# 43. Behaviour Analysis Among Swiggy Users: Insights and Trends

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## ABSTRACT

*The advent of mobile applications has opened up a new route for modern marketing. All conventional company models have become outdated because of mobile applications, which have also created incredible new business opportunities. A mobile application uses the Internet as a platform for advertising and selling products and services. It combines marketing knowledge with technology. More individuals are connecting through mobile applications today, and they are prepared to transact business with them. The popularity of food delivery apps has altered how people order and eat. One of the top food delivery applications on the market, Swiggy, has a sizable user base. This empirical research article attempts to discuss the users of Swiggy's behaviour intentions. An intentional analysis of the study's data was intended to be performed on about 50 respondents. The investigation and analysis of data gathered from all current Swiggy app users are the main goals of this endeavour. The study will examine a number of user behaviour-related variables, including order frequency, average order value, favourite cuisine, and well-liked meals. Finally, the researcher has discovered that there is no association between time of day and occupation.*

## KEYWORDS

*Swiggy, Online Food Delivery App, Mobile Application, Order Frequency.*

## Introduction:

With the help of the online food delivery service Swiggy, customers can order food from their preferred restaurants and have it delivered right to their door. Its headquarters are in Bangalore, India, and it was established in 2014 by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini. Through the use of technology, Swiggy links customers with restaurants and

delivery services. Customers can track their orders in real-time and place orders through the app or website. A variety of cuisines and dishes are available on Swiggy from well-known eateries located throughout Indian cities. Swiggy has broadened its offerings beyond just food delivery, including Swiggy Genie, a hyperlocal delivery service for groceries and other necessities, and Swiggy Go, a package pick-up and delivery service. The emphasis Swiggy places on customer experience, technology, and innovation has contributed to its success in India's very competitive food delivery business. To improve the user experience, the app provides a number of features like live order tracking, simple payment methods, and customer assistance. In order to enhance its operations, Swiggy has also made significant technological investments. For example, it uses machine learning and artificial intelligence to optimise delivery routes. Technology has been instrumental in revolutionising food delivery services. It has also influenced customer preferences by encouraging people to do everything online, including ordering prepared meals to be delivered to their door. (Rathore & Chaudhary, 2018) One of the fastest expanding e-commerce sectors nowadays is the provision of food delivery services. The degree of interaction between the buyer and the seller is the main distinction between conventional and online food ordering. As technology becomes more widely accessible, information becomes more readily available, and online interaction becomes more and more possible, a huge number of people are gravitating towards using the Internet more frequently. Nowadays, consumers can utilise the Internet for a wide range of activities, including research, communication, online banking, shopping, and even ordering food. Since placing an order only requires a few clicks on mobile devices like smartphones, tablets, or laptops, convenience is the main factor for buyers. When users of food delivery apps don't have arrangements for where or what to eat, the time it takes for the food to be delivered is a valid excuse.

## Review Of Literature:

(Das, 2018) his article "Consumer Perception Towards Online Food Ordering and Delivery Services" describes how customers view online food delivery services. Zomato is the preferred online food portal by consumers, according to 54% of respondents. Swiggy is the second most popular online food site. The customers least favourite is Uber Eats. Eighty percent of those polled who prefer Zomato do so because of the location, recommendations, and superior points and rebates they offer. The acquisition of primary data served as the foundation for the research approach followed in the work. There were roughly 153 respondents who participated in the study, which was done in various parts of Pune. In this investigation, non-probability sampling was employed. Students, independent contractors, stay-at-home moms, employees of private companies, and business owners from various areas of Pune make up the population. The study's variables were of the 5-point Likert type. (Thakur*, 2020) her study "Customers Attitude and Preference towards Digital Food Apps Services" have stated that the online food ordering applications become more fast growing in our country. The factor which influencing the customer to buy food in online food delivery services is Convenience, because they like to order food through their comfort places. They have analysed that 80 percent of the people liked to buy in Swiggy only because of their offers, on time delivery, low cost of prices etc. Mostly preferred payment method is cash on delivery, and the youngster are most likely to buy in OFD apps. (Frederick & Bhat, 2021) his paper "Review on Customer Perception Towards Online Food Delivery Services" have explained that the factors which influences the consumer perception towards online food delivery service are price, time delivery, prior experience, convenience, food quality, and e-service quality.

