

A STUDY ON CONSUMER SATISFACTION TOWARDS SWIGGY FOOD DELIVERY SERVICES IN TUTICORIN

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ABSTRACT:

The advent of online food delivery platforms has revolutionized the culinary landscape, providing consumers with convenient access to a plethora of cuisines at their fingertips. Among these platforms, Swiggy has emerged as a prominent player, offering a diverse range of food options and efficient delivery services. This study aims to investigate consumer satisfaction towards Swiggy food delivery services in Tuticorin, Tamil Nadu. Using a quantitative research approach, data was collected through structured questionnaires distributed among Swiggy users in Tuticorin. The survey encompassed various aspects of the Swiggy experience, including service quality, delivery time, food quality, pricing, and overall satisfaction. Additionally, demographic variables such as age, gender, and frequency of usage were also examined to understand their potential impact on satisfaction levels. Overall, consumer satisfaction with Swiggy food delivery services in Tuticorin appears to be high, with the majority of respondents expressing positive sentiments towards various aspects of the service. Prompt delivery, food quality, and a wide range of restaurant options were identified as primary drivers of satisfaction. However, pricing emerged as a notable concern, with some consumers expressing dissatisfaction with delivery charges and pricing strategies. Further research exploring additional variables and conducting comparative analyses with other food delivery platforms could provide deeper insights into consumer behavior and preferences in the evolving realm of online food delivery services.

KEYWORDS:

Food quality, consumer behavior, Experience, satisfaction, delivery services

INTRODUCTION:

Customer satisfaction is defined as “A measurement that determines how happy customers are with a company's products, services, and capabilities.” Customer satisfaction data, including overviews and evaluations, can assist an

organization with deciding how to best improve or changes its items and administrations.

Consumer loyalty is viewed as a key execution marker inside business and is regularly important for a Balanced Scorecard. Consumer loyalty is measure a significant dynamic. At the point when a brand has steadfast clients, it acquires positive informal promoting, which is both free and exceptionally viable." Therefore, it is fundamental for organizations to successfully oversee consumer loyalty.

Researchers and specialists of electronic trade continually endeavor to acquire an improved knowledge into buyer fulfillments in the internet. Alongside the advancement of E- retailing, scientists keep on clarifying E-shoppers fulfillments from alternate points of views.

Online food delivery is a convenient service that allows individuals to order food from local restaurants through digital platforms or mobile applications. Customers can browse diverse menus, place orders, and have meals delivered to their doorstep. This industry has witnessed significant growth due to its user-friendly interfaces, diverse restaurant options, and the ease of accessing a variety of cuisines without leaving the comfort of one's home. Popular platforms include Uber Eats, Door Dash, and Grub hub, providing a seamless experience for both customers and restaurants.

The food industry has undergone a transformation thanks to the quick development of technology and the expanding use of the internet in society. Online food delivery services have become a well-liked option for those looking for hassle-free and practical dining experiences. Online food delivery services have significantly increased in popularity, revolutionizing how people order and enjoy their meals in Tuticorin, the vibrant capital city of Tamil Nadu in India. Understanding client happiness is essential for every organization, and this is also true for the online meal delivery sector. The success of online meal delivery platforms rests on their capacity to exceed users' expectations and meet their needs. The competitive food delivery business in Tuticorin has many players fighting for market share.

REVIEW OF LITERATURE:

1. Angelo Bonfanti, Chiara Rossato, VaniaVigolo (2023), IMPROVING ONLINE FOOD ORDERING AND DELIVERY SERVICE QUALITY BY MANAGING CUSTOMER EXPECTATIONS with an objective of to identify customer service quality expectations. The results reveal three dimensions of expectations, each comprising two categories that can be set along a continuum: (1) basic expectation (ranging from implicit to explicit), (2) accuracy of expectations (ranging from fuzzy to precise) and (3) attainability of expectations (ranging from realistic to unrealistic). Content may refer to technical, social, economic, legal and technological aspects. To meet customer expectations, the following strategies are suggested: customer reassurance, flexibility, continuous improvement, customer education, adaptation to customers' requirements and monitoring of exceptions.

2. Vinaik, Goel, Sahai, & Garg (2021), study reveals THE FOOD AND SERVICE INDUSTRY REQUIRES THE PREFERENCES OF THE CUSTOMERS, to satisfy and identify their needs. According to the research, majority of the respondents were aware about the food apps and the most used apps are Zomato and Swiggy. The respondents considered various factors like delivery time, convenience and good customer service as the most important ones.

