

Research Article

The Preferences of Gen Z for Food Delivery Services: A Comparative Study of Zomato and Swiggy in Ahmedabad

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A B S T R A C T

This study investigates the relationship between age and various factors influencing consumer behavior toward food delivery platforms like Zomato and Swiggy. Using data collected from consumers across different age groups, the study explores how preferences for customer support, packaging quality, delivery time, offers, and platform choice are shaped by age. The analysis reveals that younger consumers are more influenced by discounts and offers, while older consumers prioritize reliability and timely delivery. The findings suggest that food delivery companies should adopt age-based segmentation to better cater to the diverse needs of their customer base. Specifically, younger consumers prefer quick deliveries and interactive digital features, while older consumers value ease of use, customer support, and dependable service. Additionally, the study highlights the importance of personalized marketing strategies, with younger users responding more to app-based promotions and older users benefiting from simplified services. The research contributes to the understanding of consumer behavior in the digital age, providing practical recommendations for improving customer engagement and satisfaction. By tailoring marketing campaigns, service offerings, and support systems to different age groups, food delivery platforms can enhance the overall consumer experience, boost loyalty, and achieve sustainable growth. The study also suggests several avenues for future research, including exploring the impact of other demographic factors, technological advancements, and geographic influences on food delivery behavior.

Keywords: Age-based segmentation, Consumer behavior, Food delivery platforms, and Marketing strategies

Introduction

Zomato and Swiggy are food delivery apps that have revolutionized the way Indians acquire their meals. They bring vast varieties of cuisines right into the customers' homes with only a few taps on a phone for convenience

and ease. (Vidani, 2015) This study focuses on Gen Z in Ahmedabad, one of the fastest-growing cities in India, to understand how factors such as discounts, fast delivery, and complaint handling would influence the choice between Zomato and Swiggy.

Why Food Delivery Apps Are Popular

The Indian food delivery market has grown at an unprecedented rate in the last decade, especially in cities. With the advent of Zomato and Swiggy, ordering food has become a very simple and fast process for Gen Z. These companies make use of the latest technology, like AI, to ensure that the process is smooth and delivery is swift. (Vidani, 2016) However, with increased competition, they have to look for new ways to keep customers happy.

Understanding Gen Z

Gen Z, who range from the late 1990s to the early 2010s, are a super-connected generation that wants speed, low prices, and instant gratification. (Niyati & Vidani, 2016) It doesn't only make use of apps; it also gives feedback through reviews and social media. As the most significant age group utilizing food delivery apps, they have the greatest impact on how the apps are perceived and used.

What Makes Gen Z Choose?

Deals and Promotions

Gen Z loves getting value for their money. (Vidani, 2016) Discounts, cashback, and loyalty programs are very important to them when choosing between Zomato and Swiggy. Both platforms try to attract customers with deals, but the success of these offers depends on how users perceive their value.

Fast Delivery

Speed is of prime importance to Gen Z. The food they order should reach them quickly. Even a delay might cause irritation and bad reviews for the restaurants. (Singh & Vidani, 2016) Both Zomato and Swiggy plan deliveries with AI and make them faster. In this way, they can fulfill their impatient customers' expectations¹.

Dealing with Complaints

Trust building through good customer service. In case something goes wrong—say, there is an error in the order or payment—Gen Z wants the problem resolved promptly. Complaining parties appreciate those platforms that solve problems empathetically and promptly; such platforms earn the trust of more members of Gen Z. Why Ahmedabad?

This is a young and urban city that has a robust food culture. Therefore, it is a perfect place in which to learn about the trend of food delivery. (Vidani, 2018) What one learns there could likely be applied from that city to other cities in India.

This paper is about exploring reasons for the ordering of Gen Z through Ahmedabad through Zomato or Swiggy and the method in which these companies treat the complaint that would also provide discounts along with time for the delivery of items. Knowing such factors may better enhance the service, so winning loyalty for companies for Gen Z can be achievable².

The way Gen Z is conducting themselves has many uses and can provide many insights to the companies operating in the food delivery industry about their requirements and how this generation may be able to create a competitive stance in the new fast-changing economy.

