

# A Study Of Consumer Preference Towards Usage Of Food Delivery Service App – Zomato And Swiggy

(With Special Reference to Citizens of Nagpur City)

Dr.Prabhjot Kaur Nayyar

Junior College Teacher ,Dr.Ambedkar College ,Deekshabhoomi ,Nagpur (Maharashtra)

## Abstract:

Tech-savvy users make much use of smartphone for carrying out any transaction. Technology has played a key role in transforming the food delivery service and also brought changes in consumer preferences. Dependency of technology has motivated customers' to buy things online. Today, Zomato and Swiggy app has made it possible for a customer to get favorite cooked meals, fast food, street food delivered to their doorstep. At present ,mobile apps like Zomato , Swiggy , Ubereats ,etc. are being widely used in the form of digital services for search of restaurants to eat out at or order in from .Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. Technological dependency, convenience and less time taken for the food to be delivered are the valid reasons for the consumers to choose the online food ordering and delivery service mobile apps. Consumers feel very convenient to order food online since it set the customer free from personally visiting the restaurants.Thus, the present research helps in knowing the consumers preferences towards the usage of food delivery service app –Zomato and Swiggy (with special reference to the citizens of Nagpur City). The present study also aims at identifying the factors which influences the consumers to order food online. The present study is descriptive in nature . The primary data has been collected with the help of structured questionnaire. The study reveals that the customer's preferred both Zomato and Swiggy mobile apps on parameters like quick delivery of food items at doorstep ,ease of use, time saving ,convenience ,reviews, discounts, offers , etc.

**Keywords:** *Technology, online, mobile app.*

## 1. INTRODUCTION

Technology has played a key role not only in transforming the food delivery service but also has made its contribution in changing the customers' preferences .Dependency on technology has motivated all the customers to carry out online transactions .Be it online shopping ,online banking or even online food ordering .With the advancement in technology ,Food ordering and delivery service online portals are becoming popular day by day. Today food ordering service can be easily carried out with the help of smartphones. In present scenario ,the business of Food delivery services is considered to be one of the

fastest growing segments of e-commerce. The communication between seller and the end customer now can be easily made with the help of such apps. The modern technology ,convenience ,time saving ,quick home delivery are some of the features which make today's customer to order even the food online .To match up with the expectations of the consumers ,apps from google play store can be installed and used in smartphones. Apps have provided the new facilities and services to the customers .The internet has been a great medium in changing the customer's preference .

At present, technology has moved the today's customer to do everything on the internet.

Ordering cooked meals to the doorstep of customer is the best example .With a few clicks on the installed app in a mobile phone ,customer can make any order from any place . The Convenience feature and easy accessibility of app is the biggest determinant to the consumers to order food online. Even ,the time taken for the food to be delivered serves as a good reason for consumers to order food at their doorsteps.The different apps like Zomato ,Swiggy ,UberEats ,etc gives information about restaurants providing the information like menu , price, reviews , ratings .The customer can order food by using these kinds of app.This research paper is aimed to know the customers preferences towards the food delivery service app.

## 2. LITERATURE REVIEW

**The study conducted by H.S. Sethu&Bhavya Saini (2016) investigated** the student's perception, behaviour and satisfaction of online food ordering and delivery services.Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time ,easy access to internet are the prime reasons for using the services.

**According to Varsha Chavan, et al, (2015),** the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

According to Gloria food, the advantage of online ordering and the reasons for the growth of food delivery app industry are Convenience, Simpler menu to manage, significant savings, no hassels ,etc.

**Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal (2016)** - The study found that the emergence of online food ordering services is high. The student users of these services are well seasoned with the information available on these websites and they feel more comfortable using help services available online.

### 3. OBJECTIVES OF RESEARCH

1. To know the consumers preferences towards the usage of food delivery service app –Zomato and Swiggy.
2. To identify the factors which influences the consumers to order food online through mobile apps.

