

Customer Satisfaction Analysis: A Comparative Study of Swiggy and Zomato

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ABSTRACT

Online food delivery applications allow customers to order food from different restaurants at anytime and get it delivered directly to their homes. These apps provide various options such as different cuisines, price ranges and restaurants, making it easier for customers to choose according to their preferences. The main objective of the study is to examine the level of awareness among people about online food delivery services what are all the factors that influence customers to choose online food delivery services. For the purpose of the study both the primary data and secondary data has been used and to analyze the collected data percentage analysis, weighted average score and rank analysis has been used. The study suggests that as convenience and times saving was identified as the most important factors influencing customers, online food delivery platforms should focus on maintaining a smooth and easy ordering process. The study concludes that ratings and reviews influence customers when choosing a particular food delivery platform. Customers often consider the experiences and opinions shared by other users before selecting an app or restaurant.

Key words: Food Delivery, Services, Preferences, Experiences.

INTRODUCTION

Online food delivery services have become a common part of daily life, especially in urban areas. Many people now prefer ordering food online because of busy schedules, long working hours, and academic commitments. The growth of digital technology, increased use of smart phones, better internet facilities, and changing lifestyles have made online food delivery applications very popular. Students, working professionals, and families often find it difficult to cook regularly or go out for dining, so ordering food online has become an easy and convenient option.

Statement of Problem

Online food delivery through digital platforms has become a regular part of daily life in urban areas, especially among students, working professionals, and busy households. The growth of smart phone usage, improved internet connectivity, and changing life styles has led to the rapid expansion of online food delivery applications in India. Several food delivery apps operate in the market, offering similar services such as access to a wide range of restaurants, doorstep delivery, attractive discounts, subscription plans, and convenient online payment options. Despite providing similar services, online food delivery applications differ in terms of customer satisfaction and user preference. Customer choice is influenced by factors such as delivery time, food quality upon arrival, accuracy of orders, packaging condition, availability of restaurants, real-time order tracking, customer support, delivery partner behaviour, and pricing transparency. Past experiences and trust in the platform also play a significant role in shaping customer perceptions. Many customers frequently switch between food delivery apps based on convenience, offers, delivery speed, or service performance. This switching

behaviour indicates that customer loyalty is inconsistent and largely driven by practical service-related factors. Therefore, an attempt is made to make a comparative study of online food delivery applications and to understand customer satisfaction levels also to identify the key factors influencing customer decision-making in the online food delivery market.

Objectives of the Study

To examine the level of awareness among people about online food delivery services what are all the factors that influence customers to choose online food delivery services, in meanwhile using of online food delivery platforms what are all the challenges and problems faced by customers and also to evaluate customer experience and satisfaction with online food delivery services.

Scope of the Study

This study explores the growing role of online food delivery services in everyday life and how these services influence the way people order and consume food. Online food delivery apps have changed food habits by offering convenience, variety, and easy access to restaurants, while also creating new expectations among users. At the same time, these services bring certain challenges related to service quality, delivery experience, and customer satisfaction, making the topic important for study. The study covers different aspects of online food delivery services, including awareness among people, usage patterns, preference for specific apps, and overall customer experience. It looks into how customers view these services and how various factors affect their satisfaction, both positively and negatively. By understanding these aspects, the study highlights the growing importance of online food delivery apps and their impact on customer behavior and satisfaction. The findings of the study can help in gaining a clearer understanding of customer expectations and the overall performance of online food delivery services.

