



# International Journal of Multidisciplinary Research in Science, Engineering and Technology

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.206**

**Volume 9, Issue 3, March 2026**



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Comparative Study on Swiggy and Zomato with Special Reference to Coimbatore District

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**ABSTRACT:** The rapid growth of digital technology has significantly transformed the food service industry. Online food delivery applications such as Swiggy and Zomato have become highly popular among consumers due to their convenience, accessibility, and wide range of restaurant options. These platforms enable customers to order food online and receive doorstep delivery, which has changed the traditional way of food consumption. The present study focuses on comparing Swiggy and Zomato services with special reference to Coimbatore District. The study aims to analyze customer preferences, satisfaction levels, and factors influencing the usage of these applications. Primary data were collected from 150 respondents using a structured questionnaire. Percentage analysis and chi-square test were used as statistical tools for analysis. The results show that most consumers prefer online food delivery services due to convenience, time-saving, and availability of various offers and discounts. The study also indicates that both Swiggy and Zomato play a major role in shaping modern food consumption behavior among customers.

**KEYWORDS:** Online food delivery, Swiggy, Zomato, Customer satisfaction, Food delivery apps.

## I. INTRODUCTION

In recent years, technological advancement and the growth of digital platforms have significantly changed consumer behavior in the food service industry. Online food delivery services have become an important part of modern lifestyle, especially among urban populations. These services allow customers to order food from restaurants through mobile applications or websites and receive it at their doorstep. The emergence of online food delivery platforms such as Swiggy and Zomato has revolutionized the way people access restaurant services.

Swiggy and Zomato are among the leading online food delivery platforms in India. These platforms provide customers with a convenient way to browse restaurant menus, place orders, make online payments, and track deliveries. The increasing use of smartphones and internet services has contributed to the rapid expansion of online food delivery services across the country. Consumers today prefer convenience, quick service, and variety of food options. Online food delivery apps satisfy these needs by offering multiple restaurant choices, attractive discounts, and easy payment options. However, competition between Swiggy and Zomato has increased significantly, as both companies continuously strive to improve customer satisfaction and service quality. Coimbatore is one of the major cities in Tamil Nadu with a large population of students, professionals, and working individuals. Due to busy lifestyles and increased internet usage, online food delivery applications are widely used in the city. Therefore, this study aims to compare Swiggy and Zomato services and analyze consumer perception and satisfaction levels in Coimbatore District.

## II. STATEMENT OF THE PROBLEM

The online food delivery market in India has witnessed tremendous growth in recent years. Swiggy and Zomato have emerged as major players in this industry by providing convenient food ordering and delivery services. However, customer preferences, satisfaction levels, and factors influencing the usage of these applications may vary depending on service quality, pricing, delivery speed, and promotional offers. Understanding customer perception towards these food delivery platforms is important for improving service quality and customer satisfaction. Therefore, the present study attempts to compare Swiggy and Zomato services and analyze the factors influencing consumer behavior in Coimbatore District.



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### III. OBJECTIVES OF THE STUDY

1. To study the socio-economic profile of the respondents.
2. To analyze customer preferences towards Swiggy and Zomato food delivery applications.
3. To examine the factors influencing the usage of online food delivery services.
4. To compare the satisfaction level of customers using Swiggy and Zomato.
5. To provide suggestions for improving online food delivery services.

### IV. RESEARCH METHODOLOGY

The study adopts a **descriptive research design** to analyze customer perception towards Swiggy and Zomato food delivery services.

#### Sources of Data

The study uses both primary and secondary data.

Primary data were collected from respondents through a structured questionnaire. Secondary data were collected from journals, books, websites, and previous research studies.

**Sample Size:** A total of **150 respondents** were selected for the study.

#### Sampling Technique

Convenience sampling method was used to select respondents.

#### Statistical Tools Used

The collected data were analyzed using the following statistical tools:

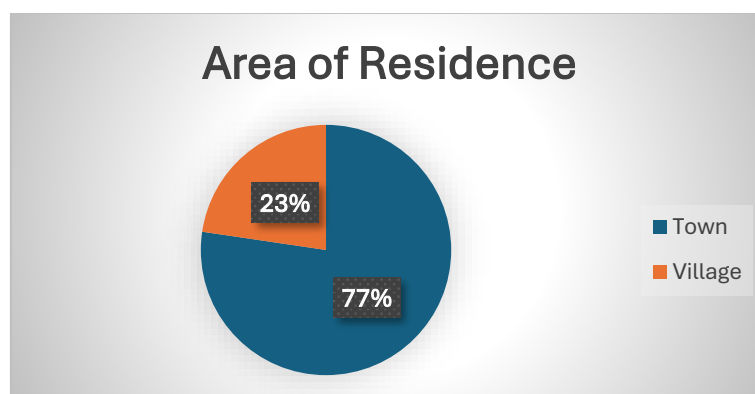
- Percentage Analysis
- Chi-Square Test

Table 4.1

Area of Residence	No. of Respondents	Percentage
Town	116	77.3
Village	34	22.7
<b>Total</b>	<b>150</b>	<b>100</b>

**Interpretation:** The above table shows the area of residence of the respondents. Out of the total 150 respondents, 116 respondents (77.3%) belong to town areas, whereas 34 respondents (22.7%) belong to village areas. This indicates that the majority of the respondents who use online food delivery applications such as Swiggy and Zomato are from urban areas where internet accessibility and smartphone usage are higher.

