

A STUDY OF CUSTOMER USAGE AND SATISFACTION WITH FOOD DELIVERY APPS

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RATIONAL OF THE STUDY

India's online e-commerce market has been rapidly growing in recent years and is still growing today.

Whether small, medium, or large, have a website to enhance their operations

They achieve this by using online ads, virtual promotional events, or activities, making a "digital" leap in the business world.

The increasing reliance on technology has encouraged consumers to engage in various activities such as shopping, online payments, ticket booking, and internet banking.

Among these activities, online food delivery applications are gaining popularity in the Indian market.

The proliferation of food delivery apps offers convenience and time-saving benefits to customers and provides them with discounts and special offers.

Staying in tune with consumer expectations helps companies retain customers to a greater extent

Introduction

Swiggy, founded in Bangalore in 2014, is a food delivery service. By March 2019, the company had expanded its reach to 100 cities across India.

Swiggy, based in Bangalore, is an Indian food ordering and delivery service

It was established with the aim of providing a convenient platform for customers to order food from a wide range of restaurants.

What sets Swiggy apart is their dedicated delivery fleet, which collects orders from restaurants and ensures prompt delivery to customers

This allows them to offer a no-minimum-order policy and accept online payments at all partner restaurants.

HISTORY OF SWIGGY: In 2013, Sriharsha Majety and Nandan Reddy, two of the founders, launched the "Bundle" e-commerce website in India

Their initial focus was on courier services and shipping products.

Zomato provides users with restaurant details, menus, and customer reviews

They offer food delivery from partner restaurants in select cities.

Zomato Market, a grocery delivery service, was launched in over during the COVID-19 pandemic

Literature Review

Jyotsana Das uncovers the different elements that influence customers' decisions to utilize online food delivery services.

He delved into the most popular online food delivery service platform among customers.

Suryadev Singh Rathore (2018) found that online food ordering companies need to focus on information quality, mobile app and website design, as well as security and privacy for payment systems to ensure customer satisfaction.

They highlighted the importance of merchandise price, ease of payment, special offers, and discounts.

Using a mobile app would be more convenient for consumers

Research Methodology

This research aimed to examine how customers perceive and feel about online delivery platforms, focusing on Zomato and Swiggy.

A questionnaire was used to collect data, utilising a non-probability convenient sampling technique.

The questionnaire was distributed online through a Google form.

The research population consisted of individuals above the age of 12 who use online food delivery apps.

The questionnaire included both demographic and subjective sections.

Smart PLS tools were utilised to analyse the data using Partial Least Square Structural Equation Modelling.

The software was chosen due to its flexibility, when dealing with complex models, making it a suitable choice for this research project

Study Goals

- Investigate customer satisfaction levels with Zomato and swiggy. - Examine customer perceptions of online food delivery services.
- Investigate customer satisfaction levels with Zomato and swiggy.
- Examine customer perceptions of online food delivery services.
- Determine factors impacting consumer perceptions of online food delivery platforms.

H2 - Consumer perception does not significantly affect the choice of different food delivery platforms in terms of satisfaction.

Variables: Independent variable: Online food delivery platforms.

Dependent variables: Customer satisfaction and consumer perception.

DATA REPRESENTATION AND INTERPRETATION

It can be noticed that out of the total of 100 respondents, 32(32%) are male.

As is shown by the above table that majority of people that is 39 are agreed that minimum order and criteria affect the usage of food delivery apps whereas 5 people are disagree with it.

None of them responded as strongly disagree

It is noticeable by the above table that majority of people that is 39 are strongly agree that quality of service affect the usage of food delivery apps whereas 1 person is disagree with it.

It is clearly be seen from the above table that majority of people that is 51 are agree that recommendation affect the perception of consumers regarding food delivery apps whereas 2 people are disagree with it.

There is a significant impact of consumer perception on the use of different food delivery platforms in relation to their satisfaction

Major Findings

Individuals aged 12 and above 50 years old were part of the study. Out of the participants, 32 were male and 68 were female.

1. 44.8% of respondents choose Zomato for ordering food online, while 5% prefer Swiggy.

Those who like both apps make up 49.4% of all responses.

The research shows that the majority of individuals who purchase food through online platforms fall within the 18-25 age range, accounting for 68% of the total.

1. Most of the individuals ordering food online are students, making up 78% of the total responses, while homemakers and service workers each account for only 7%

Suggestions

Restaurant owners can boost online orders by expanding to different delivery platforms in order to draw in more customers.

It's easy to use and saves time, but we still need to work on it to be able to make more orders.

It would be a good idea for them to expand their reach by partnering with nearby suppliers, since that's what customers like.

Food delivery apps need to enhance their payment security to reassure customers when making purchases online.

People mainly utilize these apps to get access to discounts, allowing them to enjoy more savings.

Conclusion

Based on this research, it has been found that Zomato and swiggy, two popular online food delivery apps, have their own strengths and weaknesses.

The findings of this report show that online food delivery apps are quite popular among the residents of Bhopal.

Almost everyone surveyed had heard of these apps and customers between the ages of 18 and 25 tend to order food online more frequently.

It has been discovered that the majority of people use both Zomato and swiggy.

This research reveals that people of all age groups and different income levels use these food delivery apps and are satisfied with the service provided by them.

The study highlights the significant impact of different food delivery platforms on consumer perception.

Consumer perception has a significant influence on the choice of food delivery platforms and their overall satisfaction

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Contributions

Based on this research, it has been found that Zomato and swiggy, two popular online food delivery apps, have their own strengths and weaknesses. The main reason people use these apps is to save time.