RESEARCH ARTICLE
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A study on comparative analysis of zomato and swiggy based on consumer preference in Karaikudi

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Abstract

This study presents a comparative analysis of consumer preferences between two leading online food delivery platforms, Zomato and Swiggy. In an era marked by the rapid expansion of e-commerce and the increasing popularity of online food delivery services, understanding consumer behavior and preferences is crucial for businesses to remain competitive. Through a survey-based approach, data was collected from a diverse sample of consumers, encompassing various demographics and geographic locations. The study investigates user demographics, usage patterns, satisfaction levels, preferences, and factors influencing the choice between Zomato and Swiggy. Statistical analysis techniques, including descriptive statistics and correlation analysis, were employed to analyze the data and identify patterns and trends. The findings reveal insights into user satisfaction with different aspects of the platforms, such as user interface, delivery time, food quality, and customer service. Furthermore, the study examines the factors influencing consumers' decisions, such as pricing, promotions, restaurant selection, delivery reliability, and app features. A comparative analysis between Zomato and Swiggy provides valuable insights into the strengths and weaknesses of each platform, aiding in strategic decision-making and service enhancement. The implications of this study extend to both Zomato and Swiggy, as well as other stakeholders in the online food delivery market, offering actionable insights to improve customer satisfaction and gain a competitive edge.

Keywords: Zomato, Swiggy, Statistical analysis techniques, descriptive statistics

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1. Introduction OF ONLINE FOOD DELIVERY APP

Online food ordering is the way to order food through various online web and mobile applications from nearby restaurants, café as per customer's choice and requirement. First and foremost, consumers put an order on the website/phone app with a registered member id which includes contact details and the current location of the shopper. After that, the restaurant collects the order via the dashboard or application. Similarly, the restaurant ensures the buyer regarding order confirmation via automated phone call or email. The orders are submitted in the app or website, where all the menus are posted from different restaurants. When a restaurant receives an order from the food delivery app, then the restaurant notifies the delivery company of the time to collect the package and the address of the destination. The delivery process has two different possible scenarios such as by the delivery person who is employed with the restaurant or by the company. On-demand food delivery startups have the same conceptual value in the on-demand wealth- all food delivery start-ups want to save people time and effort when it comes to ordering food and getting food.

Moreover, the food industry's on-demand economy has transformed many international markets through a full cycle strategy to three core components of the food ordering process is Order, Cook, and Deliver.

2. Objectives of the study

- To figure out what factors influence customer decision between Swiggy and Zomato.
- To Evaluate various parameters of quality, service and delivery provided by Swiggy and Zomato.
- To Investigate customer preference between Swiggy and Zomato
- To Examine customer satisfaction between Swiggy and Zomato.
- To Determine which of this platform is more popular among users and why.

3. RESEARCH METHODOLOGY

Research design

Research design is the plan, structure and strategy of investigation conceived so as to obtained answer to research questions and to control variance.

Quantitative Research

Quantitative research involves the collection and analysis of numerical data to understand phenomena, establish patterns, relationships, and trends, and make generalizations. Comparative studies specifically involve comparing two or more groups, variables, conditions, or entities to identify similarities, differences, or relationships between them.

Data Source

The data collection was done through 1. Primary Data 2. Secondary Data

Data collection method:

1. Primary Sources: This data is qualitative as well as quantitative. As aresearch tool, a questionnaire is used to collect data.

Survey Method: Questionnaire Types:

Structured Questionnaire

Structured questionnaire is a document that consists of a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions, for gathering information from respondents.

2.Secondary Sources: Information was gathered from journals, the internet, reports, and industry publications.

Sampling techniques

The Population of the study refers to group or focus on which the study revolves. Although the study was based on convenience sampling method yet more responses were gathered from the younger generation as compared to other age group. Thus, the population of the study would be younger section of the society i.e. 18-25 age group.

Non-probability sampling

The non-probability sampling is one kind of sampling method. The non-probability sampling method includes convenience sampling, quota sampling, snowball sampling, special forms.

Convenience sampling

Convenience sampling, where researchers select participants based on their convenient availability and accessibility. In convenience sampling, individuals who are easiest to reach or readily available are included in the study without any systematic randomization or selection process.

