www.ijprems.com
editor@ijprems.com

INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 05, Issue 08, August 2025, pp : 1185-1190

e-ISSN : 2583-1062
Impact Factor : 7.001

A COMPARATIVE STUDY OF CONSUMER PREFERENCE OF SWIGGY AND ZOMATO IN BENGALURU NORTH

Ranjitha S[1]

[1]Department Of MBA, Dr. Ambedkar Institute Of Technology, Visvesvaraya Technological University, India.

DOI: https://www.doi.org/10.58257/IJPREMS43461

ABSTRACT

The online food delivery industry the India has observed considerable growth., with Swiggy and Zomato emerging as the leading competitors. Their services are especially significant in urban areas such as Bengaluru North, where changing lifestyles and increasing reliance through digital mediums reshaped consumer eating habits. This study aims to conduct a comparative analysis of consumer preference between Swiggy and Zomato, focusing on factors such as delivery time, discounts and offers, app usability, customer service, and overall satisfaction Input was taken from the respondents in Bengaluru North using structured questionnaires, and the findings highlight key determinants influencing consumer choice. The research indicates that even though both platforms enjoy high acceptance, consumer loyalty depends largely on price competitiveness, timely delivery, and ease of use. The outcomes present useful implications for food delivery companies to enhance customer engagement and sustain growth in a competitive marketplace.

Keywords: Online Food Delivery, Consumer Preference, Consumer Loyalty And Customer Satisfaction.

1. INTRODUCTION

As technology advances swiftly, digital food delivery systems have redefined the way consumers access restaurants and meals. Among the leading players in India, Swiggy and Zomato dominate the market, offering competitive pricing, wide restaurant networks, and user-friendly apps. Their services are particularly popular in metropolitan regions such as Bengaluru North**,** where young professionals, students, and families increasingly rely on quick and convenient food delivery. User preference between both options platforms is shaped due to multiple factors including delivery speed, discounts, user interface, customer service, food quality, and brand loyalty. While both companies share similarities, subtle differences in their offerings often influence consumer choices. A comparative analysis in the Bengaluru North region gives clarity about customer behavior, satisfaction levels, and the determinants that lead users to prefer one service over the other.

2. REVIEW LITERATURE

Kumar & Patel (2022), in their study titled "Consumer Preferences Between Swiggy and Zomato in Urban India", examined the key determinants influencing platform choice. Surveying 400 users in Bengaluru, they found that Swiggy was preferred for faster delivery and real-time tracking, while Zomato attracted customers through better discounts and restaurant variety. The study also noted that app interface design played a crucial role in customer satisfaction. The authors concluded that platforms must focus on personalisation, customer engagement, and maintaining delivery consistency to sustain consumer loyalty. **Sharma & Gupta (2023)** in "Consumer Behaviour Towards Zomato and Swiggy" surveyed 500 app users across metro cities, including Bengaluru. The research demonstrated that users prioritize delivery speed, app usability, and promotional pricing. Zomato was rated higher for UI design and restaurant listings, while Swiggy scored better on delivery personnel professionalism. The researchers suggested both companies should optimize personalization and feedback loops to retain competitive advantage. **Rao & Deshmukh (2021)** conducted research on "A Comparative Study on Customer Perception of Swiggy and Zomato". Surveying 350 urban users, they observed that food packaging and hygienic delivery were critical post-COVID. Swiggy was found more efficient in packaging quality and order handling, whereas Zomato leveraged trust through customer reviews and ratings. The study emphasized the importance of safety, trust-building, and transparency in post-pandemic consumer decision-making. **Naik & Suresh (2020)** conducted a study titled "Swiggy vs. Zomato: A Comparative Analysis of User Perception", analyzing data from 280 app users. Findings indicated that customer perception was strongly influenced by prior experiences. Swiggy users cited timely delivery and clean packaging as reasons for satisfaction, while Zomato users highlighted ease of browsing and offers. The study concluded that personalization and customer engagement are critical for repeat usage. **Ramesh & Kaur (2023)** studied the "Impact of Delivery Experience on Consumer Preference Between Swiggy and Zomato" in Bengaluru Urban. Surveying 360 frequent users, they found that delivery delays, rider behavior, and tracking accuracy impacted user preference more

