"NAVIGATING THE FLAVORSCAPE: A COMPARATIVE STUDY OF ZOMATO AND SWIGGY, IN PATIALA'S ONLINE FOOD ORDERING AND DELIVERY MARKET"

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ABSTRACT

Technology advancements and an increased reliance on the internet have created new opportunities for advertising with mobile apps. There are between 15 and 50 billion active websites on the internet, according to worldwidewebsize.com. These apps and webpages are many years old. conventional techniques for product marketing and sales. Technology and marketing intelligence have come together to create mobile applications that use the internet as a platform for product and service advertising. Today's consumers and businesses view the goods and services that are offered in the market through modern lenses. Online marketing is the foundation of marketing strategies since it meets the needs of modern consumers. Taking into consideration the online services, this study aims to explore customers' perceptions of ordering food through online delivery platforms such as Zomato and Swiggy in Patiala. The research focuses on consumers who are already using these food delivery apps. A survey was conducted for targeted analysis to examine different aspects of these two platforms (Zomato and Swiggy), aiming to determine which of them provides the highest overall customer satisfaction for online food ordering in Patiala.

KEYWORDS: Online Food Delivery, Zomato, Swiggy, Customer Satisfaction, Online Marketing, Online Delivery Platforms

INTRODUCTION

The Indian service sector relies heavily on the hospitality industry, which has become a key player in the country during the 21st century. Over time, the hospitality industry has addressed the evolving needs and desires of people **(Prajogo & Sohal, 2006).** Customer loyalty and satisfaction are commonly emphasized in the hospitality sector, and these aspects are directly influenced by the company's ability to meet customer expectations through its products and services. Technology plays a pivotal role in transforming the food service delivery landscape, with customers increasingly relying on online food delivery options to personalize their meals according to preferences and have them delivered to their doorsteps with a few taps on their mobile devices. These online food delivery services offer convenience, time-saving benefits, and ease of use, compelling customers to embrace these services. The proliferation of food delivery options and the expanding range of services have raised customer expectations significantly. These services simplify the process of finding restaurants offering desired cuisines, with entire menus accessible through app interfaces for

easy selection. However, these app-based services vary in terms of features and aligning with customer value systems. This research paper aims to analyze the perspectives of customers using Zomato and Swiggy in Patiala. Zomato, founded by Deepinder Goyal and Pankaj Chaddah in 2008 in India, is a restaurant search and discovery service. It provides customers with information about restaurant locations, menus, images of food dishes, and reviews from previous customers. Initially launched as Foodiebay, the brand transitioned to Zomato in November 2010. Zomato has achieved significant success and operates in 24 countries worldwide. Following the Zomato and UberEATS merger, there are expectations that their combined market share will reach between 50-55%, potentially surpassing Swiggy. Swiggy, a food delivery company, was founded by Nandan Reddy, Rahul Jaimini, and Sriharsha Majety in Bangalore in 2014. It is operated by Bundl Technologies Private Limited and is valued at $1.3 billion, with total funding of approximately $465.5 million. In just four years, Swiggy has swiftly risen to prominence among startups, engaging in fierce competition with Zomato. The intensity of this competition has led Zomato to invest hundreds of crores to keep pace with Swiggy **(Livemint, 2020).** The competition between Swiggy and Zomato has been intense, with Swiggy currently holding the highest repeat order rates and being the preferred app among customers. Reportedly, around 90% of consumers opt for Swiggy exclusively **(ETtech, 2020)**. Projections indicate that the Indian online food industry will grow to $12.3 billion by 2023, with a global growth rate of 9.01% and India's online food delivery market growing at 15%. Swiggy boasts sales of $1.5 billion, while Zomato's sales are at $800 million. Together, both companies have fulfilled 96 million orders from April 2017 to March 2018 (Visakhapatnam News, 2020).

The increasing diversity of applications, including food apps, has become crucial for businesses to innovate and retain existing consumers. However, there is limited evidence regarding how internet and mobile technology support consumers in meeting their daily needs by facilitating orders from their preferred restaurants. This research's significance lies in defining consumers' attitudes towards food apps and how these apps integrate purchasing, planning, and social enjoyment of meals and snacks **(Levin, Heath, and LeVangie, 2015).** The rise in family income, shifting lifestyles, and evolving eating patterns have contributed to market growth. The demand for food apps is rising, aided by affordable prices, leading to the expansion of the business **(Business Insider, 2020).**

LITERATURE REVIEW

Davis (1989) applied the Technology Acceptance Model (TAM) to elucidate customer behavior regarding technology usage. The TAM theory delineates the factors influencing computer acceptance based on customers' behavior and perceptions across various computer technologies used by end-users.

