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CHAPTER:1 INTRODUCTION

1.1 Food startup industry in India:

- The Indian food startup ecosystem has witnessed exponential growth in recent years, largely driven by the emergence of major players like Swiggy and Zomato. These platforms have revolutionized food ordering habits across the country by offering convenient access to a diverse range of restaurants and cuisines through digital interfaces.

- Swiggy, launched in 2014, quickly gained traction in the market by providing a seamless user experience via its app and website, along with a highly efficient delivery network. Its real-time order tracking feature and the introduction of Swiggy Super—a subscription service that offers unlimited free deliveries—greatly enhanced customer satisfaction and loyalty.

- Zomato, initially founded in 2008 as a restaurant discovery platform, expanded into food delivery in 2015. Capitalizing on its vast database of restaurants, user reviews, and ratings, Zomato quickly became a formidable competitor to Swiggy. It strengthened its position by establishing diverse restaurant partnerships and launching Zomato Gold, a membership program that offers exclusive deals and dining privileges.

- Together, Swiggy and Zomato have significantly transformed the Indian food delivery ecosystem. Their platforms have enabled small and local eateries to expand their reach and compete with larger restaurant chains, fostering a more competitive environment and improving food quality and variety for consumers.

- The rise of these platforms has also spurred the development of cloud kitchens—delivery-only restaurants that operate without a traditional dine-in facility. This model allows businesses to streamline operations and cater exclusively to online orders. Both Swiggy and Zomato have embraced this trend by collaborating with cloud kitchen operators, thereby expanding their offerings and market reach.

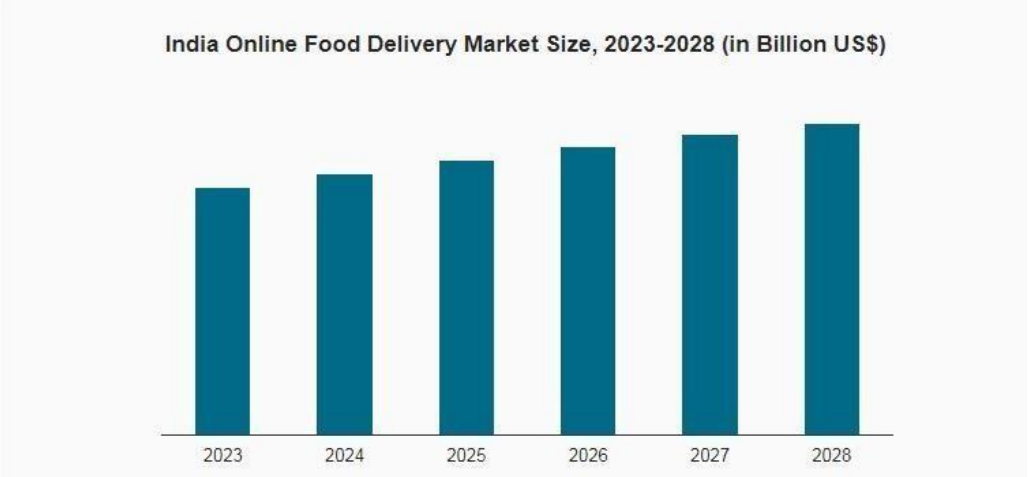
- Moreover, both companies have heavily invested in technology and data analytics to refine their services. By leveraging artificial intelligence and machine learning, they provide personalized recommendations, optimize delivery logistics, and analyze customer behavior to offer targeted

promotions. This data-driven approach has strengthened user engagement and improved overall service efficiency.

- The COVID-19 pandemic further accelerated the adoption of online food delivery services, as Swiggy and Zomato played a critical role in ensuring food accessibility during lockdowns. This period marked a turning point, solidifying the importance of digital food platforms in the daily lives of Indian consumers.

- In summary, the Indian food startup industry has undergone a remarkable transformation with the growth of Swiggy and Zomato. Through innovative service models, strong restaurant partnerships, and advanced technological integration, these platforms have redefined food delivery in India. As they continue to evolve, they are expected to drive further innovation and competition in the market.

- Notably, the Indian online food delivery market reached a valuation of USD 28.4 billion in 2022. According to estimates by the IMARC Group, this market is projected to grow to USD 118.2 billion by 2028, representing an impressive compound annual growth rate (CAGR) of 27.8% from 2023 to 2028. This highlights the tremendous potential and ongoing expansion of the sector.



Source: IMARC

1.2 About Study

This project aims to conduct a comparative analysis of Swiggy and Zomato to explore the factors that influence consumer preferences between these two leading food delivery platforms in India. With the rapid expansion of the online food delivery sector, Swiggy and Zomato have emerged as dominant forces, transforming the way consumers access and order food. This analysis seeks to uncover the key elements that drive user choices and determine which platform holds greater consumer appeal.

The study will examine critical aspects such as user interface and experience, service quality, breadth of restaurant partnerships, pricing structures, delivery efficiency, and overall customer satisfaction. By evaluating these parameters, the project intends to gain a holistic understanding of the customer decision-making process.

Identifying the factors that shape consumer preferences is essential for both Swiggy and Zomato as they strive to maintain a competitive edge in a dynamic market. The insights derived from this analysis will highlight which features or services users value most, guiding both companies in refining their strategies to better align with customer expectations. Additionally, the study will pinpoint potential areas for service improvement and innovation.

Beyond aiding Swiggy and Zomato, the findings of this project will be valuable to other stakeholders in the online food delivery ecosystem. It will contribute to the broader understanding of consumer behavior in this sector and serve as a useful reference for industry professionals, businesses, and academic researchers.

In essence, this project seeks to uncover the core drivers behind customer preferences for Swiggy and Zomato, offering meaningful insights into the evolving dynamics and competitive landscape of the Indian online food delivery market.

1.3 Zomato: Company Profile

Source: alamy

16 Zomato, founded in 2008 by Deepinder Goyal and Pankaj Chaddah, has experienced significant growth since its inception. The platform started as an online restaurant discovery service and later expanded its services to include food delivery. Over the years, Zomato has steadily expanded its presence in India and several other countries, becoming one of the largest food delivery platforms globally. Its user base has grown exponentially, attracting millions of customers who rely on the app for their food-related needs. In July 2021, Zomato made headlines with its highly anticipated initial public offering (IPO).

The company went public on the Indian stock exchanges, raising substantial funds and achieving a valuation of around $12 billion. The 5 IPO was a significant milestone for Zomato, highlighting its position as a leading player in the food delivery industry.

The IPO success further propelled Zomato's growth and allowed the company to invest in its expansion plans, technological advancements, and diversification of services. It also demonstrated the confidence of investors in the potential and prospects of the online food delivery market.

Zomato's successful Initial Public Offering (IPO) marked a significant milestone in its journey, reflecting the company's strong market presence, resilient business model, and ability to align with evolving consumer demands. The capital raised through the IPO has equipped Zomato with the financial strength to scale its operations, explore new geographic markets, and drive innovation across its service offerings—ensuring it remains competitive in the fast-paced online food delivery sector.

Zomato's evolution, from its inception to becoming a publicly listed company, highlights its impressive growth and strategic vision. As the company continues to enhance its platform, grow its customer base, and pursue new business opportunities, it maintains a leading position in the food delivery industry—both within India and on a global scale—actively shaping the future of food tech.

1.4 Zomato's Founders

Zomato, a widely recognized online food delivery and restaurant discovery platform, was founded by Deepinder Goyal and Pankaj Chaddah. Deepinder Goyal, originally from Muktsar, Punjab, holds a degree in Computer Science and Engineering from the Indian Institute of Technology (IIT) Delhi. Before venturing into entrepreneurship, he worked as a management consultant at Bain & Company. In 2008, Goyal co-founded Zomato with the initial aim of digitizing restaurant menus to make them accessible online.

