



An Analysis Of Online Food Ordering Applications In India: Zomato And Swiggy

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Abstract – The present study titled “An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy” focuses on understanding the growth and performance of online food delivery platforms in India. With the rapid increase in internet usage and smartphone adoption, online food ordering applications have become an essential part of modern lifestyle. Companies like Zomato and Swiggy have transformed the food delivery industry by offering convenience, variety, and fast delivery services to customers across urban and semi-urban areas. The main objectives of the study are to analyze customer preferences towards online food ordering applications, to compare the services provided by Zomato and Swiggy, to identify the factors influencing customer satisfaction, and to examine the challenges faced by users while using these applications. The research is based on both primary and secondary data. Primary data was collected through structured questionnaires distributed among users of online food delivery applications. Secondary data was collected from company websites, journals, research articles, and online sources. The collected data was analyzed using statistical tools such as percentage analysis, charts, and graphs with the help of MS Excel. The major findings of the study reveal that convenience, time-saving, discounts, and variety of food options are the key factors influencing customer preference for online food ordering applications. It was also observed that both Zomato and Swiggy provide competitive services; however, differences exist in delivery time, promotional offers, and user interface. The study concludes that online food ordering applications have significantly changed consumer food purchasing behavior in India. It is recommended that companies focus on improving delivery efficiency, customer support services, and maintaining food quality standards to enhance customer satisfaction and maintain competitive advantage.

Keywords: Online Food Ordering, Zomato, Swiggy, Customer Satisfaction, Food Delivery Applications, Consumer Behavior, E-Commerce, Digital Platforms, Smartphone Usage, Delivery Services, Promotional Offers, Food Industry, Online Consumer Preferences, Microsoft Excel, India Food Delivery Market.

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

In the modern era, technological advancements and digital transformation have significantly influenced various industries, including the food service sector. The rapid growth of the internet and the widespread use of smartphones have led to the emergence of online food ordering applications, which have transformed the traditional way of ordering food. Customers no longer need to visit restaurants physically, as they can conveniently place orders from their homes or workplaces using mobile applications.

The increasing penetration of smartphones and affordable internet services in India has played a crucial role in the expansion of online food delivery platforms. Customers today prefer digital solutions that offer convenience, time-saving benefits, and a variety of options. Online food ordering applications provide customers with access to numerous restaurants, cuisines, and price ranges, making it easier for them to make informed choices.

Online food delivery platforms such as Zomato and Swiggy have revolutionized the food delivery industry in India. These platforms act as intermediaries between customers and restaurants, offering features such as menu browsing, online payment options, order tracking,

customer reviews, and ratings. The convenience provided by these applications has led to a shift in consumer behavior, with more people opting for online food ordering services.

Furthermore, the busy lifestyle of urban consumers has increased the demand for quick and hassle-free food delivery services. Working professionals and students often prefer ordering food online due to time constraints and ease of access. Promotional offers, discounts, and loyalty programs provided by these applications have also contributed to their growing popularity.

However, despite the growth of online food delivery services, challenges such as delivery delays, incorrect orders, and quality issues still exist. Therefore, it becomes essential to study customer preferences and satisfaction levels to understand how these platforms can improve their services and maintain customer loyalty.

1.2 Industry Profile

The online food delivery industry in India has witnessed remarkable growth over the past decade. With the advancement of digital technology and the increasing adoption of smartphones, the industry has evolved into a highly competitive and dynamic sector. The convenience of ordering food online has attracted a large number of



customers, leading to the rapid expansion of food delivery platforms.

The industry primarily consists of aggregator-based platforms that connect customers with restaurants. These platforms provide services such as restaurant listings, menu displays, online ordering, digital payment options, and doorstep delivery. The integration of technology has enabled companies to enhance customer experience by offering features like real-time order tracking, personalized recommendations, and customer feedback systems.

Companies such as Zomato and Swiggy dominate the Indian online food delivery market. These companies continuously compete by offering better services, faster delivery, and attractive discounts to attract and retain customers. The use of data analytics and customer insights has further helped these companies in understanding customer preferences and improving their services.

The growth of the industry is also supported by the increasing use of digital payment systems such as UPI, mobile wallets, and credit/debit cards. Additionally, the COVID-19 pandemic accelerated the adoption of online food delivery services, as customers preferred contactless delivery options for safety and convenience.

