

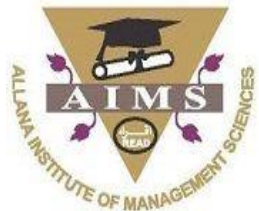
**A STUDY ON
“A STUDY ON ONLINE FOOD DELIVERY BUSINESS SWIGGY AND
ZOMATO”**

**SUBMITTED TO,
SAVITRIBAI PHULE PUNE UNIVERSITY**



**BY
SUBHAN IQBAL SAYYED
UNDER GUIDANCE OF,
Dr. ATIK SHAIKH**

**IN PARTIAL FULFILLMENT OF REQUIREMENT OF THE AWARD
OF MASTER OF BUSINESS ADMINISTRATION (MBA)**



**MCE SOCIETY'S
ALLANA INSTITUTE OF MANAGEMENT SCIENCES, PUNE
ACADEMIC YEAR (2019-2020)**



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2390-B, K.B. Hidayatullah Road, Azam Campus, Camp, Pune - 411 001, Maharashtra (INDIA) Tel.: (020)

26440491, 26433901 / 02 Fax: +91 - 20 - 26449824

E-mail : director@aimspune.org Visit : www.aimspune.org

Dr. P.A. INAMDAR

President

M.C.E. Society, Pune

Dr. (Prof.) Roshan Kazi

Ph.D., Post Doc IIM Indore

Director In-Charge

Certificate

*This is to certify that the Dissertation Report titled "Study on online food ordering business swiggy and zomato", is a bonafide work carried out by **Mr. Subhan iqbal sayyed** of our institute for fulfilment of **Master of Business Administration (MBA)** degree of **Savitribai Phule Pune University**. He/She has worked under our guidance and supervision. The material referred from other sources for the completion of the study has been duly acknowledged in the report.*


Name of the Guide
(Dissertation Guide)


Dr. (Prof.) Roshan Kazi
(Director -In-Charge)

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It is a matter of great satisfaction and pleasure for me in presenting this report. I am also grateful to Dr. ROSHAN KAZI, H.O.D, M.B.A. for making all the necessary facilities available to me for the completion of this project.

I would like to thank my guide Dr. ATIK SHAIKH without whose consent and support this project would not have been completed.

Last but not the least, I would like to express my sincere thanks to all those people, known and unknown, who have contributed in making this project a success directly or indirectly.

Although there may be many who remain unacknowledged in this humble note of gratitude, there are none who remain unappreciated

SUBHAN SAYYED

DECLARATION

I SUBHAN IQBAL SAYYED , student of Allana Institute of Management Sciences, hereby solemnly declare that the project titled, “**A STUDY ON ONLINE FOOD DELIVERY BUSINESS SWIGGY AND ZOMATO**” written and submitted by me to the university of Pune, in partial fulfillment of the requirement of the award of degree of Master of Business Administration under the guidance of Dr. ATIK SHAIKH is my original work. All the information, facts and figures provided in the report are based on my own experience and study. Further, I also declare that I have completed this project with sincerity and honesty.

Subhan Iqbal sayyed

Date:

Place: Pune

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The dissertation work comprises study of online food delivery business Swiggy and Zomato. Online food delivery business is the one which takes orders from customer on the system and transfers those orders to a restaurants/food production unit, followed by delivery boys picking up the orders and delivering to the customers destination. Those days are gone, when people often used to go to restaurants to eat. Online food delivery business is taking shapes in the market and changing the lifestyle of people. With people now wanting everything to be delivered at the doorstep, delivery has become the major segment of the company. India is witnessing increasing number of food delivery businesses, catering to the modern urban Indians. There are many international, national and local players in the market. Swiggy and Zomato are the leaders of this industry. Ordering, cooking and delivering are the basic components of online food delivery business models. This business works with the motivation of and dynamics of customers, merchants, aggregators and delivery boys

The study is based Primary as well as secondary data conducted through survey. Questioners were prepared and data was collected from respondents. Major actors involved in online food delivery business include ordering system, payment gateways, restaurants/production unit, delivery boys and consumers. They need to aggregate their resources and develop a coherent ecosystem which would help the individual actors while also benefiting the overall mobile payment ecosystem.

Objectives:

This study focuses on following research objectives:

1. To find out the market strategies of Zomato and Swiggy.
2. To find out the comparative analysis of marketing strategies and market share between Swiggy and Zomato.
3. To check out the preference of the consumers.
4. To find out the customer satisfaction level of both companies.

INTRODUCTION

INTRODUCTION

Background of the study

Food is any basic substance consumed to provide nutritional support for the body. It can be plant or animal origin and contains essential nutrients such as carbohydrates, proteins, fats, vitamins, and minerals. Food is needed to produce energy, maintain life, or stimulate the growth of the human body. Historically, people secured food through two different methods agriculture, hunting and gathering. At present, most of the food consumed by the world population is supplied by the food industry. India is the second major producer of food next to China and also with the second largest arable land area in the world. It has the potential to become the biggest food industry with the food and agricultural sector contributing 17 per cent to the Indian Gross Domestic Product (GDP). (A report by Corporate Catalyst India on Indian Food Processing Industry) Food accounts for the biggest proportion of consumer spending in India. Increasing incomes are always accompanied by a change in the food basket. Thus, acceptability of variety in food increases with the increasing income levels. Present time the food market has been rapidly changed day by day/ day to day. Since the Internet came into existence the food scene has been totally changed the demand for food fulfilled by the online. By single (one) touch the finished food would be delivered at your doorstep though different online food delivery companies like Zomato, Swiggy, Foodpanda UberEat, and Dunzo promise to deliver not a doorstep but it can be delivered at the window like specially Swiggy promised to deliver at the window and another food delivery company like Zomato it also delivered at the doorstep. (A report by Corporate Catalyst India on Indian Food Processing Industry) The recent development of information technology i.e. The Internet though website and Application have boosted up the extension of online food delivery services by facilitating people to search, compare, order, prices, quality, quantity and conveniently access these services.

The concept of online shopping developed gradually, after the launch of the World Wide Web (WWW). In 1990, the first World Wide Web server and browser were developed by Tim Berners-Lee. It was launched in 1991 for the main purpose of business use. Other developments were made in 1994, such as online banking and the opening by Pizza Hut of an internet pizza store.

Indian Scenario

In a developing country like India, the majority of the population consume homemade food. Nevertheless, consumption of processed and cooked food is increasing due to an increase in urbanization, breaking up of the old tradition of the joint family system, desire for quality, desire for the new taste and different dishes, changing preferences in taste, willingness to buy new cuisines, lack of time, need for convenience, rapidly rising number of working women, increase in per capita income, changed lifestyles and increased level of the affluence in the middle-income group. The food delivery companies in India have wide one of the largest industries in the country - it is ranked fifth in terms of production, consumption, export and growth prospects. While the industry is large in terms of size; it is still at a burgeoning stage in terms of development. India is the largest emerging markets, having a population of over one billion. Now India is a part largest economy in the world in terms of different purchasing power and has a middle-class base, hence with changing food habits there is a great potential for online foods delivery companies. Investors Portal of Ministry of Food Processing Industries).

Objectives of the Study:

The following objectives were framed to achieve the goal of the thesis:

1. To find out the market strategies of Zomato and Swiggy.
2. To find out the comparative analysis of marketing strategies and market share between Swiggy and Zomato.
3. To check out the preference of the consumers.
4. To find out the customer satisfaction level of both companies.

1.3 Scope of the Study

The study was conducted within India. The study mainly focuses on the consumer awareness, preference, satisfaction and market strategies of the online food delivery websites and applications and analyzing the factors that influence the buying behavior of food products through online. The study concentrates on sales of online food delivery website/ applications in India namely Zomato and Swiggy. Hence, this study would help in understanding the market share and marketing strategies, awareness level, preference and satisfaction level of the customers in India. It will give a broad picture of the present awareness levels of online food product websites/applications among consumers, future

scope, and knowledge about the leading market players and consumers brand loyalty towards the particular online food delivery companies. This study throws light on understanding the factors that influence the buying/ purchasing behavior and purchasing patterns of consumers which will help the online food delivery companies in developing future marketing strategies, in making modifications in present products and developing new ones and in their pricing, packaging and delivery decisions.

Marketing strategy

Marketing strategy has the fundamental goal of rising sales and achieving Sustainable competitive advantage. Marketing strategy is composed of all basic, short term, and long-term activities in the sector of marketing that deals with the analysis of the strategic initial situation of a company and the formulation, assessment, and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives of the companies. The main difference between "strategic" and "managerial" marketing is usually used to discriminate "two phases having different goals and based on dissimilar conceptual tools. Strategic marketing concerns the choice of policies aiming at recovering the competitive position of the firm, taking account of challenges and opportunities anticipated by the competitive environment. On the other hand, managerial marketing is determined on the implementation of very specific targets. Marketing strategies may vary depending on the unique situation of the individual business. However, there are a number of techniques for categorizing some generic strategies. Marketing strategy is the comprehensive plan formulated mainly for achieving the marketing goals of the organization. It provides an outline for attaining these different marketing goals. It is the building block of marketing plans. It is planned after detailed marketing research. A marketing strategy helps an organization to ponder upon its limited resources on the best possible opportunities so as to increase sustainable sales.

