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A Study on Comparative Analysis on Level of Customers Satisfaction towards Services Provided by the Swiggy and Zomato in Erode City

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ABSTRACT: This study presents a comparative analysis of customer satisfaction levels regarding services offered by Swiggy and Zomato in Erode city. The food delivery industry in Erode has witnessed significant growth, with Swiggy and Zomato emerging as prominent players in the market. The objective of this research is to examine and compare factors influencing customer satisfaction, including delivery speed, food quality, customer service and overall experience. A mixed- methods approach was employed, combining quantitative surveys with qualitative interviews to gather comprehensive data. The findings indicate distinct preferences and perceptions among customers of Swiggy and Zomato, revealing varying satisfaction levels across different service aspects. Key findings suggest that while both platforms excel in certain areas, such as delivery efficiency and food variety, disparities exist in customer service responsiveness.

I. INTRODUCTION

The emergence of online meal delivery services has revolutionised global consumer dining habits and culinary experiences in recent years. The advent of apps like Swiggy and Zomato, which provide convenience and choice at the touch of a button, has completely changed the food delivery scene in India, especially in cities like Erode. In addition to meeting the increasing demand for restaurant-caliber meals to be delivered to homes, these platforms fiercely fight to win over customers by providing better customer service.

The purpose of this research is to compare the degree of customer satisfaction with Swiggy and Zomato's services in Erode city. In a competitive market, brand reputation, repeat business and loyalty are all directly impacted by consumer pleasure, making it imperative to comprehend.

STATEMENT OF THE PROBLEM

The fierce rivalry between meal delivery services such as Swiggy and Zomato in Erode city has been exacerbated by the swift expansion of internet platforms. In this highly competitive market, it is critical for businesses to comprehend the elements that affect customers' pleasure with their offerings. It is unknown how well both platforms meet customer expectations in terms of delivery time, food quality, responsiveness of customer support, and overall user experience, despite the fact that they both provide comparable services, such as food delivery from a variety of restaurants.

OBJECTIVE

- To evaluate the general degree of client satisfaction with the services offered by Zomato and Swiggy in Erode City.
- To assess the degree of satisfaction that clients in Erode City have with the services offered by Swiggy and Zomato.
- To ascertain the areas of strength and weakness in Zomato's and Swiggy's service in meeting Erode City's consumer expectations.

SCOPE OF THE STUDY

- Evaluating client satisfaction with respect to important service elements such order correctness, speed of delivery, food quality, efficacy of customer support, and overall user experience. Performing a comparative study to pinpoint variations in consumer attitudes and inclinations concerning Swiggy and Zomato.
- Restricting the study to clients living in Erode city in order to collect regional preferences and habits. Using



quantitative techniques, a representative sample of Erode Swiggy and Zomato consumers was given structured surveys. Furthermore, in-depth qualitative insights into customers' experiences and perspectives will be obtained via interviews. Examining survey results and interview transcripts to pinpoint patterns, inclinations, and aspects where every platform shines or requires enhancement.

- Providing practical suggestions to Swiggy and Zomato based on the study's findings in order to improve service quality

LIMITATION OF THE STUDY

- Because only customers who have used both Swiggy and Zomato may participate in the study, there may be bias in the sample selection process, which could lead to a skewed representation of the overall customer satisfaction levels. Lastly, the study's reliance on survey questionnaires may introduce response bias or measurement errors, affecting the accuracy of the results. These are some of the potential limitations of the study.
- Time constraints may limit the study's breadth and depth, making it impossible to conduct a thorough investigation of every component affecting consumer happiness.

II. LITERATURE REVIEW

1. Kumar, A. (2020) - Swiggy vs Zomato: A Comparative Analysis of Consumer Satisfaction with Online Food Delivery Services This study investigated the major variables that affect consumer satisfaction, such as user interface, meal quality, and delivery time. Despite the high ratings for both sites, it was discovered that Swiggy was somewhat more prompt with deliveries.
2. An analysis of consumer preferences and satisfaction with food delivery apps in Erode was conducted by Ramesh, B., and Kavitha, P. in 2019. This study focused on the rivalry between Swiggy and Zomato by analysing user preferences for meal delivery applications in Erode. Customer satisfaction is significantly impacted by promotional offers and customer service, according to the survey.

The impact of technology on customer satisfaction in food delivery services was examined in Sharma, N. (2018). This article examined how technological improvements in app

III. RESEARCH METHODOLOGY

The purpose of this study is to compare the degree of customer satisfaction with the services offered by Swiggy and Zomato in Erode city. The methodology aims to collect complete insights into the elements impacting customer satisfaction using a combination of quantitative and qualitative methodologies.

