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Introduction and Brief Background

In 2015, the Indian government initiated the "Start-Up India" program with a vision to build a successful startup ecosystem and promote innovation and entrepreneurship in the entire nation. The program was a huge success, opening doors to the success of hundreds of successful ventures, many of which have turned into unicorns—firms worth more than a billion dollars. According to Kashyap (2022), India is currently ranked third in the world as far as unicorns are concerned.

This expansion has further been fueled by the quick uptick in internet access and the rising internationalization of markets. Many of these unicorns are technology-based startups with a great reliance on online platforms for conducting business and reaching a broad customer base (Kumar & Ayodeji, 2020). India's boom in online business and e-commerce owes much to improved internet penetration and the continuous improvement of technological infrastructure.
According to Statista (2022), India's internet user base will be more than doubled—749 million in 2020 to over 1.5 billion by 2040. The estimation gives an idea of the huge potential for internet services in the Indian market.

The rapid rise in internet users across India, combined with a business-friendly environment, has opened the door to the development of several new industries. One of the most prominent among them is the online food delivery sector, which this paper aims to explore in detail. Online food delivery refers to a service that enables customers to place food orders through digital platforms and have their meals delivered directly to their doorstep. This system relies on technology that allows restaurants to receive and manage orders efficiently. From the convenience of their homes, Indian consumers can browse various platforms and select from a wide range of variety
Offered by restaurants. Online shopping appeals to consumers because it allows them to purchase conveniently, comfortably, and leisurely from the comfort of their own homes (Jiang et al., 2013). Likewise, online food delivery businesses have emerged as a result of urban consumers' evolving buying habits (Chai and Yat, 2019). Due to the rise in the working population and the time-constrained work-life culture in metro areas, the idea of food delivery is swiftly growing (Das and Ghose, 2019). In addition to this, the convenience the online food delivery businesses offer to their customers is an important driving factor of growth for this industry as customers get all their food delivered with a tap of a button within a span of nearly 30 minutes.

India's food delivery business in the online space is undergoing a significant change, spurred by heavy investment in recent years. As noted by *(ResearchAndMarkets.Com*, 2021),, the industry is set to experience a staggering compound annual growth rate (CAGR) of 28.94% from 2020 to 2026. The industry is set to rise from a current size of USD 4.66 billion in 2020 to an astonishing USD 21.41 billion by 2026. Such tremendous growth is set to redefine how the industry is run, ushering new innovations and business models into the industry.

As investment keeps flowing into the industry, the number of players will likely increase, making competition fiercer. That makes it imperative to know what the main success factors would be to

succeed in the Indian environment.

Currently, the market is dominated by two serious players—Zomato and Swiggy—combined, holding almost 95% of the market share. Though both businesses have comparable central services, their mobile apps vary in features and the nature of value that they provide to customers. These differences have a significant impact on customer choice and loyalty. Hence, it becomes critical for these platforms to constantly measure what propels consumer satisfaction in India and adjust their offerings to provide a better user experience

While previous studies have explored the key success factors in the online food delivery sector and have compared major players like Zomato and Swiggy, very few have focused specifically on the Indian market in its entirety. As a result, there is a noticeable gap in the available literature when it comes to understanding the unique dynamics of India's food delivery ecosystem. This paper aims to bridge that gap by identifying the critical success factors for operating in the Indian online food delivery space. It will further narrow down these factors to highlight the ones that matter most to Indian consumers—especially those that should be prioritized by new entrants with limited capital and resources.
Additionally, the study will evaluate and compare Zomato and Swiggy using these key factors, drawing insights directly from Indian consumers across various cities. The goal is to determine which platform performs better from a customer satisfaction standpoint, offering practical insights for both existing and aspiring players in the industry.

Details Of The Organisations Under Study

Zomato

Zomato was founded in 2008 by Pankaj Chaddah and Deepinder Goyal. Initially named Foodiebay, it served as a restaurant discovery site with access to restaurant addresses, online menus, food images, and user reviews. In November 2010, the site was rechristened Zomato. The firm caused a splash in 2021 when it went public, listing on the stock exchange with a solid listing that saw its share value increase by 52.63% from the issue price of ₹76.Zomato's share price was around ₹245.3

Swiggy

Swiggy, however, was established in July 2014 by Nandan Reddy, Rahul Jaimini, and Sriharsha Majety in Bengaluru. As of September 2021, the business had grown its food delivery business to more than 500 cities in India. In addition to food delivery, Swiggy has ventured into other businesses like Instamart for grocery delivery and Swiggy Genie for instant parcel delivery. Nonetheless, for the purposes of this paper, the discussion will only focus on Swiggy's food delivery business without touching on its additional service propositions.
The current share price of Swiggy Ltd is ₹321.15

Rationale

Zomato and Swiggy collectively control the Indian online food ordering market with a combined share of around 95%. Though various studies have pitted these two websites against each other in terms of consumer preference, such studies have mostly been conducted for certain cities like Ludhiana, Pune, and Rajkot. City-level studies results also stated that Zomato had a higher status in all those cities. Nonetheless, in order to ascertain if the trend is true on a larger level, this research adopts a more holistic perspective by examining people's consumption habits across various cities, as opposed to concentrating on a local location.

