

THE HUNGER GAMES: CONSUMER PREFERENCE OF ZOMATO VS SWIGGY

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CHAPTER 1: INTRODUCTION

A consumer is an individual who purchases a product or a service for personal consumption and not for further resale or manufacturing. For example, any person who buys apparels or wireless internet service for personal consumption is a consumer. Consumers make the decision of whether to purchase a product/service, as per their requirements and the influence of marketing done by a company for their brand.

A brand is generally a name, term, design or symbol that helps you differentiate between two or more Companies, Products or Services in the eyes of its consumers. It helps in building a positive image of the organization among customers. It plays a vital role in contributing to retaining the market share of the company by ensuring that its customers are satisfied and are coming back for repeat purchases.

The word satisfaction means – the fulfillment of one's wishes, expectations, or needs. Customer satisfaction refers to meeting the expectations of the customers by the brand they purchased. It is a psychological and emotional response that the customer has towards the consumption experience of the product or service bought. Customer satisfaction is one of the most prominent factors that influence a consumer's preference.

Consumer Preference

Consumer Preference can be defined as a combination of subjective likings of each consumer, which is measured by the level of satisfaction the consumer has with a particular item after he/she has used it. Consumer's tastes vary from service to service and each component of those services affect the preference differently. Moreover, consumer preferences are often also dictated by culture, personal taste, education, social pressure from friends and family, etc. For example, a consumer purchases smartphone of Brand A because all her friends had a smartphone of Brand A.

Some of the common types of consumer preference for service are:

- Level of convenience- Such as preferring that the service is provided at a nearby setting, to increase their level of convenience.
- Usability of a user interface: For example, when ordering food online the consumers would prefer a user interface which will be easiest to use.

- Affordability- Consumers generally prefer to purchase the services they that perceive to be affordable and worth the cost to be paid.
- Customer service: For instance, in the case of hotel check-in, some customers might prefer a friendly conversation while others might prefer professional distance and diligence from the hotel staff.

What are the benefits and need for consumer preference?

Generally, individuals do not focus on as to why they prefer a particular service over another. But for marketers and businesses, it is a basic requirement to understand and analyze individual consumer's preference. Knowing just a service's price and availability is not enough for running a business. This is where consumer preference comes in handy, it can help marketers predict how likely is it that a service will be purchased and at what price will it be desirable by the consumers.

Hence a short answer to this question will be – the companies that prioritize understanding consumer preferences are able to provide better services to their customers and hence grow at a faster rate. Consumer preference leads to a sustainable competitive advantage for a Brand or a Company.

The company experiences benefits such as-

- Create a more targeted and effective marketing strategy for approaching customers
- Providing a higher level of customer satisfaction
- Increasing customer retention
- Decreasing customer turnover rate
- Increasing word-of-mouth
- Greater success chances for new product launches What to

do for effectively understanding consumer preference?

Identifying the customers' needs and preference is highly important whether a company is offering services or selling a product. Hence, the firm will have to identify who its customers are, what are their shopping methods, if they have any complaints regarding the services provided, etc. In order to do so, the company will have to interact regularly with its consumers. Encourage customers to share their complaints and feedbacks. In addition to these tactics, the company will have to carry

out multiple customer satisfaction surveys, as it is the best way to know if the customers are at ease with the provided services. Investing in such customer research will help the company in identifying their customer's preferences and then targeting their efforts in the required areas.

1.1 ABOUT ONLINE FOOD ORDERING INDUSTRY

Nowadays people's lives are getting busier with each day. In order to manage their day-to-day tasks, they need reliable and quick assistance that is available for their disposal 24/7. This is where the need for online food ordering came from. People need companies such as Zomato and Swiggy to fill their appetite when they don't have the energy or the time to cook at home or even to go to a restaurant. More so the customers prefer such third party aggregators over restaurant ordering for various reason such as-

- It is easier to browse through one single website or application instead of going through the website of each restaurant chain individually
- Customers get a wider variety of cuisines and restaurants to choose from
- Price comparisons, restaurant ratings, and reviews are also made available at the customers' disposal

1.2 ABOUT ZOMATO

Zomato is a leading platform for online food ordering, searching & discovering food outlets, and restaurant table reservations. It was founded in 2008 by Deepinder Goyal and Pankaj Chaddah. The company is headquartered in Gurugram, India. Zomato has a robust review system that allows customers to find the best restaurants and meals near them. It is among one of those few companies that started their operations in India and accomplished a global presence later on. Currently, its platform features over 1 million restaurants.

Aim- The company's goal is to ensure nobody has a bad meal.

Unique Selling Point- It offers restaurant guide with menus, pictures and map locations. The menu list is updated every 90 days; for all the restaurants that are listed in the platform. The company sends its people to visit each and every restaurant in the covered cities. These

employees collect menu cards, details on phone number and address, then geocode the location themselves.

1.3 ABOUT SWIGGY

Swiggy is one of the leading online food ordering and delivery startups in India. It was founded in 2014 by Sriharsha Majety, Rahul Jaimini, and Nandan Reddy. The company is headquartered in Bengaluru, India. It provides its customers with an innovative platform to order food from various nearby restaurants. It acts as a bridge between the restaurants and the customers. Swiggy's delivery professionals pick up the orders from the restaurant and deliver them at the customers' doorstep. Currently, its platform covers over 40,000 restaurants, spread across 27 cities.

Aim- The company's goal is to revolutionize the way India eats.

Unique Selling Point- Swiggy provides two unique features to its customers, A) it offers the food delivery services through its own delivery chain and B) there is a no minimum order bar. No minimum order means, the customer can place an order without having to worry if the cost of the order qualifies for the delivery or not.

CHAPTER 2: LITERATURE REVIEW

A literature review is a collection of major works published by certified researchers and scholars about the writer's narrow topic. Sources covered in the review may include scholarly journal articles, books, government reports, Web sites, etc. The researcher reviews these previously published pieces of literature and extracts just their major concepts. A literature review has three major purposes- firstly it is done in order to build the researcher's expertise in his specific domain, secondly it is used to demonstrate this knowledge to your professors (in the case of the research being a college project) and finally to bring the readers up to date in the context of the researcher's subject topic.

