

A STUDY OF ONLINE FOOD DELIVERY AND THE COMPARISAN OF SWIGGY AND ZOMATO

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ABSTRACT

Started in India, the online food delivery becomes a talk of the town in worldwide business. Youth are coming up with modern concepts to equal untouched worried area of consumers. Currently Indian Online food market is \$350 billion. Food technology is a extensive area in that online food delivery apps are just components of it. This abstract will give you more close about talented innovative technologies in restaurant industry and strategies followed by online food apps like Zomato and Swiggy. From this research paper I could understand drivers of online food sites. Singular services given by application that makes consumers happy and satisfied. Comfort and Convenience which makes consumer more tending towards online food ordering. The research concluded that due to some important inputs towards in Indian landscape, online food delivery apps are growing like flying colors. Future of online food ordering website is bright. Facilities, Comfort, User friendliness are the key features of online websites success.

Key words: Online Delivery, Zomato, Swiggy and service industry.

1.INTRODUCTION

Online food ordering apps are the media by which local hotels and restaurants, chiefs' canteens are delivering take away and food parcel directly to consumer's footsteps. Nowadays consumers are getting more attracted towards these online ordering apps, because it's a great time saver for the working young generation in metro cities. In a process of online food ordering apps there is no human involvement involved and the app consist of multiple restaurants and menus. Creating profile on online food delivery app by giving your address and profile payment information and these apps having different kind of mode of payments like credit cards debit cards and online payments. It gives convenience to order food on click of a button. Presently the Indian food business is around \$350 billion in 2021 this sector is

coming up with innovative different types of ideas to provide their consumer convenience satisfaction and comforting them. Zomato, Swiggy, food panda, Uber eat, just eat are some main online food delivery apps in this segment. Few big restaurants brand own their own delivery customs like Dominos, Pizza hut, KFC etc.

2. RESEARCH METHODOLOGY

2.1 Objectives of Study

- To classify suitable and easy way in placing their online food orders and payment system.
- To locate out the customers satisfaction and knowledge about online food ordering and the buying decisions of the customers.
- To express the advantages and disadvantage of online food ordering.

2.2 Data collection method:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

3. Review of Literature:

Charlene li, et.all. (2020) The author said that during the global 2020 covid-19 outbreak the advantages of online food delivery from a social perspective online food delivery affects the relationship between consumers and their food as well as influencing public health overcomes and traffic system. Moving forward, shake holders must consider how best mitigate the negative and promote the positive impact of online food delivery tension for that address sustainable in every sense.

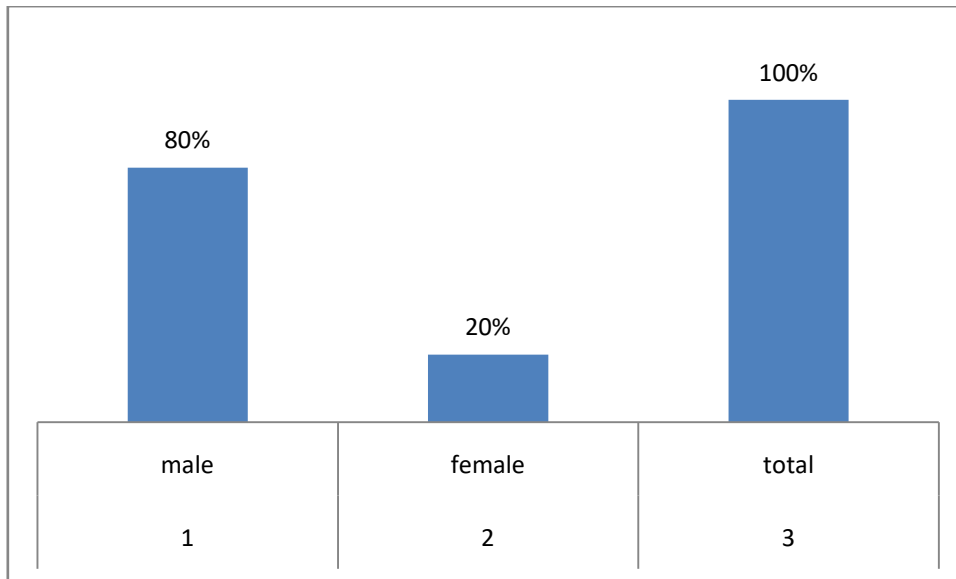
4. DATA ANALYSIS AND INTERPRETATION

4.1. Table for Gender Analysis

S.no	Particular	Frequency	Percentage
1	Male	40	80%
2	Female	10	20%
3	Total	50	100%

INTERPRETATION: The above table says that 80% of respondents male and 20% of respondents female