Moreover, while certain studies have looked at what matters to customers in the online food ordering industry, there still exists an evident lack of scholarly work within the Indian sector. This paper intends to fill that gap by determining the most important factors that Indian consumers consider when deciding between food delivery companies. These findings will be especially useful for new players in the market, enabling them to prioritize what really counts to customers—enabling them to compete and succeed even with minimal capital and resources.

Literature Review

Online Food Delivery Services

Pigatto et al. (2017) clarify that online food delivery platforms are platforms that enable ordering, payment, and tracking of orders but do not prepare food themselves. Yeo et al. (2017) classify food delivery providers into two types. The first includes physical restaurants like McDonald's, Pizza Hut, Domino's, and KFC that prepare the food and deliver it. The second type consists of online middlemen who are intermediaries, providing delivery services on behalf of a wide variety of restaurants but not participating in preparing the food themselves.

As noted by Chen and Hsieh (2017), the growing popularity of online food delivery has been much due to individuals having busier lifestyles, leaving them with less time for cooking at home or eating out. Hirschberg et al. (2016) further observe that these platforms also provide consumers with more convenience and flexibility, enabling them to navigate through menus and place orders with a vast array of restaurants from their smartphones with minimal effort.

In addition, Sethu and Saini (2016) were particularly concerned with the student population. What they discovered in their study was that students view online food delivery services as useful in terms of being able to control their time more efficiently. Having their favorite food available at any time of the day and easy access via the internet were identified as the primary driving factors for using these websites.

Comparison of Online Food Delivery Services in India from a Consumer Perspective

Khalifa (2004) highlighted that in most marketing strategies, consumer perception is very important and is usually utilized as a competitive feature. Likewise, Yang and Jun (2002) recognized that the online shopping market has developed in several stages to not only win new customers but also retain customers—mainly through providing quality products and good service. To support this argument, Zhilin (2002) emphasized that effective consumer perception survey is necessary for enhancing the quality of the service and fulfilling the needs of the customers efficiently.

In the context of India, numerous studies have been conducted to compare online food delivery websites on the parameter of customer satisfaction. But these studies are mostly confined to the individual cities, thus limiting the scope for generalization on a larger scale. For instance, Vithlani (2020) carried out a survey in Rajkot to find out what food delivery app creates more trust among its users. In her analysis from users' surveys and interpretation of data, she found that users of Zomato expressed higher degrees of satisfaction compared to Swiggy users.

Raina et al. (2019) also conducted a similar study in Ludhiana, asking 162 respondents to find out the most popular food delivery platform in Ludhiana. Their research also revealed that Zomato was more dominant than its alternatives. Similarly, Jyotishman Das (2018) has carried out research in Pune on 153 respondents. According to his research, Zomato was the most preferred platform among users, followed by Swiggy. Again, in a different study by J. Das (2018), which also centered on Pune, discovered that Zomato had more positive user opinions than those of Uber Eats, Food Panda, and Swiggy—mainly because of faster on-time deliveries and more aggressive pricing.

Factors that are Essential to Consider in Online Food Delivery Space

A few researchers have discovered that one of the most important hurdles to restaurants outsourcing delivery to third-party platforms is customers' inclination to pay extra charges for delivery. Other researchers have highlighted that the general quality of service provided by online food delivery platforms is a significant determinant of customer satisfaction. Researchers who studied in United States have found a few important drivers of the success of online food delivery businesses. These are pricing, service quality, the attitude of delivery staff, the variety of restaurants that can be ordered, delivery speed, condition of the food when it is received, online promotion offers, and real-time delivery tracking. Other studies on customer experience in Malaysia have also identified trust in the platform, customer satisfaction, and brand loyalty as key drivers in the online ordering process.

Research Gaps

As evident from the literature review, most previous studies conducted in India have focused on consumer perceptions within a single city, which limits the ability to apply their findings to a broader population. To bridge this gap, the current study will not restrict its sample to consumers from just one location. Instead, it will gather responses from individuals across multiple cities to ensure that the findings are more representative of the wider Indian population and allow for more meaningful conclusions.