Sample Size

Total Sample size: 120 DATA COLLECTION Both primary and secondary data were used to complete the project.

Data Analysis

The most crucial aspect of any endeavour is the analysis. To make fair conclusions, it must be done in an unbiased manner and with the utmost care. The report that is created is subjective. Bar graphs and pie charts have been made to offer a more thorough picture. The following tools were utilized to do the analysis:

a) Percentage analysis and frequency distribution
b) Cross tabs and chi-square test
c) Independent T-Test
d) Anova

MS Excel and IBM SPSS 2.5 are used to analyze the data.

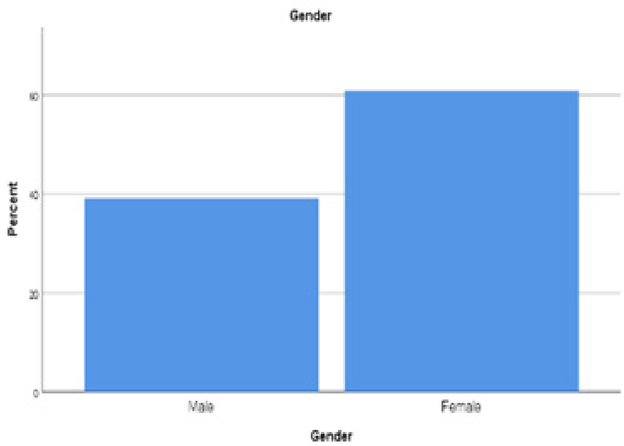
DATA ANALYSIS AND INTERPRETATION

Gender Distribution Among Respondents

Gender	Frequency	Percent
Male	47	39.2
Female	73	60.8
Total	120	100.0

Interpretation

The data indicate that the survey sample is predominantly composed of female respondents, constituting 60.8% of the total sample.Male respondents make up the remaining 39.2% of the sample.

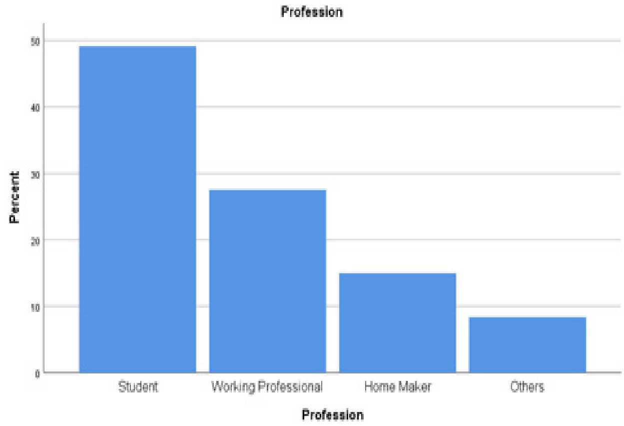


Distribution of Respondents by Profession

Profession	Frequency	Percent
Student	59	49.2
Working Professional	33	27.5
Home Maker	18	15.0
Others	10	8.3
Total	120	100.0

Interpretation

The data indicate that the largest professional group among the respondents is students, making up nearly half (49.2%) of the total sample. Working professionals constitute the next largest group, comprising 27.5% of the sample. Home makers represent 15.0% of the respondents, indicating a smaller but still significant portion of the sample. The "Others" category, which likely includes individuals with various professions not explicitly listed, accounts for 8.3% of the total sample.

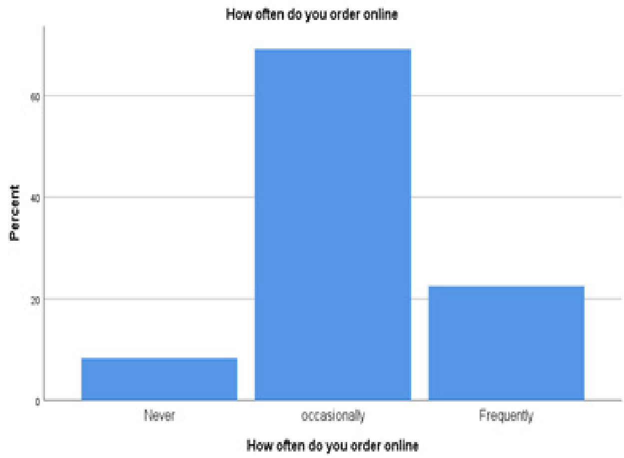


Frequency of Online Shopping Among Respondents

	Frequency	Percent
Never	10	8.3
occasionally	83	69.2
Frequently	27	22.5
Total	120	100.0

Interpretation

The data indicate that the most common frequency of the behavior or activity among respondents is occasional engagement, with 69.2% of the total sample falling into this category. A smaller portion of respondents (22.5%) report frequent engagement in the behavior. Only 8.3% of respondents claim to never engage in the behavior.

