

A Comparative Analysis Between Zomato And Swiggy With Reference To Coimbatore City

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Abstract- *E-commerce is the business activity of buying and selling of products, goods or services with the help of the internet and electronic devices. Online food delivery system is a part of E-commerce. It is the process of ordering food through the internet. In India online food ordering is growing day by day. Usually a customer searches for a favorite restaurant or type of dish and chooses from the available items. The system deals with ordering, processing and delivering food products. It is a simple and convenient way for customers to buy food online without having to go to any restaurant.*

I. INTRODUCTION

Technology has played a key role in revolutionizing the food delivery service; it has motivated them to do everything online, including getting cooked meals delivered to their doorstep. The popularity of online food ordering and delivering service is steadily growing; expectations of the users are also increasing. This research paper is aimed to investigate consumer's views about the services they receive from different portals. This paper will help the service providers to understand the consumer's perception, needs and views on the basis of the result of a survey.

STATEMENT OF THE PROBLEM:

The main problem in our society is that everyone has the proper awareness about this food delivery service. And many of them do not use these android mobiles in our society and we need to find the mindset of those people. The main view of this project is to check the level of services of every food website app in our Coimbatore district.

OBJECTIVES OF PROBLEM:

- To compare the service provided by Swiggy and Zomato.
- To understand the customers preference in online food delivery service.

II. REVIEW OF LITERATURE

Ajas Ahmad Bhat (2019): Research was conducted to examine the “Satisfaction of consumers by using online food services”. It deals with consumer behavior and helps to analyze their perception and will also help us to understand consumer equilibrium. Sixty respondents are considered to know their behavior and satisfaction level by using online food service apps.

Dang and Tran (2018): He said the internet has played a major role in increasing the awareness of the online food delivery apps. Through the internet people can search about foods and restaurants, compare their prices and their services and have easy access to them. The Internet has made all these things convenient for the customers.

JDas (2018): He has studied, analyzed and compared the top four food delivery apps providing better discounts and better choice of restaurants. Zomato is positioned at the top by the customers. Zomato is positioned at the top while considering delivery on time and good customer services.

Rathore (2018): He states that 50.8% of people order food delivery services since they don't like to cook, as it enables clients to have food delivered directly to their home or office in less than 60 minutes.

SCOPE:

The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the “Online Food Delivery Service “. We will know about the consumer perception regarding the services they provide in the Coimbatore area and will get to know the variables affecting their perception.

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN:

A research was aimed at analysing the preference towards online food delivering app in Coimbatore city. In this

method questionnaires are asked directly to the customer using online food delivery app and the answer are collected in a question sheet in ticking their answer for appropriate question.

SAMPLE SIZE:

The sample size is 141.

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

The data used for this study is mainly based on primary data.

- Questionnaire

SAMPLING METHOD:

The customer of online food delivery are huge, random sampling method is adopted.

LIMITATION:

The study is limited to 141 respondents who are users of online food ordering app.’s this study is confined only to the respondents of Coimbatore district. The findings and suggestions are applicable only to Coimbatore district. The details furnished by the respondents are true and the result is based on the assumption.

TABLE: Simple percentage analysis

Simple percentage refers to a special kind of ratio in making a comparison between the two or more data.

Factors	Options	No.of. Responses	Percentage
Gender	Male	65	46.1
	Female	76	53.9
Age	Below 20	39	27.7
	21 – 30	55	39
	31 – 40	33	23.4
	41 - 60	14	9.9
Marital status	Married	71	50.4
	Unmarried	70	49.6
Qualification	SSLC/HSC	34	24.1
	UG	71	50.4
	PG	29	20.6
	Other	7	5
Occupation	Employee	14	9.9
	Professional	10	7.1

	Self – Employee	19	13.5
	Business	14	9.9
	House wife	29	20.6
	Student	51	36.2
	Other	4	2.8
Monthly – income	Student	47	33.3
	Below Rs 10,000	24	17
	Rs 10,001 – 25,000	32	22.7
	Rs 25,001 – 30,000	21	14.9
	Above Rs 30,000	7	5
	No income	10	7.1
No.of. family	2	10	7.1
	3	45	31.9
	4	60	42.6
	Above 4	26	18.4

Knowing About food website	Advertisement	38	27
	Friend	47	33.3
	Family	48	34
	Other	8	5.7
Preferred company	Zomato	34	24.1
	Swiggy	89	63.1
	Other	18	12.8
Often ordering food	Daily	9	6.4
	Weekly	36	25.5
	Monthly	56	39.7
	Rarely	40	28.4
Meal order in online	Break fast	12	8.5
	Lunch	40	28.4
	Snacks	63	44.7
	Dinner	26	18.4
Packing service is good	Zomato	47	33.3
	Swiggy	84	59.6
	Other	10	7.1
Minimum amount criteria	Zomato	34	24.1
	Swiggy	91	64.5
	Other	16	11.3
Easy to order food	Zomato	52	36.9
	Swiggy	71	50.4
	Other	18	12.8

INTERPRETATION:

Majority of the respondents were Females (53.9%).Majority of the respondents age between 21-30 years

(39%). Majority of the respondents are under the category of married (50.4%). Most of the total respondents are under graduates' (50.4%). Most of the total respondents are students in occupation (36.2%). Most of the total respondents are students in monthly income (33.3%). Most of the total respondents have 4 members in the family (42.6%). Most of the total respondents know the website through family (34%). Most of the total respondents prefer swiggy (63.1%). Most of the total respondents used the app monthly (39.7%). Most of the total respondents are preferred to order snacks (44.7%). Most of the total respondents prefer swiggy for packing (59.6%). Most of the total respondents prefer swiggy for minimum amount criteria (64.5%). Most of the total respondents prefer swiggy for easy to order food (50.4%).

IV. FINDINGS

- Majority of the respondents were Females (53.9%).
- Majority of the respondents age between 21-30 years (39%).
- Majority of the respondents are under the category of married (50.4%).
- Most of the total respondents are under graduates' (50.4%).
- Most of the total respondents are students in occupation (36.2%).
- Most of the total respondents are students in monthly income (33.3%).
- Most of the total respondents have 4 members in the family (42.6%).
- Most of the total respondents know the website through family (34%).
- Most of the total respondents prefer swiggy (63.1%).
- Most of the total respondents used the app monthly (39.7%).
- Most of the total respondents are preferred to order snacks (44.7%).
- Most of the total respondents prefer swiggy for packing (59.6%).
- Most of the total respondents prefer swiggy for minimum amount criteria (64.5%).
- Most of the total respondents prefer swiggy for easy to order food (50.4%).

V. SUGGESTION

- Swiggy is awesome online food order and delivery services. Swiggy provides best restaurants list with menu items with price indication.

- Swiggy web and app both platform is very fast and easy to use. But it should allow placing order from multiple restaurants at same time or on same order.
- Zomato can expand their services to rural areas also as there are so many people are ready to make use of it.
- Zomato services can also be extended to the remote areas and help all the all forms of people to know about the food websites.

VI. CONCLUSION

From the research about the consumers attitude and preferences towards food sites in India with a special reference towards Coimbatore district reveals an idea that food websites are very important in the part of our today's everyone's life. We cannot always depend upon the visiting of restaurants in a daily basis. Many working women's and homemakers are able to get a whole level of benefits through a single order. This service are valuably available only in cities sides. We need to spread it all over the country and we should cover all places.

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