
Online Commerce in Ranchi (Jharkhand) of India: a Comparative Study of Zomato and Swiggy

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Abstract

Zomato and Swiggy are the two most popular food delivery apps in India, with each of them offering its own unique features and benefits to their customers and are successful in building strong brand recognition and customer loyalty. Zomato and Swiggy are the two dominant players in the food delivery industry, however, there always a new player entering the market regularly creating competition for them for which they need to continuously innovate and improve their service to stay ahead of the competition. By studying their marketing campaigns, we can learn about effective branding, customer acquisition, and retention strategies. The objective of the research is to determine the current best online food delivery company between Zomato and Swiggy from the point of view of the consumers living in Ranchi and to determine the most prominent factors that affect the decision making of a consumer. The survey also focused on trying to capture the mobile applications used by the respondents to order food online. The survey asked the respondents to give their preference between Zomato and Swiggy which helped us to make a definitive conclusion regarding our objectives. The research aimed to get responses from people belonging to diverse backgrounds so that the results obtained could be generalized for a wider population.

Keywords: Zomato, Swiggy, Digital Marketing, Customer Satisfaction, E-Commerce, Buying Behaviour, Coupon Effectivity, Customer Rating

1. Introduction

Online Commerce also known as E-Commerce refers to the buying and selling of goods and services through internet. Online Commerce has become increasingly popular in Ranchi as more and more people are turning to online shopping for their daily needs. There are several popular e-commerce platform operating in Ranchi which offer a wide range of products. Ranchi also has a growing number of online food delivery services which offer a convenient way for people to order food from their favorite restaurants. Overall Online Commerce has made shopping more convenient for the people and as e-commerce continues to evolve, business must adapt and innovate to stay competitive in this ever-changing industry.

Zomato and Swiggy

Swiggy and Zomato are online food delivery platforms that allow customers to order food from nearby restaurants and have it delivered to their doorstep. Swiggy and Zomato operate in India

and other countries around the world. They have an extensive network of restaurants, cafes, and food outlets that customers can choose from. These platforms offer a convenient way to order food without having to leave your home or office. Customers can place their orders using the Swiggy or Zomato app or website and pay for the food online. The platform then sends the order to the restaurant, which prepares the food and delivers it to the customer. Both Swiggy and Zomato also offer a range of other services, including restaurant discovery, reviews, and ratings, as well as online table booking, and discounts or deals on selected items.

Zomato and Swiggy in Ranchi, Jharkhand

Swiggy and Zomato are both popular food delivery platforms in Ranchi, Jharkhand. Either of these platforms can be used to order food from a variety of restaurants in Ranchi. Both Swiggy and Zomato offer a wide range of cuisines and restaurants to choose from in Ranchi which suits the taste buds of the customer.

1.2 Importance of Topic to Study

There has been rapid increase the demand for quick commerce and particularly so in the strata of quick food delivery businesses over the last couple of years after the pandemic. Zomato and Swiggy, as is evident, have captured the Indian market in this segment by becoming the pioneers and causing this complete disruption. Studying them is important for several reasons:

- These companies have revolutionized the food industry in India, and their success has a significant impact on the economy.
- Zomato and Swiggy are leading examples of digital transformation and how it is transforming the way people order food.
- By studying the business models of these companies, we can learn about their strategies for growth and expansion, as well as how they have managed to stay profitable in a competitive market.
- The success of Zomato and Swiggy is also a reflection of changing consumer behavior in India.
- Swiggy and Zomato have disrupted the food industry in India and have created new job opportunities for delivery executives and restaurant partners.
- By studying their marketing campaigns, we can learn about effective branding, customer acquisition, and retention strategies.