Serhat Murat Alagoz and Haluk Hekimoglu (2012) observed a significant rise in e-commerce globally at a rapid pace, paralleled by noticeable growth in the food industry. They applied the Technology Acceptance Model (TAM) to analyze the online food ordering system, highlighting the importance of ease of use and utility in driving the acceptance and expansion of these services.

Haq (2014) asserts that the perception of online shoppers is unrelated to their age and gender, although it may be influenced by their qualifications or income. The study identifies four primary dimensions of an online platform: customer service, commitment, web security, and these dimensions significantly impact individuals' intentions to make online purchases

Varsha Chavan et al. (2015) conducted studies focusing on the impact of smart device interfaces on business management and service delivery, noting their role in enhancing convenience for restaurants in order taking and food delivery. They emphasized online services as convenient, user-friendly, and highly effective tools for food businesses.

Ansar Z. and Jain S. (2016) identified the rapid growth of the ecommerce industry as a key driver for the success of online food ordering and delivery services. Their research noted the emergence of over 400 food delivery apps in India, attracting significant funding of approximately $120 million from venture capital firms and other investors. Given the repetitive nature of food consumption, with individuals typically consuming at least three meals daily, the food industry is seen as an attractive sector for investors and entrepreneurs.

H.S. Sethu and Bhavya Saini (2016) conducted a thorough investigation into students' perceptions, behaviors, and satisfaction regarding online food ordering and delivery services. Their study highlighted the time-saving benefits for students and the convenience of accessing favourite foods at any time of the day, attributing easy internet access as a supporting factor for student engagement with these services.

Leong Wai Hong (2016) published research emphasizing the efficiency of online food ordering and delivery services in enhancing restaurant productivity and profitability through online marketing and business strategies.

OBJECTIVE: To study the customer satisfaction amongst the people ordering food from Zomato & Swiggy in Patiala city.

SCOPE OF THE STUDY

The study seeks to assess customer reviews and satisfaction regarding the online food ordering and delivery services accessible in Patiala. It also compares different aspects of the two food delivery services operating in the area. These findings can assist service providers in better meeting customer expectations. Additionally, new customers of online food ordering and delivery services can make informed choices among the available options in their residential area. Therefore, the study's insights can benefit both residents and service providers in Patiala.

RESEARCH METHODOLOGY

The primary data for this study was gathered through questionnaires filled out by randomly selected customers of online food ordering and delivery services in Patiala. Quantitative research methods were employed to analyze the collected data, utilizing computational, statistical, and mathematical techniques. Out of 125 questionnaires distributed, 100 complete responses were obtained from participants within the research area. Given the homogeneity and relatively small population size, each subset of the population was given an equal probability, and a non-probability sampling method (specifically, convenience sampling) was used for respondent selection and data collection. The target population encompassed a

diverse mix of self - employed, and government employees, private employees and others across various age groups and educational backgrounds. A sample size of 100 respondents is enough to gauze the reviews and satisfaction of customers living in Patiala

Data Analysis and Interpretations

| Characteristics	Online food ordering consumers	Percentage from Total respondents
Gender		
Male	62	62
Female	38	38
Age		
20-25	26	26
25-30	9	9
30-35	35	35
35-40	30	30
Education Qualifications		
Post Graduation	30	30
Graduation	54	54
10+2	10	10
others	6	6
Profession		
Self- Employed	31	31
Private Employees	39	39
Government Employees	3	3
Others	27	27
Marital Status		
Married	66	66
Unmarried	34	34
Total	100	100
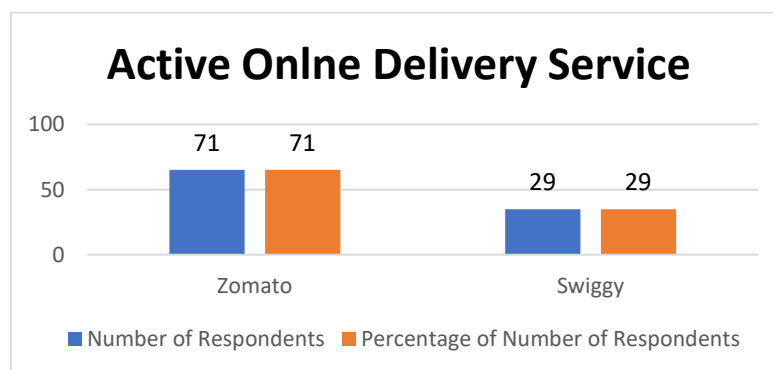
Figure 1.1