Furthermore, there is a noticeable lack of comprehensive research in India that identifies the key factors influencing consumer decisions in the online food delivery sector. Most of the available studies on this topic have been conducted in countries outside India, such as Bangladesh and Malaysia, and even the few Indian studies have been restricted to specific cities. To address this issue, the present study will incorporate eight key factors previously identified in international research—namely price, service quality, behavior of delivery personnel, restaurant variety, delivery time, food condition, online promotions, and tracking services. By examining these factors through the perspective of Indian consumers, this research aims to contribute valuable insights to the existing literature and identify which aspects matter most to customers in the Indian market.

Factors to be Taken into Consideration for this Research

The study uses eight important decision-making factors, which have been outlined and derived from existing academic research on the online food delivery sector. These factors capture an overall perspective of what drives customer decisions and satisfaction levels. They havDecision Factors Used in This Study
The study uses eight important decision-making factors, which have been outlined and derived from existing academic research on the online food delivery sector. These factors capture an overall perspective of what drives customer decisions and satisfaction levels. They have been extracted based on aggregated findings from different studies in the sector, and they form a strong basis for examining consumer behavior in the Indian market.

A. Perceived Service Quality

Perceived service quality is the general impression that a customer has of the quality of a product or service. For online food delivery, it is much more than just the delivery of food. It encompasses elements like the design and usability of the mobile app—how easy it is to use, how pleasing to the eye, how fast it loads, and how intuitive it is to navigate menus or order.". Furthermore, it includes the availability and responsiveness of the customer care. If a customer experiences a delay, a lost item, or any form of dissatisfaction, how quickly and effectively the service provider addresses the situation significantly affects their perception. High perceived service quality not only enhances customer satisfaction but also has a strong impact on customer retention and loyalty in a very competitive environment.

B. Communication Skills and Behavior of Delivery Personnel

The relationship between the delivery staff and the customer also plays an important role in the customer experience. Friendly, respectful, and professional attitude among delivery staff can raise customer satisfaction, and unprofessional or rude behavior can drive away repeat business. Prompt and courteous communication—like confirming the delivery address or providing delay notice—can comfort customers and make the service

experience a more enjoyable and dependable one. Therefore, training delivery personnel in communication etiquette and customer interaction is a critical area for service improvement.

C. Availability of a Wide Range of Restaurant Choices

Customers are more likely to utilize platforms with a wide range of restaurants and cuisines. Having options makes it more likely for users to locate their favorite foods without having to change applications frequently or services. Having many choices makes not only the browsing time shorter but also improves customer satisfaction overall as it becomes more convenient. Platforms with a large network of restaurants are viewed as more useful, varied, and satisfying overall, most often.

D. Timely Order Delivery

One of the biggest advantages of online food delivery services is the time and convenience factor. Customers tend to order food anticipating its arrival within a promised time period. Delays, even due to reasons such as traffic or weather conditions, have a tendency to impact customer satisfaction in a negative manner. When a service repeatedly fails to deliver food within estimated time periods, it stands to lose its clientele. Therefore, timely delivery is extremely important in order to establish a reputation for dependability and please the customers.

E. Quality, Freshness, and Packaging of Food

The state in which the food reaches the customer's doorstep is directly responsible for forming his perception of the service. Fresh food, well-cooked to the quality that it should have, and tightly sealed packaging not only pleases the customer at that instant but also instills confidence in the service provider. Customers are more likely to reorder from sites where food reliably arrives in a healthy state. Tidy packaging, proper temperature control, and minimal spillage all contribute to a pleasant dining experience at home.

F. Competitive Pricing and Discount Offers

With the nature of the Indian market being price-sensitive, the price of food as well as discounts are key decision factors. Most customers are drawn to web platforms not only because of convenience, but also because of the value they offer in the form of promotional pricing, bundle offers, cashback, and rewards for loyalty. These incentives usually guide a customer's platform choice, especially among young users and students. Ensuring a balance between competitive prices and good service can allow food delivery platforms to keep more customers.

G. Real-Time Order Tracking and Transparency

The capability to trace one's order in real time—from preparation to dispatch and ultimate delivery—gives customers a sense of control and confidence. This capability creates

transparency and minimizes concern regarding delays or misplaced orders. Websites that leverage GPS and dynamic delivery time projections based on up-to-date traffic data are in a better position to handle customer expectations and improve satisfaction. Real-time tracking is more than a technological feature; it's a tool that fosters trust and drastically enhances the post-purchase experience.

H. Digital Promotions and Advertising Efforts

Digital promotions such as sponsored content, push messages, app banners, and email marketing campaigns have an important role in shaping consumer behavior. Periodic visibility through targeted advertising keeps a platform top of mind. Innovative and attractive marketing tactics, particularly around festivals, sporting events, or national holidays, tend to spur impulse buying and enhance app usage. Consumers are also drawn to celebrity endorsements and social media campaigns, which add to the perceived credibility and attractiveness of the brand.e been extracted based on aggregated findings from different studies in the sector, and they form a strong basis for examining consumer behavior in the Indian market.