Several studies have been previously conducted and published in association with the Studying of Consumer Preference in the Food Service Industry. The following studies were used for this research:

Hospitality Industry

Customer satisfaction and loyalty are the two terms that are frequently used in hospitality marketing and, "this industry has evolved sensitive towards the needs and desires of the people" as stated by (Prajogo, 2006)

For both the companies it is important to understand consumer behavior as it involves their purchases, services, ideas, etc. As Solomon conveyed from his paper that, "Consumer behavior involves studying the processes when an individual selects, purchases, uses or disposes of products, services, ideas, experiences to satisfy needs and desires" (Solomon, 1998)

Introduction of Technology in Business

One of the research papers also mentioned that online retail forms are still at a very nascent stage. E&Y in their research Rebirth of e-commerce in India found that "Online retail form only consists of 7.9% of organized retail" (RAI, 2013)

"Because of the technological advancement, the market is expected to grow 40% annually owing to a larger disposable income from a wealthier middle class. Growing incomes have

encouraged the creation of an increasingly health-conscious middle class, desiring meals which may substitute nutritional values of home cooked meals.” (Mr. Mustafa Abbas Bhotvawala, 2016)

“The technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant’s business to grow from time to time and will help the restaurants to facilitate major business online.” (Hong, 2016)

Online Food Ordering

“E-commerce is rapidly growing worldwide; the food industry is also showing steady growth. In this research paper, they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-retailers and various external influences.” (Hekimoglu, 2012)

“Online food delivery market is immature yet; there are some obvious problems that can be seen from consumers’ negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online takeaway environment can be created” (Hong Lan, 2016)

Vijay, Sai. T. & Balaji, M. S. has revealed in his study that, “Consumers are increasingly shifting to online buying format from the traditional store format. Online buying is the most preferred form of shopping in India” (Vijay, 2009).

Sharma and Mittal have also studied and found that India is also showing great growth in E-commerce. (Mittal, 2009)

Zomato

“Entrepreneurial organizations keep pushing the envelope, and we want to think that we are one such organization. Already, at Zomato what sets us apart is that we are a one-stop for everything - discovering places, looking up restaurant information, ordering food, and booking tables - with more coming up,” (Goyal, Deepinder, 2018)

Swiggy

The key for such organizations is to optimize and change the way they form and implement their strategies like Surge pricing by Swiggy. “A model is being proposed where a delivery charge of ₹20 will be levied on orders placed on festivals, holidays or rainy days (when most delivery staff are unavailable). Swiggy’s peers in the United States charge \$3-7 per delivery (Door Dash). Hence, if a delivery costs ₹50 and a 10% commission on a ₹300 order earn the company only ₹30, there is a cash burn. Hence, companies must realize when to move from customer acquisition mode” (Chakraborty, 2016)

Consumer Preference

The consumer will prefer the service of the food ordering app which provides easy and fast services with the largest assortment of restaurants. Like Dr. N. Sumathi and S. Josphin (2017) said in their study, “Online food ordering system is one of the largest services for fast food restaurants. This is made possible to use of easy electronic payments system, and also useful for making easy payments for credit card consumer. In this study saying about to reduce the long queues of the consumer at the counter ordering for food and also reduce the workload of employees.” (Dr.N.Sumathi, 2017)

The profitability of a business is directly linked to the fact that how high is customer retention and how much the company is focusing on customer satisfaction. As R. J. Best (2005) said, “Customer satisfaction and customer retention are directly linked with the profitability of a business. Exceptional customer service results in customer retention which in turn leads to increased profitability. Due to loyalty a customer perhaps finds it difficult to accept competitors’ products” (Best, Market-based management, 2005)

“Reduction in customer complaints and the increase in the loyalty of the customers are the important drivers of increased customer satisfaction” as stated by Johnson in his article. (Johnson, 2001)

One of a unique kind of marketing for site registration is to offer different exclusive services, promotional offers and even special discounts for customers who register themselves as a preferred customer. An excellent marketing strategy and up to the par customer service will help in retaining consumers (Carroll, 2001)

Customers quickly shift to competitors in case they are dissatisfied with the services provided by any one of the digital platforms as there are no switching costs and a wide variety of choices. So, R. J. Best, 2005 advised that “A customer recommending a product or service shows his commitment and loyalty to the brand or company. This is due to the confidence in the value created and delivered by the company or brand and they should act on it as fast as possible” (R. J., 2005)

Customer Satisfaction

As customer retention is a challenge in online business, it requires higher levels of customer satisfaction. But, online relationship with the customer is very difficult which makes the whole process of customer retention scary. Nigel and Jim, 2006 advised that “An analysis of e-customers is vital since customer satisfaction results in loyalty and customer loyalty are the basis of successful customer relationship” (Nigel, 2006)

According to Fromm, 2015, Young generation has the tendency to shop in groups, even for the food, and seek the opinions of others before doing anything. They want to co-create the brand and the product with it. Companies that understand this and figure out a way to engage in this co-creation relationship will have an edge over others” (Fromm, 2015)

Since the use of IT is increasing in today’s world, it is one of the major determinants that affect the behavioral intention and attitude of consumers towards online retailers and platforms. Adams et al., 1992 with other authors stated that “Technology Acceptance Model (TAM) has been effective in the modeling of acceptance of IT and has received extensive empirical support through studies predicting the use of information systems” (Adams, 1992)

Customer Retention

Customer retention can be done effectively and easily if the companies make the interface of the application and website more fun and interactive which will, in turn, increase their profit. As Fiore et al. stated that, "Interactivity of a web site facilitates communications, customizes presented information, allows image manipulation and creates entertainment for the customers" (Fiore, 2005)

Several other authors like Gehrke and Turban who also has identified this factor of web interactivity said in their paper that, "Web site interactivity has been recognized by onlinemarketers as a valuable enticement for the consumer to visit the site, purchase online, and be satisfied enough to become a repeat visitor/consumer" (Gehrke, 1999)

Much different research shows that it is true that the interactivity of the websites and applications have proven far more superior to the extensive use of IT software and services. One such author which stated this fact in his research is Klein who stated that "Empirical research shows that simple technologies and services providing a higher level of interactivity have positive effects on consumers' attitudes towards the company" (Klein, 2003)

Kolesar and Galbraith also stated the same fact about the interactivity of the web-based applications including websites and applications. They said that. "Individuals were more motivated to revisit a web site containing interactive features" (Kolsar, 2000)

But only the interactivity just alone cannot retain the consumers.