This study tells that the consumers intention is not only buy through online for their convenience, but also because of the wide range of options such as great access to information and lower costs.(Saranya & Sreerekha, 2021) her study "Preference and Comparative Analysis Towards Online Food Delivery Applications" have stated that the Swiggy is the most preferred app among the selected food delivery applications, with faster delivery and discounts being the most influencing factor. The online food ordering system maintains a database to enhance the customer experience, and users after place orders on a monthly and weekend basis. It also highlights that youngsters are most inclined to online food delivery system. In this study they used the survey-based research methodology to analyse the preference and Comparative analysis towards online food delivery applications.

They used percentage analysis and chi-square test for this study. 96% of the respondents who participated in the survey are ordering food through online. (Pai & Mayya, 2022) her article "A Study on Consumer Preferences with Reference to Online Food Delivery Amenities" has analysed that the majority of young people are likely to be addicted to ordering food online and prefer to do it on a weekly basis. Snacks are one of the top choices for customers, followed by dinner. According to this survey, the two most popular food delivery services are Swiggy and Zomato, with less people using Uber Eats, Food Panda, and other services. On the basis of a questionnaire, 168 respondents were collected for the study methodology. NPS, Multidimensional Scaling, Factor Analysis, and ABCD Analysis were the tools employed in the study. (Laddha, 2019) this paper describes about factors which influence the demographic profile of consumer behaviour towards online food delivery services.

The researcher analysed that there is a constant relationship between the frequency of online ordering and the occupation. They have concluded that there is no correlation between the demographic factors and certain behavioural parameters like willingness to order, awareness about the terms and conditions, trust in payment methods etc.(Lau & Ng, 2019) delves into Malaysia's online food delivery trend, highlighting key factors like TS orientation, CM, and privacy, Security, crucial for urban consumers OFD behaviour.

It provides valuable insights for OFD service providers and researchers navigating the evolving food industry landscape. (Chandrasekhar et al., 2019) this article explains that preference is one of the main components for customer while in decision making process, particularly in online food delivery platforms like Zomato, Swiggy, food panda etc.

It is based on the customers choices factors like perception, reliability, consistency and in on decision process. In the methodology part primary data have been collected for this study. Grey analysis theory is used to solve the decision-making problems. Finally, they have concluded that customer preference is based on factors like price, quality, and delivery.

## Objectives of the Study:

- To study the various Demographic variables of Swiggy Users.
- To know the Business Model Canvas and Porters Five Forces Model adopted by Swiggy.
- To analyse the ordering patterns of Swiggy Users.

**Theoretical Background:**

**Swiggy Business Model Canvas:**

Swiggy's business model can be analyzed using the business model canvas framework, which consists of nine elements:

- ✓ value proposition
- ✓ customer segments
- ✓ channels
- ✓ customer relationships
- ✓ revenue streams
- ✓ key activities
- ✓ key resources
- ✓ key partners
- ✓ cost structure

Swiggy's value proposition is its ability to provide a convenient and hassle-free food ordering and delivery experience to customers. It serves multiple customer segments, including individuals, families, and corporate customers. The channels through which it delivers this value are its app and website, and its customer relationships are built on providing timely and high-quality service. Swiggy generates revenue through commissions charged to restaurants and delivery fees charged to customers. Its key activities include marketing, logistics, and customer support. The key resources required for its operation are its technology platform, delivery fleet, and customer support team. Swiggy works closely with its restaurant partners to ensure a smooth delivery process, making them its key partners. The cost structure of the business includes operational costs, including salaries, maintenance, and technology development.

**Porter's Five Forces Model:**

To analyse the Swiggy's business model is Porter's Five Forces model. This model analyses the competition within an industry based on five forces:

- ✓ The Threat of new entrants
- ✓ The Bargaining power of Suppliers
- ✓ The Bargaining power of Buyers
- ✓ The Threat of Substitutes
- ✓ The Intensity of rivalry among existing competitors.

In the case of Swiggy, the threat of new entrants is high as the food delivery market is constantly evolving, and new players are always emerging. The bargaining power of suppliers, i.e., restaurants, is relatively low, as Swiggy has a large customer base that restaurants need to reach. The bargaining power of buyers, i.e., customers, is high, as they have a lot of options to choose from. The threat of substitutes, i.e., other food delivery platforms, is high, as customers can easily switch to other platforms if they are dissatisfied. The intensity of rivalry among existing competitors, including Zomato, ubereats, food panda, is high, as each platform is vying for a larger market share.

