
A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot city

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DOI: <http://doi.org/10.52814/PJMA.2024.4108>

ARTICLE TYPE: Research paper

ARTICLE HISTORY: Submitted: Oct. 2023, Revisions: Nov. 2023, Accepted: Dec. 2023

HOW TO CITE: Pandya, N., Mandaliya, K. & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot city. *Prayukti - Journal of Management Applications*, Vol. 4, Issue 1, pp. 63-71.

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ABSTRACT

The research delves into the intricate relationship between user age groups and their perceptions of Zomato and Swiggy, two leading food delivery platforms in India. A sample predominantly comprising individuals aged 18-24 was analysed, with smaller representations from other age brackets. Through Chi-Square tests, the study explored correlations between age and various user experience facets like ease of use, restaurant variety, delivery accuracy, and overall experience. Surprisingly, no statistically significant associations were found between age and these aspects on either platform, indicating that age doesn't significantly shape user perceptions. The discussion underscores the platform's consistency across age groups, implying that despite the dominance of younger respondents, user assessments remain uniform. These findings debunk the notion that age dictates user experience preferences on Zomato and Swiggy. Instead, variables like cultural inclinations, preferences, and demographic factors might wield more influence, prompting a call for broader research. The paper's future scope advocates for expanded demographic data collection and a wider lens of exploration, encompassing socioeconomic factors, lifestyle, geography, and qualitative insights. This holistic approach promises a nuanced understanding of user behaviors and preferences in the context of food delivery services, transcending the simplistic association of age with user experiences.

KEYWORDS: Food Delivery Platforms, User Experience, Age Groups, Demographics, Socioeconomic Factors.

1. INTRODUCTION

Online food ordering companies and their processes have no longer been a new face. The companies offering these services have been rooting their business through different strategies. Zomato and Swiggy have been having their long presence in the market and that they have been positive competitors in the market. The companies differentiate themselves in

the experience they provide that definitely leads to the satisfaction the consumers/customers have. The following research is focused on finding through survey data and testing the validity through inferential statistics the user experience and satisfaction the customers of Zomato and swiggy users.

Inferential statistics testing and validating the hypothesis has if age does not play a significant role in influencing user perceptions regarding various aspects of these food delivery platforms. Despite the dominance of younger respondents in the sample, their age does not appear to dictate their assessments of user experience on Zomato or Swiggy. Therefore, these platforms' usability, restaurant selection, order accuracy, and overall user experience seem to resonate similarly across different age groups within the surveyed population.

2. REVIEW OF LITERATURE

Hima Bindu Sadashiva Reddy, Roopesh Reddy Sadashiva Reddy, Ratnaditya Jonnalagadda, Pankaj Singh, Avinash Gogineni (2022), Usability evaluation is determining for assessing user comfort, satisfaction, and experience with a quality. Web applications: restaurant recommendation websites, play a vital role in attracting customers and improving business. This research study targets to test the efficiency and efficiency of Zomato.com through usability evaluation, focusing on business models, restaurant reviews, and offers provided by restaurant recommenders and references. Results indicate user satisfaction significantly impacts website traffic, but 33% were not ready to re-use... the site. This might lead to less web usage traffic and disapprobation. Recommendations and future research are also discussed.

Kuldeep Singh, Ashok Kumar Katta (2022), The study examines the factors influencing the consumer perception and buying decision of food delivery app Zomato and to study the level of consumer satisfaction of Zomato. Therefore, this study finds most respondents utilise the Zomato app and are happy with the services offered by Zomato, as well as the new offers that are being presented. Respondents are pleased with Zomato's on-time delivery as well as the security of card transactions. The data for this study is acquired from both primary and secondary sources. Kancheepuram district is the focus of the research. For primary data collection, a sample size of 100 respondents has been used. The statistical tools ANOVA and CORRELATION are used for analysis.

