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A Comparative Study between Zomato and Swiggy for Level of Satisfaction of Customers of Madurai City



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| ARTICLE INFO | ABSTRACT |
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| <p>Received: 09-01-2023 Received in revised form: 14-02-2023 Accepted: 16-02-2023 Available online: 30-03-2023</p> <hr/> <p>Keywords: Buying Behaviour; Consumer Satisfaction; Food Delivery; Online Purchase; Swiggy; Zomato.</p> | <p>All of our daily activities have changed as a result of technological advances. One of them is an online food ordering service. Zomato launched an online food ordering service in 2018 and was soon followed by Swiggy, Food Panda, and Uber Eats. Although the actual food services provided by various restaurants and hotels are still in charge of the time at the moment, the recently developed internet structure will eventually take control of the physical form. This study investigates Madurai City consumers' satisfaction levels with respect to Zomato and Swiggy. Considering the choice of purchasing food online makes using various mobile apps in one's life far simpler and easier. These days, it's common for hotels and restaurants to use these applications to advertise their products. Zomato and Swiggy, the two most widely used applications in this study, take into consideration analysing of the level of customer satisfaction. The consumer study includes 100 participants. Statistical analysis tools are used to analyse the data and explain the results using percentage analysis and ranking. To determine the respondents' socioeconomic status, we used the basic percentage approach, the weighted average ranking method, and regression. Since the system is simple to use and delivery times are similar, the majority of respondents were usually satisfied with the service offered by Swiggy and Zomato.</p> |

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1.0 INTRODUCTION

One of the most rapidly increasing parts of E-Commerce is online food delivery. Consumers may now select from a variety of restaurants listed online at any time and from any location, which has changed the entire picture of the food sector. Clients also enjoy the freedom of no minimum purchase as well as a range of payment alternatives. Consumers today have a range of payment

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alternatives such as digital banking, digital wallets, cash on delivery, and so on. They also have the freedom and leverage of no minimum purchase amount, which only leads to an increase in delivery orders and caters to a broad sector of consumers.

The industry is expanding rapidly and currently plays an important part in the Indian ecommerce market. Statistics reveal that there is a 15% spike in 2017 which made the online food market a successful industry. In busy world, everyone is preoccupied with their own schedules and responsibilities, especially in metro areas like Madurai, where most people choose to order food online rather than visit a certain restaurant/hotel. Various online food delivery applications provide various offers in order to entice customers. Zomato and Swiggy are the most popular online meal delivery programs in Madurai. Both applications offer food delivery services from restaurants to consumers' homes, offices, or selected addresses. Delivery fees are assessed based on the customer's preferred address. The main advantage of ordering food online is that it is ready within a specific time frame without leaving our homes. This research paper aims to study and analyse the views of the customers using Swiggy and Zomato.

1.1 Objective

- To examine the level of satisfaction of Zomato and Swiggy customers with reference to Madurai City

1.2 Review of Literature

[Vithlani \(2022\)](#) The most generally utilized applications here in this study are used and adopted for the research upon *i.e.*, Zomato and Swiggy. In today's world, there is a steady increase in the number of people who utilize these two programs. In light of this, research and study are being undertaken to determine the effectiveness of the application that produces the most positive image in the minds of consumers. In-depth research based on survey results revealed that Zomato customers are more satisfied than those of the competitive application Swiggy. Various criteria for the evaluation such as ordering, easiness, availability of a number of restaurants' overall ratings, contentment in the payment form, etc are the premise of the research.

[Parashar and Ghadiyali \(2017\)](#) This research paper will help us comprehend the changes in consumer behaviour brought about by technology, as well as the many kinds of apps that users are delighted with and what makes them so. Understanding the connection between facilities and purchasing behaviour is the main aim of this study. Next, find the most widely used food delivery app to see how technology has changed the restaurant business.

[Pramila and Patel \(2017\)](#) the study is used to structured the questionnaire into four sections to ensure consistency: preferences, trustworthiness, consistency, and preference choice. In total, 165 people took part in the study. The poll was completed by 82.4% of those who responded. The outputs of the data collector were analysed using grey analysis, a data analysis method. According to the study, people choose uniqueness in terms of pricing, dependability, and delivery. Zomato and Swiggy, two well-known online meal delivery services, did not receive high marks. This poll indicated what consumers think about the service, as well as their concerns about its reliability. It has provided customers with a plethora of information about the challenges they face and the solutions that can be found. Management can profit from the article's consumer insights. It has also introduced an element of uniqueness by allowing us to investigate a wide range of customer-related aspects such as preference, trustworthiness, and personal preference.