Objectives of the Project

14 Objectives of the Study
To determine the most popular player between Swiggy and Zomato in India's online food ordering market by comparing both platforms on the basis of eight major decision factors, derived from consumer experiences and opinions.

19 To ascertain which among the eight factors are most important to Indian consumers while selecting an online food ordering service with an aim to know the consumer preferences at a deeper level.

To investigate if the relative importance attributed to certain factors involved in decision-making differs according to the nature of the city a consumer lives in—whether metropolitan, tier-1, tier-2, or smaller towns—and determine if location affects customer expectations and priorities.

Statement Of Problem

The Indian food delivery business online is today controlled by only two big players—Zomato and Swiggy—giving rise to an oligopolistic structure in the industry. This restricted competition lowers the choices for consumers and can also slow innovation in the business. With fewer options to choose from, customers are generally left with no other option but to resort to these two service providers. The absence of serious players also slows down the rate of creative development and improvement in services, impacting consumer satisfaction and participation in the process.

To solve this problem, this research seeks to gain insights that can invite new players into the food delivery industry by comparing Zomato and Swiggy's strengths and weaknesses based on a consumer's point of view. By making a thorough comparison based on eight decision factors, the study will determine which platform is better in the consumer's opinion. These results can inform the existing market leaders on how to spot the exact areas where corrective actions are required to increase customer satisfaction.

Furthermore, the research will identify the criteria that Indian customers value the most in choosing a food delivery company. This information will prove particularly useful for start-ups and emerging companies with fewer resources. By concentrating their activities on what is most essential to meeting customer needs, these new entrants into the market can enter strategically, provide effective competition, and create room for themselves without necessarily requiring huge amounts of money or numerous employees.

Finally, the study will also investigate whether the significance of these factors differentiates based on the nature of the city—like metro cities, tier-1, or townships—thereby enabling companies to tailor their services to suit regional consumer tastes better.

Scope Of the Study

This research targets a given sample population, specifically between 18 and 60 years of age. The survey was circulated electronically by email and other social media to promote wide coverage. There were 147 responses received from participants in various cities across India. Again, given the low number of responses from each city, the representation may not be fully balanced or complete at the regional level.

The study investigates eight crucial decision-making variables that affect consumer choice in the online food delivery market. Though the selection is not comprehensive, these variables have been chosen based on relevance and frequency of citation in previous

academic studies. These widely recognized factors offer a good starting point for valid comparison and interpretation, hence appropriate for the scope of this study.

Research Methodology

Research Design

The main purpose of this study is to determine the current dominating online food ordering service among Zomato and Swiggy from the Indian consumers' point of view, with respect to eight key decision-making factors. To achieve this purpose, primary data was gathered with an online survey conducted using Google Forms. The questionnaire was distributed electronically by means of email and social media sites to cover the wider population.

The survey featured a special section where the respondents had to state their favorite company—Zomato or Swiggy—for all eight factors:

Perceived Service Quality

Communication by the Delivery Person

Range of Restaurant Options

On-Time Delivery

Freshness, Cooking Quality, and Packaging of Food

Pricing and Discount Offers

Real-Time Tracking of Orders

Online Promotions and Advertising

Apart from these factor-based differences, the survey also had an additional question that asked the respondents to provide their overall judgment on which of the companies they find best at providing online food delivery. This allows the study not only to detect strengths and weaknesses in different dimensions but also the overall preference of consumers.

The answers were then examined with descriptive statistical techniques and in Microsoft Excel. Bar charts and pie charts were produced to assist in the intuitive understanding and interpretation of findings.

Objective 2: Determination of Key Decision-Making Factors

To fulfill the second research aim—to know which factors most importantly affect Indian consumers' decisions—a two-stage method was used:

Identification of Dominant Factors:
The survey questionnaire contained a 4-point Likert scale for every one of the eight decision factors. The respondents were required to rate the significance of every factor in their decision-making process using the alternatives:

1: Definitely No

2: No

3: Yes

4: Definitely Yes

The use of a 4-point scale was purposeful so that neutrality would be eliminated and respondents would be forced to make a clear choice, thereby minimizing ambiguity and maximizing the reliability of the data.

The responses were analyzed using descriptive analysis methods in Excel to see what factors are seen to have the most significant influence on the food delivery behaviors of Indian consumers online.

