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BANARAS HINDU
UNIVERSITY

COMPARATIVE STUDY OF ZOMATO AND SWIGGY

PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF

*Master
of
Agribusiness Management*

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June-2019

Enrolment No.400874



*Dedicated
To
My Revered Parents*



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The Registrar (Academic)
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Through: The Head, Department of Agricultural Economics,
Institute of Agricultural Sciences, BHU, and Varanasi – 221005. INDIA.

Dear Sir,

This is to certify that the project report entitled **“Comparative Study of Zomato and Swiggy”** submitted for partial fulfillment of the requirements for the degree of **MASTER OF AGRI-BUSINESS MANAGEMENT**, in the Department of Agricultural Economics, Institute of Agricultural Sciences, Banaras Hindu University, is a record of bona fide research carried out by **MR. RAVI SHANKAR GIRI, ID. NO. 17412ABM015**, under my supervision and no part of the Project report, has been submitted for any other degree or diploma.

The assistance and help received during the course of this investigation and sources of literature have been duly acknowledged.

Thanking You.

Forwarded by:

Yours faithfully,

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(Head)

(Virendra Kamalvanshi)
Chairman of Advisory Committee

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By

Ravi Shankar Giri

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“Arise! Awake! And Stop not till the goal is reached” (Swami Vivekananda)

At the outset, being the student of this great institution. I bow my head within great reverence to the lotus of Mahamana Pandit Madan Mohan Malaviya Ji, the founder of the Banaras Hindu University whose everlasting desire was to serve mankind.

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LIST OF SYMBOLS AND ABBREVIATIONS

GDP	:	Gross Domestic Product
IAS	:	Institute of Agricultural Sciences
BHU	:	Banaras Hindu University
PAN India	:	Presence across Nation
<i>et al.</i>	:	and other people
<i>etc.</i>	:	and so on
i.e.,	:	That is
Rs.	:	Rupee
ICT	:	Information and Communications Technology
IT	:	Information Technology
viz.	:	Namely
#	:	A thing that represents or stands for something else, especially a material object representing something abstract.

“Comparative Study of Zomato and Swiggy.”

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ABSTRACT

A comparative study between two major competitors of online food delivery services *viz.* Zomato and Swiggy were carried out in PAN India 2019 with a total of five hundred respondents of a selected sample area. During this study, it was reported that the majority of respondents were aware of the availability of online food delivery services. Out of the respondents of different age group and marital status, the young age group and those who are unmarried were more likely to use such online food delivery services. It was also reported that males have a higher tendency to order online food as compared to females. A significant association of the number of family members and household income with the tendency of using frequent online food delivery services was also found. In the association study, it was reported that a family with 3-6 members and those belongs to middle-income groups are more likely to use such services. When the expenses are done by an individual during on online food facilities and traditional dining out were compared it was reported that an individual spends more money while dining out with friend, family and/or colleague for the sake of reflecting a good social status. The overall comparison between the two above mentioned competitive online food delivery services it was found that the majority of respondents were more attracted towards Swiggy than that of Zomato. The reason behind this was the utilization of better promotional strategies schemes, discounts and user-friendly mobile application by Swiggy as compare to Zomato. Furthermore, the majority of respondents were found more satisfied with the food quality and fast delivery of the Swiggy. However, Zomato had a wider range of restaurants and choice of food as compared to Swiggy. Furthermore, from the present study, it can be concluded that online food delivery services have become a major trend and choice among the population of the country. This trend has brought numerous new business opportunities not only for the young entrepreneurs for their startups but also for the public sectors to start their new ventures under various public-private partnerships.

Keywords: Comparison, Application, Zomato, Swiggy, Online food delivery, Tendency, Consumer, Promotional Strategies.



Introduction

INTRODUCTION

1.1 Background of the study

Food is any basic substance consumed to provide nutritional support for the body. It can be plant or animal origin and contains essential nutrients such as carbohydrates, proteins, fats, vitamins, and minerals. Food is needed to produce energy, maintain life, or stimulate the growth of the human body. Historically, people secured food through two different methods agriculture, hunting and gathering. At present, most of the food consumed by the world population is supplied by the food industry. India is the second major producer of food next to China and also with the second largest arable land area in the world. It has the potential to become the biggest food industry with the food and agricultural sector contributing 17 per cent to the Indian Gross Domestic Product (GDP). (A report by Corporate Catalayst India on Indian Food Processing Industry) Food accounts for the biggest proportion of consumer spending in India. Increasing incomes are always accompanied by a change in the food basket. Thus acceptability of variety in food increases with the increasing income levels. Present time the food market has been rapidly changed day by day/ day to day. Since the Internet came into existence the food scene has been totally changed the demand for food fulfilled by the online. By single (one) touch the finished food would be delivered at your doorstep though different online food delivery companies like Zomato, Swiggy, Foodpanda UberEat, and Dibz promise to deliver not a doorstep but it can be delivered at the window like specially Swiggy promised to deliver at the window and another food delivery company like Zomato it also delivered at the doorstep. (A report by Corporate Catalayst India on Indian Food Processing Industry)

The recent development of information technology e.i. The Internet though websit and Application have boosted up the extension of online food delivery services by facilitating people to search, compare, order, prices, quality, quantity and conveniently access these services.

The concept of online shopping developed gradually, after the launch of the World Wide Web (WWW). In 1990, the first World Wide Web server and browser were developed by Tim Berners-Lee. It was launched in 1991 for the main purpose of business use. Other developments were made in 1994, such as online banking and the opening by Pizza Hut of an internet pizza store.

1.2 Indian Scenario

In a developing country like India, the majority of the population consume homemade food. Nevertheless, consumption of processed and cooked food is increasing due to an increase in urbanization, breaking up of the old tradition of the joint family system, desire for quality, desire for the new taste and different dishes, changing preferences in taste, willingness to try new cuisines, lack of time, need for convenience, rapidly rising number of working women, increase in per capita income, changed lifestyles and increased level of the affluence in the middle income group. The food delivery companies in India have wide one of the largest industries in the country - it is ranked fifth in terms of production, consumption, export and growth prospects. While the industry is large in terms of size, it is still at a burgeoning stage in terms of development. India is the largest emerging markets, having a population of over one billion. Now India is a part largest economy in the world in terms of different purchasing power and has a middle-class base, hence with changing food habits there is a great potential for online foods delivery companies. (Investors Portal of Ministry of Food Processing Industries).

1.3 Consumer Awareness and Buying Behaviour

Consumer purchases are expected to be influenced by physiological, psychological and sociological factors. The commodities and services are bought by the consumer to satisfy his basic needs, for comfort, pleasure, recreation, and happiness. Every individual has a physiological need such as hunger, shelter, thirst, etc., which have to be satisfied with survival. The psychological factors like status prestige and social factors like friends, neighbors, jobs, and relatives influence their purchasing activities. People bear certain beliefs and attitudes towards certain types of goods, brands of

commodities and retail outlets based on their previous experience. When there is a need, they are able to discover some of the new commodities capable of satisfying their needs. Before the commodities and brands are selected, these commodities must compete successfully against alternatives in the market. Again a selection of a particular commodity depends on the income of the consumer and how necessary this product is to the individual.

1.4 Problem Statement:

A lot of food delivery companies have been engaged in the marketing of online delivery of food. Hence, consumers have many options to choose from. In this situation, a study on consumer behaviour was reasoned to be relevant to understand the buying behaviour and many kinds of preferences of different consumers. Comprehending the consumer behaviour would help the firms in developing strategies to cater to the requirements of the consumer and thereby upsurge their market share. Consumer's taste, preference, and satisfaction were found to change rapidly, and it is necessary to understand these changes. Keeping in view the importance of consumer buying behaviour and their consumption pattern, determination of various strategies regarding product development, marketing, and pricing aspects, and the present study was undertaken with the following objectives.

1.5 Objectives of the Study:

The following objectives were framed to achieve the goal of the thesis:

1. To find out the market strategies of Zomato and Swiggy.
2. To find out the comparative analysis of marketing strategies and market share between Swiggy and Zomato.
3. To check out the preference of the consumers.
4. To find out the customer satisfaction level of both companies.

1.6 Scope of the Study

The study was conducted within India. The study mainly focuses on the consumer awareness, preference, satisfaction and market strategies of the online food delivery

websites and applications and analyzing the factors that influence the buying behaviour of food products through online. The study concentrates on sales of online food delivery website/ applications in India namely Zomato and Swiggy. Hence, this study would help in understanding the market share and marketing strategies, awareness level, preference and satisfaction level of the customers in India. It will give a broad picture of the present awareness levels of online food product websites/applications among consumers, future scope, and knowledge about the leading market players and consumers brand loyalty towards the particular online food delivery companies. This study throws light on understanding the factors that influence the buying/ purchasing behaviour and purchasing patterns of consumers which will help the online food delivery companies in developing future marketing strategies, in making modifications in present products and developing new ones and in their pricing, packaging and delivery decisions.

1.8 Marketing strategy

Marketing strategy has the fundamental goal of rising sales and achieving sustainable competitive advantage. Marketing strategy is composed of all basic, short-term, and long-term activities in the sector of marketing that deals with the analysis of the strategic initial situation of a company and the formulation, assessment, and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives of the companies. The main difference between “strategic” and “managerial” marketing is usually used to discriminate "two phases having different goals and based on dissimilar conceptual tools. Strategic marketing concerns the choice of policies aiming at recovering the competitive position of the firm, taking account of challenges and opportunities anticipated by the competitive environment. On the other hand, managerial marketing is determined on the implementation of very specific targets. Marketing strategies may vary depending on the unique situation of the individual business. However, there are a number of techniques for categorizing some generic strategies.

Marketing strategy is the comprehensive plan formulated mainly for achieving the marketing goals of the organization. It provides an outline for attaining these different marketing goals. It is the building block of marketing plans. It is planned after detailed

marketing research. A marketing strategy helps an organization to ponder upon its limited resources on the best possible opportunities so as to increase sustainable sales.

1.9 Marketing strategy

1.9.1. Selecting the target market

The target market, we always refer to whom the organization wants to sell their products. Not all market segments are productive to an organization. There are certain market segments that give assurance of fast profits, there are certain segments that may be having great potential but there may also be high barriers to entry. Thus a careful choice has to be made by the organization. In-Depth marketing research has to be done on the unique traits of the buyers and the specified demand of the purchase in the target market.

1.10 Importance of the Marketing Strategy

- The marketing strategy provides a clear path to fulfill market demand.
- The marketing strategy always refers to the methods you implement to promote your products and services to cover your targeted audience.
- Marketing Strategy facilitates goods and services for profit making potential.
- A good strategy promotes effective organizational co-ordination.
- It gives a clear vision to an organization to utilize optimum resources and get a profitable output.

1.11 Company Profile of Swiggy:

Swiggy is an India online food delivery company founded in 2014. The founder of Swiggy is Nandan Reddy, Sriharsha Majety, and Rahul Jasmine, The main function of Swiggy is to supply food from the different restaurants to the urban customer doorstep. The company tie-up with different restaurants and has an exclusive fleet of delivery executives (delivery boys) who receive online orders from the customers and pick up the food from different restaurants and then deliver it to the customers.

Devesh Shah, a student at the Indian Institute of Digital Education, Mumbai has planned a Digital Marketing Strategy for Swiggy. The journey of Swiggy starts from only 6 delivery executives (delivery boy) with 25 restaurants and now it has more than 6000 delivery executives across India.

1.12. Digital Marketing Strategy by Devesh Shah Swiggy from Indian Institute of Digital Education

1.12.1 Target Audience:

The main targeted audience of the Swiggy has a diverse group of ages, people (customers) with different demographics and characteristics. Its potential target audience will be people between the age group of 18-55 years old.

1.12.2 Search Engine Optimisation:

A Search engine optimisation is an integral component of every digital marketing strategy. Facilitate to enhance the search engine ranking on the search engine page. It The criteria of a good Search engine optimisation strategy involves satisfying vital attributes like header tags, a lot of of backlinks, meta tags, different keywords, and various social media integration.

1.12.3 Social Media Campaigns and Content Strategy:

The age of Swiggy is just 5 years old company, in a very short period of time it turns one of the reputed company because of powerful promotional advertising strategy. The delivery services and promotional strategy on social media have gone hand in hand for the company's reputation. Swiggy usually promotes very aggressively advertising on different platform like on Facebook, YouTube, Instagram, Television, Radio, and Google. On facebook, it has more than 17 lakh both like and followers. Zomato, FoodPanda and Tiny Owl they are the big competitors. In every campaigning Swiggy posts are highly appealing, humor centered and of good quality. Considering their past social media campaigns, Swiggy had done different campaigns such as #eatyourveggies, #earnyourcheatmeal, and #superswiggy, etc.

1.12.4 Email Marketing:

An email marketing strategy is a part of an online marketing strategy. It helps to maintain brand shape relationship with the new and existing customers. By their electronic mail inbox with different objectives based campaigns by alerting, notifying and future announcements like latest offers.

1.13 Product Marketing Mix of Swiggy

Swiggy is one of the most popular single operated online food and beverages delivery based company with a wide-range of restaurants under its umbrella. A customer can order food from the nearest restaurants by the help of given various details on the website/ application which is visual menus, information about various restaurants and their ratings. Ordering food and getting a fast delivery has become a hassle-free option from a customer viewpoint because of Swiggy. Swiggy is not responsible for the quality of food it delivers only from one hand to the other. In case of any complaints, the restaurants will be responsible.

1.13.1 Place Marketing Mix of Swiggy:

Now Swiggy has spread more than 60 cities in India. Its headquarters is at Bengaluru in Karnataka and corporate offices at Hyderabad in Telangana and Gurgaon in Haryana. It has a large network of young and trained working personnel that includes equipped with Swiggy Applications and smartphones with global positioning system (GPS) route tracking system.

1.13.2 Price Marketing Mix of Swiggy:

Swiggy has promotes no minimum order of food policy. This pricing strategy has improved its customer and able to raise 2 million dollars in Series 'A' funding from Accel Partners. During Series 'B' it raised 16.5 million dollars funding from an undisclosed investment firm and Norwest Venture Partners. Swiggy gives 15 to 20 per cent commission of collaborated restaurants per orders and this has helped it in increasing

its distribution networks as well as good revenues. It also charges a nominal delivery fee from its customers irrespective of a small or high amount order.

