

# A Comparative Study on Online Food Ordering and Delivery Systems with Special Reference to Zomato and Swiggy in Erode City

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## Abstract

Now a day the technology innovation has changed a consumer habits specifically rapidly increase the food eating habits, after covid 19 online food ordering methods more influence to the consumer. It has transformed our daily routines, including how we order food. The concept of online food ordering was pioneered by Zomato, which was established in 2008 and evolved from a restaurant directory to a food delivery service. Competing with Swiggy was founded in the year of 2014. Pursued by more online food ordering and delivering platforms are introduced. While traditional dining services provided by various restaurants and hotels continue to dominate, the emergence of online food delivery is rapidly gaining traction. This shift is especially noticeable in urban centers across India. Therefore, this study aims to examine the rising preference for online food delivery in emerging cities like Erode and the key determinants driving this transformation.

**Keywords:** E-Commerce, Online Food Ordering, Online Food Delivery, Online Applications

## Introduction

Today's world addicted to online for all their requirements can be done through internet. In that way many innovative business came over here and many people are using online platforms this enables us to fulfill our needs for example online business, online shopping, online transaction, online booking, online payment etc... this allow us to buy any product from home at any time from any place. Online food ordering and delivering platform usage has emerged growth during 2019 novel corona virus (COVID -19) Pandemic situation which has create more impact to people to increase the demand for home delivery for government announced stay at home at Croatian period. Due to this situation many restaurants delivery the food at home and also its time of invent the third party online food ordering and delivering platform.

Restaurants overcome the situation and also coping with competitor's many restaurants deliver the food items using their own website or applications (e.g. KFC, Domino's Pizza Hunt, Shree Sakthi Mess and

Hotel Nala Unnavagametc...) Third party aggregators create new website and apps (e.g. Swiggy, Zomato and Uber Eats etc...

## Review of Literature

Washington Macias and Katia Rodriguez (2023)<sup>1</sup> This study examines how the performance of Online Food Delivery platforms (OFDs) influences restaurant brand perception. It introduces a framework with three critical factors shaping customer e-satisfaction with OFDs and explores their connection to brand loyalty, reputation, and overall satisfaction with dining establishments.

Sarah A. Buettner Kery E Pasch (2023)<sup>2</sup> This research investigates the factors influencing young adults' engagement with food delivery applications, which have become increasingly prevalent for ordering high-calorie meals. Despite their widespread use, there is a scarcity of studies examining behavioral trends and motivations behind their adoption. The objective of this study is to analyze usage patterns and identify key determinants shaping the frequency and preference for food delivery services among this demographic.

Paras Bisht (2023)<sup>3</sup> This Article presents "ONDC food delivery app: A full guide to download, eligible cities and how to use; ONDC VS Zomato – Swiggy" which explores ONDC fundamentals and details about the delivery application and its features against similar services. The ONDC food delivery app serves its purpose as a design aimed at restraining monopolies in India's e-commerce industry and providing budget-friendly buying opportunities for consumers.

Grashuis Jasper (2024)<sup>4</sup> A structural equation model serves to analyze consumer opinions about price fairness in the online food delivery industry. The evaluation focuses on consumer ratings of pricing strategies regarding their interactional and procedural and distributional fairness aspects. Research results demonstrate that customers think food delivery commission rates should not exceed a 15% threshold though providers charge 20%. The results show procedural fairness has a negative relationship with total price fairness but distributional fairness enhances price fairness understanding from the consumer perspective.

## Objective of the Study

The research outlines the following aims and goals.

1. To cognize the concept of online food ordering and delivering applications
2. To Study the Salient features of online food delivery application
3. Comparative study on Zomato and Swiggy

## Research Methodology

The following hypothesis is proposed to achieve the stated objectives of the study:

There is no significant association between gender, age, educational background, profession, monthly income, marital status, family structure, and household size of the respondents with their perception of online food ordering and delivery services.