Marketing strategy

Selecting the target market

The target market, we always refer to whom the organization wants to sell their products. Not all market segments are productive to an organization. There are certain market segments that give assurance of fast profits, there are certain segments that may be having great potential but there may also be high barriers to entry. Thus, a careful choice has to be made by the organization. In-Depth marketing research has to be done on the unique traits of the buyers and the specified demand of the purchaser in the target market,

Importance of the Marketing Strategy

The marketing strategy provides a clear path to fulfill market demand. The marketing strategy always refers to the methods you implement to promote your products and services to cover your targeted audience. Marketing Strategy facilitates goods and services for profit making potential.

A good strategy promotes effective organizational co-ordination. It gives a clear vision to an organization to utilize optimum resources and gets a profitable output.

▫ Target Audience:

The main targeted audience of the Swiggy has a diverse group of ages, people (customers) with different demographics and characteristics. Its potential target audience will be people between the age group of 18-55 years old.

▫ Search Engine Optimization:

A Search engine optimization is an integral component of every digital marketing strategy. Facilitate to enhance the search engine ranking on the search engine page. The criteria of a good Search engine optimization strategy involve satisfying vital attributes like header tags, a lot of backlinks, meta tags, different keywords, and various social media integration.

▫ **Social Media Campaigns and Content Strategy:**

The age of Swiggy is just 5 years old company, in a very short period of time it turns one of the reputed companies because of powerful promotional advertising strategy. The delivery services and promotional strategy on social media have gone hand in hand for the company's reputation. Swiggy usually promotes very aggressively advertising on different platform like on Facebook, YouTube, Instagram. Television, Radio, and Google. On Facebook, it has more than 17 lakh both like and followers. Zomato, FoodPanda and Tiny Owl they are the big competitors. In every campaigning Swiggy posts are highly appealing, humor centered and of good quality. Considering their past social media campaigns, Swiggy had done different campaigns such as #catyourveggies, #carnyourcheatmeal, and #superswiggy, etc.

▫ **Email Marketing:**

An email marketing strategy is a part of an online marketing strategy. It helps to maintain brand shape relationship with the new and existing customers. By their electronic mail inbox with different objectives-based campaigns by alerting, notifying and future announcements like latest offers.

❖ **Company Profile of Swiggy:**

Swiggy is an India online food delivery company founded in 2011. The founder of Swiggy is Nandan Reddy, Sriharsha Majesty, and Rahul Jasmine, The main function of Swiggy is to supply food from the different restaurants to the urban customer doorstep. The company tie-up with different restaurants and has an exclusive fleet of delivery executives (delivery boys) who received online order from the customers and pick up the from different restaurants and then deliver it to the customers.

- **Product Marketing Mix of Swiggy**

Swiggy is one of the most popular single operated online food and beverages delivery-based company with a wide-range of restaurants under its umbrella. Customer can order food from the nearest restaurants by the help of given various details on the website application which is visual menus, information about various restaurants and their ratings. Ordering food and getting a fast delivery has become a hassle-free option from a customer viewpoint because of Swiggy.

- **Place Marketing Mix of Swiggy:**

Now Swiggy has spread more than 60 cities in India. Its headquarters is at Bengaluru in Karnataka and corporate offices at Hyderabad in Telangana and Gurgaon in Haryana. It has a large network of young and trained working personnel that includes equipped with Swiggy Applications and smartphones with global positioning system (GPS) "out tracking system.

- **Price Marketing Mix of Swiggy:**

Swiggy has promotes no minimum order of food policy. This pricing strategy has improved its customer and able to raise 2 million dollars in Series 'A' funding from Accel Partners. 1During Series 'B' it raised 16.5 million dollars funding from an undisclosed instrument firm and Norwest Venture Partners. Swiggy gives 15 to 20 per cent commission of collaborated restaurants per orders and this has helped it in increasing its distribution networks as well as good revenues. It also charges collect a nominal delivery fee from its customers irrespective of a small or high amount order.

- **Promotion Marketing Mix of Swiggy:**

Swiggy always uses good and impactable promotional marketing strategy which are online and offline promotional activities for support of social media platforms like Twitter, Facebook, Instagram, YouTube, Gmail, and Pinterest via innovative, motivative, creative and interesting advertisements campaigns like #SingWithSwiggy and #DiiwaliGhayAayi, #MumbaiDabhawala and most innovative vidios like Swiggy goes International. It also runs contests to encourage direct participation by customers through #SwiggyTuesdays and offers to munch bag and coupons as rewards.

❖ **Company Profile of Zomato**

India is the fastest growing market in the world. Zomato is an Indian restaurant search online food delivery services founded on 10th July 2008 by Deepinder Goyal and Pankaj Chaddah. Now the Zomato provides its services in more than 25 countries. It is the best platform where the customer can get the best restaurants their visual menus and time of delivery and price of the food items in a single touch. The main functions of that company is to online receive the food order from the customer and delivery to the customers. Previously it was known by Foodiebay'. In November 2010, the brand was renamed as Zomato"

○ **Zomato Marketing Mix four Ps Strategy:**

● **product Marketing Mix of Zomato**

Zomato is one of the online food delivery company which shows a wide range of restaurants and visual food menu to its users. Zomato facilitate to find the restaurants' and their details and images, rates, menus and even portal for customers' reviews and feedback where people can voice their opinions regarding the best experience, taste at a particular restaurant. This application helps the restaurants which do not have their own Websites.

● **Price Marketing Mix of Zomato:**

Zomato does not charge for restaurants to place their details on their application or website. There is a good commission set on the ticket sales through Zomato. It uses different analytical tools to examine where the demand lies and supports them with the Solution. The percentage revenue distribution can be summarized as under; restaurant advertising 85 per cent, events advertising- 5 per cent, and events ticket sales 15 per cent of the revenue.

● **Place Marketing Mix of Zomato:**

Zomato is an online food delivery service provider company which is available on Android, Windows platform, and iPhone iOS platform. The presence and functional area of Zomato in 25 countries which include India. comes with nine different language options viz. English, Spanish, Italian, Italian, etc. Also, they are active on several social platforms like YouTube, Facebook, Twitter, Pinterest, Google and Instagram which are used to engage with customers.

● **Promotion Marketing Mix of Zomato:**

Zomato promotes it is known for its different contents marketing strategy. The contents are always fresh different customer segments. Along with posts and messages, Zomato has collaborations with a

different payment gateway like Paytm, Uber, PhonePe, Google pay, etc. The different promotional activities done by the Zomato.

- **Physical Evidence Marketing Mix of Zomato:**

Zomato does not offer its own food products. It starts in India in 2015. It has no particular physical presence, except for the food delivery system started by Zomato in 2015 in India. The food delivery system comprises of delivery men providing the food ordered from the website or application of Zomato.

- **People in the Marketing Mix of Zomato:**

Zomato has a large number of the executives (delivery boys) of Majority of the companies depend on its workforce which is more than 5500 hundred to offer their product or services. This workforce constitutes the costumers' segment in services.

- **Process Marketing Mix of Zomato:**

Zomato is basically belongs to an online food delivery service-based company, the key part lies in the fact that food should be hot, fresh and hygienic as and when it reaches customers. It received online orders from the customers and delivered to those customers in a specific period of time.

LITERATURE REVIEW

LITERATURE REVIEW

The review of literature guides for better understanding of the methodology used by the earlier studies and also the limitations of various available estimation procedures, database, logical interpretation and understanding conflicting results. A brief review of some of the earlier studies is discussed in this section.

Marketing strategies

Philip Kotler. (1999) stated that the marketing strategy is the marketing logic by which the business unit hopes to meet their marketing objectives. It is an endeavor by a corporation to differentiate itself positively from its competitors, using its relative corporate strengths to best satisfy customer demand in a given environmental setting. For an organization, aim consumers are at the center of the marketing policy. The company identifies the total market it wants to serve and splits it into smaller segments. It then selects the most encouraging segments and focuses on serving customers.

Menon (1999) proposed a model of antecedents and outcomes of the marketing strategy making the best process. Centralization, formalization and innovative cultures act as antecedents to strategy making and conferring in the model situation analysis, comprehensiveness, highlighting and marketing assets and capabilities, cross-functional integration, a good communication quality, strategy consent as commitment and strategy resource commitment are the most important factors affecting strategy

Krishnan . (1999) reported that pricing strategy to be followed when the distribution of product through two different channels one being a physical channel and another an internet (online) channel. They developed a model of four network structures to determine the optimal pricing strategy.

