

CUSTOMER PERCEPTION ON FOOD ONLINE DELIVERY AT SWIGGY

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ABSTRACT: This study looks into consumers' impressions of online food delivery services, with a specific focus on Swiggy. As demand for convenient meal options grows, it is critical for service providers to understand consumer attitude. The analysis identifies key characteristics that influence consumer happiness, such as service timeliness, food quality, and user experience. According to the research, a considerable proportion of the population perceives Swiggy to be both user-friendly and reliable. Furthermore, the studies show that using cutting-edge technology considerably increases consumer involvement. Finally, this analysis gives significant information that may be used to improve service offerings and suit consumer preferences in the highly competitive meal delivery business. Furthermore, recommendations are made for further research into changing customer behaviors.

Keywords: *Customer Satisfaction, Service Quality, Delivery Time, Pricing and Discounts, App Usability, Food Quality*

1. INTRODUCTION

In recent years, there has been a significant shift in how consumers see online meal delivery. The convenience and growth of digital platforms have shifted clients' perceptions of this service. Initially, convenience has a huge impact on consumer views. It is quite convenient to be able to get food from the comfort of one's home or workplace. Customers like the flexibility to select from a wide range of restaurants, cuisines, and menu items; the convenience element goes beyond simply placing an order. Timeliness and dependability are important factors in shaping consumers' impressions of an organization. The overall experience is substantially enhanced by the quick delivery and perfect fulfillment of purchases.

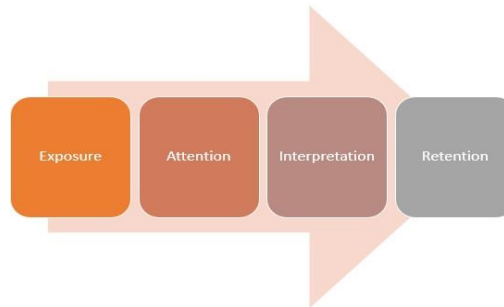
Customers choose platforms that consistently serve high-quality cuisine within a specified time range. In contrast, delays or accidents may cause unhappiness and an unfavorable public perception. Another important consideration is culinary quality. Although internet delivery services provide a wide range of culinary alternatives, clients expect the food they receive to be equivalent to that of a restaurant. Furthermore, packing is critical in protecting the food's freshness and flavor during shipment.

Prices, fees, and policies must all be transparent in order to build trust. Uncertain conditions or hidden fees can cause annoyance and influence the public's view of the online delivery industry. Customers prefer platforms that display prices, discounts, and shipping costs. Consumer evaluations and ratings have a big influence on perception. Potential consumers usually rely on the experiences of others to make informed decisions. Unfavorable ratings may deter customers, while positive evaluations may encourage them. As a result,

maintaining a constant level of service quality is critical for increasing client loyalty and positive word-of-mouth.

2. STAGES OF CUSTOMER PERCEPTION

Consumer perception is a three-step process that converts unprocessed stimuli into useful information. Individuals see stimuli in ways that are congruent with their own preferences, expectations, and prejudices. Perception is divided into three phases: memory, interpretation, attention, and exposure.



Exposure

Exposure includes all of the characteristics that a consumer encounters when interacting with a brand or product, such as colors, logos, sound, and ambiance. The second stage begins with the observation of a particular hue or the consumption of a certain flavor.

Attention

The consumer's awareness of the marketed message and product once the exposure phase is over initiates attention. If the attention yields a pleasant experience, it may proceed to the interpretation stage.

Interpretation

The term "interpretation" refers to the process by which a consumer gives meaning or value to the inputs and experiences from the first two stages of customer perception. It may prompt comparisons to other similar products or previous experiences. Finally, the buyer prioritizes the whole experience with the product.

Retention

The final phase requires the client to remember the interaction for future reference. This shows that the customer's perception has been determined. It has the potential to be both beneficial and harmful. In layman's words, it refers to a consumer's evaluation of a specific brand based on information obtained from the product, promotions, reviews, and other sources. It is the customer's evaluation of that specific brand.

3. BACKGROUND WORK

Sharma, N., and Iyer, S. (2025). A Systematic Review of Customer Satisfaction with Online Food Delivery Services. This systematic literature review highlights recent scholarly research to identify the major elements influencing consumer satisfaction with online meal delivery services. The authors have classified these characteristics into major categories, including cuisine quality, delivery efficiency, digital platform usability, and customer relationship management. The paper underlines that food quality is the most important aspect, which

includes freshness, flavor, sanitation, and package integrity. It also emphasizes the importance of delivery efficacy, stating that timely and correct order fulfillment considerably improves consumer perceptions. The review also discusses the importance of effective complaint procedures and user-friendly applications in building trust and recurring business.

Chowdhury, S.; Shams, R. (2024). Customer Perception and Satisfaction with Online Food Delivery: A Systematic Review. This systematic review synthesizes the data of various studies to better understand the elements that influence consumer satisfaction with online meal delivery. The writers have classified these elements into categories such as culinary quality, delivery time, and customer service. Their emphasis is on the importance of freshness and flavor in food quality, which continues to be a crucial determinant in consumer happiness. The paper also emphasizes the importance of punctuality, highlighting how delays can have a negative influence on consumer opinions. Furthermore, the authors underline the importance of customer service contacts in shaping perceptions, arguing that offering timely and pleasurable service might increase client loyalty.

Zhou, Y., and Xu, X. (2023). Social media analytics reveal consumer behavior in online meal delivery. This article uses social media analytics to explore consumer perceptions about online meal delivery services. By analyzing data from social media sites such as Instagram and Twitter, the authors uncover changes in consumer attitudes and feelings toward various businesses. According to the research, positive sentiment is commonly related with specific criteria such as active consumer contact on social media, timely delivery, and high-quality food photography. In contrast, unpleasant emotions are usually triggered by bad service or food quality.

