

**CUSTOMER SATISFACTION TOWARDS SWIGGY ONLINE SERVICES WITH
SPECIAL REFERENCE TO CHENGALPATTU DISTRICT**

Mr. SATHISH S

III B.COM

Department of Commerce

School of Arts and Science

Vinayaka Mission's Research Foundation (Deemed to be University)

Chennai – 603 104

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Dr.R.KAMARAJ.,Ph.D.,

Assistant Professor, Department of Commerce

School of Arts and Science

Vinayaka Mission Research Foundation

Deemed to be University– Chennai. 603 104.

Kamaraj019@gmail.com

Abstract

Swiggy has established itself as a reliable and rapidly expanding food delivery platform, attracting millions of active users in recent years. The company's business model primarily relies on the relationship between restaurants and customers. Swiggy serves as an intermediary between the restaurant proprietor and the consumer, facilitating the prompt delivery of freshly-prepared meals. In exchange for this service, Swiggy levies a certain percentage fee on the restaurant owner. Swiggy's revenue is mostly determined by the volume of sales made through its platform. When analysing its revenue model, it primarily generates income from two sources: fees paid by restaurant owners and charges for meal delivery. The decrease in sales has a direct impact on the company's operational revenue, which in turn has an indirect effect on the stock price of Swiggy. As the company offers its shares that are not listed for trade, the company's financials, such as operational revenue, profit, and loss, can cause the Swiggy share price to vary. An important step that Swiggy might take in the future is to streamline its operating expenses. In light of this, the corporation has lately declared its intention to divest its cloud kitchen enterprise. The rationale for this choice is to expedite cost reduction. In this study, the researcher investigates client satisfaction with Swiggy's online services, specifically focusing on the Chengalpattu District.

Keywords: *Swiggy, Food-Delivery, Operating Revenue, Kitchen Business Customers Satisfaction.*

INTRODUCTION

In recent years, there has been a growing inclination among individuals to buy food online, leading to a significant rise in the demand for online meal delivery applications. Swiggy and Zomato are the dominant competitors that have a significant market share in the meal delivery industry. Swiggy's sales were adversely impacted by a decrease in

orders as a result of the Covid-19 pandemic and economic downturn. According to Swiggy's recent financial report for FY23, the company's food delivery operation proved to be successful as a result of its cost-effective initiatives. The Swiggy share price was directly impacted by this news, resulting in a rise from Rs 287 to Rs 360 per share. Nevertheless, the corporation is currently

exploring strategies to enhance its sales. This blog will explore potential strategies that Swiggy may employ to enhance its sales figures.

STATEMENT OF THE PROBLEM

Swiggy launched a fresh promotional campaign and introduced an innovative meal combination. Swiggy enhances the customer's dining experience by allowing them to pair their favourite dishes with food they enjoy ordering from external sources. The Start-up promoted the campaign using television advertisements and internet media, aiming to establish an emotional connection with their clients. In recent years, there has been significant investment and innovation in the realm of online meal ordering. In addition, the COVID-19 pandemic has prompted online delivery business owners and investors to consider integrating additional businesses, such as grocery, into their current business model. Regardless of the presence of a pandemic, groceries will always be essential as they fulfil the fundamental needs of human beings. Hence, the advent of Swiggy Instamart has occurred at an opportune moment. Swiggy seems to be making progress in most cities. Nevertheless, it should exercise caution over its primary competitor Zomato, as it is currently seeing accelerated growth in its meal delivery operations.

REVIEW OF LITERATURE

Sunilkumar (2023) proposed that implementing an online meal ordering application system would be advantageous for hotels and restaurants, since it would expand the potential of their business. The primary objective of the online food ordering system is to efficiently use consumers' time and cater to their specific preferences and tastes at any given time. The primary rationale for electronic ordering is convenience. The most significant quality of computerised ordering is its precision. Adolescent customers are prone to utilising internet, smartphone, or text-based ordering methods. Younger clients prioritise ease and quickness more than older users. The vast majority of people experience a sense of security while making online payments. The success of the food ordering app is primarily attributed to the quality of service it provides.

Anupriya Saxena (2019) asserts that the most appealing aspect for consumers is the convenience of Doorstep Delivery, which allows them to receive their purchases at any

location and at any time. Consumers are primarily driven by the prospect of receiving Rewards & Cashbacks, with loyalty points or advantages serving as secondary motivators. The deterrents that impede users from attempting online meal delivery applications include negative past encounters, reviews, and word-of-mouth. By providing reliable and efficient services, this concept can thrive through innovation. In the future, corporations can strategically focus on expanding their business in Tier 2 cities, as these cities also have a significant population of young working professionals.

In their study, **Aparna Anib et al. (2019)** determined that Swiggy has garnered a favourable perception from the majority of users when compared to other service providers. The primary reason for their superiority is in their prompt delivery and attractive incentives such as discounts and freebies. Swiggy currently holds the leading position among online meal delivery service providers, and with future enhancements, it has the potential to maintain its top position. Swiggy stands itself from other meal delivery start-ups due to its possession of an exclusive delivery fleet and its ability to cater to customers from local restaurants. The lads are outfitted with iPhones that are powered by routing algorithms, allowing them to deliver food in the most effective manner.

