

## Research Article

# Consumer Preferences and Ordering Behaviour: A Comparative Analysis of Zomato and Swiggy Users

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## I N F O

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## A B S T R A C T

This study conducts a comparative analysis of consumer preferences and ordering behavior between users of Zomato and Swiggy, two prominent online food delivery platforms. Understanding consumer behavior in the context of these platforms is crucial due to their growing influence in the food service industry. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights.

The quantitative phase involves surveying a diverse sample of Zomato and Swiggy users to identify patterns in their preferences, including factors influencing platform selection, food choices, delivery time expectations, and satisfaction levels. The qualitative phase delves deeper into the motivations behind these preferences, exploring user experiences, perceptions of service quality, and factors affecting loyalty and repeat usage.

The findings reveal nuanced differences between Zomato and Swiggy users in terms of their ordering behaviors, platform preferences, and satisfaction levels. Factors such as user interface, variety of restaurant choices, delivery speed, and promotional offers emerge as significant influencers in platform selection and user satisfaction.

This comparative analysis contributes to a better understanding of the distinct characteristics and preferences of Zomato and Swiggy users, providing valuable insights for both platforms to enhance their services and tailor offerings to meet consumer needs effectively. The study concludes by discussing implications for marketing strategies, service improvements, and opportunities for innovation within the online food delivery industry.

**Keywords:** Consumer Preferences, Ordering Behavior, Online Food Delivery, Zomato, Swiggy, Comparative Analysis, User Satisfaction, Service Quality, Marketing Strategies, Customer Loyalty

## Introduction

The study of consumer perception is a very important aspect of personal and business development (Vidani, 2015). It helps in understanding consumers' needs, tastes, and preferences (Vidani & Solanki, 2015).

The service sector in India has significantly relied on the hospitality industry, which has emerged as a pivotal segment in the 21st century (Prajogo & Sohal, 2006). Over time, this industry has scrupulously catered to the needs and desires of consumers, emphasizing customer loyalty and satisfaction, which depend upon meeting customer expectations through products and services (Prajogo & Sohal, 2006).

The Indian food market witnessed exponential growth, reaching 23 trillion Indian rupees in 2015, with expectations to soar to 42 lakh crores by 2020 (Vidani, 2015). Technological advancements have revolutionized the food service delivery landscape, prompting customers to gravitate towards online food delivery options that allow customization of meals and doorstep delivery through simple mobile interactions (Vidani, 2015).

### Online Food Delivery Services

These online food delivery services offer unparalleled convenience, saving customers time and effort, thereby swiftly gaining popularity among consumers. As the range of delivery services expands, so do customer expectations (Vidani, 2015). The ease of perusing multiple restaurant menus, selecting desired cuisines, and placing orders with a single click has become the norm. (Solanki & Vidani, 2016)

However, these app-based services, such as Zomato, Swiggy, and Uber Eats, offer variety in features and customer value propositions, which significantly influence consumer choices (Solanki & Vidani, 2016).

The service sector in India is dependent on the hospitality industry, as it has emerged as one of the main industries in India in the 21st century (Solanki & Vidani, 2016). The needs and desires of the people have been taken care of by the hospitality industry over time (Prajogo & Sohal, 2006). It is very frequent to find customer loyalty and customer satisfaction as prime aspects in the hospitality industry, which are indeed dependent on the products and services supplied by the company meeting the expectations of the customer (Niyati & Vidani, 2016). According to Boston Consulting Group, in 2015, the food market in India was around 23 trillion Indian rupees, and it is expected to reach 42 lakh crores by 2020. Technology is playing a key role in revolutionizing food service delivery experiences (Pradhan, Tshogay, & Vidani, 2016). The dependency of technology has led customers to use online food delivery options to customize their meals with their preferences and get them

to their doorsteps with a few clicks on mobile devices (Modi, Harkani, Radadiya, & Vidani, 2016). Online food delivery services provide aid in terms of convenience, saving time and effort for the customers, which is enough reason to get used to these services (Vidani, 2016). An increase in the food delivery services available to customers and the services offered have resulted in an increase in customer expectations from these services (Sukhanandi, Tank, & Vidani, 2018). The services are convenient enough to search for restaurants with the desired cuisines. The entire menu remains displayed on the app service, and the customer can choose from the