Research Objectives

- To determine the role of discounts in deciding the choice between Zomato and Swiggy for Gen Z (objective achieved through Questions 5 and 6 of the questionnaire).
- Compare the perception of Gen Z toward discount offers on Zomato vs. Swiggy. (Objective was achieved while framing Questions 7 and 8 of the questionnaire.)
- Analyze the significance of timely delivery for Gen Z towards choosing a food delivery platform. (Objective was achieved through Question 9 of the Questionnaire.)
- Assess Gen Z's exposure to late deliveries while ordering through Zomato and Swiggy. (The objectives were achieved with Questions 10 and 11 of the questionnaire.)
- To understand the perception of delivery consistency on both platforms (objective is met in question 12 of the questionnaire).
- To find out Gen Z's satisfaction with Zomato's complaint redressal process (objective is met in questions 13 and 15 of the questionnaire).
- To find out Gen Z's satisfaction on Swiggy's complaint redressal process (objective is met in questions 14 and 16 of the questionnaire).
- Would like to know whether food delivery services have influenced the spread of complaints related to their services (objective achieved in Question 17, Questionnaire).
- To identify the preferred platform between Zomato or Swiggy with the Gen Z consumer base (objective achieved in questions 18 and 19, questionnaire).
- To measure overall satisfaction with food delivery services provided online by Gen Z consumers (objective achieved in Question 20, questionnaire).

Literature Review

Recently, the food delivery business went boom in India because of applications such as Zomato and Swiggy. It has indeed provided an entirely new face for ordering food for Gen Z. This term referred to a generation that is quite techno-friendly in nature. Consequently, while they make the decision with one of them, they are reminded by thoughts such as offers and discounts available, delivery time, and customer services. Such a problem is being described elaborately later in this write-up³.

Discounts Matter the Most

Savings is the way to go for Gen Z. They are attracted to platforms offering discounts, cashback, and loyalty programs. Both Zomato and Swiggy must compete on deals to acquire and retain customers, and affordability is the deciding factor.

Fast Delivery is the Way to Go

Gen Z loves speed. If delivery gets delayed, then there is a bad experience and a nasty review. Swiggy uses AI-based logistics so it can make speedy delivery in the place, while Zomato invests to make the delivery route smarter. In short, the apps are struggling to keep up with the efficiency that Gen Z so desires⁴.

Easy complaint resolution

Gen Z wants instant sympathetic responses to its complaints, for instance, about late delivery or a wrong order. Websites that are able to address grievances will be at an advantage and by people's loyalty. In the case of Zomato and Swiggy, it is an AI-based chatbot assisted by human interfaces in resolving issues, but what makes the difference is that solution in real time.

Technology Drives Experience

A generation of personalization lives for itself. Satisfaction builds up through such features as real-time monitoring, recommendations, and predictive ordering. The two services both work through high technology that understands them and orders more⁵.

Regional Preferences Matter

They are different everywhere. For Ahmedabad, food culture, traffic, and restaurants are the deciders for Zomato and Swiggy. Both need to be responsive to the needs of the locals so that they get significance and remain competitive.

Food delivery has less burden on Gen Z due to services like Zomato and Swiggy. Some of the other key things to get into the game are affordability, speed, and great service. With this height of demand coming from the youth generation who survive on technology, the company could be run keeping in mind an aspect of discount, speedy delivery, and experience personalized to themselves. It would know what particular area in Ahmedabad they would want and which might enhance their service for customer returns.

Research Gap

The study titled "The Preferences of Gen Z for Food Delivery Services: A Comparative Study of Zomato and Swiggy in Ahmedabad" aims to explore and compare the factors that influence the food delivery choices of Generation Z (Gen Z) in the context of two of India's most popular food delivery platforms, Zomato and Swiggy. Despite the growing importance of food delivery services, there is a

noticeable research gap when it comes to understanding Gen Z's specific preferences and how these preferences differ across platforms. This gap becomes particularly relevant in the context of Ahmedabad, where cultural, social, and economic factors may shape consumer behavior in unique ways⁶.

Limited Research on Gen Z's Food Delivery Preferences

While much research has been conducted on consumer behavior in the context of food delivery services, most studies focus on general consumer trends rather than on specific generational cohorts like Gen Z. Gen Z (individuals born between 1997 and 2012) is known for its distinctive technological fluency, preference for convenience, and strong inclination towards digital platforms. However, research specifically targeting this generation's preferences in food delivery choices is sparse. Gen Z's engagement with food delivery services like Zomato and Swiggy needs to be better understood, especially in terms of factors like user interface design, delivery speed, price sensitivity, and sustainability⁷.

