

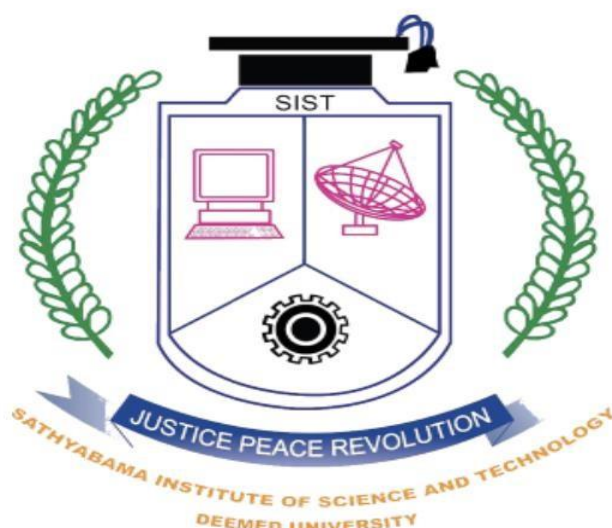
**A STUDY ON CUSTOMER SATISFACTION TOWARDS
SWIGGY ONLINE SERVICES IN CHENNAI**

Submitted in partial fulfilment of the requirements for the award of

Bachelors of Business Administration

By

SANKALPAM G.N (39280085)



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

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SANKALPAM G.N (39280085)** who carried out the project entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS SWIGGY ONLINE SERVICES IN CHENNAI**" student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

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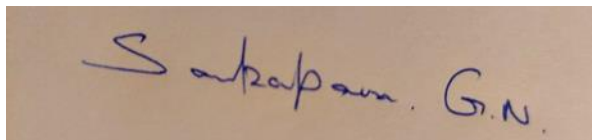
External Examiner

DECLARATION

I am **SANKALPAM G.N (39280085)**. Hereby declare that the project report entitled “ **A STUDY ON CUSTOMERS SATISFICATION TOWARDS ONLINE SERVICE SWIGGY** “ done by me under the guidance of **MR. P HAMEEM KHAN,MBA MSCS(PhD) Assisant professor of the department school of management**, is submitted in partial fulfillment of the requirements for the award of BACHELORS OF BUSINESS ADMINISTRATION degree.

DATE:

PLACE: CHENNAI

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ACKNOWLEDGEMENT

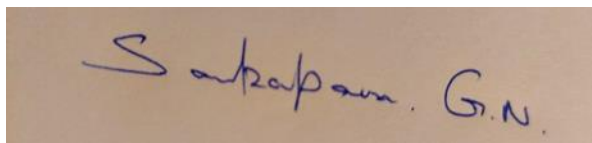
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SANKALPAM G.N

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ABSTRACT

Web assumes bit by bit a more pivotal part to associate data and individuals, the Pressure has kept on ascending on business sectors which have effectively utilized on the web administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their centre from general physical retailing to new organizations like electronic retailing or e-retailing. Electronic shopping offers the best worth, extraordinary things and absolutely basic shopping. The achievement of any e-tailor association in India is reliant upon its commonness. Online shopping has obtained importance in the high level business environment. The headway of web shopping for food has opened the doorway of a chance to give a high ground over firms. Online shopping has filled in noticeable quality throughout the span of the years basically as people imagine that it's fitting for the comfort of their home or workplace. In the new past, the web keeps a significant spot inside monetary activities. As of now-a-days individuals show their benefit on the web. So this study attempts to inspect **CUSTOMER SATISFACTION TOWARDS SWIGGY ONLINE SERVICES IN CHENNAI.**

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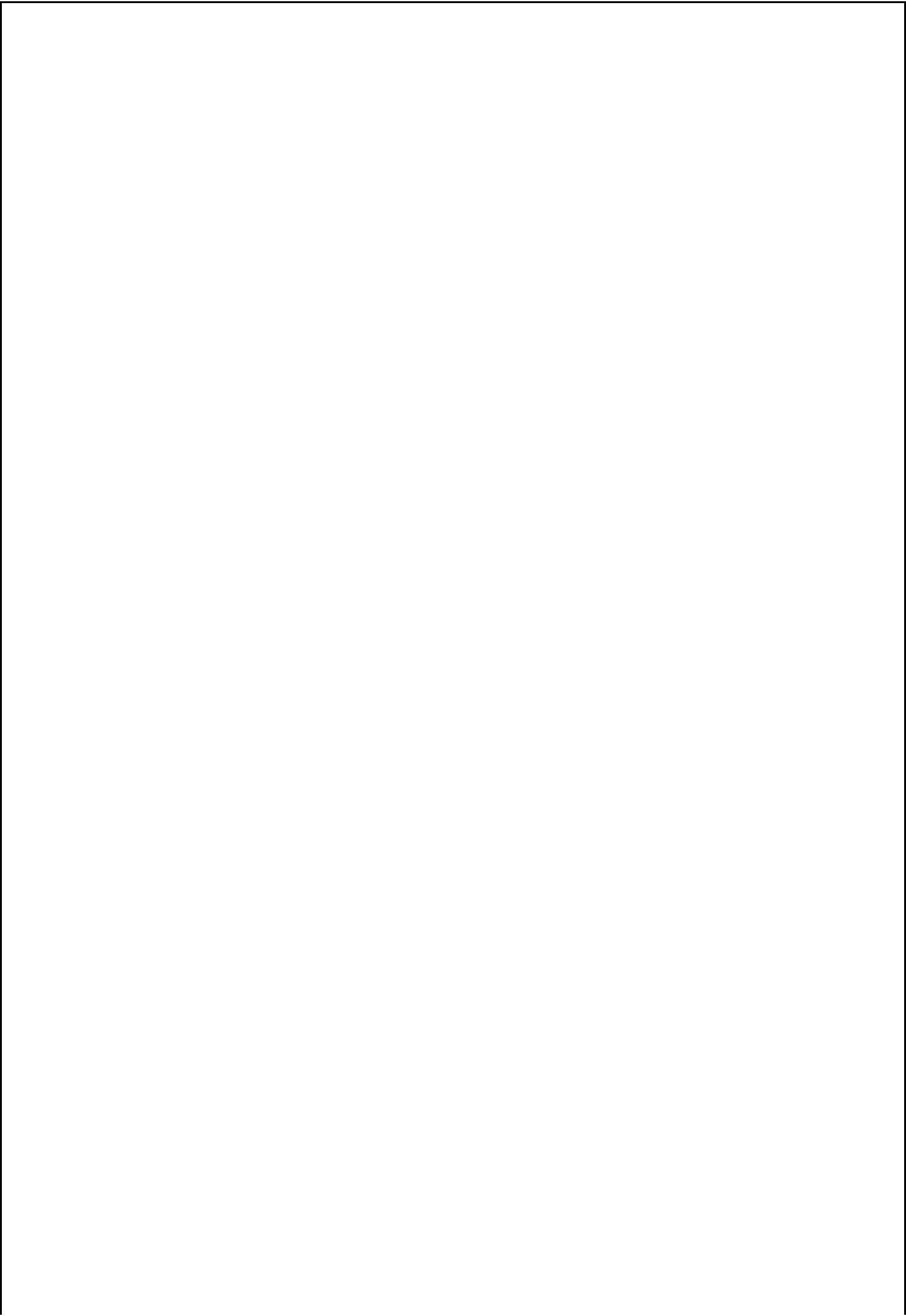
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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction is defined as **“A measurement that determines how happy customers are with a company’s products, services, and capabilities.”** Customer satisfaction data, including overviews and evaluations, can assist an organization with deciding how to best improve or changes its items and administrations. Consumer loyalty is viewed as a key execution marker inside business and is regularly important for a Balanced Scorecard. In a serious commercial centre where organizations vie for clients, consumer loyalty is viewed as a key differentiator and progressively has become a vital component of business technique. Consumer loyalty is measure a significant dynamic. At the point when a brand has steadfast clients, it acquires positive informal promoting, which is both free and exceptionally viable." Therefore, it is fundamental for organizations to successfully oversee consumer loyalty. To be capable do this, organizations need dependable and delegate proportions of fulfilment. "In exploring fulfilment, firms by and large find out if their item or administration has met or surpassed assumptions. Subsequently, assumptions are a vital factor behind fulfilment. At the point when clients have elevated requirements and the truth misses the mark, they will be baffled and will probably rate their experience as not exactly fulfilling.

Web is changing the manner in which shoppers shop and purchase products and enterprises, and has quickly advanced into a worldwide wonder. In the course of the most recent twenty years, the Indian online business area has seen fast development. Expanding web accessibility and cell phone infiltration are the two primary drivers of this development. Additionally, developing agreeableness of online instalments and ideal socioeconomics has changed the manner in which organizations impart, connect and work with clients. It has changed the way the Indian online business area works. As the Internet assumes steadily a more pivotal part to associate data and individuals, the pressing factor has kept on ascending on business sectors which have effectively utilized online administrations, and particularly on business sectors to which selling

items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their concentration from general physical retailing to new arrangements, for example, electronic retailing or e-following.