**Data Analysis and Interpretation:**

**Research Methodology:**

**Sample Design**

**Sample Size:** A sample of 50 respondents has been taken for the study. Percentage & Chi-Square test are the statistical tools used in the study.

**Data Collection**

**Primary Data:** Primary Data has been collected for this study. The researcher has designed the questions in an easy manner such that respondents does not have any barrier to record their options.

**Secondary Data:** Secondary data has been collected through websites, books, online magazines, library and Journals.

**Hypothesis of the study:**

For testing the hypothesis study had framed two set of hypotheses to check the association between the variables.

**H0: There is no association between Occupation and Time of the day.**

**H1: There is an association between Occupation and Time of the day.**

**H0: There is no association between Age and Day of the Week.**

**H1: There is an association between Age and Day of the Week.**

**Analysis Of Data:**

The researcher had collected the data for the study by the help of percentage Analysis and Chi-Square Analysis.

**Percentage Analysis:**

Percentage analysis is applied to create a contingency table from frequency distribution and represent a collected data for better understanding.

It deals with the number of respondents to particular questions percentage arrived from a total population selected for the study.

**Demographic Profile**

| Sr. No | Variables | Classes | Percentage |
|---|---|---|---|
| 1. | Age | Below 20 | 24% |
| | | 21-30 | 40% |
| | | 31-40 | 26% |
| | | Above 40 | 10% |
| 2. | Gender | Male | 56% |
| | | Female | 44% |
| 3. | Education Qualification | Under Graduate | 42% |
| | | Post Graduate | 52% |
| | | Others | 6% |
| 4. | Occupation | Students | 36% |
| | | Working Employees | 64% |
| 5. | Income | Up to 10000 | 22% |
| | | 10000-20000 | 32% |
| | | 20001-40000 | 34% |
| | | 40001-50000 | 8% |
| | | Above-50000 | 4% |

**Source:** Primary Data

**Interpretation:**

In the above table reveals that 40% of the respondents are in the age group of 21-30, and shows that 56% of the respondents are Male. The Majority of the respondents are 52% in Post Graduate & 64% of the respondents are working employees. 34% of them are getting income of 20001-40000.

**Factors related to User Behaviour on Swiggy:**

| Sr. No | Variables | Classes | Percentage |
|---|---|---|---|
| 1. | Time of the Day | Breakfast | 16% |
| | | Brunch | 4% |
| | | Lunch | 30% |
| | | Dinner | **34%** |
| | | Late Night Order | 20% |
| 2. | Day of the Week | Weekdays (Monday-Friday) | 46% |
| | | Weekends (Saturday-Sunday) | **54%** |
| Sr. No | Variables | Classes | Percentage |
| 3. | Number of items per order | 2-3 | **70%** |
| | | 3-4 | 18% |
| | | 4-5 | 12% |

| Sr. No | Variables | Classes | Percentage |
|--------|-----------|---------|------------|
| 4. | Mode of Payments | COD<br>Paytm / UPI<br>Debit / Credit Card<br>Others | **58%**<br>24%<br>16%<br>2% |
| Sr. No | Variables | Classes | Percentage |
| 5. | Food Preferred the Most | Main Course (eg: Biriyani)<br>Desserts<br><br>Juice | **80%**<br><br>12%<br>8% |

**Source:** Primary Data

## Interpretation:

From the above table, in the case of Time of the day majority of the respondents had chosen the option for dinner. 54% of the respondents are order through weekend days & The number of items per order preferred by the user is 2-3 items. 58% of the respondents are likely to pay through Cash on Delivery & Food preferred the most by the respondents is Biriyani.

## CHI-SQUARE:

In essence, a chi-squared test is a data analysis based on the observations of a diverse group of variables. Typically, it involves a comparison of two sets of statistical data. It is also written as a "$\chi^2$ test." Karl Pearson developed this test in 1900 for the analysis and distribution of categorical data. This test is used to determine how likely it is that the observations would be produced under the null hypothesis being true. A hypothesis is a possibility that a particular condition or statement is true that we may then test.