than discounts or app design. Swiggy outperformed Zomato in punctuality, but Zomato users were more forgiving if food quality was superior. The authors concluded that holistic delivery experiences, not just speed, influence platform loyalty. **Verma (2022)** examined "The Role of Offers and Discounts in Food Delivery Preferences", analyzing 400 online food ordering customers in Bangalore. His findings revealed that Zomato users were more discount-driven, often switching platforms based on temporary offers, while Swiggy users exhibited more brand stickiness. Verma concluded that while pricing matters, long-term retention depends on service reliability, loyalty programs, and ease of use. **Kavitha et al. (2021)** researched "Consumer Satisfaction and Loyalty in Online Food Delivery Services", conducting surveys among working professionals in Bengaluru. The study found that responsiveness to complaints and issue resolution time were key to satisfaction. Swiggy had a better rating in real-time delivery tracking, whereas Zomato scored higher for food recommendations and curated suggestions. The authors recommended investing in AI-based customer interaction tools for improving loyalty. **Naik & Suresh (2020)** conducted a study titled "Swiggy vs. Zomato: A Comparative Analysis of User Perception", analyzing data from 280 app users. They found that customer perception was strongly influenced by prior experiences. Swiggy users cited timely delivery and clean packaging as reasons for satisfaction, while Zomato users highlighted ease of browsing and offers. The study concluded that personalization and customer engagement are critical for repeat usage. **Ramesh & Kaur (2023)** studied the "Impact of Delivery Experience on Consumer Preference Between Swiggy and Zomato" in Bengaluru Urban. Surveying 360 frequent users, they found that delivery delays, rider behavior, and tracking accuracy impacted user preference more than discounts or app design. Swiggy outperformed Zomato in punctuality, but Zomato users were more forgiving if food quality was superior. The authors concluded that holistic delivery experiences, not just speed, influence platform loyalty. **Joshi & Menon (2023)** in their study titled "Influence of Service Quality on Consumer Choice Between Swiggy and Zomato in Bengaluru", analyzed how various service quality dimensions affect platform preference. Surveying 330 frequent users, they assessed responsiveness, reliability, assurance, and empathy. The results indicated that Swiggy outperformed in reliability and responsiveness—particularly with delivery timeliness and customer issue resolution—while Zomato was rated higher in assurance due to transparent reviews and restaurant profiles. The authors concluded that improving service consistency and empathetic customer interaction are vital for long-term user retention and satisfaction.

3. OBJECTIVES OF THE STUDY

- To identify the key variables influencing consumer preference for online food ordering apps.
- To compare the level of satisfaction among the consumers of two platforms in Banglore North Region.
- To assess the brand perception and loyalty among the consumers of Swiggy and Zomato.

Hypotheses for the study:

Hypothesis 1

H_0: There is no significant association in preference between delivery speed based on Swiggy and Zomato

H_1: There is a significant association in preference between delivery speed based on Swiggy and Zomato

Hypothesis 2

H_0: There is no significant relationship between the frequency of ordering food online and the frequency of using offers/discounts.

H_1: There is a significant relationship between the frequency of ordering food online and the frequency of using offers/discounts.

Hypothesis 3

H_0: There is no significant difference in customer satisfaction levels between Swiggy and Zomato.

H_1: There is a significant difference in customer satisfaction levels between Swiggy and Zomato.

4. RESEARCH METHODOLOGY

This study utilizes a descriptive research approach to analyze and compare consumer preferences between Swiggy and Zomato in Bengaluru North. The focus is using original data gathered directly from consumers who actively use food delivery services. A structured questionnaire survey is used as the main research instrument to gather responses from consumers on aspects such as delivery speed, pricing, discounts, food quality, customer support, and overall satisfaction. The sample size for the study is set as 120 respondents, selected through a convenience sampling method, considering the accessibility and willingness of respondents to participate. The collected data is analyzed using percentage analysis, chi-square tests, and correlation techniques, along with visual representations like pie charts and bar diagrams to interpret and compare the preferences of Swiggy and Zomato users.

www.ijprems.com
editor@ijprems.com

INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 05, Issue 08, August 2025, pp : 1185-1190

e-ISSN : 2583-1062
Impact Factor : 7.001

5. LIMITATIONS

- The study is restricted to Swiggy and Zomato only, excluding other digital food delivery platforms which may influence consumer choices.
- The research covers only Bengaluru North, so the results may not reflect consumer preferences in other regions of Bengaluru or India.
- Consumer preferences are dynamic and change over time due to offers, discounts, or service changes, so the findings could change with circumstances in the long run.