1.13.3 Promotion Marketing Mix of Swiggy:

Swiggy always uses good and impactful promotional marketing strategy which is online and offline promotional activities for support of social media platforms like Twitter, Facebook, Instagram, YouTube, Gmail, and Pinterest via innovative, motivational, creative and interesting advertisements campaigns like #SingWithSwiggy and #DiiwaliGhayAayi, #MumbaiDabbawala and most innovative videos like Swiggy goes International. It also runs contests to encourage direct participation by customers through #SwiggyTuesdays and offers to munch bag and coupons as rewards.

1.14 Some challenges in doing business in India:

- Lack of technical knowledge and poor concept of online marketing.
- Conservative and cultural tradition.
- The high price of Internet usage.
- Bad political governmental policies.
- The banking sector is not negotiable for online transactions.
- The low level of Internet coverage.
- Lack of trust in online business.

1.15 Company Profile of Zomato

India is the fastest growing market in the world. Zomato is an Indian restaurant search online food delivery services founded on 10th July 2008 by Deepinder Goyal and Pankaj Chaddah. Now the Zomato provides its services in more than 25 countries. It is the best platform where the customer can get the best restaurants their visual menus and time of delivery and price of the food items in a single touch. The main functions of that company is to online receive the food order from the customer and delivery to the customers. Previously it was known by 'Foodiebay'. In November 2010, the brand was renamed as 'Zomato'.

1.17 Zomato Marketing Mix Four Ps Strategy:

1.17.1 Product Marketing Mix of Zomato

Zomato is one of the online food delivery company which shows a wide range of restaurants and visual food menu to its users. Zomato facilitate to find the restaurants' and their details and images, rates, menus and even portal for customers' reviews and feedback where people can voice their opinions regarding the best experience, taste at a particular restaurant. This application helps the restaurants which do not have their own websites.

1.17.2 Price Marketing Mix of Zomato:

Zomato does not charge for restaurants to place their details on their application or website. There is a good commission set on the ticket sales through Zomato. It uses different analytical tools to examine where the demand lies and supports them with the solution. The percentage revenue distribution can be summarized as under; restaurant advertising 85 per cent, events advertising- 5 per cent, and events ticket sales 15 per cent of the revenue.

1.17.3 Place Marketing Mix of Zomato:

Zomato is an online food delivery service provider company which is available on Android, Windows platform, and iPhone iOS platform. The presence and functional area of Zomato in 25 countries which include India. It comes with nine different language options viz. English, Spanish, Italian, Italian, etc. Also, they are active on several social platforms like YouTube, Facebook, Twitter, Pinterest, Google and Instagram which are used to engage with customers.

1.17.4 Promotion Marketing Mix of Zomato:

Zomato promotes it is known for its different contents marketing strategy. The contents are always fresh different customer segments. Along with posts and messages,

Zomato has collaborations with a different payment gateway like Paytm, Uber, PhonePe, GooglePe, etc. The different promotional activities done by the Zomato.

1.17.5 Physical Evidence Marketing Mix of Zomato:

Zomato does not offer its own food products. It starts in India in 2015. It has no particular physical presence, except for the food delivery system started by Zomato in 2015 in India. The food delivery system comprises of delivery men providing the food ordered from the website or application of Zomato.

1.17.6 People in the Marketing Mix of Zomato:

Zomato has a large number of the executives (delivery boys) of Majority of the companies depends on its workforce which is more than 5500 hundred to offer their product or services. This workforce constitutes the customers' segment in services.

1.17.7 Process Marketing Mix of Zomato:

Zomato is basically belongs to an online food delivery service based company, the key part lies in the fact that food should be hot, fresh and hygienic as and when it reaches customers. It received online orders from the customers and delivered to those customers in a specific period of time.

1.18 Some Challenges in doing business in India:

- Poor ICT educational qualification and training.
- The banking sector is not negotiable for electronic transactions.
- The high cost of products and services comparing the traditional market.
- Lack of trust in online business as well as transaction.
- The business model and strategy can be easily copied by other players
- People are very conscious regarding their health.
- New potential competitors in the same field.



Review of Literature

REVIEW OF LITERATURE

The review of literature guides for better understanding of the methodology used by the earlier studies and also the limitations of various available estimation procedures, database, logical interpretation and understanding conflicting results. A brief review of some of the earlier studies is discussed in this section.

2.1 Project Title: “Comparative Study of Zomato and Swiggy”

Objectives:

1. To find out the market strategies of Zomato and Swiggy.
2. To find out the comparative analysis of marketing strategies and market share between Zomato and Swiggy.
3. To study the preference of the consumers.
4. To find out the customer satisfaction level of both companies.

2.2 Marketing strategies

Philip Kotler et al. (1999) stated that the marketing strategy is the marketing logic by which the business unit hopes to meet their marketing objectives. It is an endeavor by a corporation to differentiate itself positively from its competitors, using its relative corporate strengths to best satisfy customer demand in a given environmental setting. For an organization, aim consumers are at the center of the marketing policy. The company identifies the total market it wants to serve and splits it into smaller segments. It then selects the most encouraging segments and focuses on serving customers.

Menon et al. (1999) proposed a model of antecedents to and outcomes of the marketing strategy making the best process. Centralization, formalization and innovative cultures act as antecedents to strategy making and conferring to the model situation analysis, comprehensiveness, highlighting on marketing assets and capabilities, cross-functional integration, a good communication quality, strategy consensus commitment, and strategy resource commitment are the most important factors affecting strategy

formulation process. The outcomes of marketing strategy making process are the creativity of strategy, organizational learning and market performance.

Krishnan et al. (1999) reported that pricing strategy to be followed when the distribution of product through two different channels one being a physical channel and another an internet (online) channel. They developed a model of four network structures to determine the optimal pricing strategy.

Andotra & Pooja (2007) conducted a study among selected customers of Small Scale Industries (SSI) products of Jammu and Kashmir State with a focus on devising marketing strategy with customer orientation. The scale consisted of factors contributing to the four Ps (4Ps) of the marketing mix. The study concluded accentuating the importance of assuming a simultaneous, multivariate analytical method to justify the efforts to improve.

Maritz (2008) gave an empirical demonstration of the association of marketing factors with that of the service quality. The study was conducted among the small business sector that is showing a higher growth rate in Australia. The factors considered were Service profit chain ingenuities, relationship marketing initiatives and best exercise initiatives and their associations with service quality were studied. These prepositions were established to have a positive and effective relationship with over-fulfillment service quality.

Zaman et al. (2012) reported that organizational commitment, market orientation, business performance, and data sources (top management, employees and annual reports) are the main factors in the theoretical model when implementing the internal marketing programs in organizations.

Hung and Tang (2012) conducted in-depth interviews with restaurant managers to identify marketing strategies and activities for building brand equity about managerial strategies such as product development with the best quality, customer service, restaurant ambiance, and integrated marketing communication.

Cronin and Gilmore (2012) conducted a study among small business in the United State of America to explore marketing doings pursued by them and to find out underlying factors that noble competitiveness. The small business owners of a resort to formal and informal networking as the key source of marketing. The study accomplishes that lack of marketing education and training is a major problem faced by the insignificant businesses. A clear understanding of competition and market analysis can progress performance. These businesses have been reported to formulate strategies extending only for a period of only six months or less.

Mokhtar & Ismail (2012) stated that marketing strategies and the way business owners market their product is having a positive impact on business performance. They conducted a study among Small and Marginal Enterprises in Malaysian, in which the sample was categorized into two namely, high and low performing Small and Marginal Enterprises based on annual sales and profits for three consecutive years. This study identified the strategic difference between high and low performing units in the same industry. The comparison is made with factors such as direct sales, out-of-state sales, international sales, advertising frequency, and effective promotional tools. Most of the small business units have been observed to concentrate on short term as well as long term business aims and strategies.

Boohene et al. (2012) stated that businesses traditionally concentrate on the finance function while a focus on marketing strategies with better market orientation was lacking. A coordinated marketing strategy that ensures high performance can be successfully adopted by small businesses.

Oyedijo et al. (2012) conducted a survey among business owners and senior marketing personnel of enterprises in Nigeria. Two constructs to evaluate the best marketing practices and organizational performance of small business enterprises was employed to determine the relationship between them. The study proposed a model for assessing the impact of marketing activities on the performance of the firm. The model

has three components; marketing practices, performance (outcomes) and the microenvironment of businesses and indicates that different marketing orientation results in differing levels of performance.

George (2012) conducted a study on occasion based marketing strategies adopted by the consumer durable segment in Kerala through content analysis of print-based media reveals that sales promotion is undoubtedly the most important ingredient of strategy. Free gifts, price offs, contests, sweepstakes, exchange offers are the most popular sales promotion strategies adopted by retailers and manufacturers of consumer durables in Kerala.

Mokhtar (2013) conducted a study in Asian countries which revealed that the enterprises considered growth strategy to be most important for business development while adoption of strategy varied amongst the managers.

Ramaseshan & Ishak (2013) studied the interactive effects of marketing strategy formulation and implementation upon firm performance in manufacturing service sector of Indonesia. The factors, changes in technology and different market orientation were found to have a negative influence on performance whereas credibility of the strategies and market attractiveness were found to make a positive influence. The behavioural aspects like the involvement of marketing managers and the presence of an innovative culture within an organization influence the organizational commitment to a strategy which positively influences strategy viability

Poister & Edwards (2013) investigated the relationship between marketing strategy formulation and performance by conducting a study among small and medium-sized firms or enterprises in the United State and concluded that the firms that concentrated on marketing strategy formulation performed better in the market.

Jemaiyo (2013) stated that the main aims of marketing strategies for business leaders are to fill market needs, increase market share, and increase shareholder value.

Small, independent restaurant owners must improve stakeholder strategies to support annual strategic initiatives and support in accomplishing opportunities for growth.

Maria et al. (2013) studied the influence of innovative organizational culture on marketing strategy formulation and results and its mediating role on organizational performance. The hypothesis was empirically tested in Brazilian companies using structural equation modeling to establish the relationship between the constructs. Results showed a positive relationship between the factors, while innovative culture did not have a direct influence on the performance of the firm.

Awan & Hashmi (2014) conducted a study among the SMEs in Pakistan and finds that these Small Medium Enterprises are efficient and innovative in their operation, product development and marketing strategies. The study categorizes Small Medium Enterprises based on marketing variables such as modification, integrated marketing, customer focus, and unique proposition. Market focused firms that are able to stay close to their customers have a larger probability of survival than others.

Khan (2014) proposed that the small business executives should use pricing to reinforce other marketing activities because although high price rate will lead to higher profitability initially, higher prices may result in lower sales and profits in the long term. Creating short-term and long-term marketing and advertising strategies that align with strategic plans may help small business executives achieve profitability.

Tabaku and Mersini (2014) studied that by using the concept of marketing as an adaptive strategy is crucial to ensure resources are available when implementing various marketing activities.

Julio & Eugenia (2014) proposed a marketing strategy formulation model essentially based on customer segmentation and value generation. The model is built based on customer lifetime value, the current value of client loyalty and segments by self-organized maps. The model was empirically tested in agro-industry in Colombia.

Liao et al. (2014) introduced a marketing strategy model for micro enterprises in Taiwan based on resources and capabilities perspective. According to the model the micro enterprises can adapt to any of five strategies namely, overall cost leadership, focus cost leadership, cost leadership and differentiation, differentiation and focus differentiation based on their product/ service and customers.

Harrison (2014) stated that strategic brand orientation has a positive impact on the effectiveness of the marketing strategy.

Danziger et al. (2014) stated that price strategy plays a major influencing role in the behaviour of consumers in choosing a retailer store. The study was conducted among consumers in Israel and the results indicate that a consumer chose a retailer who offered an everyday low pricing strategy and the retailer who offered price discounts.

Senapati (2014) published a case study of marketing in small business in India; the study is based on the secondary data published by government organization which assessed the existing marketing framework of the small business in India which includes indenting agents, traders, third-party manufacturing, contract manufacturing, and tender marketing and evaluated various marketing assistance programs by the government. According to him, neglect of marketing practices is the major problem faced by these businesses and the development of the innovative strategies for marketing of the units is the need of the hour for growth and sustainability of the firm

Vadlamudi (2014) studied sales promotion activities of dairy products based on preferences and satisfaction of consumers in the southern part of India through personal interview. The promotion mix of the company was analyzed to find out the most effective promotional element and celebrity endorsement was found to be the most effective.

Mishra (2015) analyzed marketing strategies of small scale milk producers in northern parts of India based on the four Ps (4Ps) of marketing.

Astuti et al. (2015) studied the influences of the 7 Ps of marketing in determining appropriate marketing strategy in Indonesia and price is found to be the most influencing variable. The various pricing strategies considered in the study were, follow competitor

pricing, odd pricing, discount pricing, and promotion pricing. According to the author, odd pricing is the most appropriate strategy for psychologically influencing price-sensitive consumers.

Kamboj & Goyal (2015) revealed in their study of mediating role of marketing capability, operations capability on financial performance among small business in India that pricing strategy has a positive influence on the financial performance of the business.

Shohrwardhy (2015) studied the impact of marketing strategies on the business performance of sachet products. The study was conducted in Bangladesh using a scheduled questionnaire that measured the strategy constructs based on the Four Ps (4Ps) of marketing and the relationship is established through multiple regression analysis. Promotional strategy influenced the sale of the product followed by pricing strategy. Product strategy was found to be the least affecting factor.

Gokus (2015) studied the effect of prospectors and defenders strategies on the performance of the firms that exhibited a negative relationship. Additionally, the study established the mitigating role of market orientation on performance.

2.3 Business competitors/strategic competitors

Porter (1980) reported that much competitive information is bounded by the assumptions that managers have with admiration to their industry and these conventions may lead to blind spots. The outcome of such blind spots may cause the tactician to not recognize the significance of events, interpret them unsuitably, or see them only slowly.

Day (1994) stated that beneath a competitor's marketplace strategy lie the organization and the functional operations and processes that make the best strategy possible. If the rival is rational, then its marketplace strategy will have been built around those functions and activities where it is competitively advantaged versus competitors.

MacMillan et al. (2003) defined an approach to estimate the competitor's reactivity to a competitive move on an actual product in a given geographical market and the relative clout it has with which to respond to the competitive move. Reactiveness

is simply the competitor's incentive to pledge competitive moves. It can be measured by assessing the impact (revenues, profits, etc.) that the product carries in that market and that it conveys to the business unit of which it is a part adjusted for the tactical importance of the product and market to the competitor.

Coyne et al. (2009) defined the more practical terms for the strategist; this means working two moves ahead-estimating whether the entrant would see its action choices as leading to more or less effective countermoves. Game theory provides one agenda for analyzing the situation. The main point, however, is to endeavor to calculate the relative economic implications of the competitor's possible responses. A second tactic suggests that one analyze the past effectiveness of the participant's marketing mix elements. As theory would recommend, a competitor's response to, say, the market access of a new product will be to accept the approach that has shown the utmost response elasticity in the past.