[Chaturvedi \(2019\)](#) One of a person's most fundamental needs is food. Nowadays, people can use the internet to order food from the convenience of their homes. Online food ordering is spreading across the globe. Food delivery was becoming more and more common in India as a result of rising internet usage. In Indian cities, online meal ordering is growing in popularity. Rural areas have not experienced any noticeable growth. To increase their effectiveness, marketers like Food Panda, Swiggy, Zomato, and Uber Eats should have a better understanding of consumer behaviour. To stay current with shifting tastes, they should get to know their customers. The goal of this is to understand more about the strategies and developments used by online meal delivery marketers.

2.0 RESEARCH METHODOLOGY

2.1 Research Design

A survey method was utilized because the research was descriptive and analytical. A survey was done throughout Madurai utilizing just a structured questionnaire that had been checked for dependability.

2.2 Data Collection

A Structure Questionnaire and Convenience sampling were used to collect primary data in Madurai. Secondary data compiled from Journals and the Internet

2.3 Sample Size

The size of the sample for the study is 100 respondents. 45 respondents using Swiggy and 55 of them using Zomato.

2.4 Tools for Statistical Analysis

- Percentage analysis
- Weighted average
- Garret Ranking
- Regression

2.5 Limitations of the Study

- Duration of the study is limited, which is a significant constraint.
- On the basis of a single city, categorization is impossible. We cannot draw conclusions about the entire nation's response.
- The responses are only from Madurai urban residents.

3.0 ANALYSIS AND INTERPRETATION

Customers' socioeconomic factors were examined to help understand their behaviour when using food delivery applications. They are essential determinants because they determine consumption patterns and consumer behaviour in these apps. In general, it is assumed that as a customer's income, age, and education qualification, so will their use of online food delivery apps. The socioeconomic pattern of the selected sample is represented in Table 1.

Table 1 – Demographic Profile of the Respondent

| Parameters | Classifications | Online Foods Services Apps Used | | Total |
|---------------------------|------------------------|---------------------------------|-------------|----------|
| | | Swiggy (45) | Zomato (55) | |
| Gender | Male | 15 (33%) | 19 (35%) | 34 (34%) |
| | Female | 30 (67%) | 36 (65%) | 66 (66%) |
| Age | Below 20 years | 6 (13%) | 8 (15%) | 14 (14%) |
| | 21-30 years | 33 (73%) | 43 (78%) | 76 (76%) |
| | 31-40 years | 3 (7%) | 3 (5%) | 6 (6%) |
| | 41-50 years | 3 (7%) | 1 (2%) | 4 (4%) |
| Educational Qualification | Diploma | 1 (2%) | 1 (2%) | 4 (4%) |
| | HSC | 1 (2%) | 3 (5%) | 4 (4%) |
| | Under Graduation | 15 (33%) | 13 (24%) | 28 (28%) |
| | Post Graduation | 23 (51%) | 28 (51%) | 51 (51%) |
| | Professional | 5 (11%) | 10 (18%) | 15 (15%) |
| Occupation | Business | 1 (2%) | 3 (5%) | 4 (4%) |
| | Professional | 6 (13%) | 5 (9%) | 11 (1%) |
| | Govt./Private Employee | 20 (44%) | 13 (24%) | 33 (33%) |
| | Self Employed | 1 (2%) | 4 (7%) | 5 (5%) |
| | Home Maker | 16 (36%) | 26 (47%) | 42 (42%) |
| Family Income | Student | 1 (2%) | 4 (7%) | 5 (5%) |
| | Below ₹10,000 | 6 (13%) | 10 (18%) | 16 (16%) |
| | ₹10,000 - ₹20,000 | 16 (36%) | 15 (27%) | 31 (31%) |
| | ₹20,000 - ₹30,000 | 6 (13%) | 7 (13%) | 13 (13%) |
| | ₹30,000 - ₹40,000 | 8 (18%) | 4 (7%) | 12 (12%) |
| | Above ₹40,000 | 9 (20%) | 19 (35%) | 28 (28%) |

Source: Primary Data

From Table 1, it is observed that 66% of the respondents using online food apps are female out of that 67% of them using Swiggy and 65% of them using Zomato, 76% of the sample respondents belong to the age group of 21-30 years out of them 78% of them using Zomato, 73% of them using Swiggy, 51% of the sample respondents are postgraduates out of them 51% of them using Swiggy and Zomato equally.

Table 2 – Mean Score of Responsiveness Factor of Online Food Delivery Apps

| Sl. No. | Statement | Mean Score | |
|---------|--|------------|--------|
| | | Swiggy | Zomato |
| 1 | Availability of a wide range of food items | 3.96 | 4.24 |
| 2 | Taste of the food items | 3.91 | 4.02 |

| | | | |
|----|---|------|------|
| 3 | Use of packaging material | 3.93 | 3.95 |
| 4 | Timely delivery | 3.89 | 3.96 |
| 5 | Price of the food delivered | 3.51 | 3.78 |
| 6 | Condition [freshness] of the food delivered | 3.80 | 3.95 |
| 7 | Usage of food apps | 3.91 | 4.05 |
| 8 | Mode of payment | 4.09 | 4.22 |
| 9 | Delivery person | 3.96 | 4.18 |
| 10 | Trustworthiness of the application usage | 3.71 | 4.22 |
| 11 | Service timing | 3.78 | 4.15 |

Source: Primary Data

From Table 2, it is inferred that when Swiggy is considered the highest mean score of 4.0 is secured by the variable “mode of payment” followed by the variable “delivery person”, “Availability of a wide range of food items” which secured 3.96. when Zomato is considered the highest mean score of 4.24 is secured by the variable “Availability of a wide range of food items” followed by the variables “mode of payment”, and “Trustworthiness of the application usage” which secured 4.22.

