COMPARATIVE STUDY OF SWIGGY AND ZOMATO

DISSERTATION REPORT

Submitted For the Partial Fulfilment of the Requirements for the

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CERTIFICATE

This is to certify that the Dissertation title “Comparative study of Swiggy and Zomato”, submitted by Akshita Jasuja, Anjali Kapoor and Khushboo Choudhary of M.Sc. in Computational Science and Applications (Sem III) during the academic session 2022-2024 in DST-CIMS, Institute of Science, BHU, Varanasi. This work has been carried out under my direct supervision and guidance.

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Thank you

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ABSTRACT

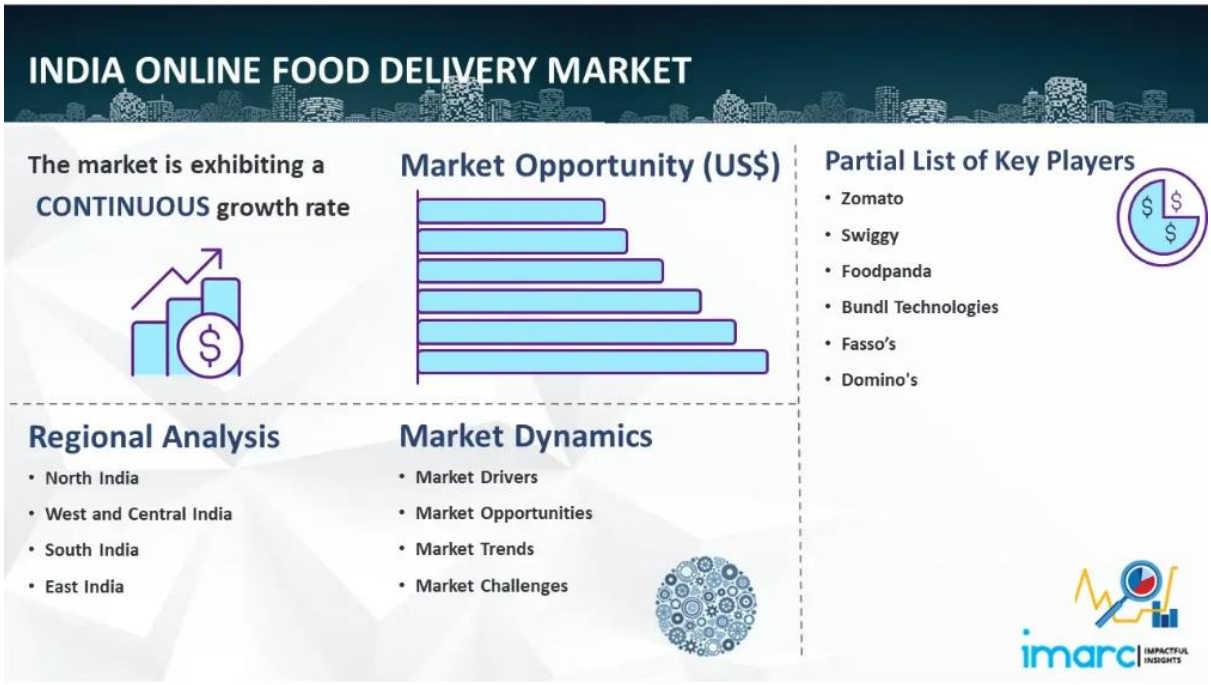
In the cutthroat competition for India's online food delivery crown, Swiggy and Zomato lock horns in a battle of convenience, affordability, and culinary choices. This dissertation, armed with the data-driven prowess of Power BI, dissects their strategies, performance metrics, and customer preferences to reveal the hidden insights. We leverage extensive data from both platforms, user reviews, and market research to craft a robust dataset, then transform it into compelling visualizations that unveil order patterns, regional trends, and user sentiments. By comparing key metrics like delivery times, restaurant choices, pricing, and customer satisfaction, we expose each platform's strengths and weaknesses, uncovering what drives users to choose Swiggy or Zomato. We delve into the shifting market dynamics shaped by regional popularity, marketing strategies, and evolving regulations, predicting potential growth trajectories for both platforms and the future of online food delivery in India. This dissertation serves as a definitive reference point for navigating the intricate world of Indian online food delivery, unveiling the strategies, successes, and challenges of Swiggy and Zomato, and offering a glimpse into the future of this ever-evolving market.

Keywords - Consumer behaviour, Customer Satisfaction, Competitive Advantage, Needs and Preferences, Online Delivery App, Swiggy, Zomato

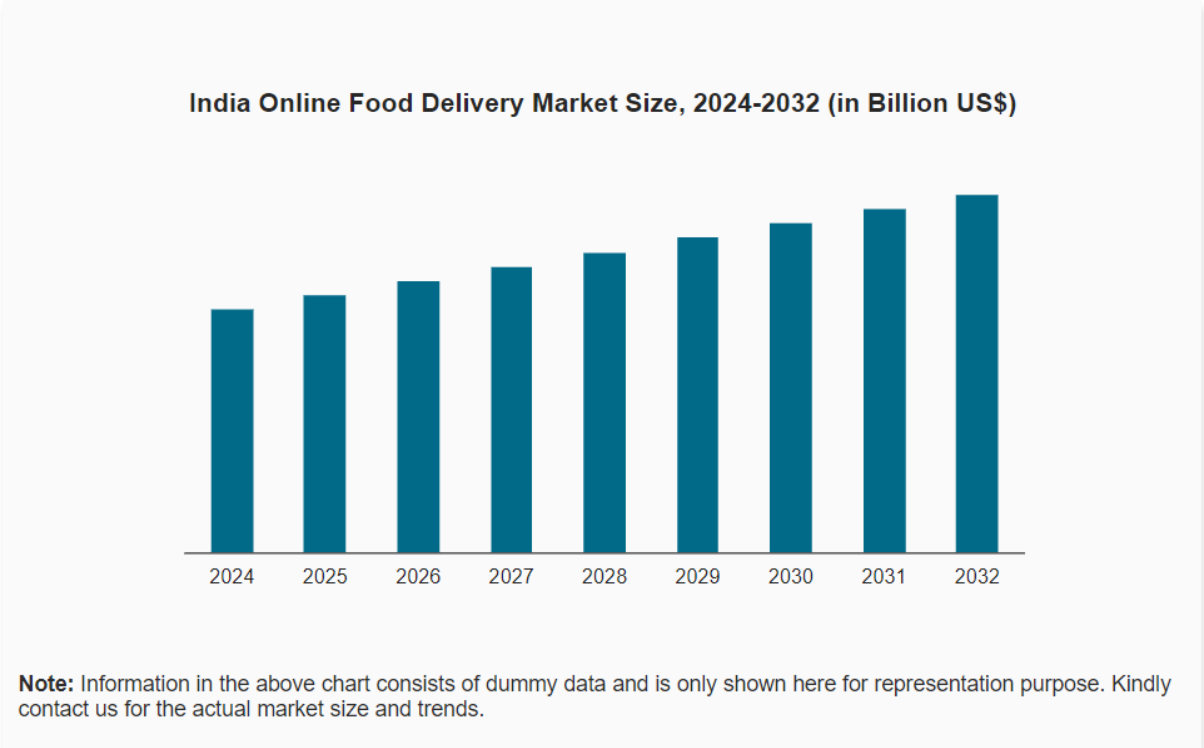
INTRODUCTION

2.1 About startup food Industry

Online food delivery assists individuals in ordering and receiving the desired food products at the doorstep. It involves browsing the website or application, selecting from a wide variety of cuisines available and making the payment through different methods. The website/application updates the user about the expected duration of food preparation and delivery. These features, in confluence with attributes such as ease, speed and precision of delivery, are increasing the demand for these services in India.



The market is currently witnessing growth on account of the increasing access to high-speed internet facilities and the boosting sales of smartphones. This, in confluence with the growing working population and inflating income levels, is propelling the online food delivery market growth in India. Although the players are mainly concentrated in the urban regions of the country, with Bangalore, Delhi and Mumbai representing the three largest markets, vendors are now also targeting smaller cities, as they have strong growth potential. Moreover, the rising trend of on-the-go food items and quick home delivery models that offer convenience, ready-to-eat (RTE) and cheaper food delivery options are escalating the demand for online food delivery services in the country. Furthermore, owing to the rising cases of COVID-19, some of the leading players like Zomato, McDonald's Corporation and Domino’s Pizza Inc. have introduced contactless delivery services. These services ensure that the food reaches the customer without being touched by bare hands and is delivered safely with adequate social distancing measures.



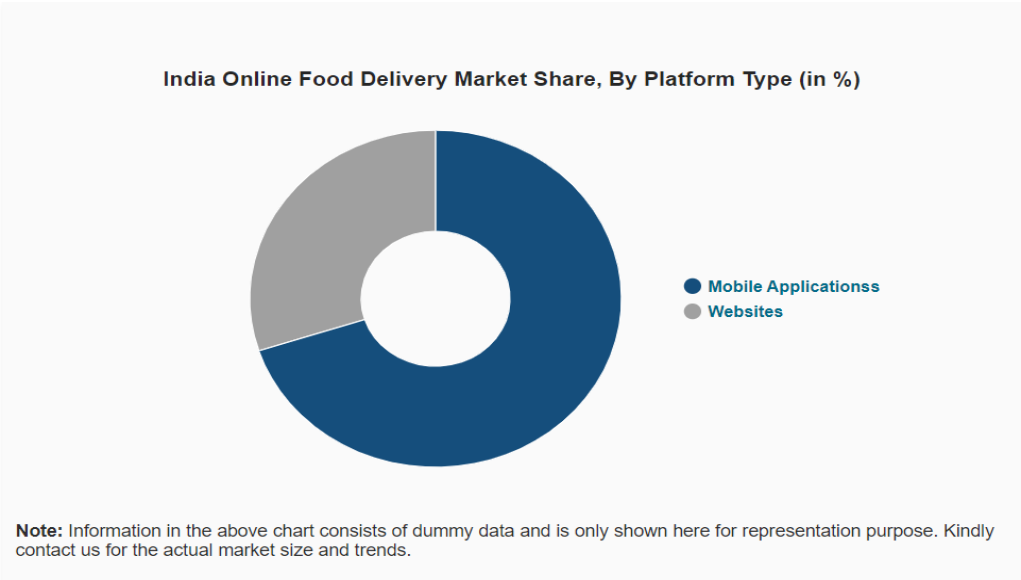
Note: Information in the above chart consists of dummy data and is only shown here for representation purpose. Kindly contact us for the actual market size and trends.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India online food delivery market report, along with forecasts at the country and regional level from 2024-2032. Our report has categorized the market based on platform type, business model and payment method.