## Research Design

The research design is both descriptive and analytical, as the researcher has utilized existing data and evaluated it to derive meaningful insights.

## Techniques of Data Collection

The questionnaire was structured to gather the required primary data, incorporating both open-ended and close-ended questions.

### **Scope of the Study**

The present study attempt to study on Consumer Attitudes and Perception towards Online Food Service Providers: A Study in Erode District of Tamil Nadu. The research is restricted to selected cities of Erode district (Erode, Bhavani, Modakurichi, Chennimalai, Perundurai, Gobichettipalayam, and Andiyur). This study aims to identify the key factors that shape consumer satisfaction with digital food delivery services. The research relies on insights gathered from users and patrons of these digital food ordering services. These customers belong to abovementioned five cities. This study is conducted in Erode only but there may be some variations in future related to this study such as: Online food ordering has been an international phenomenon for a while now. There have been many variations in India but this study relates to Erode district only.

### **Food Ordering and Delivering Service**

Food delivery is a service that facilitates the transportation of meals or grocery items from restaurants, supermarkets, or independent delivery operators to customers. Orders are typically placed through a restaurant's online portal, a grocery store's digital platform, or a dedicated mobile app. Recently, third-party food delivery services like Zomato, Swiggy, KFC, and Pizza Hut have gained significant popularity in this rapidly growing industry.

Most of the customers depending food delivery companies for ordering their food. And choose to the methods to pay the money through online payment method or in person, with card or cash, a flat rate delivery fees is often charged with customer what the order. Sometimes no delivery fees depending some situation

### **Important Features of Food Ordering and Delivering Service**

Aspects influencing food delivery services include service efficiency, delivery speed, diverse meal selections, perceived utility, customer satisfaction, convenience, doorstep accessibility, time and effort reduction, a wide array of options, evolving consumer lifestyles, promotional benefits, seamless payment methods, social media presence, robust customer engagement strategies, adherence to hygiene standards, superior food and e-service quality, technological adaptability, privacy and security concerns, perceived risks, consumer motivation, basic physiological requirements, and safety considerations.

### **Comparative Study on Zomato and Swiggy**

#### **Zomato**

Zomato was founded by IIT alumnigoyal and pakajchanddah in the year of 2008, initially its name was FoodieBay. Then 2010 it rebranded as Zomato. Gradually evolved into a leading online food ordering and delivering service. Zomato mission is straight forward to provide better service to the customer through attract the more customer, now people staying true to this mission, zomato has emerged in current e-commerce platform. Offering more choices to the consumers whether they want to dine out or have food diverted to their doorstep

#### **Swiggy**

Swiggy was founded by Sriharsha majety and Nandha reddy in the year of 2014, Swiggy stands as a direct rival to Zomato, they originally started an E-Commerce platform named Bundi it is shipping and courier service in India. Then windup the company and approached to software developer Hemanth in Myntra, finally the joined together, they started Swiggy for food delivery service all over the India.

## Comparative Study

Swiggy improve the quality of service for urban customers by offering unparalleled convenience, they use good strategy consumer what they want deliver that “you desire it, we will deliver it”, encapsulated their customer service approach. Swiggy enter in to market poor performing sector where some food delivery competitor was faced many Struggle. However Swiggy improved their delivery efficiency, reliability, quickly establishing. Swiggy as a major competitor to Zomato.

## Conclusion

The respondent's gender does not significantly influence their preference for online food delivery services. However, male respondents tend to favor offline food ordering more than female respondents. Age plays a role in food service preference, with younger and middle-aged individuals showing a stronger inclination toward online food ordering, while older respondents predominantly prefer offline services. Educational background also affects choices, as undergraduate respondents tend to opt for offline food services, whereas graduates and postgraduates lean more toward online food delivery. Additionally, lower-income groups exhibit a preference for offline food services. Overall, offline food services remain slightly more favored, although the difference is not highly significant. This is due to the various advantages of online food ordering, despite certain drawbacks.

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