A Study on Consumer Preference towards Zomato and Swiggy among Gen-Z in Mayiladuthurai Town

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Abstract

Generation Z is define as the groups of people who were born after 1990 who are regarded as being very familiar with the internet. The shift towards online food ordering has transformed the food industry, offering convenience and ease to customers. Zomatoand Swiggy, two prominent players in this domain, have revolutionized how people access and enjoy their meals.Zomato an Indian multinational restaurant aggregator and food delivery company was founded by DeepinderGoyal and PankajChaddah in 2008. Zomato provides information and user-reviews of restaurants as well as food delivery options in more than 1,000 Indian cities. Swiggy is an Indianonline food ordering and delivery company founded in 2014 and it's headquartered in Bangalore and operates in more than 580 Indian cities. There are two prominent players dominate consumer behaviour in the context of online food ordering, focusing on Gen-Z in Mayiladuthurai town. Through a descriptive research design and chi-square analysis, it explores the impact of factors like pricing,discounts,and promotional offers on ordering decisions. The findings reveal a significant association between age and preferences.

Keywords; Generation Z, Consumer's preference, online delivery platform,Zomato,Swiggy

I. INTRODUCTION

Traditionally, people had to make calls to place orders then wait for the food to be prepared and delivered.Sometimes, placing an order on the phone may be mistakes. Now we are living a digital life. In this evolution, whatever we want or need, can be obtained with just a few clicks on our smart devices. The best solution is switching over to online ordering. The system of ordering food online is becoming easy and convenient for customers. They do not need to visit restaurants. Customers can easily connect to their favourite restaurants through their official website and browse various food items that are available the restaurants and the food can be delivered to their doorstep within a few minutes by a delivery person. There are various kinds of payments available to the customer, so the payment process can be done easily and securely. In the food industry, the system of ordering online is becoming very popular. It is safe and secure and customers are satisfied with the services. The two most popular online food delivery applications are Zomato and swiggy.

Zomato

Zomato is an indian multinational restaurant aggregator and food delivery company. it was founded by DeepinderGoyal and PankajChaddah in2008. Zomato provides information and user-reviews of restaurants as well as food delivery options from partner restaurants in more than1,000Indian cities and towns. It was first known as foodie bay. It was in 2010 when foodie bay was officially rechristened as Zomato. The company's headquarter is located in Gurgaon,Haryana. This food delivery application is also being operated in 24 countries and more than 10000 cities, including India, Australia, and the United States. This application not only provides information about restaurants, menus, and reviews but also provides services like table reservations and ordering food online at any point in time from anywhere. The information shown on the application is always up-to-date. The mission of Zomato is ''to provide better food for food locally''. The main objective of this company is to attract foodies by providing them with a user-friendly interface that will make the process of ordering food simple. In this way,they will be able to increase theirbusiness. In the food industry, Zomato has a large customer base, as they are also offering many discounts and deals to attract customers. The company is benefiting both customers and restaurants. In today's time, Zomato has over a million restaurants worldwide

Swiggy

Swiggy is an Indian online food ordering and delivery company. It was founded by SriharshaMajety and Nandan Reddy august 2014. It's headquartered in Bangalore and operates in more than 580 Indian cities. It is an online food delivery business that was started with the idea of reducing the gap between food ordering and delivery space. Many restaurants were facing difficulties of not having enough delivery boys. After this thought, they started a setup with a group of six boys and covered around 25 restaurants after the business was set up in the market, they identified a need for a food delivery service that was more efficient and reliable. By using their technology, they can reach local restaurants and connect them with customers to provide them with food seamlessly and a good experience. Swiggy is Indian's pioneering on-demand convenience platform, catering to millions of consumers each month. Its mission is to elevate the quality of life for the urban consumer by offering unparalleled convenience. SwiggyInstamart, its quick commerce platform operating in 43 cities, delivers groceries and other essentials across 20 categories in 10 minutes. Swiggy continually incubates and integrates new services like SwiggyDineout and Swiggy Genie into its multiservice app. Swiggy aims to provide a superior experience to its consumers.