Lack of Comparative Studies Between Zomato and Swiggy

Although Zomato and Swiggy are the two major players in the Indian food delivery market, limited studies have compared Gen Z's preferences specifically for these platforms. Most research focuses on one platform at a time, failing to analyze side-by-side comparisons that reveal how Gen Z interacts differently with the two. This lack of comparative analysis leaves a gap in understanding which platform aligns more with Gen Z values such as brand loyalty, offer relevance, quality of customer service, and social influence. For instance, while Zomato may be perceived as a more premium option with higher-end restaurants, Swiggy is often seen as more affordable and faster in delivery. A comparative study would allow for a deeper understanding of the specific platform preferences of Gen Z in Ahmedabad and how these preferences may be shaped by local trends, price sensitivity, and service expectations.

Region-Specific Insights

Most of the existing literature on food delivery services primarily focuses on metros like Delhi, Mumbai, or Bengaluru, leaving a research gap in tier-2 and tier-3 cities, such as Ahmedabad. Consumer behavior in cities like Ahmedabad may differ from metro areas due to cultural, economic, and social differences. Ahmedabad has its own unique consumer profile influenced by local tastes, spending power, and technological adoption, which may vary significantly from other regions. Research on Gen Z's preferences in Ahmedabad will help fill this gap and offer region-specific insights that are crucial for the platforms to

fine-tune their offerings and cater to the needs of a rapidly growing youth demographic in smaller cities⁸.

Influence of Social Media and Peer Recommendations

Another gap in the existing literature is the role of social media and peer influence in shaping Gen Z's food delivery decisions. Gen Z is known for being heavily influenced by social media platforms such as Instagram, YouTube, and TikTok. The influence of food influencers, online reviews, and peer recommendations can play a pivotal role in shaping platform choices. Although some studies have touched on the broader concept of digital influence, there is limited focus on how social media and peer groups specifically impact food delivery choices. A detailed analysis of these factors could provide valuable insights into the decision-making processes of Gen Z in Ahmedabad⁹.

Technological Integration and User Experience

The role of technology and user experience (UX) in food delivery apps is another under-explored area. Gen Z is highly tech-savvy, and the functionality, speed, and ease of use of a platform's mobile app can significantly impact user preference. However, there is limited research that looks into how Gen Z's expectations of app design, order tracking, and personalization features influence their choice between Zomato and Swiggy. Understanding how technological features like AI-based recommendations, real-time tracking, and integrated payment options affect the platform's user satisfaction for Gen Z is crucial to identify areas for improvement and differentiation.

Conclusion

In conclusion, the research gap in the field of food delivery preferences among Gen Z provides a strong rationale for conducting a study that focuses specifically on Zomato and Swiggy in the context of Ahmedabad. A comprehensive investigation of generational preferences, platform-specific features, region-based consumer behavior, and the influence of technology and social media will offer significant insights into how food delivery platforms can cater to the unique needs of this digitally native and trend-sensitive generation. Addressing these gaps will also inform future marketing strategies and service offerings, ultimately improving the consumer experience for Gen Z in Ahmedabad.

Hypothesis

H1:

Age: The customer support will solve problems relating to a complaint over Zomato/Swiggy on time.

H2

Age: The packaging quality of the food item has affected my preference to choose the food delivery app.

H3

Age: I find it easy to report issues or complaints on my preferred food delivery app.

H4

Age: The deliveries via Zomato take more time.

H5

Age: The time of delivery is the most important factor for me when choosing online food.

H6

Age: I always check the offers on both Zomato and Swiggy before the order.

H7

Age, discounts, and offers are the one thing that attracts people to one food delivery app.

H8

Age: Do you order food online daily?

H9

Age: What is your average spending on food delivery platforms?

H10

Age: I would prefer ordering food through Zomato rather than Swiggy.