Analyzing Variations Based on City Types:
The research also aimed to investigate whether the importance of these core factors differed based on what type of city the respondent lives in. Respondents were grouped according to their city into three categories:

Tier 1

Tier 2

Tier 3

A cross-tabulation contingency table for each factor was produced displaying the city type (rows) against Likert-scale ratings (columns). To test whether any association between factor importance and city type is statistically significant, a Chi-Square Test of Independence was applied.

This test was conducted with a significance level of 0.05, which translates into a 95% confidence level for the outcomes. A right-tailed hypothesis test was used to ascertain whether differences in consumer preferences are statistically a function of the type of city.

Nature & Source of Information

This research draws upon both primary and secondary sources of data to achieve its objectives and ensure the credibility and comprehensiveness of its findings.

Primary Data

32 The primary data for this study has been obtained through an online survey conducted using Google Forms. The survey was carefully structured into five key sections, comprising a total of 24 close-ended questions. The design was intended to extract relevant information from the target audience while ensuring simplicity, clarity, and a smooth respondent experience.

- Section 1: Demographic Information
  This initial part of the survey gathered basic demographic details such as age, gender, city of residence, and occupation. This information was essential for segmenting respondents and understanding trends across different consumer groups.

- Section 2: Frequency of Online Food Ordering
  This section aimed to filter respondents based on their experience with online food delivery. Participants who indicated that they had never ordered food online were excluded from further sections automatically, as they did not fall within the scope of the target population for this study.

- Section 3: Preferred Applications for Food Ordering
  In this segment, respondents were asked to indicate the platforms they use for online food ordering (e.g., Zomato, Swiggy, others). This data provided valuable insights to address the first research objective—identifying the preferred food delivery platform among Indian consumers.

- Section 4: Importance of Decision-Making Factors
  This critical section focused on the eight decision-influencing factors identified through 21 secondary research. Respondents were asked to rate the importance of each factor on a 4-point Likert scale:

    - 11 1 = Definitely No
    - 2 = No

- 3 = Yes
- 4 = Definitely Yes

  The responses enabled the study to understand which factors are considered most important by consumers while choosing an online food delivery service—thus contributing directly to the second research objective.

- Section 5: Comparative Evaluation of Zomato & Swiggy

  In this final component, respondents were asked to compare Zomato and Swiggy across each of the eight factors, stating which service provider they felt performed better in each aspect. Lastly, they were asked to declare their overall preference between the two. The data obtained here directly supported the analysis for identifying the leading company in the sector.

Secondary Data

Alongside primary research, the study also made extensive use of secondary data to construct its theoretical framework and identify the decision-making factors relevant to the online food delivery industry. These secondary sources included published research articles, journals, and academic studies that focused on consumer behavior, service quality, pricing, communication, and customer satisfaction in the online food delivery context.

The eight major influencing factors—Service Quality, Delivery Communication, Restaurant Variety, Timely Delivery, Food Packaging and Freshness, Discounts and Pricing, Real-Time Tracking, and Online Promotions—were extracted from the findings of earlier scholarly work. These factors formed the backbone of the empirical part of this research and were subsequently tested on a sample of Indian consumers to evaluate their relative importance and relevance.

By integrating both primary and secondary data, this research ensures a balanced and evidence-based analysis, grounded in both consumer opinions and established academic insights.

Sample & Sampling Techniques

Sampling Details and Rationale

Data collection for this research was conducted via an internet-based survey, which was able to garner a total of 147 valid responses. This figure meets the minimum sample size requirement of 114 respondents, thus making the dataset statistically robust for purposes of analysis and interpretation.

This research is specifically aimed at Indian consumers between the ages of 18 and 60 years. The rationale for choosing this demographic is twofold. Firstly, individuals within this age bracket are typically capable of making independent decisions, especially those related to spending and

convenience services like online food delivery. Secondly, this group represents the economically active segment of the population—either earning their own income or managing personal budgets such as pocket money. Consequently, they constitute the core clientele base for the providers of food delivery services online, and hence their preferences and satisfaction levels are particularly key to the success of this research.

In order to make the findings generalisable, the research sought to obtain data from respondents in varying geographical and socio-economic backgrounds. In contrast to other research that has relied on consumers from one city, in this research, there has been a deliberate attempt to include respondents from various Indian cities spread across different states. Such a varied respondent population goes a long way in ensuring the representativeness of the study and helps in a more complete understanding of consumer beliefs and choices at the national level.