Despite its rapid growth, the industry faces challenges such as high operational costs, intense competition, and maintaining service quality. Companies must focus on innovation, customer satisfaction, and efficient delivery systems to sustain their growth in the long run.

1.3 Company Profile Zomato

Zomato is one of the leading online food delivery platforms in India. It was established in 2008 and initially started as a restaurant discovery and review platform. Over time, the company expanded its services to include online food delivery, table reservations, and dining-out options.

Zomato provides customers with a wide range of restaurants, menus, and user reviews, enabling them to make informed decisions. The company focuses on enhancing customer experience through features such as easy navigation, personalized recommendations, and efficient delivery services. Zomato has also expanded its presence internationally, making it a global player in the food delivery industry.

Swiggy

Swiggy is another major player in the online food delivery industry in India. Founded in 2014, Swiggy quickly gained popularity due to its reliable delivery services and strong logistics network.

Swiggy offers a wide range of services, including food delivery, grocery delivery, and instant delivery options. The company is known for its fast delivery system and

customer-centric approach. Swiggy continuously introduces new features and promotional offers to attract customers and enhance user satisfaction.

1.4 Need for the Study

The rapid growth of online food delivery applications has made it essential to understand customer behavior and satisfaction levels. With increasing competition among food delivery platforms, companies need to identify the factors that influence customer preferences and loyalty.

This study aims to analyze the strengths and weaknesses of online food ordering applications and evaluate the quality of services provided. Understanding customer expectations will help companies improve their services and gain a competitive advantage in the market.

Additionally, the study provides valuable insights into customer experiences, which can be used by companies to enhance service quality, reduce complaints, and increase customer satisfaction.

1.5 Problem Statement

Despite the rapid growth of online food delivery applications such as Zomato and Swiggy, customers often face issues related to delivery delays, incorrect orders, and service quality.

There is a need to understand customer preferences, satisfaction levels, and the factors influencing their choice of online food delivery platforms. This study aims to identify these issues and provide suggestions for improving service quality and customer experience.

1.6 Scope of the Study

The study focuses on analyzing customer behavior and satisfaction related to online food ordering applications in India. It specifically examines the services provided by Zomato and Swiggy and evaluates the factors influencing customer preferences. The study is limited to selected respondents who use online food delivery applications. It provides insights into customer satisfaction, service quality, and overall user experience. The findings of the study can be useful for companies to improve their services and enhance customer satisfaction.

1.7 Research Questions

1. What factors influence customers to use online food ordering applications?
2. How satisfied are customers with online food delivery services?
3. What differences exist between Zomato and Swiggy services?

CHAPTER 2: RESEARCH METHODOLOGY

2.1 Research Objectives

The main objectives of the study are as follows:

1. To analyze customer preferences toward online food ordering applications such as Zomato and Swiggy.



2. To examine the level of customer satisfaction with online food delivery services.
3. To identify the key factors influencing the usage of online food ordering applications.

2.2 Research Design

Research design refers to the overall plan, structure, and strategy used to conduct a research study. It helps in collecting, measuring, and analyzing data in a systematic manner. For the present study, a descriptive research design has been adopted.

Descriptive research is used to describe the characteristics of a particular phenomenon or group. In this study, it helps in understanding customer preferences, behavior, and satisfaction levels regarding online food ordering applications. This design is appropriate because the study focuses on analyzing existing conditions rather than manipulating variables.

The descriptive research design allows the researcher to collect quantitative data through structured questionnaires and present it in the form of tables, charts, and percentages. It also helps in identifying patterns and relationships among different factors such as delivery time, discounts, and service quality.

2.3 Data Collection Method

Data collection is an essential step in the research process. In this study, both primary and secondary data collection methods were used.

Primary Data Collection

Primary data was collected through a structured questionnaire designed to gather information from respondents. The questionnaire included different types of questions such as:

- Multiple-choice questions
- Rating scale questions
- Yes/No questions

The questions were designed to collect information about customer usage, preferences, satisfaction levels, and issues faced while using online food delivery applications.

The questionnaire was simple, clear, and easy to understand, which helped respondents provide accurate answers. The data collected through the questionnaire was later used for analysis.

Secondary Data Collection

Secondary data was collected from various reliable sources such as books, journals, websites, and articles. This data helped in understanding the industry trends, company background, and previous research findings.

2.4 Sampling Design

Sampling design refers to the method used to select respondents from the target population.

Target Population

The target population for this study consists of individuals who use online food ordering applications. These users may include students, working professionals, and other individuals who frequently order food online.