Validation of Questionnaire

- Do you order food online daily?
- I prefer ordering food through Zomato rather than Swiggy.
- I prefer ordering food through Swiggy rather than Zomato.
- Discounts and offers are the main factors that attract me to use a particular food delivery application.
- I always check the offers on both Zomato and Swiggy before placing an order.
- Delivery time is the most important factor for me when choosing an online food delivery service.
- Deliveries through Zomato/Swiggy usually take more time than expected.
- I find it easy to report issues or complaints on my preferred food delivery app.
- Customer support resolves my complaints on Zomato/Swiggy in a timely manner.
- Food packaging quality influences my preference for choosing a food delivery app.

Research Methodology

The present study follows a descriptive research design to understand the preferences and factors influencing the choice of online food delivery applications. The data was collected using a non-probability convenient sampling method to ensure easy access to respondents.

A primary data collection method was adopted through a structured questionnaire comprising close-ended questions. The questionnaire was circulated online via Google Forms to gather responses efficiently.

The collected data was analyzed with the help of SPSS and Excel, and the findings were presented using tables for better clarity.

The total sample size of the study is 124 respondents, covering individuals from Ahmedabad. The sampling unit included a diverse group of participants, such as students, private and government job employees, businessmen, homemakers, and professionals like Chartered Accountants (CA), doctors, and others¹⁰.

Demographic Summary

The sample comprises 124 people, where most people are between the ages of 18 and 25, at 58.1%. The remaining were aged between 25 and 32, at 41.9%. In relation to gender, many of the participants are men at 79%, while at 10.5% females and another 10.5% did not wish to know their gender. As for profession, most participants are students (54.8%), followed by people who work (20.2%), businessmen (12.1%), professions (4%), and homemakers (8.9%). Concerning education, 57.3% are postgraduates, 36.3% are undergraduates, and 6.5% fall into other categories. In terms of monthly income, 41.1% report having an income, while others earn in the following ranges: 13.7% earn less than 10,000, 18.5% earn 10,000-20,000, 11.3% earn 20,000-30,000, and 15.3% earn 40,000 or more. This demographic breakdown provides a good context for understanding the background and financial status of the respondents¹¹.

Cronbach Alpha

Reliability Test—Cronbach's Alpha

To ensure the reliability of the questionnaire, a Cronbach's Alpha test was conducted. The calculated Cronbach's Alpha value is 0.703, based on a total of 11 items in the questionnaire. Since the value exceeds 0.7, it indicates an acceptable level of internal consistency and reliability of the scale used in the study.

The Cronbach's Alpha value of 0.703, which utilized 11 items, was satisfactory with regard to the internal consistency within the scale for the specific study in question. Since the value for Cronbach's Alpha lies within the range from 0.70 to 0.80, it is established that the values of items utilized within the scale are moderately intercorrelated with one another; consequently, such a scale must be considered as sufficiently reliable in the performance of data collection activities. It consists of 11 items so that this scale can provide proper breadth as well as consistency fairly¹².

Results of Hypothesis Testing

To examine the relationship between age and various factors influencing the use of online food delivery applications, hypothesis testing was conducted in table 1. The significance level (p-value) was considered at 0.05. Based on the results, if the p-value is greater than 0.05, the null hypothesis is accepted, indicating no significant relationship. If the p-value is less than 0.05, the null hypothesis is rejected, indicating a significant relationship. The strength of relationships is assessed through R-values, where most were found to be weak.

Table 1. Hypothesis Testing Results

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
Example	H1: Age * The customer support will solve problems relating to a complaint over Zomato/ Swiggy on time.	0.419	>	H01 accepted(Null hypothesisAccepted)	0.096	weak
Example	H2 Age * Packaging quality of food item has affected my preference to choose the food delivery app.	0.729	<	H02 Rejected(Null HypothesisRejected)	0.047	Weak
Example	H3 Age * I find it easy to report issues or complaints on my preferred food deliver app.	0.127	>	H03 accepted(Null hypothesisAccepted)	.0137	Weak

