COMPARATIVE STUDY OF SWIGGY AND ZOMATO

-Understanding User Experiences and Expectations

Introduction

- The online food delivery industry has witnessed explosive growth in recent years, transforming the way consumers access and enjoy food.

- Platforms like **Zomato and Swiggy have become integral to modern dining habits, offering convenience and choice at the touch of a button**.

- **Swiggy's user-friendly interface** and seamless ordering process have positioned it as a preferred choice among consumers, reflecting its commitment to enhancing the user experience.

- **Zomato's innovative features, such as real-time tracking and personalized recommendations**, have earned it a loyal user base, setting new standards for customer engagement and satisfaction.

ZOMATO

Zomato is a leading online food delivery and restaurant discovery platform that has transformed the way people explore, order, and experience food.

➔ **Zomato began its journey in 2008 (founded by Deepinder Goyal and Pankaj Chaddah in India) as a restaurant discovery platform and entered the food delivery market in 2015.**

➔ **With its vast database of restaurants and user-generated reviews, Zomato has expanded its services to include food delivery, thereby providing a comprehensive dining experience to its users.**

➔ **Through strategic acquisitions and partnerships, Zomato has established a strong foothold in regions like Southeast Asia, the Middle East, Europe, and North America, adapting its services to local preferences and cultures.**

SWIGGY

Swiggy is a leading online food delivery platform that has revolutionized the food industry by offering convenient and reliable food delivery services.

➔ **Founded by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini in India in 2014, Swiggy started as a small startup in Bengaluru and has grown into one of India's largest food delivery services.**

➔ **Swiggy's business model focuses on a hyperlocal approach, partnering with restaurants in various cities to offer a wide range of culinary options to its users.**

➔ **Swiggy has ventured into new verticals such as grocery delivery and hyperlocal services, diversifying its offerings to meet evolving customer needs.**

OBJECTIVE

An analysis of customer preferences between Swiggy and Zomato across India

To ascertain the variables that affect their choice between Swiggy and Zomato

To find out more about the ways in which different factors affect the online food process and preferences

To ascertain the different quality, service, and delivery parameters

To determine which channel has given them a larger clientele

Research

Methodology

- RESEARCH DESIGN
- DATASET
- DATA COLLECTION METHOD
- QUESTIONNAIRE
- DATA ANALYSIS PROCESS

Research Design

Theoretical/Detailed study was completed

Drew inferences from the customers perception and view towards Zomato and Swiggy

1st stage

2nd stage

Dataset

Data Collection Method :

Non Probability Method

Technique :

Snowball Sampling

Data Analysis Tool :

PowerBI, Microsoft Excel

Dataset size : 227, Area of study : All Over India

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.

QUESTIONNAIRE:

The study utilizes Google Forms to construct a comprehensive questionnaire, enabling systematic data collection on consumer perceptions of Zomato and Swiggy. Through this platform, respondents can easily provide feedback on various aspects of their experience, facilitating a robust analysis of user attitudes and preferences.

DATA ANALYSIS PROCESS:

THE DATA ANALYSIS PROCESS

Step 1:
Define the question

Step 2:
Collect the data

Step 3:
Clean the data

Step 4:
Analyze the data

Step 5:
Visualize and share your findings

Results and Inferences
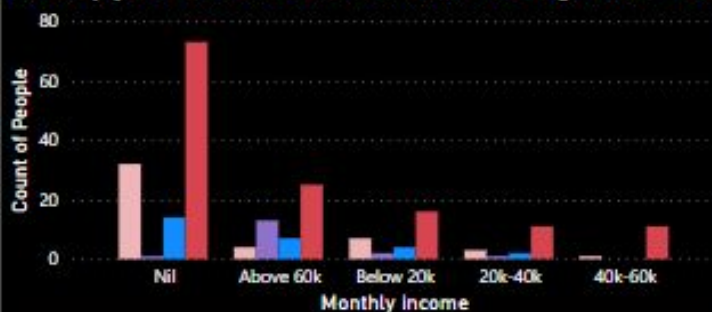
Data Interpretation:

Data interpretation involves analyzing 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.
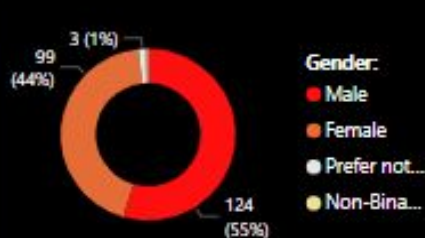
Swiggy vs Zomato