3.1 Garret Ranking

Garret's rating is used to examine the elements that lead individuals to prefer ordering food through an online food app. convenience, Discount, Variety in the menu, Time-saving, Price, Delivery time, and Packing are all essential considerations.

Table 3 – Garret Ranking Preference towards Online Delivery Applications

| Sl. No. | Statement | Swiggy | | Zomato | |
|---------|---------------------|-------------|------|-------------|------|
| | | Total Score | Rank | Total Score | Rank |
| 1 | Convenience | 25.20 | 6 | 33.90 | 1 |
| 2 | Discount | 24.61 | 7 | 31.43 | 2 |
| 3 | Variety in the menu | 25.54 | 4 | 30.83 | 3 |
| 4 | Time-saving | 26.34 | 1 | 30.62 | 4 |
| 5 | Price | 25.35 | 5 | 30.83 | 3 |
| 6 | Delivery time | 26.24 | 2 | 30.28 | 5 |
| 7 | Packing | 25.74 | 3 | 30.12 | 6 |

Source: Primary Data

The most important factors influencing respondents to choose to order online using online food delivery apps, according to the table above, when Swiggy is considered, time-saving is ranked first which means respondents prefer Swiggy because it saves time, followed by the delivery time, Packaging, Variety in the menu, price, convenience, and discount secured second, third, fourth, fifth, sixth and seventh respectively. when Zomato is considered, convenience secured the first rank followed by discount, price, variety in the menu, time-saving, delivery time, and packing secured second, third, fourth, fifth, sixth, and seventh respectively (see Table 3).

Table 4 – Preference towards Online Food Delivery Application and the Level of Satisfaction

| Preference | R Square | Sig. | Statistical Inference | Standardized Coefficients | Sig. | Statistical Inference |
|-----------------------|----------|-------|-------------------------|---------------------------|-------|-----------------------|
| Level of Satisfaction | 0.206 | 0.000 | P < 0.05 Significant | 0.454 | 0.000 | Significant |

From Table 4, it is inferred that there is a significant relationship between preference and the level of satisfaction with online food delivery applications Swiggy and Zomato. It is insisted to reject the null hypothesis hence p-value is less than 0.05. It is concluded that the level of satisfaction varies when the preference for applications varies.

4.0 FINDINGS

- It is observed that 66% of the respondents using online food apps are female out of that 67% of them using Swiggy and 65% of them using Zomato, 76% of the sample respondents belong to the age group of 21-30 years out of them 78% of them using Zomato, 73% of them using Swiggy, 51% of the sample respondents are postgraduates out of them 51% of them using Swiggy and Zomato equally.
- It is inferred that when Swiggy is considered the highest mean score of 4.0 is secured by the variable “mode of payment” followed by the variable “delivery person”, “Availability of a wide range of food items” which secured 3.96. When Zomato is considered the highest mean score of 4.24 is secured by the variable “Availability of a wide range of food items” followed by the variables “mode of payment”, and “Trustworthiness of the application usage” which secured 4.22.
- When Swiggy is considered, time-saving is ranked first which means respondents prefer Swiggy because it saves time, followed by the delivery time, Packaging, Variety in the menu, price, convenience, and discount secured second, third, fourth, fifth, sixth and seventh respectively. When Zomato is considered, convenience secured the first rank followed by discount, price, variety in the menu, time-saving, delivery time, and packing secured second, third, fourth, fifth, sixth, and seventh respectively.
- It is inferred that there is a significant relationship between preference and the level of satisfaction with online food delivery applications Swiggy and Zomato. It is insisted to reject the null hypothesis hence p-value is less than 0.05. It is concluded that the level of satisfaction varies when the preference for applications varies.

5.0 CONCLUSION

It is concluded from the study that the majority of the respondents using online food delivery are female, and the majority of them use Zomato. Customers prefer Swiggy for time-saving hence they deliver food faster than Zomato and respondents prefer Zomato for convenience. The mode of payment and the availability of a variety of foods in the online application is more when compared to hotels. Zomato is safe and trustworthy. a food delivery application that delivers food on time and offers better service which is highly convenient for the users. Zomato should concentrate on packaging and Swiggy should concentrate on discounts for better survival among customers.

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