Example	H4 Age * The deliveries via Zomato take more time.	0.027	>	H04 accepted(Null hypothesisAccepted)	-0.068	Weak
Example	H5 Age * The time of delivery is the most important factor for me when to choose online foo	0.176	>	H05 accepted(Null hypothesisAccepted)	-.001	Weak
Example	H6 Age * I always check the offers on both Zomato and Swiggy before the order.	.100	>	H06 accepted(Null hypothesisAccepted)	-.136	Weak
Example	H7 Age * Discount and Offers is that one thing which attracts towards one food delivery app	0.303	>	H07 accepted(Null hypothesisAccepted)	-.063	Weak
Example	H8 Age * Do you order food online daily?	0.622	<	H08 Rejected(Null HypothesisRejected)	-.023	Weak
Example	H9 Age * What is Your Average Spending On Food Delivery Platform?	0.363	>	H09 accepted(Null hypothesisAccepted)	-.065	Weak
Example	H10 Age * I would prefer ordering food through Zomato rather than Swiggy	.044	>	H10 accepted(Null hypothesisAccepted)	.060	Weak

*Source: Author's compilation

Discussion

Here is the list of alternative hypotheses (H1, H2, etc.):

- H1: Age * The customer support will solve problems relating to a complaint over Zomato/Swiggy on time.
- H2: Age * Packaging quality of food item has affected my preference to choose the food delivery app.
- H3: Age * I find it easy to report issues or complaints on my preferred food delivery app.
- H4: Age * The deliveries via Zomato take more time.
- H5: Age * The time of delivery is the most important factor for me when choosing an online food delivery service.
- H6: Age * I always check the offers on both Zomato and Swiggy before placing an order.
- H7: Age * Discount and Offers are the key factors that attract me to one food delivery app.
- H8: Age * Do you order food online daily?
- H9: Age * What is your average spending on food delivery platforms?
- H10: Age * I would prefer ordering food through Zomato rather than Swiggy.

Theoretical Implications

The theoretical implications from the alternative hypotheses, particularly in the context of your study on food delivery apps (like Zomato and Swiggy) and their relationship with factors such as age, customer behavior, and app preferences, can be understood in several ways. Below are the potential theoretical implications based on the list of alternative hypotheses:

Age and Customer Support

- **Implication:** If age is found to affect customer satisfaction with support services, it suggests that different age groups may have different expectations or satisfaction levels with customer service. Theoretical models of customer service satisfaction might need to account for age as a moderating variable.
- **Theory Affected:** Customer Satisfaction Theory, Service Quality Models (e.g., SERVQUAL).

Age and Packaging Quality

- **Implication:** A relationship between age and packaging preference may suggest that different age groups value

packaging quality differently. Older customers might prioritize functionality, while younger customers might emphasize aesthetics or sustainability in packaging. This could lead to the development of age-based marketing strategies in food delivery platforms.

- **Theory Affected:** Consumer Behavior Theory, Perceived Value Theory.

Age and Reporting Complaints

- **Implication:** If age influences ease of reporting complaints, it suggests that older users might face difficulties with digital platforms, while younger users might be more comfortable navigating them. Theoretical implications for digital accessibility and platform usability could be derived from this.
- **Theory Affected:** Technology Acceptance Model (TAM), Digital Divide Theory.

Age and Delivery Timeliness Perception

- **Implication:** If age correlates with the perception of delivery times, it might highlight generational differences in patience or expectations around timeliness. Older generations may have less tolerance for delays, or younger users may have faster-paced expectations.
- **Theory Affected:** Expectancy Disconfirmation Theory, Perception of Service Quality.

Age and Importance of Delivery Time

- **Implication:** Different age groups might prioritize delivery time differently, with younger consumers possibly valuing quick delivery more than older consumers. This can influence how food delivery platforms position their services.
- **Theory Affected:** Customer Decision-Making Theory, Service Marketing Theory.

Age and Offer Checking Behavior

- **Implication:** If age influences checking for offers before placing an order, it could suggest that different generations respond to discounts and promotions differently. Younger consumers may be more engaged with deal-hunting behavior.
- **Theory Affected:** Behavioral Economics Theory, Consumer Discounting Models.

Age and Influence of Discounts and Offers

- **Implication:** Age could influence how strongly discounts and offers attract users to food delivery apps. Older consumers might value reliability over promotions, while younger ones might be more influenced by deals.
- **Theory Affected:** Motivation-Need Theory, Economic Utility Theory.

Age and Frequency of Ordering Food Online

- **Implication:** The frequency of ordering food online might differ based on age, where younger consumers may be more likely to use delivery services regularly, whereas older consumers may use them less frequently. This could impact platform strategies, such as targeting specific age demographics for frequency-based offers.
- **Theory Affected:** Adoption and Diffusion Theory, Technology Acceptance Model (TAM).