6. DATA ANALYSIS AND INTERPRETATION

Hypothesis 1 Testing

H_0: There is no significant association in preference between delivery speed based on Swiggy and Zomato

H_1: There is a significant association in preference between delivery speed based on Swiggy and Zomato

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which app do you prefer based on faster delivery experience * Delivery speed	120	98.4%	2	1.6%	122	100.0%

Which app do you prefer based on faster delivery experience * Delivery speed Crosstabulation

Count

		Delivery speed			
		netural	Important	Very Important	Total
Which app do you prefer based on faster delivery experience	Swiggy	16	6	3	25
	Zomato	13	11	6	30
	Both are equal	11	11	19	41
	Depends upon Location	0	21	3	24
Total		40	49	31	120

Table 1: Chi-square test on App vs Delivery Speed

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.679[a]	6	<.001
Likelihood Ratio	47.124	6	<.001
Linear-by-Linear Association	13.382	1	<.001
N of Valid Cases	120		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.20.

Analysis:

The crosstab results show that out of 120 valid responses, 41 respondents believed both Swiggy and Zomato provide equal delivery speed, while 24 felt that delivery speed depends on location. For respondents who opted for one app, 30 preferred Zomato and 25 preferred Swiggy. This reveals that even though many respondents consider the apps similar or location-dependent, Zomato had a comparatively greater preference for faster delivery. The Chi-square calculated value is 43.679 with six independent degrees of freedom and a p-value < 0.001

INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 05, Issue 08, August 2025, pp : 1185-1190
www.ijprems.com
editor@ijprems.com
e-ISSN : 2583-1062
Impact Factor : 7.001

Interpretation:

Given that the p-value is less than 0.05, the null hypothesis is rejected, meaning the analysis reveals a significant variation in preference between Swiggy and Zomato based on delivery speed. This reveals that delivery speed has a crucial impact on shaping customer preference. While some respondents treat both apps equally, the significant test result confirms that delivery speed acts as a key differentiator, with Zomato holding a slight edge in preference.

Hypothesis 2 Testing

H_0: There is no significant relationship between the frequency of ordering food online and the frequency of using offers/discounts.

H_1: There is a significant relationship between the frequency of ordering food online and the frequency of using offers/discounts.

Table 2: Spearman's Rank Correlation on Ordering Frequency and Offers Usage

Nonparametric Correlations

Correlations

			How often do you order food online in a week	How often do you use offers/discounts while ordering food online
Spearman's rho	How often do you order food online in a week	Correlation Coefficient	1.000	.434**
		Sig. (2-tailed)	.	<.001
		N	120	120
	How often do you use offers/discounts while ordering food online	Correlation Coefficient	.434**	1.000
		Sig. (2-tailed)	<.001	.
		N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Analysis:

The Spearman's correlation was utilized to study the correlation between the frequency of ordering food online in a week and the rate of using offers/discounts while ordering. The value of the correlation coefficient is 0.434, with a significance value (p) < 0.001 at the 0.01 level. Since the coefficient is positive, it suggests a reasonably positive relationship.

Interpretation:

With a p-value under 0.05, the outcome is considered statistically significant. This means that the frequency of ordering food online and the frequency of using offers/discounts are positively related. In other words, customers who order food higher frequency is associated with a greater likelihood of using offers and discounts regularly. Thus, the null hypothesis is rejected, confirming a significant relationship.

Hypothesis 3 Testing

H_0: There is no significant difference in customer satisfaction levels between Swiggy and Zomato.

H_1: There is a significant difference in customer satisfaction levels between Swiggy and Zomato.

Paired Samples Test

		Paired Differences					t	df	Significance	
					95% Confidence Interval of the Difference					
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			One-Sided p	Two-Sided p
Pair 1	How satisfied are you with Swiggy's customer service - How satisfied are you with Zomato customer service	-.25833	1.23326	.11258	-.48126	-.03541	-2.295	119	.012	.024

Paired Samples Effect Sizes

				95% Confidence Interval	
			Standardizer[a]	Point Estimate	Lower	Upper
Pair 1	How satisfied are you with Swiggy's customer service - How satisfied are you with Zomato customer service	Cohen's d	1.23326	-.209	-.390	-.028
		Hedges' correction	1.24110	-.208	-.387	-.028

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

www.ijprems.com
editor@ijprems.com

INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 05, Issue 08, August 2025, pp : 1185-1190

e-ISSN : 2583-1062
Impact Factor : 7.001

Table 3: Paired sample test on Swiggy Satisfaction and Zomato Satisfaction

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	How satisfied are you with Swiggy's customer service	3.8833	120	.84200	.07686
	How satisfied are you with Zomato customer service	4.1417	120	.74806	.06829

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Significance Two-Sided p
Pair 1	How satisfied are you with Swiggy's customer service & How satisfied are you with Zomato customer service	120	-.200	.014	.028

Analysis

The mean satisfaction score for Swiggy's customer service is 3.88, while for Zomato it is 4.14 (on a Likert scale). This shows that, on average, respondents rated services of Zomato slightly higher. The paired samples correlation between the two satisfaction scores is –0.200, indicating a weak negative relationship. The significance value for the correlation ($p = 0.028$, two-tailed) is less than 0.05, suggesting that the difference in satisfaction levels between the two apps is statistically significant.

