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Consumers satisfaction towards online food delivery app Swiggy: The study special reference with south Chennai

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Abstract--The study examines the influence of online food ordering on customers and to know how Swiggy food ordering has affected and altered their food habits. Hence the study investigate customer's satisfaction towards online food ordering app Swiggy The research found Respondents of this study, between the ages of 21 and 35 used online food services more than any other age group. Swiggy is the most popular food ordering app, and it is preferred by respondents more. This research is based on primary data, which is obtained by a primary survey using a well-structured questionnaire in order to meet the requirements of the stated objectives of this research study. The sample size of this research comprises 150. The study taken in Chennai city southern region. SPSS version 20 is used in this research.

Keywords---food delivery app, Swiggy, consumer satisfaction, consumer behaviour, consumer perception.

Introduction

People often consume food from hotels, which takes a long time to deliver. In the case of people going to restaurants to buy food, the time component will be greater, as will the expense. Online food ordering is becoming more popular in the Indian market. Indians are quite active when it comes to utilising apps to get food online. As a result of all of this, online food marketing is able to produce a large number of job possibilities. It also enables local vendors to engage with

customers, allowing them to enhance their earnings. Simply said, an ordering system is a website or mobile app that allows people to purchase food from a restaurant. With such advantages, online food services are rapidly expanding and will enhance India's economic situation. This research is being undertaken to investigate consumer satisfaction with online meal ordering app Swiggy and how it helps to bridge the gap between consumers and restaurants. Swiggy is an application for food ordering and delivery. It is a Bangalore based company and is founded out by Rahul Jaimini, Sriharsha Majety, Nandan Redddy. Swiggy was mainly to provide a complete order and delivery solution to the urban foodies. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They make sure that the customers get their order on time for that delivery personnel's carry one order at a time.

Literature review

Neha Parashar (2017) the study, services are intangible items in which there is no transfer of custody or ownership, and they cannot be sold but come into being when they are used or purchased. Services are not able to be kept or moved. Accounting, banking, cleaning, consulting, teaching, and so forth. Digital services, on the other hand, are any services that may be supplied over an information infrastructure such as the internet in various forms, such as apps, web pages, social media, and so on. Singh (2007) youngsters are drawn to fast food for pleasure and to break up their regular pattern of eating at home. At fast food restaurants, young people choose nutritious food, followed by ambiance and hygiene. They believe that nutritional value and hygienic conditions in the kitchen should be reported to them.

Denise Rennie (November 2009) customers can be defined by factors such as age, income, and education. One of the reasons customers are hesitant to purchase organic food is the high price. Domestic production of organic food should be encouraged so that farmers may produce it at a reduced cost and make it available to consumers at a lower cost, lowering prices and raising demand for organic foods. Tran (2018), It should be emphasised that cell phones play an important role in the development and expansion of on-line features for food ordering and delivery. It also assisted clients in searching restaurants, menu items, and comparing their prices to rivals.

Megha Gera (2018), they sought to learn how operations research may be applied in the food sector. And have examined how the research may benefit both restaurants and food delivery firms at the same time. They also suggested that businesses may utilise operations research to identify how to choose between multiple foods delivery firms in order to reduce costs and increase profit margins. Jyotishman Das (2018) highlights in his research the numerous aspects that impact consumers' decisions to use online meal delivery services. He conducted research on the most popular online meal delivery service platform among consumers. He has also demonstrated the variables that discourage consumers from using online meal delivery services. It has been discovered that each meal ordering app has its own expertise, such as Zomato for greater savings and Swiggy for on-time delivery.

Objectives

- To investigate the influence of online food ordering on customers.
- To know how Swiggy food ordering has affected and altered their food habits
- To investigate customers satisfaction towards online food ordering app Swiggy