1.3 Objectives of the Study

The study on Swiggy and Zomato tries to figure out what factors influence their decision between Swiggy and Zomato. The objective of a comparative study of Zomato and swiggy can vary depending on the specific context and purpose of the study:

1. To learn more about how various elements influence the online food procedures and preferences. To determine the various parameters of quality, service, and delivery.
2. Identify the strengths and weaknesses of each platform in terms of their services, customer base, and other relevant factors.
3. Determine which platform is more popular among users and why.

4. Analyze the key factors driving the success of each platform, including, delivery times, and customer service such as safety and hygiene etc.
5. To determine the current best online food delivery company between Zomato and Swiggy from the point of view of the consumers living in Ranchi and to determine the most prominent factors that affect the decision making of a consumer.

1.4 Limitations of the Study

This project is about the online food delivery services namely Zomato and Swiggy. It includes a study of various variables in the same including customer preferences and choices while using these food delivery platforms. In spite of the best efforts to make this study as diverse as possible, it is faced with some limitations which are herein stated-

1. Since the sample size of the project is approximately 100 respondents only, it is not an accurate representation of consumers as a whole who like to order food online and use digital services for the same.
2. There is a considerable chance that the respondents may give biased answers.
3. Limited time and area of study poses a major constraint on an in-depth understanding of widespread consumer perception.
4. Due to variations among the respondents itself in the way of culture and societal obligations and the limited number of the sample, the results of the study can't be generalized to any location, age group, etc to a considerable extent.
5. The list of business parameters like delivery, customer support, discounts, etc. that the project focuses on through the questionnaire is not exhaustive and the operation of business includes various other parameters too which are not a part of the study.

2. Review of Literature

According to **Zhilin (2002)**, a comprehensive consumer perception survey is crucial for providing better services. In India, there have been several studies that have compared the various online food delivery service providers based on consumer satisfaction; however, these studies are only conducted in one city, making it difficult to generalise the findings across the country. In her study, **Vithlani (2020)** tried to identify the food delivery application that built confidence in the minds of consumers. Customers who used both Zomato & Swiggy in Rajkot City were used as a sample for this study. Her research on the basis of polls and data analysis concluded that customers of Zomato are happier than those of Swiggy. **Raina et al. (2019)** used a sample of 162 persons from Ludhiana to identify which online food delivery service is the most successful in the Indian city of Ludhiana. They discovered that Zomato is the most popular online meal ordering service in Ludhiana. **Jyotishman Das (2018)** in his research, conducted only in the city of Pune with 153 respondents, found out that Zomato was the first preference of customers followed by Swiggy. **J. Das (2018)** performed a study in Pune on consumers' perceptions of online food ordering and delivery services. According to the paper, Zomato has received a positive opinion from the majority of users in comparison to other service providers such as Uber Eats, Food Panda, and Swiggy, and this is mostly due to their improved on-time delivery and lower rates. There is still a dearth of extensive research on customer opinions about a comparative study of Zomato and Swiggy as online food delivery platforms particularly in

Ranchi, but a general idea of the same in the minds of customers can be gained from the above mentioned analyses in the present scenario.

3. Research Methodology

To accomplish this objective, raw data was collected by circulating an online questionnaire through Google Forms. In this questionnaire the respondents were asked to select their preferred choice of company between Zomato and Swiggy. After receiving responses to these questions, a descriptive method of analysis was adopted and the data was analysed using Microsoft Excel which helped in making visual representations of the raw data collected and thus provide easier interpretation.

The sources of information for this research are only primary data. The primary data has been collected by conducting an online survey through the Google Forms platform. The participants who had never ordered food online were not forced to fill the form as they were not a part our target sample.

The questionnaire primarily focuses on consumers belonging to the age group 18-60 years because people belonging to this age group are mostly not dependent on others to make their decisions and thus are capable enough to form their opinions based on the information they receive. Moreover, people who belong to this age group generally have money of their own in form of pocket money or their own income and thus are the target customers of the food delivery companies.

