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## Customer Satisfaction Towards Swiggy: The Food Delivery Platform

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**Abstract:** *One of the biggest services is the online food ordering system, which most fast food restaurants are using to order food online and have it delivered to customers. The delivery boy's use of an electronic payment system makes this possible. Through the app, customers can pay with a debit or credit card, or they can pay in cash at the restaurant when they go to pick up. The app tells the customer about the food's quality, how long it took to eat, when it's ready for pick-up, and how long it took. Delivery will take some time. As a result, customers will be able to place orders online thanks to the system developed in this project. The internet has made it easy for so many businesses and organizations to get started. An online food ordering system is one of the new issues that the internet has brought up. Until recently, the majority of these delivery orders were placed over the phone. Now, anyone can order anything online and have it delivered to their door.*

**Keywords:** *Online food delivery, customer satisfaction, Swiggy Application, internet.*

### I. INTRODUCTION

Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore and operates in 500 Indian cities as of September 2021. Besides food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart, and a same-day package delivery service called Swiggy Genie.

In July 2014, the two founders, Sriharsha Majety and Nandan Reddy, designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted and rebranded to enter the food delivery market. At the time, the food delivery sector was in turmoil as several notable startups, such as Foodpanda (later acquired by Ola Cabs), TinyOwl (later acquired by Swiggy) and Ola Cafe (later closed) were struggling. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy and parent holding company Bundl Technologies in 2013.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In August 2020, the company launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, Swiggy closed Swiggy Stores and expanded its operations under Instamart.

In September 2019, Swiggy launched instant pickup/dropoff service Swiggy Go. The service is used for a diverse array of items, including laundry and document or parcel deliveries to business clients and retail customers. In April 2020, it rebranded Swiggy Go as Swiggy Genie.

In May 2020, Swiggy laid off 1100 employees during the COVID-19 pandemic. In 2021, the company announced that it would cover the vaccination cost for its delivery partners.

## II. REVIEW OF LITERATURE

A study entitled "Consumer Perception and Behaviour Toward Fast Food a Study with Reference to Chennai City" was carried out by S. Kamakshi (2016). The study focuses on the online influence factor of 50 percent of users who place orders online. Additionally, consumers of fast food are health conscious and do not have an emotional connection to the products they consume. Customers consider the quality, health, and hygiene of the fast food they consume in addition to the taste, price, offers, and discounts.

A study titled "Consumer Perception toward Online Shopping for Apparel Through Various Websites" was conducted by Radha Kashia (2017). The primary goals of the study were to determine how customers in Singapore would like to buy something. In this study, data from 120 people who had previously worked in that field. According to their findings, age, gender, occupation, income, and marital status all have an impact on consumers' shopping habits. It also demonstrates that a major disadvantage of online shopping websites is a lack of information, such as a product description and return policy.

H.S. Sethu and Bhavya Saini (2016) set out to find out how students viewed, behaved, and felt about online food delivery services. According to their research, online food ordering services aid students in better time management. Based on 400 respondents, the satisfaction and behavior of customers are collected. Additionally, the primary reasons for using the services are the ease with which they can access the internet and the availability of their preferred food at any time.

According to Leong Wai Hong (2016), the business model has changed as a result of technological advancements in numerous industries. A restaurant's productivity and profitability can be enhanced with efficient systems. Furthermore, 150 customers responded to a survey that revealed how technology will be used to order food. It is believed that using an online food delivery system can occasionally lead to business expansion for restaurants and facilitate major online transactions.

In his study, K. Gowri (2019) pointed out how customers feel about online marketing strategies. The researcher attempted to understand the perspective of the customer's thought process and marketer's strategy. The district of Coimbatore served as the source of the structured questionnaires that were used to collect the data for the analysis, and a convenient sampling method was used. The author of this study determined the customer's attitudes regarding the online marketing strategy. In general, online marketing ensures quick product delivery, competitive pricing, and other benefits. However, customers are not particularly aware of online marketing.

## III. STATEMENT OF PROBLEMS

Even the day-to-day activities of today are based on the use of online food delivery. Therefore, it is essential to comprehend Swiggy's value ability. As a result, it raises the question of whether Swiggy's customers are satisfied with the online food delivery service's quality and safety. It also raises the question of whether users have any issues with it and whether any of the factors that influence their decision to order food are influencing them.

## IV. OBJECTIVE OF THE STUDY

- To find out the socio-economic profile of the respondents.
- To find determination of motivating factor of product through Swiggy.
- To analyse the satisfaction level towards service provided by Swiggy.
- To evaluate the problems faced by the customers while purchasing in Swiggy.

