Consumer Perception Towards Swiggy Delivery Workers

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Abstract- *Online food delivery services have a major impact on the business model of eateries. Online meal delivery firms have truly transformed the way restaurants are doing the business. This is due to lack of awareness regarding technology (mobile apps). The research was based on a comparison of four such meal delivery services in a rapidly growing Indian market for growth and operation methods (Swiggy, Zomato, Food Panda, and TinyOwl). It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep..It begins with the detailed information about the Swiggy Delivery and the factors influencing consumer behavior. It covers topics as data collection, tools and research methodology. It gives complete analysis of the data collected and it is then used to reach the conclusion. It is useful for the better understanding the satisfaction level of Swiggy Delivery and to know the most preferred Swiggy Delivery by the respondent*

Keywords- Swiggy Instamart, Customers , Online Orders , Delivery , Restaurants .

I. INTRODUCTION

Swiggy came into existence in the year 2014 when two BITS Pilani graduates, Sriharsha Majety and Nandan Reddy came up with the concept 'Hyperlocal food delivery'. They get acquainted with Rahul Jaimini, who rejuvenated this vision with a principal site. In August 2014, Swiggy started activities by joining a couple of eateries in the city Koramangala in Bengaluru. Following that, they started conveying food to their clients in just 40 minutes. Soon after this, in May 2015, Swiggy raised its initial round of financing and came up with the application. Through this innovative app, one can get incredible food right to their doorstep and evolve their living standard. In August 2020, the company launched its groceries delivery platform called InstaMart. Swiggy propelled quick pick and drop food delivery applications to make the life of people simpler. It gives a single window to request from an extensive variety of restaurants along with an entire food entering and conveyance arrangement that connects neighbourhood eateries with foodies.

STATEMENT OF THE PROBLEM

Food delivery platforms operate on strict deadlines, and customers expect timely delivery. It can be challenging for delivery partners to manage their time and navigate through traffic to deliver the food on time .Delivery partners have to work in different neighbourhoods at different times of the day and may encounter unsafe or risky situations. Ensuring their safety is an important challenge Communication is key for food delivery services, both between the delivery partner and the customer and between the delivery partner and the platform. Communication challenges may arise due to language barriers, connectivity issues, and customer expectations. As he is living in an active environment, his needs will keep getting altered.

OBJECTIVES

1. To find out Job satisfaction level of Swiggy delivery staffs in Coimbatore city.
2. To understand the working environment of the Swiggy employees.
3. To understand the complications faced by the delivery staffs.
4. To focus on the convenience that is experienced by the customers.

SCOPE

Swiggy delivery workers enjoy the flexibility to choose their working hours, providing an adaptable work structure to suit individual preferences and lifestyles. . The gig model allows delivery workers to earn income based on the number of deliveries completed, offering the potential for additional earnings during peak demand periods. Delivery workers have the opportunity for brief interactions with customers during deliveries, contributing to positive customer experiences and potentially earning tips. Navigating through diverse urban environments hones the navigational skills of

delivery workers, presenting a valuable skill set that extends beyond the gig econom s.

LIMITATION OF THE STUDY

Swiggy may not operate in all areas, limiting access to its services for some users. During peak hours or bad weather conditions, delivery times may be longer than expected. Not all restaurants may be partnered with Swiggy, restricting choices for users

II. REVIEW OF LITERATURE

1. (Zeithaml& Bitner, 2003)In food delivery business Service Encounter does not happen frequently because in online food ordering and delivery business there is no direct interaction with restaurants. Consumers usually rely on information updated on restaurant search engine portals. Customer make their choices, perception by reading reviews and ratings given by crities and seasoned customers. Sometime phone encounters happen, but that happens between food ordering & delivery Service Company and customer. According to RedSeer Consulting firm (www.redseer.com- Feb18)states that food delivery sector is continuously increasing 15% per quarter.

