



A Study on Consumer Perception towards food delivery apps with special reference to Swiggy

Sriyadoju Bhanu Prasad¹, Dr. Vellala Subrahmanya Ramamurty

¹Student, Department of MBA Malla Reddy Engineering College
(Autonomous), Hyderabad, Telangana, India

²Associate Professor Department of MBA Malla Reddy
Engineering College (Autonomous), Hyderabad, Telangana, India

Abstract – This study looks at how consumers feel about online meal delivery services, specifically focusing on Swiggy. Consumer purchasing behavior has changed dramatically as a result of the quick development of digital technology and the rising use of smartphones, especially in the food service sector. Because they provide convenience, variety, time savings, and simple payment options, online meal delivery services like Swiggy have become an essential part of urban lifestyles. This study's main goal is to examine the variables affecting Swiggy users' preferences and satisfaction. Convenience, cost, delivery time, service quality, special offers, user interface, and customer service are among the factors that are the focus of the study. Additionally, it seeks to comprehend customer perception, usage frequency, and general satisfaction levels. The study's conclusions aid in comprehending customer behavior and expectations regarding online meal delivery services. Insights from the study can help businesses like Swiggy maintain a competitive edge in the expanding online meal delivery market by raising customer satisfaction, improving service quality, and creating efficient marketing plans.

Keywords – Consumer Attitude, Online Meal Delivery Services, Digital Technology, Smartphone Usage, Customer Satisfaction, Marketing Strategies.

I. INTRODUCTION

One of the most well-known online meal delivery services in India is Swiggy, which was established in 2014 and has its headquarters in Bengaluru. The company was founded by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini with the straightforward goal of making food ordering and delivery convenient, dependable, and available to customers in urban India. By delivering meals from their favorite restaurants right to their door, what began as a small startup has now become a household name and transformed the way people eat.

Swiggy set itself apart from the start by emphasizing delivery efficiency and logistics. Swiggy made significant investments in developing its own delivery fleet, in contrast to previous meal ordering services that only served as middlemen between patrons and eateries. This guaranteed quicker service, greater control over the client experience, and dependability, all of which swiftly gained the trust of customers. Food ordering is now not only convenient but also pleasurable thanks to the company's emphasis on technology,

The expansion of Swiggy followed a more general shift in the food service sector in India. Online meal delivery services flourished as a result of growing urbanization, hectic lifestyles, and smartphone adoption. Customers started to place a higher value on convenience, variety, and time-saving options than they did on traditional dining experiences, especially working professionals and students. Swiggy took advantage of this change by providing a large selection of restaurants, affordable prices, and alluring promos. It was a flexible platform for all societal segments due to its capacity to accommodate a wide range of tastes, from premium dining to local street food.

The platform's smooth incorporation of technology into daily life is another factor contributing to its popularity. Features like multiple payment options, live order tracking, and personalized recommendations have raised the bar for customer satisfaction. Even inexperienced users can easily navigate Swiggy's mobile application thanks to its intuitive design. Building customer loyalty and growing loyalty and growing its user base throughout India have been made possible by this emphasis on efficiency and simplicity.

Another key factor in Swiggy's success is its strong partnership network. By working with thousands of restaurants, from small local spots to large chains, Swiggy has built a diverse system that helps both consumers and businesses. Restaurants reach more customers without having to invest in their own delivery systems, while consumers benefit from a wide range of options and convenience. This mutual support has been crucial to Swiggy's fast growth and leading position in the market.

Swiggy's story also highlights the competitive landscape of the food delivery market in India. With competitors such as Zomato operating in the same space, Swiggy has been at the forefront of innovation to stay ahead in the game. Its emphasis on speed, reliability, and customer satisfaction has enabled it to create a niche for itself in the market. The brand has come to symbolize speed and reliability, which is much appreciated by the busy lifestyle of urban consumers. Apart from its operational advantages, Swiggy has also worked towards creating a strong brand image. The company has been able to create a brand identity that not only functions as a delivery service but also as a lifestyle companion for Indians. The brand message of Swiggy revolves around convenience, happiness, and the joy of food, which has been able to create a strong emotional connect with the customers.



Another key factor that has contributed to the success of Swiggy is its robust partnership ecosystem. Swiggy has partnered with more than 200,000 restaurants, which include small and medium-sized restaurants as well as large chains. This has helped Swiggy build a diverse ecosystem that has benefited both consumers and restaurants.

Restaurants get to reach more customers without having to invest in a delivery system, while consumers get the best possible options.