2.4 Consumer satisfaction

Oliver (1977) defined "The level of satisfaction is the consumer's main completion of the response. It is a decision that any product or any service feature, or the main product or service itself, a favorable level of consumption-related execution, including levels of under- or over-fulfillment".

Oliver (1981) described in his study that customer satisfaction is a major part of marketing and play an important role in the market. In any organization satisfaction of the customer is more important, because if your customer is pleased with your facilities or products, your position will be increased in the market. In old times consumer satisfaction was not too much important and people were not concentrated on the quality of the product. But now a day's rivalry is tough and customer is attentive of all the products and companies due to education and learning atmosphere and this is the reason that every business is a concern to fulfill properly customers need and wants.

Westbrook and Reilly (1983) stated customer satisfaction as "an emotional response to the experiences provided by, associated with particular 32 products or

facilities purchased, retail outlets, or even molar outlines of behaviour such as spender and buyer behaviour, as well as the overall market place”

Oliver (1993) suggested that customer satisfaction is the core philosophy of the marketing strategy of any organization and it plays a key role in organizational growth and success. In fact, customer satisfaction is the core opinion of the modern tool of Customer Relationship Management (CRM) being used by marketers to appeal and retain customers.

Zeithaml (1985) stated that customer satisfaction is a scale with multiple parameters good validity and reliability, many researchers use this instrument to appreciate and find the service expectation and consumer’s perception for refining the service quality. The anticipation of a customer is an important factor. The more service value is near to customer expectation more satisfaction and vice versa

Tse and Wilton (1988) stated that “the consumer’s response to the evaluation of the perceived discrepancy between prior prospects (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption”

Berry and Parasuraman (1991) reported that customers’ satisfaction is affected by the availability of customer services, the provision of quality customer service and has become a major concern of all businesses. Customer satisfaction is typically defined as a post-consumption evaluative judgment concerning a specific product or service. It is the consequence of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience.

Anderson, Fornell, and Lehmann (1994) stated that there is a significant relationship between customer satisfaction and economic profit for the company. Arguably, customer satisfaction is an important component in order for the company to be more profitable.

Fornell et al. (1996) defined customer satisfaction with three manifest variables: customer satisfaction as a whole, as an estimation how ex-19 expectations were fulfilled,

and as a comparison with the ideal service or product. They believe this choice is consistent with the orientation of American consumer satisfaction index.

Woodruff and Gardian (1996) defined “Satisfaction as the estimate or feeling that consequences from the disconfirmation process. It is not the assessment itself (i.e., the disconfirmation process), but it is the customer’s response to the comparison. Satisfaction has an emotional component.”

Anton (1996) stated, “customer satisfaction as a state of mind in which the customer’s needs, wants and prospects throughout the product or service life have been met or exceeded, resulting in consecutive repurchase and loyalty”.

Thorsten and Alexander (1997) found Customer consumption with the product and services of the company as the strategic factor for reasonable advantage. In the context of relationship marketing, customer gratification is the way that leads to long term customer retention because unsatisfied customers have very high switching rate.

Zairi (2000) the sensation of pleasure and expectation fulfillment is known as Satisfaction. If the product will not gratify customer feelings they will be dissatisfied, and if product satisfied them after the use client will be satisfied and become faithful to that product or brand. In other words, customer gratification is goods or facilities which fulfill the customer hope in terms of quality and service for which he paid. If Customer’s satisfaction advances they will become loyal to that product or product and their allegiance will be good for the company in sense as a Profit. Customer’s satisfaction is part of marketing and plays an important role in the market. In any organization satisfaction of the customer is more significant, because if your customer is pleased with your services or products, your position will be respectable in the market.

Ranaweera and Prabhu (2003) stated that the more satisfied customers are, the greater is their retention, the positive word of mouth created through them and the financial benefits to the firms who serve them. It is not surprising therefore that the essential aim of firms is to seek to manage and surge customer satisfaction at least in this era of reasonable global marketing.

Zeithaml et al. (2003) defined satisfaction as the customer's valuation of a product or facility in terms of whether the product or service has met his needs or expectations. Failure to meet needs results in dissatisfaction, or a pathetic perception of the service quality. Satisfaction can be acknowledged in various senses depending on what needs the customer had before the service; it ranges from feelings of fulfillment, contentment, pleasure, delight, relief, and ambivalence. Although it tends to be measured as a static quantity, it is dynamic and evolves over time being influenced by a variety of factors.

Schiffman and Kanuk (2004) defined customer satisfaction as "The individual's observation of the presentation of the product or service in relation to own prospects".

Kotler and Keller (2006) defined satisfaction as a person's feeling of delight or disappointment which resulted from comparing a product's perceived performance or resultant against his/ her expectations.

Kurniawan (2010) stated that branding is one of the factors which has been identified repeatedly customer choice in the selected product. Branding has an impact on the purchase decision of consumers. The more a brand is prospered in their earlier period the more value for its brand can be generated.

Lim (2010) revealed that for the customer it is not necessary that better class can be a better taste if customer like the taste of the food he/she will be willing to pay for it. Based on prior research, there is a significant correlation between customer satisfaction and taste. Researcher found that Good taste of food has a positive influence on customer's satisfaction and it also increases the customer's retention rate which also depends upon customer's satisfaction. Therefore, restaurants focus is on the taste of the food and services that have an influence on customer's satisfaction.

Rajasekaran, B and Saravanan, P. A. (2014) studied consumer satisfaction on fast-moving consumer goods which focused on the attitudes, values, perception, and belief of the consumers with regards to the intake of fast moving consumer goods. To study the

brand liking of fast moving consumer goods, the preference and opinion of the consumer to popular brands have been taken into consideration.

2.5 Consumer Preference

Lohse and Spiller (1999) studied on online shopping and it was found that online shopping is a result of ease of access to greater amounts of information that helps in customer decision making and increases market penetration for the merchants.

Smith and Rupp (2003) in the study entitled “Strategic online consumer decision making leveraging the transformational power of the internet” concludes that age is the important factor which determinant for online purchase intentions. They argued that older people who had no frequent interactions with the internet and the computer would not use the internet as a medium for purchases while the youth would.

Allred and Swinyard (2006) in the study entitled “E-shopping lovers and fearful conservatives: a market segmentation analysis” and found that online consumer tends to have the following characteristics: younger, wealthier, better educated having a higher computer literacy and are bigger retail spenders.

Internet and Mobile Association of India (IAMAI, 2006) conducted the study in collaboration with cross tab marketing services, clearly established the dominance of people-to-people (P2P) reference in online shopping space, with 31 per cent respondents finding such sites through word of mouth. As much as 55 per cent visitors to e-commerce sites have adopted the internet as a shopping medium, out of which 25 per cent of regular shoppers are in the 18-25 age group, while 46 per cent in the 26-35 age group and 18 per cent in the 35-45 age group.

Prasad and Aryasri (2009) have studied that the determinants of shop behaviour such as convenience, customer service, trust, web store situation, and web shopping enjoyment and examine the effect of these factors towards online buying behaviour.

Dahiya (2012) found that online shopping is a recent phenomenon in the field of online business and is definitely going to be upcoming of shopping in the world. Most of

the companies are successively their online portals to sell their products/services online. Though online shopping is very mutual outside India, its growth in the Indian Market, which is a large and tactical consumer market, is still not in line with the universal market. The potential growth of online shopping has activated the idea of conducting a study on online shopping in India. The results of the study reveal that online shopping in India is significantly affected by various demographic actors like age, gender, educational qualification, marital status, family size, and income. The results of the study could be further used by the investigators and practitioners for conducting future studies in a similar area. Realizing the significance of e-commerce, companies would like to discover more business opportunities and to bring back more customers. As such, it is very important to understand consumers' e-commerce adoption behaviour and their online shopping behaviour. This is believed to be different from their behaviour in the traditional shopping environment. Thus, there is a need for the theory of consumer online shopping behaviour.



Materials and Methods

RESEARCH METHODOLOGY

The chapter deals with the description of the study area, the sampling technique adopted, the method of survey, the nature, and source of data and the various tools and techniques employed in analyzing the data. The methodology adopted has been presented under the following major heads.

The research methodology is a way to systematically resolve the research problem. It may be understood as a science of studying how research is done scientifically. Here, the various steps that are generally adopted by a researcher in studying his/her research problem along with the logic behind them are presented. It is necessary for the researcher to know not merely the research techniques but also the methodology behind it (Kothari, 2004).

The research methodology is usually a guideline system for solving a pre-decided problem, with specific components such as phases, tasks, methods, techniques, and tools. The main area of this study is to study the marketing strategies and consumer behavior of Zomato and Swiggy. To fulfill the specific objectives of the present investigation, the sampling techniques adopted during the course of investigation have been described in this chapter.

3.1 Area of the study

The present study is confined to PAN India.

3.2 Sample design:

The sample design used in this study random sampling is used who use online food ordering especially who are mostly within India were selected for primary data.

3.3 Sample size:

The model used in this study consisted of the consumers within India. The primary data was collected through pre-tested and well-structured schedule from consumers. The sample size consisted of 500 customers male and female drawn mostly within India have given back the duly filled up questionnaire. Out of the total population of customers in pan India, 500 respondents have been taken as the sample size the outlet of Zomato's and Swiggy's in order to achieve the objectives of the study.

3.4 Data collection:

The data collection is the method of collection of the required information to keep on record for further use, to make significant decisions about different issues and is of vital significance for others. The present study required both primary as well as the secondary data to fulfill the objectives of the study.

3.5 Primary Data: It involved the first-hand information collected by well-structured schedules/ questionnaires through an online survey.

3.6 Variables analyzed:

Demographics (age, gender, marital status, education, family members, occupation and household income).

3.7 Secondary Data:

The data which has already been collected, compiled and already published by the agencies were used for a specific purpose and are subsequently used for application in different conditions. It is the second-hand information which saves time and money to the researcher. The data was collected from various websites, journals related to the online food industry, research papers, journals related to brand and advertisement, newspapers, magazines, etc.

1. 3.8 Methods of analyzing data

After collecting the data the results are analyzed by using the percentage method.

3.9 Percentage analysis

The percentage refers to any share in relations to the whole. It is used to make a comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data since the percentage reduces everything to a common base and thereby allow meaningful comparisons to be made.

$$\text{Percentage} = (x/y) \times (100/1)$$

Where x = number of respondents respond

y = total number of respondents

3.10 Processing and Analysis of Data

After collection data to be processed and analyzed with the requirement and purpose of the study. It is must require for such a scientific study that only the relevant data is processed through the proper statistical tools. Data were analyzed with the Statistical Package for Social Science (SPSS Package) and the Microsoft –Excel tools. Descriptive Statistics was used.

3.11 Limitations of the study:

Limitations of the study areas under-

- The sample size was small for the accurate study of the customer.
- Respondents tried to escape some statements by simple answering.
- As the study was based more on individual perception and expressed opinion of respondents under study.
- Personal bias and prejudice of respondents might have crept in several points through all possible precautions were taken to avoid them.
- The limitation of the study is inadequate time and other resources available at the disposal of a single investigator.



Results and Discussion

RESULT AND DISCUSSION

In the previous chapter, the methodology used by the researcher in carrying out the present investigation had been discussed in detail. The present chapter deals with the presentation of the analysis and interpretation of the data. As stated earlier the purpose of this study was to find out the customers' perception towards online food ordering among the customers of Bangalore city. The data obtained from responses to the questionnaire was tabulated and analysed. The data for this purpose was collected with the help of readily available tools. The interest of customers is necessary to find out the answer to the questions.

Comparative Analysis:

At present in India, there are 4 major online food ordering systems available. They are Swiggy, Zomato, Foodpanda, and newly launched UberEats. But among them, the most competitive players are Swiggy and Zomato. The others are not playing a significant role yet. So a brief competitor analysis on Swiggy and Zomato is given below:

Table 4.I. Comparative analysis of Zomato and Swiggy.

Parameter	Zomato	Swiggy
Establishment Year	2008	2014
Application Downloads	50,000,000+	10,000,000+
Application Rating	4.3/5	4.2/5
Number of Countries	24	1
Number of Cities in India	15	60+
Number of Cities	10000+	60+
Number of Restaurants	120000+	55000+
Employees across the Country	5500+	5000+
Employees Delivery Executive	160000+	120000+
Royalty Charges	12per	20 per cent

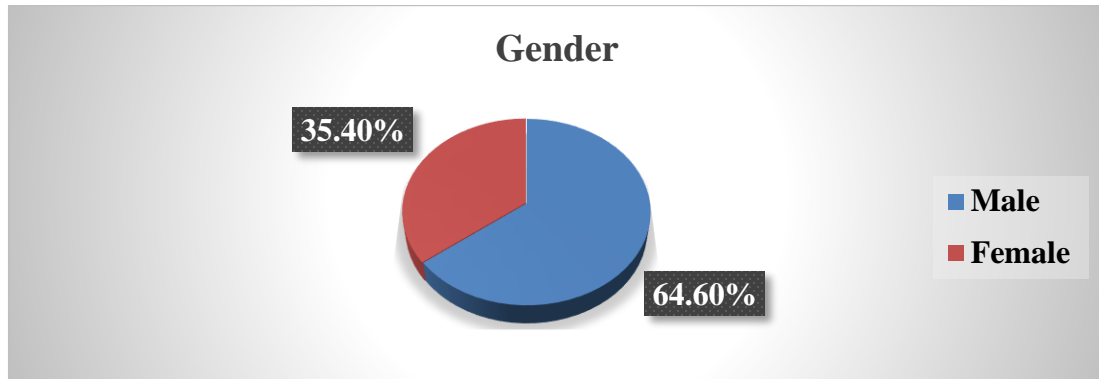
	cent	
Delivery Charges	₹50	₹20
Minimum Order	Depends on Restaurant	None
Food Customization Option	Yes	Yes
Website/Application-Based	Both	Both
Order Tracking	Yes	Yes
Modes of Payment	Cash On Delivery Online PhonePe Google Pay PayTM Freecharge Mobikwik Debit card Credit card Food Card LazyPay Net Banking Sodexo Meal Pass	Cash On Delivery Online Amazon Pay PhonePe Google Pay PayTM Freecharge Mobikwik Debit card Credit card Food Card LazyPay Net Banking

The consequences of the study are presented under the following headlines:

4. Demographic profile of the respondents

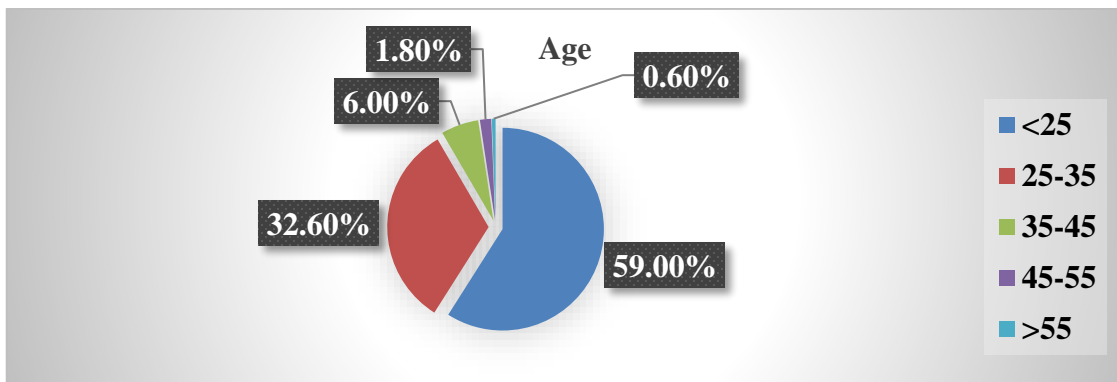
Demographic profile of the respondents the present study of the topic comparative study of Zomato and Swiggy selected respondents randomly by sending schedule online on various E-mail/ what's App. /Facebook groups, out of which 500 respondents filled respondents for current study mostly within India.

