



A Comparative Study of Zomato & Swiggy of Customer Switching Behaviour in Online Food Delivery Platform

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Abstract – The online food delivery industry has grown rapidly in recent years due to increased internet usage, smartphone adoption, and changing consumer lifestyles. Among the leading platforms in India, Zomato and Swiggy have become the preferred choices for customers by offering convenience, a wide variety of restaurants, attractive promotional offers, and fast delivery services. However, the intense competition between these platforms has increased customer switching behaviour, making it important to understand the factors that influence customers to switch from one platform to another. This study aims to conduct a comparative analysis of Zomato and Swiggy by examining the factors that affect customer switching behaviour. The research focuses on three key variables: service quality, perceived value, and customer satisfaction. It seeks to study the impact of service quality, examine the effect of perceived value, and analyze the influence of customer satisfaction on customers' decisions to continue using or switch between the two online food delivery platforms. The study is based on primary data collected through a structured questionnaire from customers who have experience using both Zomato and Swiggy. The collected data will be analyzed using appropriate statistical tools to identify the relationship between the selected variables and customer switching behaviour. The findings of this study are expected to help online food delivery companies understand customer expectations and improve their services by enhancing service quality, providing better value, and increasing customer satisfaction. The study will also assist companies in developing effective customer retention strategies to reduce switching behaviour and strengthen customer loyalty. Furthermore, the research contributes to a better understanding of consumer behaviour in the highly competitive online food delivery market.

Keywords - Online Food Delivery, Zomato, Swiggy, Customer Switching Behaviour, Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty, Consumer Behaviour, Customer Retention, Digital Food Delivery, Online Food Delivery Platforms.

I. INTRODUCTION

The online food delivery industry has become one of the fastest-growing sectors in the digital economy. The rapid advancement of technology, increasing internet penetration, widespread smartphone usage, and changing consumer lifestyles have transformed the way people purchase food. Today, customers can order food from their favourite restaurants with just a few clicks using mobile applications. This convenience has changed consumer buying behaviour and created significant growth opportunities for online food delivery platforms. The availability of digital payment methods, GPS-enabled order tracking, and a wide range of restaurant options has further enhanced the popularity of these services. As a result, online food delivery has become an essential part of daily life, particularly among students, working professionals, and urban households.

The Indian online food delivery market has witnessed remarkable growth over the last decade. Factors such as urbanization, busy work schedules, rising disposable income, and changing food consumption habits have encouraged consumers to rely on online food delivery services. Customers no longer need to visit restaurants or wait in long queues, as they can conveniently browse menus, compare prices, read customer reviews, and place orders from the comfort of their homes or workplaces. The

COVID-19 pandemic further accelerated the growth of this industry by increasing the demand for contactless delivery and online transactions. Even after the pandemic, the convenience and efficiency offered by online food delivery platforms have continued to attract a large number of users, making the industry highly competitive.

Among the many online food delivery platforms operating in India, Zomato and Swiggy have established themselves as the market leaders. Both companies have transformed the food delivery ecosystem by connecting millions of customers with thousands of restaurants across the country. Zomato, which initially started as a restaurant discovery platform, later expanded into online food delivery and other related services. Swiggy entered the market with a strong logistics network and quickly gained popularity because of its fast delivery services and customer-friendly features. Today, both platforms offer similar services, including food delivery, grocery delivery, restaurant discovery, digital payment options, live order tracking

To remain competitive, Zomato and Swiggy continuously introduce new features such as loyalty programs, cashback offers, discount coupons, personalized recommendations, and free delivery benefits. They also invest heavily in technology, marketing, and customer relationship management to attract new customers and retain existing ones. Since both companies provide comparable services,



customers often compare delivery charges, food prices, restaurant availability, delivery speed, service quality, and promotional offers before deciding which platform to use. This intense competition has increased the importance of understanding customer preferences and the reasons why customers switch between platforms.

Customer switching behaviour refers to the process in which customers discontinue using one service provider and shift to another because they believe the alternative offers better value or satisfaction. In the online food delivery industry, switching behaviour is common because customers can easily install multiple applications and choose the platform that best meets their expectations. Unlike traditional businesses where changing service providers may involve significant effort, switching between online food delivery apps is quick and simple. As a result, companies must continuously improve their services to retain customers and reduce switching behaviour.

Several factors influence customer switching behaviour in online food delivery platforms. Customers may decide to switch because of delayed deliveries, poor food quality, incorrect orders, high delivery charges, technical problems in the application, poor customer support, or the absence of attractive promotional offers. On the other hand, customers remain loyal when they consistently receive reliable service, quality food, timely deliveries, competitive pricing, and satisfactory customer support. Since retaining existing customers is generally more cost-effective than acquiring new ones, understanding the reasons behind customer switching has become an important area of research for businesses.

Customer satisfaction is also a key determinant of customer switching behaviour. Customer satisfaction refers to the degree to which a company's products or services meet or exceed customer expectations. Satisfied customers are more likely to make repeat purchases, recommend the platform to others, and remain loyal over time. In contrast, dissatisfied customers are more likely to share negative experiences and switch to competing platforms. Customer satisfaction depends on several factors, including service quality, food quality, pricing, convenience, and customer support.