Swiggy | Zomato

Mode of payment ● Cash on Deliver... ● Debit/Credit c... ● Digital Wall... ● UPI
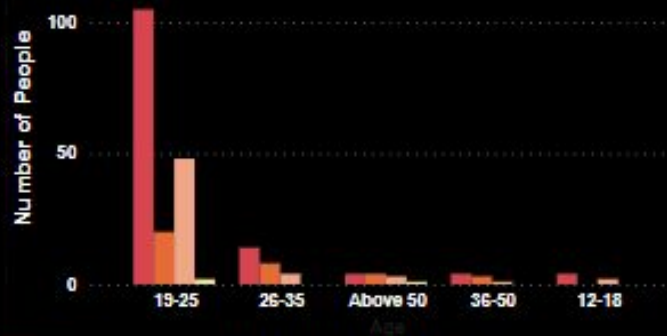
Distribution By Gender

Gender:
● Male
● Female
● Prefer not...
● Non-Bina...
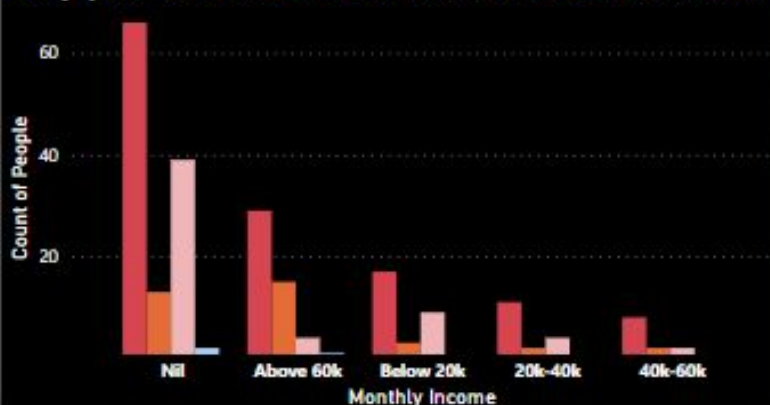
3 (1%)
99 (44%)
124 (55%)
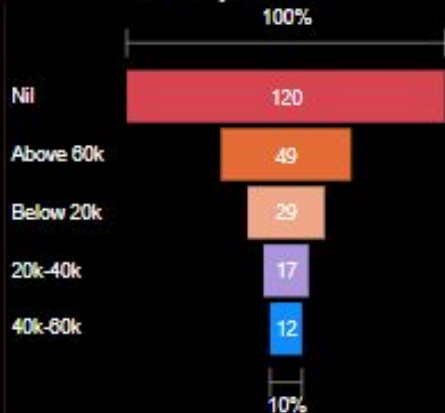
Monthly Expenditure vs Age Group
● Rs. 200-500 ● Rs. 500-1000 ● Rs. Less than 200 ● Rs. More than 1000

Money Spent ● Rs. 200-500 ● Rs. 500-1000 ● Rs. Less than 200 ● Rs. More than 1000

Monthly Income
100%

Nil	120
Above 60k	49
Below 20k	29
20k-40k	17
40k-60k	12

10%

Educational Qualification

Undergraduate ...
Masters Degree
School Student
Doctoral Degree
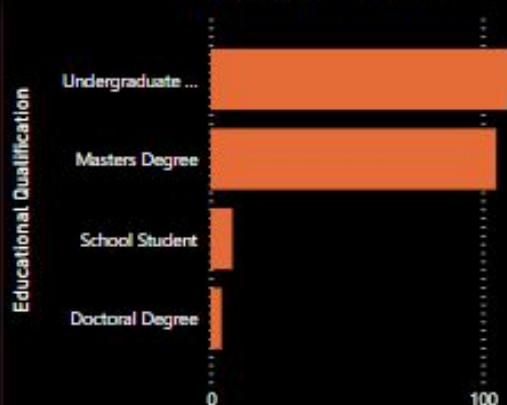
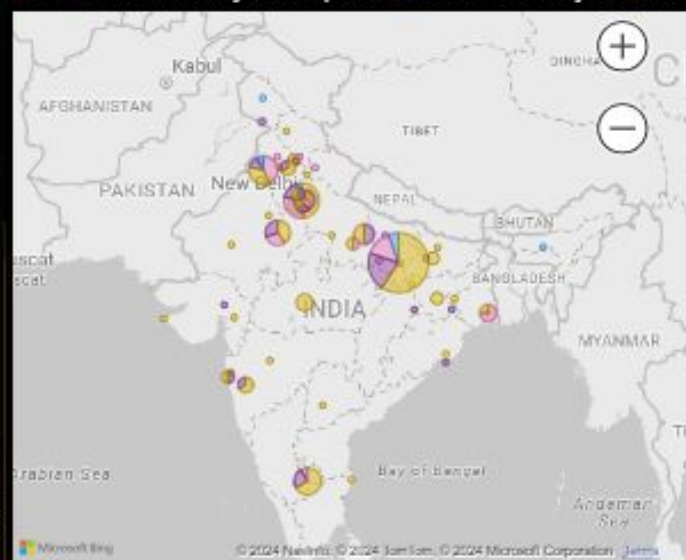# Overall Satisfaction wrt Swiggy
6.88
1 — 10

