

# **A STUDY ON BRAND PROMOTION STRATEGY ON SWIGGY**

Submitted in partial fulfilment of the requirements for the award of

**MASTER OF BUSINESS ADMINISTRATION**

**By**

**MAGESH B**

**REGISTER NO: 42410031**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC-I  
CATEGORY -1 UNIVERSITY BY UGC | Approved by AICTE  
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**December 2023**



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**SCHOOL OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafide work of **MAGESH B 42410031** who carried out the Project Training “under my supervision from October 2023 to December 2023.

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**Submitted for Viva voce Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## DECLARATION

I MAGESH B (42410031) hereby declare that the Project Report entitled “**A STUDY ON BRAND PROMOTION STRATEGY ON SWIGGY**” done by me under the guidance of **DR.PRINCY** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

**MAGESH B**

## ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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**MAGESH B**



## **ABSTRACT**

Food consumption in human life plays a significant role in the restaurant business. Customer satisfaction can be linked directly to restaurant sales; thus, it is important to identify which perceived quality factors more strongly affect customer satisfaction or dissatisfaction. This research paper is to know about the consumer's preference for dining in a restaurant and ordering food using online food delivery apps. This study helps to identify the factors that affect the customer's decision on dining in the restaurant and order food online. Factors like a variety of foods, a quantity of food, quality of the food, taste, and aroma of delicious food, ambiance of the restaurant, and hygiene were the factors that affect consumer's decision on dining at the restaurant. Quality of food, fast delivery, offers, and discounts, trust issues were the main factors that affect the consumer's decision on ordering food online.

**KEYPOINTS:** Online food delivery, Swiggy, Delivery person behaviour, Restaurant, Food, Reviews.

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## CHAPTER 1

### INTRODUCTION

#### 1.1. INTRODUCTION

**Swiggy** is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 500 Indian cities as of September 2021. Besides food delivery, the platform also provides on-demand grocery deliveries under the name Insta mart, and same-day package delivery service called Swiggy Genie.

#### 1.2. INDUSTRY PROFILE:

|                            |                                                                                                                      |
|----------------------------|----------------------------------------------------------------------------------------------------------------------|
| Type                       | <a href="#">Private</a>                                                                                              |
| Industry                   | <a href="#">Online food ordering</a>                                                                                 |
| Founded                    | August 2014; 9 years ago,                                                                                            |
| Founders                   | Sriharsha Majety<br>Nandan Reddy<br>Rahul Jaimini                                                                    |
| Headquarters               | <a href="#">Bangalore</a> , <a href="#">Karnataka</a> , India                                                        |
| Area served                | 500+ cities across India                                                                                             |
| Key people                 | Sriharsha Majety ( <a href="#">CEO</a> )<br>Rahul Bothra ( <a href="#">CFO</a> )<br>Dale Vaz ( <a href="#">CTO</a> ) |
| Services                   | <a href="#">Food delivery</a><br><a href="#">Online grocery</a><br><a href="#">Courier</a>                           |
| Revenue                    | ▲ ₹5,705 crore (US\$710 million) (FY22) <sup>[1]</sup>                                                               |
| <a href="#">Net income</a> | ▼ ₹-3,629 crore (US\$-450 million) (FY22) <sup>[1]</sup>                                                             |
| Owners                     | <a href="#">Prosus</a> (31%)<br><a href="#">SoftBank</a> (8%)                                                        |

|                                     |                                                    |
|-------------------------------------|----------------------------------------------------|
|                                     | <a href="#">Accele</a> (6.3%) <sup>[2]</sup>       |
| <b>Number of employees</b>          | 6,000 (2023) <sup>[3]</sup>                        |
| <b><a href="#">Parent</a></b>       | Bundl Technologies Private Limited <sup>[4]</sup>  |
| <b><a href="#">Subsidiaries</a></b> | InsanelyGood<br>Dine out                           |
| <b>Website</b>                      | <a href="http://www.swiggy.com">www.swiggy.com</a> |

### 1.3. COMPANY PROFILE:

In 2011, Sriharsha Majety and Nandan Reddy designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted in 2014 and rebranded to enter the food delivery market. At the time, the food delivery sector was in turmoil as several notable startups, such as Food panda (later acquired by Ola Cabs), TinyOwl (later acquired by Swiggy) and Ola Cafe (later closed) were struggling. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy in August 2014.

In January 2017, Swiggy started its cloud kitchen chain called "The Bowl Company". In November 2017, Swiggy started a kitchen incubator business called Swiggy Access, opening a network of ready-to-occupy kitchens for its restaurant partners. By 2019, over 1,000 Swiggy Access kitchens were operational, according to a *TechCrunch* report.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In September 2019, Swiggy launched the instant pickup/drop-off service Swiggy Go, allowing customers to send document or parcel deliveries. In April 2020, it rebranded Swiggy Go as Swiggy Genie. During the COVID-19 pandemic, it began doorstep delivery of alcohol in the states of Jharkhand, West Bengal and Odisha.

In May 2020, Swiggy laid off 1,100 employees during the COVID-19 pandemic. The pandemic also resulted in the shutdown of more than three-fourths of its cloud kitchens.

In August 2020, Swiggy launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, the company closed Swiggy Stores and expanded its operations under Instamart.

In 2023, it sold Swiggy Access kitchens to Kitchens@ in a share-swap deal.

As the food ordering and delivering food giants, they are now growing more digitally by launching various platforms and increasing their services because of the conditions like “when you don’t want to go out to the restaurant, then they bring the restaurant to you.

Swiggy has multiple offerings and services for its clients- Swiggy Pop, a single-serve meal delivery service in 30-35 minutes. A selection of items like Indian Thalys, bowl meals, biryanis, burgers, and Asian combos is included in the Swiggy POP menu. All the single-serve meals that come between ranges Rs.99-200 will be delivered in a short time.

The other categories of services that come under Swiggy are **Swiggy Cloud**, the cloud kitchen service and Swiggy Stores.

Recently, Swiggy has just launched a platform for partners known as ‘**Swiggy Partners**’ where they can request for the premium packaging material. It will help them get the service at a reasonable price and will ensure a better customer experience.

## **FUNDING.**

In 2015, Swiggy received a \$2 million investment from Accel and SAIF Partners, along with additional investment from Norwest Venture Partners. The following year, it raised \$15 million from both previous and new investors, including Bessemer Venture Partners and Harmony Partners.

In 2017, Naspers led an \$80 million funding round into Swiggy. By September 2018, Swiggy was valued at around \$3.3 billion, and in April 2020, Swiggy was valued at around \$3.6 billion.

In July 2021, Swiggy raised \$1.25 billion from SoftBank, Prosus and other investors, at a valuation of \$5.5 billion.

In January 2022, Swiggy’ s valuation rose to \$10.7 billion after a \$700-million fundraise led by US asset manager Invesco.

Invesco slashed Swiggy’ s valuation from \$10.7 billion to \$8 billion in March 2023, and then to \$5.5 billion in May 2023.

## **Acquisitions**

- In 2018, Swiggy acquired Mumbai-based Scootsy Logistics, a high-end food and essentials delivery service, and ultimately merged the company's operations into itself in 2020. In 2022, Scootsy launched private label products retailed on Swiggy Instamart.
- In September 2018, it acquired Mumbai-based milk delivery startup SuprDaily. In 2023, SuprDaily was rebranded as InsanelyGood, which was repositioned as a grocery delivery service.
- In 2022, Swiggy acquired the dining and table reservation platform Dineout from Times Internet in an all-stock deal valued at \$120 million.
- In 2023, Swiggy acquired retail distribution company LYNK.

## **Acqui-hires**

- In 2017, Swiggy acqui-hired Bangalore-based Asian food start-up 48East.
- In 2019, the company acqui-hired the artificial intelligence startup Kint.io.

## **Other investments**

- In 2019, Swiggy, invested ₹31 crore in Mumbai-based ready-to-eat food brand Fingerlix.
- In 2022, Swiggy led a \$180 million Series D investment round in bike taxi company Rapido.

## **1.4. STATEMENT OF PROBLEM:**

In this growing world of technology, online food delivery has become an important element of people's life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems . With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants. The purpose of this study is to measure the

expectation & satisfaction of customers regarding Swiggy food delivery application among college students. This study also analyses the factors that attract consumers towards swiggy.

### **1.5. NEED FOR THE STUDY:**

A successful product and brand strategy develops brand awareness and identify that sets your product apart from the countless others solely based on brand name. A well-designed strategy repeatedly reminds potential and current customers why they should purchase your product over others with similar characteristics.

Having a cohesive brand strategy helps you communicate with your customers more clearly. The more consistent your messaging, the more likely you are to attract and maintain loyal customers. Not only does it provide consistency for your customers, but it provides focus for employees

### **1.6. OBJECTIVES OF THE STUDY.**

#### **Primary objective.**

The primary objective of the “**A STUDY ON BRAND PROMOTION STRATEGY ON SWIGGY**”

Other objectives are:

- To study and understand the branding and marketing strategy of Swiggy.
- To analyze the current positioning of the brand as per consumer perception.
- To suggest scope of improvement for the brand as per consumer responses.

### **1.7. SCOPE OF THE STUDY:**

➤ Brokerages recommend investors to subscribe to the initial public offering of Zomato Ltd., expecting the company to benefit from a strong brand name, scope of further expanding in an under-penetrated food delivery market in India, and growing smartphone adoption to aid online ordering, among others.

- Brand scope or brand frame of reference: the set of products, services, communications and actions that stakeholders expect from an organization. People limit what they expect from a brand.
- A brand is a perceptual entity that is rooted in reality but reflects the perceptions and perhaps even the idiosyncrasies of consumers. Ultimately a brand is something that resides in the mind of consumers. Therefore, the scope of branding expands beyond boundaries.
- The expectation and satisfaction of consumers may vary under different 3 circumstances. From this study, we can have a better understanding of the Online Food Delivery Service Market.

## CHAPTER 2

### REVIEW OF LITERATURE

1. Sathish Meena, Senior Forecast Analyst, Forrester Research, says: “If you look at it even now, the game is of the big players. The funding is coming only for the big guys. There is a market for food delivery and food tech, but now that the money is being pumped deeply into one segment”.
2. Hart & Stapleton in the year 2013 says: “a statement in very general terms of how the marketing objective is to be achieved Eg: acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basis of the marketing plan”.
3. Nashwan Mohammed Abdullah Saif, Wang Aimin School of Management, Wuhan University of Technology, Wuhan China, “In terms of the program perspective the marketing strategy standardization/adaptation is important in the sense it can separate marketing mix elements to be standardized or adapted in the international market”.
4. According to Chavan et al, (2015) digital restaurants use smart phones to take customer orders. PDA interface was replaced with smart phones to provide customer user interface to view menu or track their orders. With secured login system, customers have the facility to view menu, place orders, track their orders, receive real time updates and make online payment and collect receipts from smartphone itself increasing customer comfort.
5. According to Dwyer and Welsh (1985) Marketing channel strategies refer to the choice of structure in designing the distribution channel by manufacturers. They also include influence strategies which refer to content, frequency and intensity 16 of communications achieve demonstration of favourable behaviours by their channel partners.
6. According to a recent sectoral report published by IBEF (Indian Brand Equity Foundation), “food has been one of the largest segments in India’s retail sector, valued

at \$490 billion in 2013. The Indian food retail market is expected to reach Rs 61 lakh crore (\$894.98 billion) by 2020”.