1. Background of the Study

The online food delivery industry has become an important part of the food-service sector. The increasing use of smartphones, internet services, and digital payments has made online food ordering more convenient for customers. Platforms provide features such as multiple restaurant choices, online payments, order tracking, and promotional offers.

Among the major platforms, Zomato and Swiggy are strong competitors and provide similar services. Customers can easily use both applications and compare factors such as delivery time, price, offers, food quality, and service experience. Because switching between the platforms is easy, customers may change their preferred platform based on their experiences.

This study focuses on Service Quality, Perceived Value, and Customer Satisfaction and their relationship with Customer Switching Behaviour. Service Quality includes delivery timeliness, order accuracy, food condition, order information, and problem resolution. Perceived Value includes value for money, offers, delivery charges, and price benefits, while Customer Satisfaction focuses on the customer's overall experience and fulfilment of expectations.

Therefore, the study aims to understand how these three factors are related to customer switching behaviour between Zomato and Swiggy and to identify areas that can help improve the overall customer experience and customer retention.

2. Problem Statement and Objectives

The online food delivery industry has become highly competitive, with Zomato and Swiggy being the two leading platforms in India. Both companies offer similar services, including a wide range of restaurants, fast delivery, attractive discounts, and user-friendly mobile applications. Despite these similarities, customers frequently switch between the two platforms based on their experiences and changing preferences. Factors such as service quality, perceived value, and customer satisfaction play an important role in influencing customers' decisions to continue using a platform or switch to its competitor. Frequent customer switching can affect a company's customer retention, market share, and profitability. Therefore, it is essential to identify and compare the factors that influence customer switching behaviour between Zomato and Swiggy. This study aims to examine the impact of service quality, perceived value, and customer satisfaction on customer switching behaviour and provide insights that can help online food delivery platforms improve customer retention and loyalty.

Objectives of the Study

- To study the impact of Service Quality on customer switching behaviour.
- To examine the effect of Perceived Value on customer switching behaviour.
- To analyze the influence of Customer Satisfaction on customer switching behaviour.



3. Scope and Significance of the Study

Scope of the Study

- The study focuses on the online food delivery industry in India.
- The study is limited to a comparative analysis of Zomato and Swiggy.
- The study focuses on customers who have used both Zomato and Swiggy.
- The study examines the relationship between Service Quality and Customer Switching Behaviour.
- The study examines the relationship between Perceived Value and Customer Switching Behaviour.
- The study analyzes the relationship between Customer Satisfaction and Customer Switching Behaviour.
- The study considers customer opinions and experiences related to delivery service, value for money, offers, pricing, satisfaction, and overall platform experience.
- The study aims to understand the factors that may influence customers to continue using a platform or switch between Zomato and Swiggy.

Significance of the Study

The online food delivery industry has grown rapidly in recent years, with Zomato and Swiggy becoming the leading platforms in India. As both companies offer similar services, customers often switch between them based on their experiences. Understanding the reasons behind this switching behaviour is important for improving customer retention and satisfaction.

This study was chosen to examine how service quality, perceived value, and customer satisfaction influence customer switching behaviour between Zomato and Swiggy. The findings will help online food delivery companies understand customer expectations, improve their services, reduce customer switching, and build long-term customer loyalty. The study will also contribute to existing research on consumer behaviour in the online food delivery industry.

II. LITERATURE SURVEY

1. Review of Literature

Mohammed Zaid Saiyed, Manushi Desai & Jignesh Vidani (2025)

The authors studied the preferences of Gen Z customers while choosing between Zomato and Swiggy. From the abstract, I understood that young customers mainly compare discounts, delivery speed, app design, and convenience before placing an order. The study concludes that these factors strongly influence customer preference and encourage them to continue using a particular platform.

Janmejaya Shukla & Aarti Deshpande (2025)

This study explains the factors that influence customers to use online food delivery apps. From the abstract, I understood that convenience, promotional offers, service quality, and trust are the major reasons why customers choose these platforms. The authors also found that customer satisfaction increases repeat purchases and long-term loyalty.

Shivangi Thakkar, Darshan Shah & Jignesh Vidani (2024)

The authors compared customer preferences for Zomato and Swiggy. From the abstract, I understood that customers evaluate pricing, restaurant availability, delivery time, and app features before deciding which platform to use. The study also shows that higher customer satisfaction reduces the chances of switching to another platform.

Jignesh Vidani (2024)

This research focuses on the buying behaviour of Gen Z customers using online food delivery apps. From the abstract, I understood that discounts, affordable pricing, attractive offers, and ease of ordering are the main factors influencing customer decisions. These factors encourage customers to repeatedly use the same platform.

T. M. & A. A. M. (2024)

This study compares customer preferences between Zomato and Swiggy. From the abstract, I understood that pricing, customer service, delivery speed, and restaurant variety significantly influence customer choice. The authors conclude that customers prefer platforms that provide better value and a smoother ordering experience.

Yunke Zhang, Yiran Fan, Peijie Liu, Fengli Xu & Yong Li (2024)

The researchers examined how online food delivery platforms affect customer food choices. From the abstract, I understood that customers prefer these platforms because they provide convenience, a wide variety of restaurants, and easy access to food. The study highlights that technology has made food ordering faster and more comfortable.

