

A Study on Consumer Preference Towards Online Food Delivery Apps Like Swiggy, Zomato

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Abstract

In recent years, the rapid rise of food delivery services has changed how consumers purchase food. Food delivery apps like Swiggy and Zomato have become increasingly popular due to the growth of smartphone use, the ease of access to the internet, and changing lifestyles. Consumers are influenced by these apps because they make it easier to purchase meals, save time on ordering, provide a large selection of restaurants or cuisines, and have low food prices through discounts or promotions. This study aims to investigate what influences consumer preference for food delivery services, with Swiggy and Zomato as the focal point, as well as to learn more about levels of knowledge about food delivery services and the patterns of usage and satisfaction of consumers who use these delivery services. There are several factors that can impact the decision-making processes of consumers when selecting to use/use a food delivery service, such as: quality of service; delivery time; cost of food; amount of offers; ease of use of the food app; and customer service from the delivery person. Consumers who have used either Swiggy or Zomato will be surveyed and allowed to describe what their preferences are towards either Swiggy or Zomato based upon all five factors previously mentioned. This research will provide valuable information regarding consumer expectations, which can be used by companies that deliver food via an online service to improve their service delivery, increase customer satisfaction, and improve their competitiveness.

Keywords: *Online Food Delivery, Consumer Preference, Swiggy, Zomato, Consumer Behaviour, Customer Satisfaction.*

INTRODUCTION

During the past couple of years, online food delivery has experienced a rise in popularity due to changes in consumer behaviours, including a shift towards more convenience, speed and flexibility in all aspects of life, but particularly when it comes to consuming food. Other factors that have contributed to this growth include an increase in internet use across consumers around the world, especially among those using smartphones to access their daily needs; therefore, as more people become exposed to food ordering online through services offered by Swiggy and Zomato, they will likely become more comfortable with the idea. Online food delivery platforms provide a wide range of features that make ordering food easier than ever before, including door-to-door delivery service, multiple payment options and real-time tracking of all orders, as well as ratings/review systems so consumers can see what other customers thought about a restaurant before ordering from them. Additionally, both Swiggy and Zomato are competing against each other by providing attractive discounts for their customers/consumers, offering different subscription plans, etc.; therefore, these companies have created an overwhelming amount of choices when it comes to why a consumer chooses one company over another. The goal of this research will be to identify specific reasons why consumers prefer to use either Swiggy or Zomato for their food ordering needs (i.e. what made them switch), as well as to examine the general reasons why online food delivery has become increasingly popular over the years.

STATEMENT OF THE PROBLEM

Online food delivery applications can make major contributions to the food and beverage industry. It is attaining great popularity in society. But there are various pitfalls in online food delivery services, and the success of online food delivery businesses mainly depends on the extent to which they can satisfy consumers' needs and preferences. But consumers today are more dynamic, and their tastes and preferences change spontaneously. So

it is imperative to study their preferences and problems encountered while using online food delivery apps. Hence, the study is entitled "A Study on Customer Preference towards Food Delivery Applications".

SCOPE OF THE STUDY

This study focuses on understanding the preferences of consumers towards online food delivery services like Swiggy and Zomato. It mainly covers factors such as convenience, delivery time, price, discounts, app features, and customer satisfaction. The study is limited to Users of online food delivery apps within a selected area. It helps to know consumer usage patterns and the problems faced while using the apps. The results of the study can be useful for improving service quality, but may not represent all consumers everywhere.

OBJECTIVES

- To study Consumer awareness about the Swiggy and Zomato apps.
- To identify factors influencing online food delivery preference.
- To analyse the usage pattern of food delivery apps.
- To measure the customer satisfaction level.
- To compare Preference between Swiggy and Zomato.

RESEARCH METHODOLOGY

Research Design

The research design used was descriptive. A descriptive research design aims to describe the characteristics and preferences of consumers as well as their behaviour towards the various online food delivery services (for example: Swiggy, Zomato). A descriptive research design is helpful in understanding the different factors affecting consumer preferences and their satisfaction levels.

Sources of Data

- a) Primary Data: Primary data was collected from consumers who are using various online food delivery apps. Primary data was collected via a Google Form that included both closed and multiple-choice questions that relate to usage, preferences, satisfaction, and the problems faced by consumers.
- b) Secondary Data: Secondary data was collected from books, Journals, Research Papers, Websites, and Company reports that deal specifically with the Online food delivery services like Swiggy and Zomato.