2. Chris (2011).Some company believes that some restaurant can promote instantly and customer can book tables overnight But the fact in today's scenario some restaurant are not able to attract customer because there is huge penetration in Indian market especially in urban cities wherein customer are more selective and people don't have enough time to visit restaurant. In such case restaurant owners make alliance with food ordering and delivery services to deliver food to customer. Food delivery services also gives more visibility to restaurants

III. METHODOLOGY USED IN THIS STUDY

Research Design: This Research was aimed at analyzing the Consumer Satisfaction of Swiggy Delivery

Sample Size: The sample size is 114 respondents.

Data Collection: Data are facts may be derived from several source. Data is of two types Primary and Secondary.

Primary data

The primary data for the presents study is collects through questionnaire method. A well-structured and closed ended questionnaire used.

Secondary data

Secondary data relating to this study Brand Preference of Women Cosmetics were obtained from relevant studies from newspaper, books, journals and internet sources.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Options	No. of. Respondents	Percentage
Gender	Male	54	47.4%
	Female	60	52.6%
Age	1-20	12	28.1%
	21-30	34	64.9%
	31-40	44	4.4%
	41-50	25	1.8%
	51-60	10	0.9%
Martial Status	Married	23	20.2%
	Unmarred	91	79.8%
Family Income	Below 1 lakh	59	51.8%
	1 lakh to 5 lakhs	43	37.7%
	5 lakhs to 10 lakhs	10	8.8%
	More than 10 lakhs	2	1.8%
Type of Income	Monthly Income	68	59.6%
	Daily Wages	9	7.9%
	Others	37	32.5%

Source: Primary Data

INTERPRETATION

The above table shows about the gender were out of 114 respondents 47.4% are male, 52.6% are female. It shows that most of the respondent's female The above table shows about the age were out of 114 respondents, 28.1% from the age group of Below 20 Years, 64.9% from the age group of 21-30 years, 4.4% from the age group 31-40 years, 1.8% from the age group above 41-50 years. And 0.9% from the age group 51-60, Its shows that most of the respondents from the age group of 21-30 years The above table shows about the martial status were out of 114 respondents. 20.2% from the martial status of married, 79.8% from the martial status of unmarried, Its shows the most of respondents from the unmarried.The above tables show about the family income were out of 114 respondents, 51.8% of the below 1 lakh, 37.7% are the 1 lakhs to 5 lakhs, 8.8% of the 5 lakhs to 10 lakhs, 1.8% of the more than 10 lakhs. Its shows the most of

respondents are below 1 lakh. The above table shows about the type of income were out of 114 respondents, 59.6% of the monthly salary, 7.9% of the daily wages, 32.5% of the other. Its shows most of the respondents are monthly salary.

IV. FINDINGS

Majority of the respondents 52.6% of females. Majority of the respondents 64.9% of 21-30 Age group. Majority of the respondents 79.8% of unmarried people .Majority of the respondents 51.8% of Family income is below 1 Lakh..Majority of the respondents 59.6% of Monthly income.

V. SUGGESTIONS

Familiarize yourself with the delivery areas. Optimize your route to minimize travel time between orders. Deliver orders promptly. Customers appreciate timely service.Greet customers with a smile and polite language.If there's any delay or issue, inform the customer promptly. Transparency builds trust..The Swiggy t-shirt and bag help customers recognize you. If you use a bike or e-bike, ensure it's in good condition. Wear a helmet and follow traffic rules. Swiggy offers bonuses for peak hours and high order volumes.

VI. CONCLUSIONS

Being a Swiggy delivery worker requires a combination of timeliness, professionalism, communication skills, and efficiency. By following traffic rules, maintaining a professional demeanor, communicating effectively with customers, and optimizing delivery routes, Swiggy delivery workers can ensure a positive customer experience. It's also important to handle any issues that arise promptly and to prioritize customer satisfaction. Overall, Swiggy delivery workers play a crucial role in the food delivery process and can significantly impact the reputation of the company through their service

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