### 4. RESEARCH METHODOLOGY

The present study is descriptive in nature. The population for the study was citizens of Nagpur city .Students , academicians ,housewives, other citizens have been taken in the study as the information collection was directly possible from them. Sampling unit for the study was the citizens of Nagpur. The sample size was 100. Convenient Sampling was used to identify the research .Primary and secondary method of data collection is used in present study. Data was collected through structured questionnaire. The questionnaire was prepared using Google forms and further was sent to the students ,academicians ,housewives and other citizens of Nagpur. The data collected from the respondents was calculated in the percentage form by using Excel Software .

### 5. MOBILE APPS USED FOR FOOD DELIVERY SERVICE

Food delivery service app like Zomato and Swiggy are being widely used by the customers .

#### 1.SWIGGY

Swiggy is a food delivery portal (app + website) that allows customers to order from their favourite and near by restaurants in their locality to the convenience of their location. Swiggy is known for the leading food ordering and delivery platform in India. The innovative technology, quick delivery services ,cashback offers, time saving and exceptional customer focus at Swiggy created a good impact on customers' mind and thus has made customers to use it. Thousands of customers around the city can avail the quick delivery service of Swiggy hassle free.

2. **ZOMATO**

Another most popular food ordering delivery service app -Zomato is getting most popular amongst the food order delivery service app .Zomato is an Indian restaurant search and discovery service that is currently operated in 24 countries. Zomato app also provides information and reviews of restaurants, including images of menus where the restaurant does not have its own website and also online delivery services in some countries. Zomato is an Indian app for foodies. Zomato app also provides location of restaurants, its menu, restaurants and its food reviews. Customer can get notification for the new things as well.



Source : Google Images

The researcher has specifically chosen ZOMATO and SWIGGY for the purpose of conduct of the study.

6. DATA ANALYSIS AND INTERPRETATION

1)Gender

According to the survey ,out of 100 respondents ,70% respondents are male and 30 % respondents are female indicating that male respondents make much use of Zomato and Swiggy apps for choosing the best food items and ordering the same at their doorsteps.

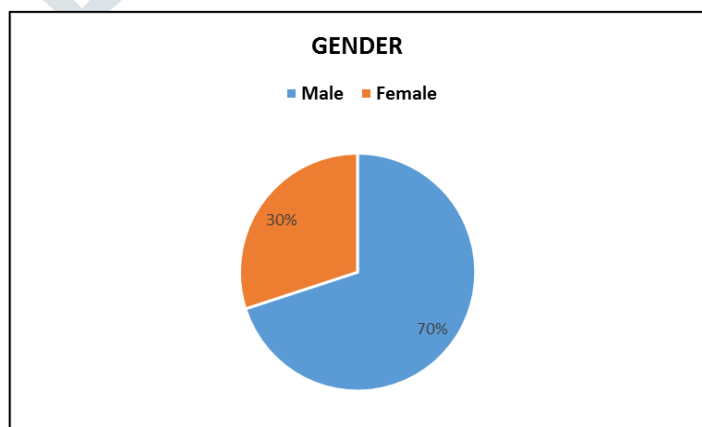
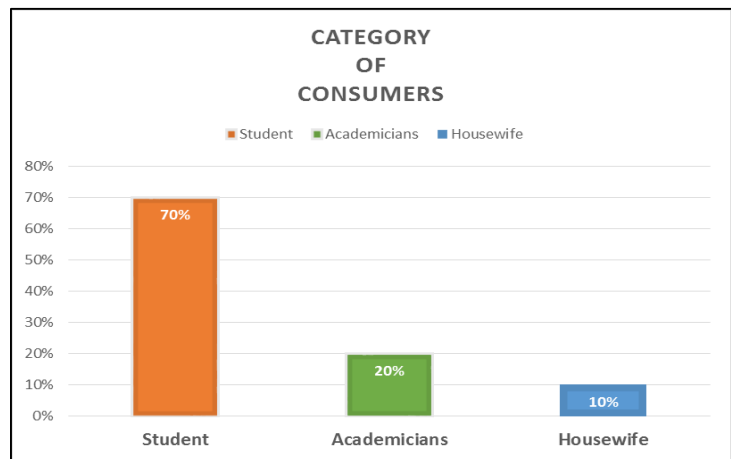