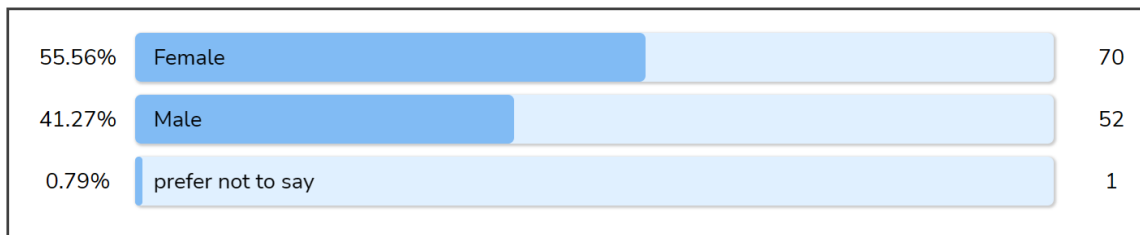
The tool used for collection of data was an online questionnaire made by Google Forms. This questionnaire was distributed to all people between the age of 18 and 60 via methods like email, whatsapp and other social media platforms. The data collected from the survey was analysed using Microsoft Excel.

From the data obtained in this research, it is evident that the consumers believe Zomato to be the best and the most favoured food delivery service when compared with Swiggy.

4. Analysis and Discussion

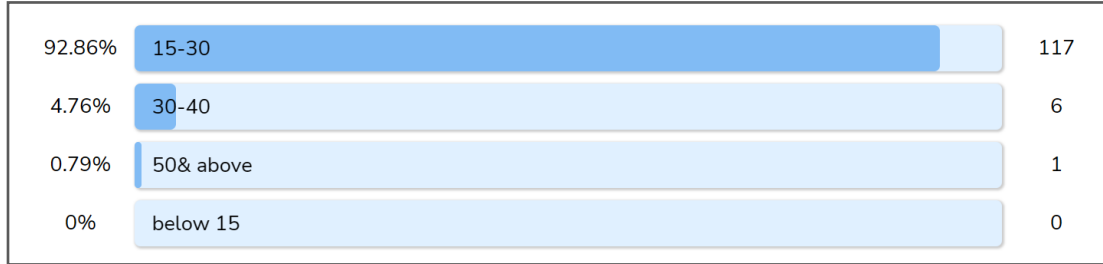
4.1 Gender Distribution

Swiggy and Zomato are food delivery apps, and therefore do not have a gender classification. They are designed to serve all customers, regardless of gender.



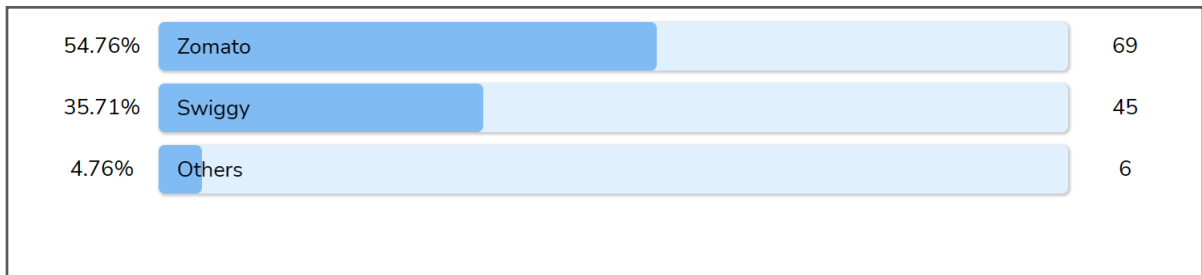
While the app may ask for certain personal information, such as name and contact details, it is not intended to discriminate or classify users based on their gender. It is important to ensure that all users are treated fairly and respectfully, regardless of their gender or any other personal characteristic.

4.2 Age Distribution



According to a Statista report from 2021, the majority of food delivery app users in India, where both Swiggy and Zomato are based, are between the ages of 18 and 34. This age group accounts for about 75 percent of all food delivery app users in India. It's worth noting that this data may have changed since the report's release and may also differ based on specific regions or countries where these apps operate.