Pankaj Chaddah, also an IIT Delhi alumnus, partnered with Goyal in building the company. Leveraging his background in management consulting at Bain & Company, Chaddah played a key role in shaping Zomato's strategic direction, overseeing areas such as operations, marketing, and business development. His insights were instrumental in driving the platform's early growth and scalability.

Together, Goyal and Chaddah transformed Zomato from a simple restaurant listing website into a comprehensive food technology platform. Over time, Zomato expanded its services to include food delivery, online ordering, table reservations, and customer reviews, offering a complete ecosystem for food-related services.

Under their visionary leadership, Zomato also expanded internationally, entering multiple global markets and acquiring major players in the food delivery space. Notable acquisitions include Urbanspoon, Delivery Hero's Indian operations, and Uber Eats India. These strategic moves contributed significantly to Zomato's global footprint and reinforced its position as a major player in the food tech industry.

Today, Zomato operates across various countries, serving as a trusted platform for restaurant discovery, food delivery, and dining experiences. The innovation, strategic foresight, and dedication of its founders have been central to the company's success, establishing Zomato as a leader in the rapidly evolving food technology sector.

1.5 Swiggy: Company Profile

Source: pymnts.com

Swiggy, a prominent food delivery platform, was founded in 2014 by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini. Since its inception, Swiggy has experienced remarkable success and growth, revolutionizing the way food is ordered and delivered in India.

With its user-friendly app and website, Swiggy quickly gained popularity among consumers seeking convenient and reliable food delivery services. The platform's success can be attributed to its strong focus on customer satisfaction, efficient logistics, and extensive restaurant partnerships. Swiggy's relentless efforts to provide an exceptional user experience and ensure timely deliveries have earned it a loyal customer base. The company has invested heavily in building a robust delivery fleet and employing innovative technology to optimize delivery routes and reduce wait times.

One of Swiggy's key strengths is its vast network of restaurant tie-us, encompassing a wide range of cuisines and dining preferences. This extensive restaurant coverage allows users to choose from a diverse selection of options, making Swiggy a go-to platform for ordering food across various price points. Swiggy's success is also attributed to its ability to adapt to evolving market dynamics. The platform has expanded its services beyond food delivery, venturing into grocery delivery and other essential commodities during the COVID-19 pandemic. This diversification has not only allowed Swiggy to cater to changing consumer needs but has also contributed to its sustained growth.

Moreover, Swiggy's focus on technology and data analytics has enabled it to personalize user experiences and offer targeted promotions, enhancing customer engagement and loyalty. The company continually leverages insights from user data to refine its services and stay ahead in the competitive food delivery market.

In summary, Swiggy's journey from its founding year to its present-day success showcases its rapid growth and influence in the Indian food delivery industry. With its commitment to customer satisfaction, robust logistics, extensive restaurant partnerships, and technological innovations, Swiggy has solidified its

1.5 Swiggy's Founders

Rahul Jaimini, a key member of Swiggy's founding team and an alumnus of IIT Kharagpur, served as the company's Chief Technology Officer (CTO). He was instrumental in developing Swiggy's robust technology infrastructure, which enabled smooth operations and efficient delivery logistics. The founding team shared a vision of creating a technology-driven platform that would transform the food delivery landscape in India.

Swiggy distinguished itself from traditional food delivery services through its focus on speed, reliability, and superior customer experience. Innovative features such as real-time order tracking, a diverse range of restaurant options, and dependable delivery contributed to its growing user base.

The founders' strategic vision, combined with their success in securing investments from leading venture capitalists, propelled Swiggy's rapid growth across India's major cities. Under their leadership, the company diversified its offerings beyond food delivery to include hyperlocal logistics, cloud kitchens, and quick commerce services. Swiggy's aggressive expansion strategy and commitment to customer satisfaction helped establish it as one of India's top online food delivery platforms.

The founders' entrepreneurial vision, technological expertise, and business acumen have been instrumental in Swiggy's success and its emergence as a household name in the food delivery industry.

CHAPTER:2 LITERATURE REVIEW

The food delivery market in India is characterized by fragmentation, with various vendors employing both organic and inorganic growth strategies to compete in the market. Notable players in the Indian food delivery market include Swiggy Pvt. Ltd., Diverse Retails Pvt. Ltd., Domino's Pizza Inc., Dunzo Digital Pvt. Ltd., McDonald's Corp., Ola Foods, Pizza Hut, Poncho Hospitality Pvt. Ltd., Rebel Foods Pvt. Ltd., and Zomato Media Pvt. Ltd. According to Technavio's latest research report, the food delivery market in India is expected to witness substantial growth, with an estimated increase of USD 716.53 million from 2021 to 2026, registering an impressive CAGR of 28.13%. This projection highlights the potential and opportunities within the market.

Globally, the food delivery market accounts for approximately 4% of food products sold in restaurant chains and fast-food outlets. While this market has reached maturity in many countries with a 3.5% growth rate over five years, a similar trend is observed in India. The traditional method of food delivery, where customers order directly through restaurant websites, has transitioned into the concept of an "aggregated business model." Here, a single platform offers customers a one-stop shop to order food from multiple registered caterers, charging a fixed mark-up and ensuring doorstep delivery. Logistics has become a significant cost driver for the industry, and despite rising costs, food delivery businesses are still profitable.

Indian consumers, accustomed to convenience and transparency through digital apps and e-commerce websites, expect the same level of service when ordering food online. The ease and usefulness of the online food ordering process, technological innovation, reliance on retailers, and external influences are crucial factors influencing attitudes towards online grocery orders. The online food delivery market in India, including internet fusion and kitchen service providers, has witnessed substantial growth and presents a significant opportunity for e-commerce businesses. The market, currently valued at $15 billion, is poised for exponential growth. Popular food aggregators like Zomato, Swiggy, Food Panda, and UberEATS are thriving in India, providing customers with a platform to compare prices and ratings among different restaurants and choose from a wide range of options. Wireless communication and smartphone technology have transformed the restaurant industry, allowing instant management of customer orders through smart device-based interfaces.

This system is expected to enhance the convenience, effectiveness, and future prospects of the restaurant business. While the online food delivery market shows promise, there are evident issues that consumers perceive, necessitating collaborative efforts from online delivery services, restaurants, government bodies, and all stakeholders to create an excellent online takeaway environment and address these concerns effectively. In conclusion, the food delivery market in India is witnessing significant growth and presents substantial opportunities for various players. With evolving consumer preferences, technological advancements, and collaborative efforts, the industry is poised for further expansion and innovation in the coming years position as a leading player, shaping the future of food delivery in India.

Several studies have examined the market share of Swiggy and Zomato in the food delivery industry. According to a report by RedSeer Consulting, as of 2020, Swiggy held a slightly larger market share compared to Zomato in terms of order volume. However, the gap between the two players has been narrowing over time, indicating intense competition and dynamic market conditions (RedSeer Consulting, 2020). Another study by Kantar IMRB revealed that Swiggy had a higher brand recall and preference among consumers, suggesting its stronger presence in the market (Kantar IMRB, 2019).

Customer satisfaction and service quality are crucial factors for success in the food delivery industry. A comparative analysis of Swiggy and Zomato in terms of customer satisfaction reveals mixed findings. A study conducted by Consumer Voice in 2020 reported that Swiggy outperformed Zomato in terms of customer satisfaction, with higher ratings for delivery time, order accuracy, and overall experience (Consumer Voice, 2020). However, another study by a research firm Velocity MR highlighted that Zomato had a higher Net Promoter Score (NPS), indicating greater customer loyalty and recommendation (Velocity MR, 2021).

Pricing and discounts play a significant role in attracting and retaining customers in the food delivery market. Both Swiggy and Zomato have adopted various strategies to offer competitive pricing and attractive discounts to their users. A study by IMRB International revealed that Swiggy had a higher average order value compared to Zomato, suggesting potential variations in pricing strategies between the two platforms (IMRB International, 2019). Additionally, Zomato has been known for its aggressive discounting approach to gain a larger market share and customer base (Economic Times, 2021).