Chart 4.1





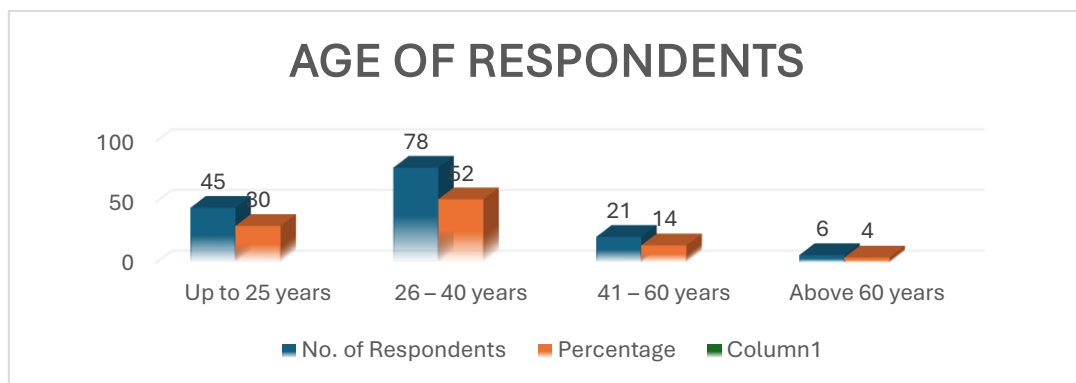
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Table 4.2

Age Group	No. of Respondents	Percentage
Up to 25 years	45	30
26 – 40 years	78	52
41 – 60 years	21	14
Above 60 years	6	4
<b>Total</b>	<b>150</b>	<b>100</b>

Chart 4.2



**Interpretation:** The table indicates that the majority of respondents (52%) belong to the age group of **26–40 years**, followed by **30% of respondents below 25 years**. Only **14% belong to the 41–60 age group**, while **4% are above 60 years**. This shows that middle-aged and young consumers are the primary users of online food delivery applications.

### Chi Square

S.No	Variables Tested	$\chi^2$ Value	df	p-value	Decision ( $\alpha = 0.05$ )
1	Age × Preference of Food Delivery App	2.315	3	0.510	Not Significant
2	Gender × Satisfaction Level	1.487	1	0.223	Not Significant
3	Area of Residence × Usage Frequency	3.025	2	0.220	Not Significant
4	Marital Status × Ordering Behaviour	0.982	1	0.321	Not Significant



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**Interpretation:** The Chi-Square test results reveal that there is **no significant relationship between demographic variables and customer behaviour towards online food delivery applications**. The p-values for all variables are greater than the significance level of 0.05, indicating that the null hypothesis is accepted. This means factors such as age, gender, residence, and marital status do not significantly influence customers' preference and satisfaction regarding Swiggy and Zomato services.

### V. RESULTS AND DISCUSSION

#### Percentage Analysis

The percentage analysis reveals that the majority of respondents prefer ordering food through mobile applications due to convenience and time-saving benefits. Most users prefer Swiggy and Zomato because of quick delivery, availability of multiple restaurants, and attractive promotional offers. Discounts and cashback offers also play an important role in influencing customers' decisions to use these applications.

#### Chi-Square Analysis

The chi-square test was used to examine the relationship between demographic variables and customer preferences for online food delivery applications. The results indicate that there is no significant association between demographic characteristics and usage behavior. This implies that consumers from different demographic groups have similar preferences towards online food delivery services.

### VI. FINDINGS

The study reveals that a large number of consumers use online food delivery applications due to convenience and time-saving benefits. Swiggy and Zomato have become popular platforms among customers in Coimbatore. Most respondents prefer these services because of fast delivery, attractive discounts, and availability of a wide range of restaurants. The analysis also shows that both male and female consumers actively use online food delivery applications. Overall, the results indicate that online food delivery services have significantly influenced modern food consumption habits.

### VII. SUGGESTIONS

Food delivery companies should focus on improving delivery speed and service quality to enhance customer satisfaction. Both Swiggy and Zomato should provide more attractive offers and loyalty programs to retain customers. Restaurants and food delivery platforms should also maintain food quality and hygiene standards to build customer trust. Additionally, improving customer support and ensuring timely delivery can further increase customer satisfaction.

### VIII. CONCLUSION

The study concludes that online food delivery services have become an essential part of modern consumer lifestyle. Swiggy and Zomato have successfully transformed the food service industry by providing convenient and efficient food delivery services. The increasing use of smartphones and internet connectivity has further contributed to the growth of these platforms. The findings of the study indicate that customers prefer online food delivery services due to convenience, time-saving benefits, and availability of various food options. Therefore, improving service quality and customer satisfaction will be crucial for the continued growth of online food delivery platforms.

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