Maithreyee A., Narmadha M., Mugesh Kumar J. V. & Padmapriya M. (2023)

This study discusses the reasons behind the increasing use of online food delivery services. From the abstract, I understood that busy lifestyles and time-saving benefits encourage customers to order food online. The authors conclude that convenience has become one of the strongest factors influencing customer behaviour.

Samantha Dalal, Ngan Chiem, Nikoo Karbassi, Yuhua Liu & Andrés Monroy-Hernández (2023)

The authors studied customer experiences with online food delivery platforms. From the abstract, I understood that



good customer support, quick problem resolution, and smooth service improve customer satisfaction. The study also suggests that positive experiences encourage customers to continue using the same platform instead of switching.

Pushpa Suryavanshi & Honey Soni (2025)

The authors compared customer satisfaction on major online food delivery platforms such as Zomato and Swiggy. From the abstract, I understood that food quality, pricing, customer reviews, app usability, and customer service are the main factors that influence customer satisfaction. The study concludes that improving these factors can increase customer loyalty and reduce the chances of customers switching to another platform.

Mohd. Asad Khan & Adeel Maqbool (2024)

This study examined the factors that lead to customer satisfaction with online food delivery services in India. From the abstract, I understood that delivery partner behaviour, secure online payment, and good customer service play an important role in satisfying customers. The authors found that satisfied customers are more likely to continue ordering from the same platform instead of switching to competitors.

Ladhava Varsha H., Patadiya Aditi R. & Jignesh Vidani (2024)

The researchers compared the user experience and satisfaction levels of Zomato and Swiggy customers. From the abstract, I understood that factors such as price, timely delivery, packaging quality, delivery partner behaviour, and app design influence customer perception. The study concludes that these factors determine which platform customers prefer.

Vishnu S. U. & Janaki Patel (2024)

This study focused on customer decisions and satisfaction in online food delivery services. From the abstract, I understood that convenience, time-saving, discounts, and food quality encourage customers to order online. The authors also found that faster delivery and effective complaint handling improve customer satisfaction and help retain customers.

Mohd. Asad Khan & Adeel Maqbool (2024)

The authors used the UTAUT model to understand customer behaviour in online food delivery services. From the abstract, I understood that secure payments, reliable customer support, and the behaviour of delivery personnel increase customer satisfaction. These factors also influence customers' intention to continue using the same food delivery platform.

Batool Madani & Hussam Alshraideh (2021)

This research focused on predicting customer purchasing decisions in the online food delivery industry. From the

abstract, I understood that customers choose food delivery apps because they offer convenience, easy payment methods, and fast delivery. The authors concluded that understanding customer behaviour helps companies improve their services.

Yunke Zhang, Yiran Fan, Peijie Liu, Fengli Xu & Yong Li (2024)

This study examined how online food delivery platforms influence customers' food choices. From the abstract, I understood that customers enjoy having access to a wider variety of restaurants and convenient ordering options. The research also found that the online environment significantly affects the type of food customers choose to order.

Janmejy Shukla & Aarti Deshpande (2025)

The authors studied consumer buying behaviour in online food delivery applications. From the abstract, I understood that busy lifestyles, convenience, promotional offers, and service quality are the main reasons customers use food delivery apps. The study concludes that these factors positively influence customer satisfaction and encourage repeat purchases.

Shivangi Thakkar, Darshan Shah & Jignesh Vidani (2024)

This research compared the ordering behaviour of customers using Zomato and Swiggy. From the abstract, I understood that customers compare delivery time, restaurant options, pricing, and overall satisfaction before selecting a platform. The authors concluded that providing better service quality helps increase customer loyalty and reduces switching behaviour.

Pushpa Suryavanshi & Honey Soni (2025)

The researchers investigated the drivers of customer satisfaction in online food delivery services. From the abstract, I understood that customers expect affordable pricing, good food quality, user-friendly apps, and responsive customer support. The study suggests that platforms that consistently meet these expectations are more likely to retain customers for a longer period.

Mohd. Asad Khan & Adeel Maqbool (2024)

This study explains that customer satisfaction depends not only on food quality but also on the overall service experience. From the abstract, I understood that timely delivery, safe online transactions, and efficient customer support build customer trust. When these services are delivered consistently, customers are less likely to switch to competing platforms.

Ladhava Varsha H., Patadiya Aditi R. & Jignesh Vidani (2024)

The authors compared customer perception towards Zomato and Swiggy. From the abstract, I understood that



customers evaluate several factors, including price, delivery performance, app usability, and overall service quality before making a choice. The study concludes that a positive customer experience increases satisfaction and encourages customers to remain loyal to the same platform.

2. Industry/Business Analysis

The online food delivery industry in India has grown rapidly due to increased smartphone usage, internet access, digital payments, busy lifestyles, and changing food-ordering habits. Customers can easily browse restaurants, compare prices, read reviews, and order food from their homes or workplaces.

Zomato and Swiggy are major competitors in this industry. Both platforms connect customers with restaurants and provide services such as food delivery, digital payments, restaurant discovery, and live order tracking. They also use discounts, cashback offers, loyalty programmes, personalized recommendations, and other benefits to attract and retain customers.