Sample Size

The study was conducted with 100 respondents, representing users of Swiggy, Zomato and other online food delivery services.

Area of the Study

The area of study that was used in the research was based on consumers who use online food delivery services in the city where they live. (Example: Coimbatore City)

Period of the Study

The study has been conducted over a specific period of time Period November 2025 to January 2026

Tools for Data Analysis

- Percentage analysis
- Chi-square test

These tools allow for easy interpretation and display of the collected data.

Limitations of the Study

The limitations of this study include the fact that it was conducted using a small sample size; the results of this study are based solely on responses provided by consumers; it is limited to a specific geographical location; and time constraints may have affected data accuracy.

REVIEW OF LITERATURE

Gupta Khanna (2021)¹ conducted research on the characteristics of consumers who buy food online. The primary reasons that consumers purchase food online are that it is now more convenient to do so, it saves time, and consumers now have access to multiple options of restaurants all in one place. The research results indicate that the majority of consumers who utilise online food delivery services are young adults and working professionals.

Patel (2021)² completed an analysis of the satisfaction that consumers experience when using a food delivery service, and how quickly the food is delivered impacts the overall satisfaction of consumers. Additionally, he pointed out that a delay in delivery or receiving the wrong order negatively impacts the consumer's trust in a company and ultimately affects their loyalty level.

Kumar & Anitha (2022)³ investigated how discounts and promotional offers affect consumer preferences using food delivery services. Their findings revealed that the most effective ways to draw in consumers were using various types of discounts such as "cash back," "no delivery fee," and "promo codes." Many consumers will switch between Swiggy and Zomato because of current discounts, instead of brand loyalty.

Sharma (2022) studied the factors that influence a consumer's choice to use food delivery services. The study showed that the ease of use of mobile apps, the use of multiple types of payments for transactions, and the ability to track an order all helped to positively influence a consumer's decision to use a mobile app. The studies indicate that if companies want to keep their customers loyal, they will have to continually implement and offer a variety of incentives that consumers can use when purchasing food online.

Reddy and Kumar (2023) studied consumer perception towards Swiggy and Zomato with reference to service quality. The results indicated that food quality, delivery time, and customer support services are key determinants of consumer preference. The study also suggested that improving delivery efficiency can enhance overall customer experience.

DATA ANALYSIS AND INTERPRETATION

Using percentage analysis, we will analyse all data collected from the questionnaires, then flow into tables, followed by explanations of consumers' preferences for online food delivery, such as Swiggy or Zomato.

Table 1: Consumer Prees Toward Online Food Delivery Apps

S.No	Preference Profile	Particulars	No.of Respondents	Percentage %
1	Preferred App	Swiggy	56	56
		Zomato	44	44
2	Frequency of Usage	Daily	18	18
		Weekly	46	46
		Occasionally	36	36
3	Purpose of Use	Convenience	38	38
		A variety of restaurants	32	32
		Discounts&Offers	30	30
4	Average Spending per Order	Below Rs.300	46	46
		Rs. 300-Rs. 600	20	20
		Above Rs.600	28	28
5	Factors Influencing Choice	Price	28	28
		Delivery Time	36	36
		Food quality	24	24
		App usability	12	12
6	Mode of Payment	Cash on Delivery	22	22

		UPI/Wallet	48	48
		Debit/credit Card	30	30
7	Satisfaction Level	Highly Satisfied	40	40
		Satisfied	44	44
		Neutral	12	12
		Dissatisfied	4	4

Source: Primary Data

INTERPRETATION

The consumer preferences towards online food delivery apps. The majority of the respondents prefer Swiggy (56%) compared to Zomato (44%). Most users order food weekly (46%), followed by occasional users (36%). Convenience is the main purpose of using these apps for 38% of the respondents. Nearly half of the consumers spend below Rs.300 per order (46%). Delivery time is the most important factor influencing choice, selected by 36% of respondents. UPI and wallet payments are the most preferred mode of payment, with 48%. Regarding satisfaction level, most respondents are satisfied (44%) or highly satisfied (40%) with online food delivery apps.