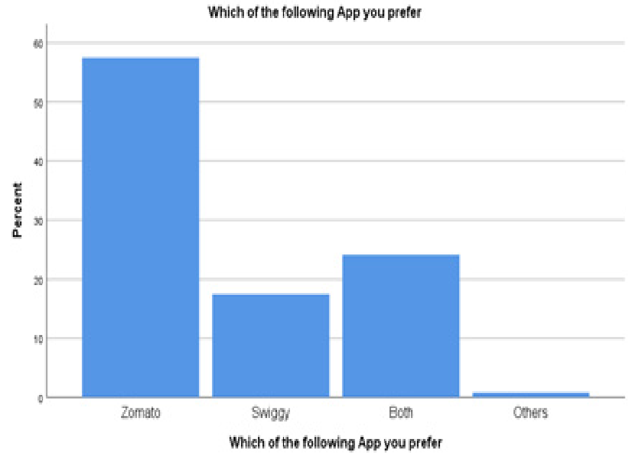


Preference for Food Delivery Apps Among Respondents

	Frequency	Percent
Zomato	69	57.5
Swiggy	21	17.5
Both	29	24.2
Others	1	.8
Total	120	100.0

Interpretation

The data indicate that the most preferred food delivery platform among respondents is Zomato, with 57.5% of the total sample expressing a preference for it. Swiggy is the second most preferred platform, with 17.5% of respondents indicating a preference for it. A significant portion of respondents (24.2%) prefer both Zomato and Swiggy, suggesting that they use multiple platforms for food delivery. Only a small fraction of respondents (0.8%) fall into the "Others" category, which likely includes individuals who prefer other food delivery platforms not explicitly listed.



Preference for Food Delivery Platforms Among Respondents

	Frequency	Percent
Zomato	75	62.5
Swiggy	23	19.2
Both	21	17.5
Others	1	.8
Total	120	100.0

Interpretation

The data indicate that the most preferred food delivery platform among respondents is Zomato, with 62.5% of the total sample expressing a preference for it. Swiggy is the second most preferred platform, with 19.2% of respondents indicating a preference for it.

A significant portion of respondents (17.5%) prefer both Zomato and Swiggy, suggesting that they use multiple platforms for food delivery. Only a small fraction of respondents (0.8%) fall into the "Others" category, which likely includes individuals who prefer other food delivery platforms not explicitly listed.