Notwithstanding the huge capability of the E-business market, the Internet gives a novel chance to organizations to all the more proficiently arrive at existing and expected clients. Albeit the vast majority of the income of online exchanges comes from business-to-business trade, the specialists of business-to-purchaser trade ought not lose certainty. It has been over 10 years since business-to-purchaser E- trade previously advanced. Researchers and specialists of electronic trade continually endeavour to acquire an improved knowledge into buyer fulfilments in the internet. Alongside the advancement of E-retailing, scientists keep on clarifying E-shoppers fulfilments from alternate points of views.

This study is an attempt to know the **CONSUMER SATISFACTION TOWARDS SWIGGY ONLINE SERVICES IN CHENNAI .**

INDUSTRY PROFILE

1.2 INDUSTRY PROFILE

The Indian E-commerce industry has been on an upward development direction and is relied upon to outperform the US to turn into the second biggest E-trade market on the planet by 2034. India web based business area will arrive at US\$99 billion by 2024 from US\$30 billion out of 2019, extending at a 27% CAGR, with basic food item and design/clothing prone to be the vital drivers of steady development.

The Indian online business area is positioned ninth in cross-line development on the planet, as indicated by Pioneers report. Indian web based business is projected to increment from 4% of the complete food and staple, clothing and buyer hardware retail exchange 2020 to 8% by 2025.

As most Indians have begun shopping on the web as opposed to venturing outside their homes, the Indian internet business area saw an expansion. Additionally, according to the McKinney's report, ~96% buyers have attempted another shopping conduct; ~60% purchasers are required to move to internet shopping in the merry season and keep shopping on the web past the COVID-19 pandemic.

Which gave ascend in pattern to purchase staple goods online as individuals can't go out during lockdown. E-staple retailing is still at the outset stage and the volume of web food supplies purchasing fails to impress anyone for e-merchants in India to support beneficial development over the long haul. The prospect of buying transitory items including fish over the web incites some doubt among most clients as the dependability and responsibility of the assistance comes into question. E-basic food item retailers can expand brand value, producing rehash business and this will bring about market infiltration in this industry. The genuine advantage of online shopping for food is comfort. By requesting on the web, one can rapidly look for the items one requirement and request them without having to actually stroll through those long walkways.

1.2.1 Online food delivery in India

By 2015, online ordering began overtaking phone ordering.

In 2015, China's online food ordering and delivery market grew from 0.15 billion yuan to 44.25 billion yuan.

As of September 2016, online delivery accounted for about 3 percent of the 61 billion U.S. restaurant transactions.

In a 2019 market study of restaurant delivery services, the global market for online-ordered prepared food delivery was estimated at \$94 billion and is estimated to grow at just over 9 percent a year, reaching \$134.5 billion in 2023. The study defined the market as 1)"meals ordered online which are directly delivered by the restaurant, no matter if ordered via a platform (e.g. Delivery Hero) or a restaurant website (e.g. Domino's)"; 2) online meal orders and deliveries "both carried out by a platform" (Deliveroo, Uber Eats, e.g.); 3) "online orders that are picked up in the restaurant" by the customer. It does not include phone orders.

According to research conducted by the NDP Group, online restaurant ordering is growing 300% faster than dine-in traffic. Online Grocery Companies in India

- Big Basket
- Amazon Fresh
- Flipkart Grocery Store
- Swiggy
- Zomato
- Jiomart

- Gofers
- DMart
- Dunzo
- Easyday
- Godrej Nature's Basket
- Gofers

1.2.3 Online Market Size

The India online staple market size was esteemed at USD 2.9 billion of every 2020 and is required to extend at a build yearly development rate (CAGR) of 37.1% from 2021 to 2028. The market has acquired tremendous footing over the previous months because of the changing way of life of the buyers, developing urbanization, and the educated age that inclines toward purchasing items on the web. With the development in expendable wages and busier ways of life, individuals are progressively searching out adjustable and advantageous online stages for shopping for food as opposed to strolling down to the local sellers. The inclination for online conveyance of basic food item items turned out to be more obvious after the COVID-19 flare-up. With the social removing principles, buyers are turning their concentration to online shopping for food, which isn't just advantageous yet is a more secure alternative. Furthermore, it set off the development of online shopping for food and the diagram pattern to develop higher as this age needs everything at their connivance.

1.2.4 Investments

In 2015, the company began attracting external investments. The first was a \$2 million investment from Accel and SAIF Partners, along with additional investment from Norwest Venture Partners. The next year, Swiggy raised \$15 million from new and existing investors, including Bessemer Venture Partners and Harmony Partners.

In 2017, Naspers led an \$80 million funding round into Swiggy. Swiggy received \$100 million from China-based Meituan-Dianping and Naspers in 2018 and a string of investments boosted the company's valuation to over a \$1 billion.

In February 2019, Swiggy acquired Bangalore-based AI startup Kint.io.

In April 2020, Swiggy received around \$43 million funding which valued the company at \$3.6 billion.

Swiggy acquired Bangalore-based Asian food start-up 48East in 2017. Swiggy later acquired Mumbai-based Scootsy Logistics, a struggling food and fashion delivery service, and later shut it down. In September 2018, it acquired the Mumbai-based milk delivery startup SuprDaily in an all-cash deal. In 2019, the company invested Rs. 31 crore in Mumbai-based ready-to-eat food brand Fingerlix.

The company raised \$800 million in Series J round funding from Falcon Edge Capital, Goldman Sachs, Think Capital, Amansa Capital, and Carmignac, as well as the existing investors Prosus Ventures and Accel valuing Swiggy at around \$4.9 billion.

Swiggy raised \$700 million investment led by Invesco US with a valuation of \$10.9 Billion.

1.2.5 Government Initiatives

With the public authority advancing the computerized economy structure and computerized proficiency, the online basic food item market in India is probably going to observe a further force in its development. The business is relied upon to be driven by the buyers who stay in Tier-I urban areas, for example, Bangalore, Chennai, Mumbai, and Delhi, Much of the development in the business has been set off by

expanding web and cell phone infiltration. As of August 2020, the quantity of web associations in India essentially expanded to ~760 million, driven by the 'Computerized India' program. Out of the all-out web associations, ~61% associations were in metropolitan regions, of which 97% associations were remote gadgets, and the calculated effortlessness. The public authority is opening things in a stepwise way

The Government of India's approaches and administrative systems like 100% Foreign Direct Investment (FDI) in B2B E-business and 100% FDI under programmed course under the commercial centre model of B2C E-trade are relied upon to additionally move development in the area. According to the new FDI strategy, online substances through unfamiliar speculation can't offer the items which are sold by retailers in which they hold value stake.

In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal welcomed new companies to enlist at public acquirement entryway, Gem, and offer products and ventures to government associations and PSUs.

Through its Digital India crusade, the Government of India is meaning to make a trillion-dollar online economy by 2025.

1.2.6 History

In 2013, the two founders, Sriharsha Majety and Nandan Reddy, designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted, and was rebranded to enter the food delivery market. At the time, the food delivery sector was in turmoil as several notable startups, such as Foodpanda (later acquired by Ola Cabs), TinyOwl (later acquired by Zomato) and Ola Cafe (later closed) were struggling. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy and parent holding company Bundl Technologies in 2013. The company built a dedicated delivery network and grew rapidly, primarily driven by

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In August 2020, the company launched its instant grocery delivery service called Instamart using a network of dark

stores. In early 2021, Swiggy closed Swiggy Stores and expanded its operations under Instamart.

In September 2019, Swiggy launched instant pickup/dropoff service Swiggy Go. The service is used for a diverse array of items, including laundry and document or parcel deliveries to business clients and retail customers. In April 2020, it rebranded Swiggy Go as Swiggy Genie.

In May 2020, Swiggy laid off 1100 employees during the COVID-19 pandemic.

In 2021, the company announced that it would cover the vaccination cost for its delivery partners.

In March 2021, Swiggy set up Health Hub across Chennai, Tamil Nadu

COMPANY PROFILE

1.3 COMPANY PROFILE

Swiggy is a leading food ordering and delivery startup in India. The company started operations in 2014 and is headquartered in Bengaluru. Swiggy works by acting as a bridge between customers and restaurants. It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep. With Swiggy, customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact for ordering food from all restaurants that may be there at a particular location. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer's doorstep. This has made the task of ordering food a lot easier for customers. Restaurants also gain by getting more orders and avoiding costs and efforts associated with maintaining their own delivery personnel.

1.3.1 CORPORATE GOVERNANCE

Swiggy is settled in Bengaluru and conveys to different urban areas in India, for example, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, Vijayawada-Guntur, Kolkata, Ahmedabad-Gandhi agar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore and Chandigarh Tricity city limits. Where enormous crate is situated in 21 urban areas in India and it's the most celebrated online staple association in India where they follow novel strategies and activities and satisfy client's necessities at the normal time

Founders of Swiggy

Sriharsha Majety

Nandan Reddy

Rahul Jai

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the concepts of Customer Satisfaction. This attempt includes, understanding the basic concepts of Customer Satisfaction, analysing research studies made by earlier researchers in respect of Customer Satisfaction in online grocery shopping, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer Satisfaction in respect of big basket online services.