Review of literature

In this, the researcher believes that the consumer is the king of the market. Emotional connection, marketing strategies, and communication, how they interact with the customers, comfortable services and consistent performance. These are the factors that influence consumer' behaviour toward ordering food. Consumers play an essential role in the market. Zomato and Swiggy took this opportunity, and they are leading in online food delivery application with a large customer base. The researcher believes that people can compare the price, service, and offers with other applications or restaurants with a few clicks on their smartphones. Nowadays, where in every restaurant people have to stand in line for many hours, they prefer ordering online to avoid such hassle. The main focus is on customer satisfaction by providing them with the best good, services, exciting offers, and discount. With the increase in population and crowded cities, people no longer prefer to visit restaurants; instead, they prefer doorstep food deliveries, and this has increased the growth of the food industry. In India, due to the advancement of technology, a person who is hungry and does not have time to cook food would prefer to order food onlineas they find it more convenient and do not need to visit the restaurants physically. This online food delivery app has shifted consumers'

expectations by doing all things online and making all purchases online easily by clicking on the app .In this study, researchers found out that Zomatois preferable in the Mayiladuthurai Town.

Objective of the study

To compare consumer preference towards Zomato andSwiggy among Gen –Z in Mayiladuthuraitown.

Research Methodology
Sampling method

Non-probability convenient is applied according to the convenience of the research. The sample size chosen for date collection is 100 respondents in Mayiladuthuraitown.

Sample size

The sample size chosen for data collection is 100 respondents covering in Mayiladuthurai town.

Area of the study

The study area mainly covers from public in mayiladuthurai town. Mayiladuthuraiformerly known as Mayavaram is a special grade municipality and district headquarters of Mayiladuthurai district in Tamil Nadu. According to 2011 census, Mayiladuthurai had a population of 85,632.

Type of Research
Methods Data Collection

In this study the primary and secondary data collection are used.

a. Primary data

Primary data are collected through the extensive use of a structured questionnaire, which had both the open and closed ended questions. The questionnaire has been structured under two dimension viz., demographic profile and factors consider preference for online delivery platform especially Zomoto and Swiggy. The collection data are used for the analysis and interpretation.

b. Secondary data

Secondary data which was collected and analysed and has been already passed through the statistical data by some researcher.This data may be a published data or anunpublished data. In this study data has collected from various books and forms from World Wide Web, from internet.

Tools used for data analysis

The mass data collected through the use of research tool need to be systemised and organised i.e., edited, classified, and tabulated before it can servethe purpose. Hence, appropriate statistical technologies are used to supplement the analysis and datainterpretation. Statistical techniques like frequency table ,Ms excel, SPSS have been used for classifying and analysing the data. Chi-square test is used for thetesting the hypothesis of the study.

Research Gap

Many researchers had not found how the social factors and local culture had influence the Gen-Z customers to choose between Zomato and Swiggy and making decisions regarding food delivery platforms.

Data analysis

Demographic summary

Gender

- .The data set includes 100 respondents.58 of respondents are male,followed by female 42%

Age

- Most respondents belong to the age group 23-27 (53%), followed by the age group 18-22 (39%)
- While 8% of respondents belong to the age group of 12-17

Educational background

- The majority of the respondents hold a bachelor's degree (56%) followed by a master's degree (37%)
- Around 7% of respondents are in high school and small percentages of respondents having other qualifications such as a diploma and job.

Hypothesis testing

H1: There is a significant association between the age of respondents and the effect of zomato's pricing and discounts on ordering decisions

H2: There is a significant association between the age of respondents and the effect of swiggy's promotional offers and discounts on ordering decisions.

H3: There is a significant association between the age of respondents and the frequency of ordering food online.

