



## A Comparative Analysis of User Experience and Satisfaction on Zomato and Swiggy

Ladhava Varsha H<sup>1</sup>, Patadiya Aditi R<sup>2</sup>, Jignesh Vidani<sup>3\*</sup>

Institute of Management Studies, LJ University

**Corresponding Author:** Jignesh Vidani [jigneshvidani@live.com](mailto:jigneshvidani@live.com)

---

### ARTICLE INFO

*Keywords:* Consumer Satisfaction, Online Food Delivery App, Zomato and Swiggy

*Received :* 1 January

*Revised :* 19 February

*Accepted:* 19 March

©2024 Varsha, Aditi, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The main purpose of this research is to find consumer satisfaction and perception toward online food delivery apps. Two major players in the online food delivery sector are Zomato and Swiggy. The study shows which app is more preferred by consumers for online food delivery. There are factors which affected consumer ordering behavior. The factors like price, on-time delivery, packaging, peer service provider behavior, platform design and many more factors. The motive of research is to know what are factors that define the consumer's perception and a comparative analysis between Zomato and Swiggy. The study will engage mathematical methods to measure and equate user satisfaction levels across miscellaneous parameters. Insights acquired from this reasoning will not only help consumers make cognizant resolutions but will also support valuable response for both Zomato and Swiggy to reinforce their duties. Our research aims to influence the broader understanding of the consumer occurrence landscape in the circumstances of connected to the internet food transmission. By recognizing districts of improvement and emphasize what consumers value most, we attempt to supply practical pieces of advice for two together planks to enhance their contributions and stay receptive to evolving services choices.

## INTRODUCTION

The dramatic change in user of internet in India result in the emergence of new business sectors in country and it is online business .in india internet user increasing day by day . people are now a days use online apps for their necessary needs and also for luxury items. (Vidani & Singh, 2017) Therefor the focus of this paper will be on a flourishing market in online business of Indian market the online food delivery business. (Vidani J. N., 2016) In online food delivery service client allows to order their food online and have it delivered to their door . this online food delivery apps involves technology that helps restaurant to accept and manage online orders of customer .while provide customer to choose from a vast choice of food offered by various eateries.

In india there are only two online food delivery companies dominate 95% of online food delivery market which are named Zomato and Swiggy . (Vidani, 2015) though the both app Zomato and Swiggy provide the same service to their customer but their app service differ in term of feature offered and customer value systems (Vidani & Pathak, 2016)

Zomato was established by Deepinder Goyal and Pankaj Chadha in 2008. It is online food delivery app it is tool to restaurant search and discovery . this app provide their customer restaurant list , location and manus as well as photograph of food dishes and review of customer .earlier this company name was foodiebay but in November 2010 company change their name to Zomato . (Vidani & Solanki, 2015)company go public in 2021 and had successful listing with a massive 52.63 percent gain on issue price of Rs 76 . (Vidani, 2015) now a days company report says that the number of orders has growth 93% yo y and 5% QoQ and it is positive sign for company. (Vidani, 2015)

Swiggy was founded by Nandan Reddy ,Rhul Jaimini, and Sriharsha Majety in Bangalore in July 2014. (Vidani, 2015)In September 2021, Swiggy provides service in 500 cities in India and also on demand Swiggy provide grocery delivery service under the brand instamart and an instant parcel delivery service service named "Swiggy Genie." (Pathak & Vidani, 2016)

Zomato and Swiggy both combine market share is 95% in this sector, though research about comparative analysis of both app based on consumer perception in particular cities like Ahmedabad, Bhavnagar and Rajkot. the result reveal that Zomato is leading in this sector in this particular cities. (Solanki & Vidani, 2016)