Sampling Method

In this study, a convenience sampling method has been used. This method involves selecting respondents based on their availability and willingness to participate in the survey.

Convenience sampling is suitable for this study because it is simple, cost-effective, and saves time. It allows the researcher to collect data quickly from easily accessible respondents.

Sample Size

The sample size for this study consists of 100 respondents. This sample size is considered adequate for analyzing customer preferences and satisfaction levels in a descriptive study.

2.5 Data Analysis Tools

After collecting the data, it was organized, processed, and analyzed using various statistical tools.

The following tools were used for data analysis:

- Percentage Analysis: Used to calculate the proportion of responses and present them in percentage form.
- Tables: Used to organize data in a structured format for easy understanding.
- Bar Charts: Used to represent data visually for comparison.
- Pie Charts: Used to show the proportion of different categories.
- Microsoft Excel: Used for data entry, calculation, and graphical representation of data.

These tools helped in presenting the data clearly and effectively, making it easier to interpret the results and draw conclusions.

CHAPTER 3: DATA ANALYSIS AND INTERPRETATION

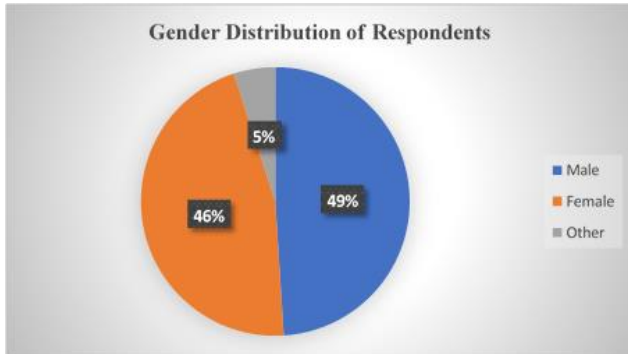
This chapter presents the analysis and interpretation of data collected from 100 respondents regarding their usage and satisfaction with online food ordering applications such as Zomato and Swiggy.

Table 1: Gender-wise Distribution of Respondents
Gender Frequency Percentage (%)

Gender	Frequency	Percentage (%)
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Male	49	49%
Female	46	46%
Other	5	5%
Total	100	100%

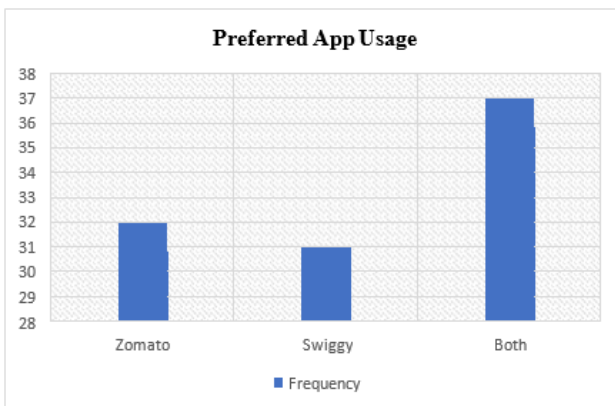


Interpretation:

The above table shows that 49% of respondents are male, 46% are female, and 5% belong to other categories. This indicates that both male and female users actively use online food ordering applications, showing balanced participation among genders.

Table 2: Preferred App Usage

App Used	Frequency	Percentage (%)
Both	37	37%
Zomato	32	32%
Swiggy	31	31%
Total	100	100%



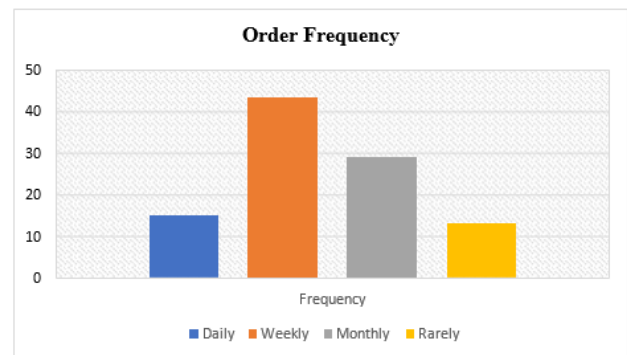
Interpretation:

The table indicates that 37% of respondents use both Zomato and Swiggy, while 32% prefer Zomato and 31% prefer Swiggy. This shows strong competition between

both platforms, and many customers use both apps depending on offers and convenience.