Figure 1: Gender Respondents

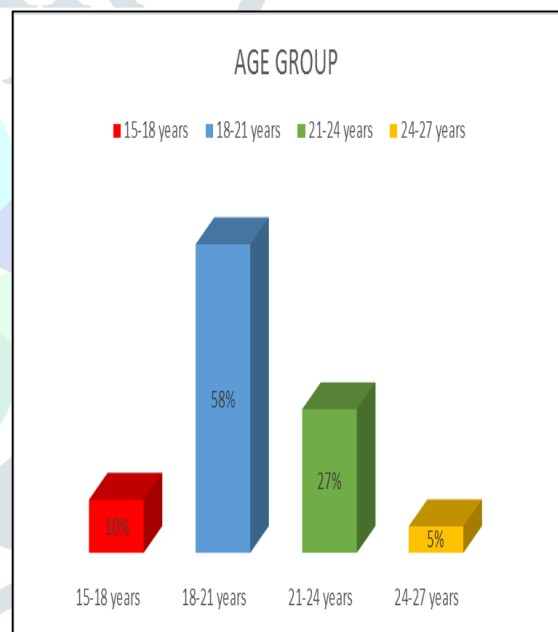
## 2)Category of Consumers

Category of Consumers is clearly shown in **Figure 2**. Students make much more use of Zomato and Swiggy app .70 % of respondents belongs to Students' Category indicating that they make frequent use of food delivery Service app. Only 20% of respondents belonging to Academicians (teachers, professors) prefer Zomato and Swiggy. From the analysis, it is also clear that housewives makes less use of such apps. **Figure 2:Category of Consumers**



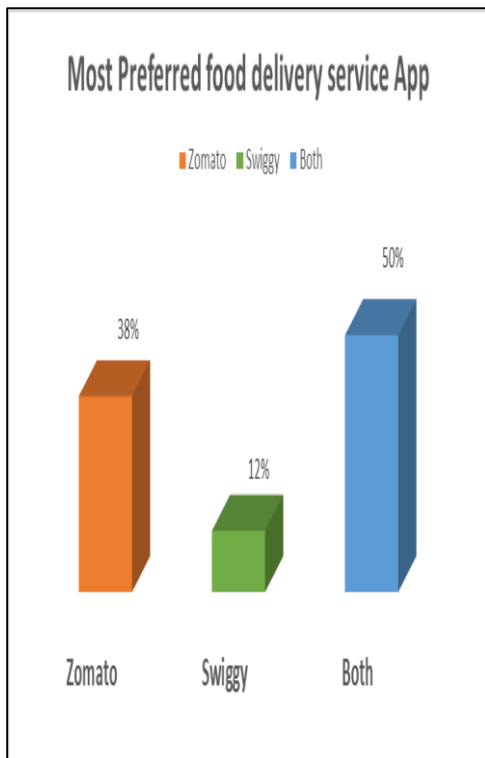
## 3) Age

Consumers belonging to age group 18-21 years are more fond of using food delivery service apps as they are more addictive to the usage of internet .Thus it is clearly seen that 58% respondents basically belonging to students category are making much use of food delivery service apps .They make frequent use of such apps. Whereas the youth as consumers of age group from 21-24 years also prefer such kinds of app i.e. 27 % respondents age lies under the age group 21-24 years who make less use of food ordering service delivery app as compared to the customers belonging to age group under 18-21 years of age.