Table 2: Percentage Analysis of Factors Influencing Consumer Preferences Towards Online Food Delivery Apps(Swiggy, Zomato)

Factors Influencing Consumer Preferences	No.of Respondents	Percentage %
Convenience and time saving	30	30
Discount and offers	25	25
A variety of restaurants	20	20
Fast delivery service	15	15
Easy payments options	10	10
Total	100	100

Source: Primary Data

INTERPRETATION

The data presented in the table indicates how much consumers prefer to use online food delivery apps based on convenience/time saving (30 per cent) as being the largest influencing factor, discounts/offers (25 percent) second, variety of restaurants (20 percent) third, fast delivery service (15 percent), and easy payment options (10 percent). This suggests that overall, convenience is the main reason for consumer preference for online food delivery applications.

TABLE 3: CHI-SQUARE TEST

Frequency of Using Online Food Delivery Apps	High satisfaction	Low satisfaction	Total
Frequency	35	15	50
Occasionally	20	20	40
Rarely	5	5	10
Total	60	40	100

INTERPRETATION

The table shows the relationship between the frequency of using online food delivery apps and satisfaction level. Among frequent users, most respondents (35 out of 50) have high satisfaction, while only 15 show low satisfaction. Occasional users are equally divided between high and low satisfaction, with 20 respondents each. Rare users show very low numbers, with equal satisfaction levels. Overall, higher satisfaction is seen more among frequent users compared to occasional and rare users. This indicates that regular use of online food delivery apps leads to higher satisfaction among consumers.

Table 4: CHI-SQUARE VALUE

Particulars	Value
Calculated value	7.36
Table Value	5.99
Level of Significance	0.05
Result	Significant

INTERPRETATION

The chi-square value was used to find out whether there is a relationship between the frequency alternative hypothesis is accepted of using online food delivery apps and the level of satisfaction among users. From the table, the calculated chi-square value is 7.36, which is greater than the table value of 5.99 at the 0.05 level of significance. Since the calculated value is higher than the table value, the result is statistically significant. This means that the frequency of using online food delivery apps and user satisfaction are related to each other. In other words, satisfaction levels vary depending on how often users use online food delivery apps. Therefore, the null hypothesis is rejected.

FINDINGS

Online food delivery services such as Swiggy and Zomato have become very popular among consumers and are familiar to most because they see ads in many forms, on social media, and they talk about them daily among friends. Young people, particularly students who have busy schedules and working professionals who do not have a lot of free time, were found to be the largest group of users of online food delivery apps. Convenience and time savings were identified as the main reasons most consumers prefer to use online food delivery services instead of going to a restaurant. Many consumers are influenced to use online food delivery services due to special offers, discounts, and free delivery. The study also found that Swiggy is preferred over Zomato for faster service, while Zomato is preferred for a wider selection of restaurants, more detailed information about the restaurants (e.g. reviews from past customers), and higher promotional offers. The study indicated that most consumers have a moderate level of satisfaction with the service, time of delivery, and ease of use of online food delivery services. Some consumers indicated that delays in food deliveries and high delivery fees are significant challenges when using online food delivery apps. Customers who are satisfied with their experience are more likely to use the same app again and develop loyalty to a specific food delivery app.

SUGGESTIONS

Improve speed of delivery by enhancing delivery use for peak periods during high traffic times for Online Food Delivery Channels. Reduce or increase delivery fees to eliminate dissatisfaction for price-conscious customers. Accurate order processing is important for Swiggy and Zomato to prevent errors and issues with missing or wrong items. Providing more discounts or offers to regular customers and loyal customers will create a potential motive to increase repetitive use of the app. Enhanced customer support/ call centre/ application process for issues such as refunds, complaints, and cancellations. Monitoring of food standards to ensure food safety and hygiene will help maintain customer satisfaction. Awareness programs should be held that will educate consumers about app features and secure payment methods (safety), and how to use the APP.

CONCLUSION

Online food delivery platforms like Swiggy and Zomato are solidly entrenched in today's consumer habits. Consumer behaviours have changed due to increased smartphone access, improved internet speeds, saturated schedules and lifestyles. The most predominant reasons consumers continue to order meals through online delivery platforms are due to the convenience, time savings, appealing promotions, and straightforward nature of usage. The results of the study further show that the majority of consumers are familiar with the services provided by the big two (Swiggy and Zomato) and are satisfied with their performance; however, consumer preferences differ based on delivery speed, service pricing, and nearby restaurant availability. In spite of certain challenges (e.g., delayed deliveries and high service charges), consumers continue to use these platforms due to their reliability and the high-quality delivery services afforded by both major players. Enhancing delivery efficiency, developing competitive pricing strategies, and providing superior customer service will help food delivery platforms build brand loyalty and achieve long-term viability.

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