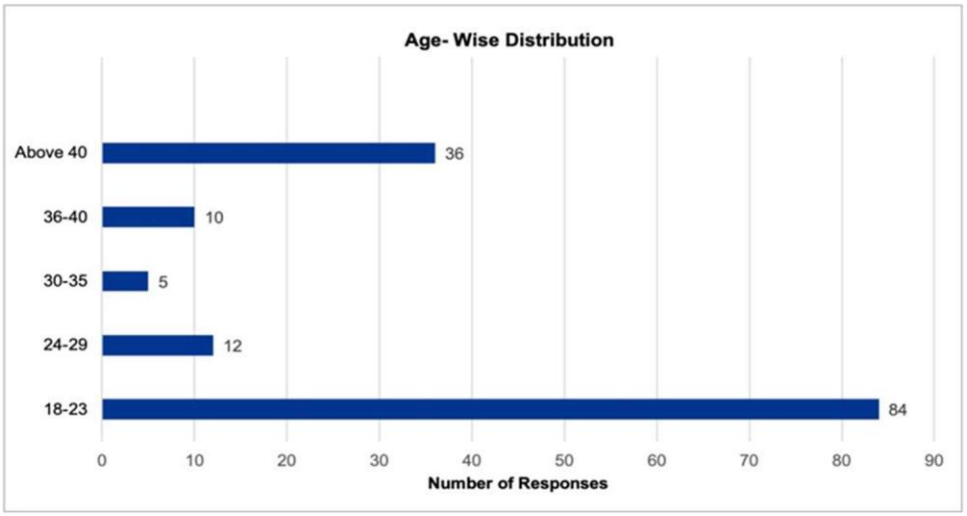
The sampling method used was non-probability convenience sampling. This was an appropriate method because it provided the researcher with access to available participants who were willing to answer. The survey was distributed mainly via online resources like email, messaging apps, and social media, providing an easy means for participants to engage at will. Engagement in the study was purely voluntary, and ethics were ensured by providing participants with the ability to opt out at any point.

In addition, a pre-screening question was also added at the start of the questionnaire in order to exclude those respondents who had never utilised an online food delivery service. Non-users were automatically skipped from completing the balance of the questionnaire, and all data collated was ensured to be relevant and in line with the research aims. By targeting only active users of these services, the research guarantees that the findings received are derived from real experience and informed opinion.

This method of sampling, although non-probabilistic, was successful in obtaining good-quality data from the target demographic and geographical spread, thus fortifying the overall validity and application of the conclusions of the study.