2.2 List of reviews

Jyotishman Das (2018) in his research paper entitle “Consumer perception towards ‘online food ordering and delivery services’: An empirical study” objective of the study to know how online food delivery services are perceived by the consumers. To achieve this objective data has been collected from different areas of pune from the restaurant customer to know their view. four parameter taken into consideration for analysis using positioning study (perpetual mapping).The findings of the study reveals Rewards & Cash backs influences more. Most preferred online food delivery service provider is Zomato followed by Swiggy. The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family.

Mrs I.Karthika, Miss. A.Manojanaranjani (2018) in their article “A Study on the various food ordering apps based on consumer preference” The objective of the study is rank ordering food apps based on consumer preference. The study was based on primary and secondary data. Primary data through interview schedule 234 samples were selected from purposive buyer and 234 samples from impulsive buyer as sample size. The tools used for the analysis is ranking according to preferences of consumer. The finding of the study shows the first preference is given by the consumer is swiggy

Suryadev Singh Rathore & Mahik Chaudhary (2018) in their article “Consumer's Perception on Online Food Ordering” The objective of the study is identity factors influencing the consumer to order food online and consumer preferences on online food ordering services provider. To achieve this objective an online survey was used to collect the data for this study. The survey was done mostly on the students of Indore (M.P).The finding of the study reveals that price of the product, discounts and special offers most influencing factor on online food ordering. Second influencing factor is the convenience the next most influencing factor is on-time delivery. The most of the respondents has preferred Uber eats as their service provider.

Seema Gopichand, Hariramani (August 2017) Conducted a study on the topic “Consumer Perception about online shopping in India.” Her major findings were that maximum number of internet users are aged below 25 and have income of 15000-25000. And the Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ernakulam City Aparna Anib, Gayathri.A., Shabu K.R. Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with special reference to Ernakulam City 792 Published By: Blue Eyes Intelligence Engineering Retrieval Number: F60960486S19\19©BEIESP & Sciences Publication factor for shopping online is the quality, ease of accessibility, customer care, website policy. The study also reveals that convenience, time savings and reasonable price also tends the consumers to buy through online

S.Kamakshi (September 2016) Conducted a Study on the topic “Consumer Perception and behaviour towards fast food a study with reference to Chennai city.” The major findings were that consumer of fast food are health conscious and they do not have emotional attachment for fast food products. And the consumers consume fast food not only because of the taste, price, offers, and discounts rather they consider the Quality, health and hygiene factors of the fast food

Kashyap, Radha (April 2017) has Conducted a study on the topic “Consumer Perception towards online shopping for apparel through various websites.” Their findings were the shopping behaviour varies with respect to the age, gender,

occupation, income, marital status. It also indicates that lack of information such as description of Product, return policy are major drawback for online shopping websites.

Kalaiselvi.T. (October 2014) has conducted a study on the topic “Buying behaviour of consumer towards selected white goods.” The major findings of her are the manufacturing to be successful, they have to concentrate more on Product, its attributes, quality, their design, and the technology. They have to make sure that they are providing a good showroom ambience with courteous of employees and varieties of brands. And they also have to make sure that manufacturers and dealers work in a team for a successful brand in market.

Murugupandian.R. (2015) has conducted a study on “Consumer satisfaction towards coke soft drinks in Nagapattinam district Tamil Nadu.” Its findings are that the royalty of brand is based on the demographic background of consumers. The royalty of Consumer purpose is high and so that their strength and expectation will be the maximum.

Shilpa Goyal (August 2014) has conducted a study on “Comparative study on consumer behaviour of working women and homemakers for the ready to eat food products in Salem city.” It is found out from the study that consumer preferring for a particular food product is obviously influenced by the product and the surrounding in which it is being manufactured and also the lifestyle of the consumers. When the consumer prefer for ready to eat food products they are expecting the best quality and this is also the main consideration for the manufacturers and marketers .The marketer has to fulfil all the needs and wants of the consumers so in order to achieve this he would be conducting a detailed market research in order to bring some innovation in the product such that it catches the eyes of the consumer and thereby they can increase the demand for the product.

Kumaran .M. (November 2017) has conducted a study on “Perception towards online shopping an Empirical study with respect to Indian buyers.” This research deals with E-marketing researches concerning the factors which affects consumer perception towards online purchasing experiences, this research dealt with the perceived risks, web site role, domain specific innovativeness, subjective norms, Attitude, perceived

usefulness, perceived ease of use, attitude, online shopping intention and online shopping behaviour. There are many reasons for people preferring online shopping but the major reason for a consumer backing out from online shopping is the security issues but the industry has given little concern to this issue. The ambience associated with the website is the most important factor that makes a consumer satisfied or dissatisfied. The website efficiency and usability can improve the buying process and establish confidence in consumers towards online shopping.

Anita Goyal and N.P.Singh (2007) has done a study on “Consumer perception about fast food in India: an exploratory study.” And the findings are: - The study shows that Indian youth are attracted towards fast food for fun and for a change in the daily routine of having homely food. The youngsters prefer for nutritious food followed by ambience and hygiene at the fast food outlets. They personally feel that nutritional value and hygiene conditions inside cooking area should be disclosed to them.

M.Manikanteswara Reddy and M.Sree Rama Raju (2010) has done a study on “Consumer perception towards online shopping” and the findings are: - E-Commerce is a growing industry and has a bright future where online shopping has become the life blood of the consumers in order to meet their daily needs. E-Commerce is creating a new trend in conducting business for vendors and a new place for sellers and buyers to meet called online shopping. By just clicking with their hands the item is available to the person at their doorstep. Online shopping is playing a major part in the life of today's youngsters, thereby reducing the time that they have to spent at shops. The main reason for adopting online shopping is affordable price and time saving.

Farah Ayuni Shafie and Denise Rennie (November 2009) has done a study on “Consumer perception towards organic food” and the findings are: - Organic consumers can be defined with determinants such as age, income and education. High price of organic food is one reason why the consumers hesitate to buy it. Domestic supply of organic food should be promoted so that the farmers would be able to produce it at a lower rate and would be available to the consumers at a much lower rate there by reducing the price and increasing the demand for organic foods.

2.3 Conclusion

A literature review may comprise a fundamental part of a postulation or paper, or might be an independent survey of works regarding a matter. Regardless, its motivation is to put each work with regards to its commitment to the comprehension of the subject under audit. Depict the relationship of each work to the others viable. Recognize better approaches to decipher, and reveal insight into any holes in, past research. Resolve clashes among apparently opposing past examinations. Point the route forward for further research .

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of **CUSTOMER SATISFACTION TOWARDS SWIGGY ONLINE SERVICES IN CHENNAI.**

3.2 SCOPE OF THE STUDY

- E-Shopping is happening in india in a big way. The study is to identify whether the people are satisfied by the way they shop their foods from the online web.
- The study is conducted to reveal the consumers satisfaction towards Swiggy. And their preference towards the same.

3.3 OBJECTIVE OF THE STUDY

- To study the factors influencing the customer and buying decision of Swiggy.
- To study the level of customer satisfaction of Swiggy.
- To Discript the kitchen at home and make their delivery service a viable option for an everyday food need.

3.3.1 Primary objective:

1. To study the satisfaction level of the customers of swiggy .

3.3.2 Secondary objectives:

1. To find out the major factors that influences of the customers for buying in swiggy.
2. To know the customer opinion/experience on ordering with swiggy.
3. To know the loyalty and retention of the customers towards swiggy.
4. To obtain feedback on the enquiries they get through online Promotional strategies.

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 100 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction.**

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.9 ANALYTICAL TOOLS

1. Percentage analysis

Research questions are always answered with a descriptive statistic: 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.

2. Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

3. Pie charts

A pie 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 is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

3.10. LIMITATIONS OF THE STUDY

The study is confined to Chennai district only

- The study is based upon the consumer Satisfaction towards swiggy online services

- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 100 respondents only.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Below 18	6	6.00
2	18-28	28	28.00
3	28-38	34	34.00
4	38-48	18	18.00
5	48-58	12	12.00
6	58 AND above	2	2.00
TOTAL		200	100.00

Source: Primary data

What is your age ?

100 responses

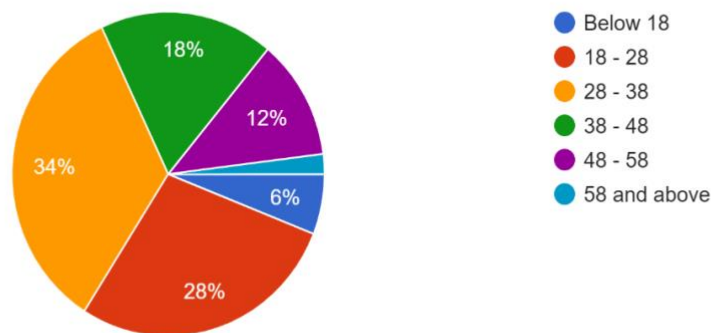


Fig: 4.1.1: Age of the respondents Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents are 6%, between 18-28 age of respondents are 28%, between 28-38 age of respondents 34%, between 38-48 age of respondents are 18%, between 48-58 age of respondents are 12%, 58 and above age of respondents are 2%

Inference :Majority (34 %) of the respondents are age between 28 to 38 years.