3. Vinayagalakshmi V, (2020), BATTLE OF THE BITES: UNVEILING CUSTOMER PREFERENCES IN THE SWIGGY VS. ZOMATO SHOWDOWN with an objective of analysis comparison of consumer preferences for Zomato vs Swiggy & comprehend how other relevant aspects are affecting the choice and procedure of online meal delivery. Zomato should put more of an emphasis on promotional deals, menu prices, and delivery times if it wants to compete with Swiggy. However, Swiggy is just 11.2 percent ahead of Zomato, indicating that there is a very real chance that Zomato may pass them and that they must continue to focus on their strengths if they want to protect their market share.

4. Sankar Singh, Ashok Kumar Katta (2020) in his research paper entitle with **CONSUMERS SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP SWIGGY** The study examines the influence of online food ordering on customers and to know how Swiggy food ordering has affected and altered their food habits. Hence the study investigate customer's satisfaction

towards online food ordering app Swiggy The research found Respondents of this study, between the ages of 21 and 35 used online food services more than any other age group. Swiggy is the most popular food ordering app, and it is preferred by respondents more.

5. Dipanti Joshi, Priyanka Bhatt (2019) AN EMPIRICAL STUDY TO UNDERSTAND CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPLICATION WITH SPECIFIC REFERENCE TO SWIGGY IN INDIAN CONTEXT. Purpose: Researcher's preliminary focus is on measuring the effectiveness of Online Food Delivery application on customer satisfaction while ordering food from restaurants. The study emphasis on the identifying various factors contributing to satisfaction and understanding how these factors lead to usage of OFDAs along with the internal comparison of the same. The significant results are based on the regression model and support the inevitable role of Performance expectancy& quality, Payment methods, Description of the food item, Effort expectancy and price in influencing overall satisfaction of consumer while ordering food from Online food delivery applications suggesting 74% changes due to these factors.

STATEMENT OF THE PROBLEM:

The problem is undertaking for the study of consumer satisfaction towards online food ordering. The online food ordering services is provided to the customers from websites and the applications Swiggy, the online food ordering is can easily place the orders and track their orders. This system provides a feedback system which user can rate for the order and it can recommend food, hotels based on the ratings they can find the best restaurant it improves along with the quality.

In the rapidly evolving landscape of online food delivery services, understanding and enhancing consumer satisfaction is crucial for the success and sustainability of platforms like Swiggy. The problem at hand is to investigate and analyze the factors influencing consumer satisfaction with Swiggy's food delivery service, addressing both positive experiences and potential pain points.

This study aims to identify the key aspects that contribute to or hinder customer satisfaction, providing valuable insights for Swiggy to improve its service quality and meet the evolving expectations of its user base.

OBJECTIVES OF THE STUDY:

- ✓ To know the satisfaction level of respondents towards swiggy
- ✓ To study the different parameters in terms of quality, service and delivery
- ✓ To study the factors influencing the consumer 's buying decision of swiggy
- ✓ To know the consumer opinion/experience on ordering with swiggy
- ✓ To offer valuable suggestions for improving the consumer satisfaction

METHODOLOGY:

The study is complied with the aid of both primary and secondary data. Primary data were collected through questionnaire. Secondary data were collected through various websites, magazines, journals, newspaper, articles, social media, etc.

LIMITATIONS OF THE STUDY:

- ✓ Time is one of the major constraints which limits the effective data collection
- ✓ The number of respondents limited to 120
- ✓ Some information cannot be accessed due to its confidential nature
- ✓ Reliability and accuracy of the analysis depends on the youngster's openness and trueness towards each question in the questionnaire
- ✓ The questionnaire was circulated to youngster (13-25). So, the results occupied maydiverge in other age group people
- ✓ Due to time constraint the most important information has been taken for the study

RESULTS AND DISCUSSIONS:

TABLE 1
KNOWING ABOUT SWIGGY DELIVERY SERVICE

Classification	No. Of Respondents	Percentage (%)
Friends/Family	29	24
News paper	24	20
Advertisement	36	30
Internet	31	26
Total	120	100