4.3 Customer Preferences

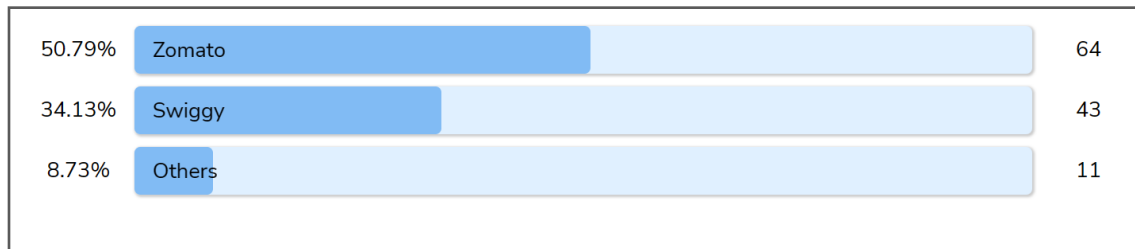


Swiggy and Zomato are two popular food delivery platforms in India that offer a variety of food options to their customers. The basis of menu selection on these platforms is determined by several factors Swiggy and Zomato aim to provide a diverse range of menu options to their customers, catering to different tastes and preferences, while also considering factors such as restaurant partnerships, user preferences, availability, and pricing.

4.4 Better Grievance Redressal System

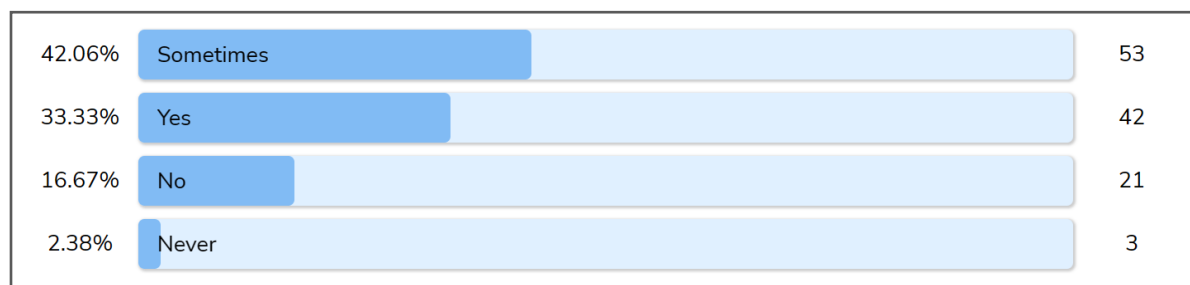
In case of any grievance or complaint, customers can contact Swiggy's customer care team via the app or website. Swiggy's customer care team is available 24/7 to assist customers with their queries and complaints. Customers can also share their feedback and ratings for the restaurant and delivery partner via the app. In case of any issues related to food quality, delivery time, or order cancellation, customers can raise a complaint via the app or website. Swiggy's customer care team will investigate the issue and take necessary action to resolve it. Customers will be notified of the resolution via the app or email.

Customers can contact Zomato's customer care team via the app or website in case of any grievance or complaint. Zomato's customer care team is available 24/7 to assist customers with their queries and complaints.



Customers can also share their feedback and ratings for the restaurant and delivery partner via the app. In case of any issues related to food quality, delivery time, or order cancellation, customers can raise a complaint via the app or website. Zomato's customer care team will investigate the issue and take necessary action to resolve it. Customers will be notified of the resolution via the app or email. In case of unresolved grievances, customers can escalate the complaint to Zomato's Grievance Redressal Officer by filling a form on the Zomato website. The Grievance Redressal Officer will investigate the matter and provide a resolution within 7 days.