The industry is highly competitive because customers can easily use both platforms and compare delivery charges, food prices, delivery speed, restaurant availability, service quality, and promotional offers before placing an order. As switching between applications requires very little effort, understanding customer switching behaviour is important for businesses.

From a business perspective, customer retention is important because customers may switch platforms due to delayed deliveries, incorrect orders, poor food quality, high delivery charges, poor customer support, or lack of attractive offers. On the other hand, reliable service, timely delivery, competitive pricing, and satisfactory customer support can encourage customers to continue using a platform.

Therefore, this study analyses the business situation of Zomato and Swiggy by focusing on Service Quality, Perceived Value, Customer Satisfaction, and Customer Switching Behaviour. The analysis helps understand the factors that are associated with customers' decisions to continue using or switch between the two platforms.

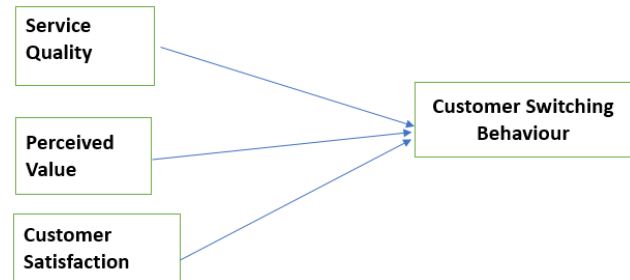
3. Gap Identification

The review of existing literature indicates that most previous studies have focused on customer satisfaction, service quality, consumer preferences, loyalty, and buying behaviour in online food delivery platforms. Although a few studies have compared Zomato and Swiggy, they have primarily examined customer preference rather than customer switching behaviour. Moreover, earlier research has analyzed factors such as service quality, perceived value, and customer satisfaction individually, with limited

attention given to their combined influence on customer switching behaviour. Therefore, there is a need for a comprehensive comparative study that examines how these three factors collectively affect customer switching behaviour between Zomato and Swiggy. The present study aims to address this research gap and provide insights into the key determinants influencing customer switching in the online food delivery industry.

4. Theoretical/Conceptual Framework

Research Framework



III. RESEARCH METHODOLOGY

1. Research Design

The present study adopts a descriptive research design using a quantitative research approach. The purpose of the study is to identify and compare the factors influencing customer switching behaviour between Zomato and Swiggy. The research focuses on examining how Service Quality, Perceived Value, and Customer Satisfaction affect customers' decisions to continue using or switch between these online food delivery platforms. A descriptive research design is appropriate because it helps in collecting factual information, analyzing customer opinions, and understanding the relationship between the selected variables.

2. Sampling Design

Population: Customers who have used both Zomato and Swiggy.

- Sampling Technique: Convenience Sampling.
- Sample Size: 170 respondents.
- Sampling Unit: Individual users of Zomato and Swiggy who have experience with both online food delivery platforms

3. Data Collection and Analysis

The study is based entirely on primary data.

Primary data will be collected through a structured questionnaire developed using Google Forms. The questionnaire will consist of two sections. The first section will collect the demographic details of the respondents, such as age, gender, occupation, and frequency of using online food delivery applications. The second section will contain statements related to Service Quality, Perceived Value, Customer Satisfaction, and Customer Switching



Behaviour, measured using a 5-point Likert Scale ranging from Strongly Agree (5) to Strongly Disagree (1).

The questionnaire will be distributed online to respondents who have experience using both Zomato and Swiggy. Their responses will be used to analyze the factors influencing customer switching behaviour.

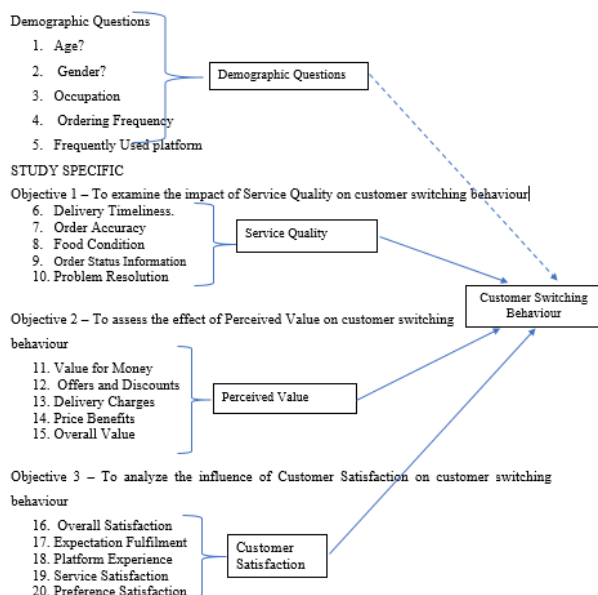
Proposed Tools for Data Analysis

The data for the study was collected through Google Forms and the responses were organized and analyzed using Microsoft Excel, Tableau, and Power BI. The following tools were used for data analysis:

- Percentage Analysis – Used to understand the demographic profile and distribution of the respondents.
- Frequency Analysis – Used to summarize the responses collected through the questionnaire and understand the response pattern of the participants.
- Data Visualization – Tableau and Power BI were used to present the collected data through charts, graphs, KPI cards, and dashboards for better understanding of customer satisfaction and switching behaviour.
- Correlation Analysis – Microsoft Excel was used to examine the relationship between the independent variables (Service Quality, Perceived Value, and Customer Satisfaction) and the dependent variable (Customer Switching Behaviour).
- Comparative Analysis – The dashboard was used to compare customer perceptions and switching behaviour related to Zomato and Swiggy.