The business strategies employed by Swiggy and Zomato have been widely discussed in the literature. Both platforms have focused on expanding their delivery network, partnering with restaurants, and improving their technology infrastructure. Swiggy has emphasized hyperlocal delivery and invested in dark kitchens to cater to the growing demand for quick and efficient food delivery (Economic Times, 2020). On the other hand, Zomato has diversified its services by entering the grocery delivery segment and exploring new revenue streams (Zomato, 2021).

- According to a report by RedSeer Consulting, the online food delivery market in India has witnessed a compound annual growth rate (CAGR) of 40% between 2015 and 2020. This rapid growth can be attributed to factors such as increasing internet penetration, changing consumer lifestyles, and the convenience offered by online food delivery platforms.
- A study conducted by Deloitte highlighted the impact of online food delivery platforms on the restaurant industry. It found that these platforms have helped restaurants reach a larger customer base and increase their revenue by eliminating the need for physical infrastructure and additional marketing expenses.
- Research by Nielsen reveals that millennials and Gen Z consumers are the primary users of online food delivery services in India. These tech-savvy generations value convenience, variety, and speed, which online platforms like Swiggy and Zomato provide. This demographic shift in consumer preferences has played a significant role in the success of these platforms.
- An article published in The Economic Times discusses the emergence of cloud kitchens in the Indian food delivery market. These kitchens, also

known as ghost kitchens or virtual restaurants, operate exclusively for delivery, enabling restaurants to expand their reach without incurring additional costs associated with traditional brick-and-mortar establishments. This trend has further fuelled the growth of online food delivery platforms.

- A research paper by Vidyasagar University highlights the impact of online food delivery platforms on employment generation in the food service industry. It suggests that while these platforms create new opportunities for delivery personnel, there is also a need to address concerns related to working conditions, fair wages, and employee benefits.
- A study by the Indian Institute of Management (IIM) Bangalore explores the factors influencing customer satisfaction and loyalty towards online food delivery platforms. It identifies key drivers such as on-time delivery, order accuracy, variety of cuisine options, and responsive customer support as crucial factors that contribute to customer satisfaction and repeat business.
- An article in Forbes India discusses the future prospects of the online food delivery market in India. It highlights the potential for further growth, driven by factors such as the increasing adoption of mobile internet, rising disposable incomes, and the growing preference for digital transactions.

CHAPTER: 3 RESEARCH METHODOLOGY

3.1 Objective of the Study

- To evaluate Zomato's and Swiggy's technological competitive advantages.
- To research the difficulties Zomato and Swiggy experienced.
- To comprehend consumer preferences for online meal delivery services.
- To evaluate Zomato's and Swiggy's competitive advantages in terms of service.
- To comprehend the market and evaluate Zomato's and Swiggy's marketing approaches.

Need of the Study

- Gaining insights into customer behavior toward food delivery service providers is essential for improving service quality and competitiveness.
- Understanding consumer decision-making processes is key to delivering efficient and satisfactory customer experiences.
- Identifying customer needs and preferences enables service providers to tailor their offerings and enhance overall satisfaction.

3.2 Scope of the Study

The goal of the study is to get feedback from customers regarding the New Delhi The primary objective of this study is to gather customer feedback on the online food ordering and delivery services available in the New Delhi region. The research includes a comparative analysis of key aspects related to the two leading food delivery service providers operating in the area. By evaluating these factors, the study aims to offer insights that can help service providers enhance their offerings and better align with customer expectations. Additionally, the findings can assist new users in making informed decisions when choosing among the available food delivery options near their location. As a result, the study holds value not only for consumers seeking reliable services but also for providers looking to improve their competitiveness in the New Delhi market.

3.3 Research Design

Descriptive statistics are employed in this study to summarize and present the key features of the collected data. These statistics offer straightforward summaries of the sample and the variables measured, serving as the foundation for most forms of quantitative data analysis. Through both numerical summaries

and visual representations, descriptive statistics help simplify and interpret large datasets in a meaningful way. Each descriptive measure condenses complex data into an easily understandable format, enabling clearer insights into patterns and trends. In this study, the focus is solely on describing the characteristics of the data and interpreting what it reveals. Since the nature of the research is descriptive, the overall research design adopted for this project is also descriptive.

3.4 Sampling Method

Given the homogeneity and relatively small size of the population, all subsets within the sampling frame were considered to have equal probabilities. A non-probability sampling technique, specifically convenience sampling, was employed for selecting respondents and collecting data. The target population comprised individuals from diverse backgrounds, including students, business professionals, and government employees, representing various age groups and educational levels.

The total sample size for the study was 100 respondents.

3.5 Research Method

An online survey was conducted using Google Forms to collect primary data for the study. The questionnaire was designed with both open-ended and close-ended questions, aligned with the objectives of the research. Most of the questions were closed-ended and multiple-choice in nature, ensuring ease of response and consistency in data collection.

The target respondents were residents of Firozpur. A total of 17 questions were included in the survey, covering both general and subject-specific aspects related to the study. The survey was distributed to 100 participants, and responses were collected over a period of 5 to 6 days.

After data collection, the dataset underwent cleaning and preprocessing in SPSS (Statistical Package for the Social Sciences). Specific questions were visualized using pivot table graphs in Microsoft Excel to highlight key patterns and insights. Descriptive statistics were then conducted to summarize the data. Additionally, a TwoStep Cluster Analysis was performed using SPSS to identify underlying patterns and groupings within the dataset.

3.6 Limitation of the Study

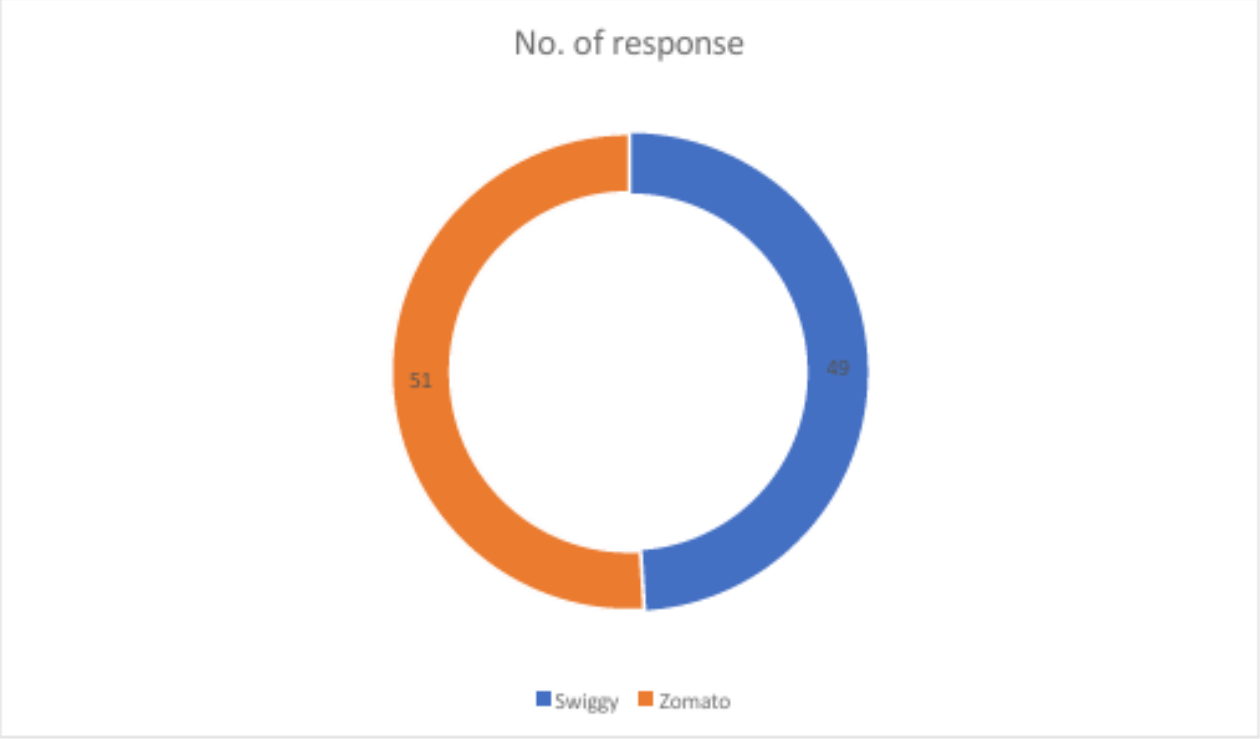
- The results are only a snapshot of the current situation and may not be applicable in future.