Consumer Perception

Benedict et al have made the study regarding consumer perception towards online platforms and in his study he found that "Online buying perceptions is not only affected by ease of use, enjoyment, and usefulness, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences and most important which is the trust in online shopping" (Benedict, 2004)

But some of the authors are not completely in favor of this fact about the use of technology. One of them was Monsuwe who in his study states that "The online buyers require

computer skills so that the internet can be used for shopping and those who are not computer savvy will opt for traditional buying" (Monsuwe, 2004)

CHAPTER 3: METHODOLOGY

3.1 PROBLEM DEFINITION:

Research focuses on a comparison between the consumer preference of the two Food Delivery Giants- Zomato and Swiggy.

3.2 PURPOSE OF THE STUDY:

The main purpose of this project is to understand what the common preferences and perceptions that the consumers have regarding services provided by online food ordering companies and what services do each company need to focus on to improve their current position in the market

3.3 OBJECTIVE OF STUDY:

The objectives of the study are:

- To identify and study the common preferences that consumers have regarding online food ordering companies.
- To identify the company-specific preferences that consumers have regarding the services provided by Zomato and Swiggy that contribute to the success of each company.

3.4 RESEARCH DESIGN:

The proposed study falls under the category of Descriptive Research. It is a type of Qualitative Research that is chosen to describe certain characteristics of a population with respect to the phenomenon being studied. This type of research addresses the 'what' questions instead of 'how, when and why' a characteristic occurred. Though once the

‘what’ question i.e. the aim of the description is achieved the researchers may move on to understand as to ‘why’ the observation occurred and ‘what’ its implications are.

3.5 SAMPLING TECHNIQUE

The sampling method chosen for this research is Simple Random Sampling. It is a type of Probability Sampling, wherein each element in the population has an equal chance of getting selected. In Simple Random Sampling, each element has an equal probability of getting selected as well as is chosen randomly. It is one of the easiest methods available for creating a sample set, due to this, it is the most commonly used sampling method. It ensures an unbiased representation of the population the researcher wishes to study for his research.

3.6 RESEARCH INSTRUMENT

For collecting data, a detailed structured questionnaire is constructed. The questionnaire consists of variables that are required in this study to conduct appropriate analysis using SPSS (Statistical Package for the Social Sciences). These variables include factors such as:

- Reasons customers consider before ordering food online (i.e. Lack of Time to Cook, Convenience, Variety of Menu/Restaurants, etc.)
- Likelihood of repeating food ordering from a Company in case customers are satisfied.
- Evaluative criteria for services provided by Zomato and Swiggy (such as Menu Selection, Ease of Ordering, Food Quality, Billing Process and Payment Methods, etc.)
- Comparing Zomato and Swiggy’s services (such as Packaging, Timely Delivery, Offers and Promotions, etc.)
- If the customer wants bulk order packages to be added in the menu.

3.7 SAMPLING METHODOLOGY

Sampling Units: The individuals who were asked to fill out the questionnaires are the sampling units.

Sample Size: The sample size chosen for this research is of 150-200 respondents. After circulating the google form and hard copy of the questionnaire a total of 184 Responses were received. A total of 3 responses were excluded due to faulty data and/or missing answers. Ultimately the sample size of 181 responses was considered for analysis

Sampling Area: The area of this research was conducted in Delhi, Gurgaon, and Noida.

3.8 SELECTION OF VARIABLES

Variables were identified after analyzing the research papers related to the topic and a suitable questionnaire was formed by selecting the relevant variables to be considered for conducting further research.

3.9 MEASUREMENT OF SCALE

- Nominal scale is used for labeling variables without any quantitative value.
- Likert scale is a five-point scale giving users an option how much they are satisfied or not satisfied with a particular statement.

3.10 STATISTICAL TECHNIQUE USED

In this study two statistical techniques have been used:

- **Descriptive Analysis** summarizes the information to give a clear picture of facts of data in the form of bar graphs, pie charts, and tables.
- **Predictive Analysis** provides an insight into the relevant information of inter-related data to predict the further results which can be done using cross tabs.

3.11 STATISTICAL PACKAGE USED

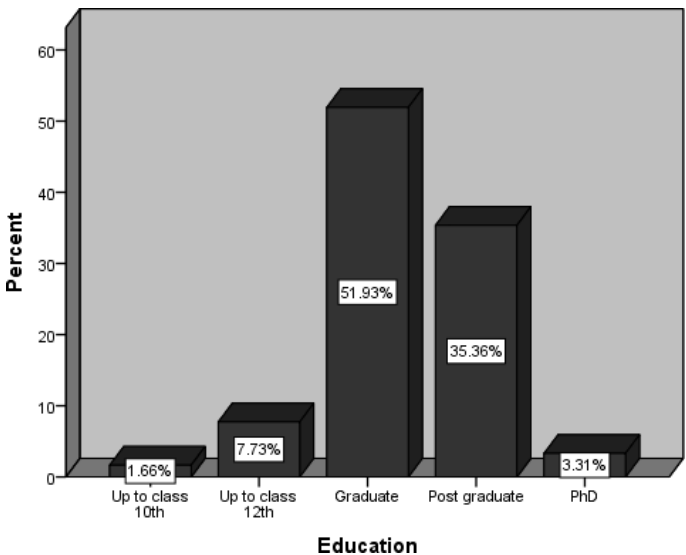
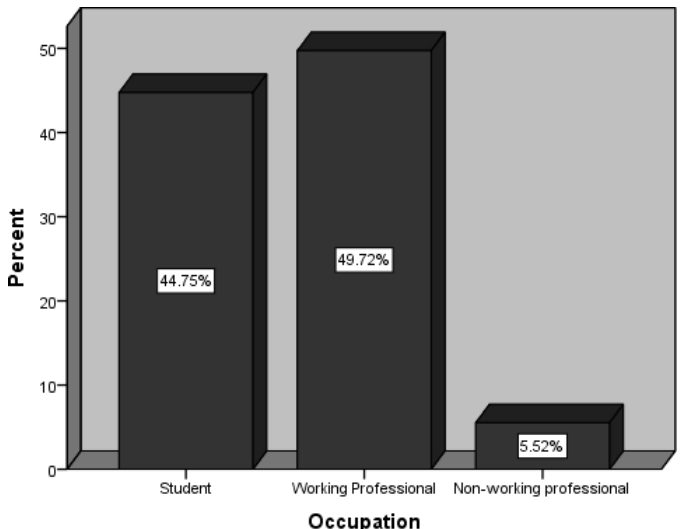
In this study SPSS (Statistical Package for the Social Sciences) has been used to conduct appropriate data analysis. It is a software package known as IBM SPSS statistics used for statistical analysis.