Breakup by Platform Type:

- Mobile Applications
- Websites



Note: Information in the above chart consists of dummy data and is only shown here for representation purpose. Kindly contact us for the actual market size and trends.

Breakup by Business Model:

- Order Focused
- Logistics Based
- Full-Service

Breakup by Payment Method:

- Online
- Cash on Delivery (COD)

Regional Insights:

- North India
- West and Central India
- South India
- East India

Competitive Landscape*:*

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of the leading players include Zomato, Swiggy, Foodpanda, Bundl Technologies, Fasso's, Domino's, etc.

Report Coverage:

Report Features	Details
Base Year of the Analysis	2023
Historical Period	2018-2023
Forecast Period	2024-2032
Units	US$ Billion
Segment Coverage	Platform Type, Business Model, Payment Method, Region
Region Covered	North India, West and Central India, South India, East India
Companies Covered	Zomato, Swiggy, Foodpanda, Bundl Technologies, Fasso's and Domino's
Customization Scope	10% Free Customization
Report Price and Purchase Option	Single User License: US$ 2699 Five User License: US$ 3699 Corporate License: US$ 4699
Post-Sale Analyst Support	10-12 Weeks
Delivery Format	PDF and Excel through Email (We can also provide the editable version of the report in PPT/Word format on special request)

2.2 Zomato Company Profile

Zomato is India's leading restaurant discovery app. It was started by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato works as an aggregator between restaurants and foodies.It helps the foodies to discover, rate, and review the restaurants, and cafes based upon their experience across 10,000 cities in the 24 nations include, India, United States, Australia, United Kingdom, Canada, Turkey, UAE, Qatar, Portugal, South Africa, New Zealand, Chile, Brazil, Indonesia, Philippines, Czech Republic, Poland, Slovakia, and Sri Lanka.

2.3 Zomato History and Origin

Zomato was started with the name 'Foodiebay' in 2008 and later renamed as Zomato in November 2010. It happened because the founders didn't want to confine themselves with only Food Business and also to avoid the confusion with the brand "eBay", because it sounds similar to Foodiebay.

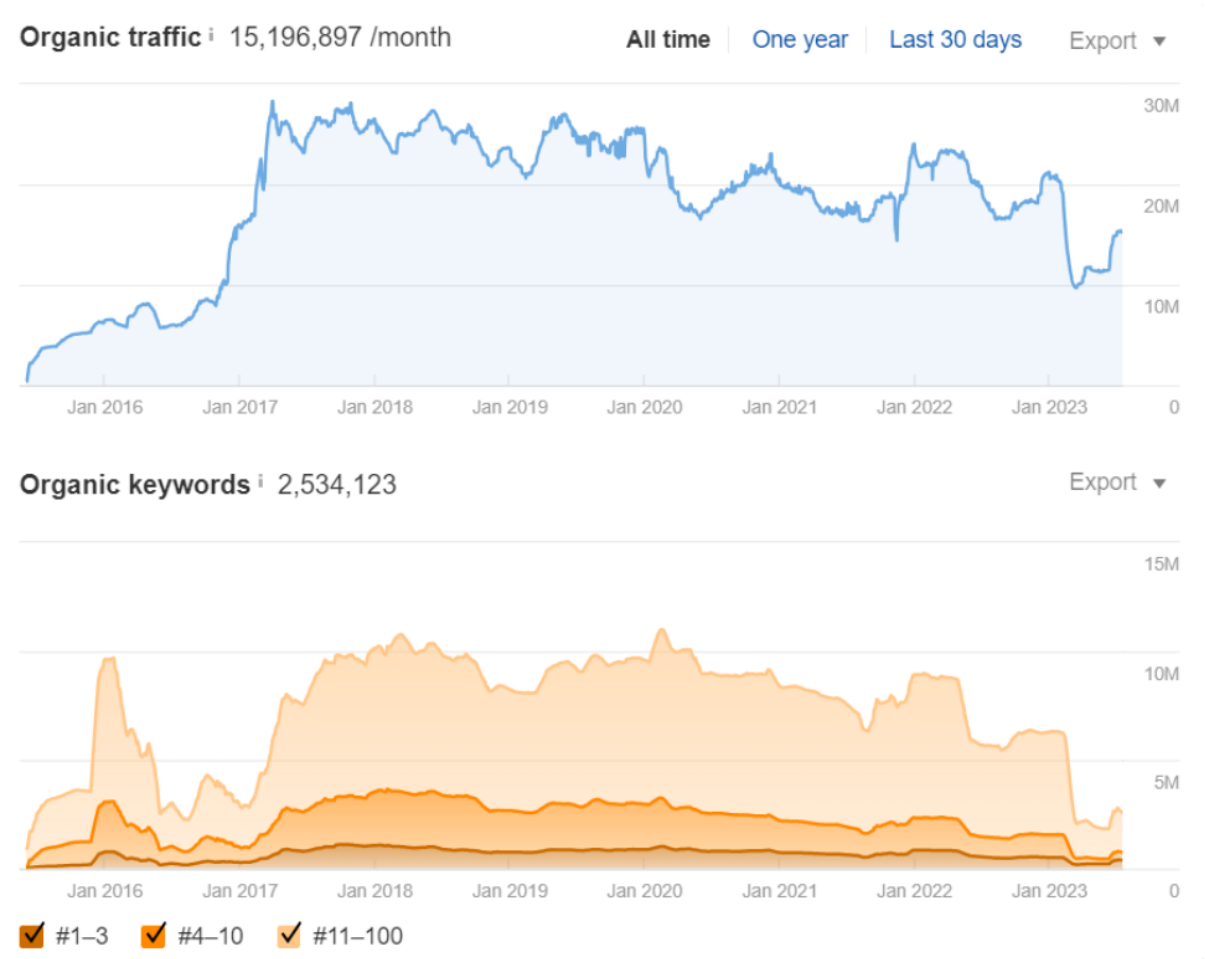
Firstly, Deepinder Goyal and Pankaj Chaddah started all the menu items from their nearby restaurant and list on their intranet website, after getting some popularity and regular traffic they launched their public website in 2008. After launching the website, they started listing restaurants in Delhi NCR, and quickly extended to Kolkata and then Mumbai.

In 2012, the startup company propelled a print variant of the website in association with Citi bank as "Citibank Zomato Restaurant Guide". Additionally, Zomato extended its presence abroad to the UAE, Sri Lanka, Qatar, UK, Netherlands, Turkey, Brazil, and so on.

Subsequently, Zomato ceaselessly expanded in the worldwide market and peaked in India too. It has a wide reach on its site- about 90 million people visit the site and versatile applications.

Now, Zomato is getting almost 15.2 Million traffic per month organically with more than 71 thousand backlinks. (As per Ahrefs.com)

Here is the organic traffic growth chart of Zomato since April 2015.



2.4 Zomato Fundings

Zomato raised it's first round of funding of 1 Million Dollar (4.7 Crore) from Info Edge in August 2010.

Info Edge again invest 3 Million Dollar in September, 2011 and again invested 2.3 Million Dollar in September, 2012. And then again 10 Million Dollar in February, 2013.

In November, 2013 InfoEdge and Sequoia Capital India invested $37 Million.

In November, 2014 Vy Capital, InfoEdge and Sequoia Capital India invested $60 Million.

In April, 2015 Vy Capital, InfoEdge and Sequoia Capital India invested $50 Million.

In September, 2015 Temasek Holdings and Vy Capital invested $60 Million.

In April, 2017 Sequoia Capital India, Vy Capital, Info Edge and Neeraj Arora invested $20 Million.

In February, 2018 Ant Financial invested $200 Million and then they invested $210 Million in October, 2018.

In February, 2019 Glade Brook Capital Partners invested $39.74 Million.

In March, 2019 Delivery Hero, Shunwei Capital and Saturn Shine Steam Detailing.

In January, 2020 Ant Financial again invested $150 Million.

In April, 2020 Baillie Gifford invested $5 Million

In September, 2020 Temasek invested $62 Million.

In Oct 2020, Zomato raised $52M from US-based Kora Investments.

Zomato's net worth is around $2 billion till the end of the financial year 2020.

2.5 Zomato Acquisition

Zomato has recently announced to acquire Uber's Eat, an Uber food delivery business in India. The sum of the deal remains undisclosed; however, the reports estimated the amount to be around $300-350 million.

Zomato has previously acquired 13 other startups over time that helped it in a major expansion globally. The complete list is given below:

Company Name	Year	Amount
MenuMania	July, 2014	Undisclosed Amount
Lunchtime.cz and Obedovat.sk	August, 2014	$3.25 Million
Gastronauci	September, 2014	Undisclosed Amount
Cibando	December, 2014	Undisclosed Amount
Urbanspoon	January, 2015	$60 Million
Mekanist	April, 2015	Undisclosed Amount
MapleGraph Solutions Private Limited	April, 2015	Undisclosed Amount
Nextable	April, 2015	Undisclosed Amount
Sparse Labs	September, 2016	Undisclosed Amount
Runnr	September, 2017	Undisclosed Amount
TongueStun Food	September, 2018	$18 Million
TechEagle	December, 2018	Undisclosed Amount
Uber Eats	January, 2020	$350 Million

2.6 Zomato Top Competitor

Though Zomato is very predominantly present in the industry, it does face a lot of direct and indirect competition. Zomato faces direct competition from Swiggy, and competition from other players, including:

- Faasos
- Box8
- Domino's
- FreshMenu
- Pizza Hut
- TravelKhana
- Some of the other international competitors of Zomato are:
- DoorDash
- Uber Eats
- Grubhub Inc.
- Deliveroo
- Postmates
- ChowNow

2.7 Services Offered by Zomato

Some of the prominent products/services of Zomato are:

Zomato Wings: Linking Restaurants and Investors

Zomato unveiled Zomato Wings, a website that links restaurant owners and investors. Serving as a fundraising intermediary, Zomato places a strong emphasis on building a connection between restaurants and venture capital firms to promote expansion in the food sector.

