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A Comparative Study On Swiggy And Zomato With Special Reference To Tirupur City

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ABSTRACT:

This study aims to explore the food delivery process in Tirupur city, focusing on factors that influence their choices. The rapid advancement of Swiggy and Zomato the growing importance of food ordering in the daily lives of young people have made it essential to customer satisfaction. This research investigates various aspects such as food quality, quantity, price sensitivity, marketing strategies, and social influence. The study will utilize both primary and secondary data collection methods. A survey will be conducted among ordering food in Tirupur, using a structured questionnaire to gather insights into their preferences, motivations, and attitudes towards different food ordering app. Secondary data will include industry reports, reviews, and academic literature on consumer satisfaction for ordering food involvement process.

Keywords: Consumer Preferences, Food Satisfied, Price influence, Social Media Impacts, Consumer Health, Food Ordering App Preference.

INTRODUCTION:

It is a swiggy and zomato trades are individual or organizations who buy and sell goods or services with the intention of making money. They play an important role in keeping supply and demand balance, which helps to improve the efficiency and smooth functioning of markets in many industries and business. Textile trades act as intermediaries in the textile industries, connecting manufacturers with consumers. They can be wholesalers, retailers distributors, importer and exporters and intermediate terries in the market. They are responsible for sourcing distributing and retailing a large variety of textile product, such as fabrics government and accessories. They work in all assets of the textile industry, from wholesale distribution to online retailing. That reception is the collective opinion attitude, and interpretation of textile trades in financial markets. The perception of textile traits is based on the knowledge of various factors that affect the textile industry market trends preference supply chain trends, pricing strategies and equality standards, and the competitive landscape.

STATEMENT OF THE PROBLEM

Swiggy and Zomato are two of the leading food delivery platforms in India, offering convenience to users by providing a variety of restaurant options, seamless ordering process, and timely delivery service. Despite the year populatory and significant market share, both companies face several challenges are related to competition, customer satisfaction, operational efficiency, and profitability. Both Swiggy and Zomato operate in the intensely competitive market with each for dominant's in the food delivery industry. New entrance, aggressive marketing strategies, and involving customer expectations or continuously challenging their market share and revenue growth.

OBJECTIVES OF THE STUDY ON SWIGGY AND ZOMATO:

- To compare the success of their marketing strategies.
- To identify which channel has provided them more customer base.
- To know the different marketing strategies adopted by them.

RESEARCH METHODOLOGY:

DATA COLLECTION:

Primary data : could be collected through surveys and questionnaires directly from users about their preferences, usage patterns, and satisfaction levels with the platforms, while secondary data would include information readily available from sources like company websites, market research reports, and industry publications of the Swiggy and Zomato.

Secondary data: Analyzing financial news and analyst reports regarding Swiggy and Zomato to understand their financial performance, investor sentiment, and future growth potential. The Reading articles and research papers published in relevant industry journals to stay updated on the latest developments and trends in the online food delivery sector.

TOOLS FOR ANALYSIS

- Chi-square test
- Ranking method
- Anova

REVIEW OF THE LITERATURE

A literature review is a written summary of major works and other materials on a certain subject. Scholarly journal articles, books, government reports, Web sites, and other sources may be used In the review. Each source is described, summarized, and evaluated in the literature review. It is Typically included as a separate portion of a graduate thesis or dissertation.

Food Delivery Industry of Swiggy and Zomato:

Swiggy and Zomato are leading food delivery companies in India that connect customers with restaurants and delivery partners. They compete for market share and user base, and both have expanded into other areas like groceries and cloud kitchens.

Swiggy: Known for its fast and reliable delivery. Offers a subscription plan called Swiggy One for food and grocery benefits ,Has expanded into grocery deliveries and package deliveries

Zomato: Offers a variety of features, including restaurant discovery, table booking, and online grocery delivery, offers a subscription plan called Zomato Pro for dining discounts, Has a focus on partnerships with restaurants and tech-driven food delivery.

DATA ANALYSIS AND INTERPRETATIONS

Swiggy and Zomato leverage data analysis to optimize operations, understand customer preferences, and enhance their business strategies, including analyzing sales data, customer feedback, and market trends to improve menus, pricing, and marketing

CUSTOMER SATISFACTION OF FOOD DELIVERY BY SWIGGY AND ZOMATO

S.NO	CUSTOMER SATISFACTION	NUMBER	PERCENTAGE
1	SATISFIED	86	79.6%
2	DISSATISFIED	3	11%
3	NETURAL	19	17.6%
	TOTAL	108	100%

INTERPRETATION:

From the above table, It is clear that 79.6% of the respondents are using Satisfied of food delivery, 11% of the respondents are using Dissatisfied of the customer, 17.6% of the respondents are using the customer satisfaction of food delivery by Swiggy and Zomato.

Majority of the respondents are using deals for Satisfied (79.6%) on customer satisfaction of food delivery.

RANK ANALYSIS

The respondents expect from Swiggy and Zomato

S.NO	RANK	I	II	III	IV	V	TOTAL	RANK
1	SWIGGY	74	19	5	8	2	479	I
2	ZOMATO	70	21	9	6	2	475	II
3	DOOR DASH	5	17	13	71	2	276	VI
4	UBER CATS	6	13	25	61	3	329	V
5	FOOD PANDA	8	48	24	25	3	357	III
6	JUST EAT	6	12	65	22	3	354	IV

INTERPRETATIONS:

From the above table, It show the clear picture of respondents expect changes in food delivery service Swiggy got first rank, Zomato got second rank, food panda got third rank, just eat got fourth rank, Uber cats got fifth rank, Door dash got sixth rank.

Majority of the respondents expects to change the food delivery in Swiggy got 1st RANK and Zomato got 2nd RANK.

CHI- SQUARE ANALYSIS:

Null Hypothesis: There is no associated between age of the respondents and their preference towards brand type in just eat food delivery service.

Alternative Hypothesis: There is a association between age of the respondents and their preference towards brand type in Just eat.

S.NO	FOOD DELIVERY APP REFERED BY RESPONDENTS	AGE OF THE RESPONDENTS				TOTAL	%
		BELOW 18	18 - 25	26 - 35	ABOVE 35		
1	SWIGGY	2	16	24	3	45	41.4%
2	ZOMATO	2	25	13	2	42	39.4%
3	DOOR DASH	1	2	4	1	8	7.8%
4	UBER CATS	0	3	2	1	6	5.1%
5	FOOD PANDA	0	4	2	1	7	6.3%
	TOTAL	5	60	49	8	108	100%

Calculated chi- square value : 12.6321

Table value : 18.267

Degree of freedom :8

Result : Accepted.

The calculated chi- square value (12.6321) is lesser than the table value + 18.267), hence the null hypothesis is accepted at 5% level significant. It can be concluding that there is no association between Annual income of the respondents and the frequently of buying Swiggy and Zomato.

SUGGESTIONS:

- They should do more research on consumer behavior and try to get a deep understanding of consumer behavior, which can help them ,Improve their marketing strategy.
- They should increase their marketing spend budget to give more discounts and to attract the customers.
- Most of the consumer expect changes like ordering , discounts, high quality, maintenance, comfort and average durability from Swiggy and Zomato.

CONCLUSION :

In Swiggy and Zomato , while there may be Room for improvement in certain areas, it's clear that both Zomato and Swiggy have developed effective marketing strategies that have helped them build Their brands and drive growth in the highly competitive online food delivery market. In the Companies both Swiggy and Zomato dominate India's food delivery landscape, Zomato currently leads in key metrics like revenue and profitability, while Swiggy focuses on aggressive expansion and quick commerce through Instamart