Figure 4.1: Showing the gender group of customers.



Gender: Interpretation from the above Fig. 4.1 it was found that 64.6 per cent male and 35.4 per cent female participated through an online survey. Most of the male respondents live far from home so their ordering of food is very frequent because they don't know how to cook. In Indian culture, female are responsible for cook food. The number of male respondents is slightly more than female.

Figure 4.2: Showing the Age Group of Customers.



Age is one of the important demographic variables that have an influence on the online ordering of food. In figure 4.2 presents the general information of selected samples which is mostly within India. It could be seen from the figure that 59.00 per cent of the respondents mostly belong to the age groups below 25, 33.00 per cent of the respondents' lies in the age group of 25-35 year, per cent were the respondents in the age group of 25-30. 10.67 per cent and 10.00 per cent of the respondents belong to the age group 56-60 and 46-50 respectively and 9.33 per cent of the respondents belong to the age group of 51-55 years. It is found that young population have the highest perception and would

prefer online shopping of food than the respondents of age group above 55 years. The reason is that the youngsters are computer savvy, more skillful in using online food delivery application. Young consumers want to do shopping with convenience and comfort without hassles which are found through online food. They are quick in decision making and take risks while adopting new trends of online food order. The most essential reason that most of the shopping sites are offering food products which appeal and lures youngsters. On the other hand, the matured respondents of higher age groups are less aware and reluctant to do online shopping because they are risk-averse and would like to feel and experience the product before to buy the product. As far as the age variable is concerned, users of online food applications are young, as the new technological advances in online shopping require the individual capacity to understand the complexities and changes in the new technologies and develop a positive attitude towards it.

Figure 4.3: Showing the educational qualification of customers.

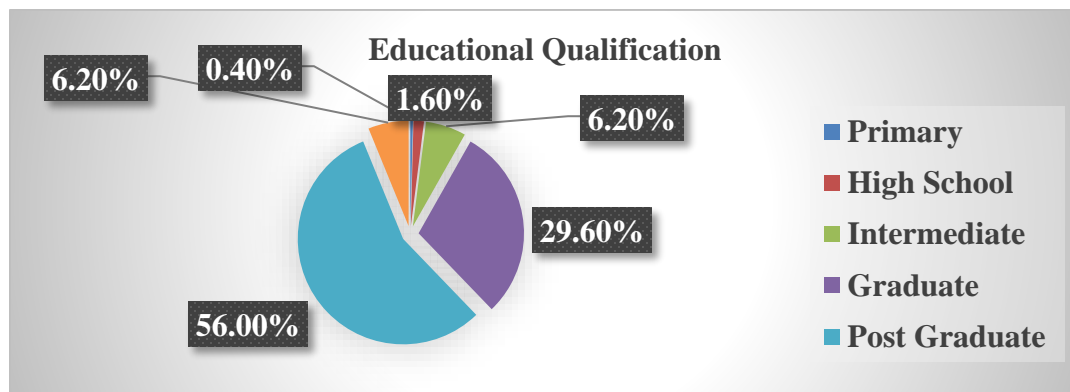


Fig. 4.3 shows the educational status of the respondents. 0.4 per cent of the respondents belong to primary level, 1.60 per cent of the respondents have completed their High school education, 6.20 per cent of the respondents have completed their Intermediate (12th standard) education. 29.6 per cent are graduates. 56.00 per cent of the respondents are postgraduates, and 6.20 per cent of the respondents hold a doctorate.

Figure 4.4: Showing the marital status of customers.

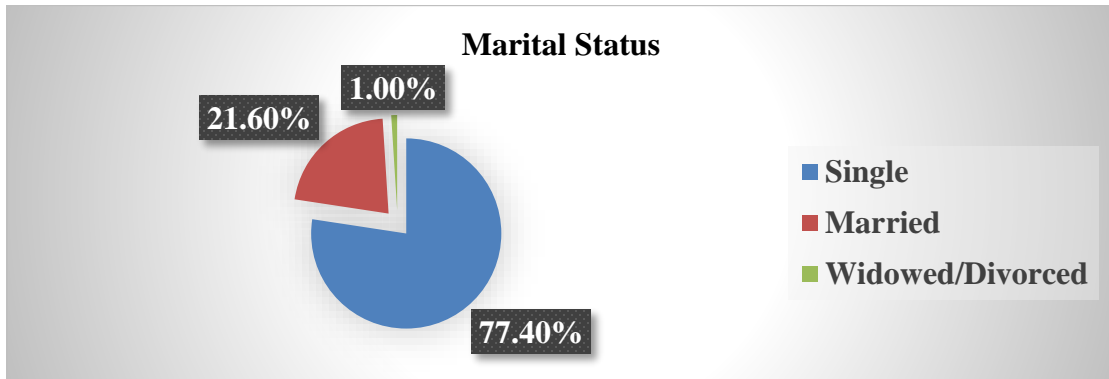


Figure 4.4 show marital status plays a significant role in buying behavior related to purchase online food. Fig. 4.4 shows young and single would prefer more online food than married persons. As in Fig. 4.4 the maximum respondents are single i.e. 77.4 per cent would prefer online food while 21.6 per cent married respondents order online food whereas 1.00 per cent widowed/ divorced would be ordered online food. Unmarried people have less responsibility as compared to married persons in Indian culture. They are free to do enjoyment, fun, shopping, etc. Unmarried persons or singles are early adopters and frequent switchers in electronic gadgets like mobiles etc.

Figure 4.5: Showing the family size of customers.

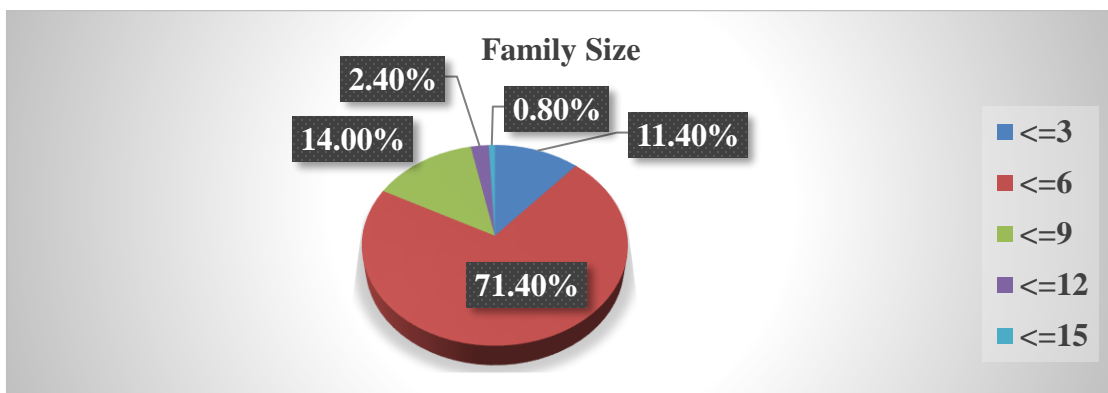


Figure 4.5 represents 11.4 per cent of respondent have at least 3 members in their family, 71.4 per cent belongs to at least 6 family members in their family, 14.00 per cent of respondents have at least 9 members in their family, 2.4 per cent of respondents belong to at least 12 family members and 0.8 per cent come from up to 15 members in their family.

The small size of family members of their ordering of online food was high while a large number of the family is the less online ordering of food.

Figure 4.6: Showing the occupation of customers.

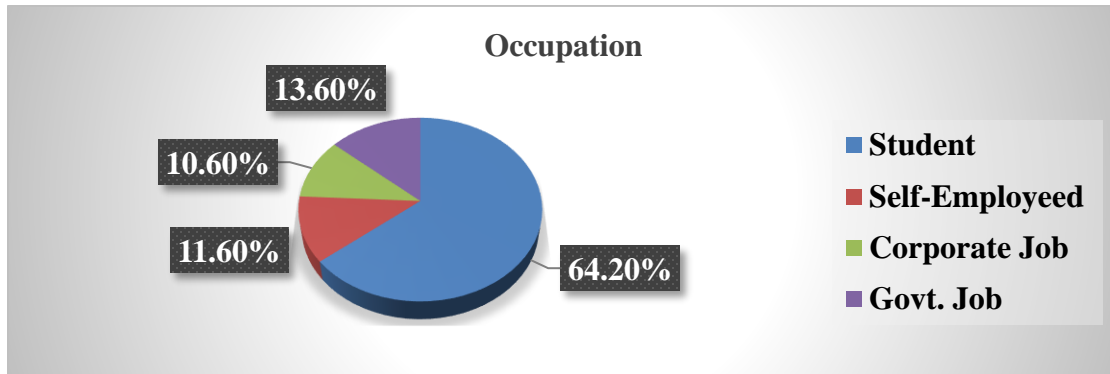


Figure 4.6 shows the occupational status of most of the respondents. 64.2 per cent of the respondents are students, 11.6 per cent of the respondents are self-employees, 10.6 per cent of the respondents are from a corporate job, and 13.6 per cent of the respondents are a government employee. The students were live far from home that is the reason the frequency higher online ordering of food.

Figure 4.7: Showing the household income of customers.

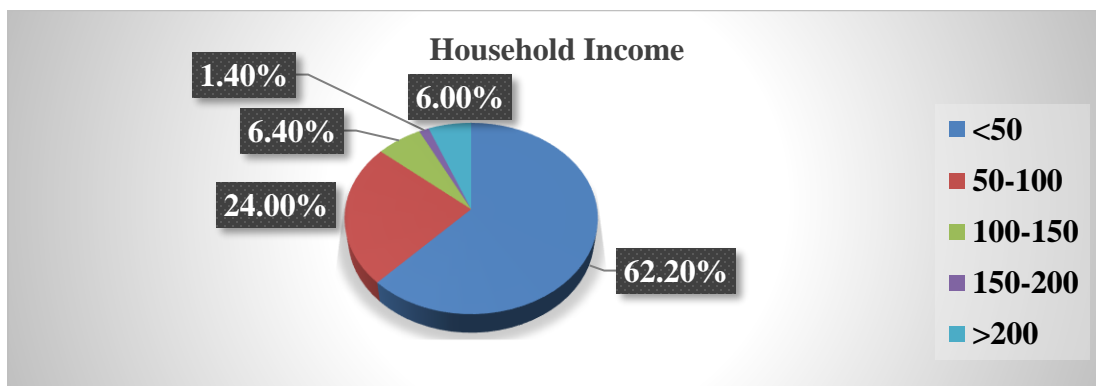


Figure 4.7 shows that 62.2 per cent of the respondents occupied less than 50 thousands per month family household income, 24 per cent of respondents lies 50-100 thousand per month family household income, 6.4 per cent of the respondents found in 100-150 thousand per month family household income, nearly 1.4 per cent of the respondents had

150-200 thousand per month household income and 6.00 per cent of the respondents had more than 200 thousand per month family household income.

Figure 4.8: Showing the awareness of food delivery application of customers.

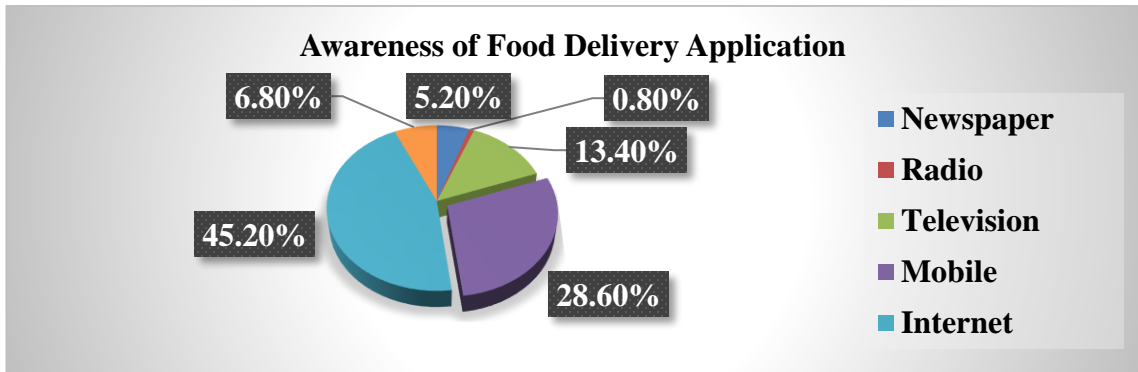


Figure 4.8 from the above graph it was found that nearly 45.2 per cent of the respondents are aware of online food ordering application, 28.6 per cent of the respondents are aware of mobile, 13.4 per cent are aware by television, 6.8 per cent of respondents aware of online food application by word of mouth, 0.8 per cent of aware on radio and 5.2 per cent of the respondents are aware by newspaper. The food applications are very popular in the present era and people tend to save time and they are comfortable in online food delivering applications.

Figure 4.9: Showing the most preferred online food application for customers.

