

Study On Consumer Satisfaction and Perception Towards Online Food Delivery Apps with Special Reference to Zomato and Swiggy

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Abstract:

India's e-commerce market has been rapidly expanding in recent years and continues to do so today. The constant growth of E-commerce is altering how people think, check, act, and produce a yield. Larger part of organizations in the limited scale, medium scale and enormous scope areas own a site to improve their business and they do as such by utilizing on the web commercials, online Promotional occasions or exercises in this way taking an "advanced "jump in the business cycles. The comfort needs and solace of the buyers and their purchasing conduct and the way toward purchasing is the wellspring of the persevering development of E-business.

Technology is assuming its vital part in reforming the food administration conveyances encounters. Reliance of technology has driven consumers to adopt doing activities such as shopping, payment gateways, online ticketing, internet banking, etc. One of the activities, online food delivery apps is becoming popular day by day in the Indian market. Indians' preference towards online food ordering leads to the growth and invention of new apps for ordering. In online food delivery apps, customers can order food from restaurants directly by visiting their website using the internet. An increase in food delivery apps provide easy convenience, save time and provide offers and discount for the customers. These food delivery apps also generate opportunities for the unemployed around the country.

In this day and age administration area contributes 64.80% in GDP. The ascent of advanced innovation is reshaping the businesses. With the expanded utilization of innovation, the quantity of individual's locks in into the advanced area is quickly expanding. Indeed, with greatest comfort and straight forwardness, anticipating the same experience that they would get from the power source itself. To coordinate with the buyer's assumptions applications are giving expanded offices and administrations to the clients. This situation doesn't exist just in one country however all over the globe. Being up to date with the clients' assumptions

encourages firm hold clients to a more noteworthy degree.

Keywords: E-commerce, Anticipating, Persevering, Conveyances.

Introduction:

Consumer perception is a marketing term that refers to a customer's perception, knowledge, or consciousness of a brand or its offerings. The customer gathers knowledge about a product and interprets it to create a meaningful picture of that product. Customer perception is the term for this. A consumer's opinion of a product is formed when they see advertising, ads, customer reviews, social media comments, and so on. When a customer sees or learns about a specific product, the whole process of customer perception begins. This cycle repeats itself until the customer develops an opinion about the product. Anything a business does have an impact on how customers perceive it. All influences consumer understanding, including the way goods are shown in a retail store, the colors and shapes in your logo, the ads you make, and the discounts you offer.

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Objective of Study:

- To study the customer satisfaction of zomato and swiggy.
- To study customer perception about online food delivery platform.
- To analyze consumer preference between zomato and swiggy.
- To identify factors that influence consumer perception towards online food delivery apps.

Hypothesis:

H1- There is a significant impact of different food delivery platforms on consumer perception

HO-There is no significant impact of different food delivery platforms on consumer perception

H2- There is a significant impact of consumer perception on the use of different food delivery platforms in relation to their satisfaction

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Literature Review:

H.S. Sethu and Bhavya Saini (2016) investigated the preference satisfaction and perception of students towards online food delivery apps, their goal was to find out how students felt about online food ordering and delivery services, as well as how they behaved and how satisfied they were. According to their findings, online meal ordering services assist students with better time management. It is also discovered that the convenience of having their desired meal available at any time and having convenient access to the internet are the primary reasons for using the service.

According to Ansar Z. and Jain S. (2016), the ecommerce industry's growth is a key factor in the success of online meal ordering and delivery services. According to research, over 400 food delivery apps are thriving in India, thanks to \$120 million in funding from venture capital firms and other investors. Given that each person consumes at least three meals per day, the food industry is referred to as a repetitive business sector, which draws the attention of investors and entrepreneurs. In his research, Jyotishman Das reveals the different factors that impact customers' decisions to use online food delivery services. He investigated the most popular online food delivery service portal among customers. He has also shown the barriers that consumers face when using online food delivery services. Each food ordering app has its own specialisations, such as Zomato's best discounts and Swiggy's on-time delivery.

In her studies, Dr. Mitali Gupta (2019), discusses the influence of food delivery apps on restaurants. The study discusses the advantages, as well as the positive and negative impacts of electronic food delivery and various online food delivery apps. The writer has also concentrated on food delivery app strategies, with a particular emphasis on Zomato

and Swiggy.

Suryadev Singh Rathore (2018) discovered that in order to provide their customers with a complete satisfaction experience, online food ordering companies must pay attention to the quality of information, mobile application and website design, security and privacy for payment systems. It also finds that the system values merchandise price, ease of payment, special offers, and discounts.