Trivedi, S., & Singh, A. (2021), This study focuses on social media competitive analysis and knowledge creation for app-based food delivery companies, Swiggy, Zomato, and UberEats. Twitter was used as the data collection platform, and Lexicon-based sentiment analysis method was applied to tweets. The results showed that Zomato received more positive sentiments (26% positive sentiments) than Swiggy (25% positive sentiments) and UberEats (24% positive sentiments). Zomato also had lower negative sentiments (12% negative sentiments) compared to Swiggy and UberEats (13% negative sentiments for both). The study highlights the value of social media competitive analysis and the power of text mining and sentiment analysis in extracting business value and competitive advantage.

Dsouza Prima Frederick, G. S. (2022), This study examines Swiggy, a food delivery brand, by analysing its competitors, marketing strategies, financial performance, and SWOT analysis. It finds that Swiggy prioritises customer satisfaction and uses its web platform to enhance food delivery. The company's revenue and customer base have grown significantly since its inception, highlighting its status and future prospects.

A. Kapoor, Madhu Vij (2018), Online food-delivery aggregators (OFAs) are reorganising the Indian food delivery industry by providing convenience and choice. This study investigates the impact of mobile app allots on consumer purchase decisions and transformation. A mix method design and pilot study with 350 respondents identified four key attributes: visual, navigational, information, and collaboration design.

2. OBJECTIVES

Primary Objective:

To comprehensively evaluate and compare the user experience (UX) of Zomato and Swiggy across key touchpoints, identifying user preferences, strengths and weaknesses, and potential areas for improvement in each platform.

Secondary Objectives:

1. Identify and analyse the most critical factors influencing user experience in food delivery apps, such as search and browsing functionality, restaurant discovery, ordering process, tracking and delivery, payment options, and customer support.
2. Assess the effectiveness of Zomato and Swiggy's user interface (UI) design in terms of sensitivity, visual appeal, information hierarchy, and ease of navigation.
3. Evaluate user satisfaction and loyalty towards each platform, exploring factors like trust, reliability, perceived value, and brand identity.

3. METHODOLOGY

Type of Research: Primary Research.

Research Design: Descriptive research design.

Participant: The participants of this Research are People living in Ahmedabad and Rajkot City.

Area of Research: Ahmedabad and Rajkot city.

No. of Respondents: 107 Respondents.

Sampling Method: Non – probability - Convenient sampling.

4. RESULTS & DISCUSSION

Demographic summary:

- **Gender:** Among these respondents, 71 identified as male, representing 66.4% of the total sample, while 36 identified as female, making up 33.6% of the group.
- **Age:** The largest age group within this sample is 18-24, comprising 62% of the participants, which represents 91.6% of the total valid responses. The following significant age bracket is 25-34, consisting of 3.8% of the respondents, making up 5.6% of the valid responses. Additionally, there are smaller representations from the 35-44 age range, accounting for 1.3% of respondents and 1.9% of the valid responses. Lastly, individuals aged 55 and above constitute the smallest subset with a percentage of 0.6, contributing 0.9% to the valid responses.
- **Occupation:** Most respondents, accounting for 71% of the total sample, identify as students. Following this, 15.9% are employed, while a smaller proportion, 8.4%, claim to be self-employed. The data also indicates that 2.8% are unemployed, and the remaining 1.9% fall into an 'Other' category.

Cronbach Alpha:

Reliability Statistics	
Cronbach's Alpha	N of Items
0.867	11

*Source: SPSS Software

As the alpha value is more than 0.07 i.e. 0.867 the data is reliable.

Hypothesis Testing: Through Chi-Square Analysis

H₁: There is a significant association between age of respondents Ease of use and navigation on Zomato.

Table 1 : Age * Ease of use and navigation on Zomato Crosstabulation

		Ease of use and navigation on Zomato.					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	16	12	32	23	15	98
	25-34	1	0	1	4	0	6
	35-44	0	0	0	1	1	2
	55 and above	0	0	1	0	0	1
Total		17	12	34	28	16	107

Table 2: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.575 ^a	12	.480
Likelihood Ratio	12.705	12	.391
Linear-by-Linear Association	.841	1	.359
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

Interpretation: As the p value is greater than 0.05, hence we reject H₁. This shows that there is no relationship between age of respondent and Ease of use and navigation on Zomato.