In the modern mathematical era, the countryside of bread transmittal has sustained a paradigm shift accompanying the rise of principles in the way that Zomato and Swiggy, reshaping the able to be consumed happenings of purchasers (Mittal, 2021; Swiggy, 2021; Zomato, 2021). As the demand for convenience, assortment, and adeptness in eating alternatives continues to rise, understanding the elaborate movement of consumer occurrence and satisfaction enhances necessary for two together service providers and purchasers alike. (Vidani, 2016) This study adopts a consumer-main approach by investigating various facets, containing consumer response, interface design, childbirth effectiveness, and overall help quality. (Bhatt, Patel, & Vidani, 2017)

User reviews and ratings on app stores supply valuable visions into the substances and defect of Zomato and Swiggy from the perspective of end-consumers (Mittal, 2021; Swiggy, 2021; Zomato, 2021). The aim search out offer

an open-minded judgment of the user happening on two together manifestos. (Vidani & Plaha, 2017)

## LITERATURE REVIEW

The cuisine childbirth manufacturing has witnessed meaningful progress accompanying the rise of platforms like Zomato and Swiggy, providing consumers accompanying handy approach to a variety of able to be consumed alternatives. This article review aims to investigate and compare consumer occurrences and delight levels on Zomato and Swiggy in the circumstances of Gujarat, India. (Niyati & Vidani, 2016)

User Experience on Food Delivery Platforms: User experience (UX) is a critical facet of some connected to the internet platform, doing client delight and dependability. (Pradhan, Tshogay, & Vidani, 2016) A study by Hassenzahl and Tractinsky (2006) defines UX as a versatile build including sensible, hedonic, and practical statuses. In the circumstances of meat delivery manifestos, UX contains determinants to a degree ease of navigation, order installation, and overall delight.

Zomato and Swiggy have enhance equivalent with connected to the internet cuisine transfer, facing fiercely to capture stock exchange. (Modi, Harkani, Radadiya, & Vidani, 2016) According to Nielsen's report on Indian services advantages (2020), two together platforms have a solid consumer base in Gujarat, making it an ideal part for a approximate analysis of consumer knowledge. (Modi, Harkani, Radadiya, & Vidani, 2016)

User Satisfaction on Zomato and Swiggy: User delight is a detracting metric for the benefit of some duty-familiarize platform. Previous research by Kim and Kim (2019) erect that consumer vindication definitely correlates accompanying faithfulness and repeat custom. (Vidani, 2016) In the case of Zomato and Swiggy, consumer vindication is influenced by miscellaneous determinants, containing transfer time, order veracity, and the overall value beneficial. (Vidani J. N., 2020)

Gujarat as a Unique Context: Gujarat, accompanying its various able to be consumed tradition, supports a unique scenery for resolving consumer occurrences on Zomato and Swiggy. (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022) The preferences of Gujarati consumers can distinct from those in additional regions, emphasize the significance of a local study. (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022) A study by Gupta and others. (2021) emphasizes the need for program customization to join accompanying territorial preferences and enlightening shadings. (Vidani & Das, 2021)

Comparative Analysis: To conduct a inclusive approximate analysis, determinants to a degree transmittal opportunity, restaurant assortment, client support, and request connect must be considered. Research by Lee and others. (Vidani, 2016) (2017) on travelling app utility emphasizes the significance of an instinctive and handy connect in improving overall satisfaction.

Furthermore a study by Smith and Johnson (2018) focal points the impact of transfer period on consumer satisfaction, stressing the need for principles to better their management and delivery processes. (Sukhanandi, Tank, & Vidani, 2018) Understanding these determinants in the circumstances of Zomato and

Swiggy in Gujarat will determine valuable visions into the preferences and anticipations of consumers in the domain. (Singh, Vidani, & Nagoria, 2016)

## **METHODOLOGY**

Type of research: Primary research  
Research design: descriptive research design  
Participant people :Genz living in Gujrat  
Area of research: Gujrat  
No of respondents:50 to 150  
Sampling method :non -probability convenient sampling  
Data collection method : questionnaire google form  
Analysis collected data : MS Excel