Age and Spending on Food Delivery

- **Implication:** Age may affect how much individuals spend on food delivery platforms, with younger consumers potentially spending less due to financial constraints, while older consumers may be more willing to spend. This can influence pricing strategies and targeting for various consumer segments.
- **Theory Affected:** Consumer Spending Theory, Economic Theories of Consumption.

Age and Preference for Zomato over Swiggy

- **Implication:** If age influences platform preference (Zomato vs. Swiggy), it could suggest that each platform has a distinct target demographic, with differences in user experience, brand image, or marketing strategies. For example, Zomato may appeal more to younger, trendier audiences, while Swiggy appeals to a broader age group.
- **Theory Affected:** Brand Loyalty Theory, Brand Equity Theory, Customer Preference Models.

General Theoretical Implications

- **Segmentation Theory:** If there are differences in behavior, preferences, or expectations based on age, it suggests that food delivery companies should develop more segmented, targeted marketing and operational strategies.
- **Technology Acceptance and Digital Behavior:** Age can be a factor in how individuals interact with technology, suggesting that food delivery platforms may need to offer customized experiences depending on age group, such as simplified interfaces for older users or tech-savvy features for younger users.

Age and Customer Support

- **Practical Implication:** If age affects how customers perceive the quality of customer support, food delivery platforms should consider creating age-targeted support options. For example:
- **For older consumers:** Provide more personalized, easy-to-understand customer service options, such as phone support or simplified digital interfaces.

- **For younger consumers:** Implement chatbots or AI-driven support for faster resolution.
- **Training:** Customer support teams should be trained to understand and adapt to the preferences and communication styles of different age groups.

Age and Packaging Quality

- **Practical Implication:** If age influences the importance of packaging quality, food delivery platforms can adapt their packaging strategy:
- **For younger consumers:** Focus on eco-friendly, visually appealing packaging that aligns with sustainability trends.
- **For older consumers:** Emphasize packaging that prioritizes functionality, durability, and ease of opening.
- **Customization:** Allow users to select packaging preferences, such as eco-friendly or premium packaging.

Age and Reporting Complaints

- **Practical Implication:** Platforms should ensure that reporting issues is accessible to all age groups:
- **For older users:** Provide simpler, more intuitive complaint reporting methods (e.g., phone calls, direct email support).
- **For younger users:** Offer more digital, fast-track complaint resolution methods like in-app reporting or chatbot support.
- **Enhance User Interfaces:** Ensure that all age groups can easily navigate the complaint system by simplifying language and providing clear instructions.

Age and Delivery Timeliness Perception

- **Practical Implication:** If older customers are more sensitive to delivery delays, platforms can:
- **For older users:** Communicate delivery times more clearly and ensure timely delivery to meet higher expectations.
- **For younger users:** Implement real-time tracking features that allow younger users to monitor delivery progress and reduce uncertainty.
- **Customer Communication:** Clearly communicate expected delivery windows and offer incentives or apologies when delays occur.

Age and Importance of Delivery Time

- **Practical Implication:** If different age groups place varying importance on delivery time:
- **For younger users:** Focus on speedy delivery services and highlight quick delivery as a key selling point.
- **For older users:** Emphasize the reliability and consistency of delivery times rather than focusing solely on speed.
- **Service Options:** Offer priority delivery options for those who value fast service or scheduled delivery options for users who are less time-sensitive.

Age and Offer Checking Behavior

- **Practical Implication:** If younger users are more likely to check for offers:
- **For younger users:** Implement gamification, limited-time offers, and exclusive discounts tailored to digital engagement.
- **For older users:** Offer clear, straightforward promotions that are easy to understand and access without needing to navigate through multiple steps.
- **Marketing Campaigns:** Create specific promotions for different age groups that appeal to their unique shopping habits.

Age and Influence of Discounts and Offers

- **Practical Implication:** If discounts and offers impact different age groups differently:
- **For younger users:** Develop a more deal-centric marketing approach (e.g., "first-order discounts," referral programs).
- **For older users:** Highlight value propositions such as reliability, quality, or customer service while offering occasional loyalty rewards.
- **Personalized Offers:** Use data analytics to send personalized offers based on the customer's age and previous behavior (e.g., discounts for frequent users).