Zomato AI - Revolutionizing Food Discovery

Zomato AI, an innovative AI-powered food discovery companion, is integrated into the platform to redefine how users interact with food-related services. This advanced feature offers personalized suggestions, catering to individual preferences, dietary needs, and moods, revolutionizing the dining experience.

Zomato Future Foundation

Investing in Education: Up to two children of Zomato delivery partners are financially supported by the Zomato Future Foundation, which focuses on education. The project supports employee families and provides further education scholarships for top performance, with an annual coverage of Rs 50,000 per child.

Zomato's Hyperpure

The B2B food tech vertical Hyperpure by Zomato is revolutionizing restaurant operations. With the help of this program, restaurants can purchase premium foods straight from farmers and producers, guaranteeing the consistency, quality, and freshness of their supply.

Zomato Gold

Free deliveries, VIP access during rush hours, and extra savings on dining and delivery services are all included with this exclusive Zomato Gold membership.

Zomaland

Zomato curates an offline carnival called Zomaland that features interactive installations, musicians, comedians, and some of the best restaurants in town. The finest of Zomato Collections are on display at this large event, which provides an immersive experience that goes beyond the screen.

Xtreme

Zomato's parcel delivery app, Xtreme, was released in October 2023 and allows retailers to send and receive tiny parcels. Zomato's revenue streams are diversified and its services are expanded beyond food delivery through Xtreme's utilization of its vast network of delivery partners.

2.8 Zomato Business Model

If you're thinking, Zomato earns only a commission from the restaurants, delivery charges, and their membership. That's not only their overall source of earning money. Zomato is continuously experimenting and growing their business and revenue.

Currently, Zomato earns from in-app advertising, subscription, food delivery service, Zomato Gold. Apart from all these Zomato also organizes Food events and attendees pay a small fee as a ticket.

Online Ordering Service: Zomato takes a certain percentage from the restaurants on each sale done through the Zomato app/website.

In-App Advertising: Advertisement is one of the major contributors to Zomato Revenue. It offers restaurants to buy space or bid on a particular city, on their app and pay for it. It can be a restaurant listing, banners, and sliders. It works similar to Google search and display ads

Delivery Charges: Zomato also charges a delivery fee from the users. It may depend upon your order size and the distance between you and the restaurant. It may vary from Rs.0 to Rs.50.

Organizes Events: Zomato also started organising food events with a name "Zomaland". The sale of event tickets and sponsorships contributed to their revenue.

Zomato Book And Zomato Gold: These are 2 services that save a lot of time for the users. With Zomato Book you can reserve any number of seats in any restaurants and cafes with a nominal fee. While Zomato Gold gives some additional benefit to the customer with a monthly or yearly fee like buy 1 get 1 on cold drinks, extra discount, free delivery, and much more.

Now, Zomato Gold has been renamed to Zomato Pro.

2.9 Swiggy Company Profile

Swiggy is India's largest online food item ordering & delivery chain, it also tops the chart of India's Unicorn startup lists. It's a Bangalore-based startup started in 2014, and as of now, it's expanded to more than 100 Indian cities. 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.

2.10 Swiggy History and Origin

Swiggy came into existence in the year 2014 when two BITS Pilani graduates, Sriharsha Majety and Nandan Reddy came up with the concept 'Hyper-local food

delivery'. They got acquainted with Rahul Jaimini, who rejuvenated this vision with a principle site.

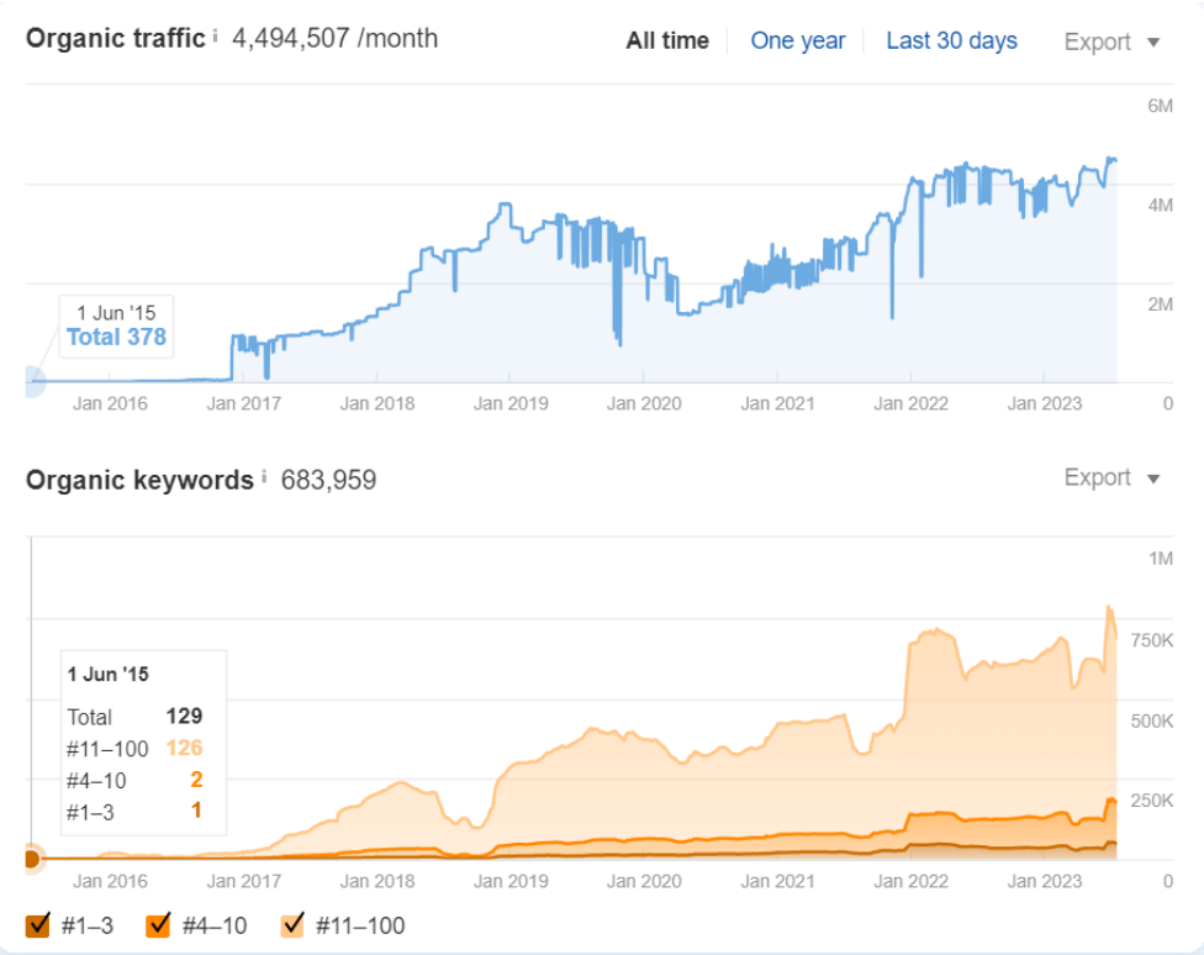
IMAGE SOURCE:INDIA TIMES

In August 2014, Swiggy started activities by joining a couple of eateries in the city of 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.

Now, Swiggy is getting almost 5 Million traffic per month organically with more than 6.5 thousand backlinks. (As per Ahrefs.com)

Here is the organic traffic growth chart of Swiggy since January 2017.



2.11 Swiggy Fundings

In 2015, Swiggy started pulling investments from various organizations. The very first investment was by Accel and SAIF Partners which is $2 million. In the following year, Swiggy managed to raise $15 million from new financial specialists, Bessemer Venture Partners and Harmony Partners.

In the next year 2017, Swiggy raised an additional $80 million from Prosus & Naspers and again $100 million from Prosus & Naspers in 2018.

In the year 2018, they raised a funding of $210 million from DST Global, Prosus & Naspers. By investing a $1 Billion by Naspers with the total stake of 40.6% of the whole in Swiggy, and become the largest stakeholder in Swiggy.

Recently on 6 April 2020, they received $43 million in series-I round funding.

2.12 Swiggy Acquisition

Swiggy has acquired many startups so far, here's a list of a few notable acquisitions made by Swiggy over the years:

1) The first acquisition that Swiggy made came in the year 2017 when it acquired Bengaluru-based Asian food startup, 48 East.

2) Later that year, Swiggy acquired Mumbai-based Scootsy Logistics – a startup in the field of food and fashion delivery that was struggling to make a mark. It was, however, closed soon.

3) The company purchased milk delivery startup named SuprDaily in an all cash deal

2.13 Swiggy Top Competitor

Swiggy faces direct competition from one very strong rival and that is none other than, of course, Zomato. The latter has a very strong market hold in some cities, for instance, Chandigarh. According to a report in DNA, Swiggy receives a daily order volume of 1.5 million, compared to Zomato's 1.2 million. After acquiring UberEats, Zomato has expanded its business to 556 cities and towns. So the battle between these two food-delivery giants is getting fierce with each passing day.

2.14 Services Offered by Swiggy

As the food ordering and delivery giants, they are now growing more digitally by launching various platforms and increasing their services because of conditions like " when you don't want to go out to the restaurant, then they bring the restaurant to you.