Table 3: Order Frequency

Order Frequency	Frequency	Percentage (%)
Daily	15	15%
Weekly	43	43%
Monthly	29	29%
Rarely	13	13%
Total	100	100%

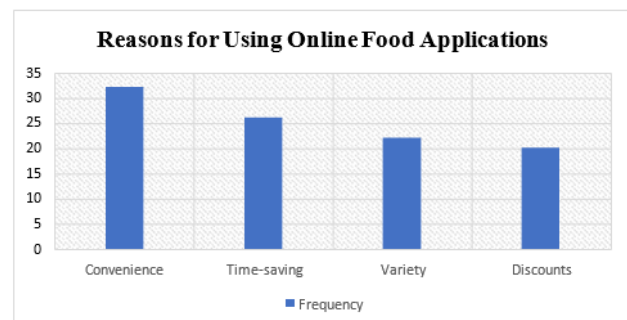


Interpretation:

The above table shows that 43% of respondents order food weekly, followed by 29% monthly, 15% daily, and 13% rarely. This indicates that online food ordering has become a regular habit for most users.

Table 4: Reason for Using Online Food Apps

Reason	Frequency	Percentage (%)
Convenience	32	32%
Time-saving	26	26%
Variety	22	22%
Discounts	20	20%
Total	100	100%





Interpretation:

The table shows that convenience (32%) is the main reason for using online food ordering applications, followed by time-saving (26%), variety (22%), and discounts (20%). This highlights that ease of use is the most important factor for customers.

Table 5: Delivery Satisfaction Level (Rating Scale: 1 = Poor, 5 = Excellent)

Rating	Frequency	Percentage (%)
5 (Excellent)	25	25%
4	11	11%
3	18	18%
2	22	22%
1 (Poor)	24	24%
Total	100	100%



Interpretation:

The above table indicates that 25% of respondents rated delivery service as excellent, while 24% rated it poor, and the remaining respondents gave moderate ratings. This shows that although many customers are satisfied, there is still scope for improvement in delivery services.

CHAPTER 4: FINDINGS

Major Findings of the Study

Based on the analysis of responses collected from 100 respondents, the following key findings have been observed:

1. The majority of respondents use online food ordering applications on a regular basis, indicating the growing dependence on digital food delivery services.
2. A significant number of respondents prefer using both Zomato and Swiggy, which shows that customers often switch between platforms depending on convenience, offers, and availability.

3. Weekly ordering is the most common behavior among respondents, reflecting that online food ordering has become a routine activity for many users.
4. Convenience has been identified as the most important factor influencing the use of online food delivery applications. Customers prefer these platforms because they save time and effort.
5. Discounts and promotional offers play a crucial role in attracting customers and influencing their choice of application.
6. Delivery time has a direct impact on customer satisfaction, and faster delivery services are highly preferred by users.
7. Some respondents reported issues such as late delivery, wrong orders, and occasional service delays, indicating areas where improvement is needed.
8. A significant number of users are satisfied, but some users reported dissatisfaction due to service issues.
9. Both Zomato and Swiggy provide competitive services, with no major dominance of one platform over the other.
10. Customers show a strong preference for applications that offer fast, reliable, and efficient services.

CHAPTER 5: CONCLUSION

The present study titled “An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy” highlights the significant transformation of the food delivery industry due to technological advancements and increasing digitalization. The rapid growth of internet usage and smartphone penetration has encouraged customers to shift from traditional food ordering methods to online platforms.

The findings of the study clearly indicate that customers prefer online food ordering applications primarily due to convenience, time-saving benefits, and the availability of a wide variety of food options. Platforms such as Zomato and Swiggy have successfully met these customer expectations by providing user-friendly interfaces, multiple payment options, and efficient delivery systems.

The study also reveals that customers frequently use both applications, depending on factors such as discounts, promotional offers, and delivery time. This reflects the competitive nature of the online food delivery market, where companies continuously strive to attract and retain customers through improved services and marketing strategies.

Although a majority of respondents expressed satisfaction with online food delivery services, certain challenges such as delayed deliveries, incorrect orders, and occasional service issues were identified. These challenges indicate that there is still scope for improvement in operational efficiency and customer service.



Overall, the study concludes that online food ordering applications have become an integral part of modern consumer lifestyle. The success of these platforms depends on their ability to provide fast, reliable, and high-quality services while maintaining customer satisfaction. Continuous innovation, improved logistics, and effective customer support will play a crucial role in sustaining growth in this highly competitive industry.