Sheryl E. Kimes (2011) found that both users and non-users valued perceived control and convenience associated with online food ordering services. Non-users want more personal interaction and have a greater level of technology anxiety when it comes to using the services.

According to Varsha Chavan (2015), Customers can view, order, and navigate using a smart device-based interface, which has aided restaurants in quickly managing customer orders. Wireless communication and smart phone technology's skills in meeting and expanding company management and service delivery. Their findings, this system is convenient, efficient, and simple to use, and it is expected to increase the overall restaurant industry in the future.

According to Hong Lan (2016), the online food delivery market is still in its infancy; there are some evident flaws, as evidenced by consumer complaints. We cannot rely solely on the self-discipline of online food delivery restaurants or the oversight and management of online food delivery platforms to solve these issues.

Juan C. Correaa (2017). In the city, Due to the dense traffic in cities, online food delivery services depend on urban transportation. These platforms make use of user-generated content to encourage users to share and consume content together. The effect of traffic conditions, which is one of the main performance indicators of online food ordering and delivery services, was assessed by the researcher (using Google Maps API). Even though early deliveries showed a quality problem association with the amount of comments made by customers after receiving orders at door step, the overall research found that traffic conditions had no practical effects on transaction volume and delivery time fulfilment.

According to Leong Wai Hong (2016), technological advancements have altered the business model in many industries. A restaurant's competitiveness and profitability will both benefit from efficient processes. The use of an online food delivery system is thought to help restaurants expand their business over time and to promote major business transactions online.

Kimes & Laque (2011). Food from the web the ordering service is an essential aspect of the restaurant industry. Some food supply chain restaurants, such as Pizza Hut, Dominos, and McDonald's, have developed mobile apps from which customers can place orders. However, the telephone is still the most common method of ordering food. The majority of restaurant data on online food ordering services' websites is owned by the online food ordering service, while telephone access is limited to the specific hotel or restaurant. Consumers would find it more convenient to use a mobile app.

Research Methodology:

Methodology is a method of data collection that is in which ways data has been collected and interpretations has been done, we have made a use of both primary and secondary data for our research.

The sample size was of 100 respondents, the sample method of convince purpose sampling was selected.

It will be the mixed of primary and secondary data for analysis and interpretation to be used. The area for data collection will be from Mumbai, Thane and Navi-Mumbai Region, it will take 30 days to collect data, and then 05 days for analysis and interpretation and 1 days for conclusion and recommendations.

Data Analysis:

Figure 1: Gender Distribution

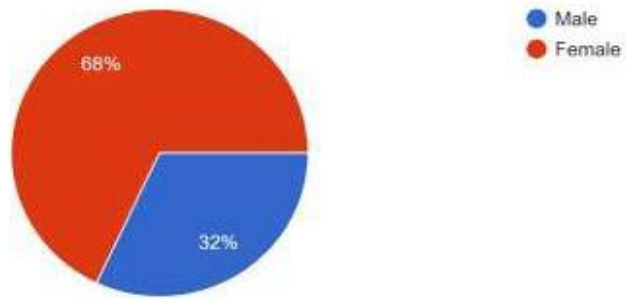


Figure 2: Age Group Distribution

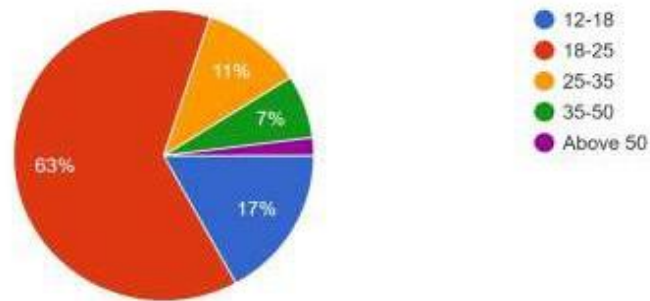
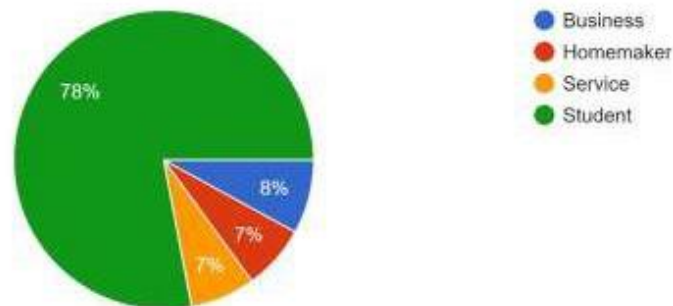
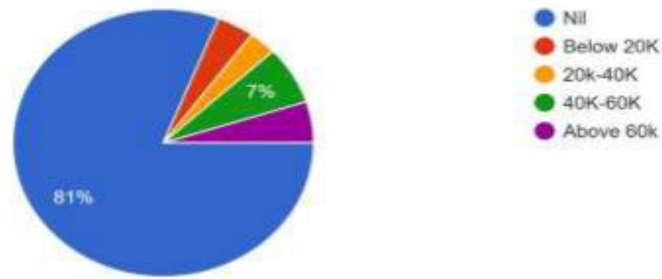