Methodology

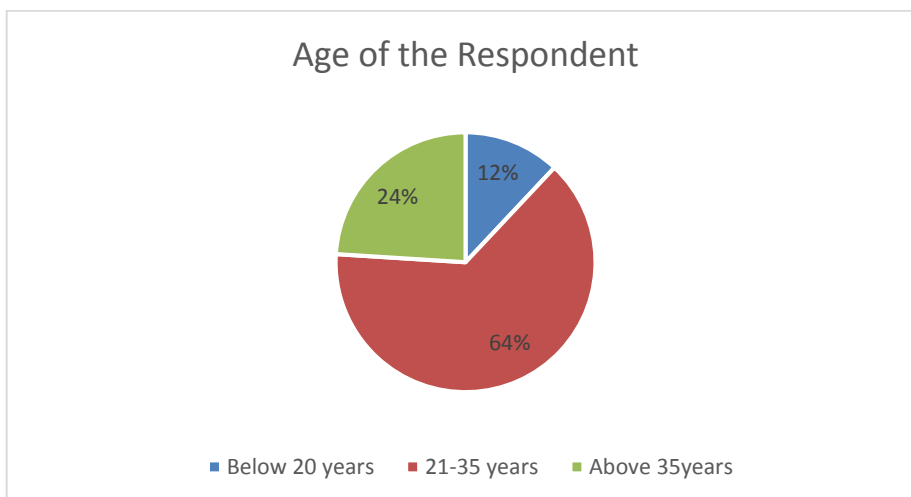
Research is a unique contribution to the current body of knowledge that advances it. It provides us with a thorough comprehension of the topic matter through research, observation, comparison, and experimentation. In other terms, research is the pursuit of knowledge through an objective and methodical approach to problem solving. This research is based on primary data, which is obtained by a primary survey using a well-structured questionnaire in order to meet the requirements of the stated objectives of this research study. The sample size of this research comprises 150. The study taken in Chennai city southern region. SPSS version 20 is used in this research.

Analysis and interpretation

Age of the Respondent

	Respondent	Percentage
Below 20 years	18	12%
21-35 years	96	64%
Above 35years	36	24%

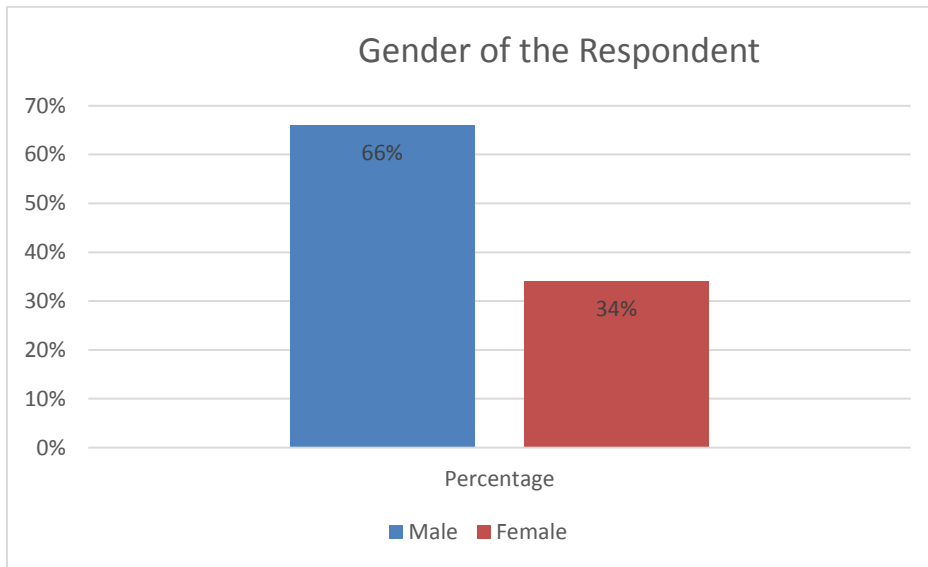
Source: primary data



Out of 150 respondent 96 respondents belongs to the age group of 21 – 35 years and occupy 64%, 36 respondents are above 35 years of age and occupy 24% and remaining respondents belong to below 20 years of age and occupy only 12%.