Swiggy's story also illustrates the competitive nature of the food delivery market in India. With competitors like Zomato already providing similar services, Swiggy has had to innovate at all times to stay ahead in the game. Swiggy's emphasis on speed, reliability, and customer satisfaction has enabled it to create a niche for itself in the market. The brand is now almost synonymous with speed and reliability, which is what the urban consumer is looking for.

In conclusion, the success of Swiggy, one of the most popular food delivery services in India, is the result of its innovative thinking, technological prowess, and understanding of consumer needs. By leveraging its logistics knowledge and consumer-centric design, Swiggy has been able to change the face of food delivery and set a new standard in the industry. The success story of Swiggy, which started as a startup and is now a leader in the market, reflects the shifting nature of consumer behaviour in India and the increasing role of technology in people's lives.

II. SCOPE OF THE STUDY

The research scope is limited to the examination of consumer perception about Swiggy, an online food delivery service. The study is limited to the urban population who are using online food delivery services, as they form the majority of Swiggy's consumer base. The study also takes into consideration the competitive environment in which Swiggy operates, especially its competition with Zomato, to understand how consumers change their preference from one platform to another. The study aims to emphasize the impact of Swiggy on the eating habits of consumers and its ability to cater to the changing demands of consumers in the online food industry.

Objectives of the study

- To determine the important factors that shape customer satisfaction and loyalty towards the services.
- To assess customer perceptions about the speed of delivery, quality of food, pricing, and customer service offered by Swiggy.
- To investigate the influence of technology-related factors, including the usability of the application and the tracking facility, on customer attitudes.
- To analyse the influence of discounts and promotions on customer preference for food delivery services.
- To assess the competitive landscape of online food delivery services based on customer perceptions.

- To investigate the influence of technology-related factors, including the usability of the application and the tracking facility, on customer attitudes.

III. RESEARCH METHODOLOGY

The research design adopted for this study is descriptive research design, as it aims to describe and analyse consumers' perceptions and satisfaction towards Swiggy's online food delivery services.

The study is based on both Primary and secondary data sourced from:

Primary Data: Data collected directly from respondents through a structured questionnaire. It includes information regarding consumer preferences, perceptions, satisfaction levels, and opinions about online food delivery services, particularly Swiggy.

Secondary Data: Data collected from existing sources such as books, research journals, articles, industry reports, company publications, websites, and other relevant online resources.

Tools of Analysis:

- Frequency distribution Analysis — Number of respondents in each category.
- Percentage Analysis — Percentage analysis was employed to analyze the responses collected through questionnaires. It helped in summarizing the data and understanding the distribution of respondents' opinions and preferences towards Swiggy's services.
- Table and Graphical Representation Analysis — The collected data was presented through tables and graphs to ensure clear, systematic, and effective interpretation of the respondents' views and opinions.

IV. LIMITATIONS OF THE STUDY

- The research is conducted only on urban consumers, which may not be a correct representation of the views of rural consumers.
- The sample size of 200 participants may not be sufficient to generalize the results to the larger population.
- The data collected through questionnaires may be prone to respondent bias, as people may not give correct answers to questions.
- The research is conducted only on Swiggy, which may not provide a broader perspective that can be applied to other food delivery services.
- The time constraint may not allow the researcher to dig deeper into the topic and analyse the long-term behaviour of consumers.



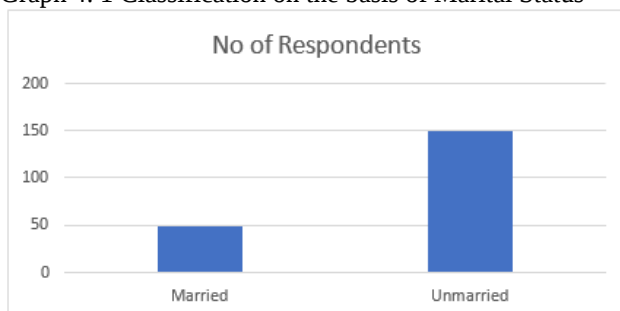
Data analysis & interpretation

Table No: 4.1: Classification on the basis of Marital Status

Marital Status	No of Respondents
Married	50
Unmarried	150
Total	200

Source: Primary Data

Graph 4. 1 Classification on the basis of Marital Status



Interpretation

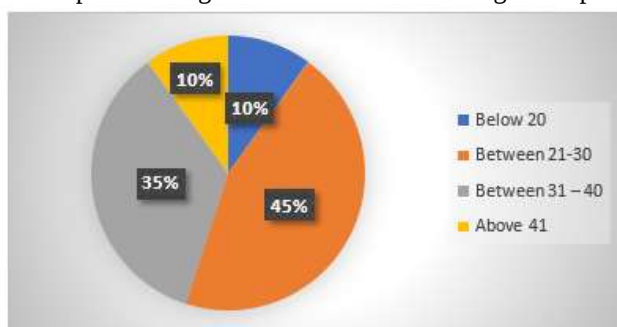
Unmarried persons form the bulk of the participants since they are 150, accounting for 75% of the total number of people. Those married form only 50 persons or 25%. This demonstrates that the perspectives are formed mainly by unmarried persons.