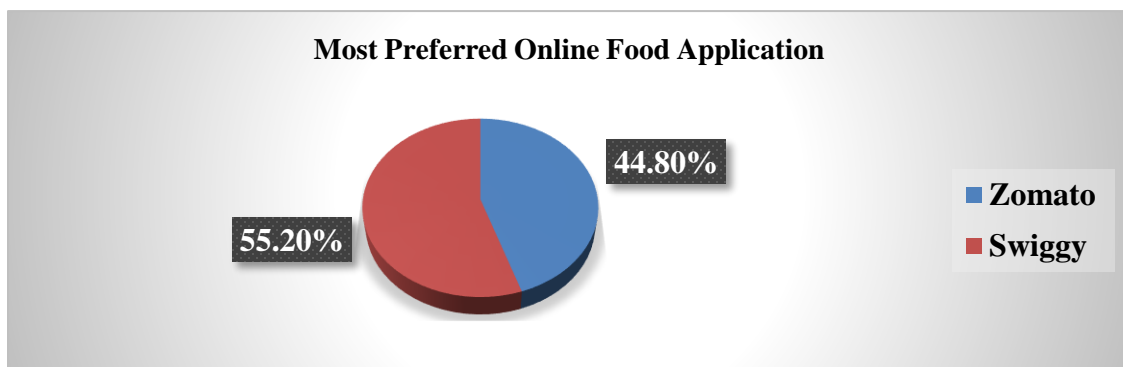


Figure 4.9 shows the majority of the preferred online food ordering application 55.2 by Swiggy while 44.8 were ordered by Zomato. Swiggy was the most preferred online food ordering application because it has easy to use.

Figure 4.10: Showing the ordering of meal (preferred food items) by customers.

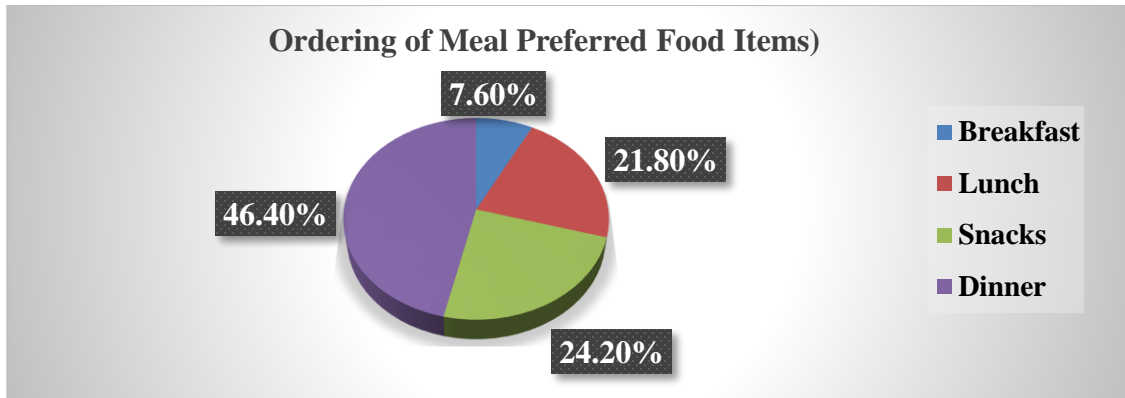


Figure 4.10 represents 46.4 per cent of the respondents frequently ordered dinner, 24.2 per cent of the respondents were ordered snacks, 21.8 per cent of the respondents preferred lunch and 7.6 per cent of the respondents ordered breakfast from online food delivery application. The major reason is that Indian consumer have young they mostly ordered online food for dinner because they don't have enough time to cook food.

Figure 4.11: Showing the frequent food application uses by customers.

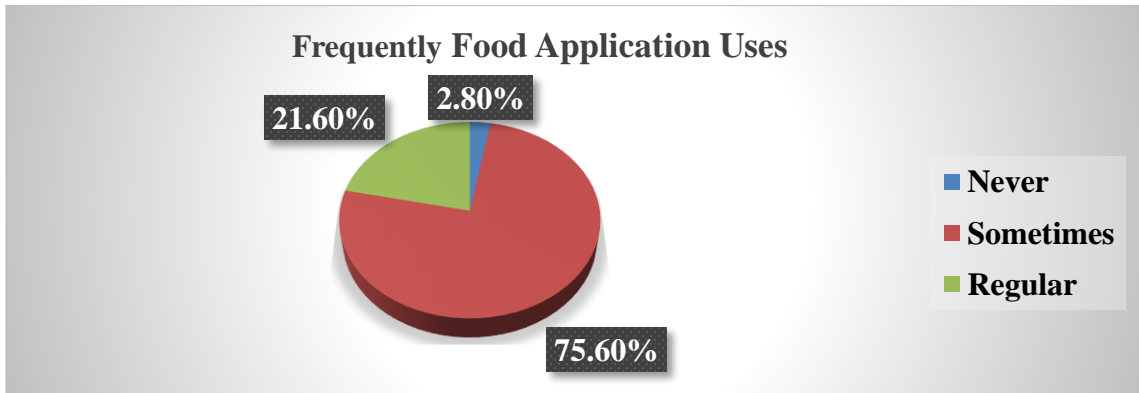


Figure 4.11 from the above graph it was found that nearly 75.6 per cent of the respondents ordered online foods sometimes, 21.6 per cent of them ordered online food regular and 2.8 per cent of the respondents were never ordered food from online.

Figure 4.12: Showing the frequency of ordering food form online in a month by customers.

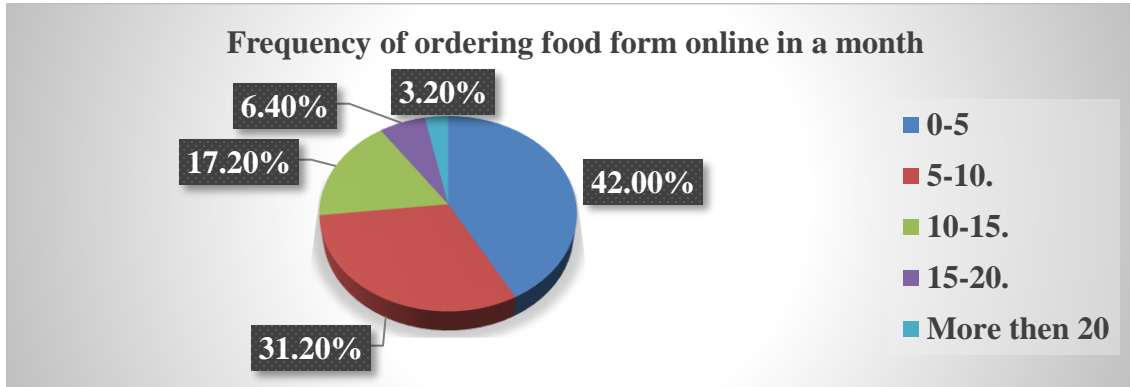


Figure 4.12 represent 42.00 per cent online food application users ordered between 0-5 order per month, 31.2 per cent were ordered 5-10 order per month, 17.2 per cent of ordered 10-15 online food order per month, 6.4 percent of the respondents ordered 15-20 order per month and rest of them 3.2 per cent of the respondents lies in more than 20 orders per month.

Figure 4.13: Showing the food ordering range by customers.

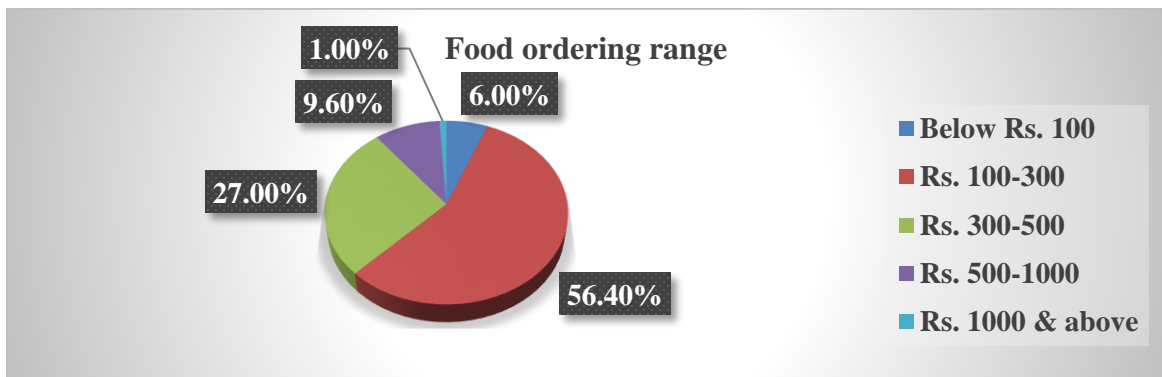


Figure 4.13 shows 56.4 per cent of the respondents lies in rupees 100-300 per order, 27 per cent of the respondents lies in rupees 300-500 per order, 9.6 per cent of them were of rupees 500-1000 per order range, nearly 6.00 per cent of the respondents lie below rupees 100 per order and 1.00 per cent rest of the respondents were lie rupees 1000 and above per order.

Figure 4.14: Showing the features in online food services attracts more to customers.

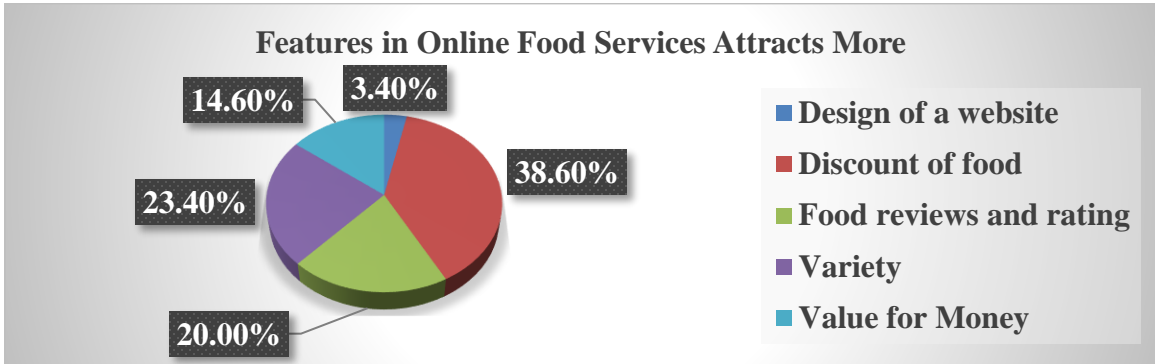


Figure 4.14 represent 38.6 per cent of the respondents were use online food delivery application because of these applications provided more discounts per order, 23.4 per cent of the respondents ordered online food for variety of the foods, 20 per cent of them ordered online food on the basis of food reviews and rating, 3.4 per cent rest of them ordered online food ordered on the basis of design of the website. asked to evaluate the important of different dining occasions (defined as at least once a month) users order food on occasion like Business Even and Special Occasions are 24 per cent each wherein on social and don't want category contributes 23per cent each. Business events and special occasion's people tend to order foods online hence the customers

Figure 4.15: Showing the satisfaction level of customers.

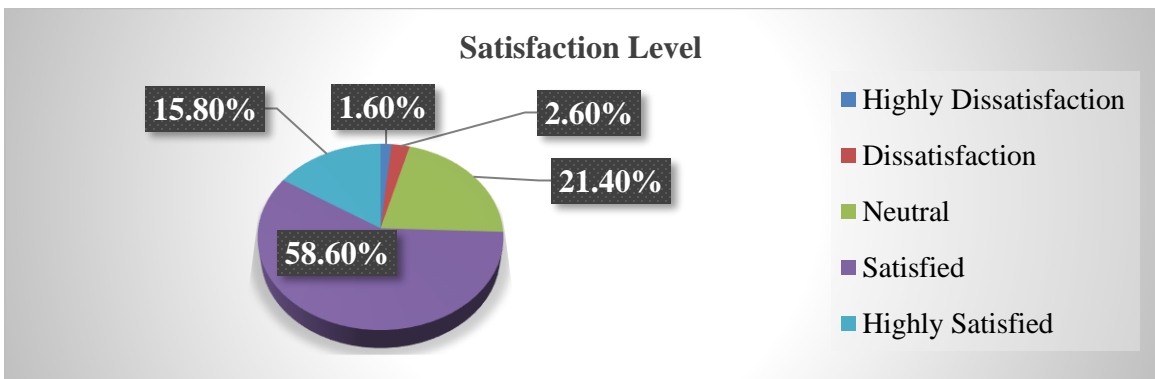


Fig.4.15 shows that 58.6 per cent respondents agreed that they are satisfied with the decision to purchase online food, 21.4 per cent of the respondents are neutral for ordering of online food, 15.8 per cent are highly satisfied with online ordering of food, 2.6 per cent are dissatisfied with online food ordered and 1.6 per cent of the respondents are highly

dissatisfied through online food ordered. The online food ordered process is more convenience, ease of use and it save users time.

Figure 4.16: Showing the most special occasion when your meals through application by customers.

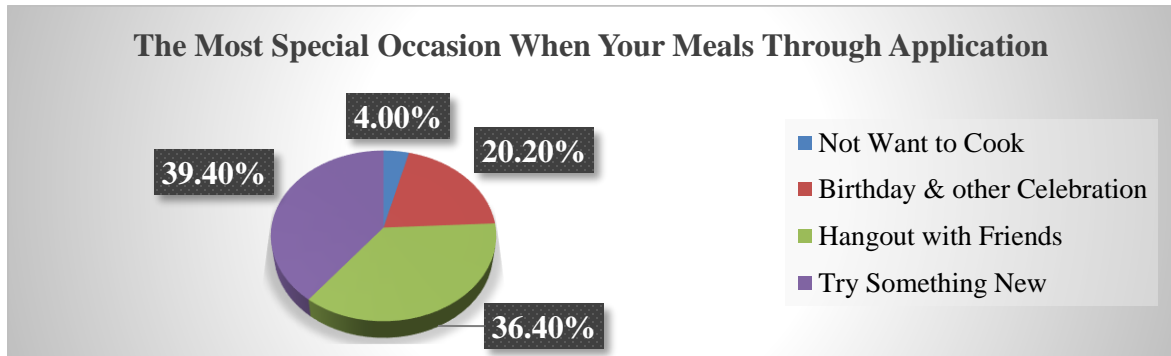


Figure 4.16 shows that 39.4 per cent of the respondents were ordered online food because of they want to try something new or different food and taste, 36.4 per cent of the users order online food on the occasion for hangout with their friends, nearly 20.2 per cent of the users order online food on the occasion of like birthday and other celebration and only 4 per cent rest of them order because they not want to cook. On try something new and hang out with friends people tend to order online foods.

Figure 4.17: Showing with whom you order your online food mostly by customers.