Andotra & Pooja (2007) conducted a study among selected customers of Small-Scale Industries (SSI) products of Jammu and Kashmir State with a focus on devising marketing strategy with customer orientation. The scale consisted of factors contributing to the four Ps (4Ts) of the marketing mix. The study concluded accentuating the importance of assuming a simultaneous, multivariate analytical method to justify the efforts to improve. Maritz (2008) gave an empirical demonstration of the association of marketing factors with that of the service quality. The study was conducted among the small business sector that is showing a higher growth rate in Australia. The factors considered were Service profit chain ingenuities, relationship marketing initiatives and best exercise initiatives and their associations with service quality were studied. These prepositions were established to have a positive and effective relationship with over-fulfillment service quality. Zaman et al. (2012) reported

that organizational commitment, market orientation, business performance, and data sources (top management, employees and annual reports) are the main factors in the theoretical model when implementing the internal marketing programs in organizations.

Hung and Tang (2012) conducted in-depth interviews with restaurant managers to identify marketing strategies and activities for building brand equity about managerial strategies such as product development with the best quality, customer service, restaurant ambiance, and integrated marketing communication.

Cronin and Gilmore (2012) conducted a study among small business in the United States of America to explore marketing doings pursued by them and to find out underlying factors that noble competitiveness. The small business owners of a resort to formal and informal networking as the key source of marketing. The study accomplishes that lack of marketing education and training is a major problem faced by the insignificant businesses. A clear understanding of competition and market analysis can progress performance. These businesses have been reported to formulate strategies extending only for a period of only six months or less.

Mokhtar & Ismail (2012) stated that marketing strategies and the way business Owners market their product is having a positive impact on business performance. They Conducted a study among Small and Marginal Enterprises in Malaysian, in which the sample was categorized into two namely, high and low performing Small and Marginal Enterprises based on annual sales and profits for three consecutive years. This study identified the strategic difference between high and low performing units in the same industry. The comparison is made with factors such as direct sales, out-of-state sales, international sales, advertising frequency, and effective promotional tools. Most of the small business units have been observed to concentrate on short term as well as long term business aims and strategies.

Boohene (2012) stated that businesses traditionally concentrate on the finance function while a focus on marketing strategies with better market orientation was lacking. A coordinated marketing strategy that ensures high performance can be successfully adopted by small businesses.

Oyedija et al. (2012) conducted a survey among business owners and senior marketing personnel of enterprises in Nigeria. Two constructs to evaluate the best marketing practices and organizational performance of small business enterprises was employed to determine the relationship between them. The study proposed a model for assessing the impact of marketing activities on the performance of the firm. The model has three components; marketing practices, performance (outcomes) and the

microenvironment of businesses and indicates that different marketing orientation results in differing levels of performance.

George (2012) conducted a study on occasion based marketing strategies adopted by the consumer durable segment in Kerala through content analysis of print-based media reveals that sales promotion is undoubtedly the most important ingredient of strategy. Free gifts, price offs, contests, sweepstakes, exchange offers are the most popular sales promotion strategies adopted by retailers and manufacturers of consumer durables in Kerala.

Mokhtar (2013) conducted a study in Asian countries which revealed that the enterprises considered growth strategy to be most important for business development while adoption of strategy varied amongst the managers.

Ramaseshan & Ishak (2013) studied the interactive effects of marketing strategy formulation and implementation upon firm performance in manufacturing service sector of Indonesia. The factors, changes in technology and different market orientation were found to have a negative influence on performance whereas credibility of the strategies and market attractiveness were found to make a positive influence. The behavioral aspects like the involvement of marketing managers and the presence of an innovative culture within an organization influence the organizational commitment to a strategy which positively influences strategy viability.

Poiste & Edwards (2013) investigated the relationship between marketing strategy formulation and performance by conducting a study among small and medium-sized firms or enterprises in the United State and concluded that the firms that concentrated on marketing strategy formulation performed better in the market.

DeMaio (2013) stated that the main aims of marketing strategies for business leaders are to fill market needs, increase market share, and increase shareholder value. Small, independent restaurant owners must improve stakeholder strategies to support annual strategic initiatives and support in accomplishing opportunities for growth.

Maria (2013) studied the influence of innovative organizational culture on marketing strategy formulation and results and its mediating role on organizational performance. The hypothesis was empirically tested in Brazilian companies using structural equation modeling to establish the

relationship between the constructs. Results showed a positive relationship between the factors, while innovative culture did not have a direct influence on the performance of the firm.

Awan & I Hashmi (2014) conducted a study among the SMES in Pakistan and finds that these Small Medium Enterprises are efficient and innovative in their operation, product development and marketing strategies. The study categorizes Small Medium Enterprises based on marketing variables such as modification, integrated marketing, customer focus, and unique proposition. Market focused firms that are able to stay close to their customers have a larger probability of survival than others.

Khan (2014) proposed that the small business executives should use pricing to reinforce other marketing activities because although high price rate will lead to higher profitability initially, higher prices may result in lower sales and profits in the long term. Creating short-term and long-term marketing and advertising strategies that align with strategic plans may help small business executives achieve profitability.

Tabaku and Mersini (2014) studied that by using the concept of marketing as an adaptive strategy is crucial to ensure resources are available when implementing various marketing activities.

Julio & Lugenia (2014) proposed a marketing strategy formulation model essentially based on customer segmentation and value generation. The model is built based on customer lifetime value, the current value of client loyalty and segments by self- organized maps. The model was empirically tested in agro-industry in Colombia.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

The chapter deals with the description of the study area, the sampling technique adopted, the method of survey, the nature, and source of data and the various tools and techniques employed in analyzing the data. The methodology adapted has been presented under the following major heads. The research methodology is a way to systematically resolve the research problem. It may be understood as a science of studying how research is done scientifically. Here, the various steps that are generally adopted by a researcher in studying his/her research problem along with the logic behind them are presented. It is necessary for the researcher to know not merely the research techniques but also the methodology behind it (Kothari, 2004).

The research methodology is usually a guideline system for solving a pre-decided problem, with specific components such as phases, tasks, methods, techniques, and tools. The main area of this study is to study the marketing strategies and consumer behavior of Zomato and Swiggy. To fulfill the specific objectives of the present investigation, the sampling techniques adopted during the course of investigation have been described in this chapter.

Area of the study

The present study is confined to Pune.

Sample design:

The sample design used in this study random sampling is used who use online food ordering especially who are mostly within India were selected for primary data.

Sample size:

The model used in this study consisted of the consumers within India. The primary data was collected through pre-tested and well-structured schedule from consumers. The sample size consisted of 150 customers male and female drawn mostly within India have given back the duly filled up questionnaire. Out of the total population of customers in pan India, 150 respondents have been taken as the sample size the outlet of Zomato's and Swiggy's in order to achieve the objectives of the study.

Data collection:

The data collection is the method of collection of the required information to keep on record for further use, to make significant decisions about different issues and is of vital significance for others. 'The present study required both primary as well as the secondary data to fulfill the objectives of the study.

Primary Data:

It involved the first-hand information collected by well-structured schedules/ questionnaires through an online survey.

Variables analyzed:

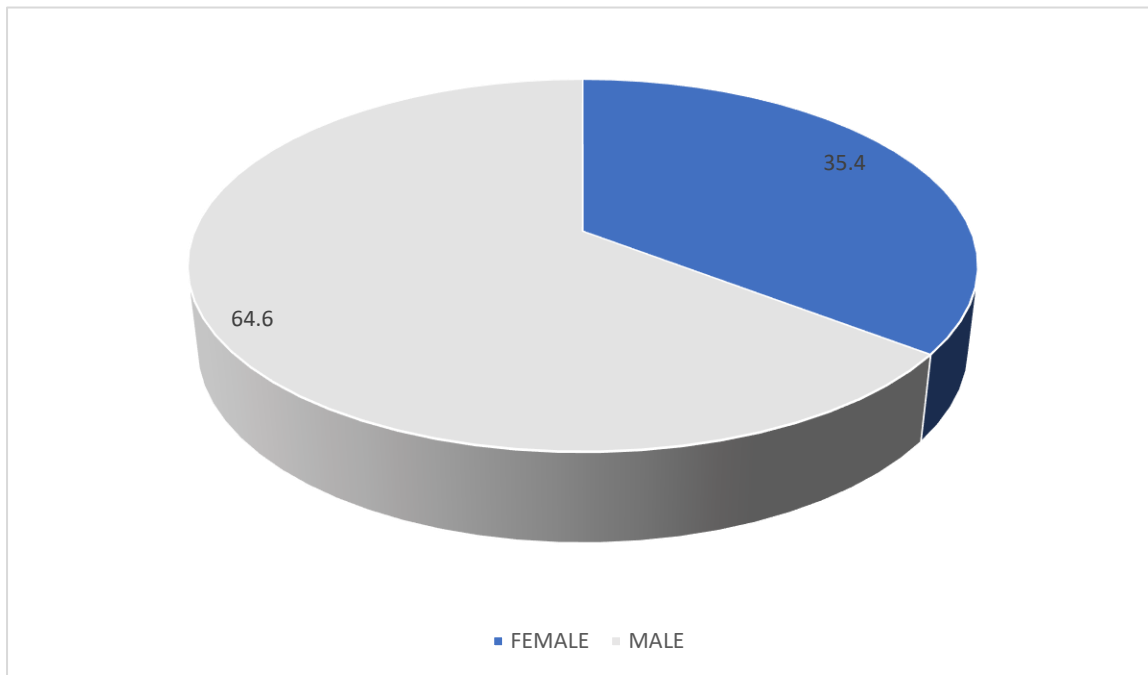
Demographics (age, gender, marital status, education, family members, occupation and household income).

