

## **Consumer Perception towards Swiggy Digital Food Application in Karur District, Tamilnadu.**

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### **Abstract**

Today, internet is widely used for worldwide system of interconnected computer networks and electronic devices that communicate with each other using an established set of protocols. Social media network, mobile apps, with other varied forms of digital communication. Online food ordering and delivery be a new type of business form in the current era of e-commerce and that leads towards the start ups of several online businesses. Online food ordering with delivery is very successful as it bridges the gap between restaurants and consumers. Swiggy is an app for food ordering with delivery which is an Indian multinational restaurant aggregator and food delivery company found in 2014, Swiggy is headquartered in Bangalore and operates in more than 580 Indian cities. The most important aim of this research is to study the factor influencing the consumer perception and buying decision of Swiggy also to study the stage of consumer fulfilment of Swiggy. For this purpose, with help of suitable sampling method 100 respondents were selected and data be collected through structured questionnaire.

The results showed that, there is significant relationship among usage and satisfaction of services of Swiggy, there is significant relationship among usage and preference over other food ordering apps, there is no association between age and common usage of Swiggy app, there is no association between gender and convenience of Swiggy app.

**Keywords:** Consumer perception, Customer satisfaction, Delivery, Online food ordering.

## **I.INTRODUCTION**

Online food ordering and delivery is a new type of business form in the current era of e-commerce and that lead to the start ups of a number of online businesses. Electronic commerce, generally known as e-commerce is the word used to describe the digital platform. Which eased the method of food delivery and eating out, with the help of which we now be able to enjoy the best food served by the restaurants in our locality? Swiggy state that their mission **“is to elevate the quality of life of urban consumers by providing unparalleled convenience.”** That the vision of Swiggy is **“to be the leading local service provider in India.”** Swiggy offer a quick, faultless and reliable delivery experience for millions of customers across India.

### **Statement of the Problem**

While we visit any restaurant or a food shop then we generally have an issue of in the offing queue that most of us are not use to consider and, nowadays usually customers have a preference their food to be delivered online at their residence safely. The time factor will be more in case of people going away to restaurants as well as buy foods and price will also be more. This study is conducted to the consumer perception towards online food ordering Swiggy, how it bridges the gap among the consumer and hotels. The factors influence the consumers to buy through food ordering request Swiggy is also acknowledged in the study and the satisfaction derived out of the food ordering applications Swiggy is also examined.

### **Objectives of the Study**

- To study the factor influencing the consumer perception and buying result of Swiggy.
- To study the altitude of consumer perception of Swiggy.
- To know the association between age and common usage of Swiggy app.

- To know association between gender and convenience of Swiggy app.

### **Research Methodology**

The data is collect from primary as well as secondary sources. The area of the study is Karur Town. A sample volume of 100 respondents contain be set for collecting primary data. Data from primary source is composed using questionnaire. The primary data is collected from the digital food appliance users. The secondary information is assembling from books, journals and various websites. The statistical tool which is use for analysis is ANOVA and CHI-SQUARE TEST.

### **Review of Literature**

**Schiffman, L., (2010)**, explains that “in a consumer behavior environment, approach is a educated disposition to behave in a consistently favorable or unfavorable way with respect to a given object”. By object he referred to the exact consumption or concepts connected to marketing. Attitudes, he said are learned and are relevant to purchase behavior. **S.Kamakshi** (September 2016) conduct a study on the topic “Consumer perception and behavior towards fast food a study with reference to Chennai city.” The most important findings were that consumer of fast food are healthiness conscious and they do not have emotional attachment for fast food products, and the consumers consume fast food not only at the same time as of the taste, price, offers and discounts rather they consider the quality, health and hygiene factor of the fast food. **Kashyap, Radha** (April 2017) have conducted a study on the area “Consumer perception towards online shopping for attire through a mixture of websites.” Their findings are the shopping behavior varies with deference to the age, gender, occupation, income, marital status. It as well indicates that lack of information such as explanation of product, return policy are major drawback for online shopping websites.

### **Analysis and Discussion**

- Majority (62%) of the respondents are male.
- Majority (35%) of the respondents belong to 30-40 years of age.
- Majority of the respondents (34%) have post graduates.
- Most (26%) of the respondents are private employee peoples.
- Most (56%) of the respondents family income level is Rs.20, 000 and above.
- Majority of the respondents are living in urban area.