7. Bhavik Rathod, Head of Uber Eats India, says: “It is huge opportunity. The unorganised food delivery is still \$80 billion. And one of the reasons is so attractive is a problem-can you bring the cost of delivery down so low that the economies actually become viable? Today with better technology it is easier to bring the cost of delivery lower with a sizeable business”.
8. Sanjay Anandharam Advisor sattva, Volunteer Spirt; Advisor Seed Fund, Idea spring; Enaiya, Ennovent, KARSEM says: While online kitchen businesses will raise money and continue to grow, the real battle and fight will be between players like Swiggy and Swiggy”.
9. According to Leong Wai Hong (2016), the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.
10. According to Varsha Chavan, et al, (2015), the use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately. The increase in uses of smart phones and computers are giving platform for service industry. Their Analysis concluded that this process is convenient, effective and easy to use, which is expected to better day by day in coming times.
11. H.S. Sethu & Bhavya Saini (2016), their idea was to analyse the student's perception, behaviour and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of their favourite food at any point of time and always access to internet, free data are the main reasons for using the apps.
12. Ashutosh bhargve (2013) said that Food panda an online food ordering apps has been launched in the Indian market since May 2012. Food panda first major move was

acquisition of Tasty Khana, which was started in Pune in year 2007. With acquisition of Tasty Khana and JUST EAT, it is now available in over 200 cities and delivery partner with over 12,000 restaurants. JUST EAT which was launched in Denmark in 2001 and was listed publicly on the London Stock Exchange is also mentioned. Their Indian venture was come as Hungry Bangalore in 2006. It was reintroduced in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

13. According to Sheryl E. Kimes (2011), his study found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal attention and also had high uncertainty towards use of early technologies.
14. According to Sumathy (2017), "A study on prospective concernment towards food adjure app" the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The service rendered by the food adjure app is the major factor behind its success.
15. (David Mchardy Reid, Eugene H. Fram, Chi Guotai 2010) studied the operations of 80 street vendors in Dalian, China. It shows their operations (e.g., buying, selling, and merchandising) are very similar to those of permanently anchored small retailers, and consequently they should be able to make similar societal contributions.
16. (Meshram, Kanika, O'Cass, Aron 2010) suggest that street food vendors gain competitive advantage through their price based value offering while, whereas restaurant owners compete against street vendors by offering superior performance value. However, both firms seek advantages by maintaining close relationship with their customers.

17. The vendors in the street market understand how to sell products to target customers and how to emphasize commonality with the mainstream markets and where the difference lie (Emslie et al, 2007)
18. Walsh, J. (2010). In terms of the marketing mix, while there is some flexibility for smart street vendors to vary the product and the place where operations are conducted, it is clear that price is the variable which is the easiest to manipulate, and the one which is most commonly changed. Interestingly, research indicates that Thai consumers are keen to demonstrate that they are good at negotiating price and understand the value of a product: they are, generally, willing to pay more for a higher quality item and also expect to pay less for a lower quality item. The new generation of street vendors, conduct (informal) market research and integrate the results with their own understanding of business and of the nature of their customers.
19. Dr. Kumar Kanagaluru, (2011), the retailer's perceptions towards various strategies have been studied to determine a solution to overcome the threat from the organized retailers. The results of factor analysis technique shows that product strategies is the most important factor followed by price strategies, distribution strategies and promotion strategies. Therefore the unorganized small retailers must give utmost importance to these factors to overcome the competition faced by them as all these strategies contribute to the positive perceptions of retailers towards effective sustainability in the market

## **CHAPTER-3**

### **3.1. RESEARCH DESIGN:**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

#### **3.1.1. Descriptive research:**

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

### **3.2. SOURCES OF DATA:**

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

#### **3.2.1. Primary data:**

The Primary data for this study was collected through questionnaire.

#### **3.2.2. Secondary Data:**

Secondary data was collected from external sources like Websites, Journals etc.

### **3.3. STRUCTURE OF THE QUESTIONNAIRE:**

The questionnaire follows a simple and basic layout. It is made easy for the

participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows;

#### **3.3.1 Basic introduction:**

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

#### **3.3.2 Personal details:**

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

#### **3.3.3 Research related questions:**

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on food delivery through Swiggy application.

#### **3.3.4 Likert scaling questions:**

The Likert scaling questions include moderate options in its scale.

#### **3.3.5 Suggestion questions:**

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

### **3.4. SAMPLING SIZE:**

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

#### **3.4.1. Non-probability sampling:**

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

#### **3.4.2. Convenience sampling;**

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

### **3.8. ANALYTICAL TOOLS.**

#### **3.8.1. Percentage analysis:**

Research questions are always answered with a Descriptive Statistics: Generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

#### **3.8.2. Pie charts:**

A pie chart (or a circle chart) is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice (and consequently its central angle and area) is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations in the way it can be presented.

## CHAPTER-4

### DATA ANALYSIS AND INTERPRETATION

The following consists of the data analysis and interpretation of my questionnaire.

#### 4.1.PERCENTAGE ANALYSIS:

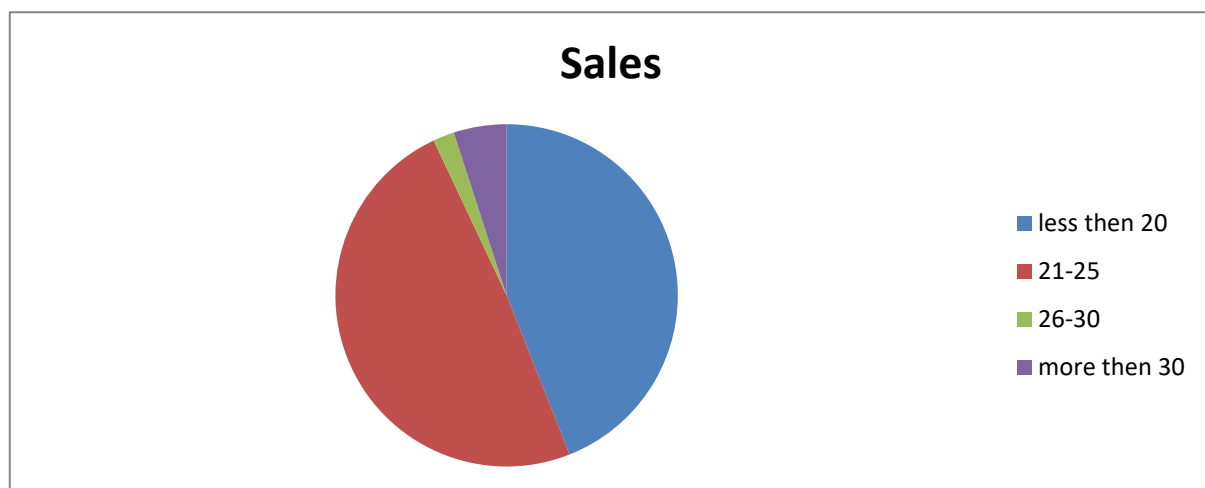
**Table 4.1.1. Age of the respondent**

Q. Showing age groups of people.

| AGE          | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| Less than 20 | 44                | 44%        |
| 21-25        | 39                | 49%        |
| 26-30        | 2                 | 2%         |
| More than 30 | 5                 | 5%         |
| Total        | 100               | 100%       |

#### INTERPRETATION:

From the above table, it is interpreted that 44% of the respondent are less than 20 age; 49% respondent are 21-25 age; 2% respondent are 26-30 age, and 5% respondent are more than 30 age group people.



**Fig.4.1.1. Age of the respondent**

#### INFERENCE:

The majority, 49% of the respondents, are aged between 21-25.

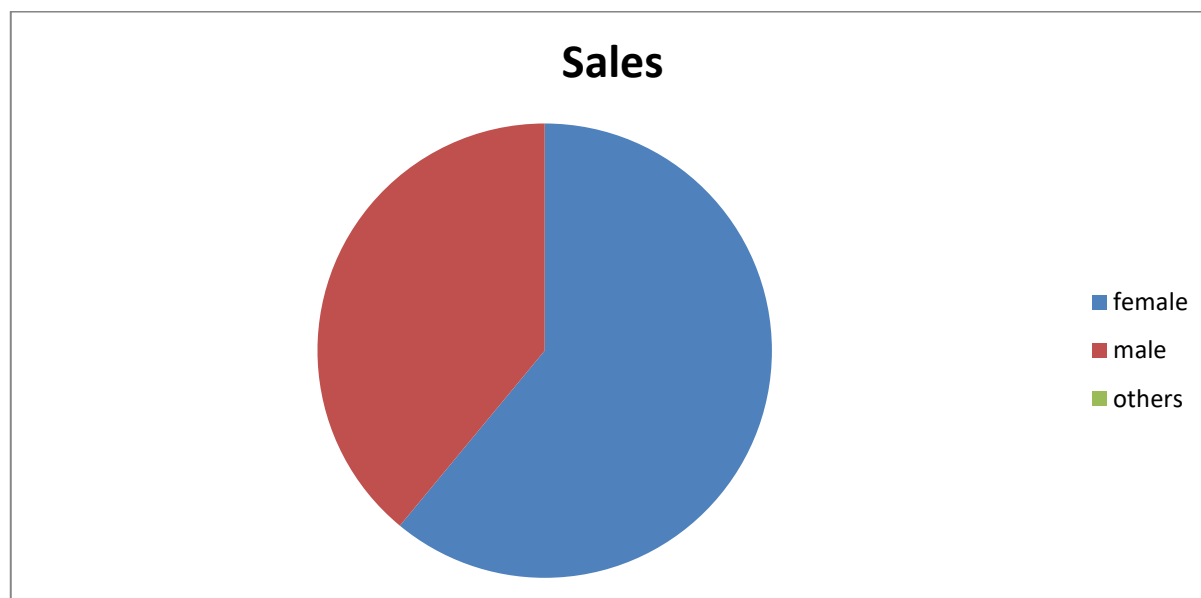
**Table 4.1.2. Gender of the respondent**

Q. Showing Gender of the respondent.

| GENDER | NO OF RESPONDENTS | PERCENTAGE |
|--------|-------------------|------------|
| Female | 61                | 61%        |
| Male   | 39                | 39%        |
| Others | 0                 | Nil        |
| Total  | 100               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 61% of the respondent is Female and 39% of the respondent is male.