Table 4.1.2: Gender of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Male	68	68%
2	Female	32	32%
TOTAL		100	100.00%

Source: Primary data

Gender
100 responses

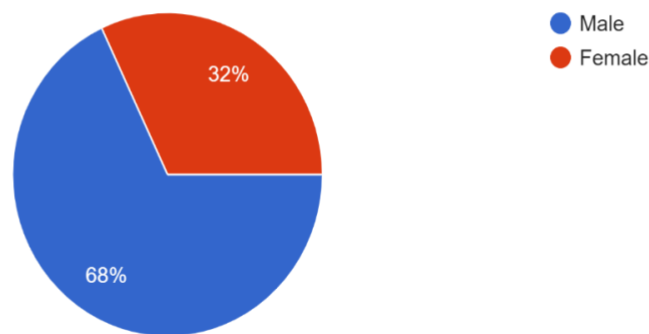


Fig: 4.1.2: Gender of the respondents Interpretation

From the above table it is interpreted that the number of male respondent is 68% and female respondent is 32%.

Inference

Majority (68%) of the respondents are Male.

Table 4.1.3: Occupation of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Private employee	25	25%
2	Government employee	9	9%
3	Business	31	31%
4	Others	35	35%
PERCENTAGE		100	100.00%

Source: Primary data

Occupation
100 responses

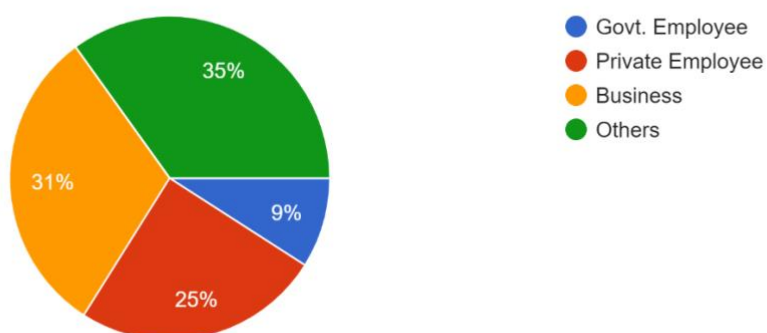


Fig: 4.1.3: Occupation of the respondents Interpretation

From the above table it is interpreted that the number of respondents were 25.00% is Private Employee, 9.00% is Government Employee, 31.00% Business, 35.00% is others.

Inference

Majority (35%) of the respondents are others.

Table 4.1.4: Marital status of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Unmarried	49	49%
2	Married	51	51%
TOTAL		100	100.00 %

Source: Primary data

Marital Status

100 responses

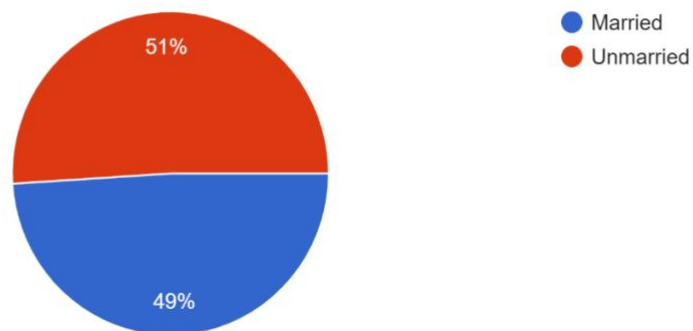


Fig: 4.1.4: Marital status of the respondents

From the above table it is interpreted that the number of respondents were 51% in Unmarried, 49% in married

Inference

Majority (51%) of the respondents are Married.

Table 4.1.5: Monthly income of the respondents

S.NO	PARTICULARS	NO OF RESPONENTS	PERCENTAGE
1	Below 25,000	33	33%
2	25,000-50,000	32	32%
3	50,000-100,000	23	23%
4	More than 100,000	12	12%
TOTAL		200	100.00%

Source: Primary data

Income (Monthly Income)
100 responses

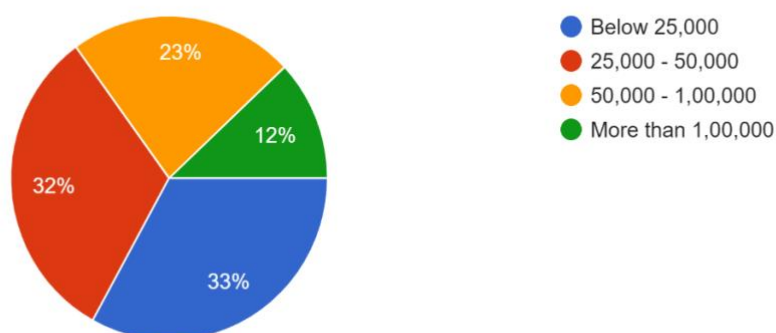


Fig: 4.1.5: Monthly Income of the Respondents Interpretation

From the above table it is interpreted that the number of respondents

Below 25,000 monthly income of respondents are 33%, between 25,000-

50,000 monthly income of respondents are 32%, between 50,000-1,00,000 monthly income of respondents 23%, more than 1,00,000 monthly income of respondents are 12%

Inference

Majority (33%) of the respondents' monthly income is below 25,000.

Table: 4.1.6: Ordering Food Through Online.

S.NO	PARTICULRS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	78	78
2	NO	22	22%
TOTAL		100	100.00

Fig: 4.1.6: Ordering food through online.

From the above table it is interpreted that the 78% number of respondents are ordering food , 22% number of respondents are not ordering.

Inference

Majority (78%) of the respondents are ordering food through online.

Table 4.1.7: How often you order in Swiggy?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Daily	19	18.6%
2	Weekly	36	36.1%
3	Fortnight	16	16.5%
4	Monthly	29	28.9%
TOTAL		100	100.00

Source: Primary data

3. How often you order in Swiggy ?

97 responses

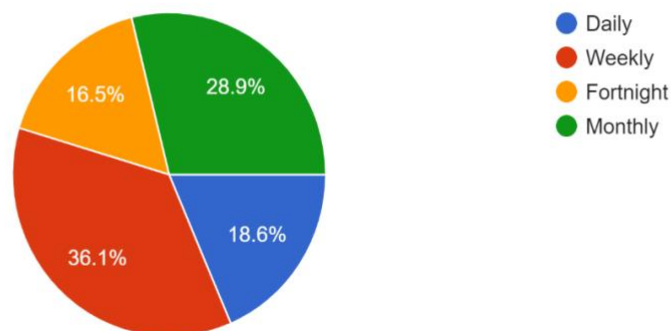


Fig: 4.1.7:How often you order in swiggy.

From the above table it is interpreted that 19% of the respondents are ordering Daily, 36% of the respondents are ordering weekly, 16% of the respondents are ordering Fortnight, 29% of the respondents are ordering Monthly.

Inference

Majority (36%) of the respondents are ordering weekly.

Table 4.1.8: Which Meal you typically order in swiggy.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Breakfast	25	26%
2	Lunch	27	28.1%
3	Snacks	18	18.8%
4	Dinner	26	27.1%
TOTAL		100	100%

Source: Primary data

4. Which meal you typically order in Swiggy ?

96 responses

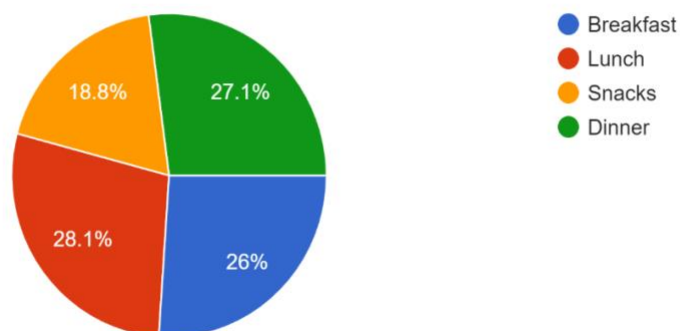


Fig: 4.1.8: Which Meal you typically order in swiggy.

From the above table it is interpreted that 25% of the respondents are ordering Breakfast, 27% of the respondents are ordering Lunch, 18% of the respondents are ordering snacks, and 26% of the respondents are ordering Dinner.

Inference

Majority (28%) of the respondents are ordering Lunch.

