A Comparative Study on Customer Satisfaction towards Zomato and Swiggy in Tiruchirapalli City

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Abstract

The objective of the study is to conduct a comparative analysis of customer satisfaction with food delivery services Zomato and Swiggy in Tiruchirapalli city.Using a structured questionnaire ,data was collected from 60 respondents to evaluate their preferences and experience. The analysis highlights factors such as delivery speed , customer service ,food quality ,app usability , and pricing convenient .the findings indicates the while both platform excel in certain aspects ,customer satisfaction levels differ significantly based on service features and demographic factors. furthermore ,the study underscores the potential for service expansion in areas such as partnership with hyper local restaurants , inclusion of grocery delivery and enhancing delivery network in suburban regions of thiruchirappli .the results emphasize the importance of addressing user feedback ,adapting service offering ,and exploring innovative avenues for growth .recommendations are provided for improving service delivery ,expanding service reach and refining user experience to better concern customer expectations.

Keywords - online food delivery ,customer satisfaction,comparative study.

I. INTRODUCTION

The food delivery sector in India has undergone a significant transformation, becoming an integral part of urban lifestyles. With the advent of digital platforms and the rapid growth of internet penetration, Zomato and Swiggy have emerged as the leading players revolutionizing the way people order and consume food. These platforms not only offer convenience but also cater to a diverse range of preferences, from local delicacies to international cuisines. a region that reflects the growing urbanization and digitization of consumer behavior. Both platforms have leveraged technology to provide seamless user experiences through features like real-time order tracking, personalized recommendations, and secure payment options. Their ability to innovate, such as introducing subscription models, exclusive restaurant partnerships, and promotional offers, has significantly influenced customer preferences.

The current trend in the food delivery industry emphasizes accessibility and convenience. With features like voice-based search, AI-driven insights for food recommendations, and efficient delivery networks, both Zomato and Swiggy are redefining consumer engagement. Additionally, their role in supporting small and medium-sized restaurants by offering them a digital presence has been instrumental in fostering local business growth. This study also highlights how these platforms address diverse customer needs, such as affordability through discounts and offers, accessibility with 24/7 services, and transparency via customer reviews and ratings. These factors have not only enhanced customer satisfaction but also shaped consumer behavior , where people increasingly rely on these platforms for quick, straightforward dining options.By evaluating their service quality, technological innovations, customer-concentric strategies, and overall market presence, this paper seeks to provide insights into the dynamics of the food delivery industry and its role in modernizing urban living.

Scope of the study

This study is focused to Trichy City, providing localized perspectives on consumer preferences and market dynamics in this specific area. The study explains the performance of Zomato and Swiggy through its business strategies, technological innovations, delivery processes, and customer engagement practices.. These methods threw light on efficiency criteria of Zomato and Swiggy Companies and it reveals the scope for improving the overallperformance in customer services of Zomato and Swiggy Companies so that they canattract the new customers as well as retain the customers. This analysis will provide valuable knowledge into how these platforms operate and compete in the driving food delivery industry, with a specific focus on their performance in Trichy city.

The study evaluates the effectiveness of digital marketing strategies engaged by both firms in attracting and retaining customers.

Statement of the problem

increasing online food delivery apps, many customers dissatisfaction with service quality, delayed deliveries, incorrect orders, and poor customer support. This creates challenges in retaining loyal users and maintaining customer satisfaction in a competitive market.The operational efficiency of online food delivery apps is difficult by high costs, inefficient logistics, and delays during peak hours, affecting profitability and customer experience. The intensive competition between online food delivery platforms Zomato, Swiggy, and others has to aggressive discounting and marketing strategies. However, there is limited research on how these strategies impact customer Trust and long-term profitability. online food delivery apps provide aspects to local restaurants, many small businesses face issues such as high commission fees, loss of direct customer relationships, and addiction on these platforms for survival. Limited understanding of how consumer preferences and they influence their choice impact food delivery platform service strategy.Lack of transparency on data privacy leads to trust issues among users , impacting their willingness to use these services. online food delivery apps has led to an increase in single-use packaging waste, raising environmental concerns. Customers lose their interest of using the platform.

Objectives of the Study

1. To analyse consumer perspective about services offered by Swiggy and Zomato
2. To assess the effectiveness of marketing strategies of Swiggy and Zomato in terms of level of satisfaction.
3. To find out factors influencing the consumer preferences for online food retailers.
4. To analyse customer perception towards whether the pricing aligns with the quality of service and food.
5. To explore how the customer reviews and ratings influence buying behaviour and repeat usage.

