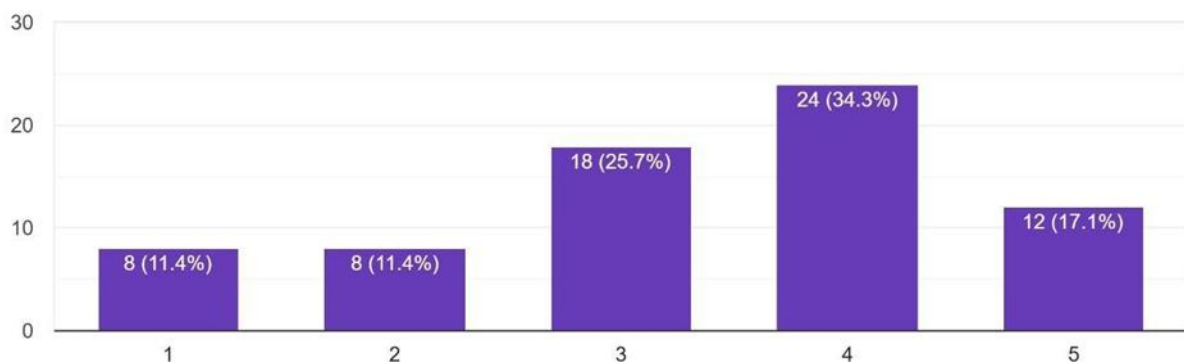


Fig.15.0

## Findings

The most frequent response indicates that personalized recommendations are moderately important, with 24 respondents (34.3%) rating it a 4. 18 respondents (25.7%) also rated it a 3.

Here's the breakdown of the other ratings:

- 1 (Not at all important): 8 respondents (11.4%)
- 2: 8 respondents (11.4%)
- 5 (Very important): 12 respondents (17.1%)

## Interpretation

The data shows that personalized recommendations are appreciated by many Swiggy users, with 51.4% rating them moderately to highly important. However, 22.8% see little value in them, likely due to personal preferences or irrelevance. While not essential for all users, improving the accuracy and relevance of these suggestions could enhance the overall user experience and engagement.

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## CONCLUSION

Swiggy has successfully established itself as one of India's leading online food delivery platforms by leveraging its strengths in logistics, technology, and customer experience. The rapid growth of the online food delivery market, combined with urbanization and increasingly busy lifestyles, has created fertile ground for Swiggy to thrive. As the company continues to expand, this report highlights the impact of its marketing strategies, customer behavior, and brand loyalty, providing valuable insights for future growth.

The findings indicate that Swiggy's user base is predominantly young (18–24 years old), with a significant proportion of students residing in metro cities. The convenience of ordering from home and the wide range of food choices are major drivers of usage. Additionally, promotions, discounts, and push notifications are highly effective tools for engaging users, while loyalty programs require improvements to increase participation. Although most users are satisfied with Swiggy's service, customer support is an area that needs further attention, as ratings for support are mixed. Personalization is also appreciated by users, but it is not yet a strong driver of user engagement.

In comparison to Zomato, Swiggy's geographical reach is limited to India, while Zomato enjoys a broader presence across multiple countries. Despite Swiggy's smaller user base, it has a loyal following, particularly among urban, convenience-seeking users. However, Zomato's strong brand recognition, aggressive marketing campaigns, and broader service offerings place it ahead of Swiggy in terms of market position. To close this gap, Swiggy should focus on expanding its market reach to Tier 2 and Tier 3 cities, strengthening its brand identity, and promoting its newer services such as Instamart.

The strategic recommendations from this report suggest that Swiggy could further improve its marketing effectiveness by optimizing its loyalty programs, offering more targeted promotions, enhancing personalization features, and improving customer support. Additionally, the company should focus on peak usage times, like dinner and late-night, to offer relevant deals and maximize user engagement. Furthermore, Swiggy's potential to grow is immense, particularly if it capitalizes on its existing strengths while addressing the gaps identified in this report. The data shows that users highly value convenience, food variety, and timely delivery, which means Swiggy's core offerings are aligned with customer expectations. However, expanding its service portfolio, such as promoting Swiggy Instamart and enhancing the loyalty program, will provide more reasons for users to remain loyal and engaged. If Swiggy can implement these strategies effectively, it could not only increase its user base but also enhance customer retention and satisfaction, solidifying its position as a leading player in the Indian online food delivery industry.

To maintain its competitive advantage and drive long-term growth, Swiggy should focus on revitalizing its loyalty programs, ensuring consistent and high-quality customer support, enhancing the relevance of personalized recommendations, and promoting newer services like Instamart. By addressing these areas, Swiggy can further solidify its leadership in the market and strengthen its relationship with its loyal customer base.