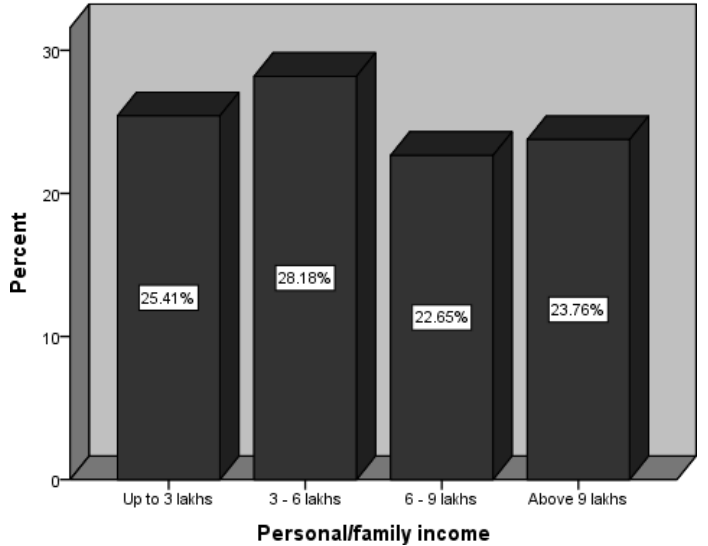
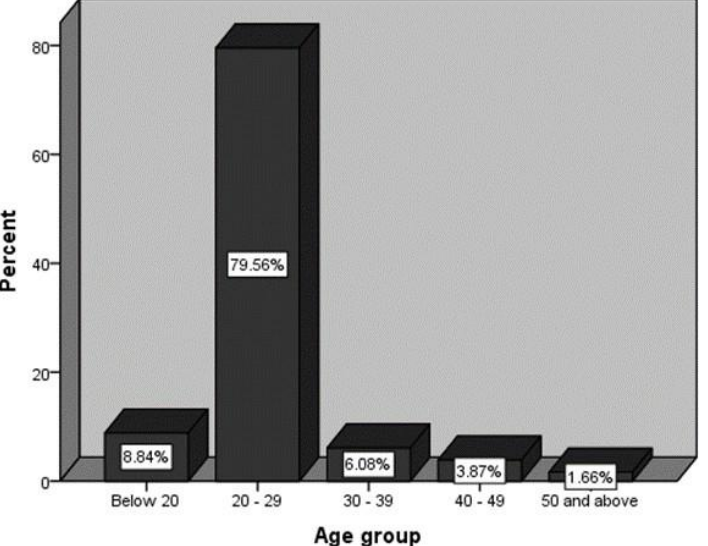
3.12 LIMITATIONS

- The sample size used for this study was limited/small, it would have influenced the margin of error and the result of the survey.
- The survey was conducted only in Delhi-NCR, therefore, the result might not extend to the other regions.
- This study was confined to a finite period.
- The survey conducted was limited to a particular segment of the population (educated - upper middle class).
- The data was collected based on a set of close-ended questions and the results would vary according to the opinion of the individual.
- This study is based on the preference of consumers, which is subject to frequent changes, due to changes in an individual's social circle, personal/family living standards, etc.

CHAPTER 4: DATA ANALYSIS – FINDINGS, DISCUSSIONS, AND INTERPRETATIONS

4.1 DESCRIPTIVE ANALYSIS

QUESTION	ANALYSIS	GRAPH
1. Education	The majority of the respondents are Graduate, amounting to 51.93% of the total population. Around 35.36% of the population are postgraduate, 7.73% have studied till 12 th , 3.31% have done Ph.D. and only 1.66% have cleared 10 th std.	 <p>Figure 1: Bar graph for respondent's educational qualification</p>
2. Occupation	The graph indicates that 49.72% of the respondents are students, 44.75% are working Professionals and only 5.52% of the population belongs to the non-working profession.	 <p>Figure 2: Bar graph for respondent's Occupation</p>

<p>3. Annual Income</p>	<p>The graph indicates that 28.18% of the respondents have annual family/personal income between 3-6 lakhs, 25.41% have annual income up to 3 lakhs, 23.67% have annual income above 9 lakhs and 22.65% have an annual income between 6-9.</p>	 <p>Figure 3: Bar graph for respondent's annual income</p>
<p>4. Age Group</p>	<p>In the age group of 20-29 years amounting to almost 79.56% of the total population. Around 8.84% of respondents belong to the age group of the age group below 20 years, 6.08% belongs to the age group of 30-39 years. Whereas only 3.87% belong to the age group of 40-49 years and 1.66% belong to the age group above 50 years and above.</p>	 <p>Figure 4: Bar graph for respondent's age group</p>

5. Gender

There are around **53.59%** of male respondents and **46.41%** of female respondents in this sample.

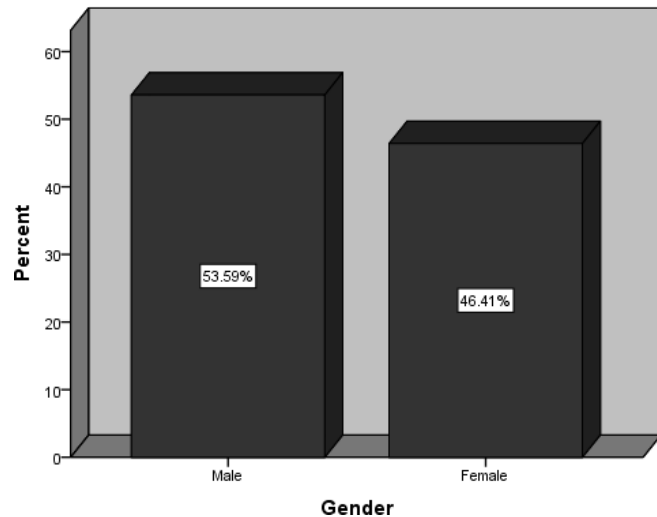
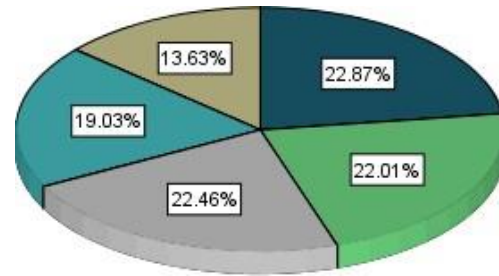


Figure 5: Bar graph for respondent's gender

6. Reasons for Ordering Food Online.

The Pie chart indicates that **Limited Time to Cook** is considered to be the most important reason for ordering food online, the second is the **Convenience** that ordering food online provides to customers, third is the availability of a **Variety of Menu/Restaurants**, the fourth most important reason is the **Availability of discounts and offers** and last most important reason for ordering food online the availability of **Multiple Payment Methods**.