Figure 3: Occupation Distribution

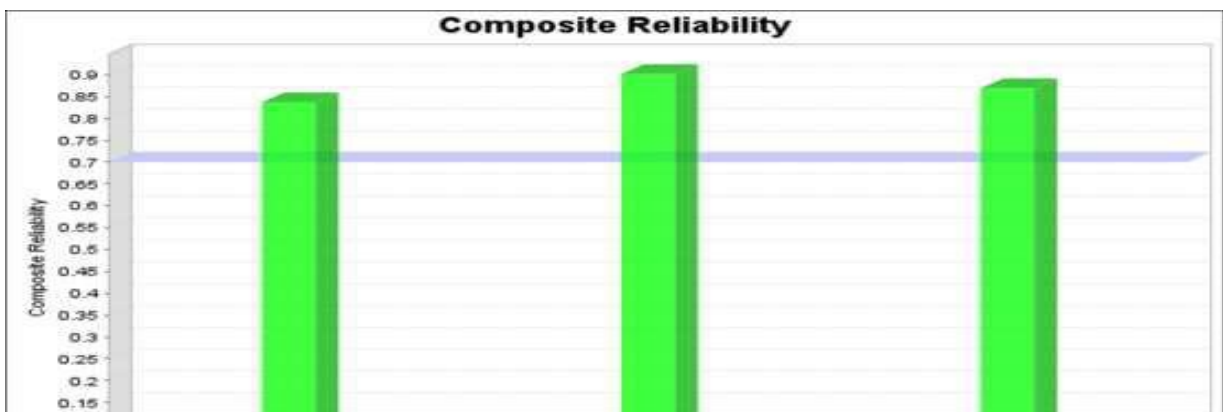


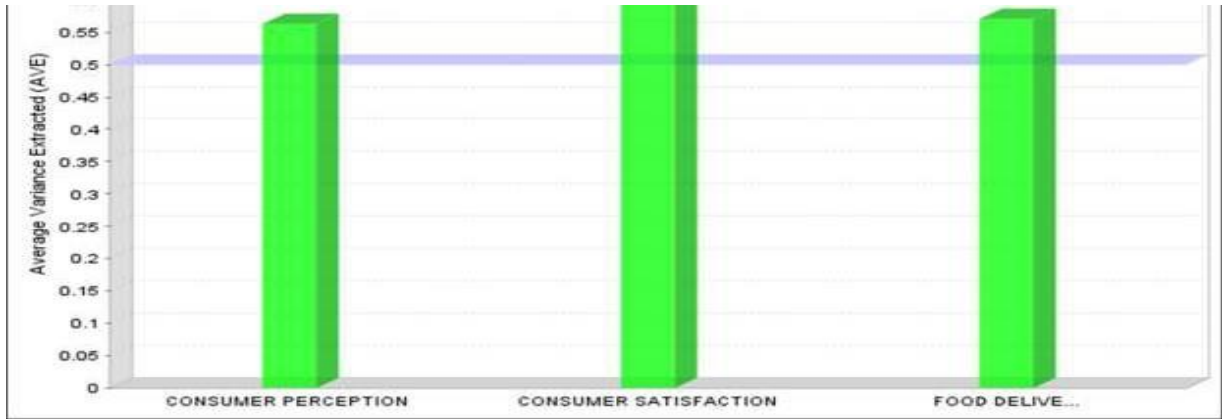
What is your current monthly income
100 responses



Interpretation:

From the table, it can be noticed that out of the total of 100 respondents, 32(32%) are male. Female respondents account for 68(68%) of the total 100 respondents. The majority of the respondents are between the age of 18-25 accounting for 63(63%). The 12–18-year-old age group comes in second with 17(17%) people. Number of Respondent with the age group 25-35 and 35-50 are 11(11%) and 7(7%) respectively. The smallest group is of age group above 50 with 2(2%). The majority of respondents 78(78%) are students. There are 7 people (7%) who are from service class among 100 sample size. The homemaker and business class group consists of 7(7%) and 8 (8%) respondents respectively. The majority of respondent's monthly income is Nil with 81(81%) people. The respondents with monthly income between 40K-60K and 20K-40K are 7(7%) and 3(3%). The numbers of respondents who earn below 20K are 4(4%). There are 5(5%) people who are earning above 60K per month.