INTERPRETATION 1.1

Figure 1 illustrates that among users of online food ordering services in Patiala, Zomato is the most widely used app. Consumers prefer Zomato for ordering food online for its extensive variety of restaurant options and cuisines, providing users with a diverse array of choices to suit their preferences. Additionally, Zomato's user-friendly interface, both on its app and website, makes the ordering process convenient and straightforward for customers. Out of 100 respondents, 29 indicated Swiggy, while 71 identified Zomato as the most active online food delivery service in Patiala.
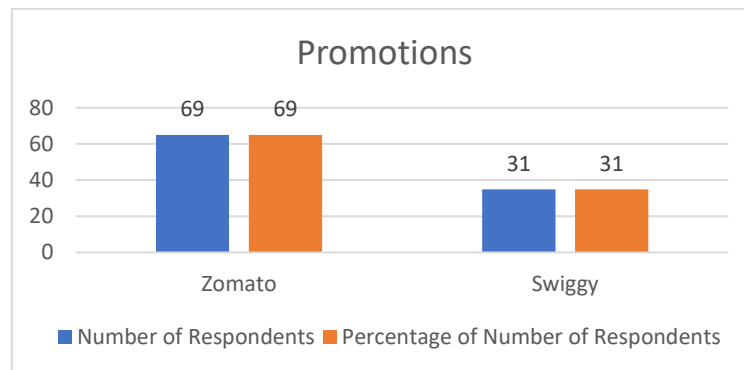

Figure 1.2

INTERPRETATION 1.2

According to respondents in Patiala, Zomato is perceived as offering the highest number of promotional offers in the form of discount coupons to its customers. The platform also regularly offers promotions, discounts, and special deals, which can be enticing for users looking for cost-effective options. Moreover, Zomato's robust review and rating system allows customers to make informed decisions based on others' experiences, fostering trust and satisfaction. Out of 100 respondents, 69 selected Zomato, while 31 opted for Swiggy as the food ordering service that provides the most significant discounts.
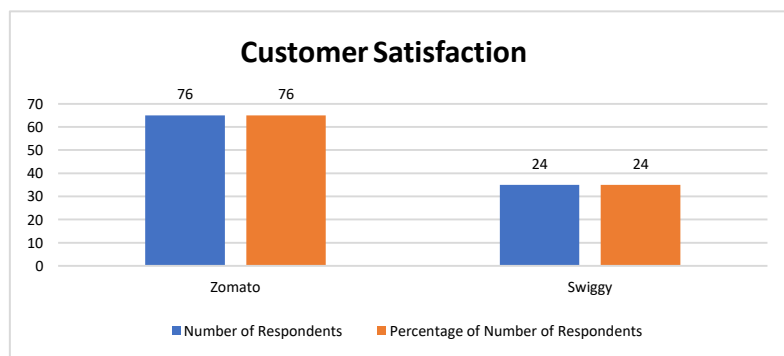

Figure 1.3

INTERPRETATION 1.3

The preference for Zomato among 76% of consumers in Patiala underscores several factors contributing to their higher satisfaction levels with the platform. Zomato's extensive range of restaurant options, diverse cuisines, and user-friendly interface likely play a role in enhancing the overall experience for customers. Additionally, Zomato's frequent promotions, discounts, and offers may contribute to a positive perception among consumers, leading to increased satisfaction with the service. On the other hand, while 24% of consumers prefer Swiggy, it's essential to consider the aspects that contribute to their satisfaction with the platform. Swiggy may excel in certain areas such as delivery speed, customer support, or specific restaurant partnerships that resonate well with this segment of consumers. Understanding these nuances can provide valuable insights into the strengths and areas for improvement for both Zomato and Swiggy in catering to the diverse preferences and expectations of consumers in Patiala.
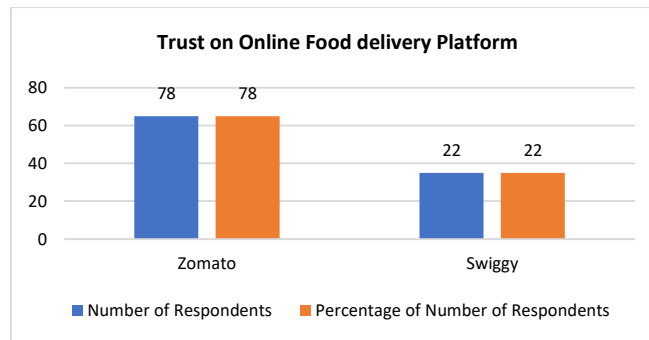