4.5 Swiggy Coupons Effectivity



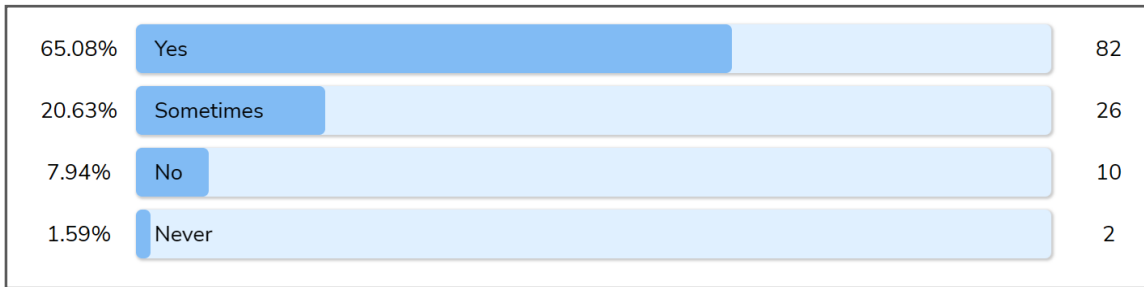
The effectiveness of the coupon depends on the terms and conditions associated with it. For example, if the coupon is valid only for a limited time, or if it has a minimum order value, it may not be as effective for everyone.

The effectiveness of a coupon also depends on the user's behavior. For example, if the user is already a regular customer of Zomato or Swiggy, they may find the coupon more effective than a new user who has never used the service before.

The availability of the coupon can also affect its effectiveness. If the coupon is widely available, it may be less effective as there may be more people using it, resulting in reduced discounts or offers.

4.6 Impact of Delivery charges

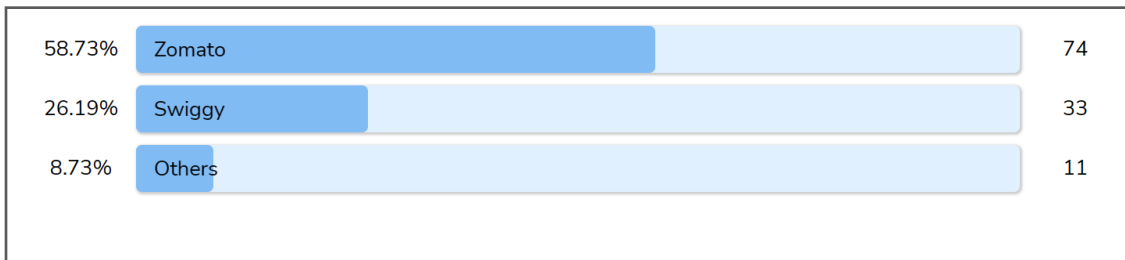
Delivery charges can often make an order more expensive. This is because the cost of delivering a product or service can vary depending on the distance, the weight of the item, the mode of transportation, and other factors.



In some cases, the delivery charges may be a fixed amount, while in others, they may be calculated as a percentage of the total cost of the order. It's important to keep in mind that delivery charges are often necessary to cover the costs associated with transporting the product or service to your location. However, there are some ways you can try to reduce the impact of delivery charges on your overall order cost. For example, you could try to consolidate your orders to reduce the number of deliveries, look for free shipping offers or discounts, or consider alternative delivery options like click-and-collect or in-store pickup if they are available.