Swiggy has multiple offerings and services for its clients- Swiggy Pop, a single-serve meal delivery service in 30-35 minutes. A selection of items like Indian Thalis, bowl meals, biryanis, burgers, and Asian combos is included in the Swiggy POP menu. All the single-serve meals that come between ranges Rs.99-200 will be delivered in a short time.

The other categories of services that come under Swiggy are Swiggy Cloud, the cloud kitchen service, and Swiggy Stores.

Recently, Swiggy has just launched a platform for partners known as 'Swiggy Partners' where they can request for the premium packaging material. It will help them get the service at a reasonable price and will ensure a better customer experience.

The start-up initially started with delivering basic food items and perishables from nearby stores. In September 2019, it propelled a new service 'Swiggy Go' (very Similar to the Dunzo Business Model) which is used to pick and drop a wide array of items such as clothing, forgotten keys, documents, or deliveries to business persons and other customers. Swiggy Go is currently accessible just in Bangalore, however, said it will expand the service in more than 300 urban cities in a year or so.

2.15 Swiggy Business Model

Swiggy is growing its business at a rapid scale and the revenue generation model of the company is simultaneously expanding.

Delivery Charges: The main sort of income stream Swiggy acquired is from its customers. The company collects delivery charges from customers on the order that costs less than their minimum order of Rs. 250. A charge of 20 to 40 rupees is charged per order.

Commissions: Swiggy acquires another major part of the revenue stream from commissions. It collects commissions from restaurants to generate sales leads and to deliver their food items through Swiggy's application. Restaurants have to pay 15% to 25% on every order placed from Swiggy's site.

Advertisement: Swiggy also procures advertising income in different ways. It shows advertisements of different restaurants on its app and charges address costs to get them promoted in various regions. Also, some restaurants and cafes pay premium rates to Swiggy to get prioritised on the app from the list of accessible eateries.

Swiggy Access: The start-up has come up with the most innovative idea i.e. cloud kitchen idea. It gives its restaurant partners a ready-to-use kitchen area in those zones where they don't work. It brings food closer to its customers and empowers restaurants to set up their kitchen in new areas. Swiggy expects to get 25% of income from the Swiggy access facility and incorporated 30 partners with 36 kitchens.

Swiggy earns subsidiary income as well by collaborating with different financial institutions such as Citibank, HSBC and ICICI Bank. It gives both the parties mutual benefit. It permits clients to get a few charge card offers from these organizations.

WHY DID WE CHOOSE SWIGGY AND ZOMATO?

India's burgeoning online food delivery landscape has witnessed the emergence of two dominant players: Swiggy and Zomato. These platforms, transcending mere meal delivery, have fundamentally reshaped culinary landscapes and consumer behaviour. This dissertation delves into the complexities of this competitive space, undertaking a comprehensive comparative analysis of Swiggy and Zomato to illuminate their individual strategies, performance metrics, and user preferences.

Swiggy, established in 2014, boasts a nationwide presence in over 500 cities. Its expansive geographical reach, coupled with a robust network of delivery partners, enables rapid order fulfilment and unparalleled convenience. Leveraging aggressive marketing campaigns and strategic partnerships with popular restaurant chains, Swiggy has effectively positioned itself as the ubiquitous yellow jacket synonymous with speedy delivery and affordability.

Zomato, initially a restaurant discovery platform, has evolved into a formidable delivery service. Recognizing the growing demand for curated culinary experiences, Zomato focuses on a discerning clientele, offering hand-picked restaurants, comprehensive menus, and detailed user reviews. This emphasis on quality and discovery fosters a community of passionate foodies and establishes Zomato as the go-to platform for gastronomic exploration.

However, beneath this apparent competition lies a nuanced interplay of strengths and weaknesses. Swiggy's expansive reach and price-sensitive approach cater to a broader consumer base, whereas Zomato's focus on curated experiences and premium offerings attracts a more selective audience. Understanding these divergent strategies and their impact on user preferences is crucial to deciphering the competitive landscape.

This dissertation utilizes a data-driven approach, powered by Power BI, to illuminate the hidden dynamics of this rivalry. By analysing key performance metrics such as average order value, delivery times, customer satisfaction, and geographical trends,

we aim to paint a comprehensive picture of each platform's strengths and weaknesses. Furthermore, this analysis will delve into the role of marketing strategies, technological advancements, and evolving consumer preferences in shaping the future of the industry.

Through this research, we aspire to answer critical questions. Will Swiggy's ubiquity and speed secure its dominance, or will Zomato's focus on quality and experience win over discerning palates? By examining these platforms beyond the superficial layer of competition, we hope to reveal the intricate factors shaping the future of India's online food delivery arena.

BACKGROND AND MOTIVATION

The burgeoning growth of the online food delivery sector in India reflects a paradigm shift in consumer behaviour, fuelled by technological advancements and changing lifestyles. With platforms like Swiggy and Zomato at the forefront of this transformative wave, understanding the intricacies of their operations, market strategies, and user experiences becomes imperative. As these platforms compete for market share and consumer loyalty, the need for a comprehensive comparative analysis arises to uncover the factors that contribute to their success and distinguish their approaches.

The motivation for this dissertation lies in the recognition of the online food delivery sector as a dynamic and evolving landscape. The increasing reliance on digital platforms for food ordering, combined with the unique strategies employed by Swiggy and Zomato, raises intriguing questions about market dynamics, user preferences, and the overall impact on the culinary ecosystem. The research aims to delve into the nuances of how these platforms have navigated challenges, seized opportunities, and contributed to the reshaping of contemporary dining habits.

Furthermore, the use of Power BI as a visualization tool adds an innovative dimension to this study. By harnessing the power of data visualization, the research seeks not only to compare Swiggy and Zomato but also to provide actionable insights for industry stakeholders. The motivation behind incorporating Power BI is rooted in the belief that transforming raw data into accessible and visually compelling insights can offer a deeper understanding of the competitive forces at play within the online food delivery sector.

In essence, this dissertation is motivated by a broader goal: to contribute to the academic understanding of the digital transformation in the food industry and to provide practical, data-driven insights that can inform strategic decision-making. By exploring the strategies of Swiggy and Zomato and visualizing the results through Power BI, this research aims to be a valuable resource for industry professionals, policymakers, and researchers interested in the evolving landscape of online food delivery in India.

OBJECTIVE

1. **An analysis of customer preferences between Swiggy and Zomato across India:**
   It entails examining factors such as user satisfaction, delivery times, restaurant variety, and pricing to determine which platform customers prefer for food delivery services nationwide. By analyzing data on customer reviews, order frequency, and market share in different regions, insights can be gained into the strengths and weaknesses of each platform, informing strategic decisions for both companies. Understanding these preferences is crucial for optimizing service offerings, enhancing customer experience, and maintaining competitive advantage in the online food delivery market in India

2. **To ascertain the variables that affect their choice between Swiggy and Zomato:**
   To ascertain the variables influencing consumers' preference between Swiggy and Zomato, researchers aim to identify the factors that impact their decision-making process. This involves analyzing various aspects such as pricing, delivery time, food quality, restaurant selection, user interface, and promotional offers. By understanding these variables, businesses can optimize their services and marketing strategies to better cater to consumer preferences, ultimately enhancing customer satisfaction and loyalty.

3. **To find out more about the ways in which different factors affect the online food process and preferences:**
   To explore the multifaceted influences on online food processes and preferences, one must examine various factors impacting consumer behavior in the digital realm. This involves scrutinizing elements such as demographic characteristics, socio-economic status, cultural backgrounds, technological advancements, marketing strategies, dietary trends, and convenience preferences. Understanding how these diverse factors intersect and shape consumer decisions within the online food landscape is crucial for businesses seeking to optimize their offerings and effectively target their audiences. Through comprehensive analysis, businesses can adapt their approaches to meet evolving consumer demands and capitalize on emerging opportunities in the online food industry.

4. **To ascertain the different quality, service, and delivery parameters:**
   Quality refers to the standard of products or services meeting customer expectations. It encompasses features, reliability, and performance. Service denotes the support provided to customers before, during, and after purchase, including responsiveness, expertise, and assistance. Delivery refers to the efficiency of delivering products or services to customers, focusing on timeliness, accuracy, and consistency. These parameters are crucial for assessing customer satisfaction, loyalty, and competitive advantage.

Monitoring and improving quality, service, and delivery ensure meeting customer needs, enhancing brand reputation, and achieving business success.

5. **To determine which channel has given them a larger clientele:**
   To ascertain which channel has garnered a greater customer base, businesses analyze data from various marketing channels. By comparing metrics such as customer acquisition rates, conversion rates, and revenue generated from each channel, they identify the most effective platforms. This process involves tracking customer interactions across channels, including social media, email marketing, search engine optimization (SEO), and traditional advertising. Insights gained from this analysis inform strategic decisions regarding resource allocation and campaign optimization. Ultimately, businesses strive to maximize their return on investment (ROI) by focusing resources on the channels that yield the highest customer engagement and profitability.

LITERATURE REVIEW

The food delivery market in India is fragmented and the vendors are deploying organic and inorganic growth strategies to compete in the market. The food delivery market report in India offers information on several market vendors, including Swiggy Pvt. Ltd., Diverse Retails Pvt. Ltd., Dominos Pizza Inc., Dunzo Digital Pvt. Ltd., McDonald Corp., Ola Foods, Pizza Hut, Poncho Hospitality Pvt. Ltd., Rebel Foods Pvt. Ltd., and Zomato Media Pvt. Ltd. among others. The food delivery market in India is expected to increase by **USD 716.53 million from 2021 to 2026**, registering a CAGR of **28.13%,** according to the latest research report from Technavio.

According to **Sheryl E. Kimes (2011)**: “study found that the perceived control and convenience associated with online meal ordering services was important to both users and non-users. Non-users needed more face-to-face dialogue and were more afraid of the technology to use the service.”