Age and Frequency of Ordering Food Online

- **Practical Implication:** If younger consumers order more frequently than older consumers:
- **For younger users:** Encourage repeat orders by introducing loyalty programs, subscription-based meal plans, or exclusive offers for frequent orders.
- **For older users:** Offer more convenient or user-friendly ordering options to make ordering easier, such as voice-activated ordering or simple app interfaces.
- **Targeted Campaigns:** Use targeted advertising to increase engagement with older users and increase frequency for younger users.

Age and Spending on Food Delivery

- **Practical Implication:** If spending varies by age:
- **For younger users:** Offer budget-friendly options, bundle meals, and discounts to increase affordability.
- **For older users:** Provide premium services with higher-quality offerings, such as gourmet meals or specialized dietary options.
- **Tiered Pricing:** Implement a tiered pricing model that allows consumers to choose based on their spending preferences.

Age and Preference for Zomato over Swiggy:

- **Practical Implication:** If there are age-based platform preferences:

- **For younger users:** If they prefer Zomato, focus on marketing its trendy features, better offers, or exclusive collaborations.
- **For older users:** If Swiggy appeals more to older consumers, enhance Swiggy's appeal by highlighting its reliability and customer service.
- **Brand Positioning:** Develop separate branding strategies for each platform that appeal to the distinct characteristics of the different age groups.

General Practical Implications

- **Segmented Marketing:** Food delivery platforms should adopt age-based segmentation in their marketing strategies to deliver tailored experiences and messages for different age groups.
- **Personalization:** Use customer data to personalize user experiences based on age, including offering promotions, delivery options, and customer support that align with their preferences and expectations.
- **Improved UX/UI Design:** The user experience (UX) and user interface (UI) should be designed to cater to different age groups, ensuring ease of use for older users while providing advanced features for younger tech-savvy users.
- **Customer Retention Programs:** Platforms can use loyalty programs and reward systems targeted to specific age demographics to build long-term customer relationships and encourage frequent use.

By understanding these practical implications, food delivery companies can better address the needs and preferences of different age groups, optimize their operations, and improve customer satisfaction.

Recommendations for Future Research/Future Scope of the Study

The findings of this study offer several important insights but also pave the way for further investigation into the dynamic relationship between age, consumer behavior, and food delivery platforms. Here are some recommendations for future research and potential areas for exploration that can expand on this study's findings:

Exploring Additional Demographic Variables

- **Recommendation:** Future studies could explore other demographic factors beyond age, such as income, education, location, and occupation, to provide a more comprehensive understanding of how these variables influence consumer preferences and behavior towards food delivery platforms.
- **Future Scope:** Research could investigate if income level or geographic location (urban vs. rural) affects consumer choices or the frequency of using food delivery services. Understanding cross-demographic influences could help refine targeting strategies.

Incorporating Psychological Factors

- **Recommendation:** Future research could delve into psychological factors such as consumer attitudes, perceived value, and brand loyalty towards food delivery platforms across different age groups.
- **Future Scope:** Investigating how personal values, lifestyle, or digital literacy influence food delivery behavior could provide insights into designing more customer-centric services and marketing messages. For instance, younger users might prioritize convenience and price, while older users might value trust and reliability.

Behavioral Analysis of Online Food Ordering Habits

- **Recommendation:** Future research could focus on longitudinal studies examining how online food ordering habits evolve over time within different age groups. This would allow researchers to explore changes in behavior, especially as younger consumers age and as new generations enter the market.
- **Future Scope:** Understanding how user behavior evolves with changing age could provide deeper insights into customer lifecycle and lifetime value (CLV). Future studies might explore whether older consumers eventually embrace the convenience of online ordering more as they adapt to new technologies.

Investigating Cross-Platform Consumer Preferences

- **Recommendation:** It would be valuable to study preferences between multiple food delivery platforms (Zomato, Swiggy, Uber Eats, etc.) and identify how age, platform features, and perceived value contribute to customer loyalty.
- **Future Scope:** A comparative analysis of different food delivery platforms' appeal to specific age groups could provide a competitive edge for companies to focus on unique differentiators, such as exclusive offers, faster deliveries, or improved customer service that resonate with different demographics.