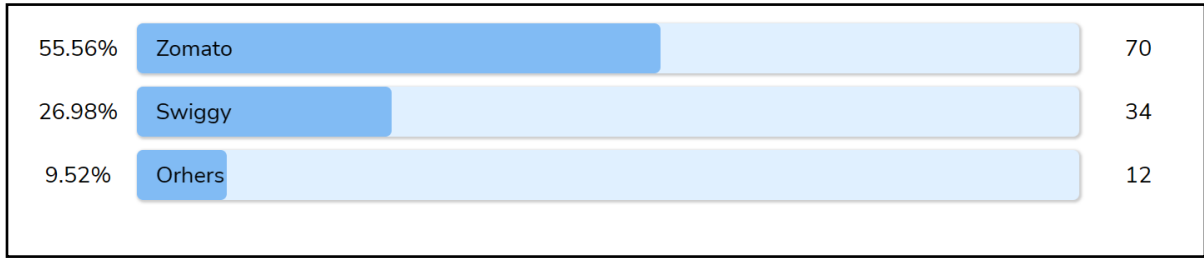
4.7 Company tie-ups with restaurants

Zomato and Swiggy are two popular food delivery platforms in India. When they tie up with a restaurant, it means that the restaurant has signed up with both platforms to offer food delivery services to customers through their respective apps. By tying up with multiple food delivery platforms, a restaurant can increase its reach and attract more customers who use either of the platforms to order food.



It also allows the restaurant to efficiently manage its orders and deliveries through a single system, which can save time and resources. For Zomato and Swiggy, tying up with a restaurant means that they have expanded their network of partner restaurants, which can help them attract more customers and increase their market share. Additionally, it allows them to offer a wider variety of cuisine options to their customers, thereby enhancing their overall user experience. Overall, the tie-up between Zomato and Swiggy with a restaurant is a win-win situation for all parties involved, including the restaurant, the food delivery platforms, and the customers.

4.8 Company with Satisfying billing

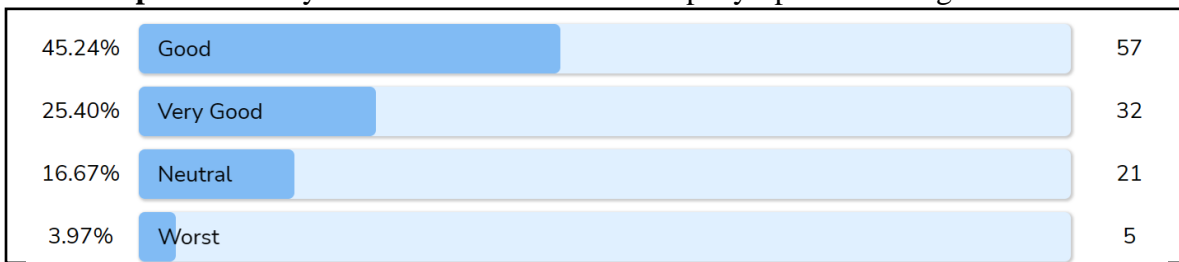


Swiggy offers various payment methods, including online payment through debit/credit cards, net banking, UPI, and wallets. It also allows customers to pay using cash on delivery. Zomato also offers multiple payment options, including debit/credit cards, net banking, UPI, and wallets. Additionally, it provides the convenience of paying through Zomato credits, which are earned through its loyalty program. Ultimately, the best billing option for you would depend on your personal preferences and convenience. You may want to consider factors such as security, ease of use, and availability of payment methods before choosing a food delivery service.

4.9 Customer Responses to overall Rating behavior

Some of the expected behaviour of deliverymen include:

- **Punctuality:** They should arrive at the customer's location within the estimated time frame provided by the app.
- **Professionalism:** They should be polite, courteous, and professional when interacting with customers.
- **Safety:** They should ensure that the food is delivered safely and securely without any damage or contamination.
- **Hygiene:** They should maintain high standards of personal hygiene and cleanliness, especially during the pandemic.
- **Confidentiality:** They should respect the privacy of customers and not disclose any personal information.
- **Compliance:** They should adhere to all the company's policies and guidelines.



It's important to note that there may be occasional instances where some deliverymen may not adhere to these expected behaviors. However, the companies typically have procedures in place to address such instances and take appropriate action.

5. Conclusions

Online businesses such as Swiggy and Zomato have been significantly impacted by the COVID-19 pandemic. At the beginning of the pandemic, these businesses faced several challenges due to the nationwide lockdowns, including a decrease in order volumes and the inability to deliver food in certain areas.