**Figure 3:Age**

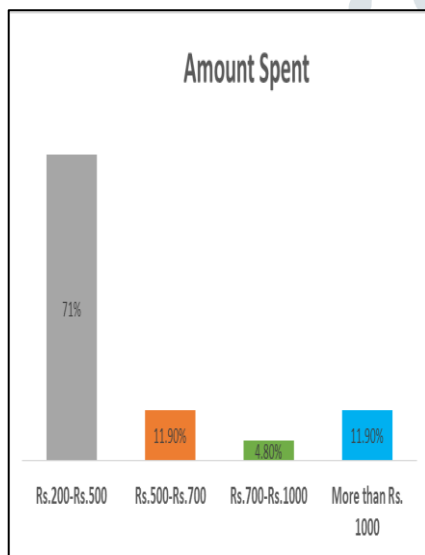
#### 4) Most preferred app



According to the survey, 38% of the respondents prefer Zomato, 12% prefer Swiggy .50% respondents prefer both the Swiggy and Zomato. The most preferred app by the students and even youth is Zomato. The most preferred app by the students and even youth is Zomato. around 38% respondents believed and agreed that Zomato is one of the most popular and good app providing all the benefits over Swiggy or even ubereats. From the analysis it can be clearly seen that Zomato has some benefits over Swiggy because of which the consumers like it the most and prefer it the most of the time.

**Figure 4: Most Preferred App**

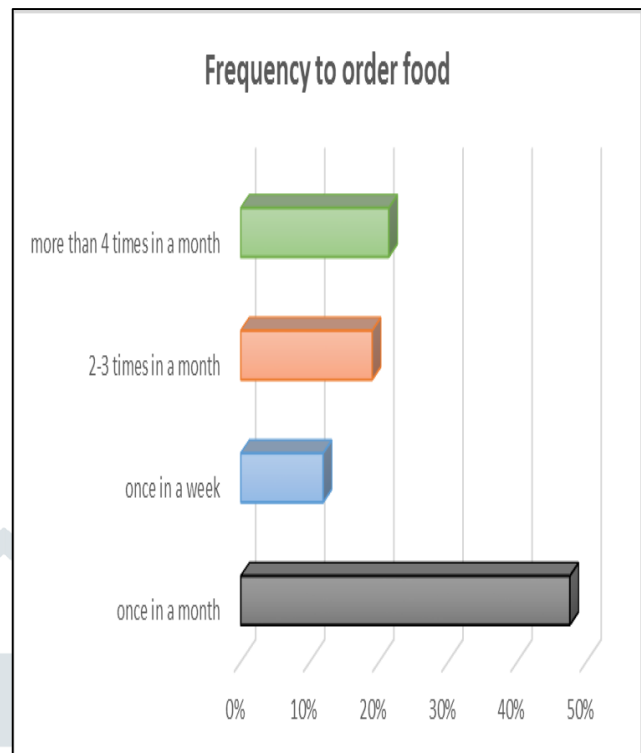
#### 5) Amount Spent



Out of 100 respondents, 71% said that they spend amount in between Rs. 200-Rs.500, the respondents who chose to spend amount in between Rs. 500- Rs. 700 and more than 1000 were same with 11.9% and remaining 4.8% of respondents chose amount in between Rs.700 –Rs. 1000. .Almost 71% of the respondents agreed that they do spend an amount from Rs. 200 to Rs. 500 for getting different food items like Fast food, street food, North Indian food ,South Indian food ,etc.