- Variables**
- Reasons for ordering food online - Limited time to cook
 - Reasons for ordering food online - Variety of menu/restaurants
 - Reasons for ordering food online - Convenience
 - Reasons for ordering food online - Availability of discounts and offers
 - Reasons for ordering food online - Multiple payment methods

Figure 6: Pie chart for reasons considered for ordering food online

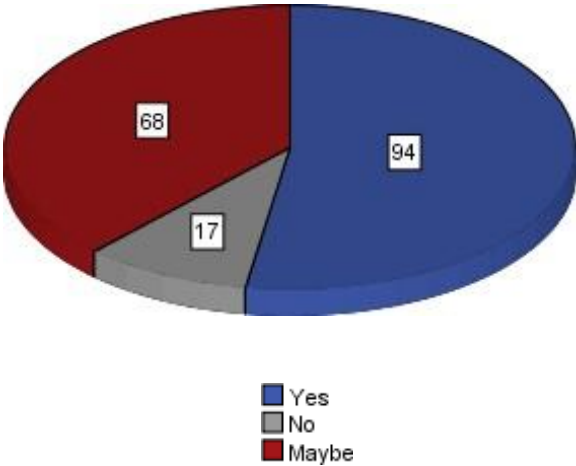
7. Customers’ opinions regarding adding packages for bulk order placement in Menu of Online Food Ordering and Delivering Companies	The graph indicates that only 94 respondents out of 197 want bulk order packages to be added in the menu of food ordering companies, 68 are indecisive and only 17 do not feel the need to add this service.	 <p>A 3D pie chart showing the distribution of customer opinions on adding bulk order packages. The chart is divided into three segments: a large blue segment representing 'Yes' with a value of 94, a medium red segment representing 'Maybe' with a value of 68, and a small grey segment representing 'No' with a value of 17. A legend below the chart identifies the colors: blue for 'Yes', grey for 'No', and red for 'Maybe'.</p>														
8. Ratings for the following services provided by Zomato based on consumers’ degree of satisfaction.	The overall satisfaction level for the services provided by Zomato is rated in between 3.72 to 4.12 based on various parameters such as Menu Selection, Ease of Ordering, Food Quality, Billing Process, and Payment Methods, and Presentation of Order.	<table><tr><th></th><th>Mean</th></tr><tr><td>Service ratings for <u>Zomato</u> - Menu selection</td><td>4.12</td></tr><tr><td>Service ratings for <u>Zomato</u> - Ease of ordering</td><td>4.05</td></tr><tr><td>Service ratings for <u>Zomato</u> - Food quality</td><td>3.99</td></tr><tr><td>Service ratings for <u>Zomato</u> - Billing process and payment options</td><td>3.91</td></tr><tr><td>Service ratings for <u>Zomato</u> - Presenting (such as packaging of order)</td><td>3.72</td></tr><tr><td>Valid N (listwise)</td><td></td></tr></table>		Mean	Service ratings for <u>Zomato</u> - Menu selection	4.12	Service ratings for <u>Zomato</u> - Ease of ordering	4.05	Service ratings for <u>Zomato</u> - Food quality	3.99	Service ratings for <u>Zomato</u> - Billing process and payment options	3.91	Service ratings for <u>Zomato</u> - Presenting (such as packaging of order)	3.72	Valid N (listwise)	
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Table 1: Descriptive statistics for the service rating of Zomato

9. Ratings for the following services provided by Swiggy based on consumers' degree of satisfaction.	The overall satisfaction level for the services provided by Swiggy is rated in between 3.76 to 4.11 based on various parameters such as Ease of Ordering, Menu Selection, Food Quality, Billing Process and Payment Methods, and Presentation of Order.	<table><tr><th></th><th>Mean</th></tr><tr><td>Service ratings for <u>Swiggy</u> - Ease of ordering</td><td>4.11</td></tr><tr><td>Service ratings for <u>Swiggy</u> - Menu selection</td><td>4.09</td></tr><tr><td>Service ratings for <u>Swiggy</u> - Food quality</td><td>3.92</td></tr><tr><td>Service ratings for <u>Swiggy</u> - Billing process and payment options</td><td>3.87</td></tr><tr><td>Service ratings for <u>Swiggy</u> - Presenting (such as packaging of order)</td><td>3.76</td></tr><tr><td>Valid N (<u>listwise</u>)</td><td></td></tr></table>		Mean	Service ratings for <u>Swiggy</u> - Ease of ordering	4.11	Service ratings for <u>Swiggy</u> - Menu selection	4.09	Service ratings for <u>Swiggy</u> - Food quality	3.92	Service ratings for <u>Swiggy</u> - Billing process and payment options	3.87	Service ratings for <u>Swiggy</u> - Presenting (such as packaging of order)	3.76	Valid N (<u>listwise</u>)	
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Table 2: Descriptive statistics for the service rating of Swiggy