**Fig.4.1.2. Gender of the respondent**

**INFERENCE:**

Majority 61% of the respondent of my questionnaire is female.

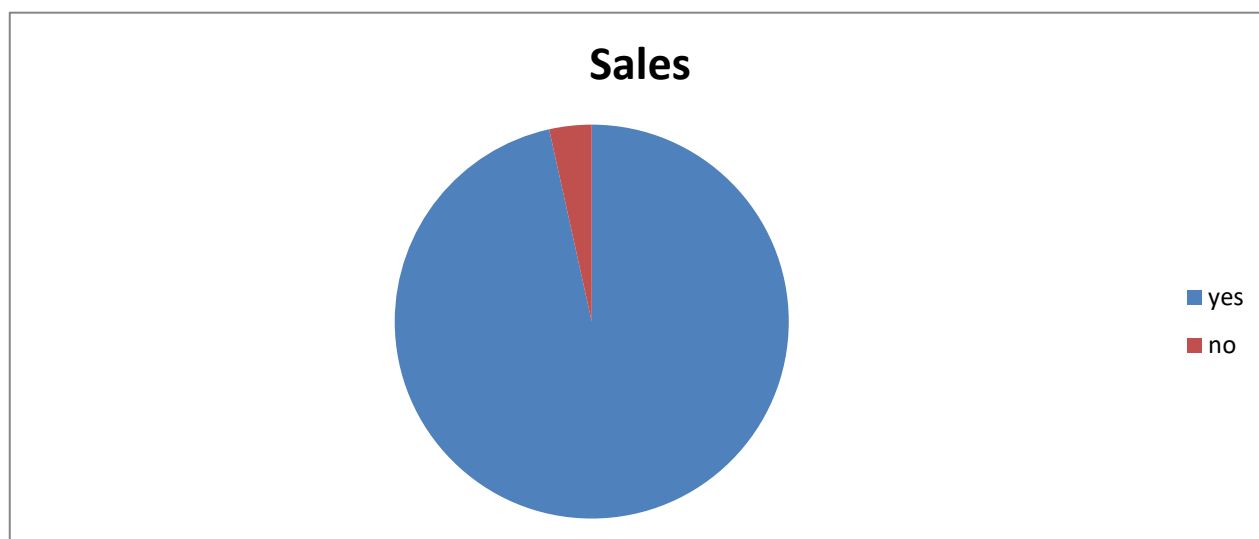
**Table 4.1.3. Response for ordering food through online**

Q. Response in ordering food through online

| OPTION | NO OF RESPONDENTS | PERCENTAGE |
|--------|-------------------|------------|
| Yes    | 89                | 89%        |
| No     | 11                | 11%        |
| Total  | 100               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 89% of the respondent is ordering food online and 11% of the respondent is not ordering food through online.



**Fig.4.1.3. Response for ordering food through online**

**INFERENCE:**

Majority 89% of the respondent is ordering food online.

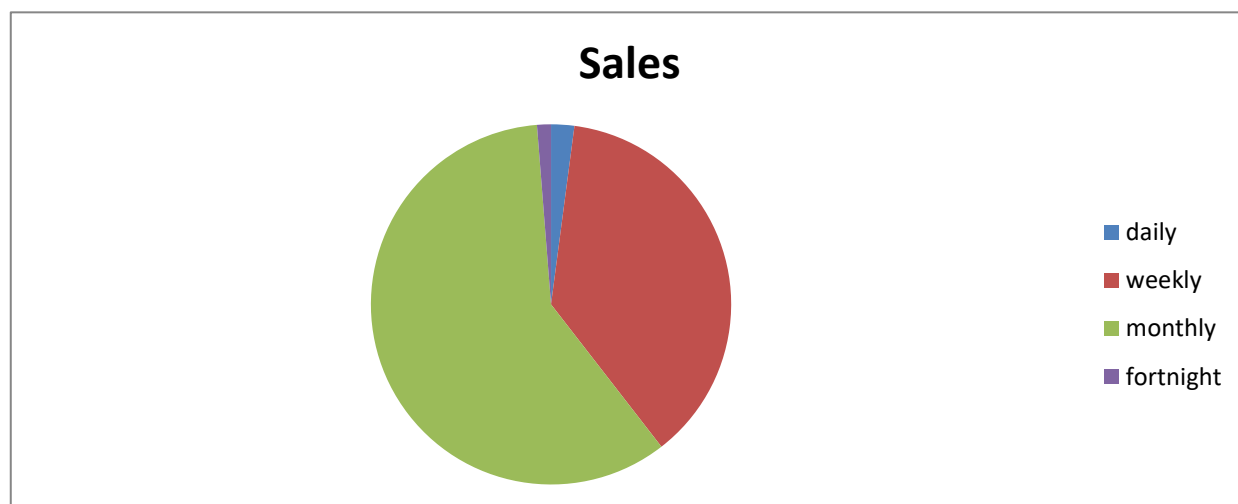
**Table 4.1.4. Time gap for ordering food in Swiggy**

Q. How often do you order in Swiggy?

| OPTION    | NO OF RESPONDENTS | PERCENTAGE |
|-----------|-------------------|------------|
| Daily     | 2                 | 2%         |
| Weekly    | 36                | 36%        |
| Monthly   | 57                | 57%        |
| Fortnight | 5                 | 5%         |
| Total     | 100               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent is ordering food through Swiggy in daily basis; 36% of the respondent is ordering food through Swiggy in weekly basis; 57% of the respondent is ordering food through Swiggy in monthly basis; 5% of the respondent is ordering food through Swiggy in Fortnight.



**Fig.4.1.4. Time-gap for ordering food in Swiggy**

**INFERENCE:**

Majority 57% of the respondent are often ordering food through Swiggy in Monthly basis.

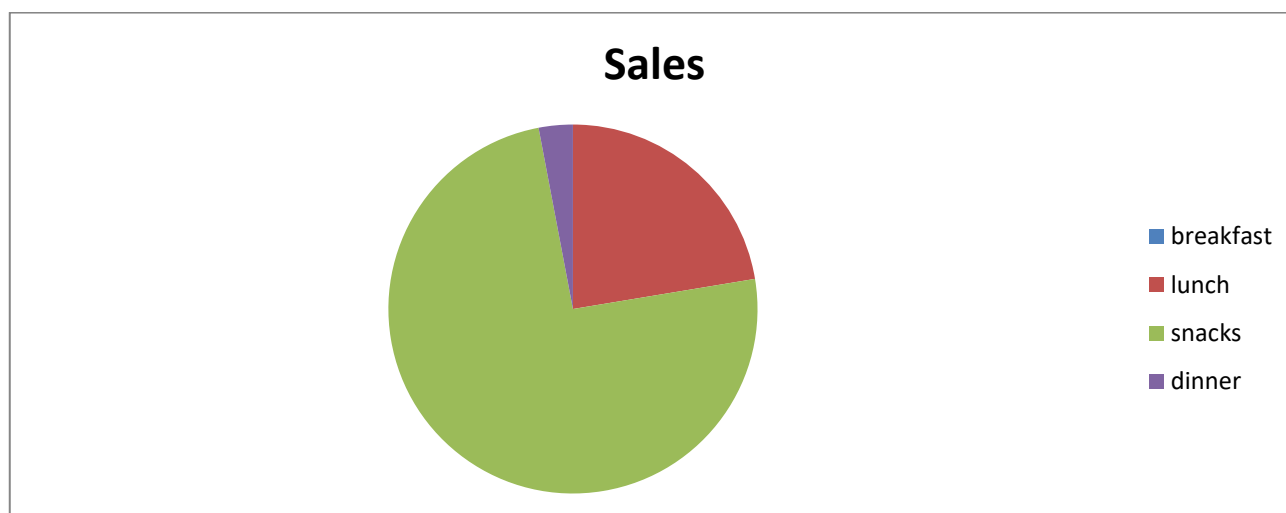
**Table.4.1.5. Response for ordering meal in Swiggy**

Q. Which meal you typically order in Swiggy?

| OPTION    | NOOFRESPONDENTS | PERCENTAGE |
|-----------|-----------------|------------|
| Breakfast | 0               | 0%         |
| Lunch     | 9               | 9%         |
| Snacks    | 30              | 30%        |
| Dinner    | 61              | 61%        |
| Total     | 100             | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 9% of the respondent is ordering food for lunch; 30% of the respondent is ordering food in Swiggy for Snacks; 61% of the respondent is ordering food for dinner.



**Fig.4.1.5. Response for ordering meal in Swiggy**

**INFERENCE:**

Majority 61% of the respondent is ordering food through Swiggy for dinner.

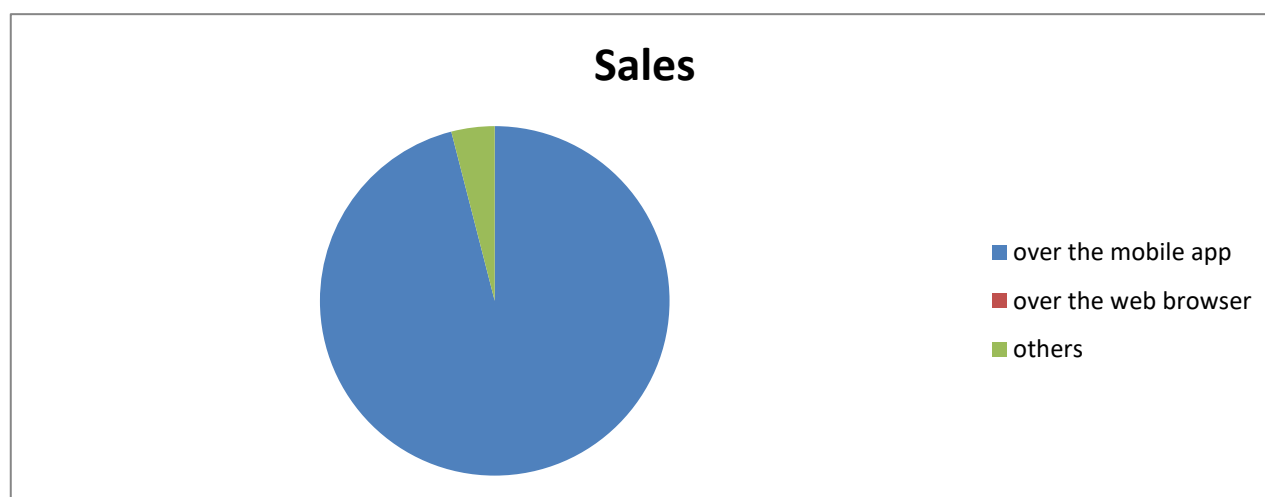
**Table.4.1.6. Response for preferring to order food**

Q. In general, how do you prefer to order food?

| OPTION               | NOOFRESPONDENTS | PERCENTAGE |
|----------------------|-----------------|------------|
| Over the mobile app  | 96              | 96%        |
| Over the web browser | 0               | 0%         |
| Others               | 4               | 4%         |
| Total                | 100             | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 96% of the respondent use mobile application to order food and others 4% of the respondent is found others to order food.