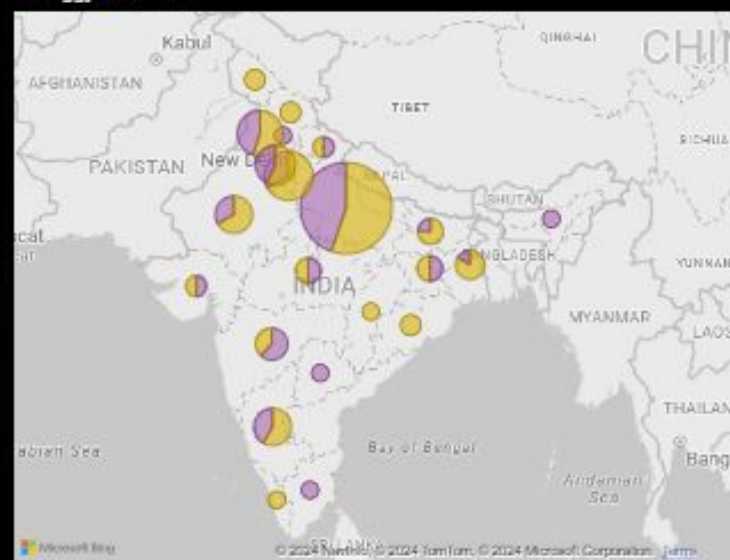# Overall Satisfaction wrt Zomato
7.20
1 — 10

Top picks recomended or not
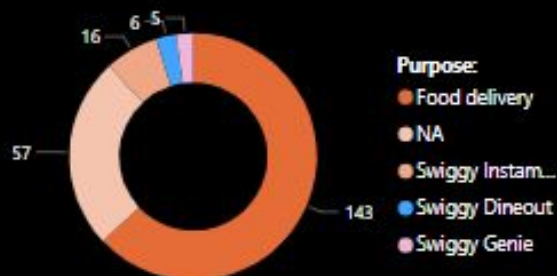● No ● Recommends only the best place a... ● Recommends only th... ● Yes
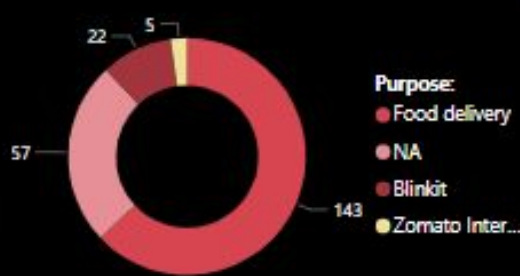
State vs App
● Swiggy ● Zomato