However, as people began to adjust to the new normal and with the increasing adoption of digital platforms for food delivery, online food delivery services such as Swiggy and Zomato were able to adapt to the changing market dynamics. They introduced new safety measures for delivery executives and implemented contactless delivery options to ensure the safety of both customers and delivery personnel.

Today online services such as Swiggy and Zomato has grown so much that they have turned their pre pandemic picture opposite. Today people are preferring more and more of these services sometimes to save the time and sometimes to fuel their laziness of not going out and doing chores personally. Customers are ready to pay extra charges which make their food and groceries a bit costly, but are not ready to step out of the house. Due to which zomato and Swiggy are getting more n more bigger day by day by grabbing these opportunity and turning them into a benifit.

In conclusion, although online businesses such as Swiggy and Zomato initially faced challenges during the pandemic, they were able to adapt and recover quickly due to the increased demand for their services. Their continued growth and expansion in recent months indicate that they are now doing well.

Recommendations

Here are some recommendations for online businesses such as Swiggy and Zomato in a country:

1. As an online business, customer service is crucial. They should Make sure that they have a strong customer support team in place to address any issues that customers may have. Respond to customer queries and complaints in a timely manner.
2. They should explore new markets and expand their reach to more cities and towns. This will help them attract more customers and increase their revenue.
3. Make sure that their platform is easy to navigate and user-friendly. Invest in improving the user experience to make it easier for customers to find what they are looking for and place orders quickly.
4. Customers love discounts and promotions. regular discounts and promotions should be offered to encourage more customers to order from their platform.
5. Partnering with more restaurants and offering a wider variety of cuisine options to their customers. This will help you attract a larger customer base and increase their revenue.
6. Use social media platforms like Facebook, Twitter, and Instagram to promote their platform and engage with their customers. This will help them build a strong online presence and increase brand awareness.
7. Build a strong delivery network to ensure timely delivery of orders. Make sure your delivery executives are well-trained and have all the necessary equipment to carry out their tasks efficiently.

8. Invest in technology to improve your platform's functionality and offer new features to your customers. This will help them stay ahead of the competition and retain their customers.

By following these recommendations, online businesses like Swiggy and Zomato can improve their operations, increase their revenue, and provide a better experience for their customers.

Suggestions

It is a well-known fact that Zomato and Swiggy are the two most popular and preferred food delivery service providers in India for their commitments to provide convenient services to their customers. Although there are lots of problems and drawbacks associated with them, such as high commission rates charged by them, quality controls, delay in resolving customers' issues, etc.

In order to remain competitive in the industry there are still some areas that is to be taken into consideration by them. To improve their services, Zomato and Swiggy should consider implementing lower commission rates, efficient quality control measures, better communication channels for customers, implementing stronger security measures for users data security, provide better quality service through strict control measures and by taking initiatives to improve the working conditions of their delivery partners.

By addressing these issues, Zomato and Swiggy can improve their service and provide better experience to the customers and restaurants and enjoy favourable market share in the industry.

Acknowledgment

Finally, it is a matter of great privilege for me to present the paper on the topic "Online Commerce in Ranchi of India: A comparative study of Zomato and Swiggy". I am grateful to all the employees and people who cooperated with my students during the survey and enhanced them with their Zomato and Swiggy experiences answering their all queries and questions pleasantly. I also thank them for the information they shared with my students and helped them to become more learned than before. I offer my heartiest gratitude to the Department of commerce, St. Xavier's College, Ranchi who provided the students of VI Semester [2023] Section –A (Class Roll 1-65) with such valuable opportunity to learn the research methodology and have field experiences with different kinds of Zomato and Swiggy users in Ranchi city, by which they were inspired, guided, and encouraged in doing the work efficiently in team. The honest research survey of my students and their self-management skills were praiseworthy to grow in my research findings.

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