Secondary Data:

The data which has already been collected, compiled and already published by the agencies were used for a specific purpose and are subsequently used for application in different conditions. It is the second-hand information which saves time and money to the researcher. The data was collected from various websites, journals related to the online food industry, research papers, journals related brand and advertisement, newspapers. magazines, etc.

DATA ANALYSIS AND INTERPRETATION

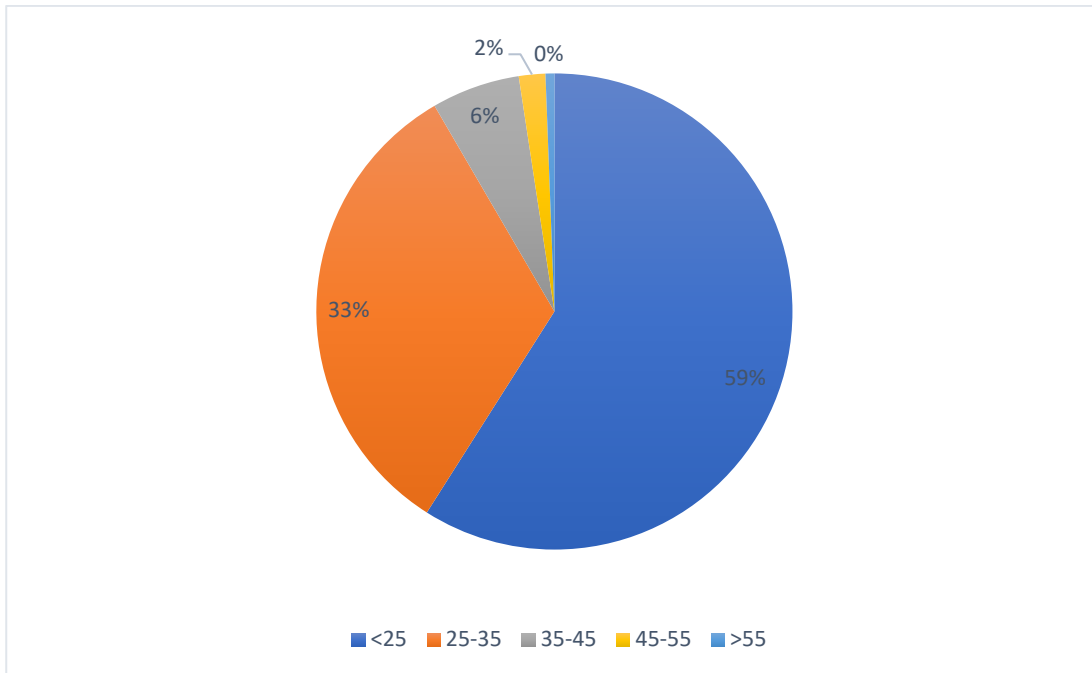
showing the gender group of customers



Interpretation:

from above figure it was found that 64.6% male and 35.4% Female participated through online survey. Most male of the respondents live far from home so their ordering food is very frequent because they don't know how to cook

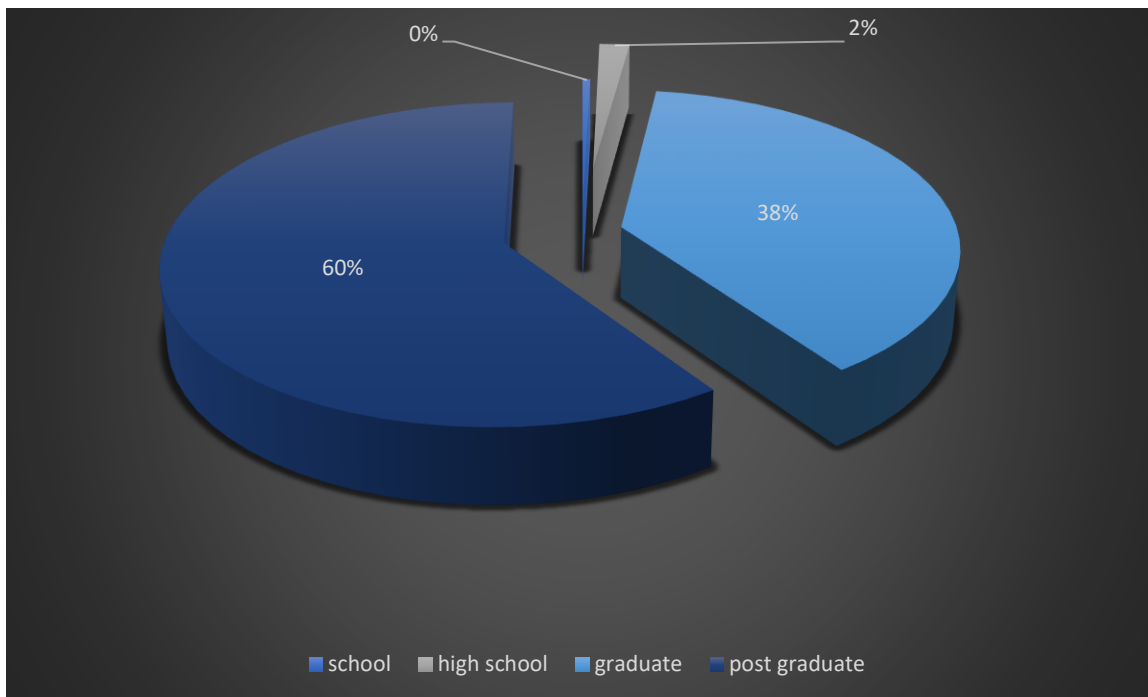
Shows the Age Group of Customers



Interpretation:

It is found that young population have the highest perception and would prefer online shopping of food than the other age groups. The reason is the youngsters are computer savvy, more skill full in using of online food delivery applications.

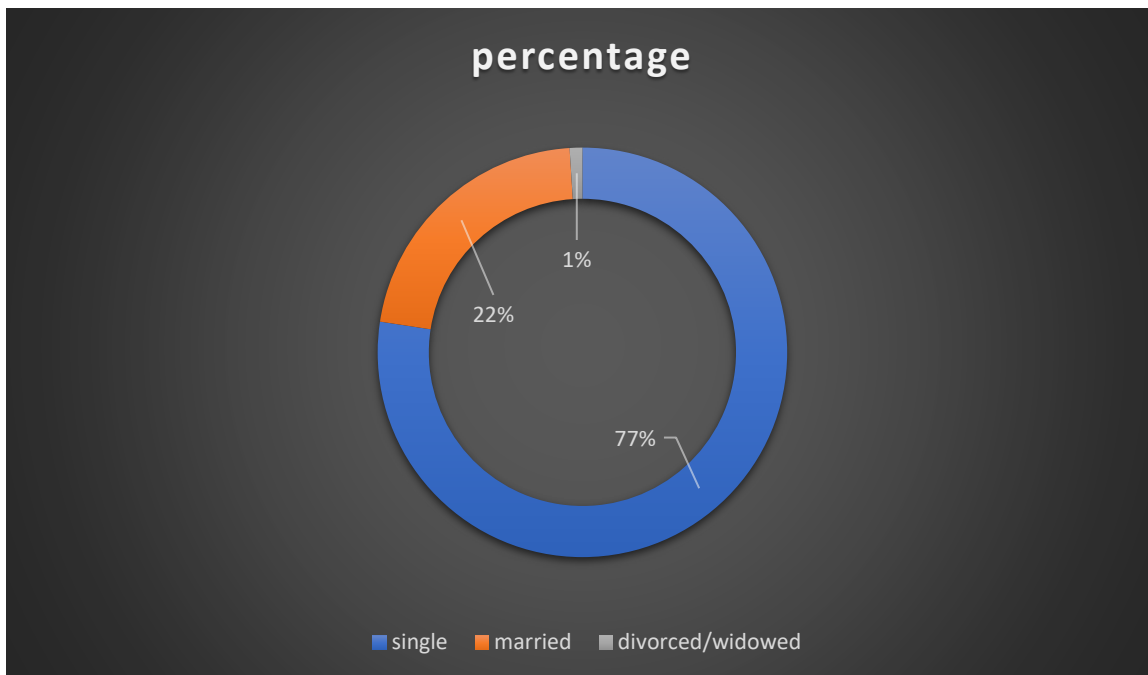
Showing the educational qualification of customers



Interpretation-

60% of the respondents are post-graduates, 38% respondents are graduates which shows that degree college students are most frequent in using of online Food delivery applications