SOURCE: Primary data

Figure 1

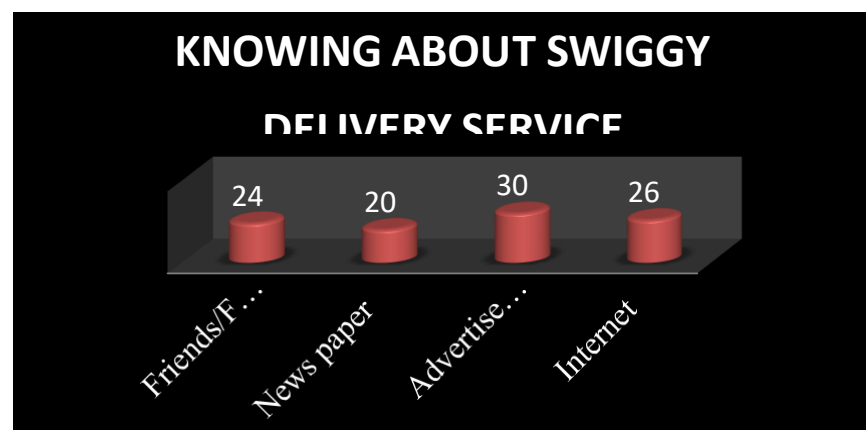
**INTERPRETATION:**

Table 1 shows that 24 percent of the respondents have come to know about swiggy food delivery services through friends and family and 20 percent from newspapers and 20 percent of them by advertisement and 36 percent of them through Internet.

It is inferred that majority i.e., 36 percent of the respondents have come to know about swiggy food delivery services through Internet.

TABLE 2 REASON TO USE SWIGGY

Classification	No. Of Respondents	Percentage (%)
On Time Delivery/ Fast Delivery	45	38
Discount And Offers	40	33
Suitable for buying	28	23
Easy Mode Of Payment	7	6
Total	120	100

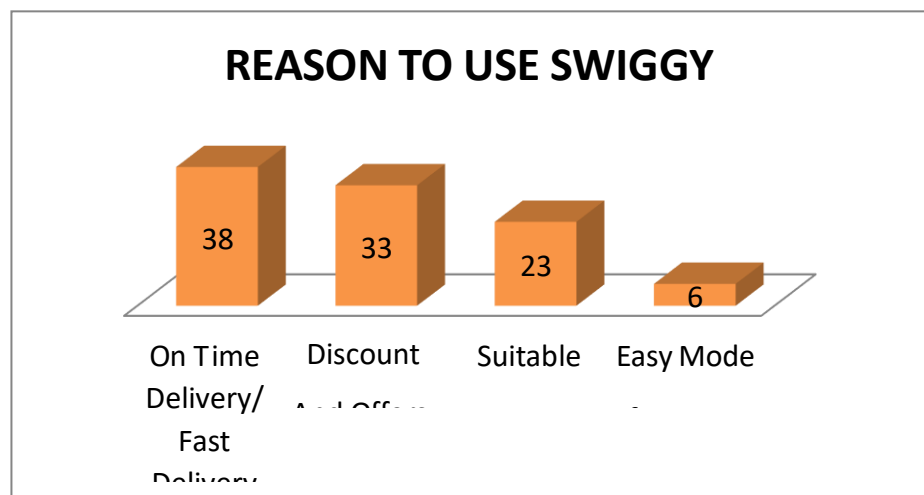
SOURCE: Primary data**Figure 2****INTERPRETATION:**

Table 2 shows that 38 percent of the respondents have preferred swiggy service on time delivery/ fast delivery and 33 percent of them for discount and offers and 23 percent of them for suitable and 6 percent of them for easy mode of payment.