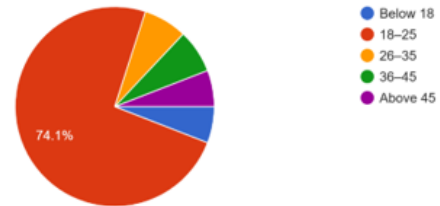
IV. DATA ANALYSIS, FINDINGS AND DISCUSSION

1. Data Analysis



Q1. What is your age?

170 responses



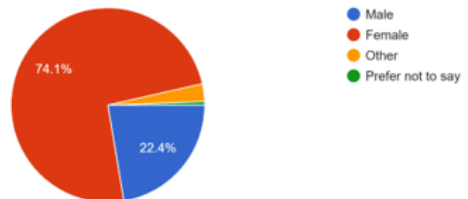
Interpretation – Age

The pie chart shows the age of the 170 respondents. Most of the respondents, 74.1%, are between 18–25 years. Around 7.1% are in the 26–35 years and 36–45 years age groups. About 5.9% of the respondents are below 18 years, and 5.9% are above 45 years.

From this, we can understand that most of the respondents are young people in the 18–25 age group. This means the data mainly represents the opinions and behaviour of younger consumers regarding online food delivery platforms.

Q2. What is your gender?

170 responses



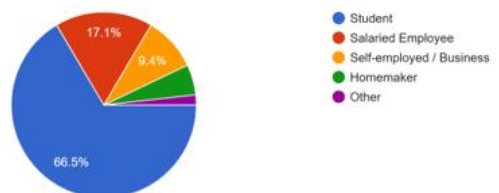
Interpretation – Gender

The pie chart shows the gender distribution of the 170 respondents. Most of the respondents are female, with 74.1%, while 22.4% are male. Only a small number of respondents selected Other or Prefer not to say.

From this, we can understand that the majority of the responses in this study were collected from female respondents. Therefore, the results mainly represent the opinions and online food delivery behaviour of female consumers.

Q3. What is your occupation?

170 responses



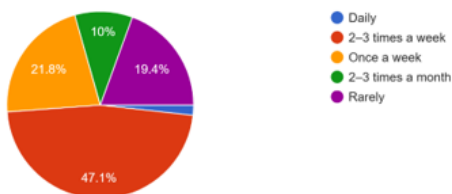


Interpretation – Occupation

The pie chart shows the occupation of the 170 respondents. Most of the respondents, 68.5%, are students. Around 17.1% are salaried employees, while 9.4% are self-employed or running a business. Only a small number of respondents are homemakers or belong to other occupations.

From this, we can understand that the majority of the respondents are students. Therefore, the responses mainly reflect the opinions and online food ordering behaviour of students.

Q4. How frequently do you order food through online food delivery platforms?
170 responses

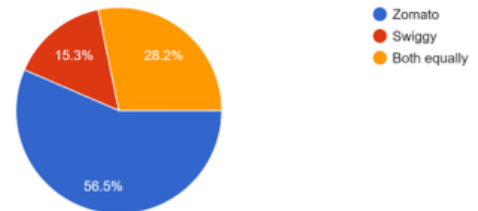


Interpretation – Frequency of Online Food Ordering

The pie chart shows how frequently the 170 respondents order food through online food delivery platforms. The largest group, 47.1%, orders food 2–3 times a week. Around 21.8% order 2–3 times a month, while 19.4% order food weekly. About 10% order food daily, and only a small number of respondents order food rarely.

From this, we can understand that most respondents use online food delivery platforms regularly, especially for ordering food 2–3 times a week.

Q5. Which food delivery platform do you use most frequently?
170 responses



Interpretation – Most Frequently Used Food Delivery Platform

The pie chart shows which food delivery platform is used most frequently by the 170 respondents. About 58.5% of the respondents use Zomato more frequently, while 15.3% use Swiggy more frequently. Around 26.2% use both platforms equally.

From this, we can understand that Zomato is used more frequently by most of the respondents. However, a considerable number of respondents also use both Zomato and Swiggy, which is useful for comparing their switching behaviour.

Correlation Between service quality and Customer Switching Behaviour

AVG of service quality	AVG of customer switching behaviour	correlation
		-0.185829332
4.2	2.4	
3	2.8	
3.8	3.6	
2.6	3.2	
2.8	2.8	
3	3.2	
4.8	5	
3.8	3.8	
3.8	4	
4	2.8	
4.6	3.2	
3.8	3	
3.2	2.6	
3.8	3.6	
4	3.8	
3.6	4.2	
2.8	3.6	
2	4.4	
2.8	4	