Chi – Square Analysis

H1: There is a significant association between the age of respondents and the effect of zomato's pricing and discounts on ordering decisions

Table1. Zomato pricing and discount's influence on order

		Strongly disagree	Disagree	Agree	Strongly Agree	Total
Age	12-17	1	1	6	0	8
	18-22	2	3	28	6	39
	23-27	0	4	41	8	53
Total		3	8	75	14	100

Table 2. Chi-Square Test

	value	DF	Asymp. Sig (2-sided)
Pearson chi-square	10.104	6	0.011
Likelihood ratio	9.274	6	0.029
Linear-by- linear association	4.008	1	0.007
N of valid cases	100	-	-

Inference: As the P value is smaller than 0.05, hence we accept H1. This shows that there is a relation between age of respondent and the effect of Zomato's pricing and discounts on ordering decisions.

H2: There is a significant association between the age of respondents and the effect of swiggy's promotional offers and discounts on ordering decisions

Inference: As the P value is smaller than 0.05, hence we accept H2. This shows that there is a relation between age of respondent and the effect of Swiggy's promotional offers and discounts on ordering decisions.

H3: There is a significant association between the age of respondents and the frequency of ordering food online.

Table 3.Swiggy's promotional offers and discounts effect on order

		Strongly disagree	Disagree	Agree	Strongly Agree	Total
Age	12-17	1	1	5	1	8
	18-22	3	4	26	6	39
	23-27	1	5	42	5	53
Total		5	10	73	12	100

Table 4. Chi-Square Test

	value	DF	Asymp. Sig (2-sided)
Pearson chi-square	5.274	6	0.238
Likelihood ratio	6.571	6	0.215
Linear-by- linear association	0.085	1	0.205
N of valid cases	100	-	-

Table5. How often do you order food online from platforms like Zomato and Swiggy

		Strongly disagree	Disagree	Agree	Strongly Agree	Total
Age	12-17	3	2	2	1	8
	18-22	4	11	18	6	39
	23-27	13	17	15	8	53
Total		20	30	35	15	100

Table 6. Chi-Square Test

	value	DF	Asymp. Sig (2-sided)
Pearson chi-square	11.062	6	0.037
Likelihood ratio	9.675	6	0.028
Linear-by- linear association	0.427	1	0.382
N of valid cases	100	-	-

Inference: As the value of P is less than 0.05, hence H3 is accepted. This shows that there is a relation between age of respondents and the frequency of ordering food online.

Findings

- The demographic data sample show that there is a fairly balanced ratio between males and females.(58%) and females (42%).
- Major participants belong to the age group of 23-27 , which is 53%, followed by the age group of 18-22 (39%) , and the remaining 8% belong to the age group of 12-17.
- The data regarding the education background of the respondents shows that the majority of participants hold a bachelor' degree (56%), followed by a master's degree (37%) , and 7% belong to high school.

- According to the reliability test, we get moderately satisfactory results of 0.757.
- According to the chi-square test analysis, there is a relationship($p=0.011$) between the age of respondents and the effect, of Zomato 's pricing and discounts on ordering decisions. Hence H1 is accepted, indicating that Zomato's pricing and discounts affect Gen-z's ordering decisions.
- According to the chi-square test analysis, there is no relationship ($P=0.238$) between the age of respondents and the effect Swiggy's promotional offers and discounts on ordering decisions. Hence H2 is rejected, which shows that Swiggy's promotional offers and discounts do not affect the ordering decisions of Gen-Z.
- According to the chi-square test analysis, there is a relationship ($P=0.037$) between the age of respondents and the frequency of ordering food online affects Gen-Z ordering food online.

II. CONCLUSION

In conclusion, Age plays a significant role in making decisions of ordering food online. Beyond age, factors such as income, previous experiences, lifestyle and educational background also help in deciding if order food online.Zomato is available in all area frequently when compare with Swiggy.

III. REFERENCES

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