Gender

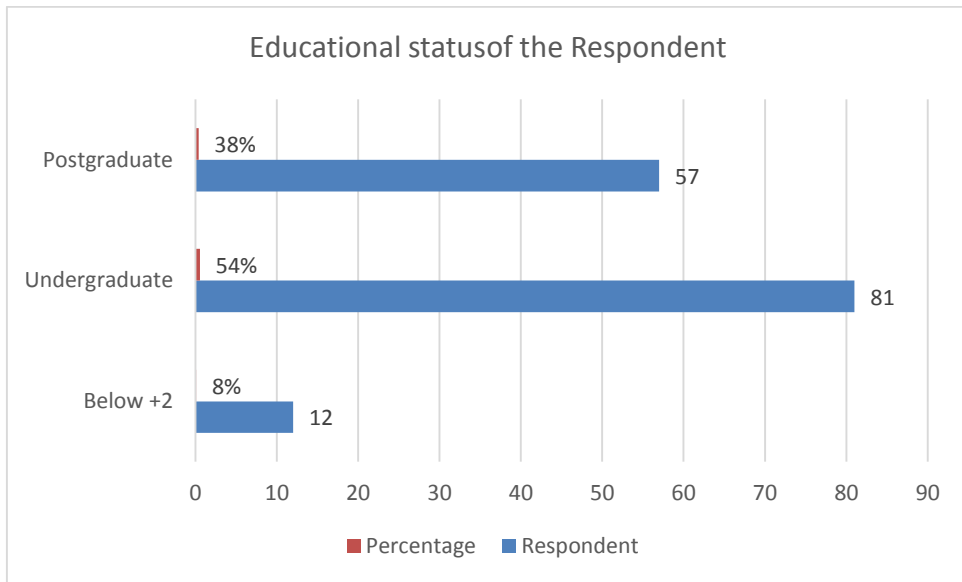
Gender	Respondent	Percentage
Male	99	66%
Female	51	34%



Out of 150 respondent 99 respondents were male and occupy 66%, 51 respondents were female and occupy 34%.

Educational status

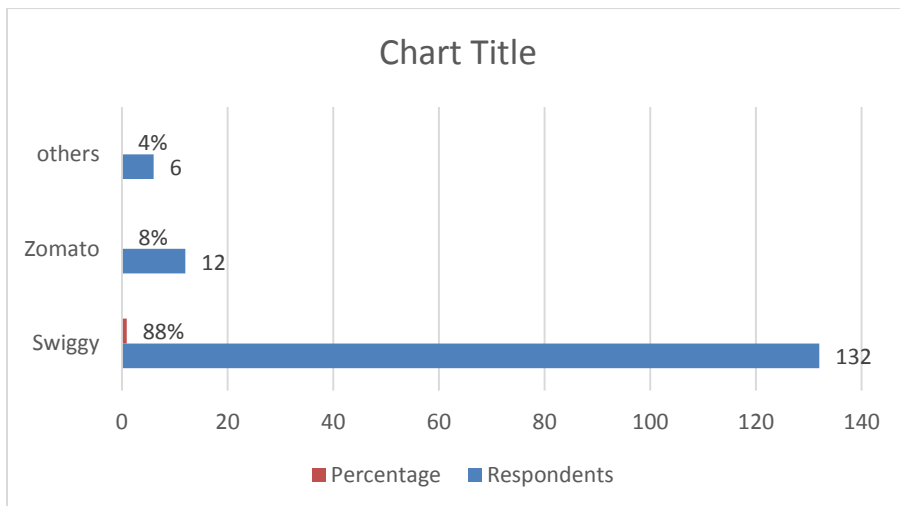
	Respondent	Percentage
Below +2	12	8%
Undergraduate	81	54%
Postgraduate	57	38%



The data found that 12 respondents were below +2, 81 were Undergraduate, 57 were Postgraduate and comprised 8%, 54% and 38% respectively of total respondents.