RESEARCH METHODOLOGY

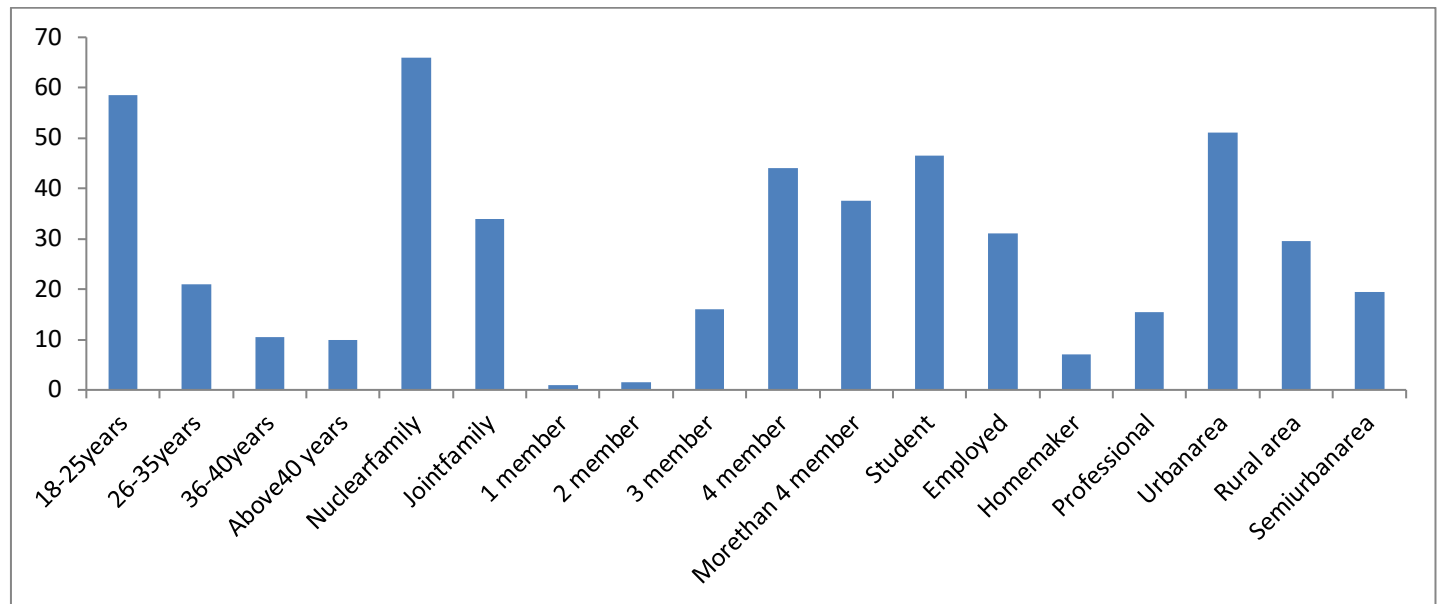
Area of the study	Coimbatore
Data Collection	Both Primary and secondary data were used for data collection
Sampling Size:	200
Sampling Method	Convenience Sampling Method
Tool for analysis	Percentage Analysis, Weighted Average Score, Rank

REVIEW OF LITERATURE

S. Sujatha.et.al (2024), the study highlights that improving consistency in service quality and communication can enhance overall customer satisfaction and strengthen positive perception. **Nada Jabbour Al Maaloufet.al (2025)**, the study concludes building and maintaining positive customer perceptions is essential for improving satisfaction levels, promoting continued usage and securing long-term growth in the competitive online food delivery industry. **Dr. Sunil Abraham Thomas (2025)**, The research concludes that convenience, affordability, and efficient service are the key factors shaping consumer preference toward online food delivery services. **Mr. N. Devaram et.al. (2026)** , the study concludes that platforms that consistently balance efficiency and affordability are more likely to strengthen consumer preference and long-term engagement.

ANALYSIS AND DISCUSSIONS

Exhibit-1 Demographic Profile



The majority (58.5%) of the respondents belong to the 18–25years age group, majority (66%) of the respondents belong to nuclear families, whereas majority (44%) of respondents have 4 members were stayed in their family, majority (46.5%) of the respondents are students and majority (51%) of the respondents were stayed in urban areas.

Table-I Sources of Awareness to Use The APP

S. No	Sources of Awareness	No. of Respondents	Percentage
1	Friends	48	24
2	Family	22	11
3	Social media	85	42.5
4	Advertisements	38	19
5	Online search	7	3.5
Total		200	100

The majority (42.5%) of the respondents became aware of online food delivery apps through social media.

Table-1 Preferred Online Food Delivery app

S. No	Preferredapp	No. of Respondents	PercentageofTotal
1	Swiggy	63	31.5
2	Zomato	37	18.5
3	Both	100	50
Total		200	100

The majority (50%) of the respondents prefer both Swiggy and Zomato.

Table -2 Factors Influencing the Use of Online Food Delivery Apps

Factors	Convenience	Time saving	Discount and offer	Lack of time to cook	Wide choice of restaurants
Score	1	2	5	4	3

The majority of the respondents have given the first priority to the convenience as the most important factor influencing the use of online food delivery apps.

Table-3 Problems While Using Food Delivery App

Problems	Delivery services	Payment process	Customer support	Technical issue
Rank	II	IV	I	III

Majority of the respondents are given the first priority to customer support and followed by delivery services technical issues and payment problems as their problem while using food delivery apps.

Suggestion

- As convenience and time saving were identified as the most important factors influencing customers, online food delivery platforms should focus on maintaining a smooth and easy ordering process.
- Providing attractive discounts, promotional offers, and value-based pricing can encourage customers to choose online food delivery services more frequently
- As delay in delivery was the most common problem faced by respondents, online food delivery platforms should improve delivery management and logistics to ensure timely delivery of orders.
- Companies should also ensure proper coordination between restaurants and delivery partners to avoid issues such as incomplete or incorrect orders.
- Online food delivery platforms should also improve the usability of their applications by maintaining a simple and user-friendly interface that allows customers to easily browse restaurants and place orders.

CONCLUSION

In conclusion, online food delivery platforms play a significant role in meeting the changing food consumption patterns of customers. With continuous improvements in service quality, delivery efficiency, and customer support, these platforms have strong potential to further improve customer satisfaction and maintain their growth in the competitive online food delivery market.

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