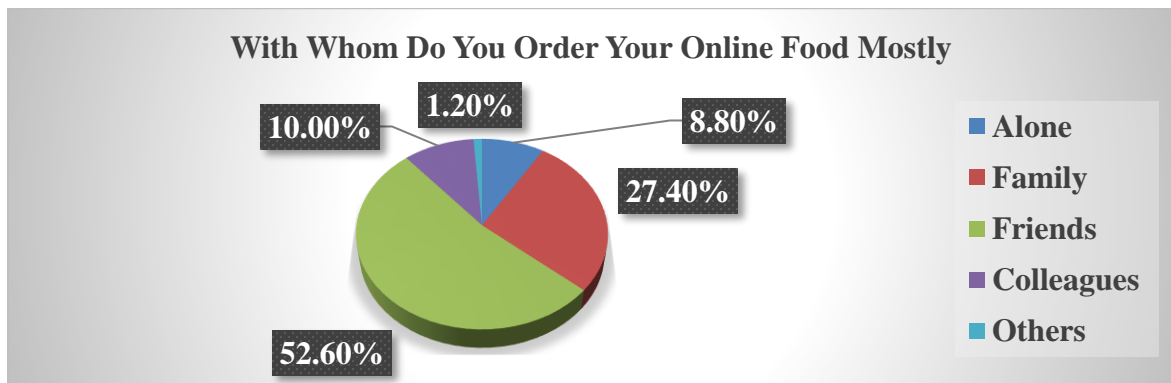


Figure 4.17 represent 27.4 per cent of the respondents order their food online with friends, 27.4 per cent of the respondents were order their food online with their family, nearly 10 per cent of the respondents were ordered their food online with colleagues and 8.8 per cent of the online food application users order their food to feed himself/herself.

Figure 4.18: Showing out of two whose, delivery service is faster.

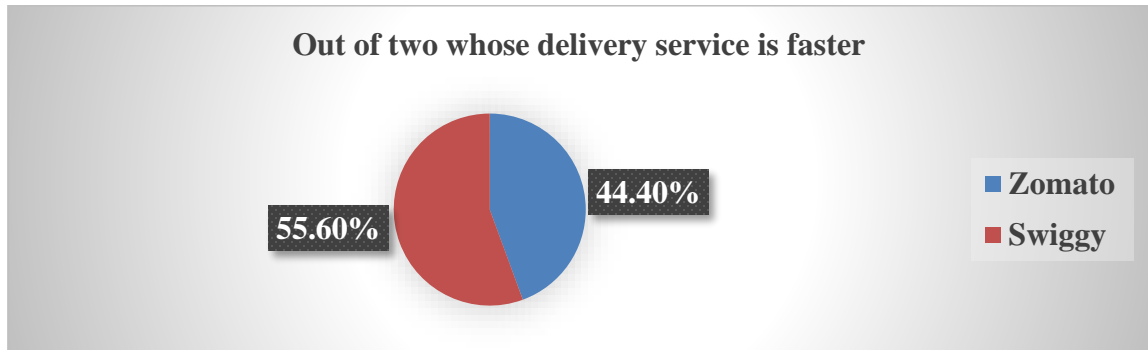


Figure 4.18 according to my data 55.6 per cent of online food application users were said the Swiggy is much faster and nearly 44.4 per cent of the respondents were said Zomato delivered lesser than the Swiggy. Necessary measures should be taken for delivery of food on time with the best quality and within the stipulated period of time. Swiggy is always known for its fast delivery. It has always delivered to the customer by delivering their order in time.

Figure 4.19: Showing which one provides a better quality of food to customers.

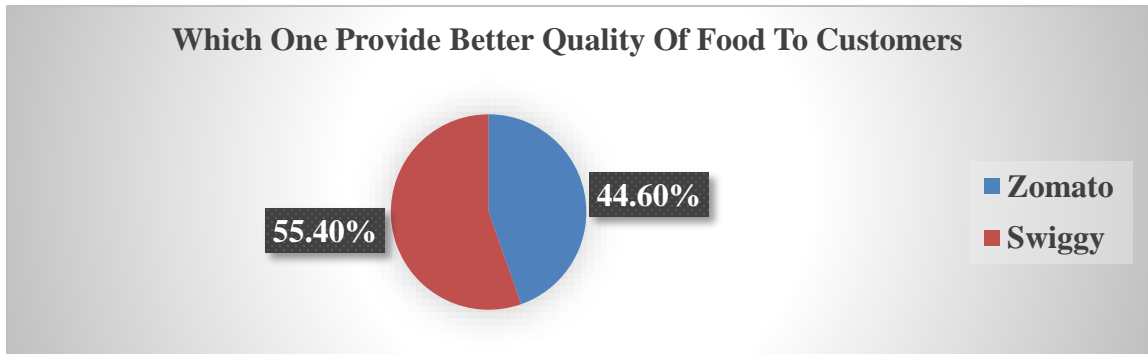


Figure 4.19 reveals that 56.6 per cent of food application users said the Swiggy provided a better quality of food as compared to Zomato which has 44.4 per cent which is given by the online food application users.

Figure 4.20: Showing out of two which has a wider range of restaurants.

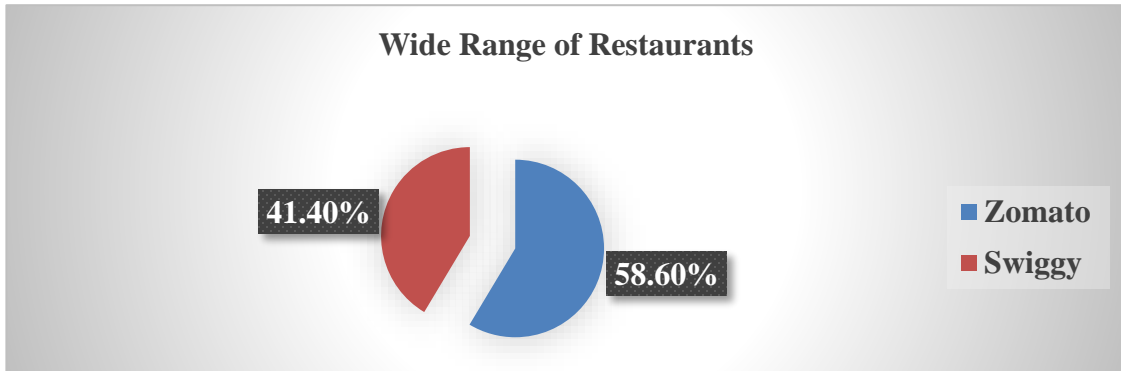


Figure 4.20 shows that 58.6 per cent of the of the online food delivery application users said that Zomato has a wide range of restaurants while Swiggy has less which was only 41.4 per cent. The Zomato has a wider range because it is spread in 24 countries while Swiggy has within in India.

Figure 4.21: Showing out of two which one has easier and more convenient for the ordering of online food.



Figure 4.21 represent 52.3 per cent of the respondents are said Swiggy online food delivery application is more ease of use and convenient as compare to Zomato online food delivery application which is only 47.8 per cent.

Figure 4.22: Showing out of two which one provides more discount for order your food to customers.



Figure 4.22 present that 51.6 per cent of the respondents revealed that the Zomato provides more discount on per food orders while 48.4 respondents were said the Swiggy is provided less discount as compare to Zomato.

Figure 4.23: Showing out of two which one provides more discount coupons on per order to customers.



Figure 4.23 shows that 52 per cent of the respondents agreed the Swiggy online food delivery application provide more discount coupon on per order while 48 per cent of the online food delivery application users are lies with Zomato.

Figure 4.24: Showing out of two which one has price range is more affordable for customers.

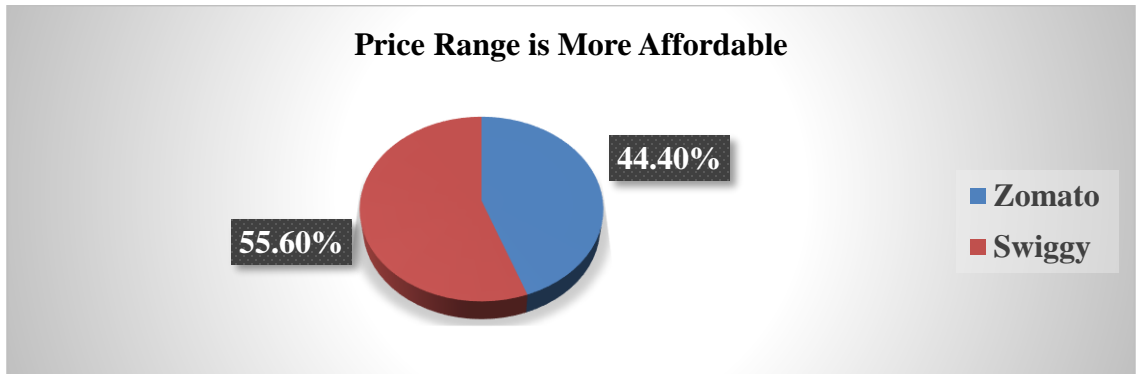
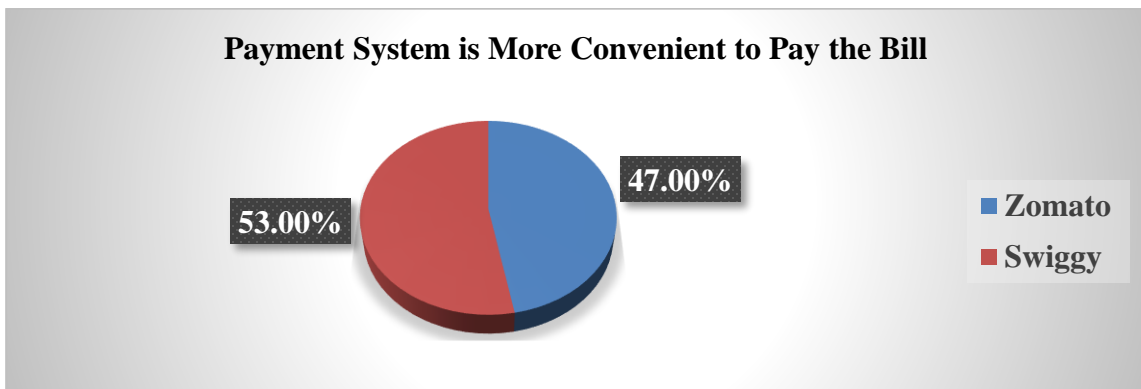


Figure 4.24 represent 55.6 per cent of the online food delivery application users were reveals that Swiggy has a more affordable price range as compare to Zomato which is only 44.4 per cent.

Figure 4.25: Showing out of two which one has the payment system is more convenient to pay the bill for customers.



From above Figure 4.25, nearly 53 per cent of the online food application users have reveled that Swiggy provides more convenient and ease of use payment gateway, while only 47 per cent were respondents, said the Zomato provide little bit difficult procedures for payment of bills. It is clear that the payment should be made on the delivery of food, customer satisfaction should be ensured with the utmost car.

Figure 4.26: Showing out of two which one has charge less cancellation fee for customers.

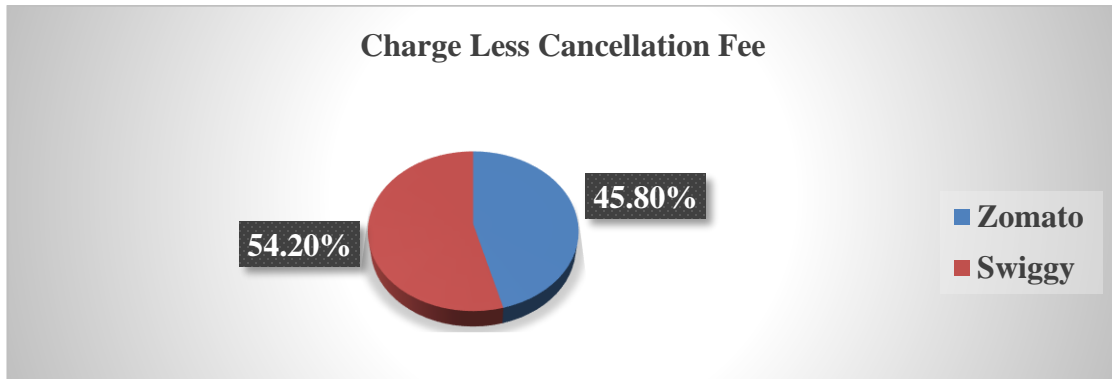


Figure 4.26 describes 54.2 per cent of the respondents said the Swiggy charge less amount of cancellation fee while 45.8 of the respondents said the Zomato charge more cancelation charge as compare to Swiggy.

Figure 4.27: Showing out of two which one has provides more hygienic food delivery to customers.

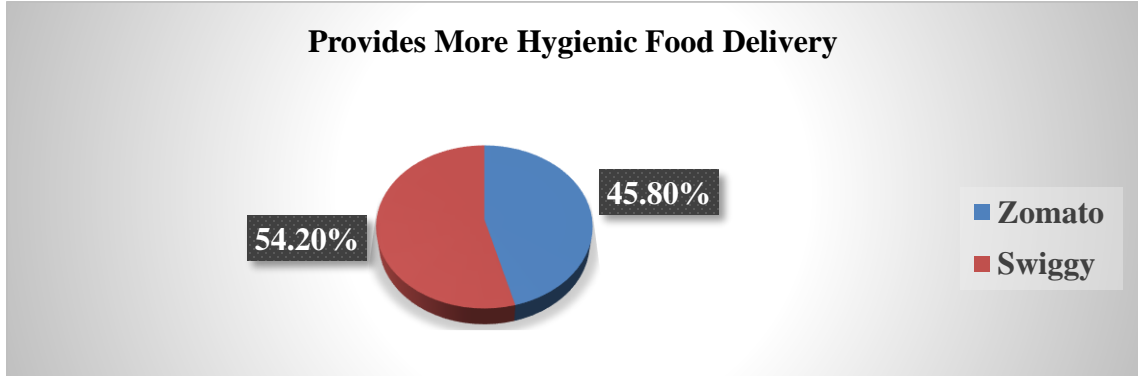


Figure 4.27 shows 54.2 per cent of the online food delivery application users were said that Siggy has provided more hygienic and the presentation of the food item like packages are very nice and hygienic as compare to Zomato which is revels by the only 45.8 per cent of the online food delivery application users.

Figure 4.28: Showing out of two which one has promotional strategies you look better to customers.