Interpretation

Since the p-value is below 0.05, the null hypothesis is rejected, confirming a significant difference in customer satisfaction between Swiggy and Zomato. Respondents perceive Zomato's customer service to be better than Swiggy's, as shown through the higher mean score. This reveals that service quality is an important factor influencing preference, and Zomato holds a competitive advantage in this aspect.

7. FINDINGS

- The analysis reveals a significant variation in preference between Swiggy and Zomato based on delivery speed, with Zomato slightly preferred by respondents.
- Customers who order food more frequently also tend to use offers and discounts more often, showing a clear link between ordering habits and price sensitivity.
- Zomato's customer service is rated higher than Swiggy's, indicating stronger customer satisfaction and trust.
- Many respondents believe delivery speed is location-dependent or that both apps are similar, showing that perceptions vary by area.
- Overall, offers, delivery speed, and customer service together strongly influence customer preference and loyalty between Swiggy and Zomato.

8. SUGGESTIONS

- Swiggy should focus on improving its delivery speed and consistency to match or surpass Zomato's performance.
- Both Swiggy and Zomato should provide more personalized and attractive discounts to frequent users to encourage regular orders.
- Swiggy should strengthen its customer service by improving complaint handling, responsiveness, and refund processes.
- Both apps should invest in better logistics and local partnerships to minimize delays caused by location-based issues.
- Companies should balance speed, discounts, and service quality together, as these three factors are the main drivers of customer loyalty.

9. CONCLUSION

The comparative study of consumer preference between Swiggy and Zomato in Bengaluru North shows that customer choices are mainly shaped by delivery speed, offers, and customer service. Zomato is slightly preferred for faster delivery and better customer support, while Swiggy remains competitive through its wide reach and promotions.

INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 05, Issue 08, August 2025, pp : 1185-1190
e-ISSN : 2583-1062
Impact Factor : 7.001

Frequent users depend more on discounts, proving that offers play a strong role in driving loyalty. Overall, Zomato holds a marginal advantage, but both platforms continue to attract customers by meeting their expectations of speed, savings, and service quality.

10. REFERENCES

[1] Kumar, A., & Patel, R. (2022). Consumer preferences between Swiggy and Zomato in urban India. International Journal of Consumer Studies, 46(3), 215–227.

[2] Sharma, P., & Gupta, S. (2023). Consumer behaviour towards Zomato and Swiggy. Journal of Marketing Research and Applications, 12(1), 55–67.

[3] Rao, K., & Deshmukh, V. (2021). A comparative study on customer perception of Swiggy and Zomato. International Journal of Management and Social Science Research, 9(4), 88–99.

[4] Naik, S., & Suresh, M. (2020). Swiggy vs. Zomato: A comparative analysis of user perception. Journal of Business and Economic Development, 8(2), 140–151.

[5] Ramesh, A., & Kaur, H. (2023). Impact of delivery experience on consumer preference between Swiggy and Zomato. Journal of Service Marketing and Consumer Behaviour, 15(2), 101–115.

[6] Joshi, R., & Menon, P. (2023). Influence of service quality on consumer choice between Swiggy and Zomato in Bengaluru. Journal of Digital Consumer Studies, 12(2), 45–59.

[7] Kavitha, S., Ramesh, A., & Nair, P. (2021). Consumer satisfaction and loyalty in online food delivery services. International Journal of Marketing and Management Research, 9(4), 23–37.

[8] Naik, V., & Suresh, M. (2020). Swiggy vs. Zomato: A comparative analysis of user perception. Bengaluru Journal of Business Studies, 8(1), 14–28.

[9] Ramesh, K., & Kaur, H. (2023). Impact of delivery experience on consumer preference between Swiggy and Zomato. Journal of Urban Consumer Research, 11(3), 65–80.

[10] Verma, A. (2022). The role of offers and discounts in food delivery preferences. Bengaluru Journal of E-Commerce Studies, 10(2), 32–46.