- Since the study was carried out in New Delhi, it may be claimed that it was regional in scope.
- Respondents can edit the survey's questions to add or remove information.
- The study's sampling size was too tiny to be effective.
- The study's findings can't be generalised given the population's social and cultural diversity.

CHAPTER: 4 DATA ANALYSIS

Q.1. Who service provider do you prefer most?

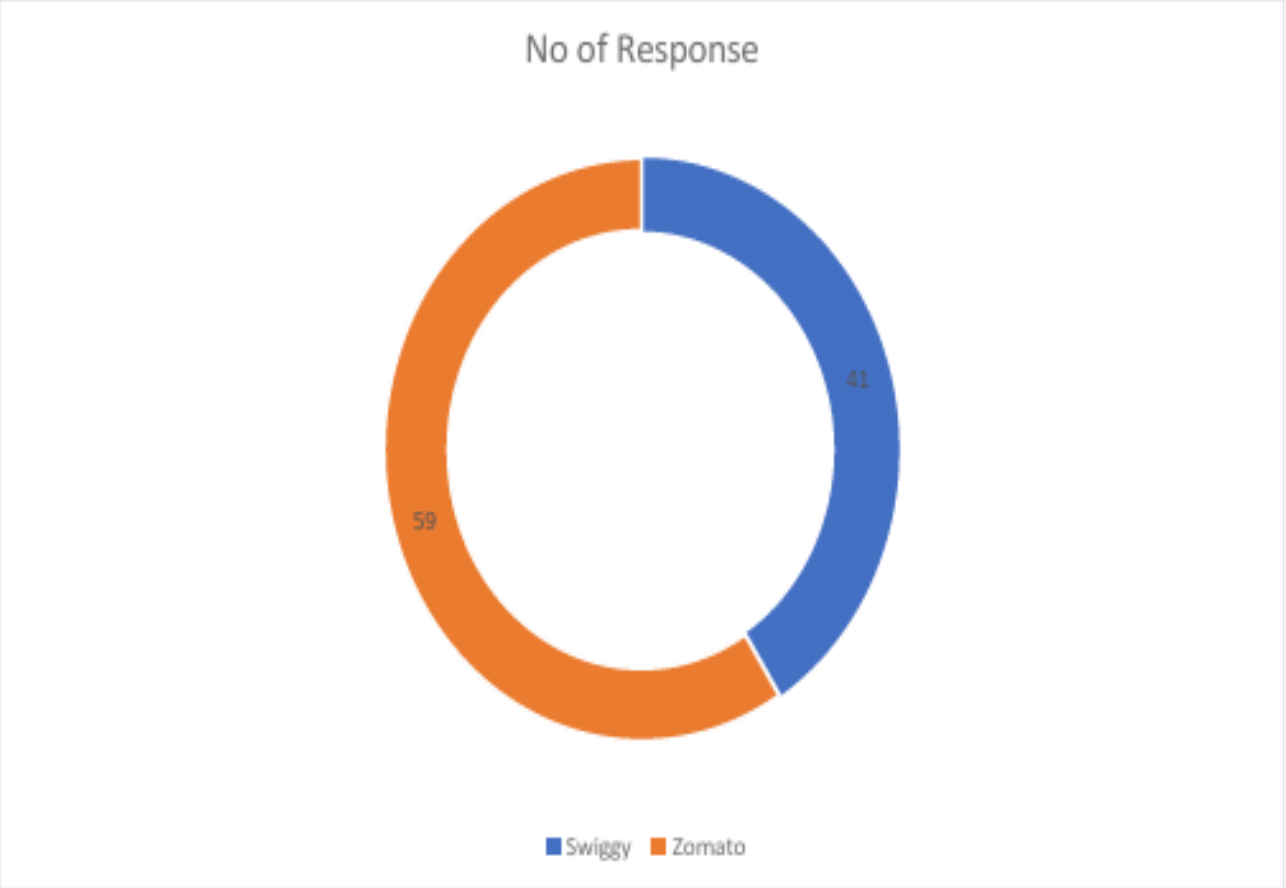
Platforms	**No. of Response**
Swiggy	49
Zomato	51
Grand Total	100



The above graph shows that customer prefer more Zomato than Swiggy which is 51% and 49% respectively.

Q.2. Which service provider gives more offers and discounts?

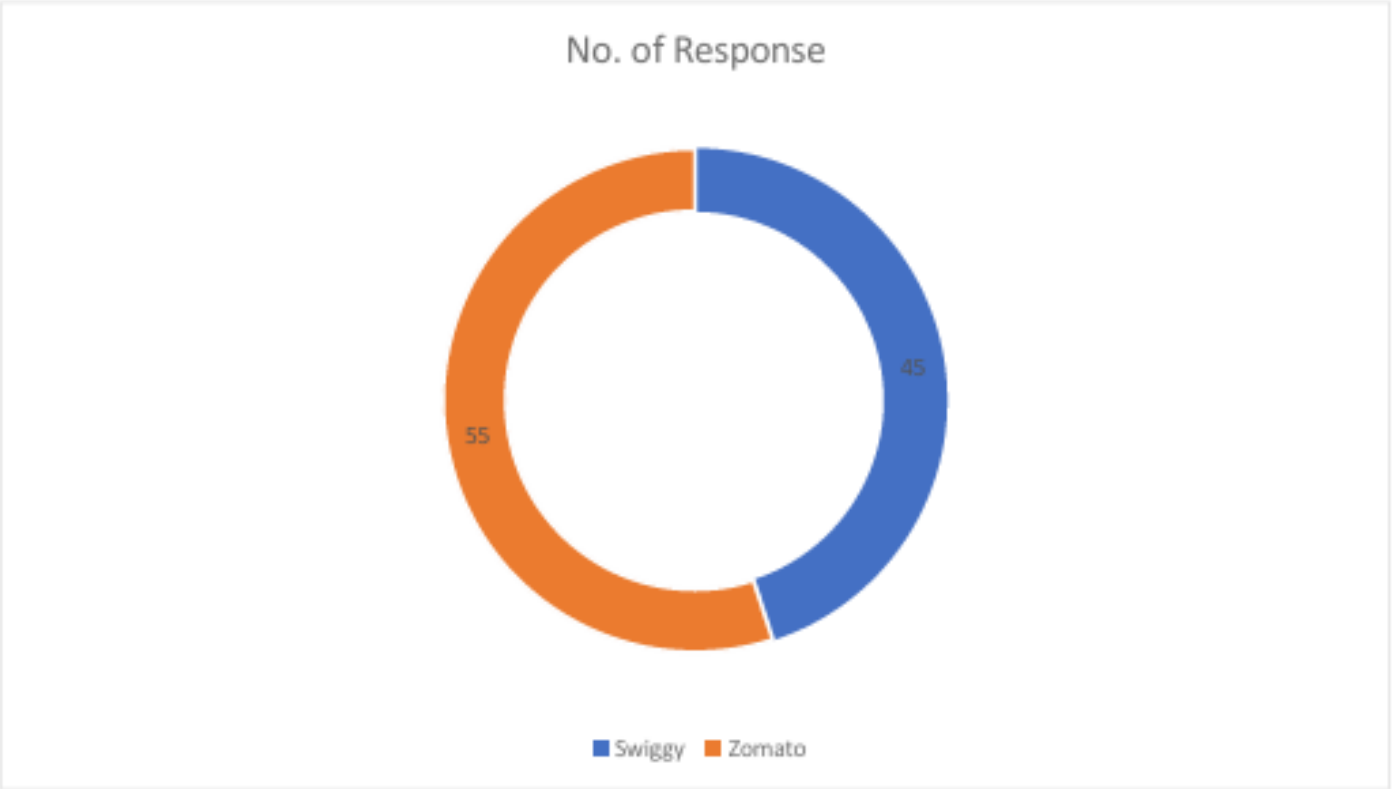
Platforms	No. of Response
Swiggy	41
Zomato	59
Grand Total	**100**



The above figure shows that Zomato provide more discounts as compare to Swiggy.