4.2 PREDICTIVE ANALYSIS

4.2.1 Cross Tabulation

1. Customer preference counts towards Zomato and Swiggy for the following service –

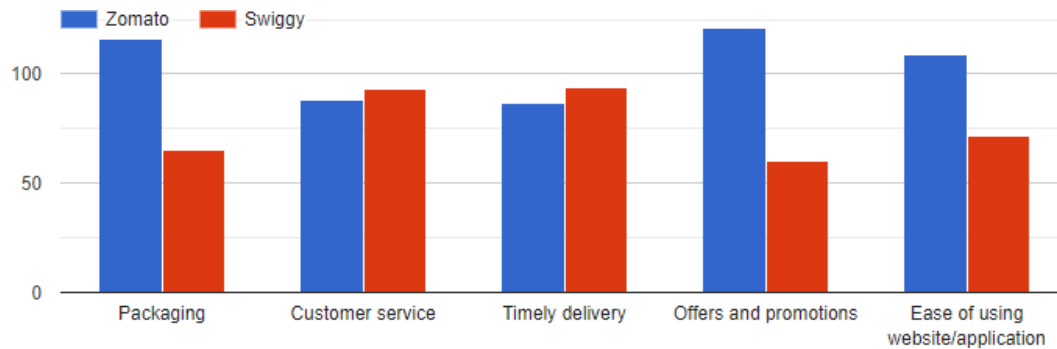


Figure 8: Bar Graphs for comparison between consumers' preference of Zomato and Swiggy

- Packaging- 118 customers prefer Zomato while 63 prefer Swiggy
- Customer Service- 87 customers prefer Zomato while 94 prefer Swiggy
- Timely Delivery- 86 customers prefer Zomato while 95 prefer Swiggy
- Offers and Promotions- 123 customers prefer Zomato while 58 prefer Swiggy
- Ease of using website/application- 109 prefer Zomato while 74 prefer Swiggy

2. Comparison between ordering frequency of customers based on their professions i.e. student, working professional and non-working professional.

	Occupation			Total
	Student	Working Professional	Non-working professional	
How often do you order food	31	38	6	75
online				
Fortnight	19	18	0	37
Monthly	14	22	3	39
Once in 2 months	13	7	1	21
5	3	4	0	7
Total	80	89	10	179

Table 3: Cross tabulation between the consumers' ordering frequency level and their occupation

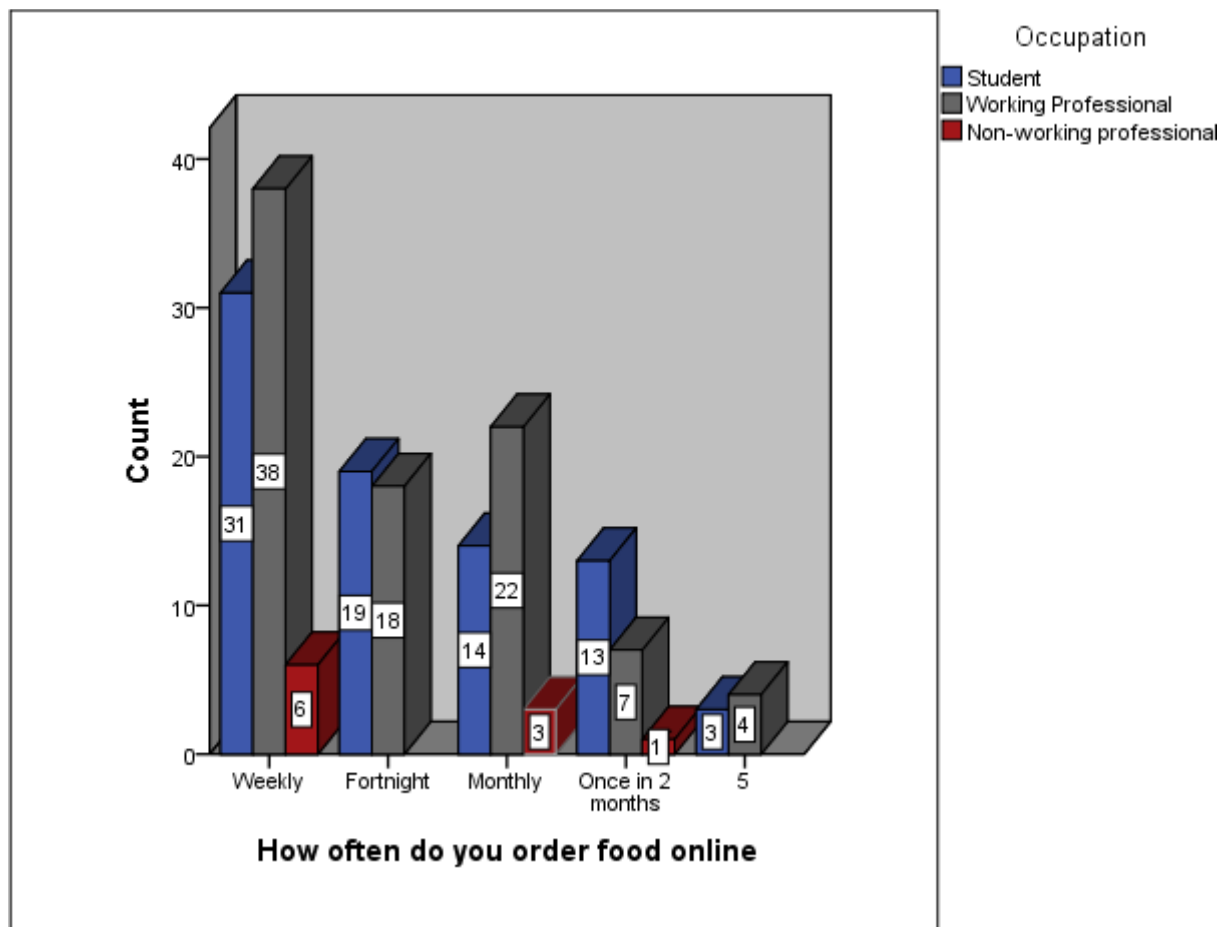


Figure 9: Bar Graph for comparison between ordering frequency preference for consumers with different occupation

As per the cross-tabulation analysis, the working professions are the consumers that order food online most frequently i.e. weekly. In addition to this Students also prefer to order food regularly i.e. weekly or in a fortnight. Meanwhile, non-working professionals hardly prefer to order food online irrespective of the time lapsed after their last order.

4.2.2 INDEPENDENT T-TEST

Ho:- There is no significant relationship between the type of online platform used for ordering food and the age group of the respective consumers.

Ha:- There is a significant relationship between the type of online platform used for ordering food and the age group of the respective consumers.