Purpose if chosen Swiggy
6 5
16
57
143

Purpose:
● Food delivery
● NA
● Swiggy Instam...
● Swiggy Dineout
● Swiggy Genie

Purpose if chosen Zomato
22 5
57
143

Purpose:
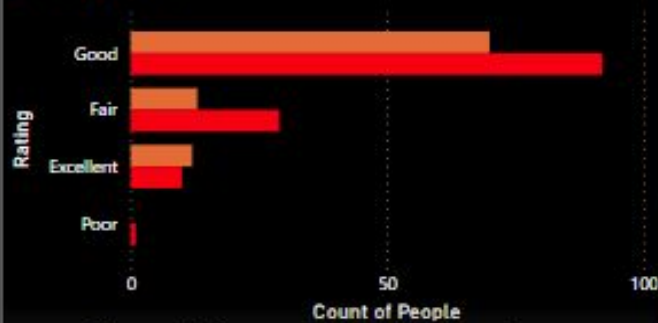● Food delivery
● NA
● Blinkit
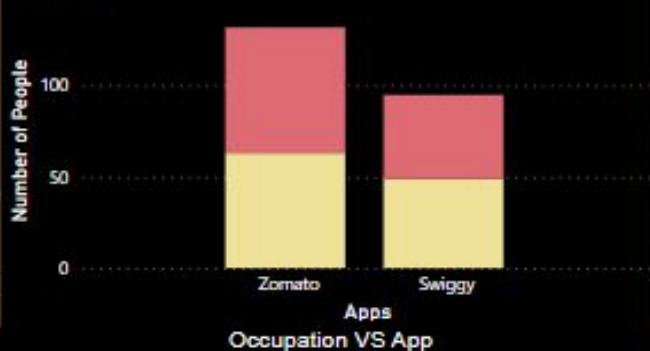● Zomato Inter...

Frequency of Issue wrt App
● Swiggy ● Zomato

Number of people
80
60
40
20
0

Rarely   Occasionally   Never   Frequently
Frequency of issues
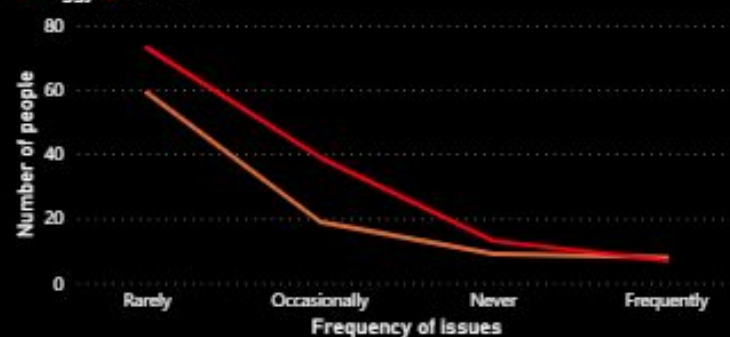
Satisfaction with the condition of Food wrt the App

● Swiggy ● Zomato

Rating

- Good
- Fair
- Excellent
- Poor

Count of People: 0 — 50 — 100

Frequency of issue with the Delivery Location

● No ● Yes

Number of People: 0 — 50 — 100

Apps: Zomato, Swiggy

Count of City wrt the App

● Swiggy ● Zomato

City:
Varanasi, New Delhi, Bathinda, Bengaluru, Jaipur, Gurugram, Ghaziabad, Lucknow, Noida, Bhopal, Kolkata, Faridabad, Patiala, Pune, Chandigarh, Kanpur, Mumbai, Patna, Prayagraj, Ranchi, Sonipat, Ahmedabad, Ara, Aurangabad, Ayodhya, Bhubaneswar, Chennai, Dehradun, Dharamshala, Dhuri

Count of People: 0 — 50
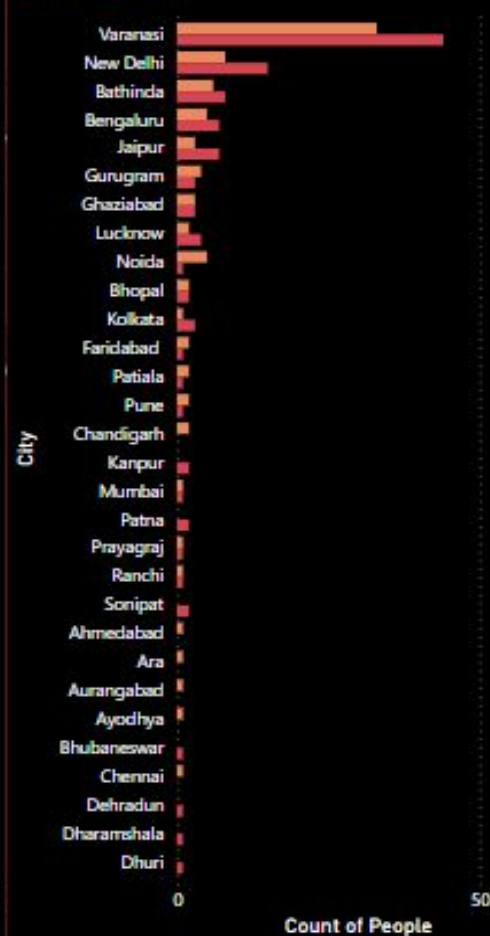
Dietary Preferences with respect to the app

