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Customer Perception towards the Impact of Packaging Quality and Food Safety on Swiggy's Brand Trust

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ABSTRACT: The online food delivery industry in India has grown rapidly in recent years and has significantly changed the way consumers purchase food. Initially, customers were attracted to these platforms mainly because of convenience and quick delivery. However, over time, consumer awareness regarding food safety and hygiene has increased, making packaging quality an important factor influencing customer satisfaction and trust. Packaging is no longer viewed only as a container that protects food during delivery; it also reflects the brand's commitment to safety, hygiene, and reliability.

This study examines the influence of packaging durability, hygiene standards, and food safety practices on customer perception and trust toward Swiggy. Primary data were collected from 114 respondents in Coimbatore using a structured questionnaire. The study applied statistical tools such as Percentage Analysis, Ranking Analysis, and Chi-square tests to analyse the data and identify key trends in customer behaviour. The findings show that hygienic and properly sealed packaging significantly increases customer trust in Swiggy. At the same time, customers reported concerns related to missing items, improper sealing, and poor temperature maintenance during delivery.

The study concludes that packaging plays a critical role in online food delivery services. Beyond protecting the food, packaging serves as an important communication tool that signals hygiene standards and brand reliability. Improving packaging systems and food safety practices can therefore help Swiggy strengthen customer trust and build long-term customer loyalty.

KEYWORDS: Packaging Quality, Food Safety, Brand Trust, Online Food Delivery, Customer Perception, Swiggy.

I. INTRODUCTION

The online food delivery market in India has expanded rapidly in the last decade due to increasing internet penetration, digital payment systems, and changing urban lifestyles. Busy schedules and the growing preference for convenience have encouraged many consumers to rely on food delivery applications rather than traditional dining options. Among the leading platforms operating in this industry, Swiggy has gained significant popularity by providing a wide range of restaurant options, fast delivery services, and user-friendly digital features.

However, as the market becomes more competitive and consumers become increasingly aware of hygiene and food safety issues, expectations from online food delivery platforms have also evolved. Customers now pay close attention not only to delivery speed but also to the quality of packaging, hygiene practices, and overall food safety during transportation. The COVID-19 pandemic further increased public awareness regarding hygiene and safety standards, making packaging quality an important factor influencing customer trust.

Packaging in online food delivery is no longer limited to the basic function of holding food. It also plays a key role in maintaining food temperature, preventing leakage, and ensuring that the food reaches the customer in a safe and hygienic condition. Poor packaging, such as damaged containers, broken seals, or food spillage, can negatively affect customer satisfaction and weaken trust in the brand.



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Therefore, understanding how customers perceive packaging quality and food safety practices is essential for companies like Swiggy to maintain their competitive advantage. This study aims to analyse the relationship between packaging quality, hygiene perception, and brand trust among Swiggy users.

II. PROBLEM STATEMENT

The rapid growth of online food delivery platforms such as Swiggy has significantly changed consumer purchasing behaviour in India. While convenience, speed, and restaurant variety initially encouraged customers to adopt these platforms, customer expectations have gradually shifted toward better hygiene standards, reliable packaging, and strong food safety assurance.

Despite efforts made by Swiggy and its partner restaurants to maintain delivery standards, customers sometimes experience issues such as leakage of food, damaged packaging, improper sealing, loss of temperature, and missing or incorrect items in their orders. These problems can negatively influence customer perception and reduce trust in the platform.

Brand trust plays a crucial role in determining whether customers continue using a particular food delivery service. If customers repeatedly face packaging-related problems, they may develop doubts about the reliability and safety standards of the platform. Although packaging quality appears to be an important factor influencing customer experience, limited empirical research has been conducted to examine its direct impact on brand trust within the Indian online food delivery sector.

Therefore, this study attempts to analyse how packaging durability, hygiene perception, and operational efficiency influence customer trust toward Swiggy.

III. REVIEW OF LITERATURE

1. Kotler & Keller (2016)

In their work on marketing management, Kotler and Keller emphasised that perceived quality and consistent service delivery are central to building long-term brand equity and customer loyalty. Packaging, as a tangible component of service delivery, significantly influences brand perception.

2. Magnier & Crié (2015)

The authors found that packaging design and material quality strongly affect perceived product value and consumer trust. Their study highlights packaging as a silent communicator of brand reliability.

3. Gupta & Singh (2020)

This study on food safety perception in online food delivery revealed that hygiene awareness increased significantly post-pandemic, and safety compliance directly influences customer confidence and repeat intention.

4. Talwar et al. (2021)

The researchers identified trust as a key determinant of continued usage of food delivery apps. Service failures such as damaged or improperly delivered food negatively affect loyalty.