**Fig.4.1.6. Response for preferring to order food**

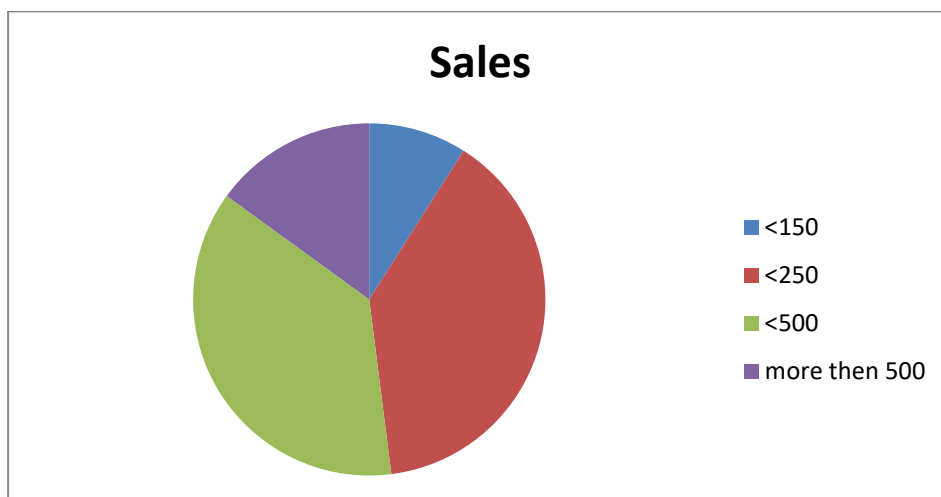
**INFERENCE:**

Majority 96% of the respondents use mobile application to order food through Swiggy.

**Table.4.1.7. Approximate money spent for ordering food**

Q. What is the approximate amount of money you spend on ordering food per time?

| OPTION        | NO OF RESPONDENTS | PERCENTAGE |
|---------------|-------------------|------------|
| <150          | 9                 | 9%         |
| <250          | 39                | 39%        |
| <500          | 37                | 37%        |
| More than 500 | 15                | 15%        |
| Total         | 100               | 100%       |



**Fig.4.1.7. Approximate money spent for ordering food**

**INTERPRETATION:**

From the above table, it is interpreted that 9% of the respondent spend less than \$150 for ordering food per time; 39% of the respondent spend less than \$250 for ordering food per time; 37% of the respondent spend less than \$500 for ordering food per time; 15% of the respondent spend more than \$500 for ordering food per time.

**INFERENCE:** Majority 39% of the respondent spend \$250 to order food in Swiggy.

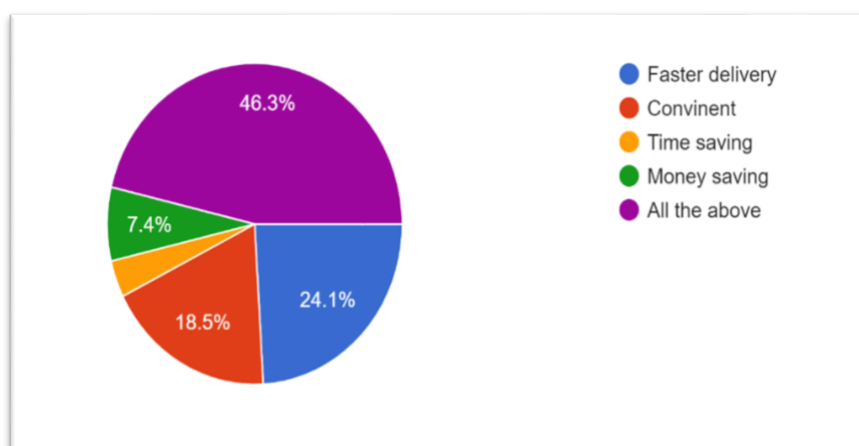
**Table.4.1.8. Preference for online food delivery in Swiggy**

Q. How do you prefer online food delivery in Swiggy?

| OPTION          | NO OF RESPONDENTS | PERCENTAGE |
|-----------------|-------------------|------------|
| Faster Delivery | 13                | 24%        |
| Convenient      | 10                | 18%        |
| Time saving     | 2                 | 3%         |
| Money Saving    | 5                 | 7%         |
| All the above   | 30                | 46%        |
| Total           | 60                | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 24% of the respondent prefer Swiggy for faster delivery; 18% of the respondent prefer Swiggy for convenient; 3% of the respondent prefer Swiggy for Time saving; 7% of the respondent prefer Swiggy for Money saving and 46% of the respondent prefer Swiggy for all of the above option.



**Fig.4.1.8. Preference for online food delivery in Swiggy**

**INFERENCE:**

Majority 46% of the respondents, prefer all the above which is for faster delivery, convenient, time saving and money saving.

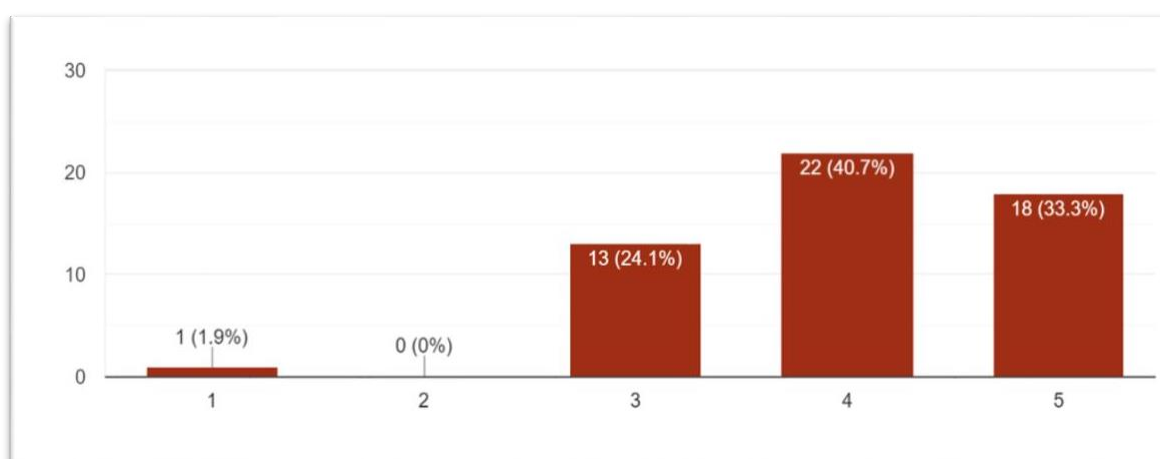
**Table.4.1.9. Rating scale for ordering process in Swiggy**

Q. How much do you rate for ordering process in Swiggy (on the scale of 1-5)?

| OPTION | NOOFRESPONDENTS | PERCENTAGE |
|--------|-----------------|------------|
| 1      | 1               | 2%         |
| 2      | 0               | 0%         |
| 3      | 14              | 24%        |
| 4      | 27              | 41%        |
| 5      | 18              | 33%        |
| Total  | 60              | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent gave 1star rating for ordering process in Swiggy; 24% of the respondent gave 3star rating for ordering process in Swiggy; 41% of the respondent gave 4star rating for ordering process in Swiggy; 33% of the respondent gave 5star rating for ordering process in Swiggy.



**Fig.4.1.9. Rating scale for ordering process in Swiggy**

**INFERENCE:**

Majority 41% of the respondents gave 4star rating for ordering process in Swiggy.

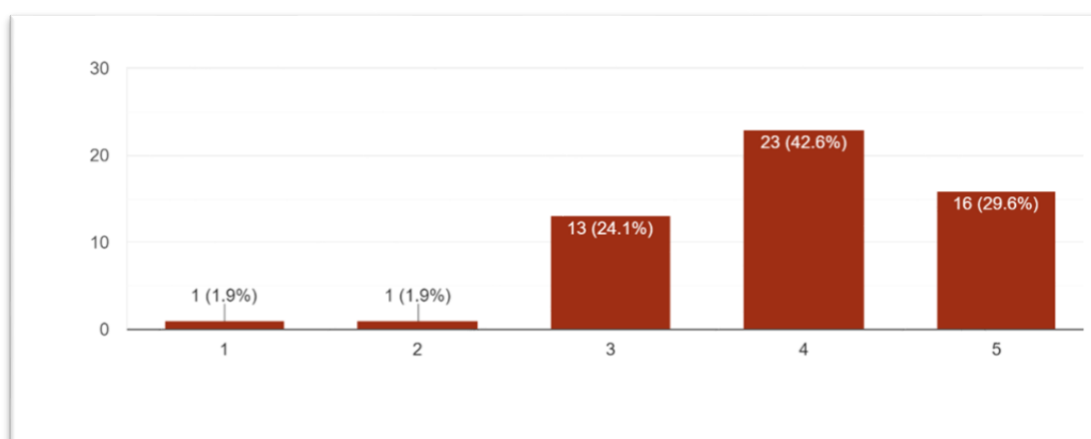
**Table.4.1.10. Rating scale for packaging of food in Swiggy**

Q. How much do you rate for the packaging of food in Swiggy (on the scale of 1-5)?

| OPTION | NO OF RESPONDENTS | PERCENTAGE |
|--------|-------------------|------------|
| 1      | 1                 | 2%         |
| 2      | 1                 | 1%         |
| 3      | 15                | 24%        |
| 4      | 25                | 43%        |
| 5      | 18                | 30%        |
| Total  | 60                | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent gave 1star rating for the packaging of food in Swiggy; 1% of the respondent gave 2star for packaging of food in Swiggy; 24% of the respondent gave 3star rating for the packaging of food in Swiggy; 43% of the respondent gave 4star rating for the packaging of food in Swiggy; 30% of the respondent gave 5star rating for the packaging of food in Swiggy.



**Fig.4.1.10. Rating scale for packaging of food in Swiggy**

**INFERENCE:**

Majority 43% of the respondent gave 4star rating for the packaging of food in Swiggy.