4.1 Chart is for Gender analysis

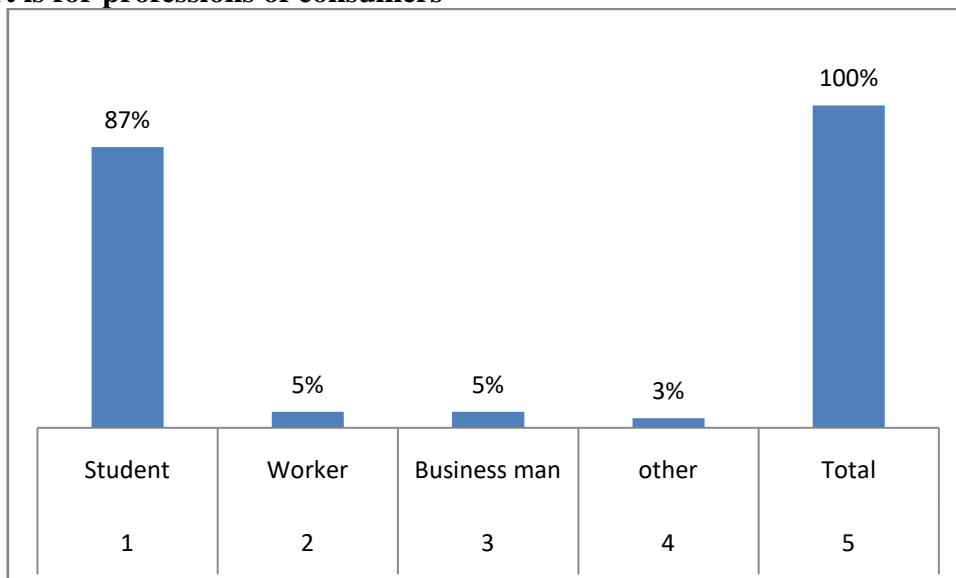


4.2. Table for Profession of customers

S.no	Particular	Frequency	Percentage
1.	Student	30	87%
2.	Worker	5	5%
3.	Business man	5	5%
4.	Other	10	3%
5.	Total	50	100%

INTERPRETATION: The above table reveals that profession of customers. 87% of respondents are students and 5% of respondents are workers and 5% of respondents are business man and 3% of respondents are others.

4.2 Chart is for professions of consumers

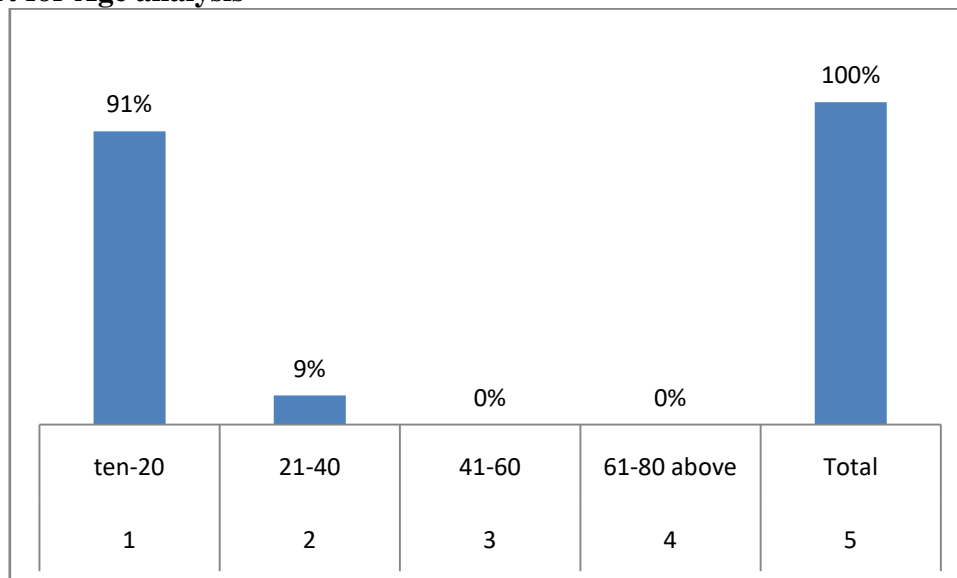


4.3. Table for Age analysis

S.no	Particular	Frequency	Percentage
1	10-20	41	91%
2	21-40	9	9%
3	41-60	0	0%
4	61-80 above	0	0%
5	Total	50	100%

INTERPRETATION: The upper table delivers that age analysis. In that 10-20 age people were respondents 91% and 21-40 age people were respondents 9% and remaining 41-60 and 61-80 above 0% of respondents.

