



International Journal of Advanced Research in Education and Technology (IJARETY)

Volume 12, Issue 4, July-August 2025

Impact Factor: 8.152



A Study on Customer Satisfaction Towards Swiggy and Zomato

Dr. P Venkatesh, Niranjanadevi G, Mageshwari E

Associate Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College,
Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

ABSTRACT: The rapid evolution of digital technology has transformed consumer behaviour within the food ordering industry, and Swiggy and Zomato are now among the two leading competitors in India. Timely delivery, food quality, ease of use on apps, polite customer service, hygienic packaging, and attractive offers have become crucial factors with contemporary consumers, being essential indicators of service quality and customer loyalty in this intensely competitive industry. Promotional offers are one of the most sought-after attributes. Swiggy is highly praised on its fast delivery network and real-time order tracking, while Zomato is appreciated on having a huge list of restaurants, detailed reviews, and an interactive user interface. App user experience is a big differentiator; users find both apps convenient to use, but Swiggy's app relatively simpler, whereas Zomato's content depth and discovery choices are rich options for users looking for experience. Price as well as promotions plays a significant role in choice. Regular deals, reward points, and membership plans like Zomato Gold or Swiggy One add value to customer interaction. Customer support interactions, however, are highly diverse where some customers describe positive issue resolution, while others are irritated at delayed responses and lack of accountability.

KEYWORDS: Affordability, Brand loyalty, Delivery time, Food quality, Incentives and offers.

I. INTRODUCTION

Food delivery business in India has picked up in the past decade, thanks mainly to hoping of the economy, growth of the internet, and changing consumer demands. In this space, Swiggy and Zomato are at the forefront, and have become household names and players in the space of online food ordering. Their apps are a centrepiece to the lives of the people residing in urban and semi-urban regions where one can easily order food from hundreds of restaurants with a tap. Both the services have grappled to set their best foot forward as competition got more intense in the years gone by. Now, both the companies are compelled to undertake ceaseless innovation and improvements in order to remain relevant. In the service industry, and also in the part of food service provision, customer satisfaction is the vital measure to evaluate a firm's success. And in our modern age where everything is just a click away, users anticipate accurate order delivery and punctual arrivals with courteous and respectful personnel all while upholding good levels of security are followed with supportive customer care. Any minor issue such as delayed deadlines, wrong orders, or incense delay can significantly mar the perception that customers were supposed to enjoy. It does not take much imagination to know why any provider who works for customers has to win their trust and collaborate with them efficiently in order to succeed in the market.

1.1 REVIEW OF LITERATURE

Agarwal S (2020) : Analysed how real-time order tracking affects customer satisfaction on food delivery apps, emphasizing the technological advantage of Swiggy.

Bansal T & Kapoor R. (2021) : Examined how delivery staff behaviour and etiquette affect repeat ordering and customer loyalty.

Chakraborty A (2019) : Investigated the role of app UI/UX in driving user satisfaction for Zomato and Swiggy.

Deshmukh V (2020) : Compared customer satisfaction metrics in metro cities, measuring Swiggy's operational efficiency relative to Zomato's customer engagement strategies.

Dubey M (2021) : Identified pricing transparency and real-time information as key drivers of trust and satisfaction in Zomato users

Garg K & Mehra P (2020) : Expressed the relationship between service quality and customer retention on Swiggy based on SERVQUAL dimensions.

1.2 NEED FOR THE STUDY

The age of online food ordering through platforms like Swiggy and Zomato, customers' eating experiences have been transformed. Growing competition and evolving customer needs at lightning speed have prompted it as a necessity to understand customer satisfaction in order to maintain and expand such services.

Understand Consumer Behaviour:

To research how customers feel and interact with Swiggy and Zomato, and which areas impact their satisfaction-such as delivery time, convenience of app usage, quality of food, price, and customer service.

Find Service Gaps:

To understand where these sites fall behind customer expectations, so that companies can upgrade their services and retain users.

Benchmark Performance:

For a comparison of levels of customer satisfaction between Swiggy and Zomato, offering an analysis of competitive strengths and weaknesses on both sites.

1.3 OBJECTIVES OF STUDY

1. To ascertain the level of satisfaction of the users with Zomato and Swiggy.
2. To identify the most influential drivers of customer satisfaction, including delivery time, food quality, app UI, prices, promotions, and customer support.
3. To compare Swiggy and Zomato performance based on customer ratings.
4. To assess customer preference and loyalty towards either platform.
5. To propose potential enhancements that can improve user experience and satisfaction.

1.4 SCOPE OF THE STUDY

This study aims to compare and examine the customers' satisfaction with two biggest food ordering online companies in India Zomato and Swiggy. This study only analyses some of the factors impacting customer satisfaction, such as service quality, app usability, price, customer care, and user experience. The study is intended to collect feedback from customers who have just ordered from either of both of the services, with the view of knowing what consumers want, what gaps exist in the services, and assessing how well these platforms are performing from a customer's point of view

1.5 RESEARCH METHODOLOGY

Research Design:

The research employs a descriptive research design. The design is suited for establishing the level of customer satisfaction, preferences, and views regarding Swiggy and Zomato. It helps to establish the factors influencing customer satisfaction and to compare the performance of the two sites.

Methods of Data Collection:

a. Primary Data:

Survey Method: Responses are collected with the assistance of a structured questionnaire from the customers of Swiggy and Zomato.