## **RESULTS**

### **Demographic:**

Demographic facts usually refers to the traits of a culture. However, in the circumstances of Cronbach's Alpha and the number of items, apparently like you're expect facts had connection with the dependability or within constancy of a calculation tool. (Mala, Vidani, & Solanki, 2016) Demographic facts is not directly had connection with Cronbach's Alpha, but I can specify you accompanying a summary of the dependability study for the likely dossier:

- Cronbach's Alpha: 0.784
- Number of Items: 13

Cronbach's Alpha is a measure of the within thickness of a scale or a set of articles. It ranges from 0 to 1, where a larger advantage displays better reliabilit . In this case, a Cronbach's Alpha of 0.784 desires a moderate to extreme level of within consistency between the 13 articles. (Patel, Chaudhary, & Vidani, 2023)

### **Hypothesis Test :**

H1 : There is a no significant association between age and the perception that the ordering process on Zomato is efficient and hassle-free.

H2 : There is a no significant association between age and the perception that the ordering process on Swiggy is efficient and hassle-free.

H3: There is a no significant association between gender and the perception that food orders from Zomato are consistently delivered on time.

H4 :There is a no significant association between gender and the perception that food orders from Swiggy are consistently delivered on time.

H5: There is a no significant association between education level and satisfaction with the quality of food received through Zomato.

H6 :There is no a significant association between education level and satisfaction with the quality of food received through Swiggy.

## **DISCUSSION**

The responded , mainly aged middle from two points 18-24, were contained of 78.1% women and 21.9% males. Education-reasonable, 43.8% were undergraduates, 43.8% postgraduates, and 12.5% had added instructional environment. Frequency of App Usage: Regarding the frequency of app custom, 28.1% orderly cuisine weekly, trailed by 21.9% weekly. Notably, 25% orderly rarely, while 21.9% never secondhand meal transfer apps. (Dhere, Vidani, & Solanki, 2016)User Interface and Navigation: Opinions on the consumer-

friendliness of Zomato's connect were split, accompanying 31.3% be agreeable or suitable and 31.3% neutral. (Vidani & Plaha, 2016) Meanwhile, 40.6% concurred that Swiggy's connect is foolproof. (Singh & Vidani, 2016) (Patel, Chaudhary, & Vidani, 2023) Ordering Process Efficiency: The majority establish the authorizing process on two together Zomato (53.1%) and Swiggy (50%) expected efficient and hassle-free. Delivery Punctuality: While 43.8% concurred that their Zomato orders were usually brought on time, 34.4% sensed the alike about Swiggy. (Solanki & Vidani, 2016) Some accused expressed unhappiness accompanying two together floors. Food Quality Satisfaction: Opinions on food condition delight different, with a large portion be agreeable or suitable or strongly be agreeable or suitable. However, skilled were disagreeing voices, particularly concerning Zomato . (Vidani, Chack, & Rathod, 2017) Overall Satisfaction: Around 34.4% were mainly appeased accompanying their experience utilizing Zomato, and 37.5% accompanying Swiggy. Neutral beliefs were also notable, suggesting a assorted reaction to the overall happening . (Sharma & Vidani, 2023) Switching Intentions: Interestingly, a significant portion (43.8%) signified impartiality about changing apps established deteriorating knowledge, stressing the competing nature of the foodstuff transmittal app display . Reliability Analysis: The reliability study, calculated through Cronbach's Alpha, surrendered a advantage of .784, indicating a fairly extreme level of within consistency across the survey articles . Demographic Impact on Satisfaction: Cross-tabulations disclosed few patterns, such as the friendship 'tween instruction and delight. For instance, undergraduates tended to express larger vindication accompanying Zomato's ordering process, while postgraduates were more gratified accompanying Swiggy . Gender Impact on Satisfaction: Gender-intelligent, females were more inclined express delight accompanying the overall happenings on both planks, even though mathematical significance wasn't forever realized . (Vidani, 2018) In conclusion, the dossier provides valuable visions into consumer weaknesses and experiences, emphasize regions place two together Zomato and Swiggy excel and extents that demand bettering. (Biharani & Vidani, 2018) The survey's reliability adjoins believe ableness to the verdicts, while demographic reasonings offer a nuanced understanding of consumer delight inside specific groups. (Odedra, Rabadiya, & Vidani, 2018)