Q.3. Which among has more tie ups with restaurants?

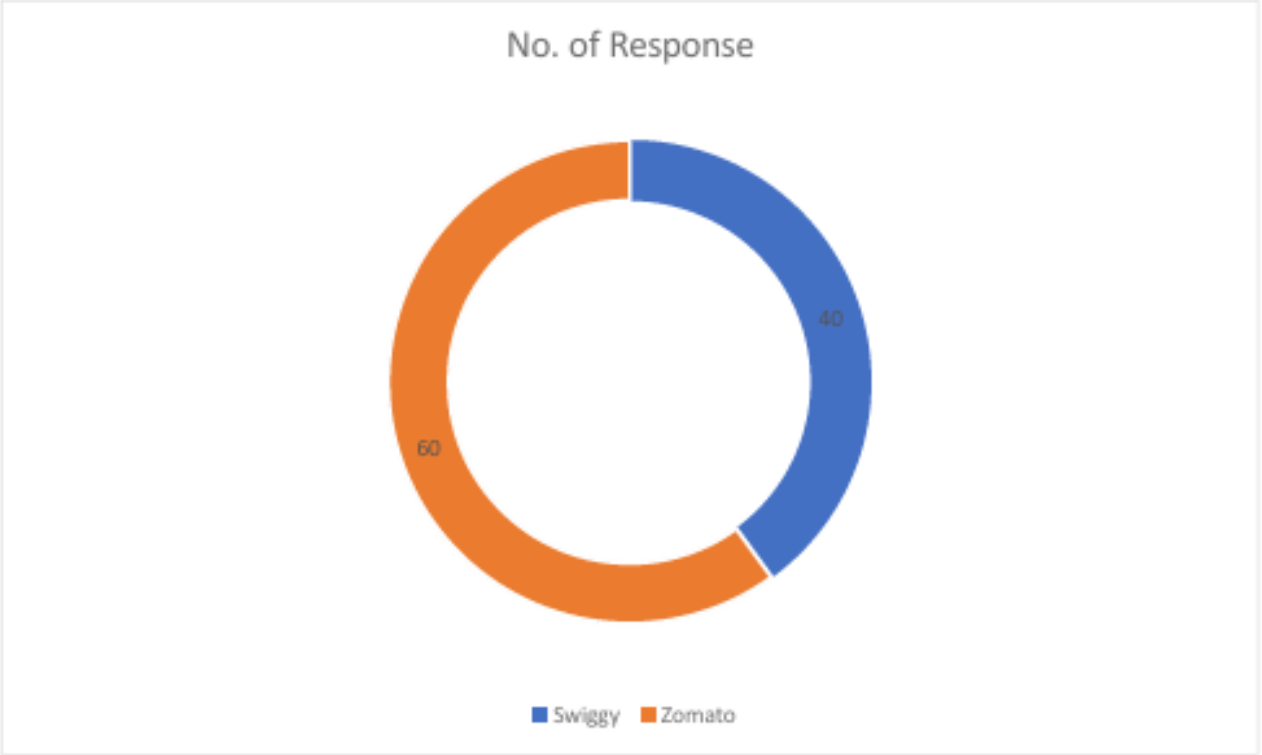
Service Providers	No. of Response
Swiggy	45
Zomato	55
Grand Total	**100**



The above graph shows that respondents believes that Zomato has more tie-ups with restaurant than Swiggy's tie-ups with restaurants.

Q.4. Which among provide better customer service?

Service Providers	No. of Response
Swiggy	40
Zomato	60
Grand Total	**100**



The above graph shows that Zomato provide better customer service than Swiggy.

Descriptive Statics

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After data collection, the dataset underwent cleaning and preprocessing in SPSS (Statistical Package for the Social Sciences). Specific questions were visualized using pivot table graphs in Microsoft Excel to highlight key patterns and insights. Descriptive statistics were then conducted to summarize the data. Additionally, a TwoStep Cluster

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Whatisyourgender	100	1	2	1.48	.502
Whatisyourage	100	1	5	2.89	1.317
Whatisyouroccupation	100	1	5	2.15	1.149
Whatisyourincome	100	1	4	2.49	1.235
DoyouorderfoodOnline	100	1	2	1.04	.197
IfyesWhodoyouprefer	100	1	2	1.51	.502
Howoftendoyouorderfoodonliner	100	1	3	2.27	.750
Whichmealdoyoutypicallyorderonline	100	1	4	2.83	.965
Whatistheapproximatemoneyyouspendonorderingfoodeachti	100	1	4	2.87	.971
Whichserviceprovidergivesmoreoffersanddiscounts	100	1	2	1.59	.494
Whatisyourmostcommonexperiencewithdeliveryboy Swiggy	100	1	3	1.53	.577
Whatisyourmostcommonexperiencewithdeliveryboy Zomato	100	1	3	1.48	.594
Whichamonghasmoretieupswithrestaurants	100	1	2	1.55	.500
Howwaspackagingoffooddeliveredswiggy	100	1	3	1.57	.607
Howwaspackagingoffooddeliveredzomato	100	1	3	1.62	.678
Howlongdoesitusuallytakefor ordertodelivered	100	1	4	2.80	1.044
Whichamongprovidebettercustomerservice	100	1	2	1.60	.492

Analysis was performed using SPSS to identify underlying patterns and groupings within the dataset

This report presents an analysis of key variables using descriptive statistics in SPSS. The variables analyzed include age, occupation, income, frequency of food ordering, online ordering preferences, average spending on orders, and satisfaction with packaging. The following summarizes the key findings:

- **Age**: The mean value of 2.89 indicates that the majority of respondents fall within the 25 to 35 age group.
- **Occupation**: With a mean of 2.15, the most common occupations among participants are employees, students, and business owners.
- **Income**: The average income value of 2.49 suggests that most respondents earn between 15,000 to 30,000 (in local currency).
- **Frequency of Food Orders**: A mean score of 2.27 shows that most participants order food on a monthly basis.
- **Online Ordering Habits**: The mean value of 2.83 reveals a preference for ordering snacks more frequently than other food items.
- **Amount Spent**: An average value of 2.87 suggests that respondents typically spend between 300 to 400 units (in local currency) per order.
- **Satisfaction with Packaging**: The mean satisfaction level of 1.57 indicates that respondents' opinions fall between "satisfactory" and "well-satisfied."

These descriptive insights offer a comprehensive view of the demographic and behavioral characteristics of the surveyed population. Understanding these patterns allows businesses and food delivery service providers to make data-driven decisions, effectively target specific consumer segments, and refine their offerings to meet customer expectations more accurately.