Research Design:

Descriptive Research: To document and characterise the present state of customer satisfaction with Swiggy and Zomato, the study will employ a descriptive methodology.

Comparative Analysis: To compare the service experiences, preferences, and satisfaction levels of users of Swiggy and Zomato, a comparative study design will be used.

Sampling:

Convenience sampling will be employed as the sample technique to choose participants based on their availability and willingness to take part goal

Sample Size: To ensure a diverse representation of Swiggy and Zomato users in Erode city, a goal sample size of [specify number] respondents would be aimed at.

Data Collection:

Survey Questionnaire: A comprehensive questionnaire that is tailored to gather consumer opinions on pricing, overall satisfaction, food quality, delivery time, and service quality will be created using validated scales.

Interviews: Comprehensive discussions with a portion of the participants will supplement survey results, offering qualitative understandings into the fundamental causes of contentment or discontent.



Data Analysis:

Quantitative Analysis: Survey data will be analysed and user satisfaction levels between Swiggy and Zomato consumers will be compared using statistical approaches like correlation analysis, and descriptive statistics.

Qualitative Analysis: Interview transcripts will be interpreted using thematic analysis to find reoccurring themes and subtle insights about the experiences of customers.

DATA COLLECTION METHOD

- Primary Data Source
- Secondary Data Source

SIZE OF THE SAMPLE

The sample size is 100

STATISTICAL TOOLS USED

The gathered data were analysed and interpreted using the following statistical methods.

CHI SQUARE TEST

To find out if there is a significant discrepancy in one or more categories between the expected and observed frequencies, the chi-squared test is utilised. The Chi-Square statistic, as the calculation shows, is based on the discrepancy between the actual data observed and the expected value in the event that there was no true association between the variables.

$$\chi^2 = \sum_i \frac{(O_i - E_i)^2}{E_i}$$

Where, χ^2 = Chi-Square value, O_i = Observed frequency and E_i = Expected frequency

1. ANALYSIS AND INTERPRETATION OF THE STUDY CHI SQUARE TEST

Comparing the Education of the respondent and weakness of zomato

- Independent variable: Education of the respondent
- Dependent variable: weakness of zomato

NULL HYPOTHESIS:

H0: There is no significant relationship between the **EDUCATION** and the **WEAKNESS OF ZOMATO**.

ALTERNATIVE HYPOTHESIS:

H1: There is significant relationship between the **EDUCATION** and the **WEAKNESS OF ZOMATO**.

	Actual value						
	A	B	C	D	ETotal		
education level		3	21	35	34	7	100
weaknesszomato		15	19	38	20	8	100
Total		18	40	73	54	15	200
	expected value						
	A	B	C	D	ETotal		
education level		9	20	36.5	27	7.5	100
weaknesszomato		9	20	36.5	27	7.5	100



Total 18 40 73 54 15 200

Chi square = $\chi^2=0.02$

INTERPRETATION

The a fore mentioned table indicates a strong correlation between education and Zomato's weakness.

2. ANNOVA TEST

SWIGGY's greatest strength, biggest weakness, and improvement were tested using an ANOVA. Ho= There is no discernible correlation between Swiggy's greatest strength, biggest weakness, and improvement. H1: Swiggy's greatest weakness, strength, and improvement are significantly correlated.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
biggest strength		5100		20196.5
biggest weekness		5100		20123.5
Improvement	5	100	20	159.5

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups		03		0	0	1 3.587434
Within Groups	1918	11	174.3636			
Total	1918	14				

INTREPRETATION:

As the P value is lesser than Sig. Value (0.01 and 0.05) all the 3 cases biggest strength, biggest weakness and improvement of swiggy the Null Hypotheses are accepted. Hence, it is concluded that there is a statistically significant difference among the biggest strength of the respondents with respect to the biggest weakness and improvement of swiggy

IV. CONCLUSION

In Erode city, Zomato and Swiggy have slightly higher overall customer satisfaction ratings. This was explained by the fact that customers responded favourably to its qualities in customer service, straightforward pricing, and efficient delivery.

The results highlight the significance of ongoing enhancement in service provision and consumer interaction tactics for Swiggy and Zomato. Recommendations include raising food quality standards, improving customer support systems, and streamlining delivery procedures to guarantee consistency. In order to maintain and raise customer satisfaction levels over time, future study should also examine changing consumer preferences, technology developments, and regulatory dynamics affecting the meal delivery industry.



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