2.4	4.2	
3.8	2.8	
3.4	3.2	
3	3	
4	3	
2.6	4	
3	4	
4.4	4	
3.6	3.6	
1.8	3.4	
3.4	4	
3.4	3	
3.4	4	
3	3	
3.4	3.8	
3	2.6	
3.6	4.8	
3.8	4	
3.4	3	
5	5	
2.8	4.2	
3.8	3.6	
4	4	
4	3	
4.2	3	
4	2.8	
3.2	2.8	
3.2	4	
3.4	4	
3.8	4	
3	2.2	
2.8	2.6	
4	3.6	
4	4	
3.8	3.4	
3.8	3.6	
3.4	3	
3.8	3.8	
4	4	
4.4	4	
4	4	
3.4	4	
4.4	4.6	
3.8	4.2	
2.6	3.2	



4	3.6	
4	3.6	
3	3.2	
3.2	2.2	
3	1.4	
2	2	
3.4	3.6	
3.8	3.2	
2.8	2.8	
3.2	3.4	
3.8	3.6	
4	3.8	
3.2	3	
3.6	3.8	
4.2	4	
2.8	3	
2.6	2.8	
2	2.4	
3.6	3.2	
3	3.4	
1.2	3.6	
4.2	4.2	
2.4	3	
3.8	4	
3.8	4	
2.4	2	
2.2	1.8	
1.8	2.2	
1.8	2	
2.8	4.2	
3.6	2	
4	2	
4	2	
4	2	
4	2	
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3.8	2	
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5	2	
4	1.8	
2.8	3	
2.4	4.8	
3.6	3.8	
2.2	4	
4	2	
4	2	
4	2	
4.2	2	
3.8	2	
4	2	
3	4	
3.4	3.4	

INTERPRETATION

The correlation analysis shows a negative relationship between Service Quality and Customer Switching Behaviour, with a correlation value of -0.1858. This means that when customers feel that the service quality is better, their tendency to switch between Zomato and Swiggy tends to decrease. Good service quality includes timely delivery, correct orders, proper food condition, regular order updates, and effective problem resolution. When customers receive these services consistently, they may feel more comfortable continuing with the same platform.

However, the correlation is weak, which means that Service Quality alone does not strongly explain customer switching behaviour. Customers may also consider other factors such as price, discounts, restaurant availability, convenience, and previous experiences before deciding to switch. Therefore, the result indicates that Service Quality has a negative but weak relationship with switching behaviour.

Correlation Between perceived value and customer switching Behaviour

AVG of perceived value	AVG of customer switching Behaviour	correlation
		-0.179731885
3.6	2.4	
3	2.8	
4	3.6	
3	3.2	
2.6	2.8	
3.2	3.2	
5	5	
3.6	3.8	
3.8	4	
4.6	2.8	
3.4	3.2	
3	3	
3.6	2.6	
3.8	3.6	
4.4	3.8	
3	4.2	
2.4	3.6	



1.8	4.4	
4	4	
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3.4	2.8	
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3.2	3	
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3.4	3.6	
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4	3	
3.8	4	
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2	3.8	
4	2.6	
2.2	4.8	
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3.2	4.2	
3.2	3.6	
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3.2	3	
3	2.8	
2.8	2.8	
4	4	
2.8	4	
3.8	4	
2	2.2	
1.4	2.6	
3.6	3.6	
4	4	
4	3.4	
3.6	3.6	
3.6	3	
4	3.8	
3.6	4	
3.6	4	
4	4	
4	4	
3.4	4.6	



4.4	4.2	
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3.4	3.6	
4	3.6	
2.6	3.2	
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2.6	1.4	
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3.8	3.2	
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3.8	3.8	
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3.6	3.8	
4	4	
2.8	3	
3	2.8	
3.2	2.4	
1.8	3.2	
2.6	3.4	
2.2	3.6	
3	4.2	
3.2	3	
4	4	
4	4	
2	2	
2	1.8	
2	2.2	
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Interpretation

The correlation analysis shows a negative relationship between Perceived Value and Customer Switching Behaviour, with a correlation value of -0.1797. This indicates that when customers feel that they are receiving better value for the money they spend, their tendency to switch between Zomato and Swiggy tends to decrease. Perceived value can include value for money, offers and discounts, delivery charges, price benefits, and the overall benefits received from the platform. Customers who feel that the price they pay is reasonable compared with the

service and benefits received may be more willing to continue using the platform. However, the relationship is weak, showing that Perceived Value alone does not strongly explain switching behaviour. Customers may also look at service quality, delivery experience, convenience, food quality, and customer satisfaction when making their decision. Therefore, the result shows that Perceived Value has a negative but weak relationship with customer switching behaviour.

Correlation Between customer satisfaction and customer switching behaviour

AVG of customer satisfaction	AVG of customer switching behaviour	correlation
		-0.080450138
4	2.4	
3.2	2.8	
3.4	3.6	
2.8	3.2	
3.2	2.8	
3.2	3.2	
5	5	
3.6	3.8	
3.8	4	
4.4	2.8	
3.8	3.2	
2.8	3	
3.8	2.6	
3.8	3.6	
4.2	3.8	