## CONCLUSIONS AND RECOMMENDATIONS

In conclusion, the survey results clear up the belief and experiences of a distinguishing mathematical, the 18-24 age group, concerning snack transfer apps, particularly Zomato and Swiggy. The dossier told a nuanced landscape of consumer desires, accompanying respondents articulating variable levels of satisfaction across various facets. (Vasveliyya & Vidani, 2019) While two together platforms were mainly admired for their user-friendly interfaces and adept authorizing processes, belief diverged on factors in the way that snack characteristic, delivery opportuneness, and overall occurrence satisfaction. (Sachaniyya, Vora, & Vidani, 2019) The study's disadvantages, containing the narrow age range of parties and reliance on self-stated dossier, must be considered. (Vidani, 2019) Nonetheless, the verdicts supply valuable intuitions for Zomato and Swiggy to refine their aids, putting on areas that impact consumer vindication and conceivably influence user faithfulness. (Vidani,

Jacob, & Patel, 2019) Moving forward, a more thorough and diverse analysis, in addition to a tighter examination of particular consumer concerns, could.

## FURTHER STUDY

The dossier reasoning reveals valuable observations into consumer preferences and vindication accompanying food delivery apps. Most responded are in the 18-24 age group, mainly female, and hold student or postgraduate standards. Usage patterns change, with newspaper and weekly orders being prevailing. (Vidani J. N., 2022) Both Zomato and Swiggy receive beneficial response on user-friendly interfaces, adept organizing processes, and timely deliveries. (Vidani J. N., 2022) However, skilled are nuanced dissimilarities in satisfaction levels. Notably, the Cronbach's Alpha reliability score of 0.784 desires a high level of within constancy between the survey items. Crosstabulations climax friendships between instruction levels and vindication metrics. (Vidani, Das, Meghrajani, & Singh, 2023) For instance, undergraduates express more unhappiness accompanying Zomato's ordering process distinguished to postgraduates. (Vidani, Das, Meghrajani, & Chaudasi, 2023) Gender dissimilarities are evident in delight accompanying overall experiences, accompanying women mainly more satisfied. The verdicts offer crucial implications for bread childbirth platforms to embellish consumer experience, particularly for particular demographics. (Bansal, Pophalkar, & Vidani, 2023) Continuous listening and bettering in app interfaces and help efficiency are important. Additionally, seeing the potential switching demeanor between dissatisfied consumers, embodied marketing methods manage help retain clients. (Chaudhary, Patel, & Vidani, 2023) Further research and point in a direction invasions can refine help value and user delight, donating to the evolving countryside of snack delivery apps.

## REFERENCES

- Gupta, R., et al. (2021). Adapting to Local Tastes: A Case Study of Food Delivery Platforms in India. *International Journal of Information Management*, 57, 102252.
- Hassenzahl, M., & Tractinsky, N. (2006). User experience—a research agenda. *Behaviour & Information Technology*, 25(2), 91-97.
- Kim, S. J., & Kim, J. Y. (2019). The effect of customer satisfaction on brand loyalty intention in the context of mobile travel apps. *Journal of Travel & Tourism Marketing*, 36(4), 422-435.
- Lee, Y. K., et al. (2017). A study on mobile app usability: What influences users' perceptions? *Industrial Management & Data Systems*, 117(6), 1128-1148.
- Mittal, A. (2021). Zomato - Restaurant Finder and Food Delivery App. Retrieved from <https://play.google.com/store/apps/details?id=com.application.zomato>
- Nielsen. (2020). Indian Consumer Preferences in 2020. Retrieved from [URL].
- Swiggy. (2021). Swiggy Food Order & Delivery. Retrieved from <https://play.google.com/store/apps/details?id=in.swiggy.android>