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A STUDY ON CUSTOMER SATISFICATION TOWARDS SWIGGY

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Abstract

The evolution and revolution of technology have completely changed the customization of products and services required by the consumers, especially in the e-commerce industry. E-commerce service providers are reaping benefits by offering online technological support to the consumers who cherish to get various services to their doorsteps quickly. Food delivery service through online booking is the latest version of e-commerce. The strength of these services is embedded in the fact that one does not need any kind of technical skills or proficiency of any particular language to avail the services. Having a minimum technical knowledge to place the orders via web browsers or mobile apps will make a good business nowadays. Though the Covid Pandemic has troubled this sector for the last one year, the global online food delivery services market size is expected to grow from \$115.07 billion in 2020 to \$126.91 billion in 2021 at a compound annual growth rate (CAGR) of 10.3%. (McKinsey report, 2020). In India, we have major online food delivery channels like Zomato, Swiggy, Foodpanda, Travelkhana, and Uber eats and so on... Among all, most of the customers prefer the services of Zomato or Swiggy due to their availability across the country. This paper throws light on the perception and level of satisfaction of customers towards online food ordering services through Swiggy. The data is collected through a structured questionnaire and interviews. The study has come up with some interesting findings which are incorporated in there port.

INTRODUCTION TO THE STUDY

The rapid growth of information communication technology (ICT) and smart phones, mobile food ordering applications have become extensive and integral part of routine life. (Cha, 2020) (Das M. S., 2009) (Ahn, T., Ryu, S., & Han, I., 2007) (Bressolles, G., Durrieu, F., Senecal, S., 2014) (Shareef A.D., 2012) (Shareef K.K., 2016) (Das J., 2018). Mobile apps are designed to be downloaded by people and a figure predicted that the users of the app downloads will get increased by 258.2 billion by 2022. 1 Mobile food ordering apps can be defined as the apps that the users can download in their smart phones to access restaurant, view food menus with payment options available online (Bressolles, G., Durrieu, F., Senecal, S., 2014).

ABOUT ONLINE FOOD DELIVERY:

Online Food delivery actually refers to the process whereby food that was ordered online is prepared and delivered to the consumer. The development of online Food Delivery has been carried by the development of integrated online Food delivery platforms, such as Swiggy, Zomato etc. These platforms serve a variety of functions including providing customers with a variety of food choices, the monitoring of payment, the organization of the delivery of the food tracking facilities (Joshi & Bhatt, 2021). Food delivery apps function within the extensive context of online food delivery as they enable the ordering of food through mobile

apps(Joshi&Bhatt,2021).Therefore, this research paper directly aims to check the overall satisfaction of consumers while using online food delivery application(taken-swiggy). In other words we can say this study is being conducted on evaluating satisfaction of consumers towards online food delivery application-swiggy. Advertising and sales promotion of these applications motivate customers through the lucrative perceived benefits of price reduction (Joshi& Bhatt,2021).

ABOUTCUSTOMERSATISFICATIONINONLINEFOODORDER:

Customer satisfaction is a term frequently used in marketing. It is a measure of how productsandservice suppliedbyacompany meetorsurpasscustomer expectation.Customer satisfaction is defined as 'the number of customers, or percentage of total customers, whosereportedexperiencewithafirm,itsproducts,its servicesexceedsspecifiedsatisfactiongoals.

In researching satisfaction, firms generally ask customer whether their product or service hasmet or exceeded expectations. Thus expectations are a key factor behind satisfaction. Whencustomers have high expectations and the reality falls short they will be disappointed and willlikelyrate their experienceas less than satisfying.

The online ordering system can be defined as a simple and convenient way for customers topurchase food online, without having to go to the restaurant. The system is enabled by theinternet that connects the restaurants or the food company on one hand, and the customer onother hand. Therefore as per this system the customer visits the restaurant's app or website ,browses through the various food items, combos and cuisines available there and those ahead and selects and purchases the items he or she needs. These items will be then be delivered to the customer at his or her doorstep at the time they choose by a delivery person. Payments for such online orders can be made through debit cards, credit cards, cash or card on delivery oreven through digital wallets.

SCOPE OF THE STUDY

The study aims to gauze the customer reviews and satisfaction towards the availableonline food ordering and delivery services bin swiggy. The study further comparesvariousaspectsofthethreeavailablefooddeliveryservicesinthe area.Basedonthesefactorsthefindingsofthestudy canhelpserviceprovidersmeetcustomer expectationsin a better way. On the other hand new customers of the online food ordering anddelivery servicescanchoose bestoutof allavailable optionsintheirresidentiallocation. Therefore findings from the study can be helpful for residents as well asserviceproviders throughswiggy.