Table 4.1.9: How long have you been a swiggy customer.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Less than six months	26	26.3%
2	Six months to a year	24	25.3%
3	1 – 2 years	21	41.00
4	3 or more years	25	18.00
TOTAL		100	100.00

Source: Primary data

5. How long have you been a swiggy customer ?

95 responses

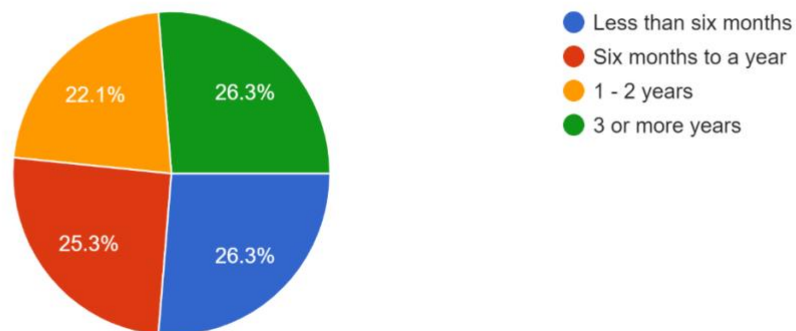


Fig: 4.1.9 How long have you been a swiggy customer?

From the above table it is interpreted that 26% of the respondents are Less than six months , 25% of the respondents are six months to a year, 22% of the respondents are 1-2years, 26% of the respondents are 3 – or more year been a swiggy customer.

Inference

Majority (26%) of the respondents are Less than six months and 3 or more years.

Table 4.1.10: Rate your experience Navigating in swiggy website/mobile application.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Excellent	31	32.3%
2	Above Average	27	28.1%
3	Average	26	27.1%
4	Below Average	8	8.3%
5	Poor	4	4.2%
TOTAL		100	100.00%

Source: Primary data

6. How would you rate your experience navigating in swiggy website/mobile application ?

96 responses

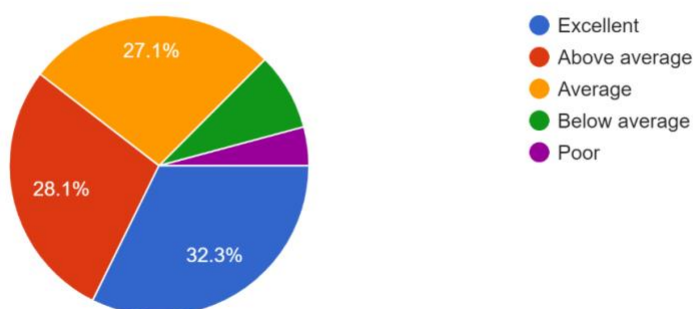


Fig:4.1.10: Rate your experience navigating in swiggy website/mobile application.

Interpretation

From the above table it is interpreted that 31% of the respondents are Excellent, 27% of the respondents are above average, 26% of the respondents are average, and 8% of the respondents are below average, 4% of the respondents are poor.

Inference : Majority (32%) of the respondents are giving excellent for navigating swiggy in Website/Mobile.

Table 4.1.11: What is the Approximate money you spend on ordering Food?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	<150	12	12.6%
2	<250	30	31.6%
3	<500	22	23.3%
4	More than <500	31	32.6%
TOTAL		100	100.00%

Source: Primary data

Fig: 4.1.11. What is the Approximate money you spend on ordering food?

Interpretation

From the above table it is interpreted that 12% of the respondents are spending <150, 31% of the respondents are spending <250, 23% of the respondents are spending <500, and 31% of the respondents are spending more than 500.

Inference :Majority (32%) of the respondents are spending on food more than 500rs.

Table 4.1.12: Why do you Prefer online food delivery in swiggy?

Source: Primary data

8. Why do you prefer online food delivery in Swiggy ?
96 responses

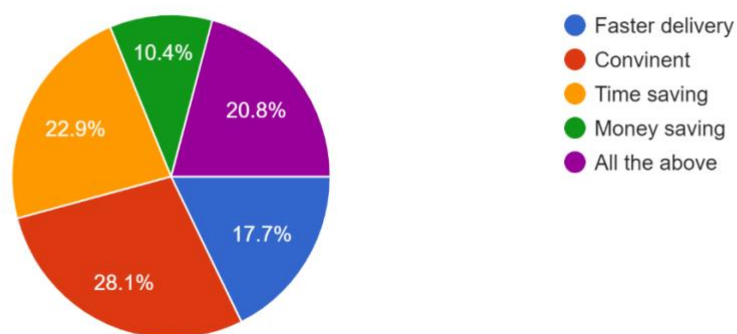


Fig: 4.1.12: Why do you Prefer online food delivery in swiggy?

From the above table it is interpreted that 17% of the respondents are preferring faster delivery, 28% of the respondents are convinient, 22% of the respondents are preferring online food for time saving, 10% of the respondents Money saving, 20% of the respondents are All the above.

Inference

Majority (28%) of the respondents are convinient in ordering food in online.

Table 4.1.13: Rate for ordering process in swiggy.

Source: Primary data

9. How much do you rate for ordering process in swiggy ?

96 responses

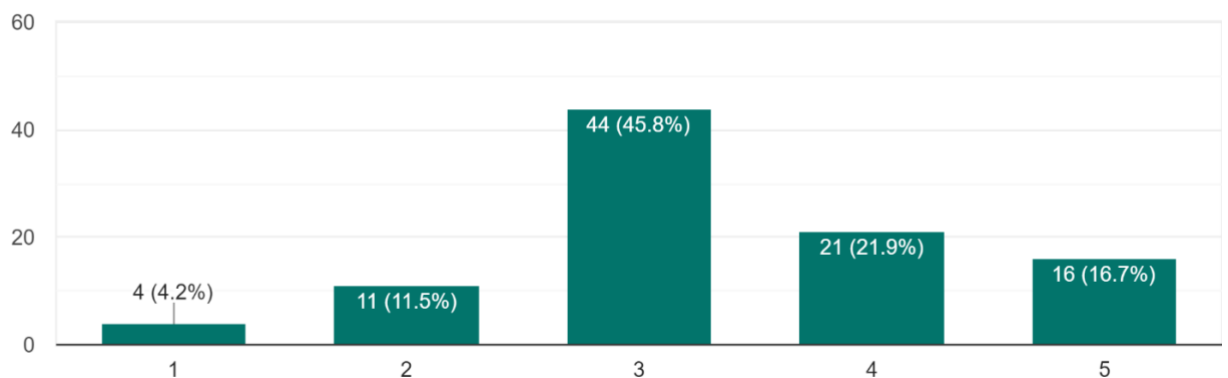


Fig: 4.1.13 Rate for ordering process in swiggy.

Interpretation

➤ From the above table it is interpreted 4% of number of respondents are rating 1/5 for the process , 11% of numbers of respondents are rating 2/5, 45% of number of respondents are rating 3/5, 21% of number of respondents are rating 4/5, 16% of number of respondents are rating 5/5 for the process of ordering in swiggy.

Inference

➤ Majority (45%) of the respondents are rating 3/5 in ordering process in swiggy.

Table 4.1.14: Rate for packaging of food in swiggy.

Source: Primary data

10. How much do you rate for the packaging of food in swiggy ?

96 responses

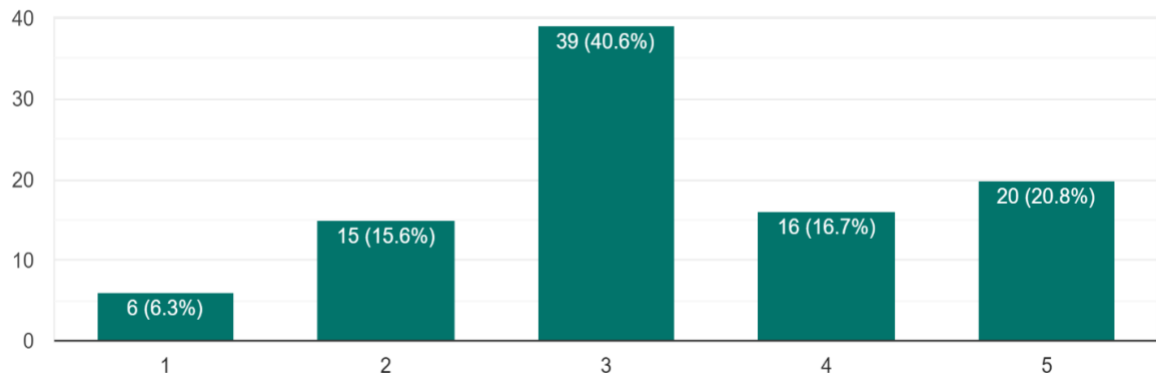


Fig: 4.1.14: Rate for packaging of food in swiggy.

From the above table it is interpreted the 6% of the respondents gave 1/5 as rating, 15% of the respondents gave 2/5 as rating, 39% of the respondents gave 3/5 as rating, and 16% of the respondents gave 4/5 as rating, 20% of the respondents gave 5/5 as rating for packaging of food.

Inference

Majority (48%) of the respondents gave 4 as rating .