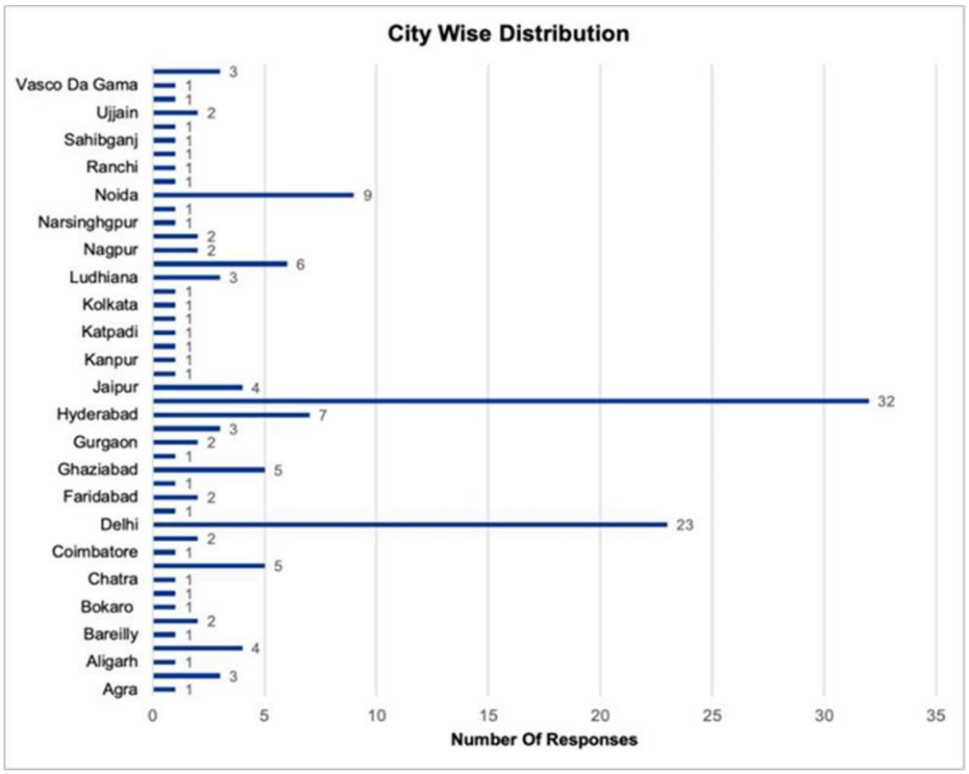
1 **Summary Of the Sample :**

1. Age Wise Distribution of The Sample Obtained

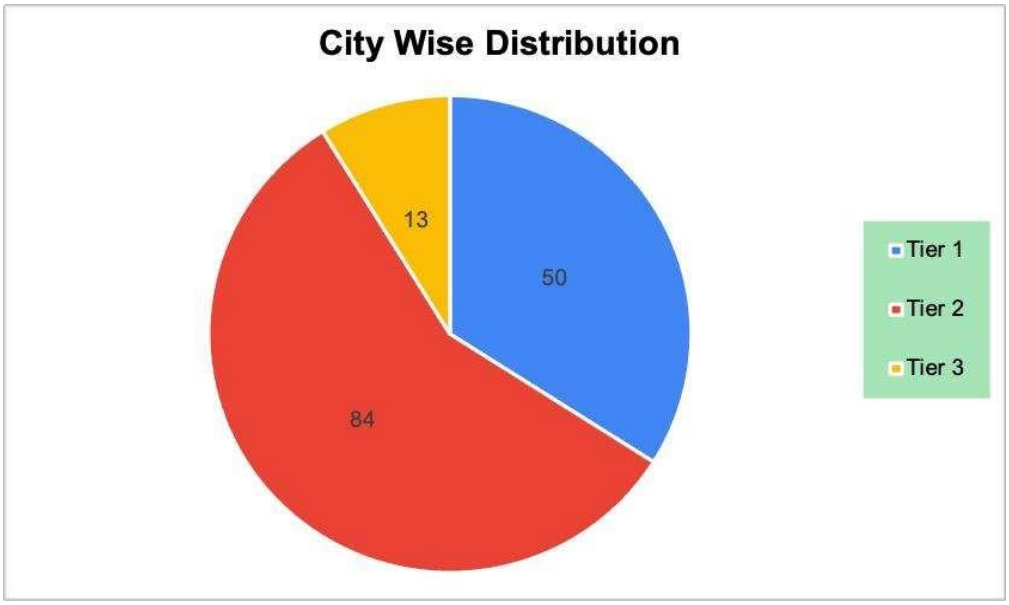


From the graph it is visible that we have 84 responses from people aged between 18-23 and 27 responses from people between the age of 24-40 and 36 responses from people above the age of 40.

2. City Wise Distribution of The Sample



**As we can see from the above graph, the city wise distribution is not equally distributed to represent all cities fairly, therefore to limit any kind of error in our analysis we have grouped all cities into the categories Tier 1, Tier 2 and Tier 3. This grouping will help us to generalise our findings for a particular type of city as the representation for types of cities is comparatively better than making a conclusion for one particular city where the representation is not at all adequate.*



Type Of Questionnaire Used & Purpose

The main objective of the current study is to comprehend Indian consumers' views on the two major online food ordering websites, Zomato and Swiggy, and also to recognize the most important variables that drive their decision-making process. To obtain this, the researcher looked into two probable methods of information gathering: qualitative and quantitative procedures.

The alternative was to use a qualitative research method, using an elaborate interview with a small sample of participants. Under this approach, the researcher would have done elaborate interviews and queried participants regarding their likings between Zomato and Swiggy and their opinions regarding the determining factors behind their decisions. This would have enabled respondents to provide their views more candidly and elaborately and offer deeper insights into consumer attitudes.

Nonetheless, there were a number of limitations to this qualitative method. Above all, it would have greatly limited the sample size to around 10-20 people because of the slow process of carrying out and analyzing interviews. The sample would be too small to represent the larger population of Indian users of online food delivery services. Moreover, qualitative answers are difficult to put into numerical form and systematically rank, which would have resulted in difficulty in objectively establishing the relative significance of the eight decision-shaping factors in a larger population. This inability to quantify also makes it harder to make definitive conclusions that can be applied generally to the broader market.

Contrarily, the research employed a quantitative research approach through a structured questionnaire administered through an online survey. The questionnaire was comprised of five

different sections that amounted to 24 close-ended questions. Each section was designed to obtain precise data required to fulfill the research goals.

Through the use of a quantitative design, the research managed to gather 147 answers from respondents across a number of Indian cities, thus having wider coverage and better generalizability of the data. Utilizing close-ended questions and a four-point Likert scale to rate the level of importance of each of the eight factors enabled the answers to be quantified and ranked easily. This allowed for easier and unbiased analysis, making it possible for the researcher to pinpoint what factors have the greatest impact on determining consumer choice between Swiggy and Zomato.

Generally, the use of a structured, quantitative survey as opposed to qualitative interviews guaranteed that the research was able to gather a broader spectrum of consumer views, provide statistically significant insights, and yield results that are not only reliable but also applicable to the wider Indian consumer population.

Tools Used for Analysis

The information collected through the online survey was analyzed chiefly with Microsoft Excel, which offered a broad platform for statistical calculations and data visualization.