OBJECTIVESPRIMARYOBJECTIVE:

- ☐ Theprimaryobjectiveofthisstudyis,toknowtheconsumersperceptiononthe foodorderingand delivery portal.
- ☐ Toknowthecustomersatisficationtowardsfooddeliveryinswiggyonrestaurantbusiness
- ☐ Toknowthestrategies offood delivery app swiggy.

SECONDARYOBJECTIVES:

- ☐ ToknowthemostpreferredonlinefooddeliveryserviceportalbyconsumersinSwiggy.
- ☐ ToknowthesatisfactionleveltowardstheonlinefoodappwithreferencetoSwiggy.
- ☐ Toanalysetheinfluencingfactorswhichhelptheconsumerstochooseonlinefooddeliveryservices.
- ☐ ToanalysethestrengthsandweaknessofthemostpreferredappwiththehelpofSWOTanalysis.

LIMITATIONSOFTSTUDY

- ☐ A small sample size of 26respondentshas been taken.
- ☐ The data has been collected with swiggy users.

Asamplesizeof26respondentsisenoughtogauzethereviewsandsatisfactionofcustomersusing swiggy app for orderingsfoods from wherever.

LIMITATIONSOFTSTUDY

- ☐ Asmall samplesizeof 26respondentshas been taken.
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- ❑ A sample size of 26 respondents is enough to gauge the reviews and satisfaction of customers using swiggy app for ordering foods from wherever. **REVIEW OF LITERATURE**

- According to (Joshi & Bhatt, 2021) price-conscious customers can reinforce customers regarding the perceived benefits they can get by using such applications. Other than discounts, coupon plays a crucial role in highlighting perceived benefit and increasing repeat customers.
- (Joshi & Bhatt, 2021). Customers are more likely to compare the benefits of using the new system with the financial cost paid (Kapoor, A.P. and Vij, M., 2018) (Venkatesh, 2012). Thus Price value is directly proportionate with satisfaction & continued intention. Satisfaction is defined "as the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm." (Srinivasan, 2003).

ANALYSIS AND INTERPRETATION

Analysis and interpretation are the central step in the research process. Analysis of data means studying the tabulation material in order to determine inherent facts for meaning. It involves breaking down complex factor into sample units.

The collected data is classified, processed and interpreted using the following.

PERCENTAGE ANALYSIS :

- ❖ Age of respondents
- ❖ Gender of the respondents
- ❖ Frequently ordering food
- ❖ Average spending limit
- ❖ Expenses of delivery charges
- ❖ Discount in order
- ❖ Delivery partner time
- ❖ Delivery person behaviour
- ❖ Expected restaurant through service
- ❖ Mode of payment
- ❖ Sales service
- ❖ Reason for choosing online food order
- ❖ Comparing other company service with swiggy
- ❖ Navigate website
- ❖ Experience in swiggy
- ❖ Satisfaction on swiggy
- ❖ Deals any problem
- ❖ Recommended any service

PERCENTAGE ANALYSIS:

SATISFACTION ON SWIGGY:

The following table shows that Satisfaction on swiggy .

TABLE
SATISFICATIONON SWIGGY:

S.No	Satisfication	Percentage
1	Price	3%
2	Application	10%
3	Foodquality	23.1%
4	Packaging	26.9%
5	Responsitiveness	15.4%
6	Deliveryspeed	23.1%