Table 4.1.15: How long have you been ordering Food online ?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	6 months	16	16.8%
2	1 year	24	25.3%
3	2 years	28	29.5%
4	More than 2 years	27	28.4%
TOTAL		100	100.00%

Source: Primary data

11. Since how long have you been ordering food online ?

95 responses

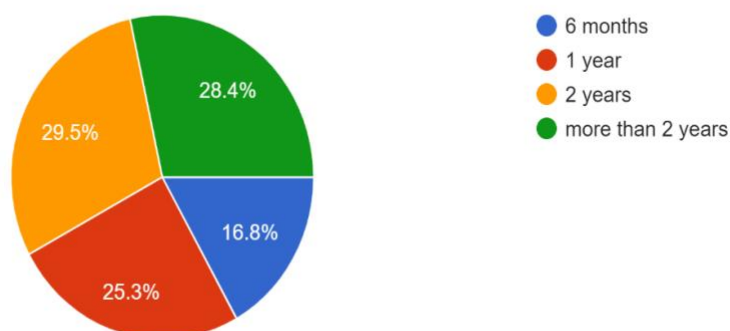


Fig: 4.1.15: How long have you been ordering food online?

From the above table it is interpreted that 16% of the respondents are ordering 6 months, 25% of the respondents are ordering food for 1 year, 29% of the respondents are ordering food online for 2 years, 28% of the respondents are ordering food online for more than 2 years.

Inference

Majority (29%) of the respondents are been ordering food online for 2 years.

Table 4.1.16: Does the language used in swiggy app are easy to understand ?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Easy to understand	74	78.7%
2	Difficult to understand	20	21.3%
TOTAL		100	100.00%

Source: Primary data

12. Does the language used in swiggy app are easy to understand ?

94 responses

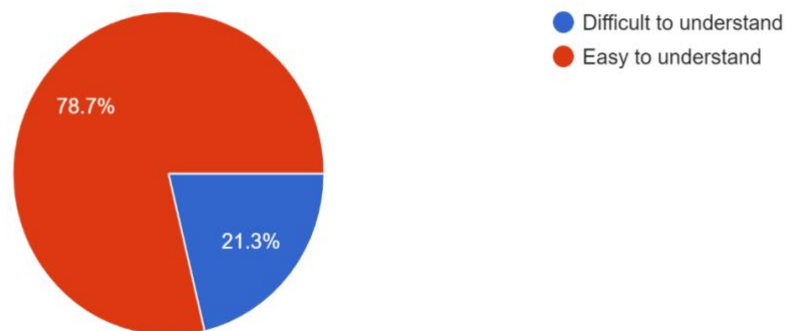


Fig: 4.1.16: Does the language used in swiggy app are easy to understand ?

Interpretation

From the above table it is interpreted that 78% of the respondents are easy to understand the language, 21% of the respondents are difficult to understand the language used in swiggy app.

Inference :Majority (78%) of the respondents are easy to understand the language.

Table 4.1.17: Any cases of few items been missing when it was delivered ?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	30	31.6%
2	No	33	34.7%
3	Cant say	32	33.7%
TOTAL		100	100.00%

Source: Primary data

13. Have there been cases of a few items missing when it was delivered ?
95 responses

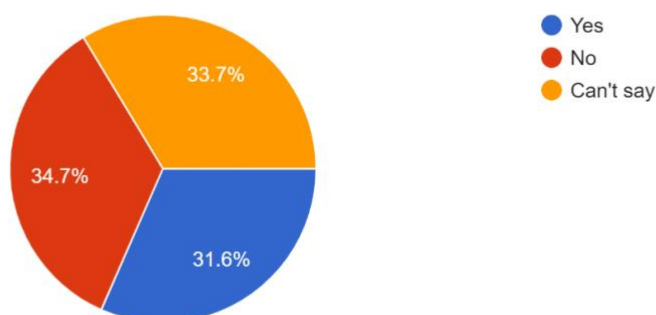


Fig: 4.1.17: Any cases of few items been missing when it was Delivered ?

Interpretation

From the above table it is interpreted that 31% of the respondents have given yes, 33% of the respondents have given No, 32% of the respondents have given Can't say.

Inference: Majority (34%) of the respondents are giving NO to missing items when delivering.

Table 4.1.18: Primary reason you order food through Swiggy.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Discounts	31	32.6%
2	Convenience	33	34.7%
3	Better selection	31	32.6%
TOTAL		100	100.00%

Source: Primary data

14. What is the primary reason you order food through swiggy ?

95 responses

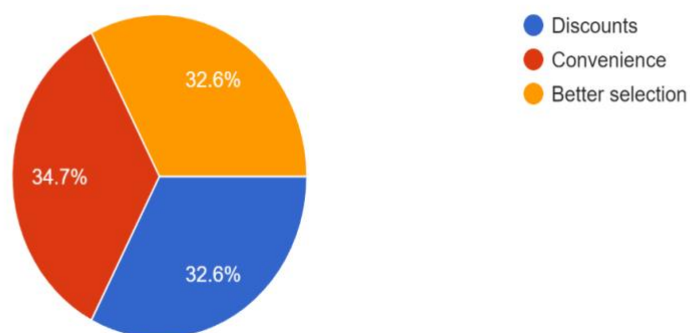


Fig: 4.1.18 : Primary reason you order food through Swiggy.

Interpretation

From the above table it is interpreted that 32% of the respondents are ordering food through swiggy for Discounts, 34% of the respondents are convenience, 32% of the respondents are ordering food through swiggy for better selection.

Inference: Majority (34%) of the respondents are convenience through swiggy.

Table 4.1.19: Common experience of delivery persons employed in Swiggy.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Well behaved	31	32.6%
2	Not well behaved	19	20%
3	Average behaved	45	47.4%
TOTAL		100	100.00%

Source: Primary data

15. What is your common experience of delivery persons employed in swiggy ?

95 responses

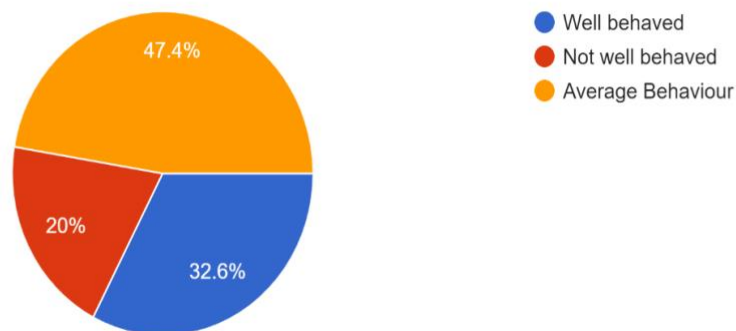


Fig: 4.1.19: Common experience of delivery persons employed in Swiggy.

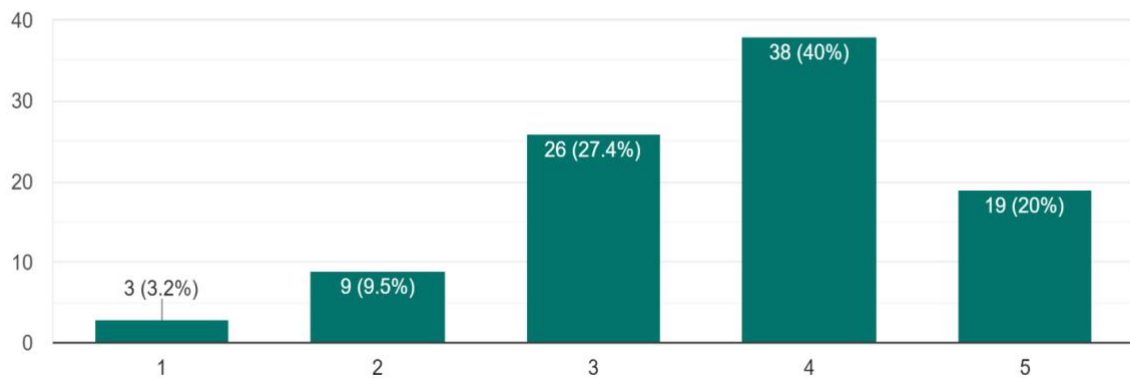
From the above table it is interpreted that the 30% of the respondents gave 5 as rating, 52% of the respondents gave 4 as rating, 13% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 2% of the respondents gave 1 as rating

Inference : Majority (52%) of the respondents gave 4 as rating .

Table 4.1.20: Rate our Payment Gateway :

16. Rate our payment gateway ?

95 responses



Source: Primary data

Fig: 4.1.20: Rate our Payment Gateway :

From the above table it is interpreted that the 3% of the respondents gave 1/5 as rating, 9% of the respondents gave 2/5 as rating, 26% of the respondents gave 3/5 as rating, and 38% of the respondents gave 4/5 as rating, 20% of the respondents gave 5/5 as rating for the payment gateway.

Inference

Majority (45%) of the respondents gave 4/5 as rating

Table 4.1.21: How are you likely to buy again in Swiggy.