H₂: There is a significant association between age of respondents Variety and selection of restaurants and cuisines on Zomato.

Table 3: Age * Variety and selection of restaurants and cuisines on Zomato: Crosstabulation

		Variety and selection of restaurants and cuisines on Zomato					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	9	12	28	36	13	98
	25-34	1	1	0	4	0	6
	35-44	0	0	0	1	1	2
	55 and above	0	1	0	0	0	1
Total		10	14	28	41	14	107

*Source: SPSS Software

Table 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.124 ^a	12	.293
Likelihood Ratio	13.686	12	.321
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .09.

Interpretation: As the p value is greater than 0.05, hence we reject H₂. This shows that there is no relationship between age of respondent and Variety and selection of restaurants and cuisines on Zomato.

H₃: There is a significant association between age of respondents Accuracy and timeliness of Zomato's order tracking and delivery.

Table 5: Age * Accuracy and timeliness of Zomato's order tracking and delivery: Cross Tabulation

		Accuracy and timeliness of Zomato's order tracking and delivery:					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	11	14	29	30	14	98
	25-34	1	0	3	0	2	6
	35-44	0	0	0	1	1	2
	55 and above	0	1	0	0	0	1
Total		12	15	32	31	17	107

*Source: SPSS Software

Table 6: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.962 ^a	12	.303
Likelihood Ratio	14.415	12	.275
Linear-by-Linear Association	.009	1	.926
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

Interpretation: As the p value is greater than 0.05, hence we reject H3. This shows that there is no relationship between age of respondent and Accuracy and timeliness of Zomato's order tracking and delivery.

H₄: There is a significant association between age of respondent's Overall user experience on Zomato.

Table 7: Age * Overall user experience on Zomato: Cross Tabulation

		Overall user experience on Zomato					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	9	7	33	39	10	98
	25-34	1	0	0	4	1	6
	35-44	0	0	0	1	1	2
	55 and above	1	0	0	0	0	1
Total		11	7	33	44	12	107

*Source: SPSS Software

Table 8: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.548 ^a	12	.167
Likelihood Ratio	14.108	12	.294
Linear-by-Linear Association	.281	1	.596
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .07.

Interpretation: As the p value is greater than 0.05, hence we reject H4. This shows that there is no relationship between age of respondent and Overall user experience on Zomato.

H₅: There is a significant association between age of respondents Ease of use and navigation on Swiggy.

Table 9: Age * Ease of use and navigation on Swiggy. Cross Tabulation

		Ease of use and navigation on Swiggy.					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	11	9	35	30	13	98
	25-34	1	0	2	3	0	6
	35-44	0	0	0	2	0	2
	55 and above	1	0	0	0	0	1
Total		13	9	37	35	13	107

*Source: SPSS Software

Table 10: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.638 ^a	12	.324
Likelihood Ratio	12.124	12	.436
Linear-by-Linear Association	1.089	1	.297
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .08.

Interpretation: As the p value is greater than 0.05, hence we reject H5. This shows that there is no relationship between age of respondent and Ease of use and navigation on Swiggy.

H₆: There is a significant association between age of respondents Variety and selection of restaurants and cuisines on Swiggy.

Table 11: Age * Variety and selection of restaurants and cuisines on Swiggy: Cross Tabulation

		Variety and selection of restaurants and cuisines on Swiggy:					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	7	11	37	34	9	98
	25-34	2	0	1	2	1	6
	35-44	0	0	1	1	0	2
	55 and above	1	0	0	0	0	1
Total		10	11	39	37	10	107

*Source: SPSS Software

Table 12: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.462 ^a	12	.171
Likelihood Ratio	11.327	12	.501
Linear-by-Linear Association	2.734	1	.098
N of Valid Cases	107		

Table 13: Age * Accuracy and timeliness of Swiggy's order tracking and delivery

		Accuracy and timeliness of Swiggy's order tracking and delivery:					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	7	10	26	36	19	98
	25-34	1	0	1	2	2	6
	35-44	0	0	0	1	1	2
	55 and above	1	0	0	0	0	1
Total		9	10	27	39	22	107

*Source: SPSS Software

Table 14: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.804 ^a	12	.252
Likelihood Ratio	9.880	12	.626
Linear-by-Linear Association	.702	1	.402
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .08.