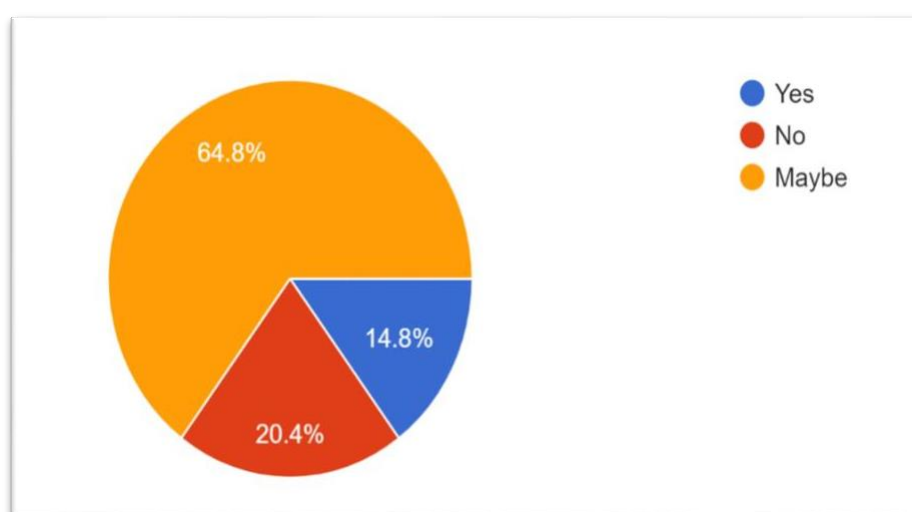
**Table.4.1.11. Responses for online food guide**

Q. Will you stop using Swiggy if a similar online guide comes near you in future?

| OPTION | NO OF RESPONDENT | PERCENTAGE |
|--------|------------------|------------|
| Yes    | 8                | 15%        |
| No     | 12               | 20%        |
| Maybe  | 40               | 65%        |
| Total  | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 15% of the respondent will stop using Swiggy if a similar online guide comes near them in future; 20% of the respondent will not stop using Swiggy if a similar online guide comes near them in future; 65% of the respondent maybe stop using Swiggy if a similar online guide comes near them in future.



**Fig.4.1.11. Responses for online food guide**

**INFERENCE:**

Majority 65% of the respondent maybe stop using Swiggy if a similar online guide comes near them in future.

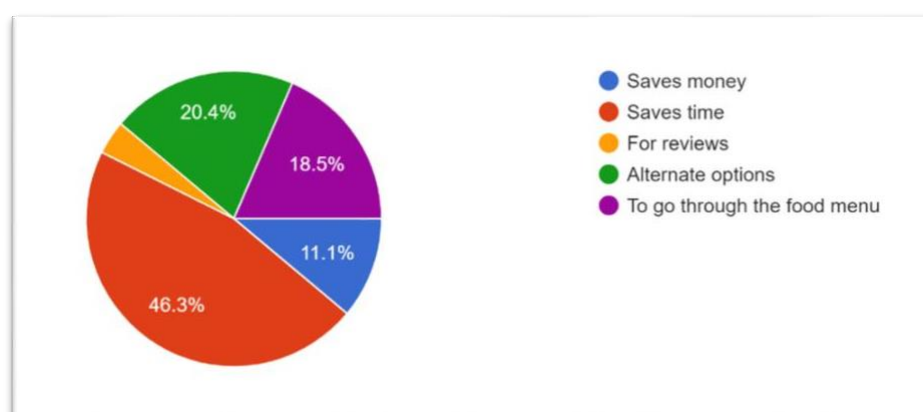
**Table.4.1.12. Purpose of online food guide responses**

Q. What is the purpose of online food guide?

| OPTION                  | NO OF RESPONDENT | PERCENTAGE |
|-------------------------|------------------|------------|
| Saves Money             | 6                | 11%        |
| Saves Time              | 29               | 46%        |
| For reviews             | 4                | 5%         |
| Alternate option        | 11               | 20%        |
| To go through food menu | 10               | 18%        |
| Total                   | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 11% of the respondent feels online food guide saves money; 46% of the respondent feels online guide saves time; 5% of the respondent feels online food guide for reviews; 20% of the respondent feels online food guide for alternate option; 18% of the respondent feels online food guide to go through menu.



**Fig.4.1.12. Purpose of online food guide responses**

**INFERENCE:**

Majority 46% of the respondent online food guide for Saving time.

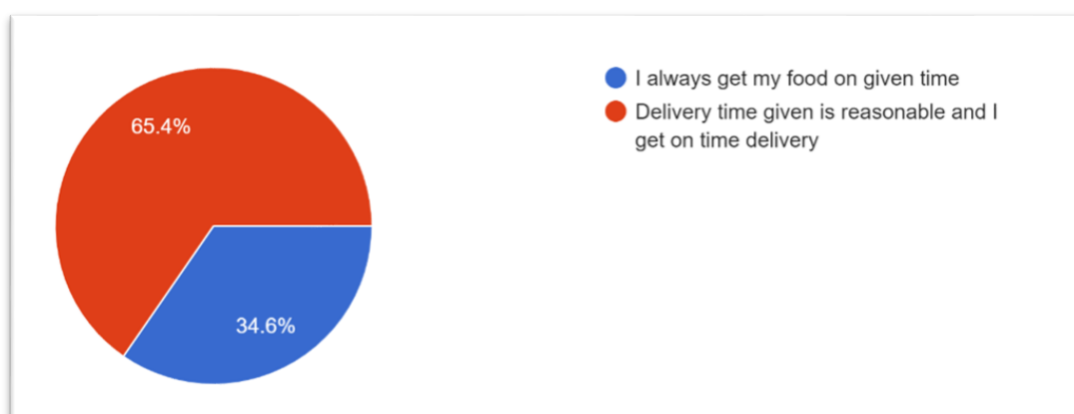
**Table.4.1.13. Delivery lead time at Swiggy responses**

Q. Delivery lead times at Swiggy?

| OPTION                                                                 | NO OF RESPONDENT | PERCENTAGE |
|------------------------------------------------------------------------|------------------|------------|
| I always get my food on given.<br>time                                 | 15               | 35%        |
| Delivery time given is<br>reasonable and I get on<br>time.<br>delivery | 45               | 65%        |
| Total                                                                  | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 35% of the respondent get food in Swiggy within given time; 65% of the respondent get food on time delivery in Swiggy.



**Fig.4.1.13. Delivery lead time at Swiggy responses**

**INFERENCE:**

Majority 65% of the respondents get food on time delivery in Swiggy.

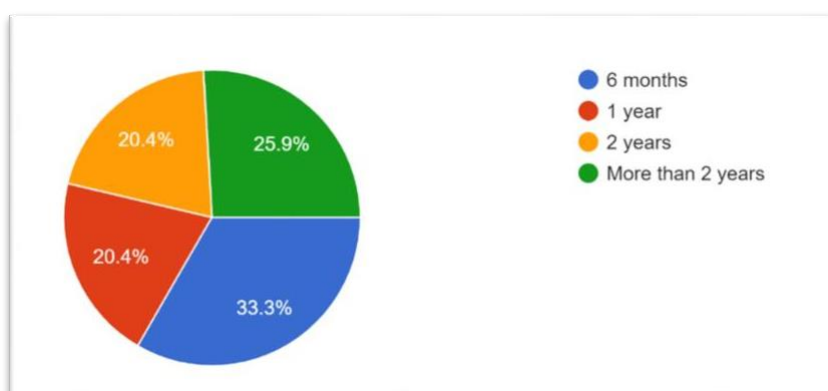
**Table.4.1.14. Time-period of using Swiggy Application**

Q. How long have you been ordering food through Swiggy?

| OPTION            | NO OF RESPONDENT | PERCENTAGE |
|-------------------|------------------|------------|
| 6 months          | 24               | 34%        |
| 1 year            | 11               | 20%        |
| 2 years           | 11               | 20%        |
| More than 2 years | 14               | 26%        |
| Total             | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 34% of the respondent ordering food through Swiggy for 6months; 20% of the respondent ordering food through Swiggy for 1year; 20% of the respondent ordering food through Swiggy for 2years; 26% of the respondent ordering food through Swiggy for more than 2 years.



**Fig.4.1.14. Time-period of using Swiggy Application**

**INFERENCE:**

Majority 34% of the respondents ordering food through Swiggy is about 6months.

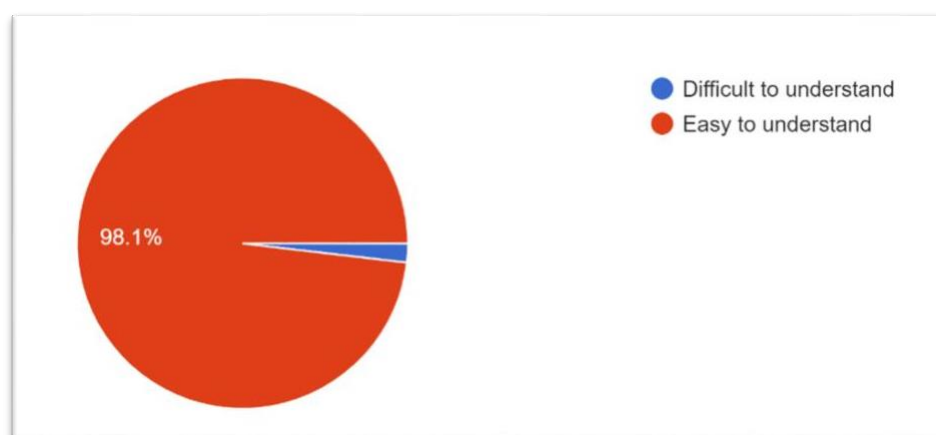
**Table.4.1.15. Responses for language used**

Q. Does the language used in Swiggy application are easy to understand?

| OPTION                  | NO OF RESPONDENTS | PERCENTAGE |
|-------------------------|-------------------|------------|
| Difficult to understand | 2                 | 2%         |
| Easy to understand      | 58                | 98%        |
| Total                   | 60                | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 2% of the respondent find it difficult to understand the language used in Swiggy application; 98% of the respondent feels easy to understand the language used in Swiggy Application.



**Fig.4.1.15. Responses for language used**

**INFERENCE:**

Majority 98% of the respondents feel easy to understand the language used in Swiggy Application.