● Swiggy ● Zomato

Count of people: 0 — 50 — 100 — 150 — 200

Dietary preferences or restrictions: Vegetarian, Non-Vege..., Others, Vegan

Occupation VS App

● Swiggy ● Zomato

Occupation:
- Student
- Service
- Business
- Homemaker

Count of Occupation: 0 — 50 — 100
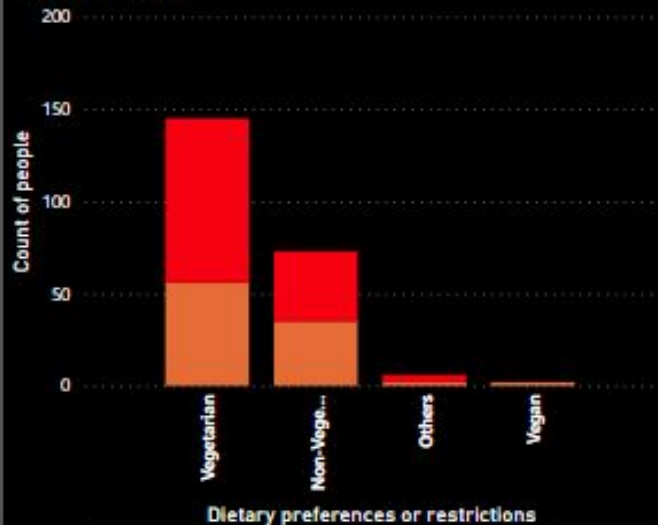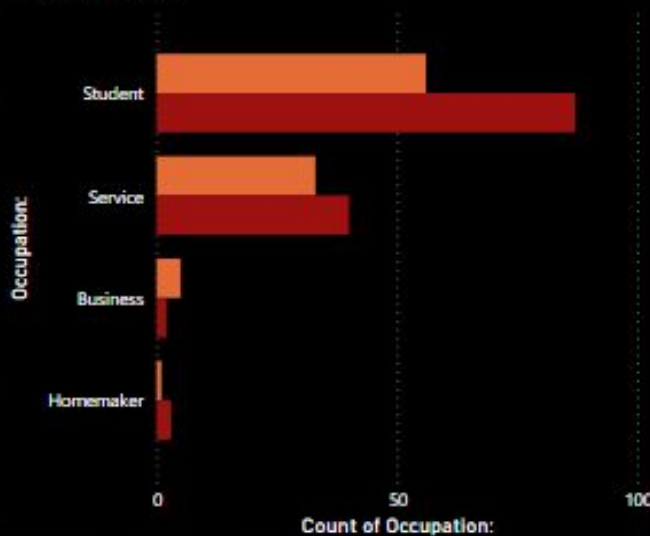
Satisfaction with the resolution of the issue by the customer service

● Swiggy ● Zomato

Count of People

Satisfaction Level: Neutral, Satisfied, Dissatisfied
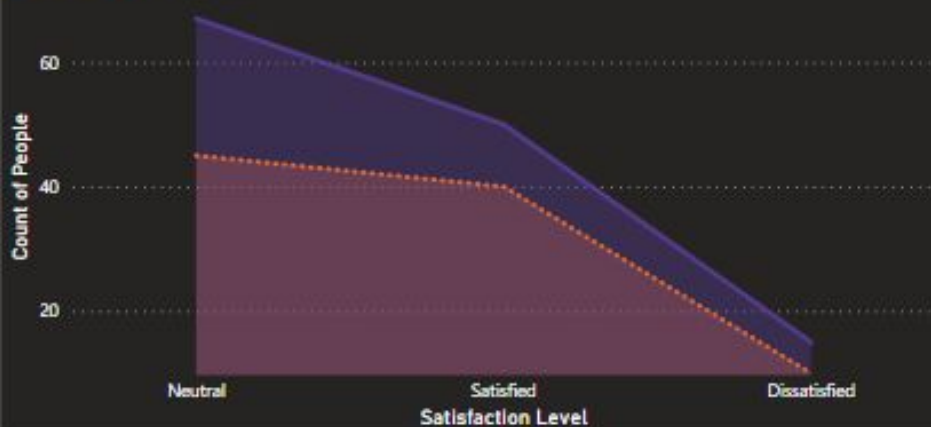
Preferred Cuisines with respect to the app