### 6) Frequency of ordering online

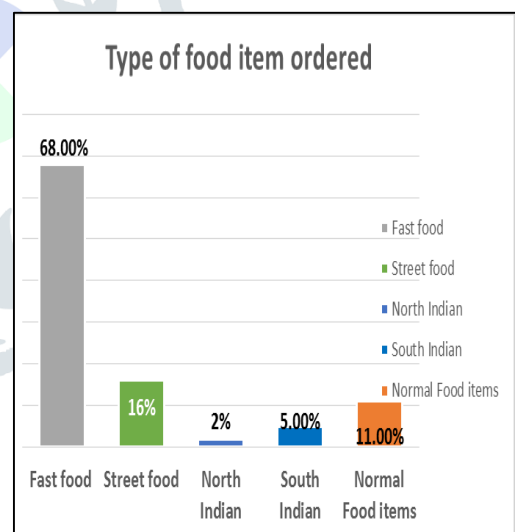
Frequency to order online is clearly depicted in Figure 6. According to the survey, the majority of people with 48% respondents prefer to order once in a month, while 11.9% percentage of respondents chose once in a week, 19% chose 2- times a week and finally, 21.4% of them chose more than 4 times a month. If we correlate the category of respondents with the frequency of ordering food online then it can be interpreted that Students prefer to order more during offers or when promotions are shown on such apps. Discounts and offers attract them a lot to order food items in a combo or in trio offer. Thus on an average, they would like to order online via mobile app at least once in a month.



**Figure 6: Frequency to order online**

### 7) Types of food items to be ordered

In this study, 68% of people said they like to order Fast food the most. The basic reason for ordering fast food items is that students or youth has much likings and preferences for fast food rather than South Indian, North Indian or even general food items. Figure 7 indicates that 16% of respondents chose Street food followed by 11% preference of Normal food items. Other respondents gave least order of North Indian and South Indian food i.e. nearly about 5% respondents prefer to order South Indian. As per the study, Fast food, street food items are usually ordered online.



## 8) Mode of Payment

Around 57% of respondents shown their preference towards digital payment apps for making the payment online for food delivery. 33% of respondents make use of debit cards for the payment at Zomato or Swiggy app. Around 9% consumers make use of credit card .