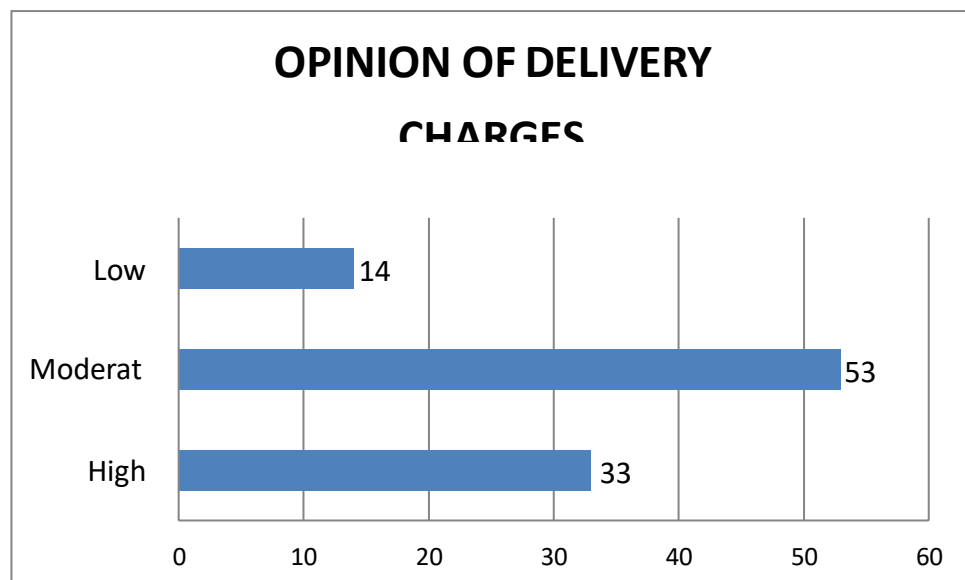
It is inferred that majority i.e., 38 percent of the respondents have preferred swiggy service on time delivery/ fast delivery.

TABLE 3
OPINION OF DELIVERY CHARGES

Classification	No. Of Respondents	Percentage (%)
High	40	33
Moderate	63	53
Low	17	14
Total	120	100

SOURCE: Primary data

Figure 3



INTERPRETATION:

Table 3 shows that 33 percent of the respondents opined that delivery charge is High and 53 percent of them Moderate and 14 percent of them Low.

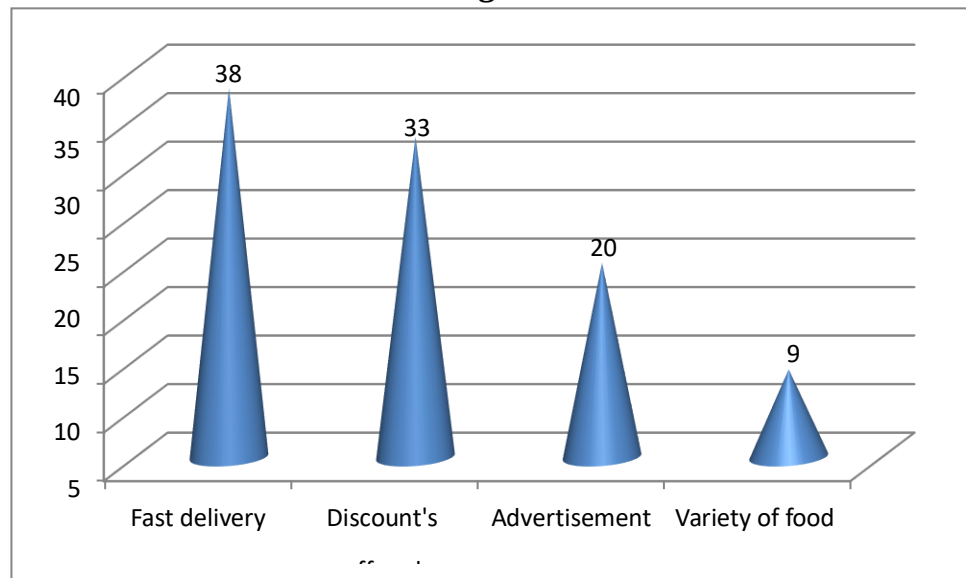
It is inferred that Majority of the respondents i.e., 53 percent opined that delivery charge is moderate.

TABLE 4
HIGHLIGHT OF SWIGGY COMPANY THAT ATTRACT

Classification	No. Of Respondents	Percentage (%)
Fast delivery	45	38
Discount's offered	39	33
Advertisement	25	20
Variety of food	11	9
Total	120	100

SOURCE: Primary data

Figure 4



INTERPRETATION:

Table 4 shows that 38 percent of the respondents have attracted by Fast delivery and 33 percent of them Discount's offered and 20 percent of them Advertisement and 9 percent of them variety of food.