According to **Serhat Murat Alagoz & Haluk Hekimoglu (2012)**: “e-commerce is growing rapidly around the world and the food industry is also growing steadily. This study used the Technology Acceptance Model (TAM) as the basis for studying the acceptability of online grocery ordering systems. Their data analysis reveals that attitudes towards online grocery orders depend on the ease and usefulness of the online grocery ordering process, innovation in information technology, reliance on retailers, and various external influences. I did.”

Ashoutosh Bhargve (2013) said that Foodpanda, an online food ordering app has been launched in the Indian market since May 2012. Foodpanda's first major move was acquisition of TastyKhana, which was started in Pune in 2007.With acquisition of TastyKhana and JUST EAT, it is now available in over 200 cities and delivery partner with over 12,000 restaurants. JUST EAT which was launched in Denmark in 2001 and was listed publicly on the London Stock Exchange is also mentioned. Their Indian venture came as Hungry Bangalore in 2006. It was reintroduced in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

Varsha Chavan et al. (2015) in their studies aimed to gauge the impact smart device based interface on business management and service delivery have concluded them as a supporting factor for restaurants in taking orders and delivering foods with more convenience. Authors have stated online services as more convenient, user friendly and most effective tools for food businesses.

Ansar Z. & Jain S. (2016) specified the growth in the ecommerce industry as a prime factor for the success of online food ordering and delivery services. Research has mentioned that more than 400 food delivery apps are being nurtured in India with a funding of about $120 million from venture capital firms and other such investors. Considering the fact that a minimum of 3 meals are consumed by each individual in a day the food industry is called a repetitive business industry which

attracts the interest of investors and entrepreneurs towards this growing business segment.

H.S. Sethu & Bhavya Saini (2016) have wonderfully investigated the perception, behaviour and satisfaction of students towards online food ordering and delivery services. The study emphasized the online food ordering and delivery services helping students in time management and having their favourite food at any time of the day. Researchers have also revealed that easy access to the internet is one of the supporting factors to the use of such services by the students.

Leong Wai Hong (2016) in his studies has published the online food ordering and delivery services as an efficient system to improve productivity and profitability of restaurants through online marketing and business strategies.

According to McKinsey(2016) "Globally, the food delivery market accounts for 4% of food products sold in restaurant chains and fast food outlets. This market has reached maturity in many countries with an estimated growth rate of 3.5% within 5 years. The situation is not so different in our country. The conventional method of food delivery where customers order food online through restaurant or fast food chain websites has now been replaced by the concept of an "aggregated business model". Here, the commercial actor offers a "one-stop shop" for customers to order food online from multiple caterers registered on the portal. The "aggregator" will charge a fixed markup of the order to the food supplier and in turn will arrange for the delivery of the food product to the consumer's door. The focus has now shifted from technology to logistics, which now serve as a major cost driver for the food industry. Despite escalating vehicle maintenance and travel costs, these food delivery businesses are making profits of up to 30%."

According to Kapoor and Vij(2018): "Indian consumers accustomed to the online shopping experience through digital apps and e-commerce websites with maximum convenience and transparency will expect the same thing when ordering food online."

According to Kanteti(2018): "Besides groceries, food delivery has proven to be a huge opportunity for Indian e-commerce businesses. The online food delivery market in India, which includes internet fusion and kitchen service providers, has grown significantly in recent years. The market in India is $15 billion in size and is poised for a period of exponential growth."

According to Gera et al.(2018): "The industry is highly competitive and the growth of online food ordering through digital platforms has awakened and noticed entrepreneurs and entrepreneurs. Some popular "food aggregators" like Zomato, Swiggy, Food Panda and UberEats are powering India's cities online and generating decent profits.

SCOPE OF STUDY

With a focus on Zomato and Swiggy's market domination, this study carefully examines consumer attitudes within the dynamic context of India's rapidly growing online meal delivery sector. Our goal is to decipher the many nuances of users' attitudes about these platforms in order to identify the elements that contribute to their pleasure or dissatisfaction.

Initiating our investigation, we delve deeply into the entirety of the consumer journey, meticulously scrutinizing each facet of interaction with Zomato and Swiggy. This comprehensive analysis encompasses an evaluation of the user interface's accessibility and intuitiveness, the punctuality and reliability of delivery services, and the responsiveness and efficacy of customer support mechanisms. We want to identify the fundamental factors that influence customer pleasure or dissatisfaction by analyzing these constituents.

Moreover, we employ advanced analytical methodologies, leveraging tools such as Power BI, to parse and interpret voluminous datasets. Through the application of these analytical frameworks, we endeavor to extract meaningful insights, identify emerging trends, and discern correlations within the amassed data reservoirs. The utilization of Power BI facilitates the creation of interactive dashboards and visualizations, thereby enhancing our capacity to communicate complex findings succinctly and effectively.

However, our inquiry extends beyond the realm of quantitative analysis; we also delve into the qualitative domain of brand perception and consumer sentiment. This qualitative investigation comprises a review of consumer sentiments regarding Zomato and Swiggy, including views on the reputation of the brands, the effectiveness of loyalty programs, and the perceived value proposition of each platform.

Ultimately, our study aims to furnish Zomato and Swiggy with actionable insights derived from a comprehensive understanding of consumer perceptions. Our insights enable these industry leaders to improve their services, develop long-term customer loyalty, and adjust their strategies by highlighting areas of strength and improvement potential. Additionally, our research contributes to the broader discourse surrounding the online food delivery landscape in India, offering valuable insights to industry stakeholders, policymakers, and academic scholars alike.

RESEARCH METHODOLOGY

Research is completely based on a logical and systematic way. The study of the overall questions explains with the help of graphs and charts, collecting data from students and analysing these with logical and scientific tools.

2.1 RESEARCH DESIGN

Type of Methodology: Descriptive research.

The methodology for research adopted for carrying out the study is:

1st stage – Theoretical/Detailed study was completed.

2nd stage –Customers perception and view towards Zomato and Swiggy.

Descriptive Research:

Descriptive research aims to describe and summarize characteristics of a phenomenon or population, without manipulating variables or attempting to establish causality. It involves observing, measuring, and analyzing data to uncover patterns, trends, and relationships. This type of research provides a snapshot of current conditions or behaviors, answering questions like "what," "who," "where," and "when." Descriptive studies use various methods such as surveys, observations, and archival research to collect data, which is then organized and presented through statistical summaries, charts, and tables. The goal is to provide a comprehensive understanding of the subject being studied, serving as a foundation for further research or decision-making.

2.2 DATASET

Data Collection Method	Non Probability Method
Technique	Snowball Sampling
Dataset size	227
Area of study	All Over India
Data Analysis Tool	PowerBI, Microsoft Excel

Non Probability Method:

Non-probability sampling methods involve selecting samples based on subjective judgment or convenience rather than random selection. These methods are commonly used when it's difficult or impractical to obtain a random sample.
It has following types:

1. Convenience Sampling
2. Purposive Sampling
3. Quota Sampling

4. Judgemental Sampling
5. Snowball Sampling

We have used Snowball Sampling for our research:

Snowball Sampling:

Snowball sampling is a non-probability sampling technique where initial participants refer to additional participants, who in turn refer to more participants, creating a chain-like structure. This method is often used to study populations that are hard to reach or hidden, such as marginalized communities or individuals with specific traits or experiences.

In snowball sampling:

1. **Initial Participants**: Researchers start by selecting a few initial participants who meet the criteria for the study. These individuals are typically well-connected within the target population.

2. **Referrals**: Each initial participant is then asked to refer others who also meet the study criteria. These referrals may continue to refer to additional participants, leading to a snowball effect.

3. **Data Collection**: As the sample grows, researchers collect data from each participant through interviews, surveys, or other methods.

4. **Saturation**: The sampling process continues until the desired sample size is reached or until no new information or participants are being added to the study, a point known as saturation.

Snowball sampling is useful when the target population is difficult to access through traditional sampling methods, such as when studying stigmatized groups or individuals with rare characteristics. However, it may introduce biases, as participants tend to refer to others who share similar traits or experiences. Therefore, researchers must carefully consider the limitations and potential biases of snowball sampling when interpreting the results of their studies.

POWER BI:

Power BI is indeed a powerful data visualization tool developed by Microsoft. It allows users to create interactive reports and dashboards from various data sources. **Visualization:** Power BI offers a variety of visualization options including bar charts, line charts, scatter plots, maps, tables, and custom visuals. Users can customize the appearance of visuals, apply filters, and create interactive elements for exploration.

MICROSOFT EXCEL:

Excel is a versatile tool for data cleaning, it's essential to note that for larger datasets or more complex cleaning tasks, dedicated data cleaning tools or programming languages like Python or R may be more efficient and scalable. Nonetheless, for smaller datasets and quick analyses, Microsoft Excel remains a popular and accessible choice for data cleaning tasks.

2.3 DATA COLLECTION METHOD

There are two major sources of data : Primary Data and Secondary Data

Primary Data- The data which is collected for the first time for a specific purpose. It can be through questionnaires and surveys etc.

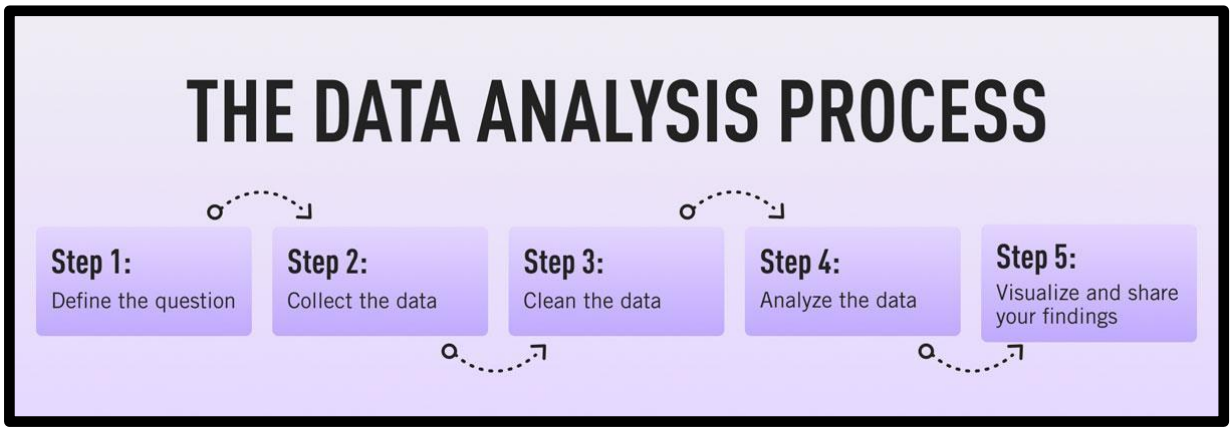
Secondary Data- The data which is already available somewhere such as a website, journal etc. We have used both Primary Data. We have prepared a questionnaire in the form of google form and circulated it all over India. Our dataset size is near about 227.

