

CUSTOMER SATISFACTION SURVEY ON ZOMATO AND SWIGGY'S FOOD DELIVERY PERSONNEL - USING APPLICATION APP IN MOBILE WITH REFERENCE TO VIJAYAPUR CITY

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ABSTRACT

Online business has become common, with every field engaged in it. Post-COVID, 99% of business sectors have adopted GPS location applications. Every business app cannot operate without a GPS location feature. Preparing and consuming food at home is a thing of the past, as the focus has shifted to consuming food prepared elsewhere. This is the reason for the necessity of GPS location apps. The present paper focuses on the GPS location applications used by food delivery personnel with reference to Vijayapur City. It presents a comparative study between the GPS location apps used by Zomato and Swiggy's food delivery personnel. In Vijayapur City, there are more than 200 online food delivery personnel. In this paper, responses were collected from 50 respondents and analyzed using the statistical tool of a five-point Likert scale. The research covers questions regarding the accuracy of customer locations while using GPS, buffering problems, instances of the app showing shorter routes than the actual distance, issues of getting stuck while reaching a destination, and discrepancies in the location displayed by the app compared to previous information, along with additional research questions. The paper presents conclusions regarding the GPS applications used by Zomato and Swiggy.

KEYWORDS: Food Delivery Personnel, GPS Technology, Zomato and Swiggy, Vijayapur City, Online Food Service.

Introduction:

The members of a family used to purchase raw food from outside where it was available. In olden days, typically, family members did not go outside for food. They were satisfied with home-cooked meals only. Nowadays, we find that lifestyle systems have changed compared to the olden days. There are many reasons why people now receive food through online platforms, such as the shift from joint families to nuclear families, both spouses working, a shortage of time to prepare food or bring food from far away, health problems of family members, an interest in tasting different foods, and the need to save time and effort on cooking. Due to these reasons, the preparation and consumption of food, as well as the act of bringing food from outside, have shifted to an online food delivery system. With the help of online food delivery, customers can order food from anywhere at any time, with an unlimited selection of items, required prices, quantities, and qualities. It reduces

the risks associated with problems at home or buying directly from shops. Online food delivery services feature fully automated services, user-friendly interfaces, real-time notifications, secure user accounts, mobile-friendly options, various payment methods, effective marketing options, easy language conversions, minimized errors, and customer loyalty maintenance, making the online food delivery system essential.

In India, Zomato, DoorDash, UberEats, Swiggy, Grubhub, Grab Holdings, Delivery Hero, Eatsure, Blinkit, EatClub, Mr. D, Deliveroo, and OlaFood are engaged in online food delivery. China ranks first in revenue with \$46.6 billion, while India is in seventh place with \$2.3 billion. The revenue from online food delivery is estimated to grow from Rs. 60,000 crore in 2023 to Rs. 210,000 crore by 2030. Currently, there are 340 million online food delivery customers, which is expected to reach 450 million by 2030. Presently, Zomato and Swiggy are the leading companies in India,

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competing for market share, with Zomato holding 52% and Swiggy 48%. This paper presents a bird's-eye view of insights in the table below.

Table No. 1

Customer Satisfaction Survey

Insight questions	Zomato	Swiggy
Customer service	1.9	0.5
Delivery partner interaction	2.3	0.6
Delivery Time	3.4	0.9
Food Quality	4.1	1.5
Offers & Discount	4.2	1.6
Recommendations	4.5	1.4

Sources: Clootrack, Inc42Analysis.

There are between 700,000 and 1 million online delivery workers, with 320,000 from Zomato and 3,900,000 from Swiggy during the year 2023. In Karnataka, more than 20,000 people work for Zomato and 12,000 people work for Swiggy. Online business has become common, with every field engaged in it. Post-COVID, 99% of business sectors have attracted GPS location applications. Every business app cannot run without a GPS location feature. Preparing and consuming food at home is a thing of the past, as the focus has shifted to consuming food prepared anywhere. This is the reason for the necessity of GPS location apps. The present paper focuses on the GPS location applications used by food delivery personnel with reference to Vijayapur City. It makes a comparative study between Zomato and Swiggy's food delivery personnel using GPS location apps.

Objectives

This paper aims to achieve the following objectives:

- To determine whether the exact location of the customer is accurately reflected in the GPS app.
- To study whether online food delivery personnel are facing issues with buffering while reaching their destinations.
- To investigate whether online food delivery personnel encounter instances where the app shows shorter routes than the actual distance.
- To identify any problems with the GPS location app while reaching the destination.

- To assess the possibility of discrepancies in the location displayed by the app.

This paper presents a detailed study on Zomato and Swiggy separately, while collectively analyzing the responses for both companies. Firstly, the objective of the study was to identify the factors affecting the GPS location app used by food delivery personnel while delivering food from vendors to customer locations. Secondly, a Five-Point Likert Scale was employed to analyze the respondents' feedback.