3.6	4.2	
2.8	3.6	
1.4	4.4	
4	4	
3.4	4.2	
3.6	2.8	
2.8	3.2	
3.2	3	
3.2	3	
3	4	
4	4	
4	4	
4	3.6	
3.4	3.4	
4	4	
3.4	3	
4	4	
3	3	
2.8	3.8	
3	2.6	
3	4.8	
4	4	
3	3	
5	5	
3.6	4.2	
4	3.6	
4	4	
3	3	
3.8	3	
2	2.8	
3.2	2.8	
4	4	
3	4	
4	4	
1.6	2.2	
2	2.6	
3.6	3.6	
4	4	
4.6	3.4	
4	3.6	
3.4	3	
4	3.8	
4	4	
4	4	
4	4	



4	4	
4.6	4.6	
4.6	4.2	
3.2	3.2	
3.6	3.6	
4	3.6	
3.4	3.2	
2.2	2.2	
2	1.4	
2	2	
3.6	3.6	
3.6	3.2	
2.8	2.8	
3.8	3.4	
3.2	3.6	
4	3.8	
3	3	
2.4	3.8	
4	4	
3	3	
2.4	2.8	
2.6	2.4	
3	3.2	
3.6	3.4	
2.2	3.6	
3.8	4.2	
3.4	3	
4	4	
3.4	4	
2.6	2	
2.2	1.8	
1.8	2.2	
1.6	2	
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3.8	2	
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5	2	
4.6	1.8	
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3.4	4.8	
3.6	3.8	
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4.4	4	
2.6	3.4	

Interpretation

The correlation analysis shows a very weak negative relationship between Customer Satisfaction and Customer Switching Behaviour, with a correlation value of -0.08045. This means that when customer satisfaction increases, the tendency to switch between Zomato and Swiggy tends to decrease slightly. Customer satisfaction in this study is related to overall satisfaction, fulfilment of expectations, platform experience, satisfaction with the service, and satisfaction with the preferred platform. Satisfied customers may be more comfortable continuing with a platform when their expectations are being met. However, the correlation value is very close to zero, which indicates that the relationship is extremely weak in this dataset. This means that Customer Satisfaction alone does not strongly explain customer switching behaviour. Even satisfied customers may switch between platforms because of factors such as discounts, delivery charges, price differences, restaurant availability, or better offers from the competing platform. Therefore, the result shows that Customer Satisfaction has a very weak negative relationship with switching behaviour in this study.

Final Dashboard

The final dashboard gives an overall view of customer satisfaction and switching behaviour among 170 respondents. The overall satisfaction average is 3.69, while the average switching likelihood is 2.96, showing that respondents are generally satisfied with their food delivery

experience, while their tendency to switch platforms is comparatively moderate.



The dashboard shows that Zomato is the most frequently used platform, with 96 respondents, while 48 respondents use both platforms equally and 26 respondents use Swiggy more frequently. Most respondents are in the 18–25 age group, showing that the study mainly represents younger online food delivery users.

The ordering frequency chart shows that a large number of respondents order food 2–3 times a week, which indicates that online food delivery is a regular part of their food-ordering habits. The dashboard also shows differences in customers' perceptions of value, pricing, and service quality.

The switching behaviour section indicates that customers have different reasons for considering a switch between



platforms, including discounts, delivery-related issues, service quality, food quality, delivery charges, and customer service. This shows that switching decisions are not based on one single factor.

Overall, the dashboard indicates that customer satisfaction is fairly positive, but customers may still consider switching when they receive better prices, offers, delivery experiences, or other benefits from the competing platform. Therefore, maintaining good service quality, providing better value, and keeping customers satisfied are important for reducing switching behaviour and retaining customers.

2. Findings and Discussion

Findings of the Study

- The study found that Service Quality has a weak negative relationship with Customer Switching Behaviour, with a correlation value of -0.1858. This indicates that customers who experience better service quality tend to have a slightly lower tendency to switch between Zomato and Swiggy. However, the weak relationship shows that service quality alone does not strongly explain switching behaviour.
- Perceived Value also has a weak negative relationship with Customer Switching Behaviour, with a correlation value of -0.1797. This suggests that customers who feel they are receiving better value for the money they spend may be less likely to switch between the two platforms. However, the relationship is weak, indicating that perceived value is only one of the factors involved in switching decisions.
- The study found a very weak negative relationship between Customer Satisfaction and Customer Switching Behaviour, with a correlation value of -0.08045. This means that higher satisfaction is associated with a slight decrease in switching behaviour, but the relationship is very weak. Therefore, customer satisfaction alone does not strongly explain why customers switch between Zomato and Swiggy.
- When the three factors are considered together, Service Quality, Perceived Value, and Customer Satisfaction all show negative relationships with switching behaviour. This suggests that better experiences in these areas are generally associated with lower switching tendencies. However, the weak correlation values indicate that customers' switching decisions are not based only on these three factors.
- The findings also suggest that customers may consider other factors such as discounts, delivery charges, delivery time, food quality, restaurant availability, convenience, and customer support while deciding which platform to use. This is important because customers can easily use both Zomato and Swiggy and compare the benefits offered by each platform.
- The study also found that Zomato is the most frequently used platform among the respondents, while a considerable number of respondents use both platforms. This indicates that customers have experience with both services and can compare them based on service quality, value, satisfaction, and other factors before choosing a platform.