Two Step Cluster Analysis

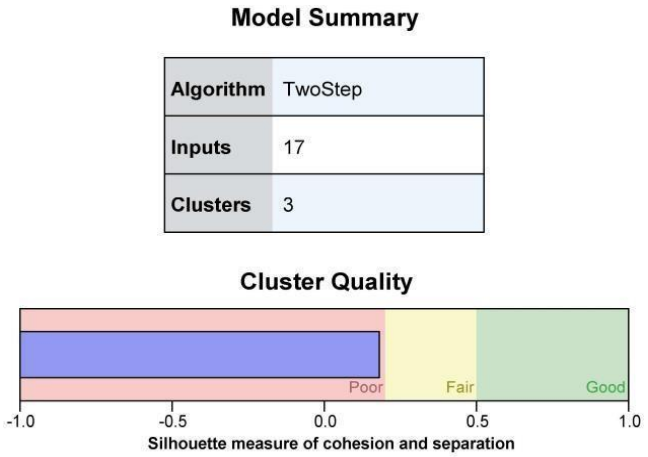
Two-Step Cluster Analysis, also known as two-stage clustering, is a data mining technique used to identify natural groupings or clusters within a dataset. This method is particularly effective when dealing with large datasets or datasets that include a combination of numerical and categorical variables.

The process involves two distinct steps:

Pre-clustering: The algorithm first scans the data to create small sub-clusters.

Clustering: These sub-clusters are then grouped into final clusters using a hierarchical clustering method.

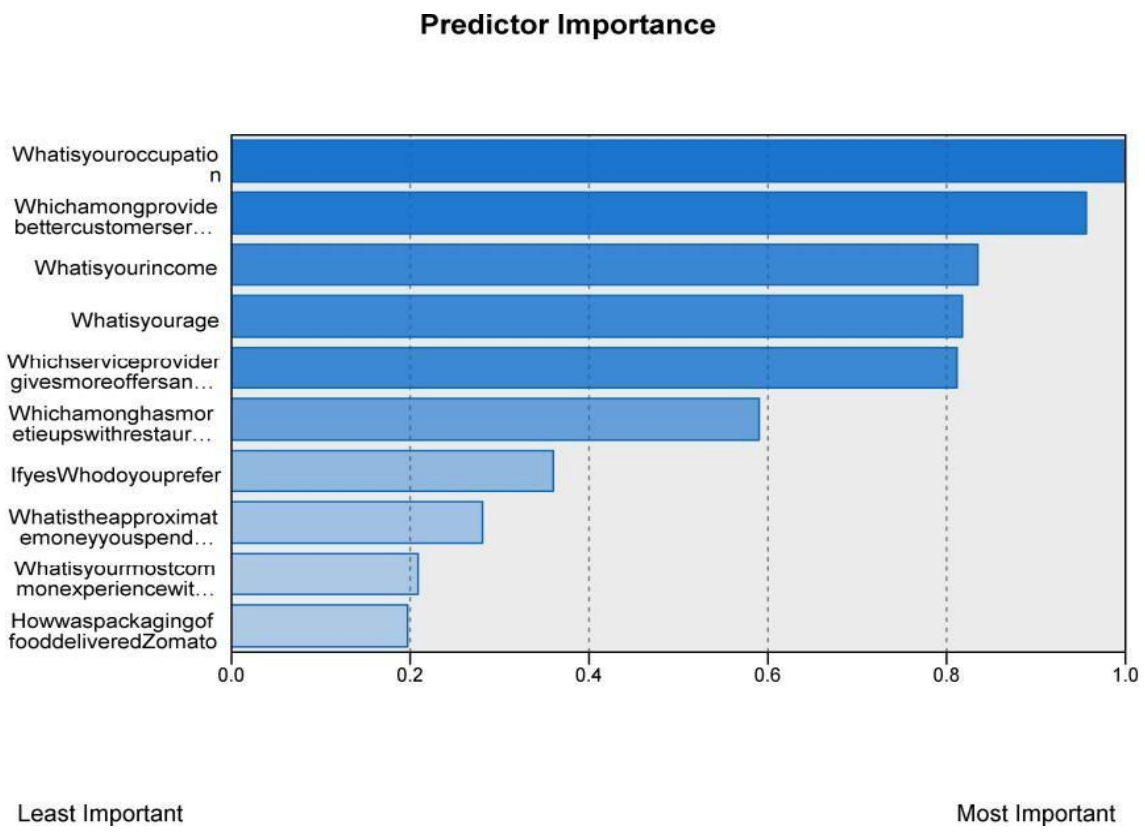
Two-Step Cluster Analysis is especially advantageous because of its scalability and ability to automatically determine the optimal number of clusters. This makes it a powerful tool for uncovering hidden patterns and segmenting data for further analysis or decision-making.**Model Summary**



In the model summary generated by SPSS's Two-Step Cluster Analysis, the "17 variables" represent the input features or attributes used in the clustering process. These variables include measurable characteristics of the respondents that were considered during the analysis.

The analysis resulted in the identification of "3 clusters," which are distinct groups formed by the algorithm based on similarities among the data points. By evaluating patterns across the 17 input variables, the algorithm effectively segmented the dataset into three meaningful clusters, each representing a group of respondents with similar traits or behaviors.
This segmentation provides valuable insights for targeted analysis and decision-making.

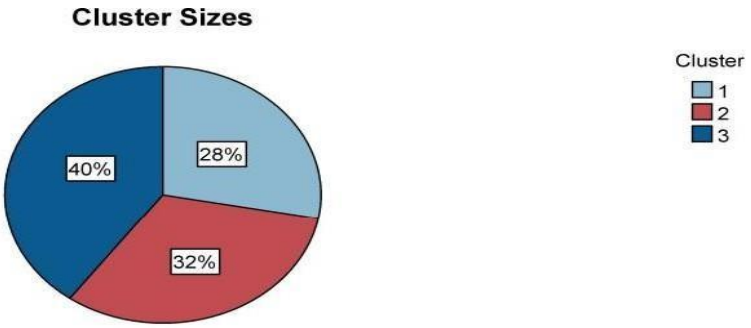
Predictor Importance



The predictor significance is a metric used to pinpoint the elements with the greatest influence on the clustering outcomes. According to the findings of our analysis of the predictor significance, occupation appears to be the key factor in influencing how service providers are clustered. This indicates that classifying service providers into discrete clusters is significantly influenced by their line of work. It suggests that service providers in related fields are more likely to have comparable traits or behavioural tendencies. The predictor significance reveals that quality of service is the next major determinant for clustering service providers after profession. This suggests that a service provider's level of client happiness or service quality affects how they cluster. Service providers are more likely to be grouped together if they continuously give great service. According to the predictor importance, the outcomes of the clustering are influenced by factors such as income, age, and discounts provided by service providers. Inferring similarities in their business practises, this shows that service providers with comparable income levels, age groupings, and discounting techniques likely to flock together. The predictor significance also emphasises how crucial partnerships with eateries are. This suggests that service providers are more likely to be clustered together in a cluster if they have more relationships or

collaborations with eateries. This raises the possibility of a connection between the degree of restaurant affiliations and the general features of service providers. The average spends and packaging, on the other hand, appear to be of comparatively little significance in the clustering study. This suggests that these factors may not have as much of an impact on the development of unique clusters among service providers.

Cluster Sizes



Size of Smallest Cluster	28 (28%)
Size of Largest Cluster	40 (40%)
Ratio of Sizes: Largest Cluster to Smallest Cluster	1.43

The results of the Two-Step Cluster Analysis show that the clusters are distributed in the following proportions: 40%, 32%, and 28%. These percentages represent the relative sizes of the three identified clusters based on the characteristics of the service providers.