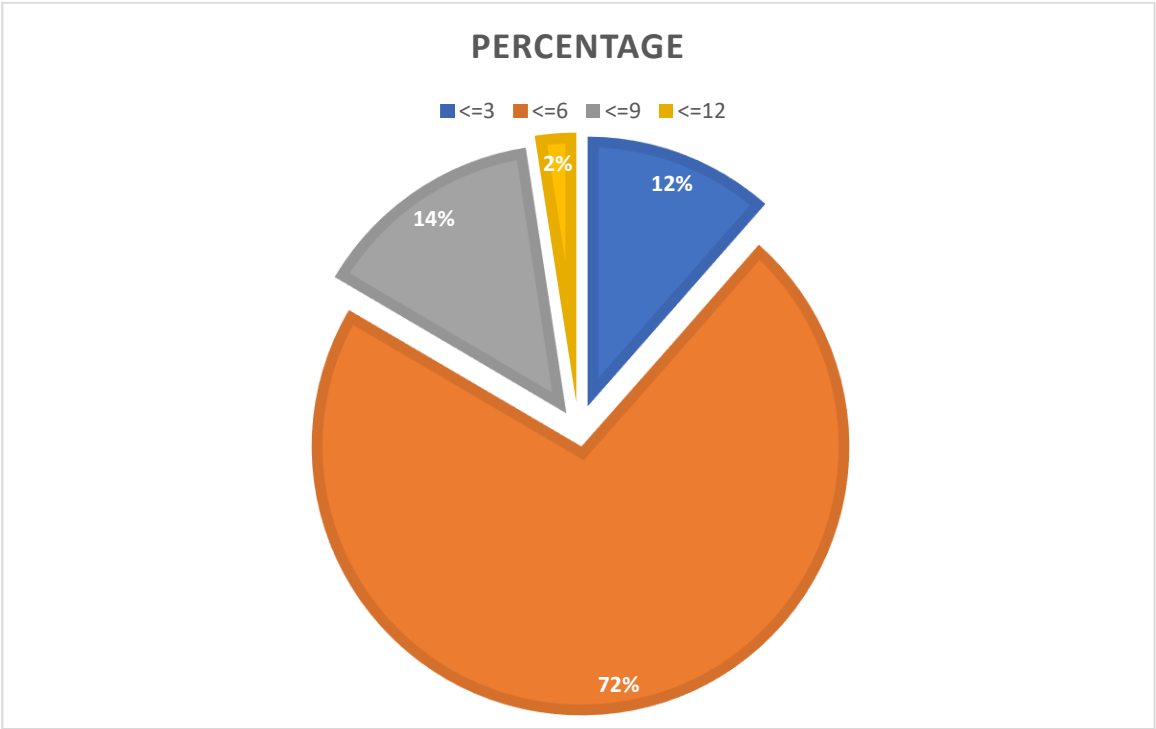
Shows the marital status of customers



Interpretation

This figure shows marital status plays significant role in buying behavior of related to purchase online food. Figure shows single would prefer more online food than married person.

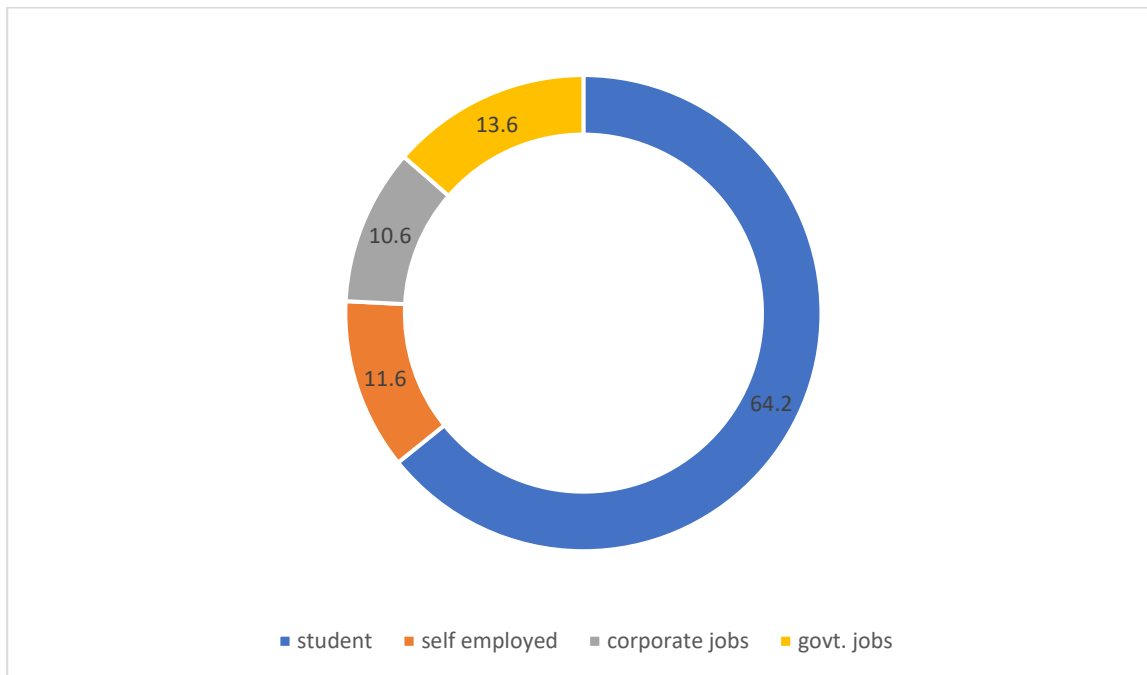
shows the family Group of Customers



Interpretation

The family having 3 to 6 members are more frequently order their online food Through the online food ordering applications

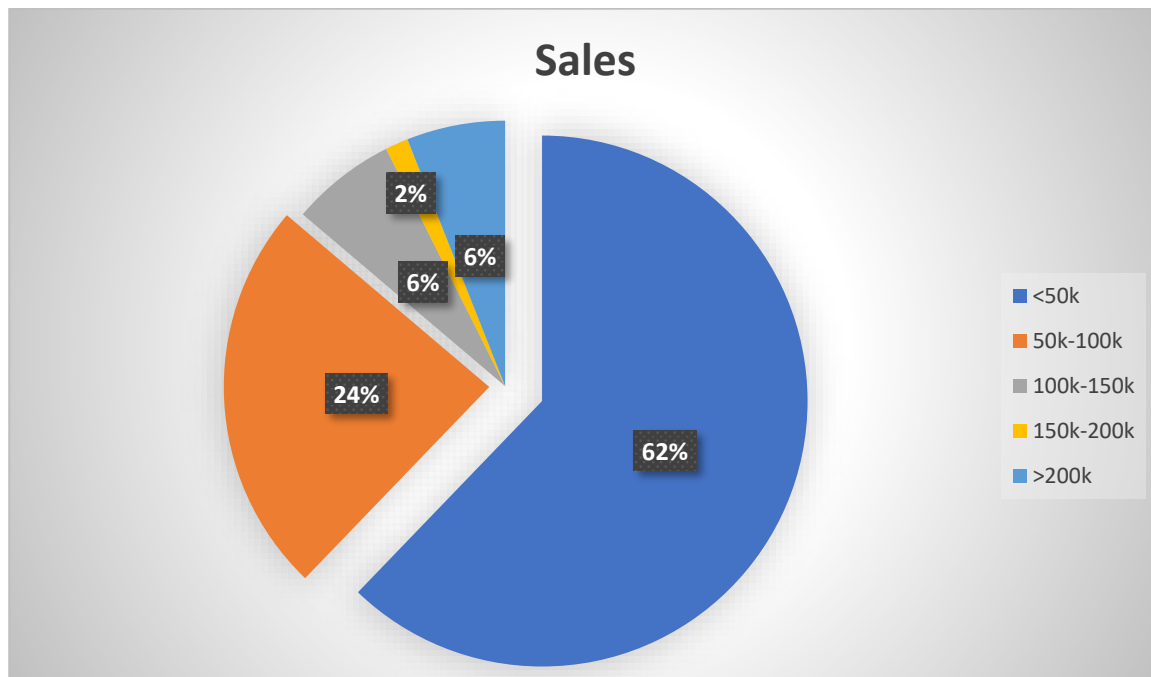
shows the occupation of the customers



Interpretation

most of the respondents are students. The students were live far from home that is the reason the frequency higher online ordering of food.