Table No: 4.2 Categorization on the basis of Age Group

Age group	No of Respondent s
Below 20	20
Between 21-30	90
Between 31 –40	70
Above 41	20
Total	200

Source: Primary Data

Graph 4.2 Categorization on the basis of Age Group



Interpretation

The age profile demonstrates that there is the highest number of people between 21-30 years, at 90 people (45%). There is also a considerable number of people within the range of 31-40 years, totaling 70 people (35%). The other

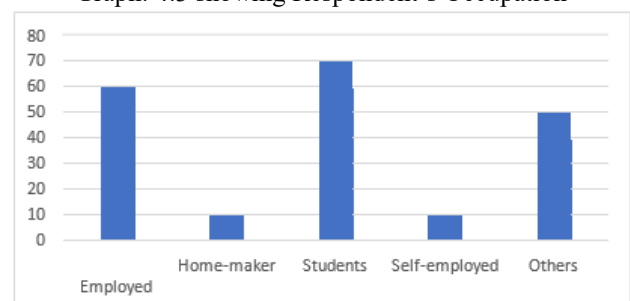
smaller number includes 20 people (10%) both younger than 20 years and older than 41 years.

Table No 4.3: Table Showing Respondent's Occupation

Respondent's occupation	No of Respondents
Employed	60
Home-maker	10
Students	70
Self-employed	10
Others	50
Total	200

Sources: Primary Data

Graph: 4.3 showing Respondent's Occupation



Interpretation

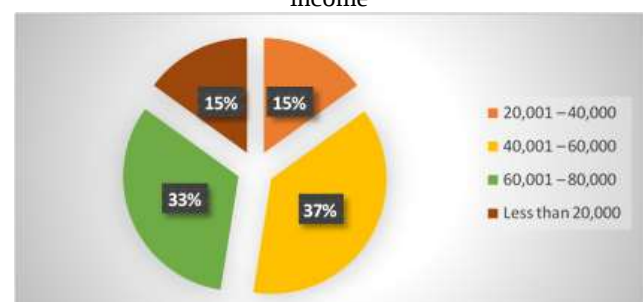
The most populated section is students at 70 respondents (35%) followed by employed at 60 respondents (30%). The next in line is others with 50 respondents (25%) while homemakers and self-employed have the fewest, being 10 each (5%).

Table No: 4.4: Classification on the Basis of Respondent's income

Monthly Income	No of Respondents
20,001 – 40,000	30
40,001 – 60,000	75
60,001 – 80,000	65
Less than 20,000	30
Total	200

Source: Primary Data

Graph: 4.4 Classification on the Basis of Respondent's income





Interpretation

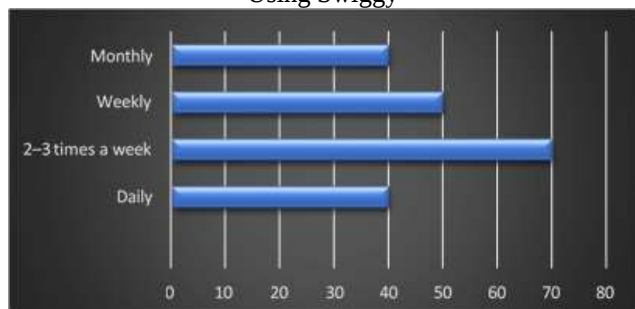
The income distribution indicates that the highest number of people earn between ₹40,001-60,000, totaling 75 people (37.5%). The second highest earners in terms of frequency are those who earn between ₹60,001-80,000, comprising 65 people (32.5%). There are also 30 people (15%) who earn below ₹20,000

Table No: 4.5: Table showing Frequency of Using Swiggy

Frequency of Using Swiggy	No of Respondents
Daily	40
2-3 times a week	70
Weekly	50
Monthly	40
Total	200