2.4 QUESTIONNAIRE

S. No	QUESTIONS
1	**Which Food Delivery app do you use more? Please answer the rest of the questions with respect to your given choice.**
2	**City**
3	**State**
4	**Age of the respondent**
5	**Gender**
6	**Educational Qualification**
7	**Occupation**
8	**What is your monthly income?**
9	**If chosen Swiggy, for what purpose do you use the app most?**
10	**How much do you utilize your chosen App?**
11	**What type of meals do you most commonly order?**
12	**What time of day mostly do you place your order?**

13	**Which mode of payment do you generally use?**
14	**For whom do you order the most?**
15	**Have you consistently been using the app, or if there has been a shift in your preference either towards or away from the app over time?**
16	**If No, Why did you shift to/from any other Food delivery App?**
17	**Preferred cuisines when ordering.**
18	**On average, how much do you spend per order?**
19	**Any specific dietary preferences or restrictions?**
20	**How likely are you to provide a rating after an order?**
21	**What factors influence your decision when providing a rating?**
22	**Do you usually leave written feedback or comments?**
23	**Are you satisfied with the offers given by the app?**
24	**How satisfied are you with the speed of delivery?**
25	**Have you ever experienced issues with the accuracy of the delivery location?**
26	**How would you rate the overall condition of the food upon delivery?**
27	**How satisfied are you with the behavior of the delivery partners?**
28	**Does Swiggy/Zomato recommend top picks according to your past orders?**
29	**How frequently do you encounter issues with the app?**
30	**Which features of the app do you use most often? (Select all that apply)**
31	**Have you ever contacted the customer service?**
32	**How much are you satisfied with the two-way communications with the chat-bot?**
33	**How satisfied were you with the resolution of the issue?**
34	**On a scale of 1 to 10, how would you rate your overall experience with the Swiggy food delivery system? (1 being the lowest, 10 being the highest)**
35	**On a scale of 1 to 10, how would you rate your overall experience with the Zomato food delivery system? (1 being the lowest, 10 being the highest)**
36	**What, if anything, do you think your chosen app does exceptionally well?**
37	**What improvements, if any, would you suggest for your chosen food delivery service?**
38	**Would you prefer your chosen app over other apps?**

2.5 DATA ANALYSIS PROCESS



The data analysis process involves the systematic examination, interpretation, and transformation of raw data to derive meaningful insights, draw conclusions, and support decision-making. This process is essential in various fields, including research, business, science, and technology. Here is a general outline of the data analysis process:

Define Objectives:

Clearly articulate the objectives of the data analysis. Understand the specific questions or problems you aim to address through the analysis.

Data Collection:

Gather relevant data from various sources. This may involve surveys, experiments, observations, sensors, databases, or other data collection methods. Ensure that the data collected aligns with the research or analysis goals.

Data Cleaning and Preprocessing:

Clean and preprocess the raw data to address issues such as missing values, outliers, and inconsistencies. This step ensures that the data is accurate, consistent, and suitable for analysis.

Data Exploration:

Explore the data to gain a preliminary understanding of its characteristics. This may involve generating summary statistics, visualizations, and distributions.

Interpret Results:

Interpret the results of the analysis in the context of the research questions or business objectives. Consider the practical implications of the findings and their relevance to decision-making.

Draw Conclusions:

Summarize the key findings and draw conclusions based on the analysis results. Assess whether the objectives have been met and if the data provides actionable insights.

Iterate or Refine:

If necessary, iterate the analysis process, refine hypotheses, or explore additional data to enhance the depth of understanding. Continuous improvement is vital for refining models and gaining more accurate insights.

Document the Process:

Document the entire data analysis process, including data sources, cleaning procedures, analytical methods, and results. This documentation is crucial for reproducibility and transparency.

RESULTS AND INFERENCES

Data Interpretation:

Data interpretation involves analysing and making sense of data to extract meaningful insights and draw conclusions. We have used PowerBI and concluded different Inferences using parameters as Bivariate and Multivariate variables clubbed together in the form of clustered bar charts, maps, graphics etc.

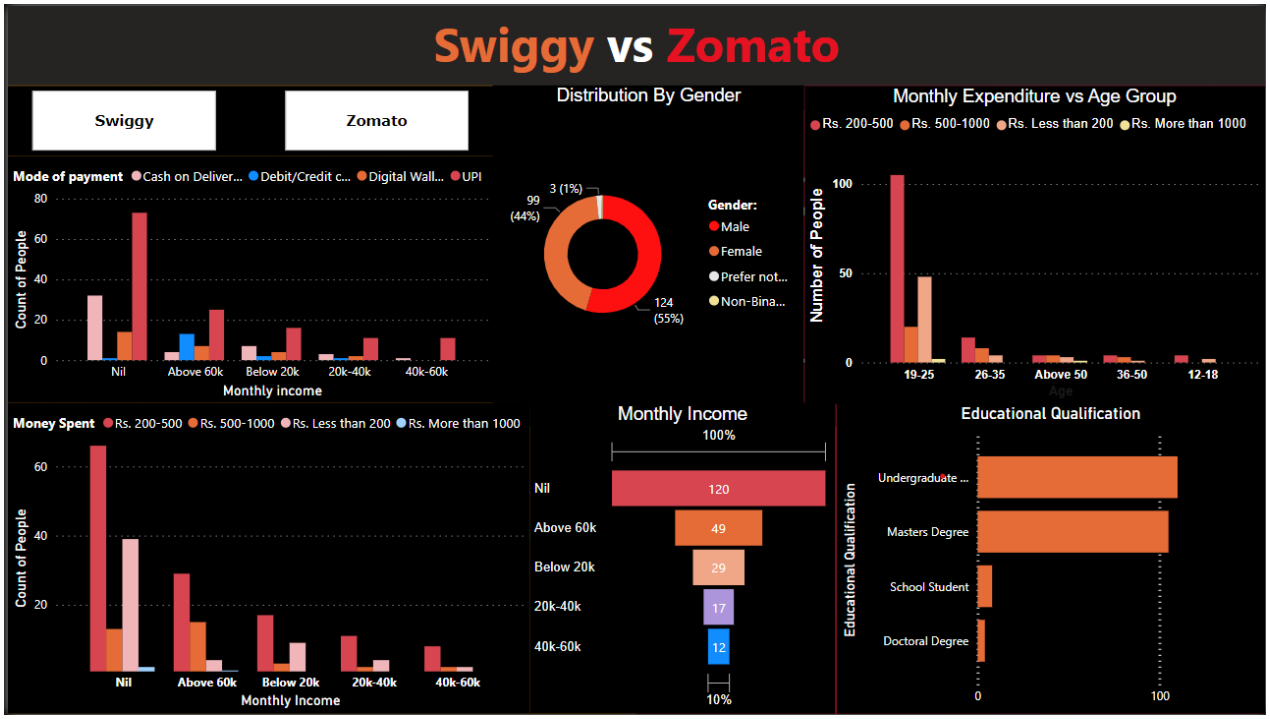


Figure 1 shows,

This is a **slicer** which **filters** the data in our report according to our choice of food app.

Figure 2 shows,

This is a **Clustered Column chart** which is a type of **Visual representation** in **Power BI** that displays data using vertical columns. It is particularly useful for comparing values across different categories or groups. Here we have shown the **count of people with the comparison of their monthly income with respect to the mode of payment used by them.**

Income -NIL

Mode of Payment	Number of People
UPI	73
COD	32
Digital Wallet	14
Debit/Credit Card	1

Income- Below 20k

Mode of Payment	Number of People
UPI	16
COD	7
Digital Wallet	4
Debit/Credit Card	2

Income - 20k to 40k

Mode of Payment	Number of People
UPI	11
COD	3
Digital Wallet	2
Debit/Credit Card	1

Income- 40k to 60k

Mode of Payment	Number of People
UPI	11
COD	1
Digital Wallet	0
Debit/Credit Card	0

Income -Above 60k

Mode of Payment	Number of People
UPI	25
COD	4
Digital Wallet	7
Debit/Credit Card	13

Figure 3 shows,

This is a **Clustered Column chart** which is a type of visual representation in Power BI that displays data using vertical columns. It is particularly useful for comparing values across different categories or groups. Here we have shown the **count of people with the comparison of their monthly income with respect to the average amount spent by them.**

Income -NIL

Average Money Spent	Number of People
Less than 200	39
200-500	66
500-1000	13
More than 1000	2

Income -Below 20k

Average Money Spent	Number of People
Less than 200	9
200-500	17
500-1000	3
More than 1000	0

Income - 20k to 40k

Average Money Spent	Number of People
Less than 200	4
200-500	11
500-1000	2
More than 1000	0

Income - 40k to 60k

Average Money Spent	Number of People
Less than 200	2
200-500	8
500-1000	2
More than 1000	0

Income - Above 60k

Average Money Spent	Number of People
Less than 200	4
200-500	29
500-1000	15
More than 1000	1

Figure 4 shows,

This is a **Donut chart** which is a circular statistical graphic that displays data in the form of a ring across different categories or groups. Here we have shown **different categories of gender who use Swiggy** which includes **Female(47.37%)**, **Male(51.58%)**, **prefer not to say(1%)**.