Singh and Katta (2022) proposed that the aforementioned study revealed the effectiveness of meal ordering apps in capturing a significant portion of the Indian economy, as they are utilised by nearly everyone. These applications also contribute to the process of digitization, as UPI apps are widely recognised as the most popular payment mechanism. These applications are user-friendly and fulfil client expectations by providing services of exceptional quality. This study investigates the impact of online food ordering on clients and aims to understand how Swiggy meal ordering has influenced and modified their eating habits.

Rajesh Sabbani and Kunal Ravindra Mohite (2023) observed that most of the participants were cognizant of Swiggy. Swiggy has garnered a favourable perception from the majority of users when compared to other service providers. The primary reason for their superiority is in their efficient and punctual delivery, as well as their attractive

incentives such as discounts and complimentary items. Swiggy currently holds the leading position among online meal delivery service providers, and with future improvements, it has the potential to maintain its top position. Swiggy stands out from other meal delivery start-ups due to its possession of an independent fleet of delivery vehicles and its focus on serving customers from nearby restaurants.

OBJECTIVES OF THE STUDY

1. To know the marketing strategy of Swiggy.
2. To study the awareness about the Swiggy online food services in Chengalpattu District.
3. To identify the customer satisfaction towards Swiggy online food services in Chengalpattu District.

RESEARCH METHODOLOGY

Research methodology is one of the major parts of the research work, which decides the structure, and design of the research. Research methodology includes various factors such as nature of the research, source of data, and tools for data collection, sampling, and tools analysis of data.

Nature of Research

The present research study is descriptive in nature with the use of both primary and secondary data.

Sampling Techniques

A Stratified Random Sampling technique was applied to select the respondents of marketing strategy of Swiggy's in Chengalpattu District for study purpose.

In the first stage, 7 blocks were identified from the Chengalpattu District. In second stage, 140 respondents (30%) were taken as sample size for the study. In the third stage, 20 respondents from each block were chosen.

Proportionate stratified random sampling techniques were applied to select the sample respondents.

Sources of Data

The study requires both secondary and primary data. Primary data were collected with the help of structured interview schedule's which were distributed to the respondents of the marketing strategy of Swggigy companies.

Secondary data were collected from the reports of journals, thesis, dissertation, magazines and books etc.

Sampling Size

Sampling size calculator was applied to determine the sample size of the research study;

S . N o	Name of the Block	No. of Questionnaire Issued	No. of Questionnaire Received
1	Acharapakkam	30	20
2	Chithampur	30	20
3	Kattangulathur	30	20
4	Lathur	30	20
5	Madurantakam	30	20
6	Thiruppurur	30	20
7	Tirukalukundram	30	20
Grand Total		210	140

Source: Primary Data

- Population Size : 1,42,346
- Confidence level : 95%
- Confidence Interval: 4.36
- Sampling Size : 140

Statistical Tools for Analysis

The researcher has used the following tools for analysis: advanced and appropriate statistical tools such as descriptive statistics for Percentage analysis, Trend Percentages, Chi-square test, t-Test, one-way ANOVA, Correlation, Multiple Regression Analysis and Factor Analysis, were applied to analyses the data.

Pilot Study

A pilot study was undertaken before the data collection. Sample size for the pilot study comprises 50 respondents from the study area. Based on the response of the respondents, interview schedule's were modified and re-designed according to the need and relevance of the study.

Study Area

The study area is Chengalpattu District of Tamil Nadu. It is considered 'universe' for the purpose of data collection and analysis of data.

SCOPE OF RESEARCH WORK

This research aims to investigate the performance and influence of the marketing

strategy of Swggigy Chengalpattu District in the subject area. This study focuses exclusively on the marketing strategy of Swggigy in the Chengalpattu District, specifically in relation to customer satisfaction and its impact on the beneficiaries in the district. An analysis is conducted on the operational performance of Swggigy's marketing strategy, customer happiness, and its influence on socio-economic development. Data is collected through the distribution of interview schedules. This survey focuses exclusively on the opinions of young people regarding consumer satisfaction with swggigy's online food services, as perceived by customers. It does not take into account the perspectives of business owners or any other elements related to them. **LIMITATION OF THE STUDY**

The study exclusively focuses on Chengalpattu District. A total of 140 respondents were picked for this study utilising both probabilistic and non-probabilistic sampling methods. The study is constrained by its inability to encompass all of the online meal delivery companies. Nevertheless, this constraint would not have substantial repercussions on the soundness, objective, and conclusions of the study since the sample size is adequate and the marketing tactics employed reach clients nationwide.