Source: Primary data

17. How likely are you to buy again from swiggy ?

96 responses

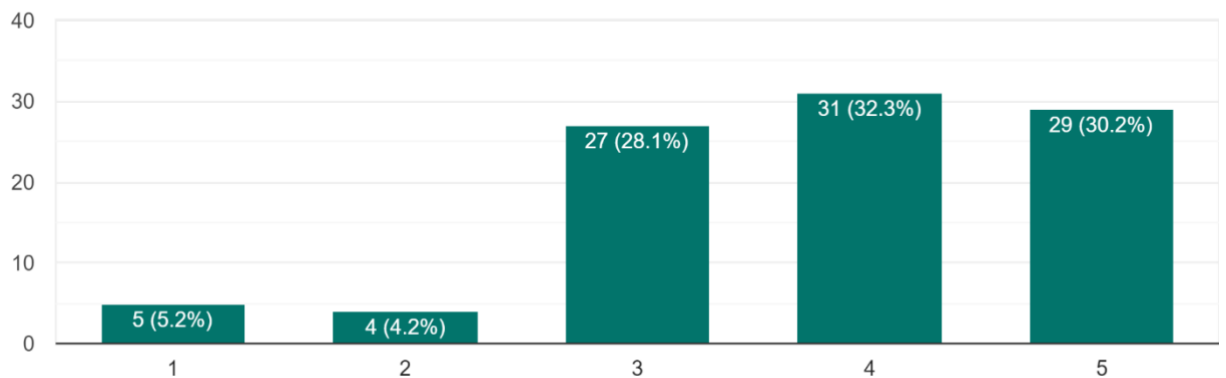


Fig: 4.1.21: How likely are you to buy again from swiggy

Interpretation

From the above table it is interpreted that the 5% of the respondents gave 1/5 as rating, 4% of the respondents gave 2/5 as rating, 27% of the respondents gave 3/5 as rating, 31% of the respondents gave 4/5 as rating, and 30% of the respondents gave 5/5 as rating for buying again from swiggy .

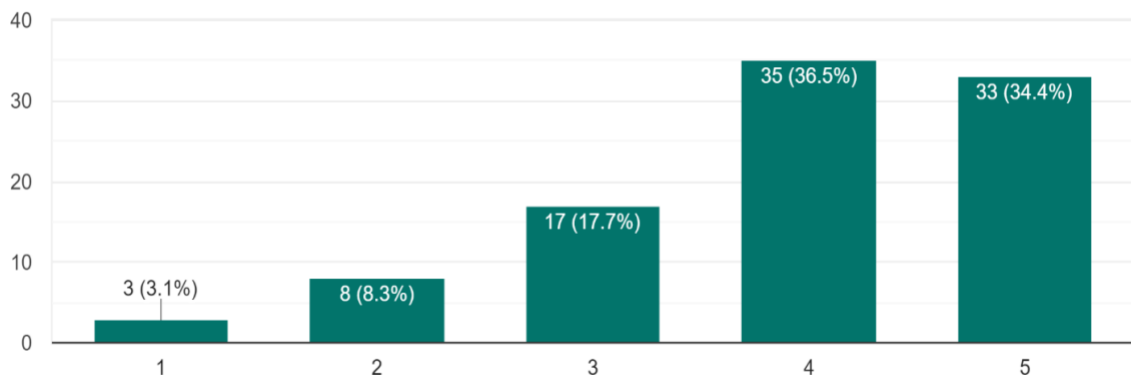
Inference

Majority (59%) of the respondents gave 4/5 as rating

Table 4.1.22 : How likely are you satisfied with swiggy service .

18. How likely are you to satisfied with Swiggy service ?

96 responses



Intrepretation

From the above table it is interpreted the 3% of the respondents gave 1/5 as rating, 8% of the respondents gave 2/5 as rating, 17% of the respondents gave 3/5 as rating, 35% of the respondents gave 4/5 as rating, and 33% of the respondents gave 5/5 as rating and are likely satisfied with swiggy service.

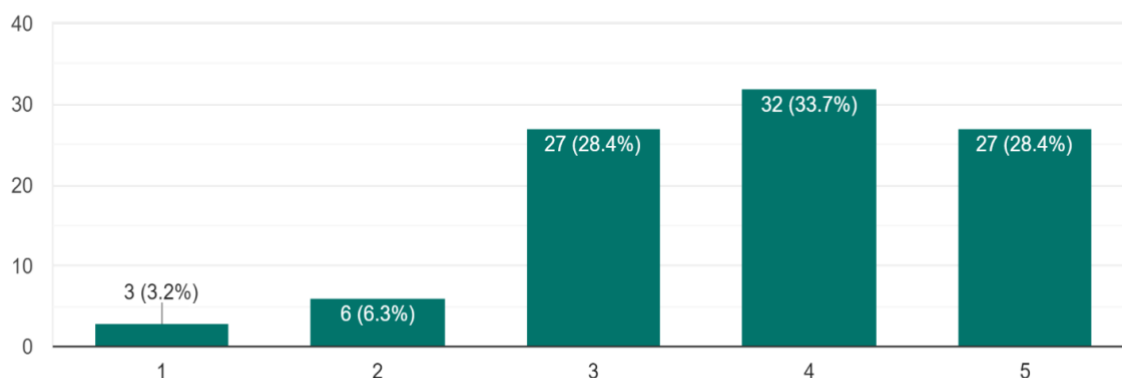
Inference

Majourity (36%) of the respondents gave as 4/5 rating for the satisfied swiggy service.

Table 4.1.23 : Rate overall experience at swiggy.

19. Rate overall experience at swiggy

95 responses



Intrepretation

From the above table it is interpreted the 3% of the respondents gave 1/5 as rating, 6% of the respondents gave 2/5 as rating, 27% of the respondents gave 3/5 as rating, 32% of the respondents gave 4/5 as rating, and 27% of the respondents gave 5/5 as rating for overall experience at swiggy.

Inference

Majourity (33%) of the respondents gave as 4/5 rating for overall experience at swiggy.

4.1.24. HYPOTHESIS :

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided (for example: there is some effect, in a yet unknown direction) or one-sided (the direction of the hypothesized relation, positive or negative, is fixed in advance).

4.1.25. Chi square test:

A chi-square test (also chi-square or χ^2 test) is a statical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under null hypothesis, specifically Pearson's chi-squared test and variants thereof.

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

Null hypothesis: A hypothesis, in general, is an assumption that is yet to be proved with sufficient pieces of evidence. A null hypothesis thus is the hypothesis a researcher is trying to disprove.

A null hypothesis is a hypothesis capable of being objectively verified, tested, and even rejected.

- If a study is to compare method A with method B about their relationship, and if the study is preceded on the assumption that both methods are equally good, then this assumption is termed as the null hypothesis.

When to reject null hypothesis?

- When the p-value of the data is less than the significant level of the test, the null hypothesis is rejected, indicating the test results are significant.
- However, if the p-value is higher than the significant value, the null hypothesis is not rejected, and the results are considered not significant.
- The level of significance is an important concept while hypothesis testing as it determines the percentage risk of rejecting the null hypothesis when H_0 might happen to be true.
- In other words, if we take the level of significance at 5%, it means that the researcher is willing to take as much as a 5 percent risk of rejecting the null hypothesis when it (H_0) happens to be true.

Importance:

The null hypothesis allows the acceptance of correct existing theories and the consistency of multiple experiments.

Alternative hypothesis:

An alternative hypothesis is usually used to state that a new theory is preferable to the old one (null hypothesis).

This hypothesis can be simply termed as an alternative to the null hypothesis.

The alternative hypothesis is the hypothesis that is to be proved that indicates that the results of a study are significant and that the sample observation is not results just from chance but from some non-random cause.

If a study is to compare method A with method B about their relationship and we assume that the method A is superior or the method B is inferior, then such a statement is termed as an alternative hypothesis.

Alternative hypotheses should be clearly stated, considering the nature of the research problem.

Importance:

Alternative hypothesis is important as it establishes a relationship between two variables, resulting in new improved theories.

4.1.26 Hypothesis of the study:

There is a significant relationship between the price of the product and the service of food delivery .

Hypothesis Output:

Q1: What is the approximate money you spend on ordering food?

Q2: how likely are you satisfied with the swiggy service ?

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
7. What is the approximate money you spend on ordering food ? * 18. How likely are you to satisfied with Swiggy service ?	96	9.6%	903	90.4%	999	100.0%

7. What is the approximate money you spend on ordering food ? * 18. How likely are you to satisfied with Swiggy service ? Crosstabulation

Count

		18. How likely are you to satisfied with Swiggy service ?					Total
		1	2	3	4	5	
7. What is the approximate money you spend on ordering food ?		1	0	1	0	0	2
	<150	1	2	4	3	2	12
	<250	0	3	5	10	11	29
	<500	1	3	2	10	6	22
	More than <500	0	0	5	12	14	31
Total		3	8	17	35	33	96

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.541 ^a	16	.015
Likelihood Ratio	25.154	16	.067
N of Valid Cases	96		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .06.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.071	.064	1.075	.283
		7. What is the approximate money you spend on ordering food ? Dependent	.062	.056	1.075	.282
		18. How likely are you to satisfied with Swiggy service ? Dependent	.082	.116	.676	.499
	Goodman and Kruskal tau	7. What is the approximate money you spend on ordering food ? Dependent	.049	.015		.285 ^c
		18. How likely are you to satisfied with Swiggy service ? Dependent	.049	.019		.287 ^c
	Uncertainty Coefficient	Symmetric	.095	.028	3.135	.067 ^d
		7. What is the approximate money you spend on ordering food ? Dependent	.093	.028	3.135	.067 ^d
		18. How likely are you to satisfied with Swiggy service ? Dependent	.097	.029	3.135	.067 ^d

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on chi-square approximation

d. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.564	.015
	Cramer's V	.282	.015
	Contingency Coefficient	.491	.015
N of Valid Cases		96	

HYPOTHESIS RESULT :

The hypothesis is framed for customer satisfication.