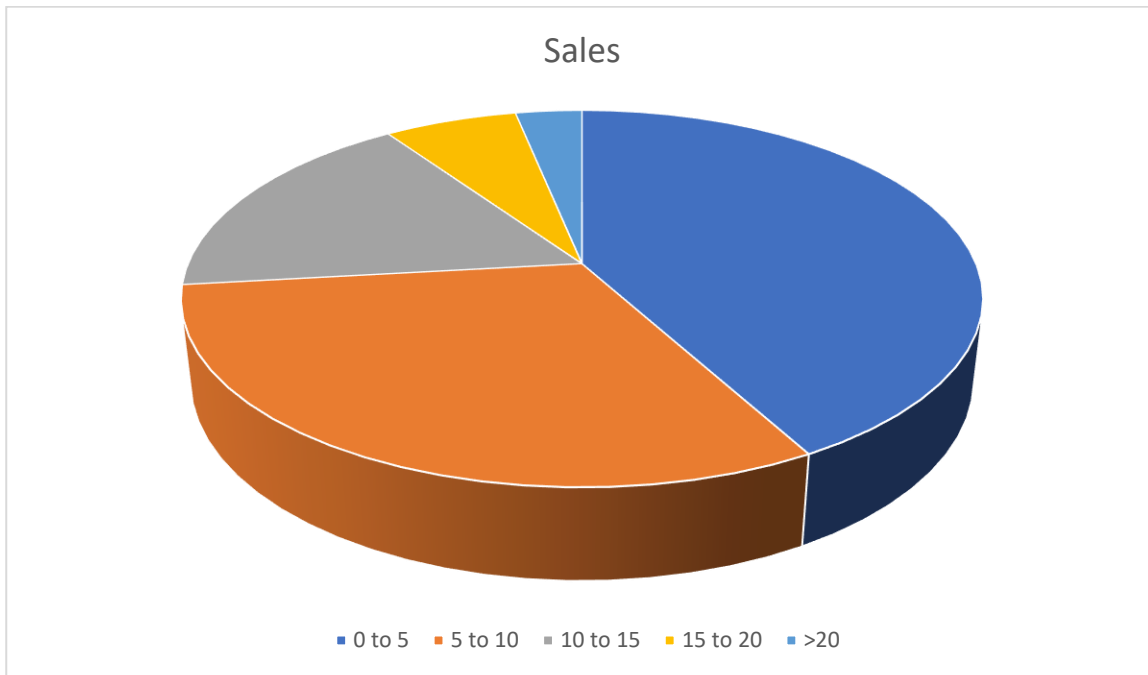
Showing the household income of customers



Interpretation-

62% the respondents occupied less than 50 thousands per month family household income, 24% respondents lies 50-100 thousands per month family household income and the.

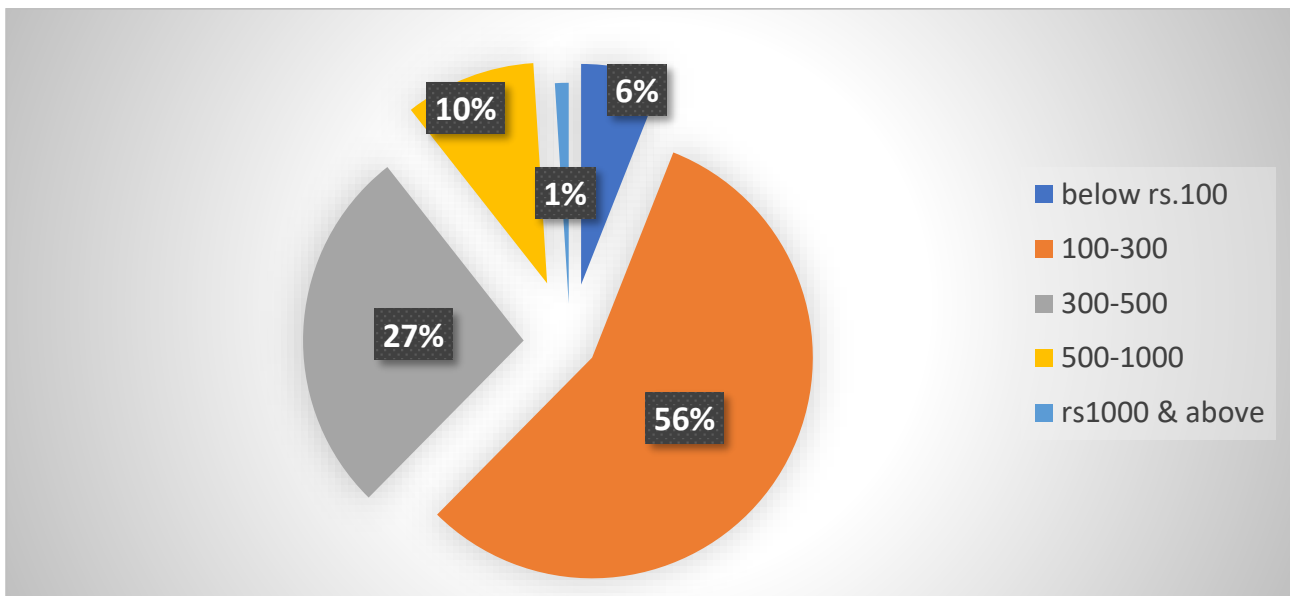
Showing the frequency of ordering from online in month by customers.



Interpretation-

42% online food application users ordered between 0-5 order per month, 32% were 5-10 order per month, most of the people orders 0-10 orders per month

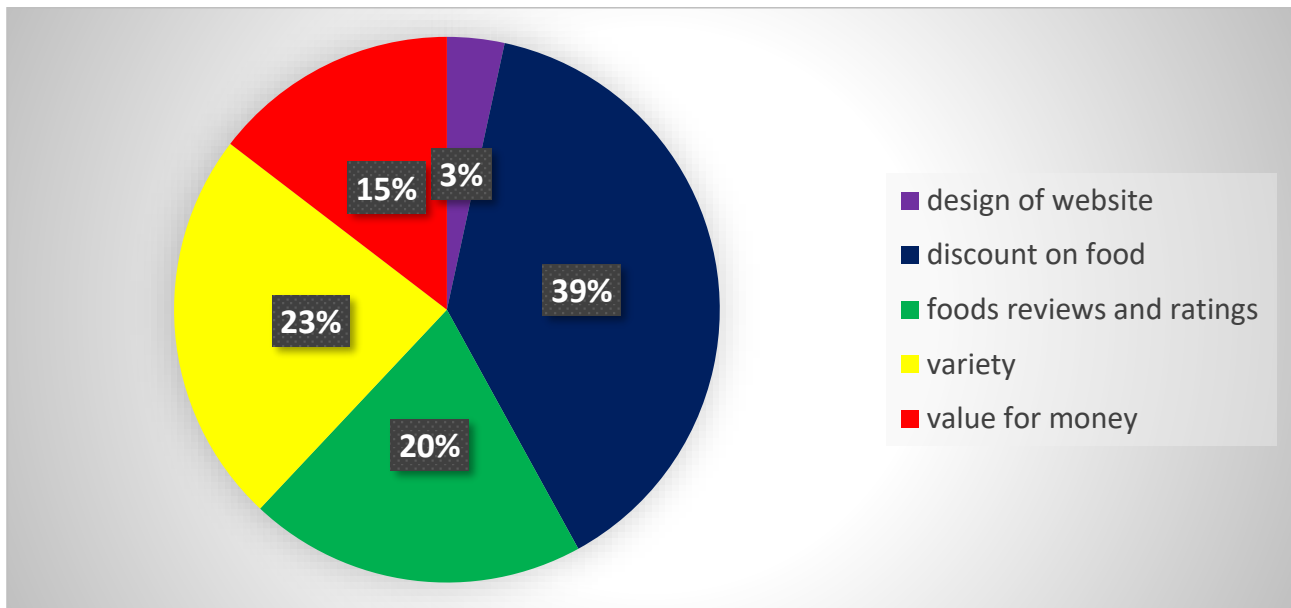
Showing the food ordering range by customers



Interpretation-

Most of the people orders the orders in price range of 100-300 rupees followed by 27% of respondents orders the food in process range of 300-500 rupees

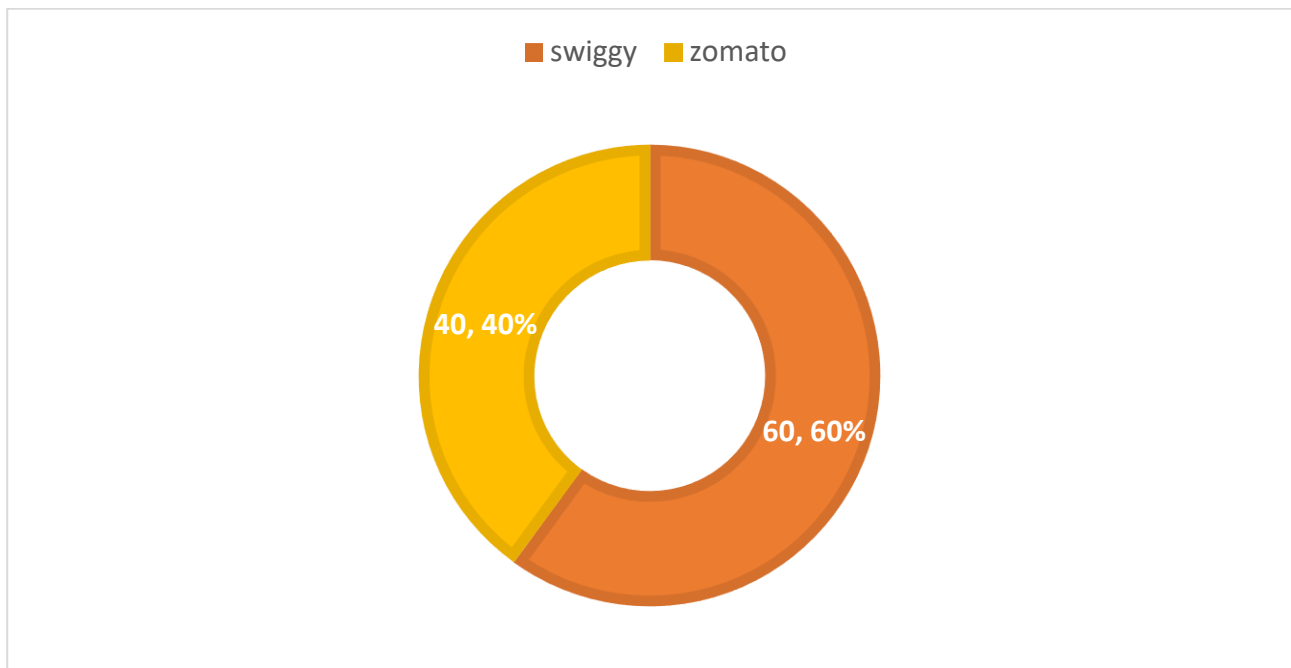
Showing the Features that attract more customers to online food delivery



Interpretation-

39% of respondents were use online food delivery applications because of these applications provide more discounts per order, 23% of respondents order online food for the variety of foods. 20% of them order online food on the basis of ratings and reviews, 3% of them orders because they impressed by the website design.