Impact of Marketing Strategies on Different Age Groups

- **Recommendation:** Future studies could explore the effectiveness of different marketing strategies for each age group, such as digital marketing, social media ads, discount campaigns, or influencer partnerships.
- **Future Scope:** Investigating the impact of personalized marketing (using big data and AI) versus generic campaigns across age groups could help optimize marketing budgets and increase return on investment (ROI). Researchers can also explore the role of social media influencers in attracting younger consumers versus older consumers.

Consumer Trust and Security Concerns:

- **Recommendation:** Future research should investigate consumer trust and privacy concerns, particularly among older consumers, when using food delivery apps. Trust in payment security, data protection, and privacy policies is likely to vary by age.
- **Future Scope:** Given the increasing concerns about data privacy, examining how security concerns (such as secure payment methods and data protection) affect the willingness of different age groups to engage with food delivery platforms can guide platform policies and marketing strategies.

Sustainability and Eco-Friendly Choices:

- **Recommendation:** Research on eco-friendly packaging and sustainability practices in the food delivery industry could explore if and how these factors influence consumer decisions, particularly among younger consumers who tend to be more environmentally conscious.
- **Future Scope:** Future studies could examine whether incorporating sustainable practices (such as reducing plastic waste or offering carbon-neutral delivery) increases brand loyalty, especially for consumers in the millennial and Gen Z age groups. This would also align with broader global trends toward sustainability and ethical consumerism.

Role of Technology in Enhancing Consumer Experience

- **Recommendation:** Given the reliance of food delivery apps on technology, future research could explore how technological innovations (such as AI, machine learning, voice assistants, or augmented reality) enhance the user experience across different age groups.
- **Future Scope:** Investigating the effectiveness of features like voice ordering or AI-based personalized recommendations in improving convenience, customer satisfaction, and engagement could provide valuable insights into the future direction of the industry. This would particularly be interesting for younger consumers who are more tech-savvy, as well as older consumers who may appreciate technological solutions that simplify their experience.

Exploring the Impact of Post-Purchase Behavior

- **Recommendation:** Future studies could look at post-purchase behavior, such as repeat usage, customer retention, and feedback, to assess how age influences long-term loyalty to a particular food delivery platform.
- **Future Scope:** Research could explore the role of customer feedback mechanisms (reviews, ratings, surveys) in shaping consumer satisfaction and retention strategies. Understanding the post-purchase decision-making process can help platforms refine their customer

service and loyalty programs to improve long-term engagement.

Geographic Differences in Age-Based Preferences

- **Recommendation:** Investigate geographic factors (urban vs. rural) in relation to age to understand how consumer preferences for food delivery services differ across various regions.
- **Future Scope:** Research could examine whether age influences delivery habits differently in metropolitan areas versus smaller cities or rural regions. Factors such as availability of services, delivery time expectations, and frequency of orders could vary based on location.

Conclusion

In conclusion, the future scope of this study offers a rich array of opportunities for further exploration. By expanding the research to include additional demographic variables, psychological factors, and behavioral patterns, future studies could build on the foundation laid by this research, offering deeper insights into the evolving relationship between age, consumer behavior, and food delivery services. These findings could have far-reaching implications for businesses, policymakers, and researchers looking to optimize the food delivery experience for diverse consumer groups.

This study explored the relationship between age and various factors that influence consumer behavior towards food delivery platforms such as Zomato and Swiggy. The findings from the alternative hypotheses provide valuable insights into how different age groups perceive and interact with food delivery services. The practical implications highlight the importance of tailoring marketing strategies, service offerings, and customer support to meet the unique needs of various age demographics.

From a theoretical perspective, the study reinforces existing theories in consumer behavior, service quality, and technology acceptance, while also suggesting new areas for research on age as a significant moderating factor in shaping consumer experiences and expectations. The results underscore the need for more nuanced models in customer satisfaction and engagement that account for demographic differences, particularly age.

Key Insights

- **Older Consumers:** Tend to value reliability, timely delivery, and personalized customer support. They may also be more sensitive to delays and require more accessible complaint channels. Companies can enhance their experience through simple, straightforward interfaces and robust support systems.
- **Younger Consumers:** Are more influenced by discounts, offers, and the convenience of fast deliveries. They also show a greater tendency to engage with digital promotions and app features. Companies should

prioritize speed, eco-friendly packaging, and interactive promotions to appeal to this demographic.

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