Source: Primary Data

Graph: 4.5 Graph showing Table showing Frequency of Using Swiggy



Interpretation

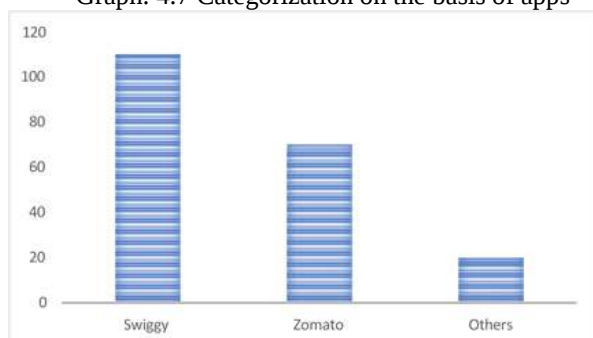
40 participants (20%) use the application on a daily basis, while 70 (35%) make use of the app two to three times per week. This is the highest frequency among all. 50 (25%) participants use the app weekly, and 40 (20%) make use of the app once a month

Table No: 4.6 Categorization on the basis of apps

Particular	No of Respondents
Swiggy	110
Zomato	70
Others	20
Total	200

Source: Primary Data

Graph: 4.7 Categorization on the basis of apps



Interpretation

Swiggy stands out as the most favored app with 110 people (55%). This is followed by Zomato, with 70 people (35%), which is a considerable number. Finally, there are 20 people (10%) who chose other apps.

Table No: 4.7 Respondents why prefer online food delivery

Particular	No of Respondents
Convenient	60
Faster delivery	30
Money Saving	10
Time saving	80
All of the above	20
Total	200

Source: Primary Data

Graph: 4.8 Graph indicates respondents prefer online food delivery for



Interpretation

From the total number of respondents of 200, saving time came out to be the most significant motive for 80 respondents (40%), while convenience was the choice of 60 respondents (30%). Saving time through faster deliveries got the preference of 30 respondents (15%), whereas saving money attracted only 10 respondents (5%). All of the above was chosen by 20 respondents (10%).

Findings

- Majorly respondents depend upon relatives and friends for information of the swiggy
- It can be observed that advertisement played an important role in convincing customers or consumers.
- It can be also witnessed that the other sources also played key role in convincing customers such as social media, online reviews.
- Convenience and fastest delivery are the most important reason for picking the swiggy for food delivery.
- Real- time tracking is major reason for building the trust and transparency.



Suggestions

- The service can take a chance to collaborate with multiple restaurants partners to improve and ensure food quality. regular inspection can help maintain transparency.
- Improve customer resolving techniques to solve customers' query, take feedbacks to improve services.
- Swiggy can enlarge loyalty program reward to retain customers and pricing can be improvised to attract customer.
- smaller cities and semiurban can be targeted next to expand business and it help to enhance diversification and reduces risk.
- Swiggy can rely on AI to detect fraud and bottle necks and also used to recommend based on past restaurants, past orders, to enhance reliability.

V. CONCLUSION

This study was conducted to examine the attitude of consumer towards online food apps with reference to swiggy and it has been observed that the growth of this service is energized by its convenience, delivery speed and promotions. I can conclude that food quality and service responsiveness remains areas for improvements. By depending on the study, it can be said that Swiggy users are mostly young youth persons which includes students and professionals so this service needs to manage them and retain by expanding loyalty programs and can put various offers, promotions to attract customers. Over all, Swiggy has achieved strong positive opinion from customers on various aspects which also assisted swiggy to achieve a greater brand image. Swiggy should continue balancing affordability with quality it will help to have competitive edge. I would like to end conclusion by stating that swiggy understands well about their customers taste and preferences and it is a key trait for any business to move ahead of its competitors.

REFERENCE

A.Books

1. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education.
2. Kotler, P., Keller, K. L., Chernev, A., & Brady, M. (2022). *Marketing Management* (16th ed.). Pearson.
3. Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2023). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill.

B. Articles and Journals

1. Devaram, N., Renukadevi, D., & Sakthi Bharathi, S. (2026). A Study on Consumer Perception Towards Swiggy and Zomato. *Journal of Advance and Future Research*, Volume 4, Issue 1.
2. Singh, S., & Katta, A. K. (2022). Consumers Satisfaction Towards Online Food Delivery App

Swiggy: The Study Special Reference with South Chennai. *International Journal of Health Sciences*, 6(S3), 3760–3768.

3. Krishnaveni, T., & Devi, (2024) “A Comparative Study of User Experience and Satisfaction on Swiggy and Zomato in Tirunelveli District.” *ShodhKosh: Journal of Visual and Performing Arts*, 5(4).
4. Varsha, L., Patadiya, A.r., & Vidani, J. (2024) “A Comparative Analysis of User Experience and Satisfaction on Zomato and Swiggy.” *International Journal of Social Science and Innovation*, 2(1).
5. Shukla, J., & Deshpande, A. (2025). Online Food Delivery, the New Normal: A Systematic Study of Determinants of Consumer Buying Behavior. *Multidisciplinary Science Journal*, 7(1).