To Order Food which App you will prefer

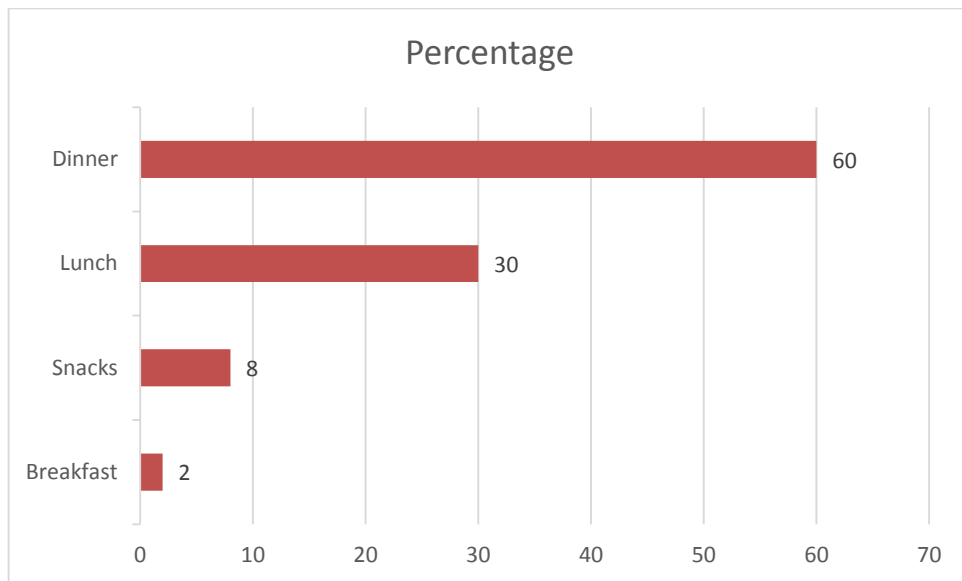
Apps	Respondents	Percentage
Swiggy	132	88%
Zomato	12	8%
others	6	4%



Out of 150 respondents, 132, 88% of respondents use Swiggy, 12, 8% of respondents use Zomato and remaining 6, 4% of respondents use other food Apps to order online food.

Which food you order most in Swiggy

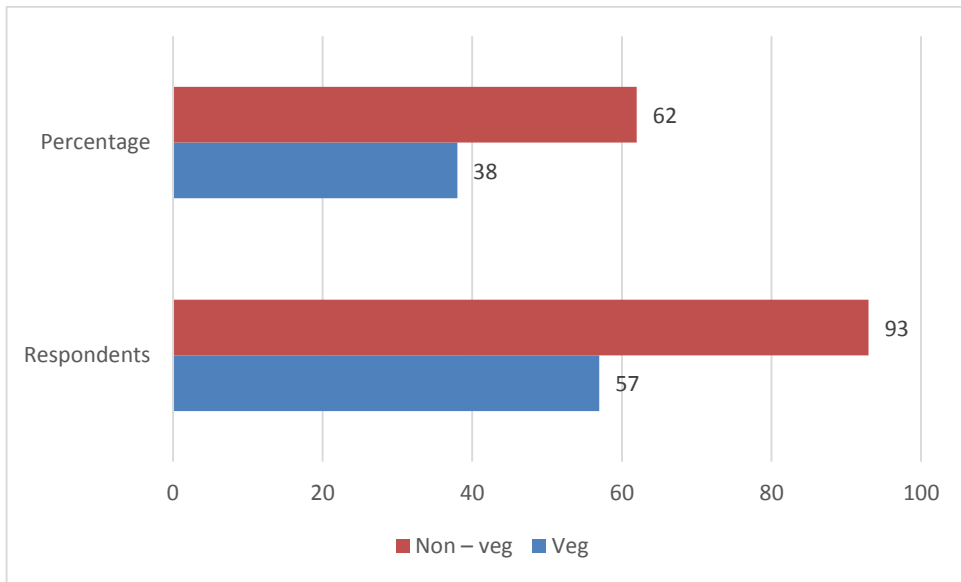
Apps	Respondents	Percentage
Breakfast	3	2
Snacks	12	8
Lunch	45	30
Dinner	90	60



From the responses obtained 3 respondents (2%) prefer to order breakfast, 12 respondents (8%) prefer to order snacks, 45 respondents (30%) prefer to order lunch and 90 respondents (60%) prefer to order dinner.