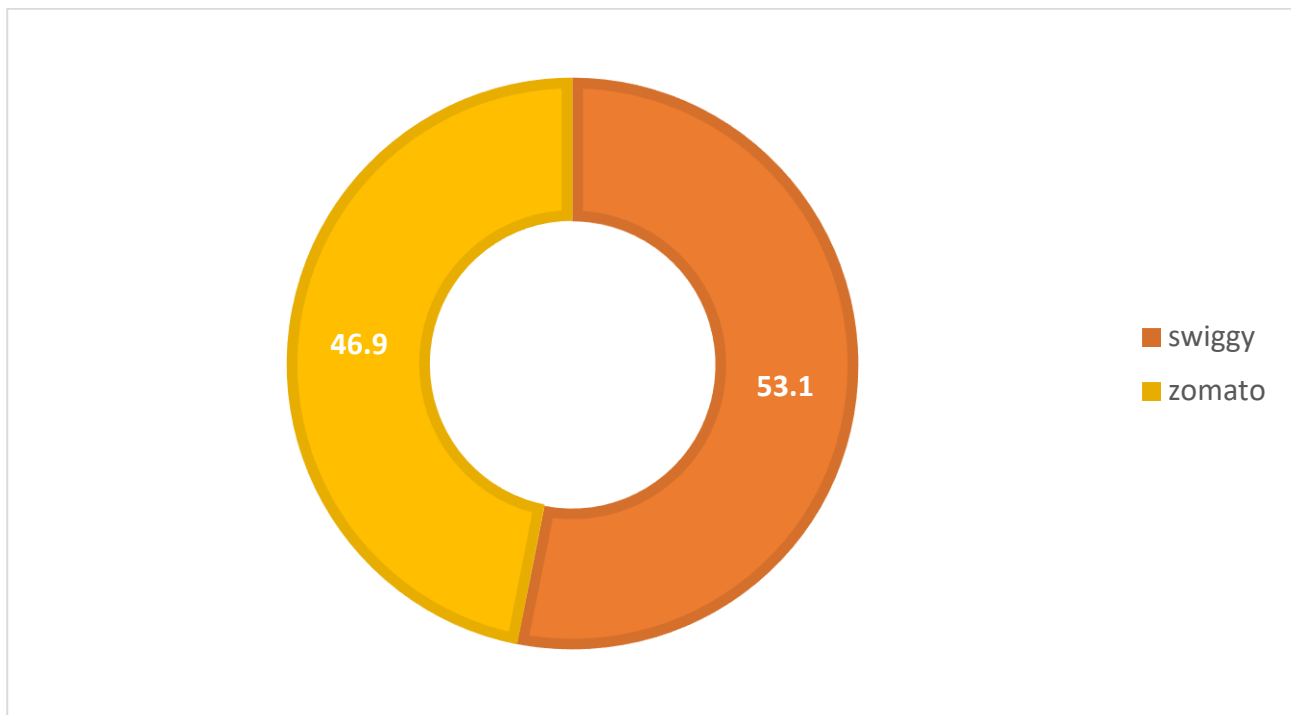
which brand have more affordable price ranges



Interpretation-

60% online food delivery application users were reveals that swiggy has more affordable price range as compare to zomato

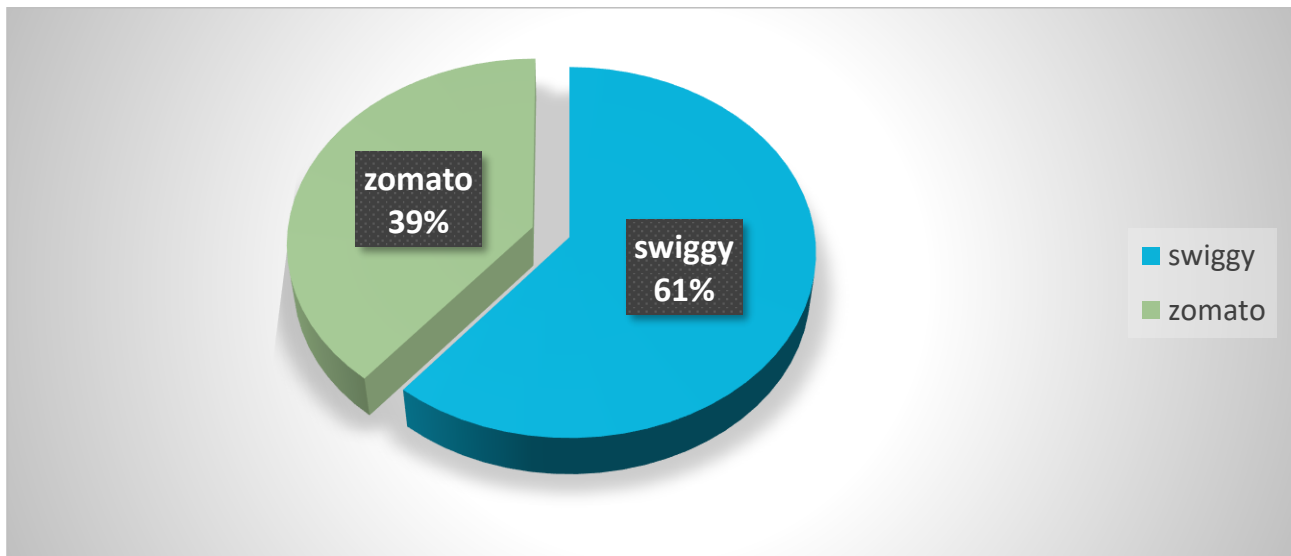
which brand provides better quality



Interpretation-

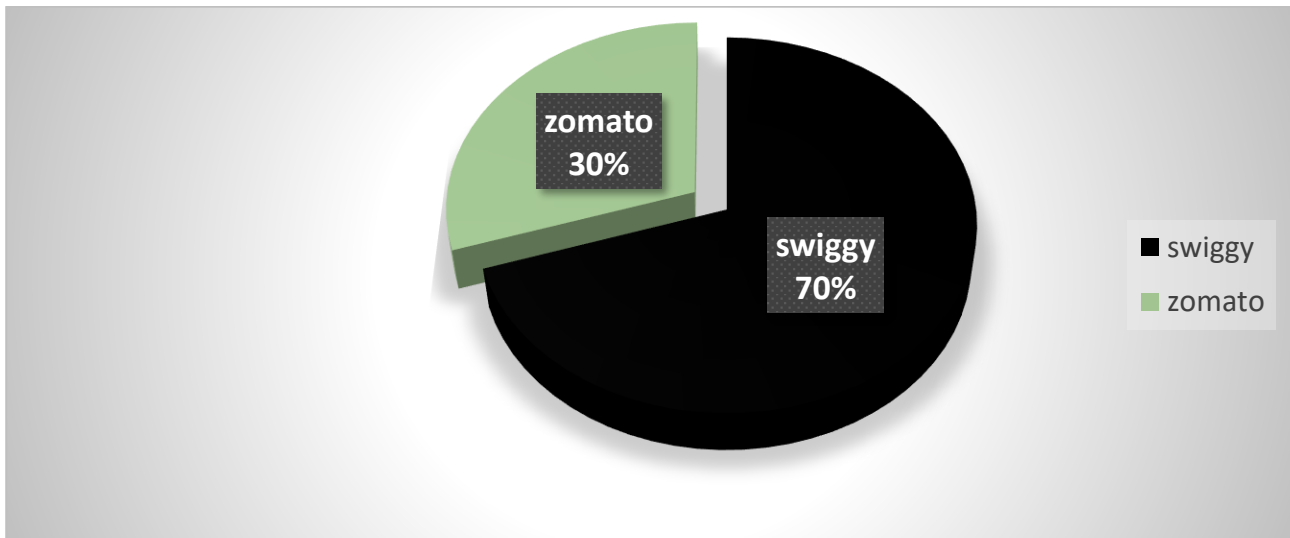
53.1 % of food application users said the swiggy provide better quality of food as compare to Zomato, it is not very big difference in quality

Better promotional strategy



61% of respondents found Swiggy uses better promotional strategies, Swiggy have better promotional strategies than Zomato.