Figure 1.4

INTERPRETATION 1.4

The above analysis shows that trust in online food delivery platforms, the majority of consumers in Patiala express a preference for Zomato, with 78% of respondents indicating trust in this platform. On the other hand, 22% of consumers prefer Swiggy in terms of trustworthiness for online food delivery services. This strong preference for Zomato suggests that consumers in Patiala perceive it as a more reliable and trustworthy platform compared to Swiggy. Factors contributing to this trust may include Zomato's reputation for timely and accurate deliveries, transparent pricing, consistent quality of service, and reliable customer support. Additionally, Zomato's extensive network of restaurants and well-established brand presence may further enhance consumers' trust in the platform. While 22% of consumers express trust in Swiggy, it's important to explore the specific reasons behind this preference. Swiggy may excel in certain areas such as order tracking, delivery speed, or customer communication, which resonates well with this segment of consumers. Understanding these nuances can provide valuable insights into the trust dynamics between consumers and online food delivery platforms like Zomato and Swiggy in Patiala.
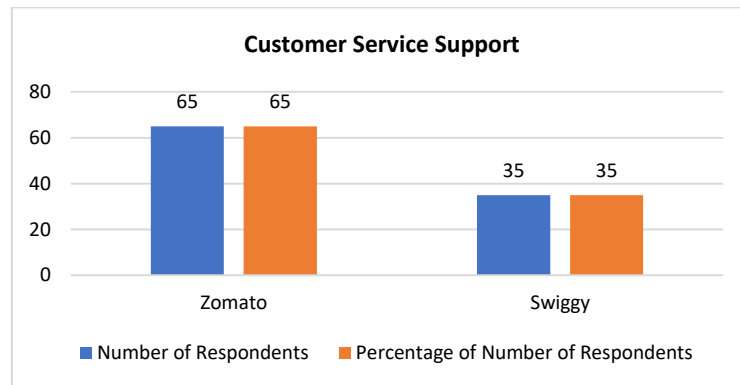
Figure 1.5

INTERPRETATION 1.5

In terms of customer service support, Zomato has garnered a stronger preference among consumers in Patiala, with 65% of respondents indicating a preference for Zomato's customer service. Conversely, 35% of consumers express a preference for Swiggy in terms of customer support. The higher preference for Zomato in terms of customer service support suggests that consumers perceive Zomato as offering better assistance, responsiveness, and issue resolution compared to Swiggy. Factors contributing to this perception may include Zomato's prompt handling of customer queries, clear communication, helpfulness of customer support agents, and overall responsiveness to customer needs. While 35% of consumers prefer Swiggy for customer service support, it's important to understand the specific aspects that resonate well with this segment of consumers. Swiggy may excel in certain areas such as addressing delivery concerns, handling order issues efficiently, or providing proactive communication, leading to higher satisfaction levels in terms of customer service support. Understanding these nuances can provide valuable insights into the strengths and areas for improvement for both Zomato and Swiggy in delivering exceptional customer service experiences in Patiala.

FINDINGS

1. Zomato is the most preferred online food ordering and delivery service over Swiggy in Patiala, according to consumer opinions.

2. Swiggy ranks second after Zomato among online food ordering services in Patiala, as per consumer preferences.

3. The majority of consumers in Patiala favor Zomato as their top choice for online food delivery and ordering services, with Swiggy following closely behind.

4. Zomato holds a higher level of preference compared to Swiggy among consumers in Patiala for online food ordering and delivery.

5. Consumer feedback indicates that Zomato is the preferred platform for online food delivery in Patiala, with Swiggy being the second most favored choice.

CONCLUSION

In conclusion, the findings of this study shed light on the preferences and opinions of consumers regarding online food ordering and delivery services in Patiala. Zomato emerges as the clear favorite among consumers, surpassing Swiggy in terms of popularity and consumer satisfaction. The study highlights the significance of factors such as customer service, promotional offers, and trustworthiness in influencing consumer choices. However, it is important to note the limitations of the study, including the use of convenience sampling and the narrow focus on consumer preferences without considering other influential factors. Future research should aim to address these limitations by employing more diverse sampling methods, exploring additional factors impacting consumer decisions, and incorporating perspectives from industry experts and service providers. Overall, this study provides valuable insights into the dynamics of the online food delivery market in Patiala and sets the stage for further research to enhance our understanding of consumer behavior in this domain.

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