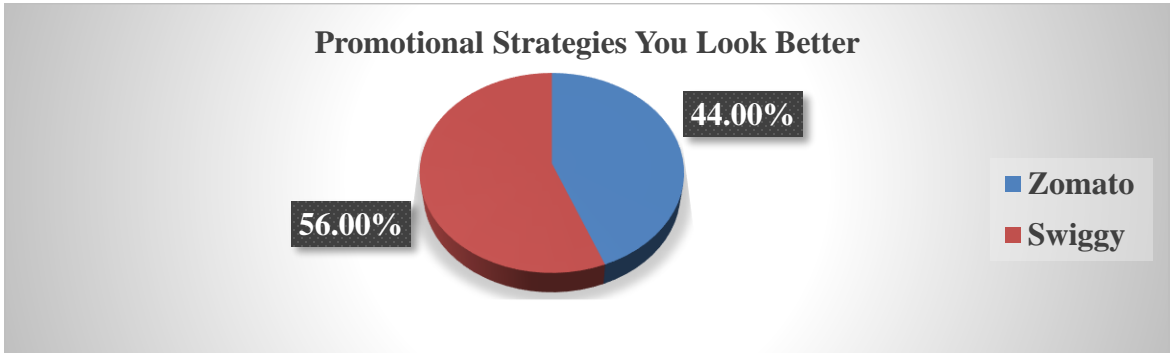


Figure 4.28 describes 56 per cent of the respondents were found Swiggy uses better promotional strategies while 44 per cent of the respondents were found a low level of promotional strategies uses by Zomato. Swiggy provided different types of promotional activities and that strategy was attracted to more customers.

Figure 4.29: Showing out of two which one has delivery hours is more convenient for customers.

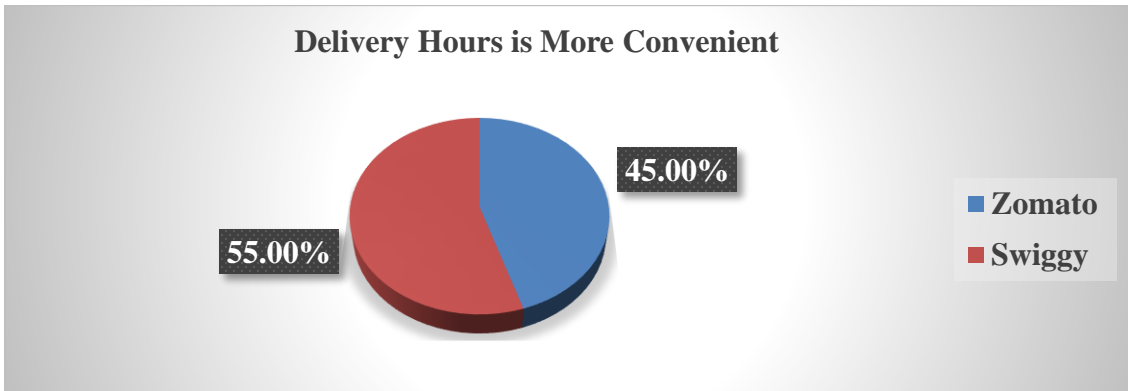


Figure 4.29 shows that 55.00 per cent of the online food delivery application users were found Swiggy delivers less time to delivers his/her foods, while 45.00 per cent of the online food delivery application users found Zomate take more time to deliver his/her foods.

Figure 4.30: Showing out of two which one has charged is more convenient for you to customers.

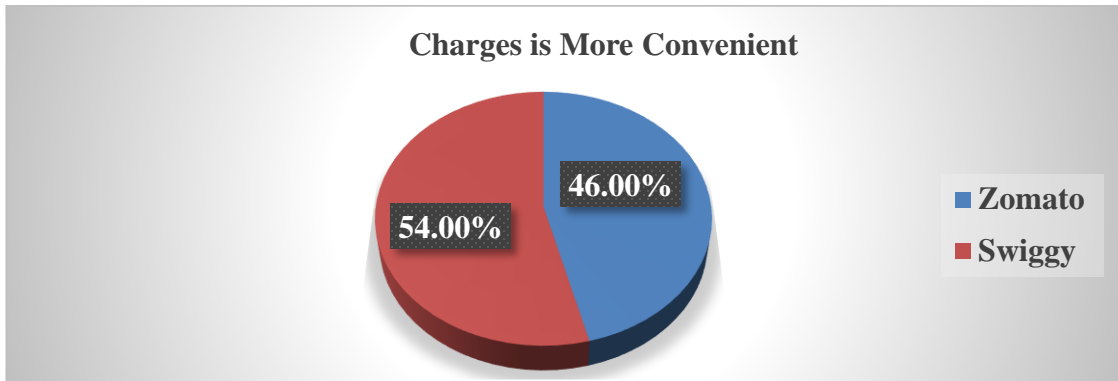
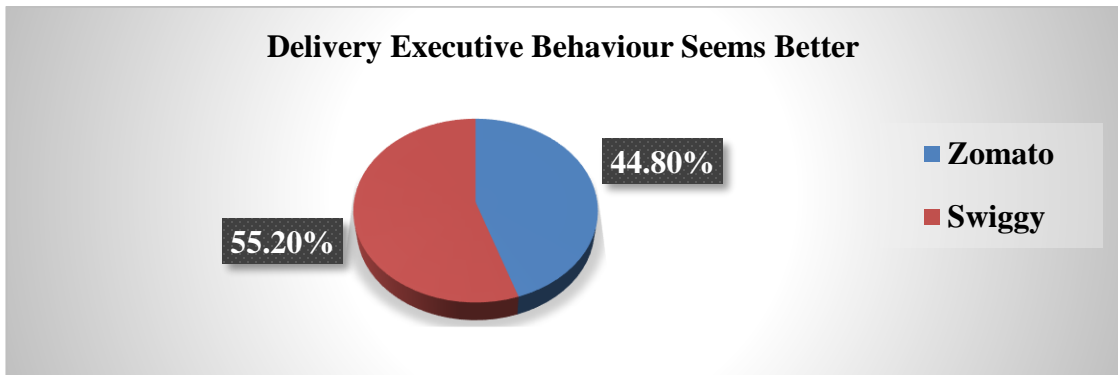


Figure 4.30 describes that 54.00 per cent of the respondents were said the Swiggy takes less delivery charge while 46 per cent said Zomate takes delivery charges more convenient

Figure 4.31: Showing out of two which one delivery executive behaviour seems better to customers.



In figure 4.31 nearly 55.2 per cent of the respondents admits that Swiggy's delivery executive behaviours are very nice and gentle while 44.8 per cent of the respondents admitted the Zomato's delivery executives behavior seems good.

Figure 4.32: Showing out of two which one delivers the value what it promises to customers.

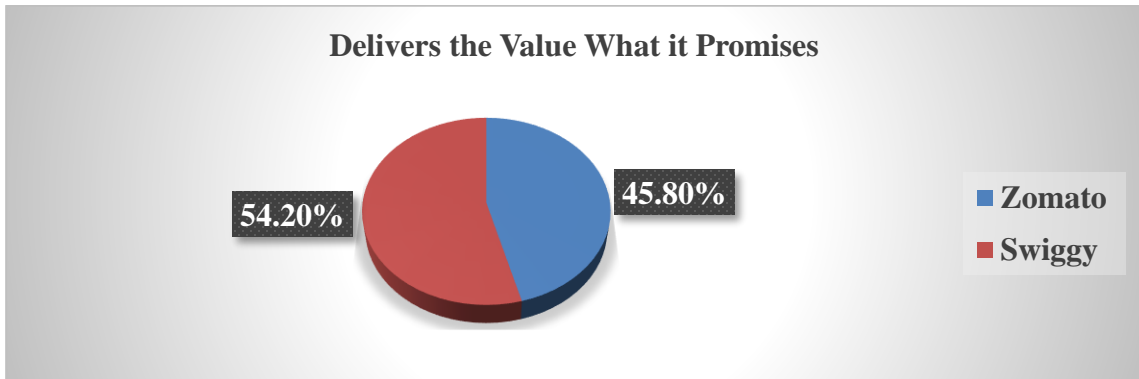


Figure 4.32 shows that 54.2 per cent of the respondents said that Swiggy delivers the online food what it promises and 45.8 per cent of the respondents agreed that Zomato provides online food delivery what it promises.

Figure 4.33: Showing out of two which one customer care executive response is faster to customers.

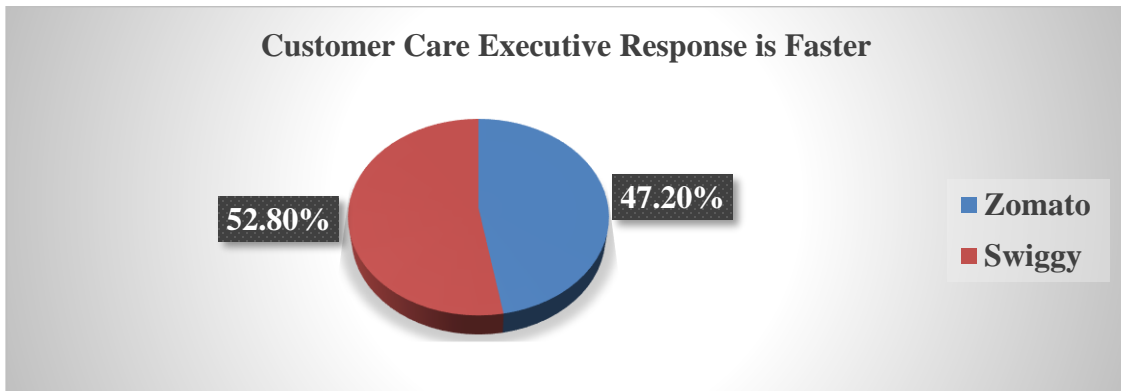


Figure 4.33 represents that 52.8 per cent of the respondents were said Swiggy's customer care executive response faster and 47.2 per cent of the respondents agreed Zomato's customer care executive responded faster.

Figure 4.34: Showing out of two which one rate your experience with food apps to customers.

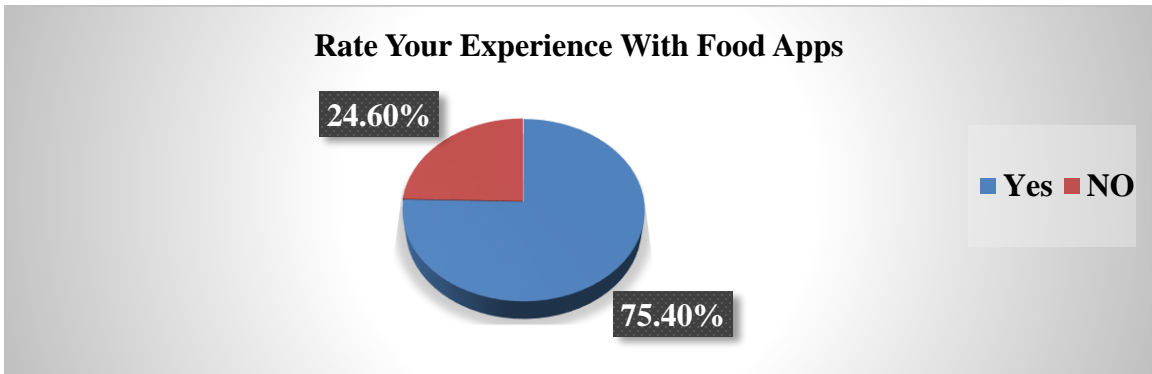


Figure 4.34 Interpretation from the above graph shows that nearly 75.4 per cent of the respondents give a rating of the online food delivery application while 24.6 per cent of them did not give a rating of the online food delivery application. Food rating facilitates the service providers feedback by the rating the service provider can evaluate their service quality and it helps to improve in the services according to the demand of the customers.

Figure 4.35: Showing out of two which one delivery service is comparatively satisfactory to customers.

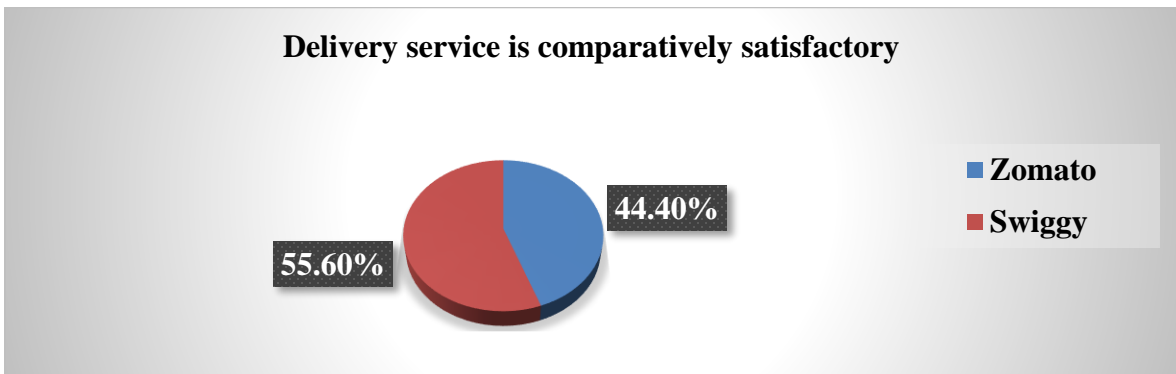


Figure 4.35 nearly 55.6 per cent of the respondents have agreed the delivery service of Swiggy online food delivery application satisfied more while 44.4 per cent of the respondents were agreed that Zomato online food delivery application satisfied with their services.

4. 36 SWAT analysis of Zomato

Strengths-

- Zomato focused only on online foods and restaurants.
- It has a wide range of more than 24 countries all over the world.
- It is actively connected with a wide range of restaurants more than 1.5 million worldwide and nearly 95 thousands of Indian restaurants were listed.
- Upgraded technology and more than 5.5 thousand working employee in India.
- It has a lot of new aggressive and innovative marketing strategies.
- Trained delivery executive for making delivery.
- International understanding of business.

Weakness-

- Delivery charge, packaging and restaurant charges sometimes high.
- Customer disappointed sometimes low level of payment gateway.
- Trust of the customer because of the dark kitchen system.
- Drastic growth means susceptible to bad content.

Opportunities-

- It has the opportunity to expand their business to further more countries.
- Thousand rates of internet penetration and the number of smartphone users worldwide.
- Rapid development in IT sector and skilled employess.
- Risinig level of income and day to day.
- Large potential market area basically untapped rural area.
- Every day increase the new potential customers.

Threats-

- Lack of clear rules and regulations and policy of the government. can easily affect the business.
- New business strategy and model can be easily copied by other players.
- In these days people are more conscious of their health.
- Growing potential competitors.