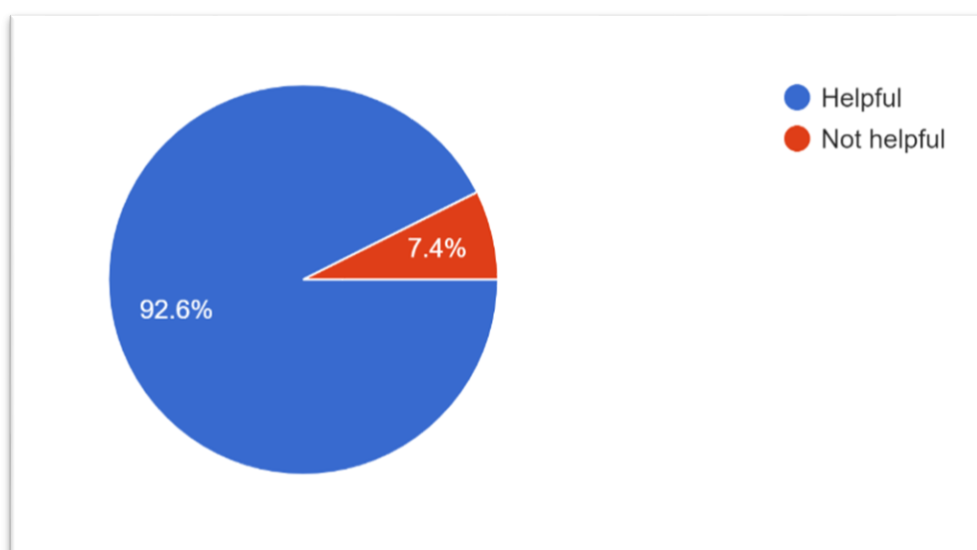
**Table.4.1.16. Response for placing order**

Q. Do the features in Swiggy help you to find a suitable place order to eat?

| OPTION      | NO OF RESPONDENTS | PERCENTAGE |
|-------------|-------------------|------------|
| Helpful     | 55                | 93%        |
| Not helpful | 5                 | 7%         |
| Total       | 60                | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 93% of the respondents find helpful to place order to eat through Swiggy Application; 7% of the respondent find not helpful to place order to eat through Swiggy Application.



**Fig.4.1.16. Responses for placing order**

**INFERENCE:**

Majority 93% of the respondent find helpful to place order to eat through Swiggy Application

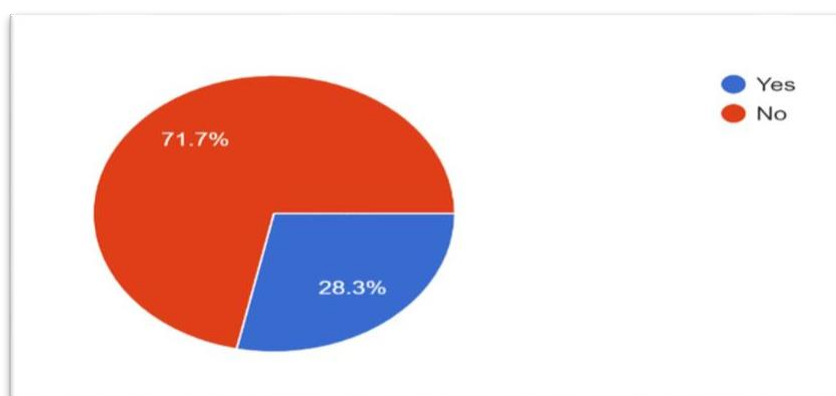
**Table.4.1.17. Responses for missing items in food delivery**

Q. When you have ordered food through Swiggy, have there been cases of a few items missing when it was delivered?

| OPTION | NO OF RESPONDENT | PERCENTAGE |
|--------|------------------|------------|
| Yes    | 20               | 28%        |
| No     | 40               | 72%        |
| Total  | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 28% of the respondent finds missing items in Swiggy food delivery; 72% of the respondent does not find any missing items in Swiggy food delivery.



**Fig.4.1.17. Responses for missing items in food delivery**

**INFERENCE:**

Majority 72% of the respondent does not find any missing items in Swiggy food delivery.

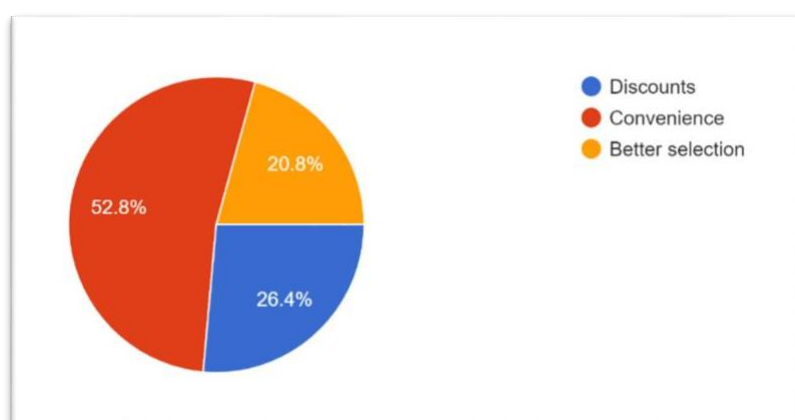
**Table.4.1.18. Reason for ordering food through Swiggy**

Q. What is the primary reason you order food through Swiggy?

| OPTION           | NO OF RESPONDENTS | PERCENTAGE |
|------------------|-------------------|------------|
| Discounts        | 20                | 26%        |
| Convenience      | 28                | 53%        |
| Better Selection | 12                | 21%        |
| Total            | 60                | 100%       |

**INTERPRETATION:**

From the above table. It is interpreted that 26% of the respondent's primary reason for ordering food through Swiggy Application is for discounts; 53% of the respondent's primary reason for ordering food through Swiggy Application is for Convenience; 21% of the respondent's primary reason for ordering food through Swiggy Application is for better selection.



**Fig.4.1.18. Reason for ordering food through Swiggy**

**INFERENCE:**

Majority 53% of the respondents' primary reason for ordering food through Swiggy Application is for Convenience.

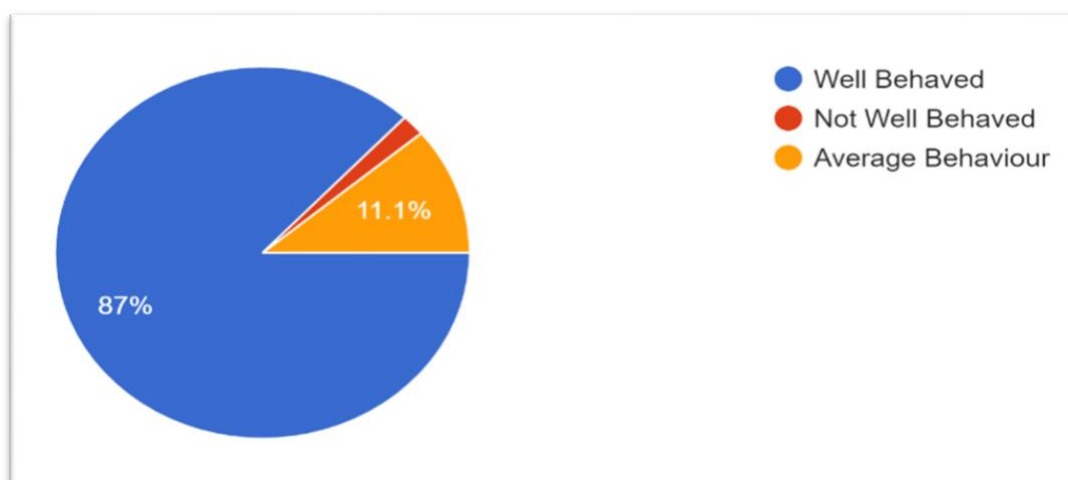
**Table.4.1.19. Response for food delivery person's behaviour**

Q. What is your most common experience of delivery persons employed in Swiggy?

| OPTION           | NO OF RESPONDENT | PERCENTAGE |
|------------------|------------------|------------|
| Well Behaved     | 53               | 87%        |
| Not Well Behaved | 1                | 2%         |
| Average Behavior | 6                | 11%        |
| Total            | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 87% of the respondent finds well behaved delivery persons are employed in Swiggy; 2% of the respondent finds not well-behaved delivery persons are employed in Swiggy; 11% of the respondent finds average behavior delivery persons are employed in Swiggy.



**Fig.4.1.19. Responses for food delivery person's behaviour**

**INFERENCE:**

Majority 87% of the respondents find well behaved delivery persons are employed in Swiggy.

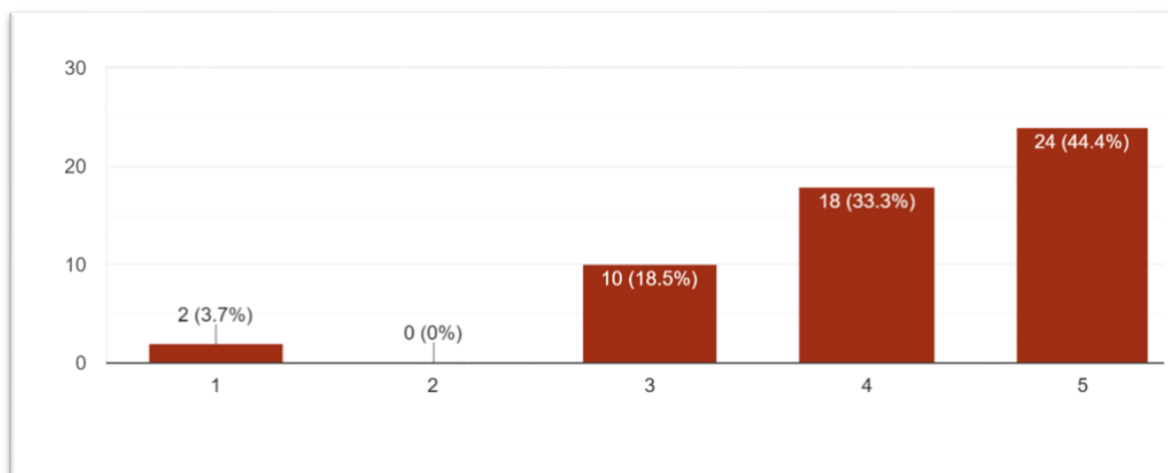
**Table.4.1.20. Rating scale for the service of Swiggy**

Q. How much do you rate for the service in Swiggy?

| OPTION | NO OF RESPONDENTS | PERCENTAGE |
|--------|-------------------|------------|
| 1      | 2                 | 4%         |
| 2      | 0                 | 0%         |
| 3      | 10                | 19%        |
| 4      | 18                | 33%        |
| 5      | 24                | 44%        |
| Total  | 60                | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 4% of the respondent gave 1star rating for the service of Swiggy; 19% of the respondent gave 3star rating for the service of Swiggy; 33% of the respondent gave 4star rating for the service of Swiggy; 44% of the respondent gave 5star rating for the service of Swiggy.



**Fig.4.1.20. Rating scale for the service of Swiggy**

**INFERENCE:**

Majority 44% of the respondent gave 5star rating for the service of Swiggy.

