

SWIGGY SERVICE PERFORMANCE

Dr.S.Lakshmi

*Hindustan Institute of Technology and Science, Chennai,
Tamil Nadu,*

Email: messagetolakshmi@gmail.com

ABSTRACT:

This study assessed the factors (Income level) influencing the frequency of purchase from local restaurant through swiggy using data collected from a sample of 101 consumers in south Chennai. The empirical results of one way Anova model revealed that socio-economic characteristics of the consumers (gender and Income level) and the consumers' preference and frequency of buying behaviour. It clearly shows the efficient services rendered by swiggy, appropriate marketing strategy followed by them such as deliver the food and groceries at the doorsteps of consumers and overcome the problems faced by the consumers by providing genie services (Anything from anywhere to anybody).

Keyword: Services, consumers, Time, Frequency of purchase, Preference.

I. INTRODUCTION

People living in a digital world and they lead a busy life. People can obtain all things whatever they want or need by just clicking their smart phones. Consumers place their orders through online from their desired restaurant. There are different online food ordering apps available like food panda, swiggy, Uber eats, Zomato etc. In this study the researcher studied about the various effective services rendered by Swiggy in order to satisfy their customers. Swiggy is involved in online food providing service from different nearby restaurants and delivered the food to the door steps of the consumers with a vision of changing the Way India Eats. Eating at home often seems to be a better option rather than dine out. Swiggy delivering food services at the door steps of the consumers. Swiggy benefits different parties like youngsters, restaurants, and customers etc., Swiggy provides a solution to the customers and they simply place an order from their place itself instead of dine out and wait till the food will arrive and it generates a lot of employment opportunity to the

youth today. Swiggy charges a certain percentage of the profits from each order and swiggy charges a 15% to 25% commission on the order bill inclusive of both goods and service tax and it recently launched swiggy super. Due to their efficient services and different features, it might soon easily sustain in the market and retain the existing and new customers, the resultant growth would be purely organic in nature –something the company wants to be the market leader and their brand to be the most preferred and sustainable in the long run.

II. Literature Review:

Competition within the hotel industries is still increasing day by day and everyone tries to provide services exceeding consumer expectations. Quality of service clearly reflects the extent of customer satisfaction. (Lewis and Booms, 1983) SERVQUAL generally applied for service quality in any service sector (Parsuraman et al.1988). Delivery phases of service to the consumers were identified by Parsuraman et al(1985). Chacko (1998) stated that those industries providing premium services can dominate their share and sustain in the market.

Research Methodology:

Research objectives

1. To study the Swiggy service effectiveness.
2. To study and highlight the problems faced by consumers.
3. To study the level of consumer satisfaction and comfort.

This study is descriptive in nature. Questionnaire was used for the study to collect both primary and secondary data from the respondents. An in-depth consumer interview was conducted with a total of 101 respondents in the Chennai city were selected for the study to gain insight into consumer perceptions over service and value of the brand. Convenience sampling method has been adopted for

identifying samples from the population. SPSS package has been used for analysing the data using Independent sample t- test, one way Anova are as follows.

ANALYSIS AND INTERPRETATION

Statistical tool has been used for analysing the data using Independent sample T-test and One way Anova for establishing relationship between the variables such as

Frequency of buying, Customer preference, Income level etc., The hypothesis for this study are as follows:

INDEPENDENT SAMPLE T-TEST

H0: There is an insignificant relationship between Gender and Swiggy Preference

H1: There is significant relationship between Gender and Swiggy preference.

Table No.1

Group Statistics					
	GENDER	N	Mean	Std. Deviation	Std. Error Mean
PREFERENCE	MALE	66	1.48	.808	.100
	FEMALE	35	1.40	.651	.110

Table No.2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PREFERENCE	Equal variances assumed	1.682	0.198	0.535	99	0.594	0.085	0.159	-0.230	0.399
	Equal variances not assumed			0.572	83.255	0.569	0.085	0.148	-0.210	0.380

Inference: The (2-tailed) significance value is 0.594 which is greater than 0.05 level of significance. So, we accept the null hypothesis and reject the alternate hypothesis. Therefore it can be concluded that there is no relationship between the gender with regards to preference towards swiggy. Be it men or women all love food. Both men and women prefer to order online food after their working hours as well as from their work location. On the basis of survey it is cleared that men and women place their order on Sunday and Friday respectively to enjoy the weekends.

ONE-WAY ANOVA

H0: There is insignificant difference among the income level with respect to frequency of buying

H1: There is significant difference between the income level and frequency of buying.

Table No.3

ANOVA

Frequency of buying

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.959	3	.986	1.584	.198
Within Groups	60.408	97	.623		
Total	63.366	100			

Table No.4

Multiple Comparisons

Dependent Variable: Frequency of buying
Tukey HSD

(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Up to 10000	10001-15000	.358	.375	.776	-.62	1.34
	15001-20000	.480	.387	.602	-.53	1.49
	Above 20000	.079	.379	.997	-.91	1.07
10001-15000	Up to 10000	-.358	.375	.776	-1.34	.62
	15001-20000	.122	.203	.932	-.41	.65
	Above 20000	-.279	.188	.450	-.77	.21
15001-20000	Up to 10000	-.480	.387	.602	-1.49	.53
	10001-15000	-.122	.203	.932	-.65	.41
	Above 20000	-.401	.209	.228	-.95	.15
Above 20000	Up to 10000	-.079	.379	.997	-1.07	.91
	10001-15000	.279	.188	.450	-.21	.77
	15001-20000	.401	.209	.228	-.15	.95

Inference:

The value of significance is 0.198 is greater than 0.05 level of significance. So, we accept the null hypothesis and say that there is no significant difference between Income levels with regard to frequency of buying level.

H0: There is no correlation exist between Consumer comfort with marketing strategy

H1: There is correlation exist between consumer comfort with marketing strategy.

Correlation between Consumers comfort with Marketing Strategy

CORRELATION:

Table no.5

Correlations

		Comfort level	Marketing strategy
Comfort level	Pearson Correlation	1	-.046
	Sig. (2-tailed)		.645
	N	101	101
Marketing strategy	Pearson Correlation	-.046	1
	Sig. (2-tailed)	.645	
	N	101	101

Inference:

The significance value is 0.645 which is greater than 0.05 level of significance so we accept the null hypothesis and reject the alternate hypothesis. It can be concluded that there is no relationship between consumer comfort and marketing strategy. The correlation value is -.046 there is negative and low correlation between the two variables.

CONCLUSION:

Swiggy rendering efficient services even though they have a lot of complex problems like Food delivery assignment, time constraint etc. They come up with new and creative solutions for many challenges. With increasing number of smartphones and food delivery apps it meet all the promised delivery time. Swiggy have now become a big hit across India. The present study found a significant relationship between Income level and frequency of buying behaviour and from the above analysis it clearly shown that the services and facilities offered by swiggy play a major role in making a order. All the firms use the social media as a tool for marketing. This app is very useful and convenient one for the consumers to place orders and for the company to attract further new and potential consumers.

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