FINDINGS

- The 18-23 age group constitutes the majority of respondents at 40.8%.
- Successive age groups show a gradual decline in representation: 24-29 and 30-35-year-olds each comprise 19.2%, while the 36-40 age group constitutes 15%, and those above 40 years old make up 5.8%.
- Female respondents constitute the majority of the sample, representing 60.8%.
- Male respondents make up 39.2% of the total sample.
- Students comprise the largest group at 49.2%.
- Working professionals account for 27.5% of respondents.
- Homemakers represent 15.0%.
- Other professions constitute 8.3% of the total.
- The majority of respondents (69.2%) reported using the service occasionally.
- 22.5% reported using it frequently.
- A small portion (8.3%) indicated never using the service
- Zomato appears to have a higher market share compared to Swiggy, with nearly three times the number of respondents preferring it.
- There's a significant portion of users, approximately a quarter, who utilize both Zomato and Swiggy, indicating a level of platform agnosticism among consumers.
- The presence of only one respondent preferring 'Others' suggests a dominance of Zomato and Swiggy in the food delivery market.
- Zomato is the preferred choice for food delivery among respondents, with 62.5% (75 individuals) favoring it.
- Swiggy trails behind, with 19.2% (23 individuals) of respondents preferring it.
- A notable portion of respondents, 17.5% (21 individuals), use both Zomato and Swiggy.
- Only 0.8% (1 individual) of respondents opted for 'Others'.
- Service quality is cited as the primary factor for choosing both Zomato and Swiggy, with 22.5% and 20% of respondents, respectively, considering it.
- Communication ranks as the second most important factor for both platforms, with 12.5% of Zomato users and 15% of Swiggy users valuing it.
- Zomato users are more likely to prioritize a wide range of restaurants (19.2%) compared to Swiggy users (9.2%).
- On-time delivery is almost equally important for both Zomato (20%) and Swiggy (19.2%) users.
- Swiggy users are more inclined towards low prices and discounts, with 23.3% considering it a crucial factor, compared to 16.7% of Zomato users.
- Online ads and promotions have a relatively lower impact on users' decisions, with 9.2% of Zomato users and 13.3% of Swiggy users taking them into account.
- Among respondents aged 18-23, 32.5% prefer Zomato, while only 8.3% prefer Swiggy.
- For respondents aged 24-29, 14.2% prefer Zomato, and 5.0% prefer Swiggy.
- In the age group of 30-35, 15.0% prefer Zomato, and 4.2% prefer Swiggy.
- Among respondents aged 36-40, 10.8% prefer Zomato, and 4.2% prefer Swiggy.
- For respondents above 40, 3.3% prefer Zomato, and 2.5% prefer Swiggy.
- The Chi-square value is 1.960 with a P-value of .743, indicating that there is no significant association between age group and preference for food delivery apps.
- Among male respondents, 28.3% prefer Zomato, while 10.8% prefer Swiggy.
- For female respondents, 47.5% prefer Zomato, and 13.3% prefer Swiggy.
- There is no significant association between gender and preference for food delivery apps, as indicated by the Chi-square value of .514 and a P-value of .473.
- Among students, 38.3% prefer Zomato, while 10.8% prefer Swiggy.
- Among working professionals, 19.2% prefer Zomato, and 8.3% prefer Swiggy.
- Among homemakers, 12.5% prefer Zomato, and 2.5% prefer Swiggy.
- Among respondents categorized as 'Others,' 5.8% prefer Zomato, and 2.5% prefer Swiggy.
- There is no significant association between profession and preference for food delivery apps, as indicated by the Chi-square value of 1.563 and a P-value of .668.
- Among respondents aged 18-23, 29.2% believe Zomato provides better quality, while 11.7% believe Swiggy does.

SUGGESTIONS

- Zomato could capitalize on its larger user base by focusing on retaining existing customers through loyalty programs, improved service, and expanding its offerings.
- Swiggy may benefit from targeted marketing campaigns to attract more users, especially those who haven't tried its services yet.
- Both platforms could explore partnerships with restaurants or offer exclusive deals to incentivize users to choose their platform over competitors or to retain those who use both.
- Investing in customer satisfaction and feedback mechanisms could help both platforms

understand consumer preferences better and tailor their services accordingly.