Gender	Number of People
Male	124
Female	99
Prefer not to say	3

Figure 5 shows,

This is a Funnel chart which shows a sequence of different categories of monthly income.

Monthly Income	Number of People
Nil	120
Below 20k	49
20k - 40k	17
40k - 60k	12
Above 60k	49

Figure 6 shows,

This is a **Clustered Column chart** which is a type of visual representation in Power BI that displays data using vertical columns. It is particularly useful for comparing values across different categories or groups. Here we have shown the **count of people with the comparison of monthly expenditure of different age groups**

Money Spent per order - Below Rs 200

Age Group	Number of People
12-18	2
19-25	48
26-35	4
36-50	1
Above 50	3

Money Spent per order - Rs 200 to Rs 500

Age Group	Number of People
12-18	4
19-25	105
26-35	14
36-50	4
Above 50	4

Money Spent per order - Rs 500 to Rs 1000

Age Group	Number of People
12-18	0
19-25	20
26-35	8
36-50	3
Above 50	4

Money Spent per order - More than Rs 1000

Age Group	Number of People
12-18	0
19-25	2
26-35	0
36-50	0
Above 50	1

Figure 7 shows,

This **Clustered Bar chart** is a visual representation of data in which **Rectangular Bars** of different colors or shades are grouped together in categories. Each group of bars represents a distinct category, and within each group, individual bars represent subcategories or different data series. Here we have shown the **Count of people under different categories of Educational Qualification with respect to each app**

Educational Qualification	Number of People
School Student	8
Undergraduate Degree	110
Masters Degree	105
Doctoral Degree	4

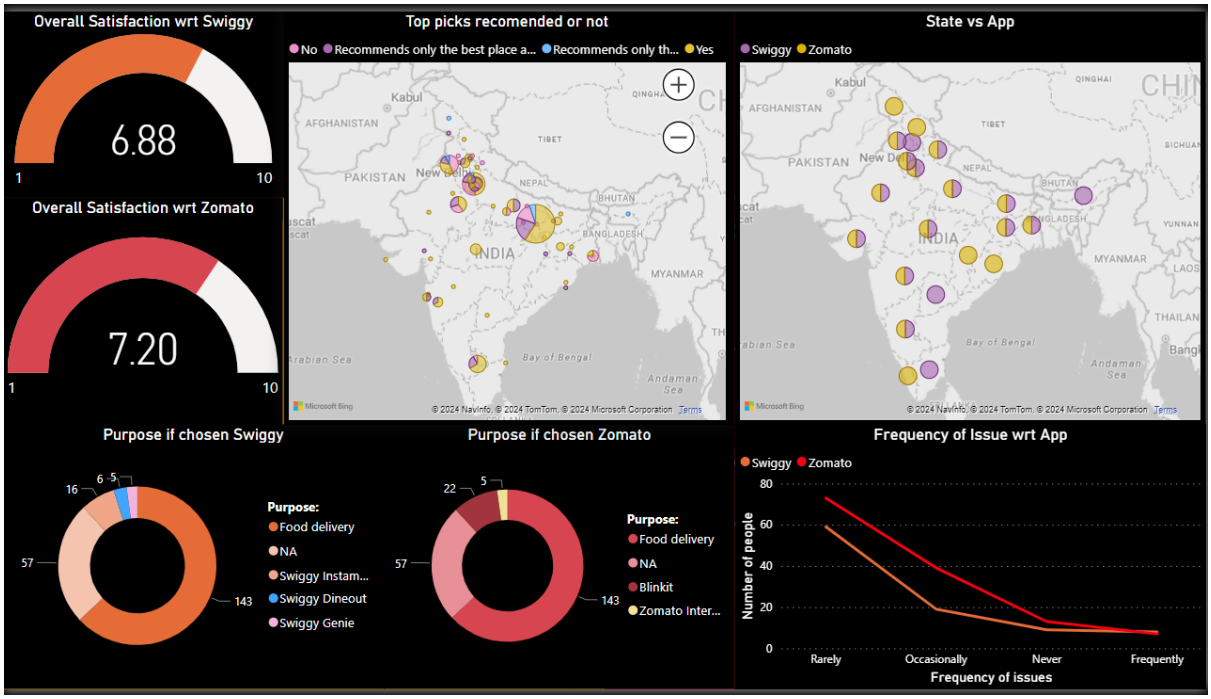


Figure 1 shows,

This is a **Gauge** which **represents a single value within a range**, like a speedometer, to indicate performance against a target.Here it shows the **overall satisfaction of customer with respect to Swiggy where the average value came out to be 6.88**

Figure 2 shows,

This is a **Gauge** which represents a single value within a range, like a speedometer, to indicate performance against a target.Here it shows the **overall satisfaction of customer with respect to Zomato where the average value came out to be 7.20**

Figure 3 shows,

This is a **Donut chart** which is a **circular statistical graphic** that displays data in the form of a ring across different categories or groups. As **Swiggy** is used for **different purposes like Food Delivery, Swiggy Instamart, Swiggy Dine Out and Swiggy Genie,we have shown the distribution of the number of people** using the above services**.**

Swiggy Services	Number of People
Food Delivery	143
Swiggy Instamart	16
Swiggy Dine Out	6
Swiggy Genie	5

Figure 4 shows,

This is a **Donut Chart** which is a circular statistical graphic that displays data in the form of a ring across different categories or groups. As **Zomato** is used for **different purposes like Food Delivery,Blinkit,Zomato Intercity Legends,we have shown the distribution of the number of people** using the above services.

Zomato Services	Number of People
Food Delivery	157
Blinkit	22
Zomato Intercity Legends	5

Figure 5 shows,

This is a **Line chart** that displays information as a series of data points connected by straight lines.Here we have shown **number of people having issues with the app may it be Swiggy or Zomato**. We have divided the frequency of issues into four parts shown below:

Frequency of Issues	Zomato	Swiggy
Rarely	73	59
Occasionally	39	19
Never	13	9
Frequently	7	8

Figure 6 shows,

This is a **Map** which typically refers to visualisation that display **Geographical data**.In this map we have shown that if **Swiggy or Zomato** shows the following on their app-'**Recommends only best place according to the city','Recommends only famous dishes of the city','Recommends top picks','Does not recommend top picks'**.It is shown with the help of the bubble.More the size of the bubble more the count of people.

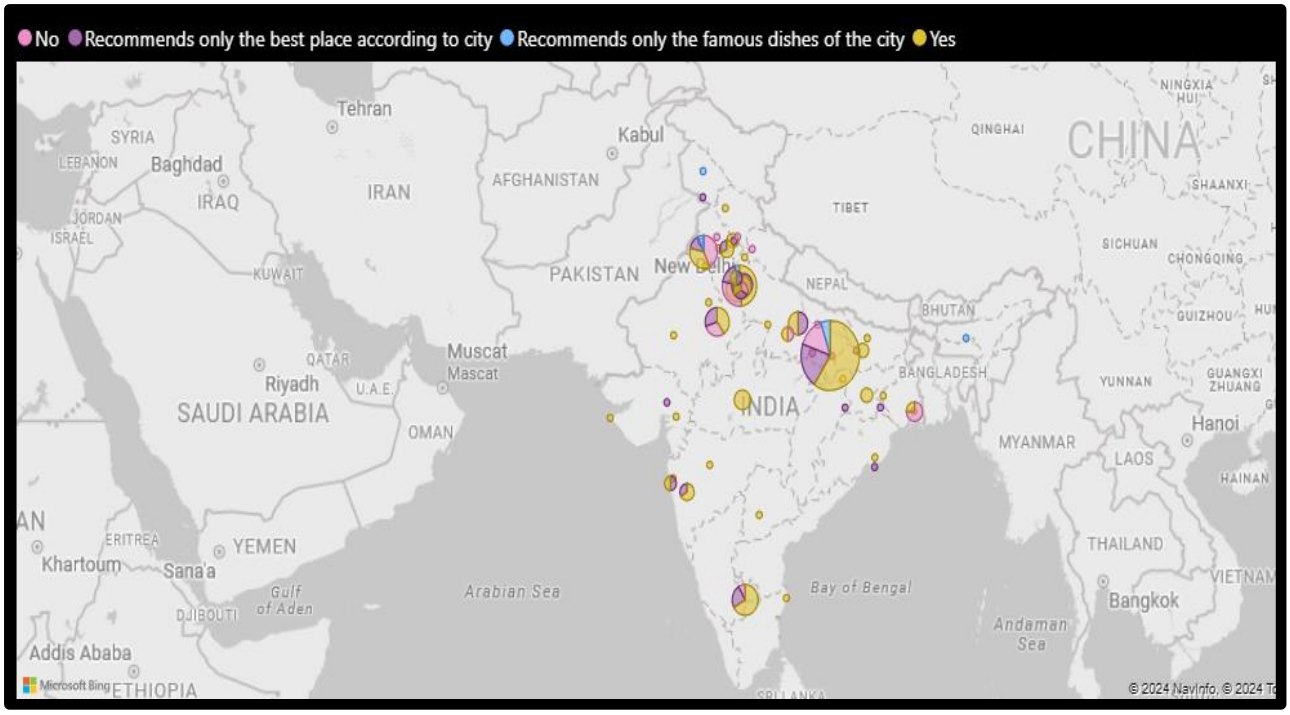


Figure 7 shows,

This is a **Map** which typically refers to visualisation that displays geographical data.In this map we have shown **the dominance of both the apps in different states of India.**