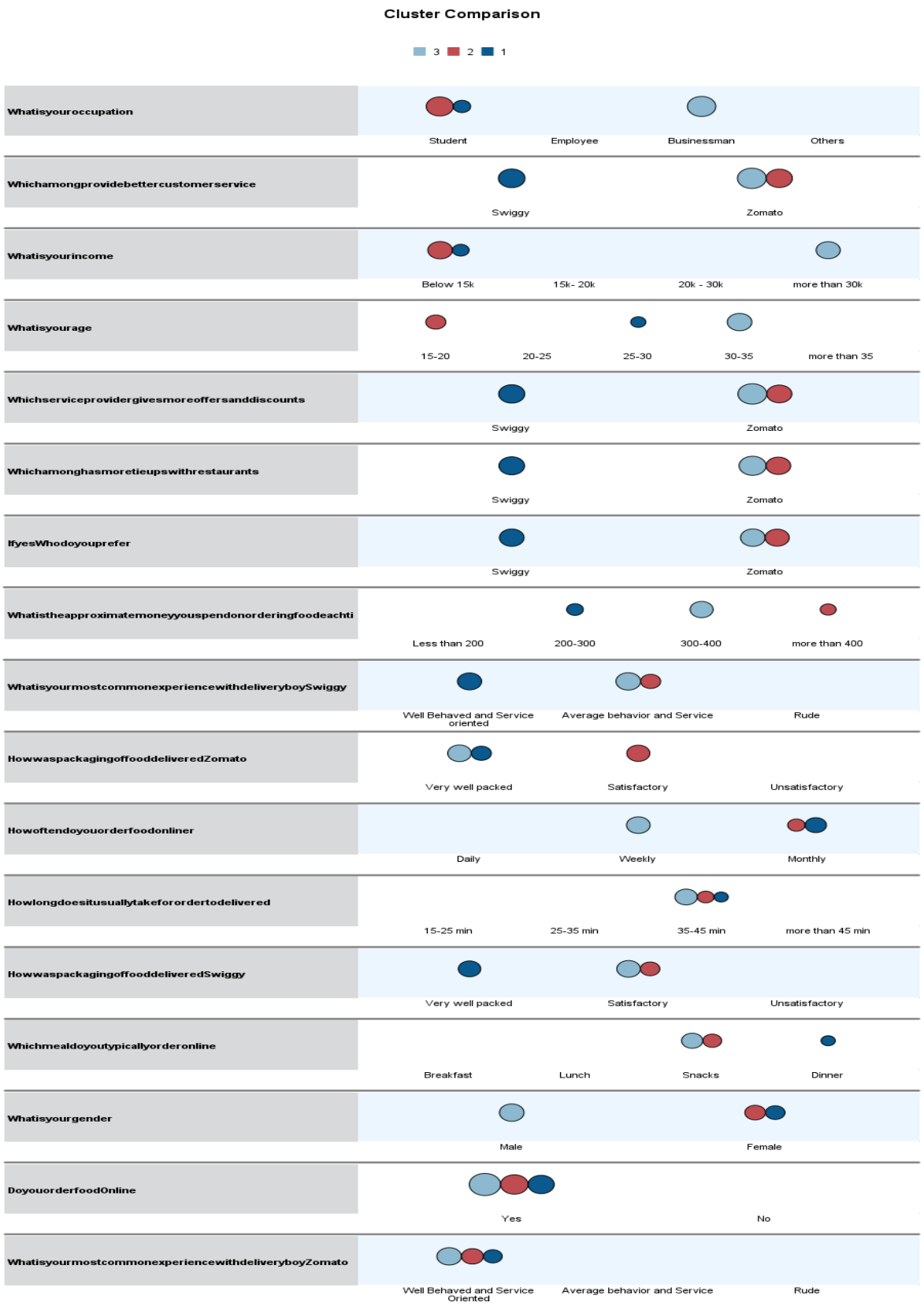
The largest cluster (40%) indicates a dominant group of service providers who share similar traits or behaviors, suggesting a common pattern within this segment.

The second cluster (32%), though slightly smaller, still represents a significant portion and likely includes service providers with distinct characteristics that set them apart from the dominant group.

The smallest cluster (28%) highlights a more niche segment, representing service providers with unique or less common behaviors or attributes.

The ratio of 1.43 between the largest and smallest clusters illustrates a noticeable difference in group size, indicating that the largest cluster significantly outweighs the smallest in terms of representation. Such distribution insights help in understanding market segmentation and tailoring services accordingly.

Cluster Comparison



The cluster comparison analysis conducted using Two-Step Cluster Analysis in SPSS revealed several noteworthy patterns and distinctions among the three identified clusters:

Occupation: Clusters 1 and 2 showed a higher concentration of students, whereas Cluster 3 predominantly consisted of businessmen, indicating a clear occupational divide across the clusters.

Service Provider Preferences: Respondents in Cluster 3 preferred Zomato, perceiving it as the better service provider, while Cluster 1 showed a clear preference for Swiggy. This reflects differing brand perceptions across user segments.

Income Levels: Participants in Clusters 1 and 2 had income levels exceeding ₹15,000, while Cluster 3 recorded a higher income bracket, around ₹30,000, suggesting a relatively more affluent group in Cluster 3.

Age Distribution: Cluster 3 emerged as the largest cluster in terms of age diversity, followed by Clusters 2 and 1. This implies that Cluster 3 contains respondents from a broader range of age groups.

Perception of Service Quality: Both Clusters 2 and 3 rated Zomato highly for service quality, including well-mannered behavior and overall satisfaction. In contrast, Cluster 1, which favored Swiggy, did not share this positive perception of Zomato.

Discounts: Swiggy was viewed as offering more discounts, especially by Cluster 1, which may explain the stronger preference for Swiggy within that group.

Spending Patterns: Clusters 2 and 3 reported an average spending of ₹400 per order, whereas Cluster 1 reported a slightly lower average of ₹300, indicating varied consumption levels among the clusters.

Customer Satisfaction: Across all clusters, Swiggy was consistently perceived as providing satisfactory service, reinforcing its positive reputation for customer experience.

Ordering Frequency: Regardless of the cluster, the majority of respondents reported ordering food on a monthly basis, suggesting a common ordering behavior pattern across all segments.

In conclusion, the Two-Step Cluster Analysis provided valuable insights into the segmentation of respondents based on key factors such as occupation, income, brand preference, spending behavior, and satisfaction levels. These findings can be instrumental in guiding targeted marketing strategies and service improvements for food deliveryplatforms.

CHAPTER: 5 FINDINGS & SUGGESTIONS

Findings

Customer Preferences

Survey results indicate a marginal preference for Zomato over Swiggy, with 51% of respondents favoring Zomato and 49% preferring Swiggy. This suggests that Zomato has secured a slightly larger share of the market. The data highlights the importance of understanding consumer preferences in a competitive food delivery landscape.

Discounts and Restaurant Partnerships

Respondents perceive Zomato to offer more frequent and attractive discounts compared to Swiggy, which may influence their choice of platform. Discounts serve as a significant driver of customer decisions, acting as a persuasive incentive. Furthermore, participants believe Zomato has stronger collaborations with restaurants, potentially providing a broader and more diverse selection of dining options. This variety may enhance customer satisfaction and preference.

Customer Service

The survey also indicates that Zomato is viewed as offering superior customer service. In the competitive food delivery sector, high-quality customer support plays a crucial role in customer retention and satisfaction. Zomato's focus on addressing customer needs efficiently may be contributing to its favorable brand perception.

Demographic Insights

Age

The average age score of respondents is 2.89, suggesting that most fall within the 25 to 35-year age group. This demographic is typically tech-savvy and comfortable with digital platforms, making them a key target audience for online food delivery services like Swiggy and Zomato.

Occupation

With a mean occupation score of 2.15, the majority of respondents are employees, students, or business professionals. These groups often have demanding schedules, leading them to rely on convenient food solutions such as online delivery. Understanding this occupational distribution can inform marketing and service design strategies.