## V. RESEARCH METHODOLOGY

It is used to assess how satisfied customers in the Delhi-NCR region of Swiggy are with online food ordering. Through the use of a questionnaire, the necessary data for the study were gathered. The questionnaire includes questions about the problems,

satisfaction, and personal profile of users of online food delivery. The customers' level of contentment is the focus of the study. A sample of 100 respondents was taken from the vast universe. The sample was collected using a straightforward method of random sampling. Primary data were gathered through the use of a well-structured questionnaire, which was the first method of data collection; Optional information is gathered from books, web, diaries and magazines.

## VI. ANALYSIS AND INTERPRETATION

**Table 1 : Socio Economic Profile of Respondents**

Sr. No	Factors	No of Respondents	Percentage
1	Gender		
	Male	40	40%
	Female	60	60%
2	Age		
	Below 18	14	14%
	18-25	65	65%
	25-40	21	21%
	ABOVE 40	-	-
3	Marital Status		
	Married	21	21%
	Un- Married	79	79%
4	Area Of Residence		
	Urban	29	29%
	Semi-Urban	16	16%
	Rural	55	55%
5	Occupation		
	Students	62	62%
	Business	10	10%
	Profession	18	18%
	Others	10	10%
6	Family Type		
	Joint Family	25	25%
	Nuclear Family	75	75%
7	No. Of Family Members		
	2-3	33	33%
	4-6	60	60%
	Above 6	7	7%
8	No. Of Family Members Earnings		
	1-2	73	73%
	3-4	24	24%
	Above 4	3	3%
9	Monthly Income		
	Less than Rs.10000	13	13%
	Rs.10000 to Rs. 20000	34	34%
	Rs.20000 - Rs.30000	23	23%
	Above 30000	30	30%
10	How Long Time Using		
	Below 1 year	52	52%
	1-2 years	30	30%
	3-4 years	11	11%

	Above 4 Years	7	7%
11	Order of Time Classification Order of Time		
	Daily	6	6%
	Weekly	19	19%
	Monthly	19	19%
	Occasionally	56	56%
12	Expenses Wise Classification		
	Below 500	49	49%
	500-750	30	30%
	750-1000	14	14%
	Above 1000	7	7%
13	Preferring Of Food		
	Break Fast	11	11%
	Lunch	45	45%
	Snacks	23	23%
	Dinner	21	21%
14	Reason for Ordering Food		
	No time for cooking	26	26%
	Don't know to cook	10	10%
	Time saving	35	35%
	Easy to Order	29	29%

According to the table, out of 100 respondents, 40 (40%) are male and 60 (60%) female. As a result, the study reveals that sixty percent (60%) of respondents are female. 14 (14 percent) are under the age of 18, 65 (65 percent) are between the ages of 18 and 25, and 21 (21 percent) are between the ages of 25 and 40. As a result, the study reveals that the majority of respondents are 65 (65 percent) are between the ages of 18 and 25, 21 (21 percent) are married, and 79 (79 percent) are unmarried. As a result, the majority of respondents are 79 (79 percent) unmarried, 29 (29 As a result, the majority of respondents are urban dwellers (55 percent), students (62 percent), businesspeople (10 percent), professionals (18 percent), and others (10 percent) according to the study.

Therefore, the study reveals that the majority of respondents, 62 (62%), are students. 25 (25%) of respondents are from a joint family, while 75 (75%) are from a single family. As a result, the majority of respondents, 75 percent, belong to a single family. Family members between the ages of 2 and 3, 60 percent of family members between the ages of 4 and 6, and the remaining 7 percent of family members over the age of 6. As a result, the majority of respondents, 60 percent, were family members aged 4-6. 78 respondents (73 percent) had families with incomes between one and two, 24 (24 percent) had families with incomes between three and four, and the remaining 3 (3 percent) had families with incomes above four. As a result, the majority of respondents (73 percent) have family members who earn between \$1 and \$2. 13 (13%) of respondents' families earn less than Rs. 1,000,000 per month, 34 (34%) earn between Rs. 1,000,000 and Rs. 2,000,000 per month, 23 (23%) earn between Rs. 2,000,000 and Rs. 30,000,000 per month, and the remaining 30 (30%) earn more than Rs. 30,000,000 per month.

**Table 2 : Classification Based on Level of Influence**

Influence Wise Classification Influence Factor	Highly Influenced	Influenced	Neutral	Dis Agree	Highly Dis Agree
Price	11 (11%)	52 (52%)	20(20%)	13(13%)	4 (4%)
Offers& Discount	16(16%)	44 (44%)	26(26%)	10 (10%)	4 (4%)
Delivery Timing	22 (22%)	56 (56%)	14(14%)	6 (6%)	2 (2%)

Availability of Restaurants	13 (13%)	57 (57%)	23(23%)	5 (5%)	2 (2%)
Customer Care	29 (29%)	42 (42%)	23(23%)	3 (3%)	3 (3%)

According to the table above, the majority of respondents are satisfied with price (52 percent), offer and discount (44 percent), delivery time (56 percent), availability of restaurants (57 percent), and customer service (42 percent).