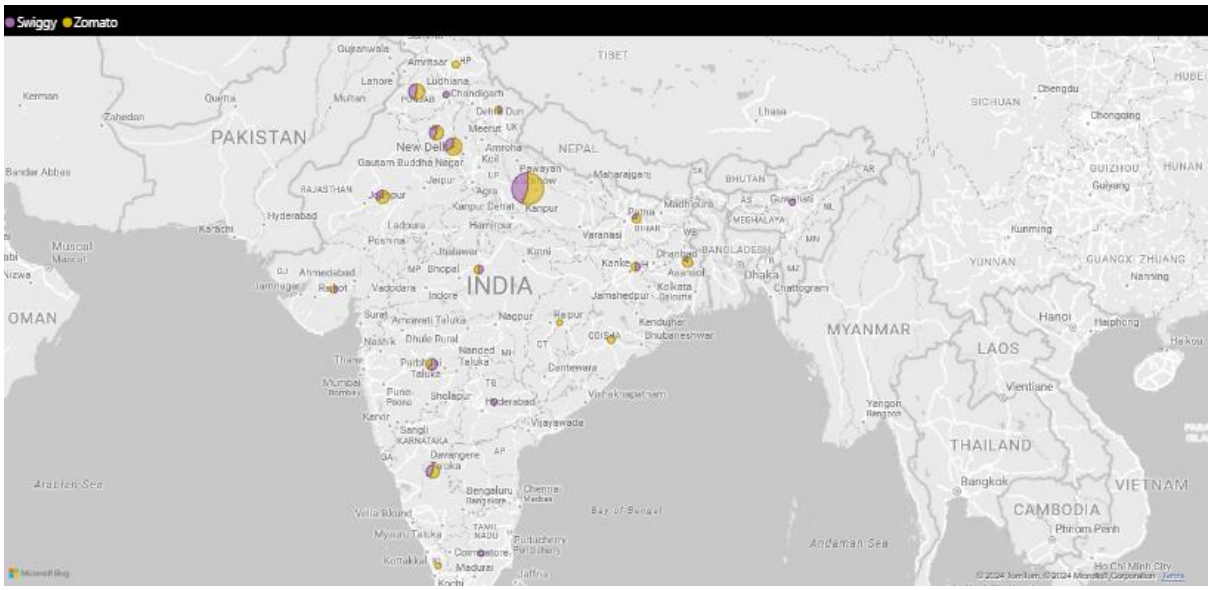


Figure 1 shows,

This is a **Clustered bar chart** that displays multiple sets of data using rectangular bars grouped together in clusters.Here we have **shown the dietary preferences of people with respect to the app.**

Satisfaction Level	Zomato	Swiggy
Good	73	59
Fair	39	19
Excellent	13	9
Poor	7	8

Figure 2 shows,

This is a **Stacked column chart** that represents multiple data series using vertical bars stacked on top of one another. Here we have shown **the satisfaction level with the condition of food with respect to the app**.

Dietary Preferences	Zomato	Swiggy
Vegetarian	89	56
Non Vegetarian	38	35
Vegan	0	2
Others	4	2
Gluten Free	1	0

Figure 3 shows,

This is a **Line and stacked column chart** which combines the features of both line and stacked column charts to prevent two different types of data in a single visualisation. Here we have shown **the distribution of the number of people who have issues with the delivery location with respect to the app**.

Frequency of Issues with Delivery Location	Zomato	Swiggy
Yes	69	49
No	63	46

Figure 4 shows,

This is a **Clustered bar chart** that displays multiple sets of data using rectangular bars grouped together in clusters.Here we have shown the **usage of different apps counting the number of people having different occupations.**

Occupation	Zomato	Swiggy
Student	87	56
Service	40	33
Business	2	5
Homemaker	3	1

Figure 5 shows,

This is a **Clustered Bar chart** that displays multiple sets of data using rectangular bars grouped together in clusters. Here we have shown **how many people use Zomato and Swiggy in different cities**.

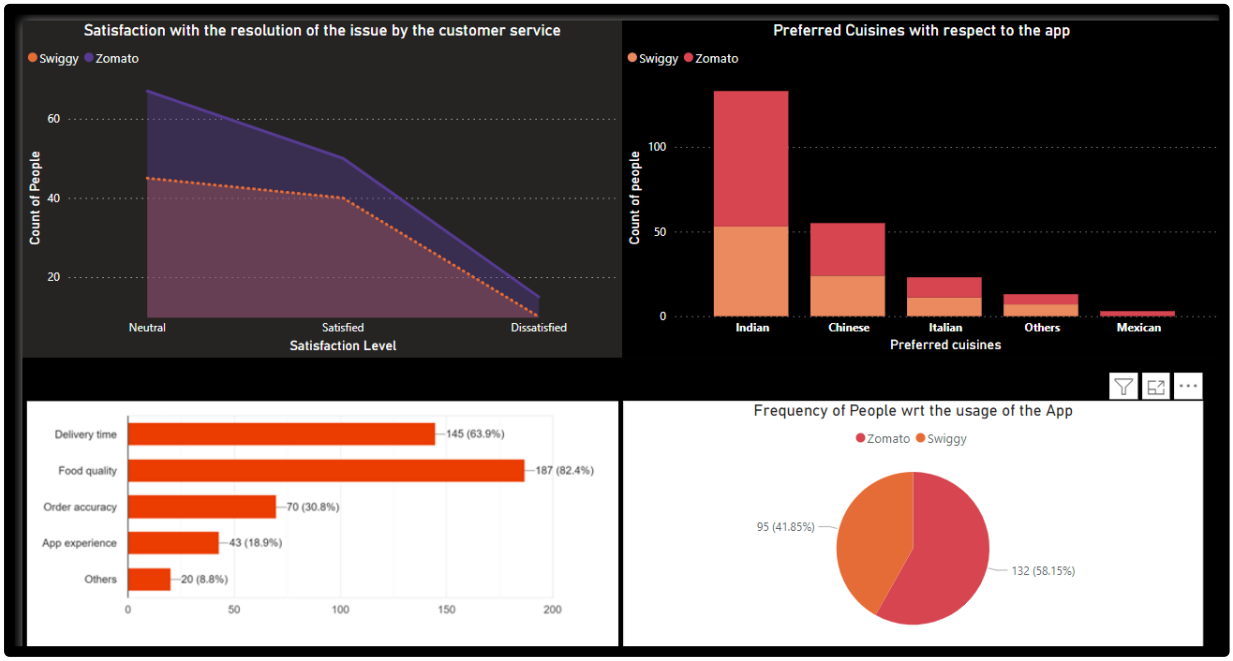


Figure 1 shows,

This is an **Area Chart** that displays data points as colored areas filling the space between the data points and the horizontal axis.Here we have shown the **satisfaction level with the resolution of the issue by the customer service of Swiggy and Zomato counting the number of people.**

Satisfaction Level	Zomato	Swiggy
Satisfied	50	40
Dissatisfied	15	10
Neutral	67	45

Figure 2 shows,

This is a **Clustered bar chart** that displays multiple sets of data using rectangular bars grouped together in clusters. Here we have shown the **factors that customers consider before choosing their app.**

Factors	Number of People
Delivery Time	145
Food Quality	187
Order Accuracy	70
App Experience	43
Others	20

Figure 3 shows,

This is a **Stacked column chart** that displays multiple data series as vertical bars stacked on top of one another.This shows the **number of people who have preferred different cuisines from Swiggy and Zomato.**

Preferred Cuisine	Zomato	Swiggy
Indian	80	53
Chinese	31	24
Italian	12	11
Mexican	3	0
Others	6	7

Figure 4 shows,

It is a **Pie chart** that is a **Circular Statistical graph** that is divided into **slices** to illustrate numerical proportion. This pie chart **describes how many people use Zomato and how many people use Swiggy.**

Zomato	Swiggy
132	95

FINDINGS AND CONCLUSIONS

1. According to our research people prefer Zomato more than Swiggy
2. The three most important factors that customers consider before choosing their app:
    - Condition of the food after delivery
    - Total time taken for the delivery
    - Accuracy of the order placed
3. The revenue of Swiggy and Zomato is dominated by the students.
4. According to our research people are satisfied with the condition of the food while using Zomato
5. The major source of revenue for both the apps is UPI.
6. According to our interpretations maximum people order at night. therefore the apps should manage the network traffic so that there should not be any lag in the apps.
7. The estimated delivery time of Zomato is better than Swiggy. People have said that “Swiggy’s estimated time can be inaccurate , leading to long wait times and frustrations.”
8. Swiggy’s app notification system can be overly aggressive, sending countless pings for irrelevant promotions.
9. Swiggy's surge pricing during peak hours is frustrating and discourages ordering during those times.
10. The newly launched Zomato Augmented reality is a new good feature which is appealing to eyes and is a instrumental way to capture the audience more

Overall People are more satisfied with Zomato than Swiggy. Although Swiggy provides more services than Zomato.

SUGGESTIONS

1. The food order delivering apps should always give an option to add a water bottle/Cold Drink in final billing time.
2. Implement a more reliable table reservation system with fewer technical glitches and booking discrepancies.
3. Develop partnership with farmers and local producers to offer fresh, seasonal ingredients and support sustainable farming practices.
4. Partnership with local transportation services or bike-sharing platforms to offer sustainable and environmentally friendly delivery options.
5. Explore offering advanced features like order customization or group ordering to cater to specific user preferences.
6. The apps should work on minimising the delivery time to some extent keeping in mind the safety of the delivery partner and at the same time providing better customer experience.
7. Both the apps should employ more food delivery partners so that there is no delay in assigning the delivery partners for a specific order.

FUTURE WORKS

While this dissertation has made significant strides in gaining insights on Consumer's Perception on Swiggy and Zomato Food Delivery System, there are several avenues for future research that can extend and enhance the current study. One promising direction for future work is the application of sentiment analysis to the open-ended questions collected through Google Forms. This endeavor aims to provide deeper insights into the emotional tone and sentiments expressed by respondents, adding a qualitative dimension to the existing quantitative analysis. Also we aim to develop an AI prediction model with a user-friendly interface. Users will input 4-5 parameters reflecting their preferences, and using machine learning techniques, the model will recommend the most suitable app for their needs. This system will streamline decision-making processes, providing better recommendations based on individual user inputs, enhancing user experience and satisfaction.

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