Group Statistics

	How do you prefer to order food online	N	Mean	Std. Deviation	Std. Error
Age group	Over the mobile app	166	2.07	.634	.049
	Over the web browser	13	2.54	.967	.268
p					

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Age group	Equal variances assumed	7.418	.007	-2.478	177	.014	-.472	.191	-.848
	Equal variances not assumed			-1.731	12.819	.107	-.472	.273	-1.062

Table 4: Independent T-Test

- Type of online platform used for ordering food is the grouping variable and age group is the test variable.
- Since the p-value = 0.014 and alpha = 0.05 ($p < \alpha$ i.e. $0.014 < 0.05$), we reject the null hypothesis and accept the alternate hypothesis.
- Interpretation- Hence we can say that there is a significant relationship between the type of online platform used for ordering food and the age group of the respective consumers. Different age groups of consumers prefer different type of online platforms.

4.2.3 ONE SAMPLE T-TEST

H₀: - There is no significant difference between hypothetical and mean value. H_a: - There is a significant difference between hypothetical and mean value.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error
How likely are you to repeat online food ordering from a company in case you are satisfied	179	4.18	1.017	.076

One-Sample Test

	Test Value = 4					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How likely are you to repeat online food ordering from a company in case you are satisfied	2.351	178	.020	.179	.03	.33

Table 5: One-Sample T-Test

- Test value = 4 (i.e. likely to repeat food ordering).
- Since the p-value = 0.020 and alpha = 0.05 ($p < \alpha$ i.e. $0.120 < 0.05$), we accept the alternate hypothesis.
- Interpretation- Hence we can say that there is a significant difference between the hypothetical and mean value. On average the customers are more than likely to repeat the online food ordering from the same company provided they are satisfied.

4.2.4 ANOVA

To understand and analyze which meals do consumers prefer to order online based on their age groups.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Which meal do you typically order online – Breakfast	Between Groups	1.050	4	.262	4.819	.001
	Within Groups	9.259	170	.054		
	Total	10.309	174			
Which meal do you typically order online – Lunch	Between Groups	.386	4	.096	.548	.701
	Within Groups	29.923	170	.176		
	Total	30.309	174			
Which meal do you typically order online – Dinner	Between Groups	.967	4	.242	.988	.415
	Within Groups	41.582	170	.245		
	Total	42.549	174			
Which meal do you typically order online – Snacks	Between Groups	.532	4	.133	.628	.643
	Within Groups	36.016	170	.212		
	Total	36.549	174			

Table 6: ANOVA Test

1. Case

Ho: - There is no significant difference between the age group of the consumers and Breakfast as the meal that they typically order online.

Ha: - There is a significant difference between the age group of the consumers and Breakfast as the meal that they typically order online.

- Since p value = 0.001 and alpha = 0.05 ($p < \alpha$ i.e. $0.001 < 0.05$), we accept the alternate hypothesis.
- Interpretation- Hence we can say that there is a significant difference between the age group of the

consumers and Breakfast as the meal that they typically order online. On average breakfast is not preferred equally by consumers of all age groups as a meal to be ordered online.

2. Case

Ho: - There is no significant difference between the age group of the consumers and Lunch as the meal that they typically order online.

Ha: - There is a significant difference between the age group of the consumers and Lunch as the meal that they typically order online.

- Since $p \text{ value} = 0.701$ and $\alpha = 0.05$ ($p > \alpha$ i.e. $0.701 > 0.05$), we accept the null hypothesis.
- Interpretation- Hence we can say that there is no significant difference between the age group of the consumers and Lunch as the meal that they typically order online. On average lunch is preferred equally by consumers as a meal to be ordered online.

3. Case

Ho: - There is no significant difference between the age group of the consumers and Dinner as the meal that they typically order online.

Ha: - There is a significant difference between the age group of the consumers and Dinner as the meal that they typically order online.

- Since $p \text{ value} = 0.415$ and $\alpha = 0.05$ ($p > \alpha$ i.e. $0.415 > 0.05$), we accept the null hypothesis.
- Interpretation- Hence we can say that there is no significant difference between the age group of the consumers and Dinner as the meal that they typically order online. On average dinner is preferred equally by consumers as a meal to be ordered online.

4. Case

Ho: - There is no significant difference between the age group of the consumers and Snacks as the meal that they typically order online.

Ha: - There is a significant difference between the age group of the consumers and Snacks as the meal that they typically order online.

- Since $p \text{ value} = 0.643$ and $\alpha = 0.05$ ($p > \alpha$ i.e. $0.643 > 0.05$), we accept the null hypothesis.
- Interpretation- Hence we can say that there is no significant difference between the age group of the consumers and Snacks as the meal that they typically order online. On average snacks is preferred equally by consumers as a meal to be ordered online.

4.3 INTERPRETATIONS

- The main reasons considered by customers when ordering food online are as follows in the order from the most important reason to the least important reason.
 - First was 'Limited Time to Cook'
 - The second was 'Convenience' it provides to the customers.
 - The third was the availability of a 'Variety of Menu/Restaurants'
 - The fourth was the 'Availability of Discounts and Offers'
 - The fifth was the availability of 'Multiple Payment Methods'
- As per the survey-
 - The majority of the regularly/weekly repeated orders are placed by Working Professionals
 - Students prefer to place orders as frequently as in a fortnight or monthly.
 - Non-working professionals hardly prefer to order food online irrespective of the time lapsed after their last order.
- Customers of different age groups prefer different platforms for ordering food online.
 - Out of 179, a total number of 166 customers prefer to order food Over a Mobile Application
 - Rest 13 prefer to order food Over the Web Browser
 - Not a single customer below 20 years of age prefers to order food Over the Web Browser.
- The consumers have rated the likeliness of Repeating food orders from a particular company in case of Satisfaction in the past as 4.18 on the scale of 1-5 (5 being most likely). Hence, we can conclude that consumers are more than likely to repeat online food ordering from a particular company provided they are satisfied.