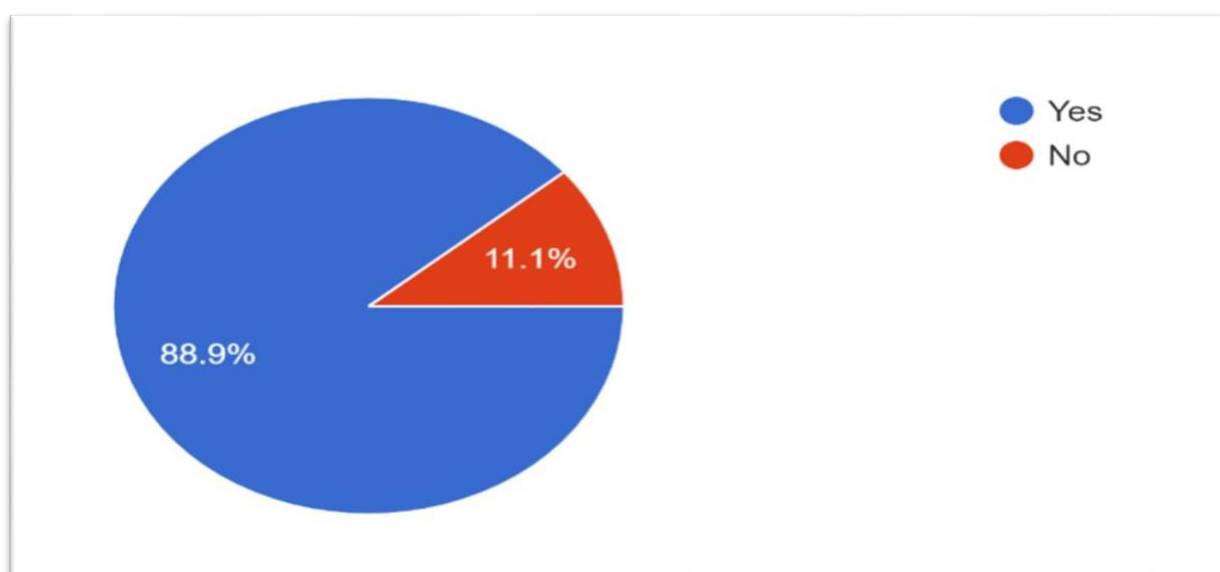
**Table.4.1.21. Response for suggesting Swiggy to others**

Q. Would you suggest others to buy food in Swiggy?

| OPTION | NO OF RESPONDENT | PERCENTAGE |
|--------|------------------|------------|
| Yes    | 54               | 89%        |
| No     | 6                | 11%        |
| Total  | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 89% of the respondents said yes to suggest others to buy food through Swiggy; 11% of the respondent said no to suggest others to buy food through Swiggy.



**Fig.4.1.21. Responses for suggesting Swiggy to others**

**INFERENCE:**

Majority 89% of the respondents said yes to suggest others to buy food through Swiggy Application.

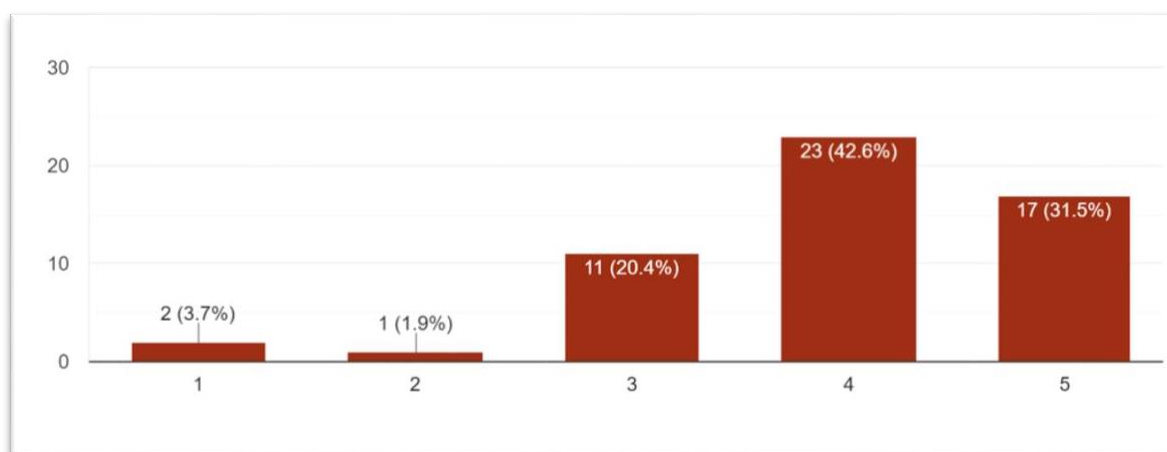
**Table.4.1.22. Rating scale for Swiggy Application**

Q. How much do you rate for the Swiggy application?

| OPTION | NO OF RESPONDENTS | PERCENTAGE |
|--------|-------------------|------------|
| 1      | 2                 | 4%         |
| 2      | 1                 | 2%         |
| 3      | 11                | 20%        |
| 4      | 23                | 43%        |
| 5      | 17                | 31%        |
| Total  | 60                | 100        |

**INTERPRETATION:**

From the above table, it is interpreted that 4% of the respondent gave 1star rating for Swiggy Application; 2% of the respondent gave 2star rating for Swiggy Application; 20% of the respondent gave 3star rating for Swiggy Application; 43% of the respondent gave 4star rating for Swiggy Application; 31% of the respondent gave 5star rating for Swiggy Application.



**Fig.4.1.22. Rating scale for Swiggy Application**

**INFERENCE:**

Majority 43% of the respondent gave 4star rating for Swiggy Application

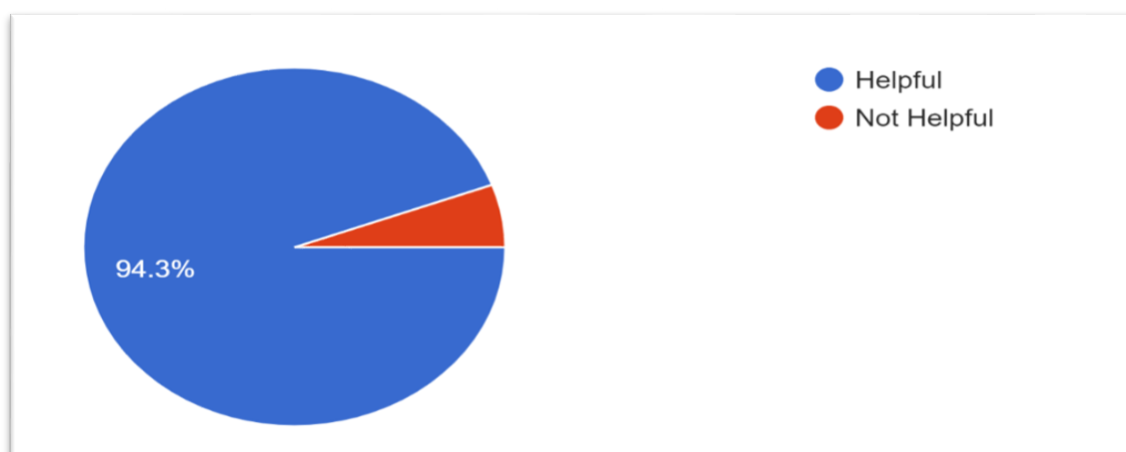
**Table.4.1.23. Responses for Swiggy Application**

Q. Does the Swiggy Application?

| OPTION      | NO OF RESPONDENTS | PERCENTAGE |
|-------------|-------------------|------------|
| Helpful     | 57                | 94%        |
| Not helpful | 3                 | 6%         |
| Total       | 60                | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 94% of the respondents find Swiggy Application is helpful; 6% of the respondent finds Swiggy Application is Not helpful.



**Fig.4.1.23. Responses for Swiggy Application**

**INFERENCE.**

Majority 94% of the respondents find Swiggy Application is helpful.

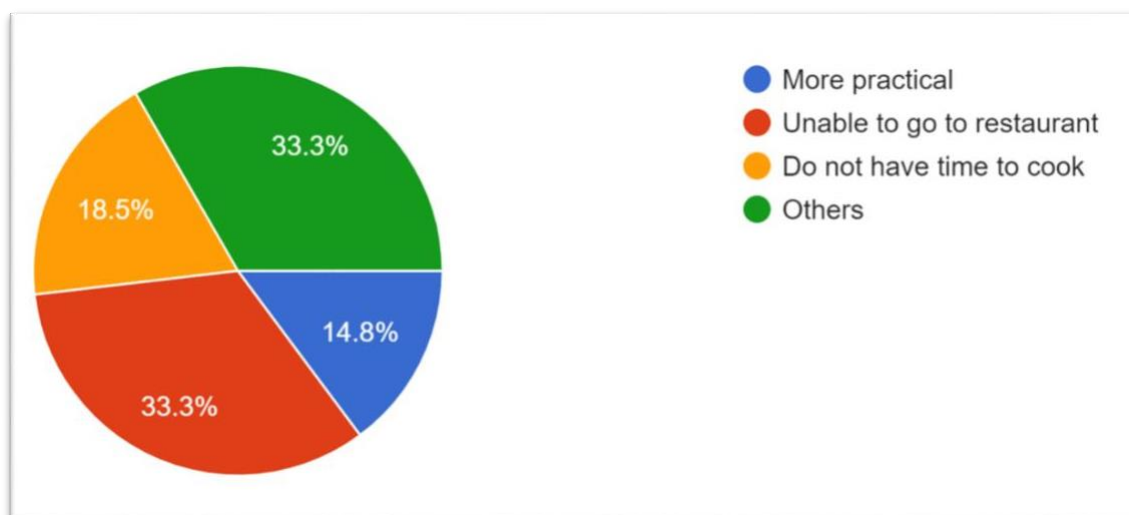
**Table.4.1.24. Reason for using Swiggy Application**

Q. In general, what is the reason for using Swiggy?

| OPTION                     | NO OF RESPONDENT | PERCENTAGE |
|----------------------------|------------------|------------|
| More practical             | 8                | 15%        |
| Unable to go to restaurant | 23               | 33%        |
| Do not have time. to cook  | 11               | 19%        |
| Others                     | 18               | 33%        |
| Total                      | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 15% of the respondent reason for using Swiggy because it is more practical; 33% of the respondent reason for using Swiggy because of unable to go to restaurant; 19% of the respondent reason for using Swiggy is because of they do not find time to cook; 33% of the respondent reason for using Swiggy is for other reason.



**Fig.4.1.24. Reason for using Swiggy Application**

**INFERENCE:**

Majority 33%, of the respondent reason for using Swiggy is just because of unable to

go to restaurant and for other reason.