- Most (92%) of the respondents are have used mobile.
- Most (90%) of the respondents willing to use online food delivery service portal.
- Most (54%) of the respondents prefer Swiggy online food delivery service portal.
- Majority (40%) of the respondents prefer non- veg foods (Lunch/Dinner).
- Most (48%) of the respondents are ordering the food on the occasion of office /friendly parties.
- Majority(40%) of the respondents are no problems faced
- Most (43%) of the respondents are highly satisfied.
- Most (48%) of the respondents influenced by the door step delivery.
- Most (48%) of the respondents suggested to quick delivery services.
- Majority (92%) of the respondents says that they will recommend to others
- Majority respondents are satisfied with deliveries on time as well as safety of card transactions that take place through Swiggy.
- Majority of the respondents are satisfied for the quality services that are being provided by Swiggy.

**Table Showing Age Wise Classification**

| S. NO        | Age             | No of Respondents | Percentage |
|--------------|-----------------|-------------------|------------|
| 1            | Below 20 yrs    | 12                | 12         |
| 2            | 20 yrs – 30 yrs | 30                | 30         |
| 3            | 30yrs – 40 yrs  | 35                | 35         |
| 4            | 40yrs- 50yrs    | 13                | 13         |
| 5            | Above 50 yrs    | 10                | 10         |
| <b>Total</b> |                 | <b>100</b>        | <b>100</b> |

**Source: Primary Data**

The above table shows that 35 percent of the respondents are in the age group of between 30 yrs – 40 yrs, 30 percent of the respondents are in the age group of between 20yrs – 30 yrs, 13 percent of the respondents belongs to 40yrs- 50yrs, 12 percent of the respondents are in the age group below 20 years and 10 percent of the respondents are in the age group Above 50 yrs.

**Table Showing Educational Qualification of the Respondents**

| S.NO         | Education Level            | No of Respondents | Percentage |
|--------------|----------------------------|-------------------|------------|
| 1            | School level               | 15                | 15         |
| 2            | Under graduation           | 23                | 23         |
| 3            | Post graduation            | 34                | 34         |
| 4            | Professional qualification | 28                | 28         |
| <b>Total</b> |                            | <b>100</b>        | <b>100</b> |

**Source: Primary Data**

From the above table it is evident that out of 100 respondents, 34 percent of the respondents have post graduates, 28 percent of the respondents are professional qualification, 23 percent of the respondents are under graduates and the least of 15 percent of the respondents have school level education. Majority of the respondent (34%) have post graduate.

**Two way Table Showing Customer Satisfaction of Services Provided by Swiggy**

| Observed Frequency | Expected Frequency | (O - E) | (O - E) <sup>2</sup> | (O - E) <sup>2</sup><br>2 |
|--------------------|--------------------|---------|----------------------|---------------------------|
| 51                 | 43                 | 8       | 16                   | .3720                     |
| 12                 | 20                 | -8      | 16                   | .8000                     |
| 16                 | 24                 | -8      | 16                   | .6667                     |
| 21                 | 13                 | 8       | 16                   | 1.2307                    |
| <b>TOTAL</b>       |                    |         |                      | 3.0694                    |

**Source: Primary Data**

A Null hypothesis is created and tested during the study.  $H_0$  = significant relationship between usage and satisfaction services of Swiggy. Chi-square test is used to test the hypothesis.

**Result of Chi-Square Test**

| Test used  | D.f | Sig | Cal.Value | Table Value | Result          |
|------------|-----|-----|-----------|-------------|-----------------|
| Chi-square | 5   | 5.1 | 3.0694    | 3.84        | <b>Accepted</b> |

The result of chi-square is less than the table value. The hypothesis is accepted. This shows that family size influence the consumption period.

## II.CONCLUSION

This study was undertaken to observe the service quality, customer satisfaction, and on the whole consumer preference of Swiggy. On the basis of the study, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mostly because of their better timely delivery with offers like discounts and freebees. Swiggy has been in the peak position in online food delivery service providers with if it improves further, it can stay in the top. The main difference between Swiggy and other food delivery start-ups is the truth that they have their own delivery fleet and serve from neighbourhood restaurants. The boys are equipped by way of smart phones powered with routing algorithms which enables them to deliver food in the generally efficient way possible.

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