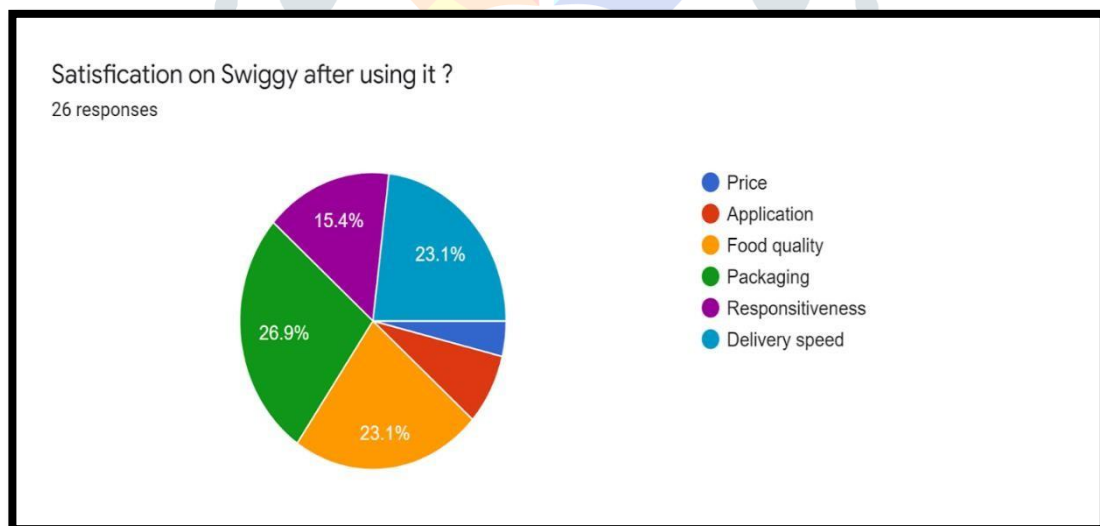
Source:PrimaryData

INTERPRETATION:

The above table indicates that 26.9% of respondents are choosing satisfaction for packaging, 23.1% of respondents are choosing satisfaction for food quality and delivery speed, 15.4% of respondents are choosing satisfaction for responsiveness, 10% of respondents are choosing satisfaction application, 3% of respondents are choosing satisfaction for price.

Hence it's Major indicates 26.9% of respondents are choosing satisfaction for packaging

CHART
SATISFATIOONSWIGGY



CHAPTER-V

FINDINGS,SUGGESTIONSANDCONCLUSION

FINDINGS:PERCENTAGEANALYSIS:

- ❖ 84% of the respondents belong to the age group of Above 40 years
- ❖ Majority of 80.8% of the respondents are female.
- ❖ 46.2% of respondents are frequently order for food at Monthly.

- ❖ 38.5% of respondents use average spending limit between 200-300.
- ❖ 80.8% of respondents expenses of delivery charges by choosing viable yes.
- ❖ 38.5% of respondents prefer discount in order by choosing maybe.
- ❖ 73.1% of respondents choosing delivery partner time easy.
- ❖ 34.6% of respondents are selecting delivery partner behaviour by rating 5.
- ❖ 50% of respondents are choosing expected restaurant through service by selecting yes.
- ❖ 50% of respondents choosing mode of payment as cash on delivery.
- ❖ 40% of respondents choosing sales service by selecting yes.
- ❖ 30.8% of major respondents selecting swiggy with quality as reason.
- ❖ 42.3% of respondents are comparing the service of swiggy with other company as very good.
- ❖ 38.5% of respondents are major rating 4 for navigate website.
- ❖ 30.8% of respondents are choosing in experience in swiggy by selecting food quality.
- ❖ 26.9% of respondents indicate satisfaction for packaging.
- ❖ Major 50% of respondents are chosen for problem faced in swiggy.
- ❖ 57.7% of respondents choosing service recommended as yes.

SUGGESTIONS

This study proposes to fill the research gap related to mobile food ordering apps by suggesting a model which is able to catch the majority of factors related to, the satisfaction of consumers towards using online food delivery applications. The factors such as Performance expectancy, payment methods, price value, description & effort expectancy we have taken these variables because these variables will add value to our research and these variables have not been taken by the previous researchers. In this 5 variables are independent variables and there is one dependent variable which is called satisfaction. Apart from it in this majority of the samples collected from major swiggy users and this study has been done post pandemic so the time frame taken was different.

Conclusion

The research aims to contribute key factors responsible to improve customer satisfaction for Swiggy and also other online delivery platforms. Swiggy has provided more price discounts and vouchers to the buyers from the application but still customers are equally inclined towards Zomato. So the theoretical contribution is that Swiggy can improve its user interface. In recent time that food industry was highly impacted by the pandemic globally. Post-pandemic when economies are gradually recovering and food industry is getting its market active again, it is very important for food delivery platforms to understand impacted or changed behaviour or spending habits of consumers post pandemic. This research contributes practical knowledge toward how consumer behaviour has changed recently and what new parameters have to be added before making any decisions in an organization. The information collected and provided to the organization will help major players in food delivery application to make strategies of their future promotional campaigns as well as for service improvement. Now a day's people prefer online food ordering rather than walk-in to a café or restaurants. As per the analysis of the result one of the most important reasons for satisfaction from online food delivery applications are the discounts and coupons these platforms are providing to their customers. Thus it can be concluded that the variables like Performance expectancy, payment methods, description of particular food item, discounts & offers have direct impact on overall satisfaction.