- As per the Anova test conducted we can say that the 3 most commonly ordered meals by all the customers irrespective of their age groups are – Lunch, Dinner, and Snacks. As for the Breakfast majorly customers in the age group of 20-29 years prefer to order it.
- Out of 179, almost 100 customers believe there is a need for bulk order placement packages in the menu and services provided by the online food ordering companies.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

- The ‘Limited Time to Cook’ was considered to be the main reason for customers to order food online. The second most important reason was ‘Convenience’ it provides to the customers. The third reason was the availability of a ‘Variety of Menu/Restaurants’, fourth was the ‘Availability of Discounts and Offers’ and the fifth most important reason was the availability of ‘Multiple Payment Methods’.
- As per the survey, the majority of the regularly/weekly repeated orders are placed by Working Professionals, even Students prefer to place orders as frequently as in a fortnight or monthly. But non-working professionals hardly prefer to order food online irrespective of the time lapsed after their last order.
- Out of 179, a total number of 166 customers prefer to order food Over a Mobile Application and the rest 13 prefer to order food Over the Web Browser. Customers of different age groups prefer different platforms for ordering food online, not a single customer below 20 years of age prefers to order food Over the Web Browser.
- The consumers have rated the likeliness of Repeating food orders from a particular company in case of Satisfaction in the past as 4.18 on the scale of 1-5 (5 being most likely). Hence, we can conclude that consumers are more than likely to repeat online food ordering from a particular company provided they are satisfied.
- As per the Anova test conducted we can say that the 3 most commonly ordered meals by all the customers irrespective of their age groups are – Lunch, Dinner, and Snacks. As for the Breakfast majorly customers in the age group of 20-29 years prefer to order it.
- Out of 179, almost 100 customers believe there is a need for bulk order placement packages in the menu and services provided by the online food ordering companies.

For Zomato

- As per the survey, customers were most satisfied with the ‘Menu Selection’ provided by Zomato with an average rating of 4.12 on the scale of 5 (5 being highly satisfactory).
- Overall, the satisfaction level for the services provided by Zomato is rated in between 3.72 to 4.12 based on various parameters such as Menu Selection, Ease of Ordering, Food Quality, Billing process and Payment options, etc.
- Zomato is considered to be better than Swiggy at 3 major services – Order Packaging, Offers and Promotions and at the Ease of using its Website/Application (i.e. it has a better user interface).

For Swiggy

- As per the survey, customers were most satisfied with the ‘Ease of Ordering’ food from Swiggy with an average rating of 4.11 on the scale of 5 (5 being highly satisfactory).
- Overall, the satisfaction level for the services provided by Swiggy is rated in between 3.76 to 4.11 based on the various parameters such as Menu Selection, Ease of Ordering, Food Quality, Billing process and Payment options, etc.
- Swiggy is considered to be better than Zomato at 2 major services – its Timely order Delivery and Customer Services.

5.2 RECOMMENDATIONS

- As per the conclusion derived from this analysis, both Zomato and Swiggy have a significantly high rate of satisfied customers. But in order to further improve their services both the companies can –
 - Add bulk order placement packages in their menus.
 - Can target Working Professionals and Students for repeat order placements.
 - Invest more on enhancing their mobile application usability as compared to their websites.

- Can target customers between age 20-29 in case the companies want to promote their breakfast ordering and delivery services.
- Recommendations specific for Zomato will be to improve on the two major services –its Timely order Delivery and Customer Services.
- Recommendations specific for Swiggy will be to improve on their three major services – Order Packaging, Offers and Promotions and at the Ease of using its Website/Application (i.e. it has a better user interface).

CHAPTER 7: REFERENCES

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CHAPTER 8: APPENDIX

ONLINE FOOD ORDERING – QUESTIONNAIRE FOR END CUSTOMERS

1. Do you order food Online?

a) Yes	b) No
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2. Which company do you generally prefer to order food from?

a) Zomato	b) Swiggy	c) Food panda	d) UberEATS	e) Faasos	f) Others
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3. How often do you order food online?

a) Weekly	b) Fortnight	c) Monthly	d) Once in 2 months	e) Quarterly
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4. How do you prefer to order food?

a) Over the mobile app	b) Over the web browser	c) Others
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5. Which meal do you typically order online?

a) Breakfast	b) lunch	c) Dinner	d) Snacks	
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6. Have you ever placed a large order for any special occasion?

a) Yes	b) No
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7. Would you like online food ordering companies to add packages for such large orders in their menu?

a) Yes	b) No	c) Maybe
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8. You prefer to order food online when you are with

a) Friends	b) Family	c) Colleagues	d) Alone
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9. Rank the following reasons for ordering food online? (Please rank the factors from 1-5, 5- being most important and 1 being least important).

Factors	Rank
a) Limited time to cook	
b) Variety of menu/restaurants	
c) Convenience	
d) Availability of discounts and offers	
e) Multiple payment methods	

10. Were you satisfied with your past experience with online food ordering?

a) Yes	b) No
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11. How likely are you to repeat online food ordering from a company in case you are satisfied?

a) Very Likely	b) Likely	c) Maybe	d) Not Likely	e) Not likely at all
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12. Please rate the following services provided by Zomato based on your knowledge of the degree of satisfaction (where VS – Very Satisfactory, S – Satisfactory, N – Neutral, D – Dissatisfactory, and VD – Very Dissatisfactory)

Evaluative Criteria	Degree of Satisfaction				
a) Menu selection	VS	S	N	D	VD
b) Ease of ordering					
c) Food quality					
d) Presentation (such as packaging of order)					
e) Billing process and payment options					

13. Please rate the following services provided by Swiggy based on your knowledge of the degree of satisfaction (where VS – Very Satisfactory, S – Satisfactory, N – Neutral, D – Dissatisfactory, and VD – Very Dissatisfactory)

Evaluative Criteria	Degree of Satisfaction				
a) Menu selection	VS	S	N	D	VD
b) Ease of ordering					
c) X130Food quality					
d) Presentation (such as packaging of order)					
e) Billing process and payment options					

14. Which company provides better services in

Services	Zomato	Swiggy
a) Packaging		
b) Customer Service		
c) Timely delivery		
d) Offers and promotions		
e) Ease of using website/application		

DEMOGRAPHIC INFORMATION

15. EDUCATION

- a) Up to class Xth b) Up to class XIIth c) Graduate d) Post Graduate e) PhD

16. OCCUPATION

- a) Student b) Working Professional c) Non-Working Professional

17. PERSONAL/FAMILY INCOME (per annum)

- a) Up to 3 lakh b) 3 – 6 lakhs c) 6 – 9 lakhs d) Above 9 lakhs

18. AGE GROUP

- a) Below 20 b) 20 – 29 c) 30 – 39 d) 40-49 e) 50 and above

19. GENDER: [] Male [] Female