Income

The mean income score of 2.49 reflects a typical income range of 15,000 to 30,000 units (currency). This insight is critical for crafting pricing models and promotional offers that are aligned with customers' financial capacities and expectations.

Behavioral Insights

Frequency of Food Orders

A mean score of 2.27 suggests that most respondents place food delivery orders on a monthly basis. This indicates that food delivery is viewed more as an occasional convenience rather than a daily necessity. These insights are valuable for managing logistics and shaping service expectations.

Online Ordering Habits

Respondents show a stronger tendency to order snacks online, with a mean score of 2.83. This behavior suggests an opportunity for food delivery platforms to emphasize snack options and design marketing campaigns that cater to this specific demand segment.

Spending Patterns

The average amount spent per order, with a mean score of 2.87, falls between 300 and 400 units (currency). This data provides guidance for pricing strategies, promotional planning, and curating menu options that align with customer spending behavior.

Packaging Satisfaction

With a packaging satisfaction score of 1.57, customer responses range from "satisfactory" to "well-satisfied." While packaging contributes to the overall customer experience, the survey suggests it is not a major factor in influencing preferences or platform selection.

Suggestions

1. Enhance Discounts and Promotional Strategies

To compete more effectively with Zomato, Swiggy should implement compelling discount and promotional strategies. Personalized offers, limited-time deals, and exclusive discounts can attract new users and encourage repeat orders. Launching loyalty programs and reward systems can further incentivize long-term customer engagement.

2. Strengthen Restaurant Partnerships

Swiggy should actively expand its network of restaurant partners to enhance its menu variety and appeal. Collaborating with high-quality, popular, and niche restaurants can improve the platform's culinary offerings and overall reputation.

3. Improve Customer Service

Investing in customer support training and infrastructure will enable Swiggy to deliver prompt, effective service. Addressing customer issues quickly and empathetically can boost satisfaction and foster brand loyalty. Establishing clear communication channels and customer-first policies is essential.

4. Implement Targeted Marketing Campaigns

Utilize demographic insights to develop marketing strategies tailored to the core audience, especially those aged 25–35 and in occupations such as students, employees, and entrepreneurs. Digital channels, social media, and influencer marketing should be leveraged to effectively communicate Swiggy's value proposition and unique offerings.

5. Optimize and Personalize Menu Offerings

Swiggy should continuously analyze customer preferences and purchasing behavior to refine its menu. Introducing innovative dishes, accommodating dietary preferences, and featuring local specialties can attract a broader customer base. Personalized recommendations based on past orders can improve user experience and satisfaction.

CHAPTER:6 CONCLUSION

The analysis of customer preferences, demographic insights, and cluster analysis has provided valuable insights into the characteristics, behaviours, and preferences of the surveyed population regarding food delivery platforms. These findings can be utilized to inform business strategies, enhance customer experiences, and tailor services to better align with customer expectations.

Firstly, it was observed that Zomato is slightly preferred over Swiggy by the customers, with a preference rate of 51% compared to 49%. This suggests that Zomato has been successful in capturing a slightly larger market share. Additionally, Zomato was perceived as providing better customer service, which could be a contributing factor to its higher preference rate. Moreover, Zomato was found to have more tie-ups with restaurants compared to Swiggy, indicating a potentially broader selection of dining options for customers.

The demographic insights provide a deeper understanding of the target audience. The mean age of respondents falls within the 25 to 35 years range, indicating a significant proportion of young and middle-aged individuals. This age group is often associated with higher purchasing power and a higher likelihood of using food delivery services. Therefore, businesses can focus their marketing efforts and service enhancements on this age segment. The most common occupations among respondents were employees, students, or businesspersons, highlighting potential target groups for promotional activities and partnership opportunities. The mean income value suggests that the majority of respondents have a monthly income ranging from 15,000 to 30,000 units, providing insights into their spending capacity.

The analysis of frequency of food orders revealed that respondents typically order meals on a monthly basis, indicating a regular and consistent demand for food delivery services. Furthermore, the mean value for ordering snacks online more frequently than other types of meals suggests an opportunity for businesses to expand their snack offerings and tailor promotions to cater to this specific demand.

The average amount spent on food orders falls between 300 to 400 units, providing businesses with an understanding of the typical spending patterns of customers. This information can guide pricing strategies and promotional offers to align with customer expectations and affordability. Additionally, the mean

satisfaction level for packaging indicates that customers generally find the packaging satisfactory or well-satisfied, which is a positive aspect for service providers to maintain and improve upon.

The cluster analysis revealed three distinct clusters based on various attributes. Cluster 1 had a higher proportion of students and preferred Swiggy over Zomato. This group tended to spend slightly less on average and perceived Zomato's service quality differently from the other clusters. Cluster 2 and 3 comprised individuals with higher incomes, believed Zomato provided better service, and had similar spending patterns. Cluster 3, in particular, was the largest and consisted of individuals from a wider range of age groups, suggesting a diverse customer base. These findings highlight the importance of understanding customer segments and tailoring marketing strategies and service offerings accordingly.

Based on these findings, several suggestions can be made for businesses operating in the food delivery industry. Firstly, focusing on customer service enhancements and building strong partnerships with restaurants can further enhance the customer experience and attract a larger customer base. Additionally, offering attractive discounts and promotions, especially for students who represent a significant portion of the customer base, can be an effective strategy for increasing market share. Moreover, optimizing packaging solutions to ensure customer satisfaction can contribute to a positive brand image and customer loyalty.

Here are some additional points to consider:

- Marketing Strategies: The findings suggest that businesses should adopt targeted marketing strategies to reach different customer segments effectively. By understanding the preferences, behaviours, and demographics of each cluster, companies can design specific marketing campaigns that resonate with their target audience, thereby maximizing customer engagement and retention.
- Customer Retention: Building customer loyalty and retention should be a key focus for food delivery platforms. Enhancing customer service, providing timely and accurate deliveries, and addressing customer feedback and complaints can contribute to positive customer experiences and encourage repeat orders. Additionally, offering personalized recommendations based on past orders and preferences can create a sense of personalization and foster customer loyalty.

- Expansion of Tie-Ups: Since customers value the variety and options provided by tie-ups with restaurants, businesses should actively seek partnerships with a wide range of dining establishments. This can increase the appeal of the platform and attract more customers who are looking for diverse cuisine options.
- Pricing Strategies: Understanding the spending patterns and average order amounts of different clusters can inform pricing strategies. By offering competitive prices, attractive discounts, and value-added deals, companies can entice customers and differentiate themselves from competitors. Implementing dynamic pricing models or loyalty programs can also incentivize customers to choose their platform for frequent orders.
- Continuous Improvement: Regularly gathering customer feedback and analysing customer satisfaction levels can provide insights into areas of improvement. Companies should actively seek feedback, monitor customer reviews and ratings, and make necessary adjustments to enhance the overall customer experience. This can involve refining delivery processes, streamlining the ordering interface, and maintaining consistent quality standards.
- Technological Innovations: Embracing technological advancements, such as implementing user-friendly mobile applications, incorporating artificial intelligence for personalized recommendations, and utilizing data analytics for predictive modelling, can significantly enhance the overall customer experience. By staying at the forefront of technological innovations, businesses can stay competitive and cater to evolving customer demands.
- Market Expansion: Based on the demographic insights, companies may consider expanding their services to target specific geographic areas or demographic segments that exhibit a higher demand for food delivery services. This can involve strategic partnerships, marketing campaigns, and localized promotional activities to penetrate new markets effectively. In conclusion, the findings from the analysis of customer preferences, demographic insights, and cluster analysis provide valuable guidance for businesses operating in the food delivery industry. By tailoring marketing strategies, focusing on customer retention, expanding tie-ups, implementing competitive pricing, striving for continuous improvement, embracing technological innovations, and exploring market expansion opportunities, companies can position themselves for success in a highly competitive and evolving market landscape.