**Table 3 : Level of Satisfaction**

Satisfaction Wise Classification Factor	Highly Satisfied	Satisfied	Neutral	Dis Agree	Highly Dis Agree
User Friendly	28(28%)	32(32%)	24(24%)	12(12%)	4(4%)
Lack Of Delivery Order	22(22%)	26(26%)	24(24%)	18(18%)	10(10%)
Change In Orders	34(34%)	22(22%)	26(26%)	4(4%)	14(14%)
Promotions	40(40%)	24(24%)	20(20%)	10(10%)	6(6%)
Varieties Of Food	32(32%)	36(36%)	12(12%)	10(10%)	10(10%)

From the above table, Hence the study reveals majority of the respondents 32 (32%) of respondents are satisfied with users friendly, 26 (26%) of respondents are satisfied with lack of delivery order, 34 (34%) of respondents are highly satisfied with change in orders, 40 (40%) of respondents are highly satisfied with promotions, and 36 (36%) of respondents are satisfied with variety of food.

#### WEIGHTED AVERAGE METHOD

**Table 3 : Problems while purchasing Food in Swiggy**

Reason Score	Delivery of Time	Taste	Product Change	Out Of Stock
1	4	4	5	2
2	8	7	9	1
3	3	7	1	3
4	15	1	2	1
5	18	1	3	1
6	16	17	2	1
7	36	18	16	15
Weighted Average	100	56	38	24
Rank	IV	III	II	I

From the table show that Problems of Purchasing product in Swiggy. The first Rank is Attained by out of Stock followed by Product Change, Taste, Delivery of Time.

#### VII. FINDING AND SUGGESTIONS

- The Swiggy Order's Problems, Satisfaction, and Socioeconomic Profile • According to the study, the majority of respondents—62, or 61.9 percent—are women.
- According to the study, the majority of respondents, 66 (66.7%), are between the ages of 18 and 25.
- The majority of respondents, 80 percent, are unmarried, according to the study.
- The majority of respondents aged 65 (65.2%) are employed as students, according to the study.
- The review uncovers a large portion of the respondents 34 (34.3%) family month to month pay is Rs.10,000-Rs.20000.
- According to the study, 75 percent of respondents belong to a single family unit.
- The majority of respondents, 56 (56.2%), were from rural areas, according to the study.

- According to the study, the majority of respondents (68 percent) had 4-6 family members.
- The majority of respondents, 72 (72.4 percent), have family members who earn between \$1 and \$2.
- According to the findings of the study, the majority of respondents—58, or 58.1 percent—occasionally order food.
- According to the findings of the study, the majority of respondents (50.5 percent) spend less than \$500 per order.
- The majority of respondents, 52 (52.4%), use Swiggy for less than a year. • The majority of respondents, 45 (45.7%), prefer to eat lunch in Swiggy.
- According to the study, 34 percent of respondents believe it saves time.
- According to the study, 52 percent of respondents are satisfied with the price, 44 percent are satisfied with the offer and discount, 56 percent are satisfied with the delivery time, 57 percent are satisfied with the availability of restaurants, and 42 percent are satisfied with customer service.
- According to the findings of the study, the majority of respondents are satisfied with the site's user-friendliness (32 percent), with the absence of a delivery order (26 percent), with order changes (34 percent), with promotions (40 percent), and with a variety of food options (36 percent).
- The issues associated with purchasing products on Swiggy are displayed in the table above. Out of Stock rises to the top, followed by Product Change, Taste, and Timely Delivery.

### VIII. CONCLUSION

The purpose of this study was to investigate Swiggy's overall consumer preference, customer satisfaction, and service quality. There were 100 participants in this study, and the questionnaire that was used was a structured mailed questionnaire. Primary and secondary data are the primary sources of information utilized in this study. The study concludes that the majority of respondents are familiar with Swiggy.

The time limit, small sample size, and customer trustworthiness were the primary limitations of this study. In this day and age of ever-increasing competition, Swiggy must keep an eye on the preferences of its customers in order to take advantage of a market that is largely untapped.

In comparison to other service providers, the majority of customers have a favorable opinion of Swiggy, according to the study. This is primarily due to their faster delivery and discounts and freebies. Swiggy has dominated the market for online food delivery services, and if it continues to grow, it may continue to do so. The fact that Swiggy delivers from nearby restaurants and operates its own delivery fleet sets it apart from other food delivery startups. The boys can deliver food in the most effective manner because they have smartphones that are powered by routing algorithms.

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