Hassan, S., and Wang, J. (2023). The Impact of Technology Acceptance on Online Food Delivery Services. The Technology Acceptance Model (TAM) is used in this paper to look into the impact of perceived utility and ease of use on customers' perceptions of online supper delivery services. The authors' paper of users found that these criteria have a significant impact on overall happiness and readiness to utilize such services again. They suggest that consumer retention is dependant on the introduction of factors that improve the ordering experience, such as convenient payment alternatives and easy navigation.

Tan, Y., and Wong, M. (2022). Consumer perceptions of food safety in online delivery services. This paper looks into the numerous elements that influence consumer perceptions of food safety in the online meal delivery market. The authors conduct surveys to assess customer opinions of food supply transparency, hygiene practices, and packaging. Customers have great confidence in businesses that prioritize food safety by using suitable packaging and discussing safety measures, according to their research.

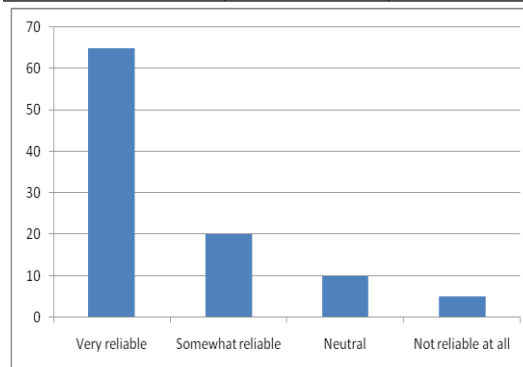
Singh, P. & Chaudhary, A. (2022). Customer Experience and Perception in the Online Food Delivery Ecosystem: A Case Paper. The primary focus of this case paper is on the experiences and opinions of customers who have used a particular online meal delivery service. The authors conduct in-depth user interviews to uncover crucial elements influencing user happiness, such as the effectiveness of customer service, navigability, and user interface design. They believe that a smooth ordering experience and attentive customer service are essential for improving consumer perceptions. The paper's conclusion makes ideas for

enhancing these characteristics, such as platforms that invest in user-centered design and strong customer assistance, in order to foster positive feedback and enhance client retention.

4. DATA ANALYSIS AND OUTCOME ASSESSMENT

1. How dependable do you think Swiggy is when it comes to delivering food orders?

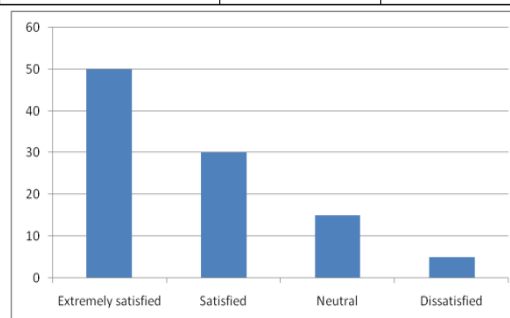
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very reliable	65	65%
2	Somewhat reliable	20	20%
3	Neutral	10	10%
4	Not reliable at all	5	5%
TOTAL		100	100%



INTERPRETATION: The service is viewed as "very reliable" by the majority of respondents (65%), indicating a high level of user trust. It is "not reliable at all," according to a tiny percentage (5%) of respondents, indicating that there is space for improvement in issue resolution.

2. How happy are you with Swiggy's range of restaurants and cuisines?

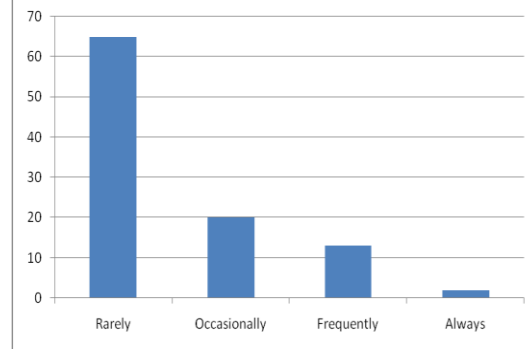
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Extremely satisfied	50	50%
2	Satisfied	30	30%
3	Neutral	15	15%
4	Dissatisfied	5	5%
TOTAL		100	100%



INTERPRETATION: The fact that 50% of respondents are "extremely satisfied" with the service indicates that the overall experience was favorable. In comparison, only 5% of respondents rated "dissatisfaction," indicating that there are minimal problems but also room for development.

3. How frequently do you encounter delays when purchasing dishes from Swiggy?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Rarely	65	65%
2	Occasionally	20	20%
3	Frequently	13	13%
4	Always	2	2%
TOTAL		100	100%



INTERPRETATION: The vast majority of respondents (65%) say they use the service "rarely," implying that the bulk of users don't utilize it frequently. Even if only 2% of users say they use it "always," there is still opportunity for development in user comprehension and engagement.

5. CONCLUSION

As a result, customer preferences for online meal delivery and related aspects were assessed. The key reason for choosing the suitable applications to order meals online is ease. Out of all the independent variables, the primary data analysis shows that the demand for these meal delivery services has increased due to their convenience and ease of use. The remaining criteria, such as price, quantity, quality, accessibility, and modifications, have less of an impact on customer preference. Restaurants and delivery services should strive to deliver requested food on time and in sufficient quantities. The pandemic has resulted in a large increase in demand for these programs, and the majority of users want to continue accessing the internet once the sickness has passed. Customers are always delighted when rates are reasonable in comparison to the quality and quantity of services provided.

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