● Swiggy ● Zomato

Count of people

Preferred cuisines: Indian, Chinese, Italian, Others, Mexican

(Bar chart – Reasons)

Delivery time — 145 (63.9%)
Food quality — 187 (82.4%)
Order accuracy — 70 (30.8%)
App experience — 43 (18.9%)
Others — 20 (8.8%)
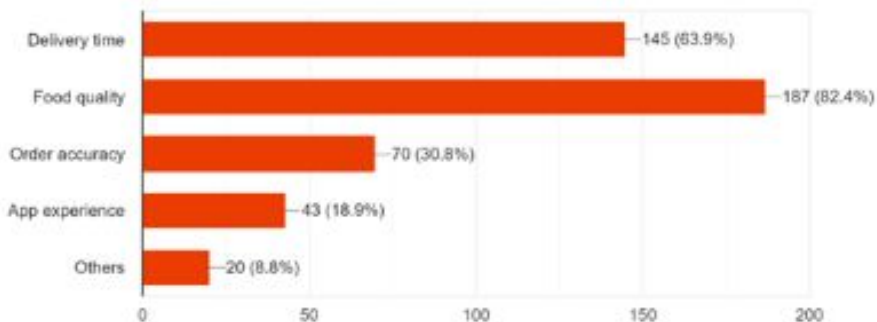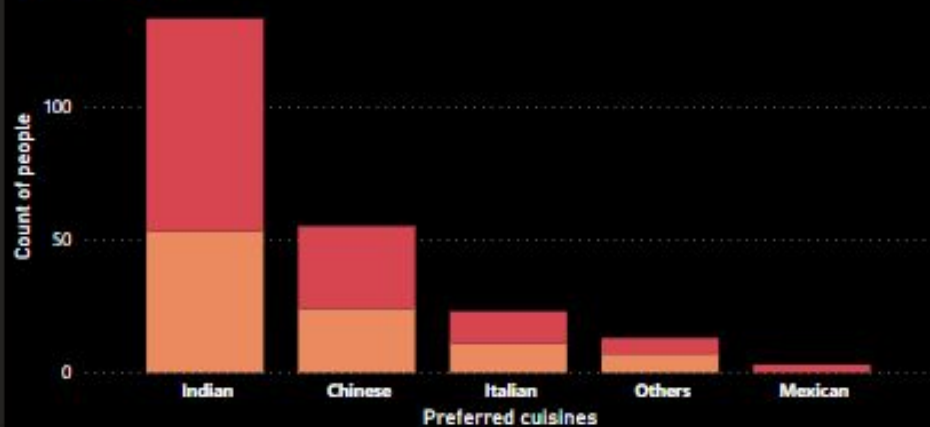
Frequency of People wrt the usage of the App

● Zomato ● Swiggy

95 (41.85%)
132 (58.15%)

FINDINGS AND CONCLUSIONS

- Student demographic drives revenue for both apps
- Zomato excels in food satisfaction.
- UPI main revenue source
- Zomato satisfies customers despite fewer services
- Nighttime peak for orders
- Network optimization crucial.
- Zomato's better estimated delivery time
- Swiggy criticized for time inaccuracies

- Swiggy's aggressive notifications disliked; surge pricing frustrating.
- Zomato's augmented reality feature attractive and engaging.

Focus

Zomato preferred over Swiggy

key factors: food condition, delivery time, order accuracy.

Suggestions

Suggestions by the users:

➜ Include options for adding beverages at checkout.
➜ Improve table reservation system reliability.
➜ Collaborate with local farmers for fresh ingredients.
➜ Partner with eco-friendly transportation for deliveries.
➜ Introduce advanced features like customization and group orders.
➜ Reduce delivery time prioritizing partner safety and customer satisfaction.
➜ Increase delivery partners to minimize delays.

FUTURE WORK:

1. **Future Research Directions:** Implement sentiment analysis on open-ended responses from Google Forms to uncover emotional tones and sentiments, augmenting the quantitative analysis with qualitative insights into consumer perceptions of Swiggy and Zomato.

2. **Prediction Model:** Develop a user-friendly AI prediction model allowing users to input preferences, utilizing machine learning techniques to recommend the most suitable food delivery app. This innovation streamlines decision-making, enhancing user satisfaction by providing personalized recommendations based on individual preferences.

Thank you!

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