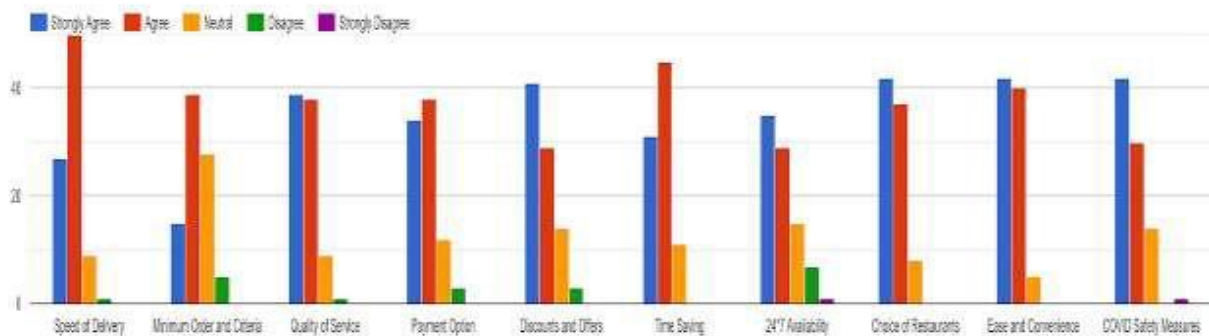




Interpretation:

The results of the Confirmatory Composite Analysis reported that all the constructs are reliable, consistent and fits with the measurement model. Analysis of AVE reported that each exceeded the minimum required threshold of 0.50 establishing the fact that variance apprehended by a construct in comparison to the incorporated errors. Composite Reliability (CR) was also above the threshold limit of 0.70 establishing that all constructs are theoretically connected.

Following factors affect the usage of food delivery apps

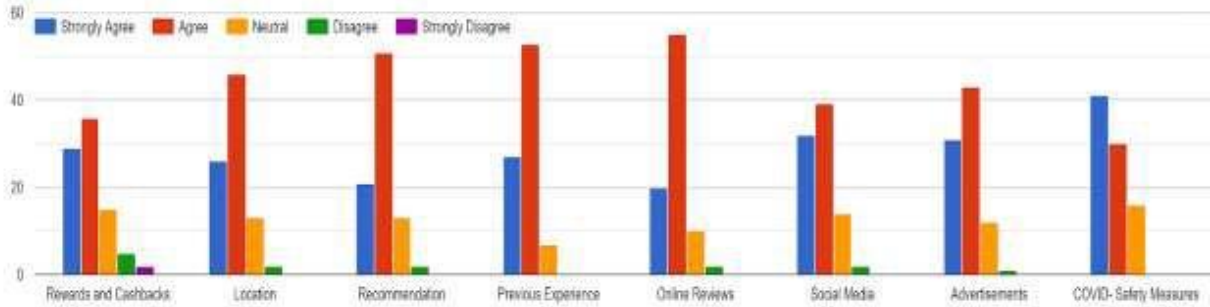


Interpretation:

As is shown by the table above majority of people that is 42 are strongly agree that COVID safety measures affect the usage of food delivery apps whereas 1 person is strongly disagree with it. There are 30 people who are agreed and 14 people who are neutral. None of them

responded as disagree.

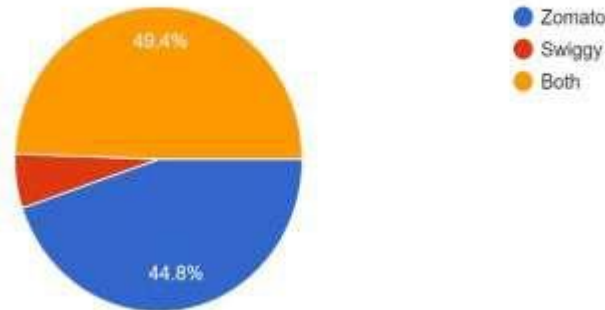
Following factors affect the perception of customer regarding food delivery apps



Interpretation:

As is shown by the table above majority of people that is 41 are strongly agree that COVID safety measures affect the perception of consumers regarding food delivery apps whereas no one is strongly disagree with it. There are 30 people who are agreed and 14 people who are neutral. None of them responded as disagree.