Table Number – 1.1

Demographic Profile of the Respondents

DEMOGRAPHIC PROFILE			
Demographic Profile (N = 140)	Description	Frequency	Percentage
Gender	Male	94	67.15
	Female	46	32.85
Marital Status	Single	84	60.00
	Married	56	40.00
Nature of Family	Nuclear Family	45	32.14
	Joint Family	95	67.85
Place of Living	Urban	92	65.71
	Semi-Urban	38	27.14
	Rural	11	07.85
Age of the Respondents	17-21	13	9.28
	22-24	39	27.85
	25-28	88	62.85

Educational Qualification	Under Graduate	94	67.14
	Post Graduate	47	33.57
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
21.347	2.734	17	28

Table Number 1.1 indicates that majority of the respondents are male (67.15%), majority of the respondents are Single (60%), majority of the respondents are joint Family (67.85%), majority of the respondents are urban (65.71%), majority of the respondents are belongs to age 37-42 (62.85%), majority of the respondents are Under Graduate (67.14%). According to descriptive statistics, the employees who took part in the review ranged in age from 17 to 28 years, with a mean age of 21.347 and a standard deviation of 2.734.

Table Number 1.2

KMO and Bartlett's Test of Marketing Strategy of Swiggly

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.833
Bartlett's Test of Sphericity	Approx. Chi-Square	816.034
	Df	47
	P value	0.000

Table Number – 1.3

Descriptive Statistics of Marketing Strategy of Swiggly

Variables Relating to Marketing Knowledge	MS A	Communalities
Awareness	0.842	0.661
Taste	0.680	0.707
Prize	0.757	0.420
Quality	0.830	0.447
Quantity	0.882	0.401
Adequate Facilities	0.862	0.592
Uncertainty of Marketing	0.866	0.566

Social Media approach	0.866	0.554
Financial Risk	0.887	0.671
Delivery Process	0.876	0.557

Table 1.3 presents the Descriptive Statistics of Swiggy's Marketing Strategy. The highest factor, with a value of 0.887, is Financial Risk. The intermediate factor is Prize, with a value of 0.757. The lowest factor is the taste of Swiggy's Marketing Strategy.

Table Number – 1.4

Regression Analysis of (Marketing Strategy of Swiggy)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Si g.
Awareness Factor	Sati sfaction Factor	33.674 (4.434)	32.54	0.512	0.716	0.246	0.342 (5.756)	0.000*
	Kno wledge Factor	23.245 (4.256)					0.282 (2.367)	
	Ris k Factor	10.236 (2.386)					0.245 (3.689)	
P Value of >0.05* - (PSF, SF and KF all Factor significantly influencing the PF)								
Notes: *Significant @ 5% Level.								

The table number 1.4 above shows the values for R, R Square, and R Square Adjusted, which are 0.512, 0.716, and 0.246, respectively. This suggests that the AF (Awareness Factors) of Marketing Strategy of Swiggy is influenced by the independent

variables, namely the SF (Sales Factors), RF (Revenue Factors), and KF (Key Factors). The values $F = 32.254$ and $P = 0.000$ are considered statistically significant at a significance level of 5%, as seen in the table above. Therefore, in terms of financial knowledge, the factors that contribute include marketing strategy, satisfaction factor (SF), knowledge factor (KF), and risk factor (TF).

RECOMMENDATIONS

The corporation should prioritise enhancing its internet presence. In addition, they must develop a mobile application to maintain a record of employee performance and provide rewards accordingly. Additionally, this will aid the organisation in maintaining a comprehensive record of its personnel and may also enhance their level of motivation. It will be straightforward to offer incentives or bonuses to them. Swiggy is a highly popular mobile application in India for ordering food.

The motivation stemmed from meeting customers' specific dietary needs and organising transportation services with the finest nearby hotels. Everyone enjoys consuming food that is recently harvested or prepared. Upon commencing Swiggy, we promptly recognised the inherent time-critical aspect of the food industry. The quality of food exhibits an inverse relationship with both the delivery time and the time of consumption.

CONCLUSION

Swiggy, a prominent on-demand delivery platform in India, has expanded its Future of Work Policy and said that the majority of its positions would now have the option to work from anywhere on a permanent basis. Overall, in a society where convenience is highly valued, Swiggy is a standout meal delivery service. Swiggy has gained widespread popularity in India because to its easy-to-use app and website, exceptionally fast delivery, and extensive selection of restaurants and cuisines. Nevertheless, like any other service, there are compromises that need to be taken into account. Despite the difficulties, the benefits of using Swiggy are significantly greater than the negatives. It continues to be a favoured option for individuals seeking convenience and a wide range of choices. Whether you have a hankering for a snack or a desire for a high-quality dinner, Swiggy is the solution for you. Swiggy is a highly significant and expansive internet platform in India that

specialises in delivering meals. Currently, Swiggy is operational in about 100 cities across the entire nation. In September 2019, Swiggy made the decision to expand its services by introducing a new feature called Swiggy Go, which allows for speedy pickup and delivery. Swiggy Go is a company that specialises in providing pick-up and delivery services for a wide range of products, including laundry, parcels, and papers, to both individual customers and business clients.

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