The value I've got In the chi square test is 0.491.

As per the value we have got in chi square test there is a significant relationship between the price and the satisfication of the service. The people are considering both the price as well as service before they choose swiggy.

CHAPTER 5

FINDINGS AND SUGGESSTIONS

5.1 FINDINGS

- 1.** Majority (34%) of the respondents are age between 28-38 years,the next highest is (28%) and they belong to 18-28, after that comes (18%) of the respondents are between 38-48, (12%) belongs to 48-58 and the remaining (6%) of the respondents lies in the age of 58 above .
- 2.** Majority (68%) of the respondents are Male and the remaining (32%) of the respondents are Female.
- 3.** Majority (35%) of the respondents are others., the next highest are (31%) are business, after that comes (25%) of the respondents are private employees and the remaining (9%) of the respondents are Govt.Employee.
- 4.** Majority (51%) of the respondents are Married and the remaining (49%) of the respondents are Ummaried.
- 5.** Majority (33%) of the respondents monthly income is below 25,000., the next highest is (32%) of monthly income 25,000-50,000, (23%) of the respondents are between 50,000-1,00,000 and the remaining (12%) of the respondents monthly income is more than 1,00,000.
- 6.** Majority (78%) of the respondents are ordering food through online and the remaining (22%) of the respondents are not ordering food through online.

- 7.** Majority (36%) of the respondents are ordering weekly, the next highest is (28%) those often order Monthly, (18%) of the respondents often order Daily and the remaining (16%) of the respondents are ordering Fortnight.
- 8.** Majority (28%) of the respondents are ordering Lunch, the next highest is (27%) of the respondents are ordering Dinner, (26%) of the respondents order Breakfast and the remaining (18%) of the respondents order snacks.
- 9.** Majority (26%) of the respondents are less than six months and 3 or more years, the next highest is (25%) of the respondents are six months to a year old customer and the remaining (22%) of the respondents are 1 – 2 years old customers.
- 10.** Majority (32%) of the respondents are giving excellent for navigating swiggy in website/mobile, the next highest is (28%) of the respondents giving above average, (27%) of the respondents are giving average for navigating for swiggy.
- 11.** Majority (32%) of the respondents are spending on food more than 500rs, the next highest is (31%) of the respondents are spending more than 250, (23%) of the respondents are spending more than 500, the remaining (12%) of the respondents are spending more than 150.
- 12.** Majority (28%) of the respondents are convinient in ordering process in swiggy, the next highest is (22%) of the respondents are prefering online food for Time saving, (20%) of the respondents are prefering for All the above, the least above is (17%) of the respondents are prefering for Fast delivery and the remaining (10%) of the respondents are prefering online food delivery for money saving.
- 13.** Majority (45%) of the respondents are rating 3/5 in ordering process in swiggy, the next highest is (21%) of the respondents are rating 4/5, (16%) of the respondents are rating 5/5, the least above is (11%) of the respondents are rating 2/5, and the remaining (4%) of the respondents are rating 1/5 for ordering process in swiggy.

14. Majority (39%) of the respondents are rating 3/5 for packing of food in swiggy, the next highest is (20%) of the respondents are rating 5/5 , (16%) of the respondents are rating 4/5, the least above is (15%) of the respondents are rating 2/5, and the remaining (6%) of the respondents are rating 1/5 for packaging of food.

15. Majority (29%) of the respondents are been ordering food online for 2 years, the next highest is (28%) of the respondents are ordering food online more than 2 years, (25%) of the repondents are 1 year old, and the remaining (16%) of the respondents are ordering food online for past 6 months.

16. Majority (78%) of the respondents are giving easy to understand the language, and the remaining (21%) of the respondents are difficult to understand.

17. Majority (34%) of the respondents are giving NO to missing items when delivering, the next highest is (33%) of the respondents are giving cant say, and the remaining (31%) of the respondents are giving yes to missing items.

18. Majority (34%) of the respondents are convenience through Swiggy, and the remaining (32%) of the respondents are giving Discounts and Better Selection for ordering through Swiggy.

19. Majority (47%) of the respondents are average behaved in delivering of food, the next highest is (32%) of the respondents are giving well behaved for experience of delivery persons, and the remaining (20%) of the respondents are giving Not well behaved for delivery persons employed in swiggy.

20. Majority (40%) of the respondents are rating 4/5 in payment gateway, the next highest is (26%) of the respondents are rating 3/5, (20%) of the respondents are rating 5/5, and the remaining (9%) of the respondents are rating 1/5 for payment gateway.

21. Majority (31%) of the respondents are rating 4/5 of buying again in swiggy, the next highest is (30%) of the respondents are rating 5/5, (27%) of the respondents are rating 3/5, the least above is (5%) of the respondents are rating 1/5, and the remaining (4%) of the respondents are rating 2/5 for buying again in swiggy.

22. Majority (35%) of the respondents are rating 4/5 for swiggy service, the next highest is (33%) of the respondents are rating 5/5, (17%) of the respondents are rating 3/5, the least above is (8%) of the respondents are rating 2/5, and the remaining (3%) of the respondents are rating 1/5 for swiggy service.

23. Majority (32%) of the respondents are rating 4/5 for overall experience, the next highest is (27%) of the respondents gave rating 5/5 and 3/5 for overall experience, and the remaining (3%) of the respondents are rating 1/5 for overall experience.

5.2 SUGGESTION

- Majority of the respondents are happy with the swiggy online service and many people are knowing it more quick.

Most of the respondents are spending more than 500 , thus to put more menu in the swiggy online service.

We will have to target more of the youngsters to get more services.

It is better to have a lot of ads in Tv shows so that they could pull many crowds.

From the findings many have said that the primary reason to order swiggy from online is for convenience.

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 CONCLUSION

This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of Swiggy . In this study, the numbers of participants were 100 and the type of questionnaire used was structured mailed questionnaire. In this research paper, the main data used are primary and secondary data. It is concluded from the study that the majority of respondents and they are aware of Swiggy. The main limitations of this study were time limit, the sample size was small and trustworthiness of the customer 's. In this age of ever-increasingcompetition, it is important for Swiggy to keep an eye on the preferences of the customers in order to capture the largely untapped market. On the basis of the study, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better timely delivery and offers like discounts and freebees. Swiggy has been in the top position in online food delivery service providers and if it improves further, it can remain in the top. The biggest difference between Swiggy and other food delivery start-ups is the fact that they have their own delivery fleet and serve from neighbourhood restaurants. The boys are equipped with smartphones powered by routing algorithms which enables them to deliver food in the most efficient way possible.

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APPENDIX (Questionnaire)

1. Personal Details

Name _____ What
is your age?

- a) Below 18
- b) 18-28
- c) 28-38
- d) 38-48
- e) 48-58
- f) 58 and above

Gender

- a) Male
- b) Female

Occupation

- a) Gov . Employee
- b) Private Employee
- c) Business
- d) Others

Marital status

- a) Married
- b) Unmarried

Income (monthly income)

- a) Below 25,000
- b) 25,000 – 50,000
- c) 50,000 – 1,00,000
- d) More than 1,00,000

Do you order food online ?

- a.) Yes
- b.) No

8. How often you order in Swiggy ?

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

9. Which meal you typically order in swiggy ?

- a.) Breakfast
- b.) Lunch
- c.) Snacks

d.) Dinner

10. How long have you been a Swiggy customer?

a.) Less than six months

b.) Six months to a year

c.) 1-2 Years

d.) 3 or more years

11. How would you rate your experience navigating in Swiggy website/mobile application?

a.) Excellent

b.) Above average

c.) Average

d.) Below average

e.) Poor

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

a.) <150

b.) <250

c.) <500

d.) More than 500

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

a.) Faster delivery

b.) Convinient

c.) Time saving

d.) Money saving

e.) All the above.

14. How much do you rate for ordering process in Swiggy ?

(on a scale of 1 – 5)

15. How much do you rate for the packaging of food in swiggy

(on a scale of 1 – 5)

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

a.) 6 months

b.) 1 year

c.) 2 years

d.) more than 2 years

17. Does the language used in swiggy app are easy to understand ?

a.) Difficult to understand

b.) Easy to understand

18. Have there been cases of a few items missing when it was delivered ?

a.) Yes b.) No c.) Cant say

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

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

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

a.) Well behaved b.) Not well behaved c.) Average Behaviour