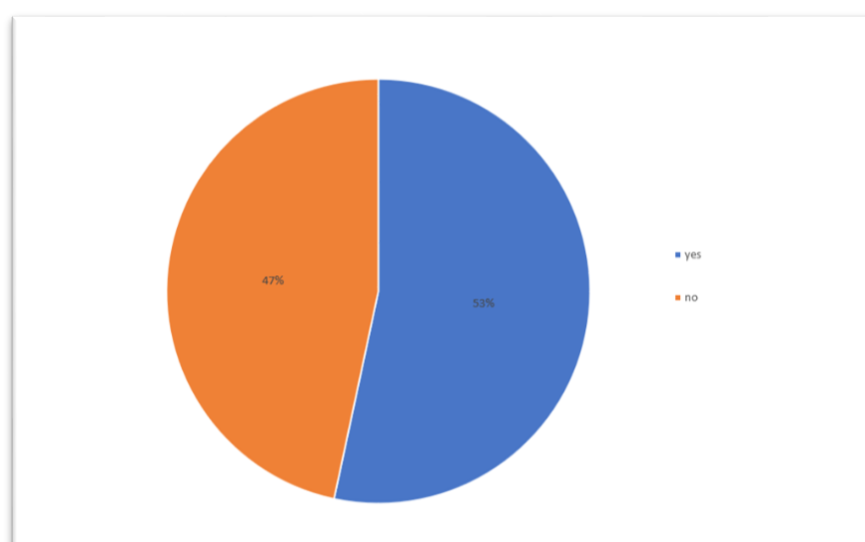
**Table.4.1.25. Responses for ordering food offline**

Q. Do you order food offline?

| OPTION | NO OF RESPONDENT | PERCENTAGE |
|--------|------------------|------------|
| Yes    | 32               | 53%        |
| No     | 28               | 47%        |
| Total  | 60               | 100%       |

**INTERPRETATION:**

From the above table, it is interpreted that 53% of the respondent ordering food through offline; 47% of the respondent order food through offline.



**Fig.4.1.25. Responses for ordering food offline**

**INFERENCE:**

Majority 53% of the respondent ordering food offline.

#### 4.2. HYPOTHESIS:

##### ANOVA

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistics,  $p$ -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

|                               | Yes             | No               | <i>Marginal Row Totals</i> |
|-------------------------------|-----------------|------------------|----------------------------|
| Order Online                  | 45 (38.5) [1.1] | 15 (21.5) [1.97] | 60                         |
| Order Offline                 | 32 (38.5) [1.1] | 28 (21.5) [1.97] | 60                         |
| <i>Marginal Column Totals</i> | 77              | 43               | 120 (Grand Total)          |

#### INTERPRETATION:

The chi-square statistics is 6.125. The  $p$ -value is .013328. Significant at  $p < .05$ .

The chi-square statistics with Yates correction is 5.219. The  $p$ -value is .022342. Significant at  $p < .05$ .

## CHAPTER-5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1. FINDINGS:

- ❖ Majority 49% of the respondent are aged between 21-25.
- ❖ Majority 61% of the respondent of my questionnaire is female.
- ❖ Majority 89% of the respondent is ordering food through online.
- ❖ Majority 57% of the respondent are often ordering food through Swiggy in Monthly basis.
- ❖ Majority 61% of the respondent is ordering food through Swiggy for dinner.
- ❖ Majority 96% of the respondent is using mobile application to order food through Swiggy.
- ❖ Majority 39% of the respondent spend \$250 to order food in Swiggy.
- ❖ Majority 46% of the respondent prefer all the above which is for faster delivery, convenient, time saving and money saving..
- ❖ Majority 41% of the respondent gave 4star rating for ordering process in Swiggy.
- ❖ Majority 43% of the respondent gave 4star rating for the packaging of food in Swiggy.
- ❖ Majority 65% of the respondent maybe stop using Swiggy if a similar online guide comes near them in future.
- ❖ Majority 46% of the respondent online food guide for Saving time.
- ❖ Majority 65% of the respondent get food on time delivery in Swiggy.
- ❖ Majority 34% of the respondent ordering food through Swiggy is about 6months.
- ❖ Majority 98% of the respondent feels easy to understand the language used in Swiggy Application. ❖ Majority 93% of the respondent find helpful to place order to eat through Swiggy Application
- ❖ Majority 72% of the respondent does not find any missing items in Swiggy food delivery.

- ❖ Majority 53% of the respondent's primary reason for ordering food through Swiggy Application is for Convenience
- ❖ Majority 87% of the respondent finds well behaved delivery persons are employed in Swiggy.
- ❖ Majority 44% of the respondent gave 5star rating for the service of Swiggy.
- ❖ Majority 89% of the respondent said yes to suggest others to buy food through Swiggy Application
- ❖ Majority 43% of the respondent gave 4star rating for Swiggy Application
- ❖ Majority 94% of the respondent finds Swiggy Application is helpful.
- ❖ Majority 33% of the respondent reason for using Swiggy is just because of unable to go to restaurant and for other reason.
- ❖ Majority 53% of the respondent ordering food through offline.

## **5.2. SUGGESTIONS:**

- ✓ Company should try to reach to people of other age groups.
- ✓ Company should take necessary steps to stimulate customers in repurchasing on a frequent basis. . ✓ Swiggy should focus more on other promotional activities such as television advertisements.
- ✓ The company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product.
- ✓ The company should try to be competitive than other companies and try to establish a strong position in the market.
- ✓ The Company should focus more on attractive advertisement, discounts, coupon code has to provide on advertisement media channels.

### **5.3. LIMITATIONS:**

- ✓ Due to time constraint the sample size was restricted to 60 respondents only.
- ✓ Since the study is on primary data collected through questionnaire, the result of the study was subject to all the limitations of the primary data.
- ✓ The analysis based on some statistical tools which has its own limitation.
- ✓ The finding and suggestions are based on the information given by the respondents.
- ✓ In some cases, participants refused to fill the questionnaire.
- ✓ The lack of resources led to Convenience sampling.

### **REFERENCE:**

According to a recent sectoral report published by IBEF (Indian Brand Equity Foundation), “food has been one of the largest segments in India’s retail sector, valued at \$490 billion in 2013.

Bhavik Rathod, Head of Uber Eats India says, “To bring out the cost of delivery lower with a sizeable business with today’s better technology”.

Chavan et al, (2015), digital restaurants use smart phones to take customer orders and to provide user interface to view menu, place orders, track orders, receive real time updates, and to make online payment and collect receipts through smartphones.

Dwyer and Welsh (1985), Marketing channel strategies refer to the choice of structure in designing the distribution channel by manufacturers.

Hart & Stapleton in the year 2013 says, “price, product and intensive advertisement became the strategy to achieve the marketing plan”.

H.S. Sethu & Bhavya Saini (2016), their idea was to analyse the student’s perception, behaviour and satisfaction of online food ordering and delivery applications. The study shows that online food ordering apps secure their time due to easily availability.

Leong Wai Hong (2016) says, “The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online”.

Sathish Meena, Senior Forecast Analyst, Forrester Research found that, “The market for food delivery and food tech is pumped in one segment of money”.

Nashwan Mohammed Abdullah Saif, Wang Aimin School of Management, Wuhan University of Technology, Wuhan China says that, “the marketing strategy standardization/adaptation is important in the sense it can separate marketing mix elements to be standardized or adapted in the international market”.

Sanjay Anandharam Advisor sattva, Volunteer Spirt; Advisor Seed Fund, Idea spring; Enaiya, Ennovent, KARSEM says: While online kitchen businesses will raise money and continue to grow, the real battle and fight will be between players like Zomato and Swiggy”.

Sheryl E.Kimes (2011), found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Nonusers need more personal attention and also had high uncertainty towards use of early technologies.

Sumathy (2017), "A study on prospective concernment towards food adjure app" the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online.

The service rendered by the food adjure app is the major factor behind its success. Varsha Chavan, et al, (2015) found that, "The use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately".

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## **QUESTIONNAIRE**

1.What is your name?

2.What is your age?

- a) Less than 20
- b) 21-25
- c) 26-30
- d) More than 30

3.What is your gender?

- a) Female
- b) Male
- c) Others

4.Do you order food online?

- a) Yes
- b) No

5.How often you order in Swiggy?

- a) Daily
- b) Weekly
- c) Monthly
- d) Fortnight

6.Which meal you typically order in Swiggy?

- a) Breakfast
- b) Lunch
- c) Snacks
- d) Dinner

7.In general, how do you prefer to order food?

- a) Over the mobile app
- b) Over the web browser
- c) Others

8. What is the approximate money you spend on ordering food per time?

- a) <150
- b) <250
- c) <500
- d) More than 500

9. How do you prefer online food delivery in Swiggy?

- a) Faster delivery
- b) Convenient
- c) Time saving
- d) Money saving
- e) All the above

10. How much do you rate for ordering process in Swiggy (in the scale of 1-5)?

Poor   1       2       3       4       5       Excellent

11. How much do you rate for the packaging of food in Swiggy (in the scale of 1-5)?

Poor   1       2       3       4       5       Excellent

12. Will you stop using Swiggy if a similar online guide comes near you in future?

- a) Yes
- b) No
- c) Maybe

13. What is the purpose of online food guide?

- a) Saves Money
- b) Saves time
- c) For reviews
- d) Alternate options
- e) To go through the food menu

14. Delivery lead times at Swiggy?

- a) I always get my food on given time
- b) Delivery time given is reasonable and I get on time delivery

15. Since how long have you been ordering food through Swiggy?

- a) 6 months
- b) 1 year
- c) 2 years
- d) More than 2 years

16. Does the language used in Swiggy application are easy to understand?

- a) Difficult to understand
- b) Easy to understand

17. Do the features in Swiggy, help you to find a suitable place order to eat?

- a) Helpful
- b) Not Helpful

18. When you have ordered food through Swiggy, have there been cases of a few items missing when it was delivered?

- a) Yes
- b) No



19. What is the primary reason you order food through Swiggy?

- a) Discounts
- b) Convenience
- c) Better selection

20. What is your most common experience of delivery persons employed in Swiggy?

- a) Well Behaved
- b) Not Well Behaved
- c) Average Behaviour

21. How much do you rate for the service in

Swiggy? Poor      1      2      3      4      5

Excellent 22. Would you suggest others to buy

food in Swiggy?

- a) Yes
- b) No

23. How much do you rate for the Swiggy

application? Poor      1      2      3      4      5

Excellent

24. Does the Swiggy Application?

- a) Helpful
- b) Not Helpful

25. In general, what is the reason of using Swiggy?

- a) More practical
- b) Unable to go to restaurant
- c) Do not have time to cook
- d) Others

26. Responses for ordering food through offline?

a) Yes

b) No