CHAPTER 6: RECOMMENDATIONS

6.1 Improvement in Delivery Speed

Timely delivery is one of the most important factors affecting customer satisfaction. Companies should focus on improving their delivery logistics by optimizing routes, increasing the number of delivery personnel, and using advanced tracking systems. Faster delivery services will enhance customer experience and build trust.

6.2 Accurate Order Processing

Incorrect or missing items in orders can lead to customer dissatisfaction. Companies should implement strict quality checks before dispatching orders. Proper coordination between restaurants and delivery partners is necessary to ensure that customers receive the correct items.

6.3 Attractive Discounts and Offers

Discounts and promotional offers play a significant role in attracting customers. Companies should continue to provide attractive deals, loyalty programs, and seasonal offers to maintain customer interest and encourage repeat usage.

6.4 Enhancement of Customer Service

Efficient customer support is essential for resolving complaints and queries. Companies should improve their customer service by providing quick responses, easy complaint resolution mechanisms, and 24/7 support. This will help in building strong customer relationships.

6.5 Regular Updating of Mobile Applications

User-friendly and efficient mobile applications are key to customer satisfaction. Companies should regularly update their applications to fix bugs, improve performance, and introduce new features. A smooth and hassle-free interface enhances the overall user experience.

6.6 Expansion of Services

Online food delivery platforms should expand their services to semi-urban and rural areas to increase their customer base. Expanding service areas will help companies reach new markets and achieve higher growth.

Limitations of the Study

Every research study has certain limitations that may affect the results and findings. The limitations of the present study are as follows:

1. The study is limited to a sample size of 100 respondents, which may not fully represent the entire population of online food delivery users. A larger sample size could provide more accurate and generalized results.
2. The data collected is based on the personal opinions and perceptions of respondents, which may vary from person to person and may include bias or subjective judgment.
3. Time constraints played a significant role in limiting the scope of data collection and analysis. Due to limited time, the research could not cover a larger group of respondents.
4. The study is restricted to a limited geographical area, and therefore, the findings may not be applicable to all regions or cities.
5. Some respondents may not have provided completely accurate or honest responses, which can affect the reliability of the data.
6. The study focuses only on selected online food delivery platforms such as Zomato and Swiggy, and does not include other emerging platforms in the market.

LITERATURE REVIEW

A literature review helps in understanding previous research related to online food delivery services and provides a base for the present study. The following studies highlight important variables, tools used, and key findings.

1 Study by Gupta (2020)

1. Variables: Customer satisfaction, delivery time, convenience
 - Tools Used: Questionnaire, percentage analysis
 - Findings: The study found that convenience and timely delivery are the most important factors affecting customer satisfaction. Faster delivery significantly improves customer experience.

2 Study by Sharma and Verma (2021)

- Variables: Customer loyalty, discounts, service quality
- Tools Used: Survey method, statistical analysis
- Findings: Discounts and promotional offers play a major role in influencing customer loyalty. Reliable service increases repeat usage.

3 Study by Singh (2019)

- Variables: Consumer behavior, app usability, payment security
- Tools Used: Structured questionnaire, data analysis
- Findings: Easy-to-use mobile applications and secure payment options increase customer trust and usage frequency.

4 Study by Kumar and Patel (2022)

- Variables: Market growth, technology adoption, digital payments



- Tools Used: Secondary data analysis, industry reports
 - Findings: Growth of platforms like Zomato and Swiggy is driven by smartphone usage and digital payment systems.
10. Swiggy. (n.d.). Official Website. Retrieved from <https://www.swiggy.com>

5 Study by Mehta (2023)

- Variables: Customer satisfaction, service quality, delivery efficiency
- Tools Used: Survey and statistical evaluation
- Findings: Delivery time, food quality, and customer service are key determinants of customer satisfaction.

2. Research Gaps

Despite several studies on online food delivery services, certain gaps still exist:

1. Most studies focus on general customer satisfaction but do not compare specific platforms like Zomato and Swiggy in detail.
2. Limited research is available on the combined effect of factors such as convenience, discounts, and delivery speed on customer behavior.
3. Few studies analyze customer preferences based on regular usage patterns such as frequency of ordering.
4. There is a lack of localized studies focusing on specific regions or small sample groups.
5. These gaps highlight the need for the present study, which aims to analyze customer preferences and satisfaction with specific reference to online food ordering applications.

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