Veg or Non-veg Food you prefer the most

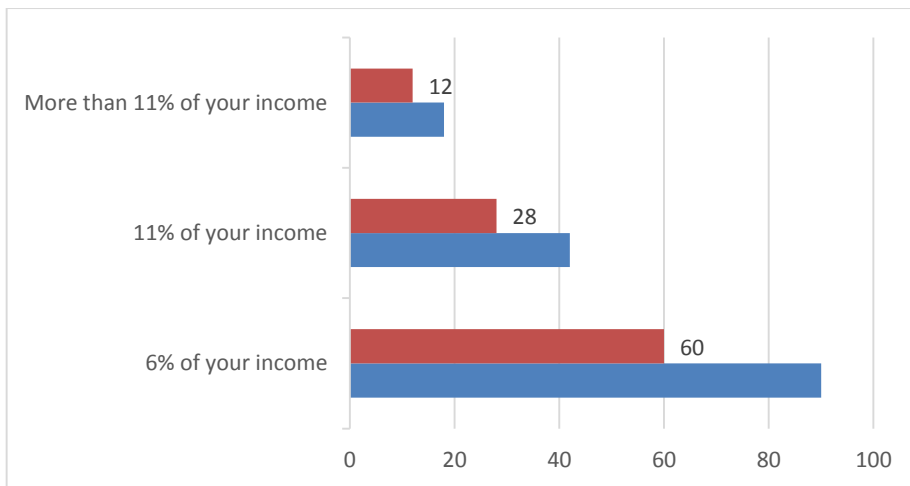
Apps	Respondents	Percentage
Veg	57	38
Non - veg	93	62



Out of 150 respondents, 57 (38%) respondents prefer to order veg food and 93 (62%) respondents prefer to order non-veg.

Amount that monthly you spending on these App

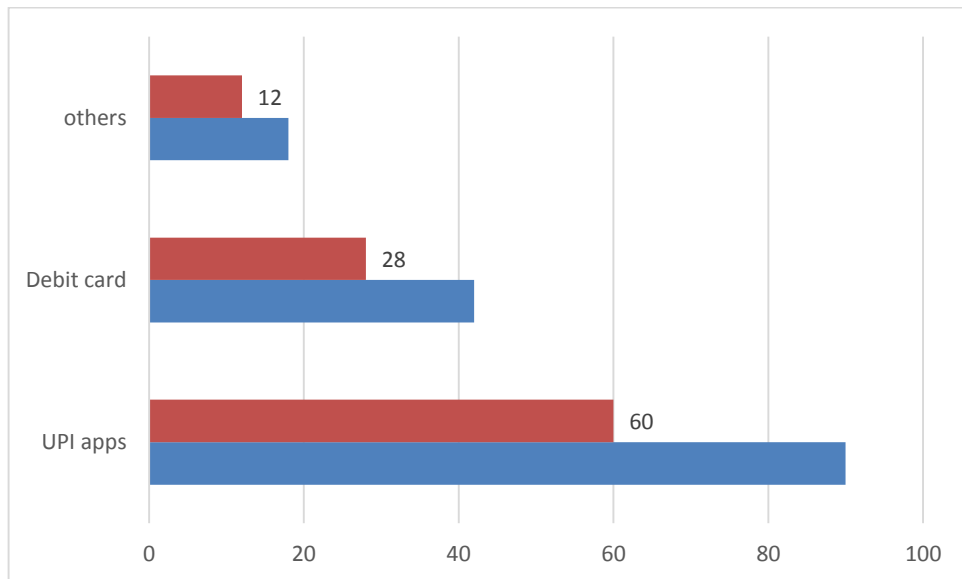
Amount spending	Respondents	Percentage
6% of your income	90	60
11% of your income	42	28
More than 11% of your income	18	12



From the responses obtained 90 respondents (60%) spend 6% of their income, 42 respondents (28) spend 11% of income and only 18 respondent (12%) spend more than 11% of his/her income.

Using mode of payment

Mode of Payment	Respondents	Percentage
UPI apps	120	80
Debit card	24	16
others	6	4



From the responses obtained 120 respondents (80%) use UPI apps, 24 respondents (16%) use debit cards and only 6 respondent (4%) use other payment methods.

Findings

- Respondents of this study, between the ages of 21 and 35 used online food services more than any other age group.
- Swiggy is the most popular food ordering app, and it is preferred by respondents more.
- Customers spend around 6% of their monthly income on these applications, which are mostly used for dinner and lunch.
- UPI apps is the most popular payment option used by the majority of the respondents.

Conclusions

We discovered from the aforementioned study that food ordering apps have been effective in grabbing a market share in the Indian economy since virtually everyone uses them. These applications also contribute to digitization because of UPI apps is the most popular payment method. These applications are simple to use and meet the expectations of customers by delivering high-quality services.

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