4.3 Chart for Age analysis

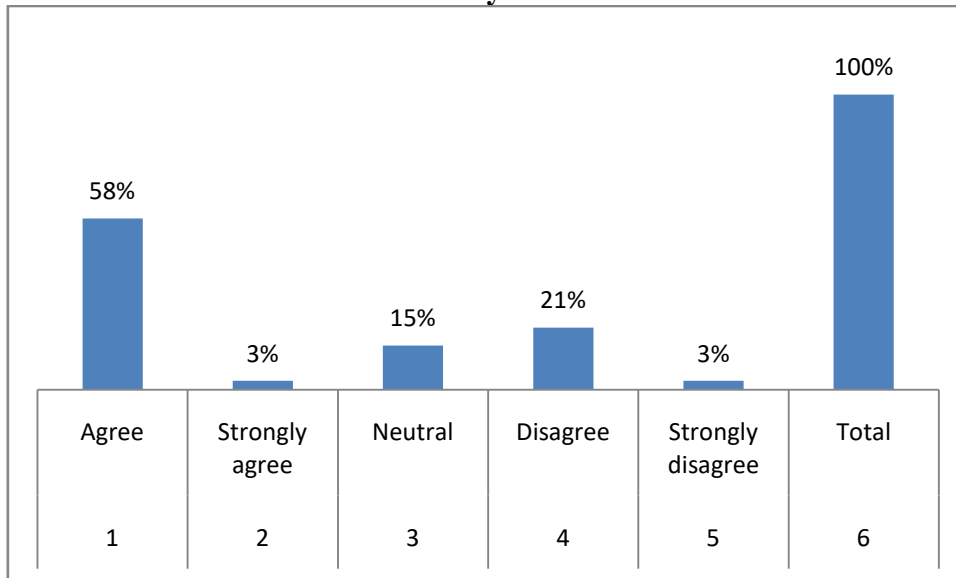


4.4. Table for Satisfied of online food delivery

S.no	Particular	Frequency	Percentage
1	Agree	25	58%
2	Strongly agree	1	3%
3	Neutral	2	15%
4	Disagree	20	21%
5	Strongly disagree	2	3%
6	Total	50	100%

INTERPRETATION: On top of table tells that satisfaction of online food delivery. 58% of respondents agree and 21% of respondents disagree and 15% of respondents are neutral and remaining 6% of respondents strongly agree and strongly disagree.

4.4 Chart for Satisfied of online food delivery

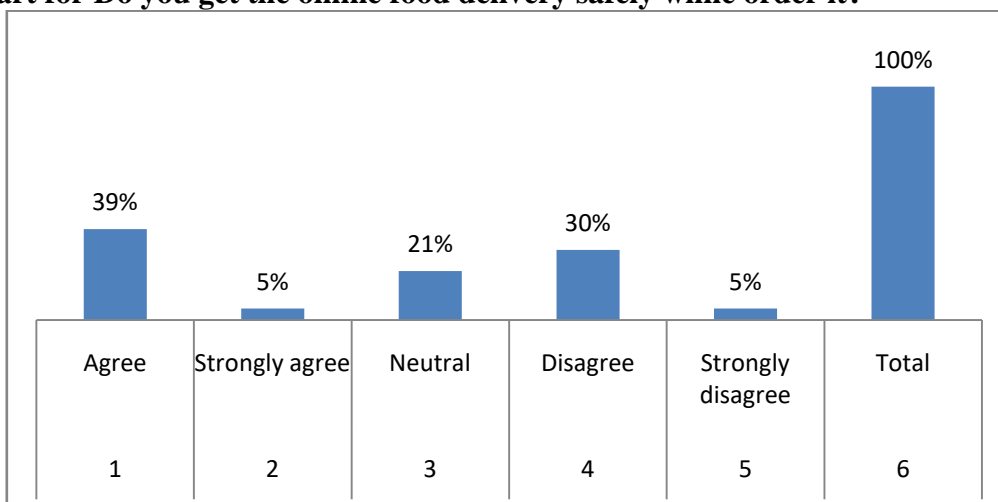


4.5. Table is to do you get the online food delivery safely while order it

S.no	Particular	Frequency	Percentage
1	Agree	25	39%
2	Strongly agree	3	5%
3	Neutral	6	21%
4	Disagree	13	30%
5	Strongly disagree	3	5%
6	Total	50	100%

INTERPRETATION: The about table express that safe delivery of online food. 39% of respondents agree and 30% of respondents disagree and 21% of respondents are neutral and 10% of respondents strongly agreed and strongly disagree.

4.5 Chart for Do you get the online food delivery safely while order it?



5. FINDINGS & OBSERVATIONS

1. Especially Male have given more response than female
2. 10 to 20 age people have more interest towards online food delivery app
3. More than 50 percentage of consumers are agreed with online food delivery
4. 65 % of consumers of get in safe delivery from online food delivery
5. 69 % of consumers satisfied of problems and receiving part from the delivery person.
6. 94 percentage of consumer satisfied of communication and the way of approach of delivery person.
7. Most of the consumer likes to order dinner and lunch by using online food delivery app

6. CONCLUSION

Concerning all types of business organizations, customer satisfaction is the most important issue, and considered as most reliable source of input for achieving excellence in any business organization. This study was conducted to measure the customer satisfaction and to examine the relationship between the customer satisfactions to: Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product. Brand, Service quality, physical environment and promotion are the key determinant of customer satisfaction in the purchase of fast-food industry. At the end it could be concluded that, there is a significant positive relationship between the Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product to customer satisfaction.

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