5. Patel & Desai (2022)

Their research on sustainable packaging found that eco-friendly and tamper-proof packaging enhances brand image and perceived responsibility, strengthening consumer trust.

IV. OBJECTIVES OF THE STUDY

The study was conducted with the following three specific objectives:

1. To analyse customer perception of Swiggy's packaging quality and materials in online food delivery.
2. To examine the impact of packaging hygiene and food safety measures on customer trust and satisfaction towards Swiggy.
3. To identify key packaging-related issues faced by Swiggy users and recommend improvements to enhance packaging and food safety standards.



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V. RESEARCH METHODOLOGY

This study follows a descriptive research design to understand customer perceptions regarding packaging quality and food safety in online food delivery services.

Primary data were collected from 114 respondents using a structured questionnaire distributed through Google Forms. The respondents were primarily Swiggy users residing in Coimbatore. Convenience sampling was adopted to gather responses efficiently within the available time frame.

To analyse the collected data, the following statistical tools were used: Percentage Analysis, Ranking Analysis, and Chi-Square Test. These tools helped identify customer behaviour patterns, determine major packaging concerns, and examine relationships between demographic variables and trust factors.

VI. RESULTS AND DISCUSSION

6.1 Demographic Insights

The demographic analysis shows that the majority of respondents belonged to the 18–25 age group (71.05%), indicating that young consumers are the primary users of online food delivery platforms. Students formed 77.19% of the sample, highlighting the popularity of Swiggy among the student community.

In terms of ordering behaviour, 37.72% of respondents reported ordering food weekly, suggesting that customers use the platform regularly rather than occasionally. This pattern indicates that online food delivery has become a routine part of daily life for many young consumers.

6.2 Packaging Quality Perception

The study found that most respondents had a positive perception of Swiggy's packaging durability. 55.26% of respondents agreed that Swiggy's packaging is durable, and 44.74% agreed that the packaging design is satisfactory. However, the level of agreement was relatively lower regarding the ability of packaging to maintain food temperature (32.46%). This suggests that although customers appreciate the structural strength of packaging, improvements are needed in maintaining heat and freshness during delivery.

6.3 Hygiene and Food Safety Impact on Trust

One of the most significant findings of the study is that 97.40% of respondents believe that hygienic and sealed packaging increases their trust in Swiggy. This shows that packaging hygiene plays a major psychological role in shaping customer confidence.

Responses related to food safety statements recorded agreement levels between 42% and 46%, indicating that customers strongly associate sealed packaging with reliability and safety. These findings support the idea that tangible service elements, such as packaging condition and hygiene assurance, influence trust formation in digital service platforms.

6.4 Packaging Issues and Customer Concerns

The ranking analysis revealed the most common issues experienced by customers during food delivery:

1. Missing or incorrect items – Rank 1
2. Cold or less fresh food – Rank 2
3. Food leakage or spillage – Rank 3
4. Damaged packaging – Rank 4

This shows that customers are more concerned about order accuracy and food freshness than minor packaging damage.

When respondents were asked about improvements they would like to see, the following priorities emerged:

1. Better maintenance of food temperature – Rank 1
2. Improved hygiene and proper safety seals – Rank 2
3. Eco-friendly packaging – Rank 3
4. Stronger packaging materials – Rank 4

These responses indicate that customers value functional effectiveness of packaging more than simply its physical strength.



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6.5 Chi-Square Analysis Findings

The Chi-square test was used to examine relationships between demographic variables and trust-related factors. The results showed a significant relationship between age group and trust in hygienic packaging ($p = 0.0296$). This suggests that trust perception varies across different age categories. However, there was no significant relationship between occupation and ordering frequency ($p = 0.8808$), indicating that food ordering behaviour is not strongly influenced by professional background. Similarly, no significant relationship was found between age group and experience of damaged packaging ($p = 0.6156$), suggesting that packaging damage issues are operational rather than demographic in nature.

VII. CONCLUSION

The study confirms that packaging quality and food safety play an important role in influencing customer trust toward Swiggy. While customers generally appreciate the durability and hygiene of the packaging used, certain operational issues such as temperature maintenance and order accuracy still require improvement.

Packaging in online food delivery services is not merely a functional necessity. It also acts as a strategic branding tool that communicates professionalism, safety standards, and reliability. When customers receive food in properly sealed, hygienic, and temperature-maintained packaging, their trust in the platform increases significantly.

In a highly competitive market, companies that consistently deliver safe, hygienic, and reliable packaging experiences are more likely to build long-term customer loyalty and sustain business growth.

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