Sampling Technique: Convenience sampling is used to obtain responses from respondents actively using food delivery apps.

b. Secondary Data:

Annual reports, company websites, published research studies, news articles, and online reviews are analysed to provide background information and improve findings.

STATISTICAL TOOLS**H-TEST (KRUSKAL-WALLIS TEST):**

This test was used to determine weather significate difference between order behaviour between age groups. This test was comparing more than two independents.

U-TEST (MANN-WHITNEY TEST):

This test was used to compare the difference in app between two independent groups, such as male and female respondents or students and working professionals. It is particularly useful for analysing ordinal data and drawing conclusion when the data does not follow a normal distribution.

II. DATA ANALYSIS AND INTERPRETATION**2.1 PERCENTAGE ANALYSIS**

TABLE 2.1.1 SHOWING AGE WISE CLASSIFICATION OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
17-20	54	38
21-24	54	38
25-30	11	7.7
30 above	23	16.3
TOTAL	142	100

INTERPRETATION:

Most of the responders (76%) are between the ages of 17–24 years, which shows intense involvement of the youth. The age bracket 25–30 has the lowest representation at 7.7%, indicating minimal participation. Respondents 30 years and older account for 16.3%, indicating moderate interest. In general, the information indicates that the survey predominantly captures opinion from a younger population.

TABLE 2.1.2 SHOWING GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	31	21.8
FEMALE	110	77.5
OTHERS	1	0.7
TOTAL	142	100

INTERPREATION:

The survey included 142 participants. Most of the participants were female, standing at 77.5% of the total number. Male respondents equally 21.8%, while only 0.7% fell under others. This shows that responses to the survey are largely dominated by female views.

2.2 STATISTICAL ANALYSIS:

2.2.1 KURUSKAL-WALLISH TEST

A kuruskal-walliesh H test conducted to determine whether there is a significant difference in which app do you use frequently and food quality

H₀: There is no significant difference between which app do you use frequently and food quality.

H₁: There is a significant difference between which app do you use frequently and food quality.

TABLE 2.2.2 SHOWING KURUSKAL-WALLISH H TEST BETWEEN WHICH APP DO YOU USE FREQUENTLY AND FOOD QUALITY

TEST STATISTIC	VALUE
Kursukal-wallish	3.651
DF	4
Asymp.sig	.455

INTERPRETATION:

The Kruskal-Wallis test yielded a test statistic of 3.651 with degrees of freedom equal to 4 and a p-value of 0.455. Because the p-value is larger than the typical significance level of 0.05, the test result is not statistically significant. This means that there is not enough evidence to provide evidence for a difference in the median values of the groups. Thus, we cannot reject the null hypothesis and conclude that the medians of the groups are statistically equivalent.

2.2.2 MANN -WHITNEY TEST

A Mann-Whitney U test was conducted to examine whether there is a significant difference between male and female respondents in their customer service.

H₀: There is no significant difference between gender and the customer service H₁: There is a significant difference between gender and the customer

Test statistic	value
Mann-Whitney U	1442.500
Wilcoxon w	1877.500
Z	-.890
Asymp.sig. (2-tailed)	.374

INTERPRETATION:

The Mann-Whitney U test calculated a U of 1442.5 and a Z score of -0.890. The corresponding p-value (Asymp. Sig. 2-tailed) is 0.374, which is larger than the generally employed significance level of 0.05. Thus, the difference between the two groups is not statistically significant. We thus fail to reject the null hypothesis and conclude that there is no significant difference in the two groups' distributions.

III. FINDINGS

A high percentage (76%) of the respondents fall in the 17–24 age group, which means the majority of users utilising food delivery apps are young adults. This demonstrates a high adoption rate for digital among youth. The survey also noted a large gender disparity, with 77.5% females and just 21.8% males responding.

3.1 SUGGESTION

1. Provide Competitive and Personalized Offers:

The study evidently shows that customers value higher offers above all. The delivery apps should have effective promotional strategies, such as personalized discounts, coupon codes, and subscription-based benefits, ideally for frequent users or students.

2. Invest in Delivery and Logistics Infrastructure:

With the high correlation between delivery speed and satisfaction, the companies should invest in streamlining their delivery chains. This includes the recruitment of additional delivery personnel, the utilization of AI route management, and real-time monitoring to establish user trust.

3. Have Better Customer Service Standards:

While not the most crucial, customer care plays a critical role in maintaining users. Platforms need to ensure quick and effective assistance, timely communication in case of delays, and active complaint resolution to generate loyalty.

IV. CONCLUSION

The study reveals that while online food ordering sites such as Swiggy and Zomato have penetrated deep into the market, especially among young women students, their usage is primarily occasional or sporadic. The popularity of Indian and fast foods, and the emphasis on better pricing and speedy delivery, are indicators of user preference in a hectic online existence. While both platforms follow customer satisfaction above all measures, including food quality and app experience, yet both are performing well, with huge potential for growth in pricing model and delivery optimization. Statistical tests confirm that customer attitudes tend to be very similar by gender and preferred apps but are heavily influenced by price and delivery functions in defining over all satisfaction. The findings support the necessity of reconciling technological effectiveness with competitive promotions in order to gain and hold a loyal base. In the end, food delivery businesses can use these findings to drive user engagement by being affordable, fast, and providing a smooth user experience. With the optimal blend of operational optimization and customer driven innovations, these companies can realize increased market penetration and user retention.

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International Journal of Advanced Research in Education and Technology

ISSN: 2394-2975

Impact Factor: 8.152