Particulars		No. of Respondent	Percentage
Gender of the respondent	Male	52	87
	Female	8	13
	Total	60	100
Age of the respondent	Below 18 years	0	0
	18 - 20 years	15	25
	21 - 35 years	45	75
	36 -50 years	0	0
	Above 50	0	0
	Total	60	100
Education	High school	0	0
	Under graduate	19	32
	Post graduate	38	63
	others	3	5
	Total	60	100
occupation	student	49	82
	Employee	8	13
	Self employed	3	5
	Home maker	0	0
	Retaired	0	0
	Total	60	100
Monthly income	Below 10,000	11	19
	10,000-25,000	10	17
	26,000-40,000	7	12
	Above 40,000	2	3
	Not applicable	30	50
	Total	60	100
Place of resident	Urban	23	38
	Semi urban	13	22
	Rural	24	40
	Total	60	100

Research methodolgy

In this study descriptive research designs are used. This study was conducted among the consumer of online food delivery app users in Tiruchirapalli city.Random sampling was used for selecting a samples .This study has been conducted based on both primary and secondary data.the primary data has been collected from the individual on random basis through a structured questionnaire. Secondary data has been collected from research papers ,journals,book and website etc,statistical tool used for analyse such as percentage analysis ,chi-square test.

Review litrature

In this study,(K.R. Srinivasan,T.P. Ramprasad, 2021) found out the main focus is on customer satisfaction by providing them with the best food, services, exciting offers, and discounts. With the increase in population andcrowded cities, people no longer prefer to visit restaurants; instead, they prefer doorstep food deliveries, and this has increased the growth of the food industry.

In India, due to the advancement of technology, a person who is hungry and does not have time to cook food would prefer to order food online, as they and it more convenient and do not need to visit the restaurants physically. This online food delivery app has shifted consumers' expectations by doing all things online and making all purchases online easily by clicking on the app. (S. Pai, Sureshramana Mayya, 2022).

Due to the increase in technological advancements after COVID-19, the online food delivery industry is increasing rapidly, which has led to high competition between Zomato and Swiggy.After COVID-19, people are moving towards faster food

delivery apps that will provide them with hot, fresh, and healthy food with greater discounts. In this study, researchers found out that Zomato is preferable in the Raipur area (Attal, Jyoti, & J Aggarwal, Shiv. 2023)

Findings
Demographic profile of the respondents:

➢ The majority (87%) of the respondents are male and (13%) of the respondents are female.
➢ The majority (75%) of the respondents are between the age of 21 years to 35 years (25%)of the respondents between 18 years to 20 years .
➢ The majority (32%)of the respondent are having post graduate as their education qualification ,(62%) of the respondent are up to under graduate ,(5%) are belongs to others as education qualification.
➢ The majority (82%) of the respondents are be students ,(13%) of the respondents are employee,(5%) of the respondents are self employed as their occupation.
➢ The majority(50%) of the respondents are no income or not applicable category .(19%) of the respondents are earning below 10,000 as their monthly income ,(17%) of the respondents are earning between 10,000 to 25,000 ,(12%) of the respondents are earning 26,000 to 40,000 .(3%) of the respondents are earning above 40,000
➢ The majority(40%) of the respondents are from Urban area,(38%) of the respondents are Rural area,(22%) of the respondents are from Semi urban area as their place of resident.

Factors influence the consumer of online purchasing of food

Factors	No. of the respondents	Persentage
Convenient	18	30
Offers/Discounts	19	32
Time saving	14	23
Verity of restaurant	9	15

➢ The majority(32%) of the respondents are preferring the online purchasing of foods for offers/discounts , (30%)of the respondents are preferring for convenient,(23%) of the respondents are preferring for low consumption of time ,(15%) are preferring for verity of restaurant as these factors influenced the respondents to online purchasing of foods.
➢ Chi-square test was conducted to examine the relationship between gender place of residence and overall satisfaction level.the shows a chi-square value of 27.7904 and a p-value of .000516.since the p-value is lower than 0.05, it means the result is significant.

Suggestions

➢ Zomato and Swiggy both could improve their delivery efficiency in Trichy by increasing the number of delivery partners during peak hours. This should be help reduce delivery time and increasing customer satisfaction .

➢ Both platforms should focus contained discount ,offers and programs could attract more customers particularly semi urban and rural areas.

➢ Collaborate with more local and small scale restaurant can expand the option for customer.this could help differentiate each platforms a competitive market.

➢ Improve customer support through quicker response time could build trust and customer loyalty and also help make the process resolving complaints more efficiently.

➢ Improving over all user experience through upgrading to AI and machine learning technology this could help optimize delivery routes and reduce delivery time especially busy time .

II. CONCLUSION

This study shows that both Zomato and Swiggy plays a important role in food delivery industry in trichy city.both platforms good in areas such as fast delivery ,easy to use apps and customer support but they perform differently in reach the customer needs.they need to improving by listening customers reviews,working with more local restaurant ,fixing problems in service.they must focus on reducing waste and being more eco-friendly. In future success dependes on how they will adapt the new trends and reach the expectations of all customers .

III. REFERENCES

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