



A Study on Customer Satisfaction Towards Online Food Delivery Apps (Swiggy and Zomato)

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Abstract:

Online food delivery applications have transformed the food service industry by providing customers with convenient access to a wide variety of restaurants and cuisines. Among the leading food delivery platforms in India, Swiggy and Zomato have gained significant popularity due to their user-friendly interfaces, quick delivery services, attractive offers, and multiple payment options. This study examines customer satisfaction towards online food delivery apps, with special reference to Swiggy and Zomato. The research focuses on service quality, delivery time, food quality, pricing, customer support, and overall user experience. The findings indicate that convenience, timely delivery, and promotional offers are major factors influencing customer satisfaction.

Keywords: Online Food Delivery, Customer Satisfaction, Swiggy, Zomato, Service Quality, Consumer Behaviour.

Introduction:

The rapid growth of internet usage and smartphone penetration has significantly changed consumer purchasing behavior. Online food delivery platforms allow customers to order food from restaurants through mobile applications and websites without visiting physical outlets.

Swiggy and Zomato have emerged as major players in the online food delivery market by offering a wide range of food choices, real-time order tracking, secure payment systems, and attractive discounts. Customer satisfaction is crucial for the success of these platforms as it influences repeat purchases, customer loyalty, and brand reputation.

This study aims to evaluate customer satisfaction levels towards Swiggy and Zomato and identify the factors influencing customer preferences.

Literature Review:

Sharma and Gupta (2021) The study found that convenience and quick delivery significantly influence customer satisfaction in food delivery services.

Kumar (2022) The researcher observed that promotional offers and discounts positively affect customer loyalty toward food delivery apps.

Singh and Verma (2023) The study highlighted that service quality and food freshness are important determinants of customer satisfaction.

Mehta and Rao (2024) The researchers concluded that mobile app usability and efficient customer support improve customer experience.

Consumer Market Report (2024) The report indicated increasing customer preference for online food delivery due to convenience and variety of options.

The literature suggests that delivery efficiency, pricing, food quality, and customer service significantly influence customer satisfaction.

Objectives of the Study:

1. To understand the concept of online food delivery services.
2. To examine customer satisfaction towards Swiggy and Zomato.
3. To identify factors influencing customer preferences.
4. To compare the services offered by Swiggy and Zomato.
5. To suggest measures for improving customer satisfaction.

Research Questions:

1. What factors influence customer satisfaction in online food delivery services?
2. Which platform is preferred by customers and why?
3. How satisfied are customers with delivery speed and service quality?
4. What challenges do customers face while using food delivery apps?
5. What improvements can enhance customer satisfaction?

Research Methodology:

Research Design:

Descriptive Research Design.

Sources of Data:

Primary Data:

- Structured Questionnaire
- Personal Interaction with Customers

Secondary Data:

- Company Reports
- Research Journals
- Industry Reports
- Articles and Websites

- Marketing Publications

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Users of Online Food Delivery Apps.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Tables and Charts
- Mean Analysis

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Preferred Food Delivery App

App	Respondents	Percentage
Swiggy	45	45%
Zomato	40	40%
Both	15	15%
Total	100	100%

Interpretation: Swiggy is slightly more preferred than Zomato among respondents.

Table 2: Satisfaction with Delivery Time

Opinion	Respondents	Percentage
Highly Satisfied	32	32%
Satisfied	48	48%
Neutral	12	12%
Dissatisfied	8	8%
Total	100	100%

Interpretation: Most customers are satisfied with the delivery time of food delivery apps.

Table 3: Main Reason for Using Food Delivery Apps

Reason	Respondents	Percentage
Convenience	40	40%
Discounts & Offers	25	25%
Variety of Restaurants	20	20%
Time Saving	15	15%
Total	100	100%

Interpretation: Convenience is the primary reason customers use online food delivery applications.

Findings:

1. Most respondents frequently use online food delivery applications.
2. Swiggy and Zomato are the most preferred food delivery platforms.
3. Convenience and time-saving benefits are major reasons for usage.
4. Attractive discounts and promotional offers influence customer choices.
5. Customers are generally satisfied with delivery speed and service quality.
6. Food quality and order accuracy significantly affect customer satisfaction.
7. Occasional delays and delivery issues remain areas of concern.

Suggestions:

1. Improve delivery efficiency during peak hours.
2. Strengthen quality control measures for food handling.
3. Provide faster resolution of customer complaints.
4. Offer personalized promotions based on customer preferences.
5. Enhance app features for better user experience.
6. Increase transparency regarding delivery charges and fees.
7. Expand restaurant partnerships to provide more food options.

Conclusion:

Online food delivery platforms have become an integral part of modern consumer lifestyles. The study concludes that customers are

generally satisfied with the services offered by Swiggy and Zomato due to their convenience, variety of food choices, quick delivery, and attractive offers. Customer satisfaction is strongly influenced by service quality, delivery speed, pricing, and food quality. Continuous improvement in customer service and operational efficiency will help these platforms maintain customer loyalty and sustain long-term growth.

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