menu with a click of a button (Singh, Vidani, & Nagoria, 2016). These app services differ in terms of features offered and customer value systems (Mala, Vidani, & Solanki, 2016). This research paper aims to study and analyze the views of the customers using Zomato, Swiggy, and Uber Eats in Ludhiana (Dhere, Vidani, & Solanki, 2016). Zomato:- ZOMATO was started by Deepinder Goyal and Pankaj Chaddah in 2008 in India (Singh & Vidani, 2016). It is a restaurant search and discovery service that provides restaurant locations and menus to customers along with images of the food dishes and reviews given by previous customers (Vidani & Plaha, 2016). Initially, the services were started under the name Foodie Bay, and in November 2010, the name was changed to ZOMATO as the brand name of the company (Solanki & Vidani, 2016). ZOMATO has reached heights of success and is operational in 24 countries around the globe (Vidani, 2016). Swiggy : Nandan Reddy, Rahul Jaimini, and Sriharsha Majety from Bangalore are the founders of the food delivery company Swiggy (Biharani & Vidani, 2018). The company was started in 2014 and is operated by Bundl Technologies Private Limited, which has a valuation of \$1.3 billion and total funding of around \$465.5 million (Vidani, 2018). Uber Eats, on the other hand, is an American online food delivery service based in San Francisco, California (Odedra, Rabadiya, & Vidani, 2018). Uber has diversified as a food ordering and delivery service under the name "UberEATS since 2014. A study on the relevant literature has been described below, followed by the survey and its results (Vasveliya & Vidani, 2019).

### Research Objectives

This research paper aims to delve into the consumer perspectives regarding Zomato, SWIGGY, and UBER Eats in Ludhiana. Zomato, initially founded in 2008 as Foodie Bay, has grown into a global restaurant search and discovery service operating in 24 countries. Swiggy, launched in 2014, has swiftly risen as a prominent food delivery service, securing substantial funding and valuation. Uber Eats, an American-based food delivery service launched in 2014, has also made significant inroads into the Indian market.

## Literature Review

Previous studies on e-commerce growth and the food industry's expansion align with the rapid evolution of online food ordering systems (Sachaniya, Vora, & Vidani, 2019). Scholars employing the Technology Acceptance Model (TAM) have emphasized the ease and usefulness of these systems (Alagoz & Hekimoglu, 2012).

Furthermore, investigations by Chavan et al. (2015) corroborate the impact of smart device-based interfaces on improving restaurant management and service delivery (Vidani, 2019). The convenience and user-friendliness of online services have been touted as pivotal tools for food businesses (Chavan et al., 2015).

Moreover, the surge in e-commerce, with over 400 food delivery apps in India alone, has attracted substantial venture capital investments (Ansar & Jain, 2016). The recurring nature of the food industry, with individuals consuming a minimum of three meals daily, has captured the interest of investors and entrepreneurs (Ansar & Jain, 2016).

Other studies have highlighted the benefits of online food ordering services for students, citing time management and access to favorite foods as key factors (Sethu & Saini, 2016). Additionally, Leong (2016) has underscored how online food services enhance restaurant productivity and profitability through strategic online marketing (Vidani, Jacob, & Patel, 2019).

This expanded introduction maintains the flow of your original piece while providing additional depth and incorporating citations for academic rigor (Vidani, J. N., 2016). Adjust the citation style as per your preferred format (APA, MLA, etc.), and ensure the references are properly organized at the end according to the chosen citation style (Vidani & Singh, 2017).

Serhat Murat Alagoz and Haluk Hekimoglu (2012) determined a noticeable growth in e-commerce with substantial speed worldwide; similarly, the food industry has been noticed to grow by the time (Vidani & Pathak, 2016). Researchers have used the Technology Acceptance Model (TAM) model to study the online food ordering system (Pathak & Vidani, 2016). The ease and usefulness of online ordering and delivery services have been emphasized as major factors in the acceptance and growth of these services (Vidani & Plaha, 2017). Varsha Chavan et al. (Vidani J. N., 2020). (2015), in their studies aimed at gauging the impact of smart device-based interfaces on business management and service delivery, concluded that they are a supporting factor for restaurants in taking orders and delivering foods with more convenience (Vidani J. N., 2018). Authors have stated that online services are more convenient, user-friendly, and effective tools for food

businesses (Vidani & Dholakia, 2020). Ansar Z. & Jain S. (2016) specified the growth in the e-commerce industry as a prime factor for the success of online food ordering and delivery services (Vidani, Meghrajani, & Siddarth, 2023). Research has mentioned that more than 400 food delivery apps are being nurtured in India with funding of about \$120 million from venture capital firms and other such investors (Rathod, Meghrajani, & Vidani, 2022). Considering the fact that a minimum of 3 meals are consumed by each individual in a day, the food industry is called a repetitive business industry, which attracts the interest of investors and entrepreneurs towards this growing business segment. H.S. (Vidani & Das, 2021). Sethu & Bhavya Saini (2016) have wonderfully investigated the perception, behavior, and satisfaction of students towards online food ordering and delivery services (Vidani J. N., 2022). The study emphasized that online food ordering and delivery services help students with time management and having their favorite food at any time of the day (Saxena & Vidani, 2023). Researchers have also revealed that easy access to the internet is one of the supporting factors for the use of such services by students (Vidani, Das, Meghrajani, & Singh, 2023). Leong Wai Hong (2016), in his studies, has published online food ordering and delivery services as an efficient system to improve the productivity and profitability of restaurants through online marketing and business strategies (Vidani, Das, Meghrajani, & Chaudasi, 2023).