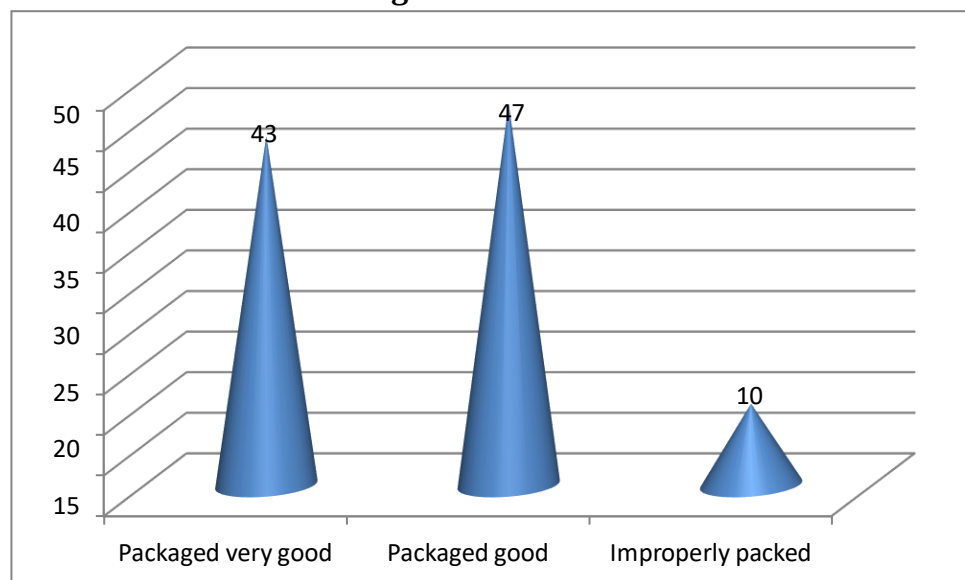
It is inferred that Majority of the respondents i.e., 38 percent select attract by Fast delivery.

TABLE 5
EXPERIENCE WITH PACKAGE OF FOOD

Classification	No. Of Respondents	Percentage (%)
Very good packaged	52	43
Good packaged	57	47
Improperly packed	11	10
Total	120	

SOURCE: Primary data

Figure 5



INTERPRETATION:

Table 5 reveals that 43 percent of the respondents have experienced that package of food is packaged very good, 47 percent of them are packaged good and 10 percent of them are Improperly packed.

It is inferred that Majority i.e., 47 percent of the respondents have experienced that package of food is packaged good.

FINDINGS:

- The study reveals that most (36%) of the respondents have come to know about swiggy food delivery services through Internet
- Majority (38%) percent of the respondents preferred using swiggy service for on time delivery fast delivery
- Majority (53%) of the respondents opined that delivery charge is moderate
- Majority (38%) of the respondents select attract by Fast delivery
- Majority (47%) of the respondents have experienced that package of food is packaged good

SUGGESTIONS:

- The company must focus more to have a greater presence on digital platforms
- They must also come up with an app for keeping the record and rewarding the employees on their performance
- It also help the company to keep a good track and employees and even they may feel more motivated It will easy to provide incentives or bonuses to them
- Feedback and rating should be carried out properly because it appraise the brand loyalty will certainly enhance the demand and increase profits
- Persons who are delivering should be trained to behave professionally which mainly includes communication skill
- Tracking system for consumer should be provided, so that it helps the consumer and encourage to order online

CONCLUSION

Apps for food delivery have now become a major hit in India. There are several food delivery apps in India that can be downloaded from the smart phone to place order food. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service.

Swiggy food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users think that people opt for online food delivery applications as it

requires only less human interaction and the online food ordering has made an impact on the traditional way of dining together. The study discloses that youngsters are more inclined to online food delivering system as compared to elder people. The study poses as the most influencing factor on online food ordering is fast delivery. The second most influencing factor is ease and convenience and the next most influencing factor is discounts and special offers. The study highlights that users often place order on weekends and holidays.

The study also reveals that Swiggy is the most preferred app among the selected food delivering applications. Even though a large portion of people in Tuticorin uses online food delivery application, there, still, are people who does not use food applications due to quality concerns and prefer homely cooked food. In a nutshell, it is found that majority of users falls under the category of students and working individuals which indicates the growing popularity of the online food ordering system among youngsters. The changing lifestyle of the consumers and expansion of online activity in India has undoubtedly transformed the trends in online food ordering scenario.

IMPACT OF ARTIFICIAL INTELLIGENCE ON IMPULSE BUYING