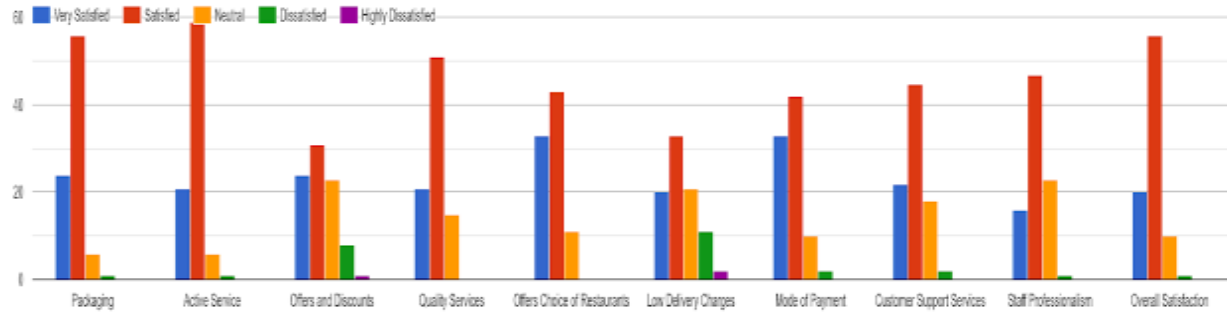
Which Food app do you prefer to order
87 responses



Interpretation:

As shown in the above table out of total 87 responses, 39 (44.8%) respondents prefer to use Zomato to order food online whereas 5(5.7%) people prefer to use swiggy. Majority of people i.e 43(49.4%) prefer both the apps to order food.

Service Satisfaction



Interpretation:

As an overall assessment, it can clearly be seen that majority of respondent that is 56 thinks that overall satisfaction of online food delivery apps is satisfied. There are 20 people who think it is very satisfied whereas 10 respondents think overall satisfaction of these apps is neutral. There is 1 response for dissatisfied and no responses for highly dissatisfied.

Finding & Suggestions:

- In this study, people of the age group of 12-above 50 years were included. Among whom,32 are male and 68 are female. Among them most of the respondents belong to age group of 12-18 and 18-25.
- In this study it can be found that most of the people who order food online are between the age group of 18-25 i.e. 68% of the total.
- It can be observed that most of the people who order food online are student with 78% and least of them are homemaker and service with 7% each out of total responses.
- Most of the people monthly income is Nil with 81% who prefer to order food online, 87% of total responses prefer to order food online whereas 13% respondents out of total do not prefer to order food online.
- Out of total respondents 44.8% people prefer zomato to order food online whereas 5%

respondents prefer swiggy. People who prefer both the apps are 49.4% out of total responses

- Food apps should boost their payment protection so that customers aren't hesitant to make online purchases.
- They should broaden their scope to include local vendors, as customers prefer them.
- Food should be correctly classified.
- To attract customers, restaurant owners can increase online ordering by simply adding new distribution platforms.
- Though online orders are welcome, quality and quantity services must be preserved.
- Because the majority of customers order online using their phones, restaurant owners can support them by effectively responding to phone calls that include human contact. Customers face several obstacles because the web is sluggish, so restaurant owners must know how to position orders quickly and efficiently.
- Restaurants should concentrate on providing the highest quality and selection of food items to their customers, and more and more customers should be encouraged to order food online, as it is becoming more preferred by individuals to order online.
- It is simple to use and saves time, but further development is needed in order to place more order.

Conclusion:

According to this research conducted, the customer's perception of online food delivery apps it is concluded that Zomato and Swiggy has its strengths and weakness. The primary purpose for which these apps are being used is to save time. According to the findings of this report, online food delivery apps are fairly popular among Bhopal residents. Almost everyone in the survey had heard of online food delivery apps. Customers aged 18 to 25 demanded more online food, which was often ordered. The perceived power and ease of online ordering are major factors in their use of it. It has been determined that the majority of people use both apps (Zomato and Swiggy). This research also states that all the age group people with different monthly income use these food delivery apps and are satisfied with the service provided by them. Furthermore, there is a significant impact of different food delivery platforms on consumer perception. Also, there is a significant impact of consumer perception on the use of different food delivery



platforms in relation to their satisfaction

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