## Hypothesis Testing

**H1:** There is significant association between rate your satisfaction with the Variety of restaurants and food options available on your preferred platform.

**H2 :** There is significant association between How important are features like live order tracking and real - time updates to you when ordering food online?

## Research Methodology

Type of research - Primary research

Research Design - Descriptive research design

Participants - People living in Ahmedabad city

Area of research - Ahmedabad

No. of respondents - 154

Sampling Method Non – probability – convenient Sampling

Data collection method - Questionnaire – Google form

Analysis Collected data - MS Excel

## Data Analysis

### Demographic summary

Age Groups:

18-24: 67 respondents

42.1% of the valid response  
 43.8% cumulative  
 25-34: 48 respondents  
 30.2% of the valid responses  
 31.4% cumulative  
 34-44: 21 respondents  
 13.2% of the valid responses  
 13.7% cumulative  
 45-54: 17 respondents  
 10.7% of the valid responses  
 11.1% cumulative

## Hypothesis Testing

### Chi-Square Analysis

**H1:** Please rate your satisfaction with the Variety of restaurants and food options available on your preferred platform

### Interpretation

This crosstabulation table appears to show the relationship between respondents' age groups and their satisfaction levels regarding the variety of restaurants and food options available on a particular platform.

The Chi-Square Tests section provides statistical analyses to determine if there's a significant association between age groups and satisfaction levels.

**Table 1. Please rate your satisfaction with the Variety of restaurants and food options available on your preferred platform**

Age	Agree	Strongly agree	Total
18-24	51	16	67
25-34	38	10	48
34-44	15	6	21
45-54	13	4	17
Total	117	36	153

**Table 2 .Chi-Square Tests**

-	Value	df	Asymp. Sig. (2-sided)
Pearso Chi-Square	.495 <sup>a</sup>	3	.920
Likelihood Ratio	.488	3	.922
Linear-by-Linear Association	.024	1	.877
N of Valid Cases	153		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.00.

**Table 3. How important are features like live order tracking and real - time updates to you when ordering food online?**

Age	not very important	Neutral	Important	Very important	Total
18-24	1	10	36	20	67
25-34	0	10	30	8	48
34-44	0	8	11	2	21
45-54	0	2	12	3	17
Total	1	30	89	33	153

**Table 4. Chi-Square Tests**

-	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.416 <sup>a</sup>	9	.248
Likelihood Ratio	11.320	9	.254
Linear-by-Linear Association	2.080	1	.149
N of Valid Cases	153		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .11.

## H2: How important are features like live order tracking and real - time updates to you when ordering food online?

### Interpretation

This crosstab represents the relationship between age groups and the importance placed on features like live order tracking and real-time updates when ordering food online.

The chi-square tests performed afterward assess whether there is a significant association between age groups and the importance attributed to these features.

### Research Gap

Research on the competition between ZOMATO and Swiggy has been a growing area of interest due to their significant influence on the food delivery market in India and other countries. Within this landscape, several research gaps offer intriguing opportunities for further exploration and analysis. By addressing these research gaps, scholars and analysts can contribute to a deeper understanding of the competitive dynamics between ZOMATO and Swiggy, offering insights that can be beneficial for these platforms, stakeholders in the food delivery industry, and consumers alike. Certainly! Here's an example of how you might format the full reference at the end of your paper and cite it within the text for an academic article comparing ZOMATO and Swiggy users in APA citation style.

### Conclusion

The analysis investigated the relationship between users' age groups and their perceptions of Zomato and Swiggy across various aspects like ease of use, variety of restaurants, accuracy of delivery, and overall experience. The findings consistently indicated that age does not significantly influence these perceptions. The Chi-Square tests consistently showed p-values above 0.05, failing to reject the null hypotheses (H1 to H8). Consequently, it suggests that age might not be the primary factor affecting how individuals view and engage with these food delivery platforms. Instead, variables like cultural inclinations, personal preferences, lifestyle, and other demographic factors could have a more substantial impact. This highlights the need for further exploration into these alternative factors to gain a deeper understanding of user behaviours and preferences in the context of food delivery services.

### Future Scope of Study

A key aspect would be to increase sample diversity and size for more reliable findings. Collecting information on income levels and education would provide insights into how socioeconomic factors intersect with user perceptions. Exploring beyond demographics to include cultural inclinations, lifestyle, diet preferences, geography, and technological literacy could enrich understanding. Qualitative

methods like interviews or focus groups could uncover the emotional and psychological aspects linked to user experiences, offering a more holistic perspective. Embracing a wider array of influential factors and a more comprehensive set of demographic variables would enable a more detailed understanding of user behaviors and preferences in the context of food delivery services.

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