H7: There is a significant association between age of respondents Accuracy and timeliness of Swiggy's order tracking and delivery.

Table 13: Age * Accuracy and timeliness of Swiggy's order tracking and delivery: Cross Tabulation

		Accuracy and timeliness of Swiggy's order tracking and delivery:					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	7	10	26	36	19	98
	25-34	1	0	1	2	2	6
	35-44	0	0	0	1	1	2
	55 and above	1	0	0	0	0	1
Total		9	10	27	39	22	107

*Source: SPSS Software

Table:14: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.804 ^a	12	.252
Likelihood Ratio	9.880	12	.626
Linear-by-Linear Association	.702	1	.402
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .08.

Interpretation: As the p value is greater than 0.05, hence we reject H7. This shows that there is no relationship between age of respondent and Accuracy and timeliness of Swiggy's order tracking and delivery.

H8: There is a significant association between the age of respondents' Overall user experience on Swiggy.

Table 15: Age * Overall user experience on Swiggy: Cross Tabulation

		Overall user experience on Swiggy:					Total
		Very poor	Poor	Good	Very good	Excellent	
Age	18-24	8	7	32	31	20	98
	25-34	1	0	0	3	2	6
	35-44	0	0	0	1	1	2
	55 and above	1	0	0	0	0	1
Total		10	7	32	35	23	107

*Source: SPSS Software

Table 16: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.562 ^a	12	.212
Likelihood Ratio	13.271	12	.350
Linear-by-Linear Association	.424	1	.515
N of Valid Cases	107		

*Source: SPSS Software

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .07.

Interpretation: As the p value is greater than 0.05, hence we reject H8. This shows that there is no relationship between age of respondent and Overall user experience on Swiggy.

FINDINGS

- The analysis of the collected data provides significant insights into the correlation between respondents' age and various aspects of user experience concerning Zomato and Swiggy. Demographically, the sample heavily comprises individuals within the 18-24 age bracket, representing a substantial 91.6% of the valid responses. The other age groups, notably 25-34, 35-44, and 55 and above, constitute smaller proportions, indicating a clear dominance of younger participants in the survey.
- The chi-square tests conducted to explore potential associations between age and different aspects of user experience on both platforms revealed no statistically significant relationships. For both Zomato and Swiggy, ease of use and navigation, variety and selection of restaurants and cuisines, accuracy and timeliness of order tracking and delivery, and overall user experience did not exhibit any substantial correlation with respondents' age.
- For instance, in the case of Zomato, H1 to H4 hypotheses positing relationships between age and specific aspects of user experience were rejected due to p-values greater than 0.05. The same trend was observed for Swiggy in hypotheses H5 to H8.
- These findings suggest that among the surveyed population, age does not play a significant role in influencing user perceptions regarding various aspects of these food delivery platforms. Despite the dominance of younger respondents in the sample, their age does not appear to dictate their assessments of user experience on Zomato or Swiggy. Therefore, these platforms' usability, restaurant selection, order accuracy, and overall user experience seem to resonate similarly across different age groups within the surveyed population.

6. CONCLUSION

The analysis investigated the relationship between users' age groups and their perceptions of Zomato and Swiggy across various aspects like ease of use, variety of restaurants, accuracy of delivery, and overall experience. The findings consistently indicated that age does not significantly influence these perceptions. The Chi-Square tests consistently showed p-values above 0.05, failing to reject the null hypotheses (H1 to H8). Consequently, it suggests that age might not be the primary factor affecting how individuals view and engage with these food delivery platforms. Instead, variables like cultural inclinations, personal preferences, lifestyle, and other demographic factors could have a more substantial impact. This highlights the need for further exploration into these alternative factors to gain a deeper understanding of user behaviours and preferences in the context of food delivery services.

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