Discussion

Overall, the findings show that Service Quality, Perceived Value, and Customer Satisfaction are negatively related to Customer Switching Behaviour, but the relationships are weak. This means that improving these areas may be associated with lower switching behaviour, but they do not completely explain customers' decisions to switch. The results highlight the importance of looking at the overall customer experience, including pricing, offers, delivery performance, food quality, convenience, and customer service, when trying to understand customer switching behaviour between Zomato and Swiggy.

3. Managerial Implication

- **Improve Service Quality:** Managers should focus on timely delivery, correct orders, proper food condition, accurate order tracking, and quick problem resolution. The study found a weak negative relationship between service quality and switching behaviour, indicating that better service is associated with a lower tendency to switch.
- **Focus on Value for Money:** Managers should pay attention to pricing, delivery charges, discounts, offers, and other price benefits. Providing customers with better overall value may help reduce their tendency to move to a competing platform.
- **Strengthen Customer Satisfaction:** Managers should regularly monitor customer expectations and improve the overall platform experience. Although the relationship between satisfaction and switching behaviour in this study is very weak, maintaining customer satisfaction remains relevant to the overall customer experience.
- **Improve Customer Complaint Handling:** Managers should ensure that issues such as delayed deliveries, missing items, incorrect orders, and service-related complaints are handled quickly and effectively. This can help improve customers' overall experience with the platform.
- **Use Customer Feedback for Decision-Making:** Regular feedback from customers can help managers identify problems related to service quality, pricing, delivery, and satisfaction. The feedback can then be used to make improvements in the platform and services.
- **Develop Customer Retention Strategies:** Since respondents use both Zomato and Swiggy, managers should focus on understanding why customers use or switch between the two platforms. Personalized offers, consistent service, and a convenient ordering



experience can be considered as part of retention strategies.

- Pay Attention to Younger Customers: Since 74.1% of the respondents are from the 18–25 age group, managers can give attention to the expectations and preferences of younger online food delivery users when designing services and promotional activities.
- Regularly Monitor Switching Behaviour: Managers should periodically track customer preferences, feedback, complaints, and platform usage to identify changes in switching behaviour and respond to changing customer expectations.

V. CONCLUSION AND DISCUSSION

1. Conclusion

2. Recommendations and Implementation Plan

Recommendations	Implementation Plan
1. Improve Service Quality	Improve timely delivery, order accuracy, food condition, order tracking, and handling of customer problems. Regularly monitor service performance and identify areas where customers face difficulties.
2. Provide Better Value for Money	Offer reasonable delivery charges, competitive prices, and relevant discounts and offers. The platforms can review customer ordering patterns to provide suitable offers.
3. Improve Customer Satisfaction	Collect customer feedback regularly and use it to improve the overall ordering experience. Customer expectations should be monitored and addressed through service improvements.
4. Strengthen Customer Complaint Resolution	Provide faster solutions for issues such as delayed delivery, missing items, incorrect orders, and poor food condition. Customer complaints should be recorded and reviewed regularly.
5. Improve the Delivery Experience	Improve order tracking and provide accurate delivery information so that customers are clearly informed about their order status and expected delivery time.
6. Focus on Customer Retention	Since customers can use both Zomato and Swiggy, platforms should focus on retaining existing customers through consistent service, suitable offers, and a convenient ordering experience.
7. Regularly Collect	Conduct periodic surveys and

Recommendations	Implementation Plan
and Analyse Feedback	analyse ratings, reviews, and complaints to identify changes in customer expectations and areas requiring improvement.
8. Monitor Switching Behaviour	Track customer usage and feedback to understand why customers switch between platforms. The findings can be used to improve service quality, perceived value, and customer satisfaction.

Implementation Approach

The recommendations can be implemented in three simple stages:

Stage 1 – Identify

Collect customer feedback, ratings, complaints, delivery information, and other relevant customer experience data.

Stage 2 – Improve

Use the information collected to improve service quality, value for money, delivery experience, customer support, and satisfaction.

Stage 3 – Monitor

Regularly measure customer feedback and switching behaviour to check whether the improvements are helping to improve the overall customer experience and retention.

These recommendations are directly connected to your study, where Service Quality, Perceived Value, and Customer Satisfaction showed negative relationships with Customer Switching Behaviour, although the relationships were weak.

3. Limitations and Future Scope

Limitations of the Study

- The study is limited to Zomato and Swiggy and does not include other online food delivery platforms.
- The study uses convenience sampling, which may limit the generalizability of the findings.
- The study is conducted within a limited geographical area, so the findings may not be directly applicable to customers across the whole of India.
- The study focuses mainly on Service Quality, Perceived Value, and Customer Satisfaction. Other factors such as discounts, food quality, delivery charges, and restaurant availability may also influence switching behaviour.
- The study is based on the opinions and experiences of respondents, so the accuracy of the findings depends on how honestly and accurately they provided their responses.



Future Scope of the Study

- Future studies can include other online food delivery platforms to provide a broader comparison.
- A larger sample size can be used to obtain responses from a wider group of customers.
- Future research can include customers from different cities and regions to obtain a broader view of switching behaviour.
- Additional factors such as discounts, delivery charges, food quality, restaurant availability, convenience, and customer support can be studied.
- Future studies can examine how customer switching behaviour changes over time as prices, offers, technology, and services change.
- Researchers can also compare switching behaviour across different age groups, occupations, and ordering frequencies.

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