More hygienic food delivery to customer

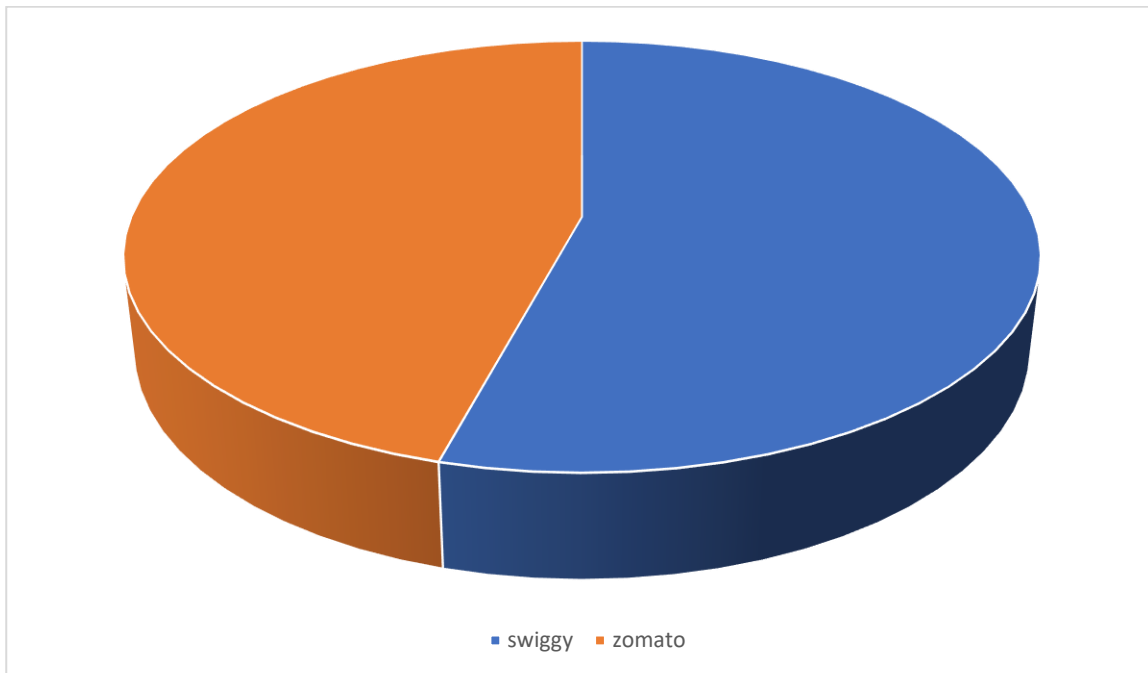


Interpretation-

Most of them prefer Swiggy to have the hygienic food. Swiggy provides most hygienic food than the Zomato

the major reason is that the Indian market has more young customers who mostly order food for dinner because they don't have enough time to cook

showing out of two which one delivers the value what it promises to customers.



Interpretation-

54.2% of the respondents said that the swiggy delivers the online food what it promises where as the 45.8 % of the respondents agreed that zomato provide online food delivery what it promises.

FINDINGS

FINDINGS

- A majority of young age group and unmarried respondents are highly aware and utilized various online ordering of food products and delivery partners like Swiggy and Zomato would prefer it whereas, the matured respondents are less aware and reluctant to do online food buying because they are risk hostile and Would like to feel and experience the food items before to buy the online food products and delivery websites and applications.
- Majority of male respondents are using online food delivery website an application as compared to female respondents.
- Education has a significant association with awareness and preference for online order of food products. Graduates, postgraduates and doctorate degree holders are aware of online food delivery applications and websites.
- Survey reveals that 3 to 6 numbers of family members are ordered more online food from using online food delivery websites and applications.
- Majority of students are using more frequent and highly ordered form the online food delivery platform.
- The survey revealed that most of the respondents out of the sample size actually buy online food products from an online source of Swiggy sometimes, nearly up to 5 order per month with the 100 to 300 rupees per order and that orders are dinner mostly.
- Customers are more satisfied with using the various kinds of discounted coupons which provides discounted food and mast are satisfied with trying something new variety of foods with their friends and family.
- Majority of respondents reveals that the Swiggy provides a better quality of food products with their fast delivery system with more convenient of the orders.
- Out of these respondents who have to buy online foods, most were found Zomato has a large wider range of restaurants but provided fewer discount coupons as compare to Swiggy.
- The online survey brought forward the fact that about a large population use Swiggy because of the low price range of food items with the ease to use website and application and the payment gateway is more and easy to pay and use with hygienic foods every times when we talk about the food cancellation charges it took very low amount as compare to Zomato.
- The customers reveal that the Swiggy has a good market strategy to capture the market, it delivered the food on low amounts within the time period which is promised by the company.
- Customers satisfied with the Swiggy satisfied from their experience of online food.

CONCLUSION

Conclusion

The survey conducted revealed a consumer preference and satisfaction level and market share of the online food delivery companies. The rapid growth of online food delivery system has resulted in a transformation in the global retail infrastructure of foods. The Internet has arisen as a cost-effective and time-saving means of doing business. Despite being faced with numerous bottlenecks, thanks to rising internet and higher incomes and more savvy population. Highly secured online payment gateways, better to online software and stores, return policies and exciting discounts could help change the perceptions of buying benefits from an online medium for food items. Considering the demographic profiles of online users, age and education have a significant association with online shopping in the current scenario. Online users are aware of the serviceable and pleasure-seeking benefits at online buying of funds, they are reluctant to actually utilize the internet for buying purpose. The overall results ascertain that the respondents have perceived online buying in a positive manner.

Online buying of food software and application can use the relevant variables and factors, identified from the study, to formulate their strategies and plans within India. The companies can prioritize the consumer implicit and explicit requirements in online buying environment.

The results can also be used by various companies to identify their target customers segments. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online food buying. So companies should devise the policies and strategies to attract the number of consumers in this segment in the future also. With the developments in technology, more business opportunities will be discovered by food delivering companies. Internet will become an important part of the business in food delivery companies. Better understandings of consumer online buying behavior will help companies in getting more online consumers for food products and increasing their e-business revenues. With the popularity of the Internet, the number of Internet users will continue to rise and more Internet users will become online consumers, even regular online buyers.

QUESTIONNAIRE

QUESTIONNAIRE FOR THE RESPONDENTS

Dear Respondents,

This questionnaire about the comparison of two different food services and your suggestions will be valuable for us as it will be feedback to food service companies for the improvement of their services. Therefore, I humbly request you to respond to my questionnaire to make my effort successful. I also assure you that the given information will be kept as confidential and the same will be used only for my academic purpose.

1.

Name of the respondents: *****

Gender

2.

A) Male

B) Female

C) Transgender

3. Age:

A) Chronological in years..

*****|

4. Educational Qualification:

A) Primary level

B) High School (10h)

C) Intermediate (12th)

D) Graduate

E) Post Graduate

F) Doctorate

5. Marital Status:

A) Married

B) Unmarried

C) Divoreed/Widowed

6. What is your ordered range of (in INR)

A) Below Rs.100

B) Rs.100-300

C)Rs.300-500

D) Rs.500-1000

E) Rs.1000 & above

7. What features in online food services attracts you most?

A) Design of a website

B) Discount of food

C) Food reviews rating

D) Variety

8. Name some special occasion when you order your meals by App?

- A) Birthday and other celebrations
- B) Try something new
- C) Hang out with friends
- D) Combinations

9. With whom do you order your on have food mostly?

- A) Colleagues
- B) Friends
- C) Family
- D) Alone
- E) Others

10. Level of satisfaction with online food delivery

- A) Highly Dissatisfaction
- B) Dissatisfaction
- C) Neutral
- D) Satisfied
- E) Highly Satisfied

11. With whom do you order your on have food mostly?

- A) Colleagues
- B) Friends
- C) Family
- D) Alone
- E) Others

12. Out of two whose, delivery service is faster?

- A) Zomato
- B) Swiggy

13. Out of two who provides better quality foods?

- A) Zomato
- B) Swiggy

14. Out of two which has a wider range of restaurants?

- A) Zomato
- B) Swiggy

15. Out of two whose app easier and more convenient for ordering?

- A) Zomato
- B) Swiggy

16. Out of two which one provides more discount for order your food?

- A) Zomato
- B) Swiggy

17. Out of two whose price range is more affordable?

- A) Zomato
- B) Swiggy

18. Out of two whose payment system is more convenient to pay the bill?

A) Zomato

B) Swiggy

19. Out of two which one charge less cancellation fee?

A) Zomato

B) Swiggy

20. In your opinion which one provides more hygienic food delivery?

A) Zomato

B) Swiggy

21. Out of two whose promotional strategies you look better for you?

A) Zomato

B) Swiggy

22. Out of the two whose delivery hours is more convenient for you?

A) Zomato

B) Swiggy

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