4. 37 SWAT analysis of Swiggy:

Strengths—

- Provides various kinds of restaurant on a single platform.
- A brand leader in India (Indian company).
- It has a popular brand name.
- Serve more than 60 cities in PAN India.
- Part of the largest online food delivery restaurant chains in the world.
- One of the largest chains of companies.
- Good financial situation and international turnover.
- It provides quick/swift delivery.
- It has a wide range of restaurants more than 55 thousands of restaurants in PAN India.
- It has more than 120 thousand well-trained and skilled delivery executive (Boys) in India.
- It delivers foods with neat and hygienic packaging.

Weaknesses—

- Charge for all orders below Rs.250 while some of their main.
- Competitors like Zomato and Foodpanda have free delivery on all orders.
- Low awareness level of the brand name.
- Delivery charge, packaging and restaurant charges sometimes high.
- Low salaries basically delivery executive (Boys) get their salaries on the basis of per order delivery.
- Some technical problems within the online food delivery website and applications company.

Opportunities—

- The online food delivery concept marketing is a new market in India which lacks a leader.
- It is a reapidly growing market which Swiggy, with the right marketing strategy it can become a market leader in a few years.
- Pioneer in 'Online Food Delivery Business' it was the first online platform to

introduce this concept in the Indian market.

- Different payment gateways (ease of payment).
- Rising income levels of the customers day by day.
- The large potential market basically untrapped rural market/areas.
- Increase in highly growth rate of IT skilled manpower.
- The high rate of consumer goods spending day by day.

Threats—

- The irregularities and constant modification in Indian laws and government regulations present a threat to startup companies.
- Lots of new increasing potential competitors in the market.
- Some times faced an economic slowdown.
- Upcoming price wars.
- Competition of new online food delivery website and applications companies.



Summary and Conclusions

SUMMARY AND CONCLUSIONS

5.1 Summary

The project entitled “**Comparative Study of Zomato and Swiggy**” was carried out in PAN India 2019. A total of 500 sample respondents were selected from the sample area. The information was collected from the sample area. The data collected was subject to analysis for examining the objectives of the investigation. The finding of the present investigation has been briefly summarized in this chapter.

Online food purchasing is a brand new experience and has substantially impacted the lives of purchasers in its short time of lifestyles. It is expected to develop constantly in years to come with advancements in the era. Online buying has made clients extra powerful and green of their shopping behaviour and has driven agencies to a new level, forcing many to make the vital adjustments and changes to reach the brand new market of knowledgeable purchasers. This idea has entered into every sphere of food we buy.

Now even food merchandise are bought through online medium meals for which someone has to go to a restaurant to eat for. The results of this survey underscore the need for businesses to take the online market for food severely in India. This notion of online food is noticeably preferred in large towns like New Delhi, Jaipur, Pune, Mumbai, Bangalore, South Indian towns and so on. Online websites like zomato, swiggy, foodpanda, ubereat, and many others are one of the top websites and food applications which human beings use in these days. Online food delivery system facilitates a quick and time-saving option to eliminate the hunger in all over India.

5.2 Objectives of the Study

1. To find out the market strategies of Zomato and Swiggy.
2. To find out the comparative analysis of marketing strategies and market share between Swiggy and Zomato.
3. To check out the preference of the consumers.
4. To find out the customer satisfaction level of both companies.

5.3 Findings of the Study

- A majority of young age group and unmarried respondents are highly aware and utilized various online ordering of food products and delivery partners like Swiggy and Zomato would prefer it whereas, the matured respondents are less aware and reluctant to do online food buying because they are risk hostile and would like to feel and experience the food items before to buy the online food products and delivery websites and applications.
- Majority of male respondents are using online food delivery website and applications as compared to female respondents.
- Education has a significant association with awareness and preference for online order of food products. Graduates, postgraduates and doctorate degree holders are more aware of online food delivery applications and websites.
- Survey reveals that 3 to 6 numbers of family members are ordered more online food from using online food delivery websites and applications.
- Majority of students are using more frequent and highly ordered form the online food delivery platform.
- Less than 50 thousands household income occupied per month these family use more frequently to ordered online food by different websites and applications.
- People spent more when dining out with friends and family over colleagues or self-indicating a need to reflect social status with their spending on food.
- Majority of the respondent's aware online food delivery websites and applications through the internet and mobiles.
- The survey revealed that most of the respondents out of the sample size actually buy online food products from an online source of Swiggy sometimes, nearly up to 5 order per month with the 100 to 300 rupees per order and that orders are dinner mostly.
- Customers are more satisfied with using the various kinds of discounted coupons which provides discounted food and most are satisfied with trying something new variety of foods with their friends and family.
- Majority of respondents reveals that the Swiggy provides a better quality of food products with their fast delivery system with more convenient of the orders.

- Out of those respondents who have to buy online foods, most were found Zomato has a large wider range of restaurants but provided fewer discount coupons as compare to Swiggy.
- The online survey brought forward the fact that about a large population use Swiggy because of the low price range of food items with the ease to use website and application and the payment gateway is more and easy to pay and use with hygienic foods every times when we talk about the food cancellation charges it took very low amount as compare to Zomato.
- The customers reveal that the Swiggy has a good market strategy to capture the market, it delivered the food on low amounts within the time period which is promised by the company.
- Majority of the respondents revealed that most of the customers give feedback about the delivery company and the customer executive services are nice and quickly.
- Customers satisfied with the Swiggy satisfied from their experience of online food.
- Majority of respondents believe that the influence of family and friends do have significant association with their online shopping of food products.

5.4 Scope for Future Research

The implications of this study has shown that for future studies, the other areas of the research could be done on the comparative study of Zomato and Swiggy online consumers and detecting the online risk reduction factors so as to bring more new perceptivity related to the online buying behavior of food products through the online delivery food applications and websites like Zomato and Swiggy.

Future studies can enhance the results of this study for investigating the online consumer buying behavior, preferences, satisfaction, and marketing strategies that will help companies in relooking and revamping their strategies for online buying of foods.

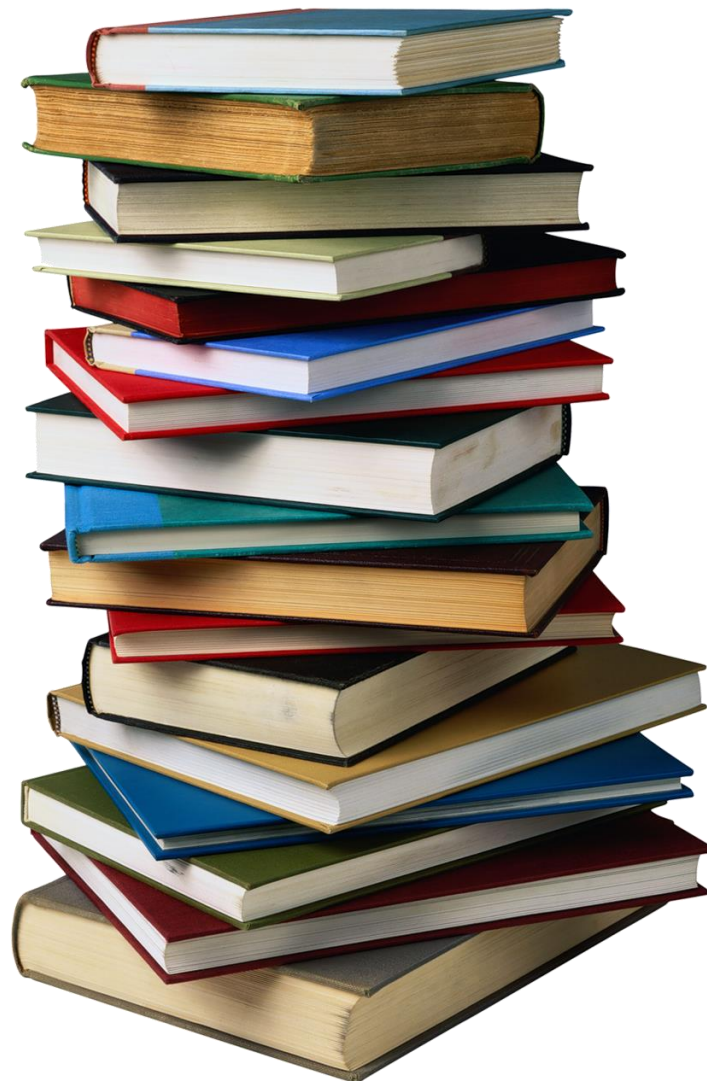
5.5 Conclusion

The survey conducted revealed a consumer preference and satisfaction level and market share of the online food delivery companies. The rapid growth of online food delivery system has resulted in a transformation in the global retail infrastructure of foods. The Internet has arisen as a cost-effective and time-saving means of doing business. Despite being faced with numerous bottlenecks, thanks to rising internet and higher incomes and more savvy population. Highly secured online payment gateways, better to online software and stores, return policies and exciting discounts could help change the perceptions of buying benefits from an online medium for food items. Considering the demographic profiles of online users, age and education have a significant association with online shopping in the current scenario. Online users are aware of the serviceable and pleasure-seeking benefits of online buying of foods, they are reluctant to actually utilize the internet for buying purpose. The overall results ascertain that the respondents have perceived online buying in a positive manner.

Online buying of food software and application can use the relevant variables and factors, identified from the study, to formulate their strategies and plans within India. The companies can prioritize the consumer implicit and explicit requirements in online buying environment.

The results can also be used by various companies to identify their target customer segments. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online food buying. So companies should devise the policies and strategies to attract the number of consumers in this segment in the future also. With the developments in technology, more business opportunities will be discovered by food delivering companies. Internet will become an important part of the business in food delivery companies. Better understandings of consumer online buying behaviour will help companies in getting more online consumers for food products and increasing their e-business revenues. With the popularity of the Internet, the number of Internet users will continue to raise and more Internet users will become online consumers, even regular online buyers. However, the evolvement of the internet will

bring new problems. The changes in business maneuver, business environment, and economic condition, etc. will affect consumer online buying preferences. Therefore, continuous efforts have to be devoted to studying consumer online buying awareness in a dynamic way. With the knowledge of consumer online buying behaviour for food products, it is believed that online buying will continue to grow and it will become not only be an important business revenues channel, but also a share of people's daily life.



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APPENDIX

QUESTIONNAIRE FOR THE RESPONDENTS

Dear Respondents,

This questionnaire about the comparison of two different food services and your suggestions will be valuable for us as it will be feedback to food service companies for the improvement of their services. Therefore, I humbly request you to respond to my questionnaire to make my effort successful. I also assure you that the given information will be kept as confidential and the same will be used only for my academic purpose.

Ravi Shakar Giri student of Master of Agri-Business Management final year of Institute of Agricultural Sciences, Banaras Hindu University Varanasi.

1. Name of the respondents:
2. Gender:
 - A) Male
 - B) Female
 - C) Transgender
3. Age:
 - A) Chronological in years.....
4. Educational Qualification:
 - A) Primary level
 - B) High School (10th)
 - C) Intermediate (12th)
 - D) Graduate
 - E) Post Graduate
 - F) Doctorate
5. Marital Status:
 - A) Married
 - B) Unmarried
 - C) Divorced/Widowed

- 6. Family Size:**
A) No. of Family Members.....
- 7. Occupation:**
A) Student
B) Self-employed
C) Corporate Job
D) Government Job
- 8. Household income per month:**
A) In Thousands.....
- 9. How to know about the food delivery service App?**
A) Newspaper
B) Radio
C) Television
D) Mobile
E) Internet
F) Word of mouth
- 10. Out of two which online food service you prefer most?**
A) Zomato
B) Swiggy
- 11. Which meal you typically order from online?**
A) Breakfast
B) Lunch
C) Snacks
D) Dinner
- 12. How frequently do you use the food App?**
A) Regular
B) Someday
C) Never
- 13. Frequency of ordering food from online in a month?**
A) 0-5
B) 5-10
C) 10-15
D) 15-20
E) More than 20

- 14.** What is your ordered range of (in INR)
- A) Below Rs.100
 - B) Rs.100- 300
 - C) Rs.300-500
 - D) Rs.500-1000
 - E) Rs.1000 & above
- 15.** What features in online food services attracts you most?
- A) Design of a website
 - B) Discount of food
 - C) Food reviews rating
 - D) Variety
- 16.** Name some special occasion when you order your meals by App?
- A) Birthday and other celebrations
 - B) Try something new
 - C) Hang out with friends
 - D) Combinations
- 17.** With whom do you order your on have food mostly?
- A) Colleagues
 - B) Friends
 - C) Family
 - D) Alone
 - E) Others
- 18.** Level of satisfaction with online food delivery
- A) Highly Dissatisfaction
 - B) Dissatisfaction
 - C) Neutral
 - D) Satisfied
 - E) Highly Satisfied
- 19.** With whom do you order your on have food mostly?
- A) Colleagues
 - B) Friends
 - C) Family
 - D) Alone
 - E) Others

- 20.** Out of two whose, delivery service is faster?
A) Zomato
B) Swiggy
- 21.** Out of two who provides better quality foods?
A) Zomato
B) Swiggy
- 22.** Out of two which has a wider range of restaurants?
A) Zomato
B) Swiggy
- 23.** Out of two whose app easier and more convenient for ordering?
A) Zomato
B) Swiggy
- 24.** Out of two which one provides more discount for order your food?
A) Zomato
B) Swiggy
- 25.** Out of two whose price range is more affordable?
A) Zomato
B) Swiggy
- 26.** Out of two whose payment system is more convenient to pay the bill?
A) Zomato
B) Swiggy
- 27.** Out of two which one charge less cancellation fee?
A) Zomato
B) Swiggy
- 28.** In your opinion which one provides more hygienic food delivery?
A) Zomato
B) Swiggy
- 29.** Out of two whose promotional strategies you look better for you?
A) Zomato
B) Swiggy
- 30.** Out of the two whose delivery hours is more convenient for you?
A) Zomato
B) Swiggy

- 31.** Out of two whose delivery charges is more convenient for you?
A) Zomato
B) Swiggy
- 32.** Out of two whose employee (delivery executive) behaviour seems better to you?
A) Zomato
B) Swiggy
- 33.** Among two which delivers the value what it promises?
A) Zomato
B) Swiggy
- 34.** Out of two which customer care executive response is faster?
A) Zomato
B) Swiggy
- 35.** Do you rate your experience with food Apps?
A) Yes
B) No
- 36.** Out of two whose, delivery service is comparatively satisfactory?
A) Zomato
B) Swiggy

Thank you for sparing your valuable time.