- Exploring diversification beyond food delivery, such as grocery delivery or other related services, could potentially expand the customer base for both Zomato and Swiggy.
- Zomato can leverage its higher market share to further solidify its position by focusing on enhancing user experience, expanding restaurant partnerships, and offering innovative features.
- Swiggy should concentrate on strategies to attract more users, such as targeted marketing campaigns, exclusive deals, and partnerships with popular restaurants.
- Both Zomato and Swiggy can explore initiatives to encourage users who use both platforms to become more loyal by offering loyalty rewards or personalized recommendations.
- Continuous improvement in service quality, delivery speed, and customer support should be a priority for both platforms to retain existing users and attract new ones.
- Exploring diversification into related services or expanding into new markets could be considered to sustain growth and stay ahead of competitors.
- Both Zomato and Swiggy should focus on maintaining and improving service quality as it is the top factor influencing users' decisions.
- Enhancing communication channels to keep users informed about their orders could further improve user experience for both platforms.
- Zomato may capitalize on its advantage in offering a wide range of restaurants by continually expanding its partnerships to cater to diverse preferences.
- Swiggy should continue to leverage its strength in providing low prices and discounts to attract price-sensitive users, while also ensuring service quality is not compromised.
- Both platforms could explore targeted advertising and promotional strategies to better engage users, although it should not be the sole focus given its relatively lower impact compared to other factors.
- Prioritizing on-time delivery remains critical for both Zomato and Swiggy to meet user expectations and retain customer satisfaction.
- Zomato should continue to cater to younger demographics, as they form a significant portion of their satisfied user base. They can tailor marketing strategies and promotions to attract and retain this demographic.
- Swiggy could focus on improving its offerings or marketing strategies to better appeal to younger age groups, as the data suggests it has relatively lower satisfaction rates among them.
- Both platforms could conduct further research to understand the specific preferences and needs of different age groups and tailor their services accordingly to enhance overall satisfaction.
- Zomato should continue to focus on catering to both male and female demographics, as both genders show a preference for the platform. Tailoring marketing campaigns and services to specific preferences within each gender group could enhance overall satisfaction.
- Swiggy could explore strategies to improve satisfaction among male respondents, as the data suggests lower satisfaction rates among them compared to females. Understanding the specific needs and preferences of male users and addressing them could help Swiggy attract and retain this demographic.
- Both platforms could conduct further research to identify any underlying factors that may influence gender-specific preferences and adapt their services accordingly to improve overall user satisfaction.
- Both Zomato and Swiggy should continue to cater to a diverse range of professions, as the data suggests preferences across various occupational categories. However, they could conduct further research to understand specific needs and preferences within each group and tailor their services accordingly to enhance satisfaction.
- Exploring targeted marketing strategies or promotions aimed at specific professional segments could help both platforms attract and retain users from those categories.
- Ensuring a seamless and convenient user experience for all professions, including students, working professionals, homemakers, and others, should remain a priority for both Zomato and Swiggy to maintain and improve overall satisfaction levels.
- Both Zomato and Swiggy should focus on consistently delivering high-quality food and service across all age groups, as perceptions of quality are important factors influencing user satisfaction.
- Conducting regular quality checks, obtaining feedback from users, and addressing any issues promptly can help both platforms maintain and improve their reputation for food quality.
- Investing in training for restaurant partners and delivery personnel to ensure adherence to quality standards can contribute to enhancing the perceived quality of food provided by both platforms.
- Implementing transparent and efficient quality control measures can help build trust and confidence among users, regardless of their age group, leading to increased satisfaction and loyalty.
- Both Zomato and Swiggy should focus on consistently delivering high-quality food and service to all users, irrespective of gender.
- Implementing quality control measures, obtaining feedback from users, and addressing any concerns promptly can help both platforms maintain and improve their reputation for food quality.

- Tailoring marketing messages and promotions to highlight the quality of food and service can resonate with users of all genders and reinforce their perception of the platform.
- Providing transparent information about the sourcing of ingredients, preparation methods, and hygiene practices can enhance trust and confidence among users regarding the quality of food provided by both platforms
- Both Zomato and Swiggy should focus on consistently delivering high-quality food and service across all professions.
- Implementing stringent quality control measures, collecting feedback from users, and addressing any concerns promptly can help maintain and enhance the perceived quality of food provided by both platforms.
- Tailoring marketing strategies and promotions to highlight the emphasis on quality can resonate with users across different professions and reinforce their perception of the platform.

CONCLUSION

The comparative analysis of Zomato and Swiggy based on consumer preference reveals valuable insights into the dynamics of the online food delivery market. Through meticulous examination of factors such as service quality, variety of restaurants, pricing, delivery speed, user experience, and customer service, it becomes evident that both platforms possess unique strengths and weaknesses.

Overall, while Zomato stands out for its extensive restaurant options, diverse cuisines, and user-friendly interface, Swiggy excels in prompt delivery, efficient customer service, and intuitive app design. However, consumer preferences vary significantly based on individual priorities, geographical locations, and specific needs.

In conclusion, understanding the nuanced preferences of consumers is essential for both Zomato and Swiggy to refine their strategies, enhance customer satisfaction, and maintain competitive advantages in the ever-evolving online food delivery landscape. By continuously adapting to consumer demands and innovating their services, these platforms can solidify their positions as leaders in the industry and provide unparalleled dining experiences to their users.

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