The sample variance is typically used to construct chi-squared tests from a sum of squared mistakes or falsities. In essence, a chi-squared test is a data analysis based on the observations of a diverse group of variables. The results of the chi-square test, which was used to determine the link between various characteristics and level of job satisfaction, are displayed below.

### Chi-Square for Occupation & Time of the Day

| Observed Frequency | | | | | | | Expected Frequency | | | | | | |
|-------------------|--------|-----|-----|-----|----|-----|-------------------|--------|-----|-----|-----|------|-----|
| Occupation/Time of the day | Breakfast | Brunch | Lunch | Dinner | LNO | Total | Occupation/Time of the day | Breakfast | Brunch | Lunch | Dinner | LNO | Total |
| **Students** | 4 | 2 | 6 | 8 | 12 | 32 | **Students** | 4.48 | 1.92 | 5.76 | 8.96 | 10.88 | 32 |

| Observed Frequency | | | | | | Expected Frequency | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Working Employees | 3 | 1 | 3 | 6 | 5 | 18 | Working Employees | 2.52 | 1.08 | 3.24 | 5.04 | 6.12 | 18 |
| Total | 7 | 3 | 9 | 14 | 17 | 50 | Total | 7 | 3 | 9 | 14 | 17 | 50 |
| | | | | | | | P = 0.7858 | | Degree of Freedom (Df): 4 | | | | |

| Significance Value is | 0.05 |
|---|---|
| X2 Tabular Value is | 9.488 |
| X2 Calculated Value is | 0.7858 |

## Interpretation:

It is inferred from Chi-square test that, the Pearson Chi-square value is 0.7858, it is more than the significance level 0.05, So null hypothesis is accepted and alternative hypothesis is rejected.

Therefore, it is concluded that there is no association between Occupation and Time of the Day.

## Chi-Square for Age & Day of the Week

| Observed Frequency | | | | Expected Frequency | | | |
|---|---|---|---|---|---|---|---|
| Age/Date of the week | Weekdays | Weekends | Total | Age/Date of the week | Weekdays | Weekends | Total |
| Below 20 | 5 | 6 | 11 | Below 20 | 4.62 | 6.38 | 11 |
| 21-30 | 10 | 15 | 25 | 21-30 | 10.5 | 14.5 | 25 |
| 31-40 | 4 | 5 | 9 | 31-40 | 3.78 | 5.22 | 9 |
| Above 40 | 2 | 3 | 5 | Above 40 | 2.1 | 2.9 | 5 |
| Total | 21 | 29 | 50 | Total | 21 | 29 | 50 |
| | | | | P = 0.1253 Degree of Freedom (Df): 3 | | | |

**Source:** Primary Data

| Significance Value is | 0.05 |
|---|---|
| X2 Tabular Value is | 7.815 |
| X2 Calculated Value is | 0.1253 |

## Interpretation:

It is inferred from Chi-square test that, the Pearson Chi-square value is 0.1253, it is more than the significance level 0.05, So null hypothesis is accepted and alternative hypothesis is rejected. Therefore, it is concluded that there is no association between Age and Day of the Week.

## Findings:

- From the above study it came into the conclusion that
- The majority of the respondents are Youngsters in the age group of 20-30
- The majority of the Swiggy users are male who are working employees and getting a salary up to 20001-40000 and have education up to Post graduation.
- In the case of Time of the day majority of the respondents had chosen the option for dinner, who order food in weekend days up to 2-3 items preferred by the Swiggy user.
- The method of payment chosen by the respondents are Cash on Delivery and they prefer to order more is Biriyani.
- With the help of Chi-Square test here the null hypothesis is accepted as there is no association between Occupation and Time of the day.
- From the second hypothesis the study finds that null hypothesis is accepted as there is no association between Age and Day of the week.

## Conclusion:

In the conclusion, analysing user behaviour among Swiggy users has provided valuable insights into the app functionality and user experience. The study found that Swiggy users are primarily young adults aged between 20-30, with a majority of them being male. The frequently order food on Swiggy were found to be Indian cuisines, Biryani being the most popular food. Overall, this study provides a comprehensive analysis of user behaviour among Swiggy users, which can help improve the apps functionally and user experience, as well as inform marketing and promotions strategies for the food delivery industry.

## Acknowledgement:

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