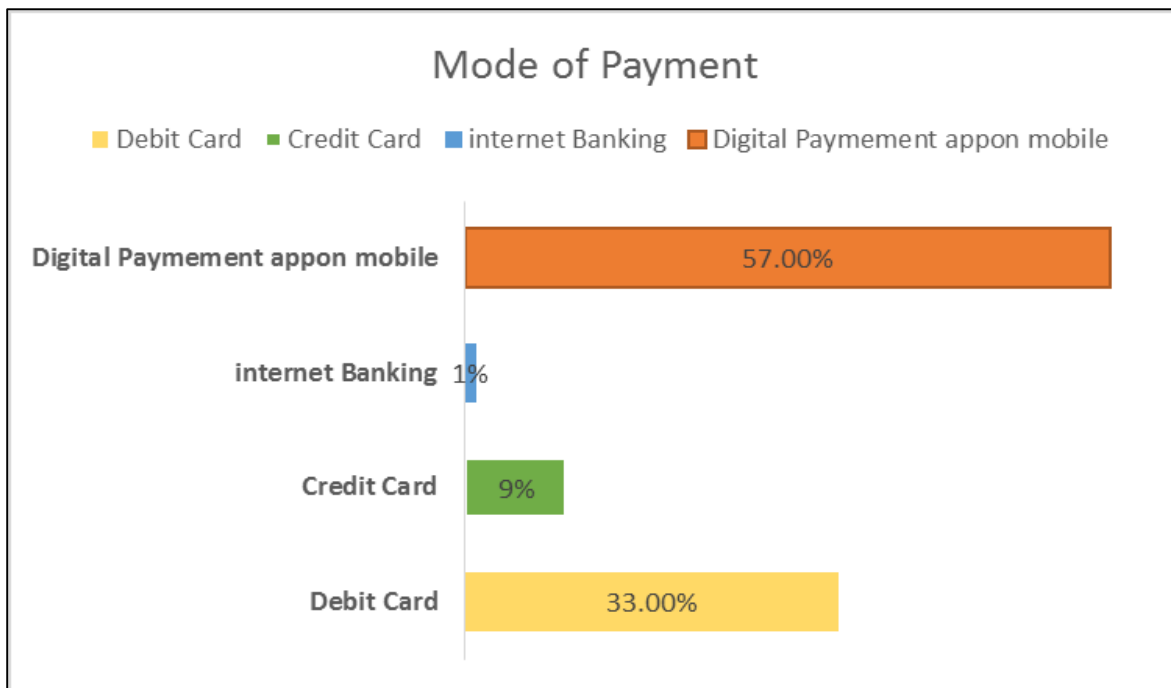


Figure 8: Mode of payment

## 9) Factors influencing the consumers to make use of Zomato or Swiggy App

### 1) Time and Delivery

Time is the most important factor in any form of business or service. Thus , early delivery equals less time waste and hence it influence the consumer and helps him in getting food within few minutes .

### 2) Easy Accessibility

Due to easy accessibility in nature, within just a few clicks,customers get what they want onto their door step.

### 3) Convenience

Convenience is the biggest factor driving online food ordering, followed by affordability. Convenience offers the consumer to have a sense of control and an authority over what to buy, it also helps in the selection of products on a wide variety on the internet.



#### 4) Flexibility

Flexibility is another important factor .Customer can order at any time and even anywhere This is what the consumer desires as things being worked out according to their needs and wants. The apps and websites or portals are being designed with adjustments according to the consumer's needs and making their experience as flexible as possible.

#### 5) Ease of Payment

Today's customers want hassle free payments. Various methods such as Cash on delivery, Payment by online money wallets, by debit and credit cards etc. helps in removing the hassle of payments and giving the ease to the consumer.

#### 6) Promotions

Sales promotion includes tools like coupons, cash refund offers prices off, premiums, prizes, etc. Offers and discounts are the ones which really attracts the consumer to go for online food ordering on a regular basis. The special offers and other promotional activities catches the main interest of the consumer.

Table showing factors affecting customers(in %)

| Factors                           | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|-----------------------------------|-------------------|----------|---------|-------|----------------|
| Time Saving                       | 19%               | 5%       | 38%     | 29%   | 10%            |
| Convenient                        | 12%               | 12%      | 43%     | 24%   | 10%            |
| Easily accessible                 | 10%               | 12%      | 40%     | 29%   | 10%            |
| Discounts                         | 12%               | 7%       | 43%     | 29%   | 10%            |
| Reviews                           | 10%               | 10%      | 45%     | 24%   | 12%            |
| Comparison between restaurants    | 17%               | 10%      | 43%     | 21%   | 10%            |
| Quick home delivery of food items | 10%               | 10%      | 40%     | 26%   | 14%            |

Due to easy access of mobile apps like Zomato or Swiggy ,time saving ,comparison between restaurants and review of other consumer basically induces citizens of Nagpur city to make use of mobile apps for ordering food items at their doorsteps. Just because mobile apps offers personalization so they make frequent use of mobile app. The promotional offers ,coupons ,discounts as well as easy comparison of price attracts more number of tech-savvy consumers to make only use of mobile apps for online ordering of food.

In a nutshell it can be said that discounts, easy comparison of restaurants and quick delivery of food items at home are the most influential factors which induces consumers to order food via mobile apps.

## 7. CONCLUSION

According to the research conducted, it can be concluded that Zomato has gained positive opinion of majority of the consumers in comparison to other service providers. Zomato provides timely delivery and better discounts as compared to other food delivery service. Zomato has been in the first position in online food delivery service provider. The study reveals that mostly the students belonging to age group of 18-21 years are most attracted to the online food ordering and hence the elder people don't use these online services much as compared to the younger ones. The study also reveals that the time saving, easy accessibility and discounts are the most influencing factor on online food ordering. The second most influencing factor are the reviews and convenience being provided. The next most influencing factor is comparison between restaurants. Fast food was fancied by most of the respondents in their choice of food. It was also observed that a less percentage of respondents were inclined towards the use of Swiggy.

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