Research Methodology:

- **Sampling:** A simple random sampling method was used to collect data from Zomato and Swiggy's food delivery boys. The number of respondents is 50 food delivery boys from Zomato and Swiggy.
- **Area of Study:** The study was conducted regarding responses from online food delivery boys of Zomato and Swiggy in Vijayapur City of Karnataka.
- **Period of Study:** Collection of data started in September 2024 and ended in October 2024.
- **Limitation:** This article is restricted to research on food delivery boys of Zomato and Swiggy with reference to Vijayapur City from September to October 2024.

Data Analysis

The table 2 shows that 80% (based on the data, 20 out of 25 respondents) deliver 10 orders per day. About 12% of respondents indicate that they deliver 15 orders per day, while 8% of respondents achieve 20 orders per day. (Note: Maintained your original text numbers as requested in the prompt, but table values show 80%, 12%, 8%).

According to the table 3, the 69.6 percentile indicates that food delivery boys agree on the exact location of customers. The percentage of locations displayed by the app without discrepancies is 56%. Less than 50% of food delivery boys were satisfied with the app showing a shorter route than the actual one and reported issues with the app freezing.

Table No. 2

Respondents of Zomato's Delivery Boys Who Use GPS App

10 Orders per day		15 Orders per day		20 Orders Per Day	
Respondents	%	Respondents	%	Respondents	%
20	80%	3	12%	2	8%

Sources: Field Study

Table No. 3**Satisfaction Level of Zomato's Food Delivery Boys Using GPS Location Apps**

No.	Particulars	Respondent's Response					Likert Scale		
		HD	D	N	S	HS	Weighted Score	Total Score	Percentile Points
1	Exact location of customers	3	4	5	4	9	87	125	69.6
2	Buffering Problems	8	4	3	7	3	68	125	54.44
3	Showing shorter Route than actual	9	7	5	2	2	56	125	44.81
4	Problem of Struck	10	9	3	1	2	56	125	40.81
5	Discrepancies in Location displaced by the app	7	3	2	8	5	70	125	56

Sources: Field Study**Table No. 4****Respondents of Swiggy's Delivery Boys Who Use GPS App**

10 Orders per day		15 Orders per day		20 Orders Per Day	
Respondents	%	Respondents	%	Respondents	%
12	48%	10	40%	3	12%

Sources: Field Study**Table No. 5****Satisfaction Level of Swiggy's Food Delivery Boys Using GPS Location Apps**

No.	Particulars	Respondent's Response					Likert Scale		
		HD	D	N	S	HS	Weighted Score	Total Score	Percentile Points
1	Exact location of customers	3	2	1	9	10	96	125	76.8
2	Buffering Problems	1	3	2	9	10	99	125	79.2
3	Showing shorter Route than actual	1	1	1	12	10	104	125	83.2
4	Problem of Struck	12	10	1	2	1	43	125	34.4
5	Discrepancies in Location displaced by the app	9	8	7	0	1	51	125	40.88

Sources: Field Study**Table No. 6****Food Delivery Boys' Satisfaction Level with GPS Location App Used in Zomato & Swiggy**

No.	Particulars	Zomato	Swiggy
1	Exact location of customers	69.6	76.8
2	Buffering Problems	54.44	79.2
3	Showing shorter Route than actual	44.81	83.2
4	Problem of Struck	40.81	34.4
5	Discrepancies in Location displaced by the app	56	40.88

The table 4 shows that 48% of responders deliver 10 orders per day. Approximately 40% of respondents report that they deliver 15 orders per day, while 12% of respondents achieve 20 orders per day.

As shown in Table No. 4, 83.2% of respondents were satisfied with the app showing a shorter route than the actual distance. The GPS location in Swiggy's app received a satisfaction rate

of 76.8% from food delivery personnel regarding the exact location of customers. Additionally, 79.2% of the delivery boys expressed satisfaction with the app despite experiencing buffering problems. However, the respondents did not agree that there were issues with the app getting stuck.

Comparisons Between Zomato and Swiggy's GPS Location Apps Used by Food Delivery Personnel.

By combining the five-point Likert scale points into percentiles for Zomato and Swiggy's GPS location apps, the following table displays the satisfaction levels of food delivery personnel with the GPS location app they used.

In comparison to Zomato and Swiggy's GPS Location App services, food delivery boys in Swiggy are satisfied with the shorter routes shown compared to the actual distance, while they face issues with buffering problems and the exact location of customers. The delivery boys are not satisfied with the services regarding the issues of being stuck and discrepancies in the displaced locations in the GPS app. Zomato's food delivery boys are highly satisfied with the exact location of customers, with a satisfaction rate of 69.6%. Satisfaction regarding discrepancies in displaced locations is average at 56%. Problems of being stuck are more prevalent in Zomato than in Swiggy. Food delivery boys in Swiggy are more satisfied with the shorter routes shown than those in Zomato.

Conclusion:

The objectives of the paper were studied by analyzing collected data on the exact location of customers while using GPS, buffering problems, instances of the app showing shorter routes than the actual distance, issues of getting stuck while reaching a destination, and discrepancies in location displayed by the app compared to previous information. The present paper concluded that Swiggy's food delivery drivers are more satisfied with the GPS location app than Zomato's app when delivering food to customer destinations. Ultimately, Zomato should update its GPS location app by addressing problems identified in Vijayapur City, Karnataka.

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