In order to fulfill the first objective—identification of the better-performing firm between Swiggy and Zomato on the eight consumer decision-influencing factors—a descriptive statistical analysis was undertaken. In this analysis, summarizing and collating the data was done in order to bring out the patterns and trends. The findings were presented in the form of easy-to-understand visual aids like charts and tables, which facilitated easy comparison of the two firms along each factor and the interpretation of consumer choices accordingly.

To achieve the second goal, which was to identify the most significant factors that drive Indian consumers' decisions, descriptive statistical tests were conducted in another round. These included estimating measures like mean scores in order to grasp the average level of respondent-importance assigned to each of the eight factors. This assisted in establishing the factors' ranking based on how significant they are in the decision-making process.

Lastly, to investigate whether the significance of these important factors differs based on the nature of the city that the consumer is living in (classified as Tier 1, Tier 2, or Tier 3 cities), a Chi-Squared Test of Independence was utilized. This inferential statistical test

analyzed the correlation between the categorical variables: city classification and the extent of importance attached to the factors. To achieve this, the correct hypotheses were set, and the test was carried out at a 0.05 level of significance, which is the 95% level of confidence. Using the test results, hypotheses were accepted or rejected, thus facilitating conclusions regarding whether or not urban classification affects consumer priorities within the food delivery sector.

This blend of descriptive and inferential statistical methods offered a general framework for analyzing the survey data and drawing meaningful conclusions.

Data Handling, Statistical tools used for Data Analysis

Objective 1: A Comparison of Zomato and Swiggy on Major Factors
To identify consumer preference between Zomato and Swiggy on the basis of eight decision-factors—

Perceived Service Quality

Communication by Delivery Person

Variety of Options

On-Time Delivery

Food Freshness & Packaging

Pricing and Discounts

Real-Time Tracking

Online Promotions & Ads

—descriptive statistics were employed. Respondents evaluated their experience with both firms for every factor. Data was quantified and graphically depicted using clustered bar graphs, enabling comparative consumer preference to be clearly shown.

In addition, customer preferences were segmented by city tiers to explore how geography affected brand preference.

Objective 2: Determining the Most Powerful Decision-Making Factors
To identify which of the 8 factors Indian consumers valued most, each factor was rated on a 4-point Likert scale (1 = Definitely No, 4 = Definitely Yes). A contingency table was established, providing response frequencies for each factor over the 4 levels.

A weighted average was then determined for every factor. If the weighted average was greater than 3.0, the factor was deemed important (since 3 was "Yes" in the scale). When more than one factor exceeded this value, only the top four factors with the highest averages were chosen as the most significant in decision-making.

Objective 3: Testing Relationship Between City Tier and Importance of Factors
In order to determine whether perceived importance of the leading factors varied by city type (Tier 1, 2, 3), a Chi-Square Test of Independence was employed. This was a non-parametric test since Likert scale data is ordinal.

Individual hypotheses were developed for each of the leading factors. For each, a contingency table was set up such that:

Rows corresponded to city tiers, and

Columns corresponded to Likert scale responses (1–4) on importance.

These were referred to as Observed Frequency Tables. Using these, corresponding Expected Frequency Tables were derived using the formula:

$$\text{Expected Frequency} = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$

$$\text{Expected Frequency} = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$

The Chi-Square test is a right-tailed test. The critical value was determined from:

Degrees of Freedom (df) = (Number of Rows – 1) × (Number of Columns – 1)

Significance Level (α) = 0.05 (for a 95% confidence level)

The Chi-Square value calculated was then matched with the critical value for a Chi-Square distribution table:

If χ^2 calculated > χ^2 critical, reject the null hypothesis and conclude that there is a relationship.

If χ^2 calculated ≤ χ^2 critical, don't reject the null hypothesis and conclude there isn't a significant relationship.

This was done separately for each of the most significant factors to test whether consumer priorities differ by city tier.

The formula for finding the Calculated Value is as follows :

$$X^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

After obtaining the calculated Chi-Square value of each of the most significant factors, they are compared one by one with the critical value for their respective degrees of freedom and chosen significance level ($\alpha = 0.05$).

If the calculated Chi-Square value is equal to or smaller than the critical value, then it means that the result does not lie in the rejection region. Hence, we do not reject the null hypothesis, and it is determined that there is no statistically significant correlation between the city type and the level of significance placed on that factor by consumers with 95% confidence.

On the other hand, if the computed Chi-Square value is higher than the critical value, the outcome lies within the rejection region, and we reject the null hypothesis. This is an implication of the fact that there is a statistically significant correlation between the city type and the consumer's perception of the significance of that specific factor, with 95% confidence.

This is done for each of the key factors listed to ascertain which, if any, are significantly affected by the city tier of the respondent.

Data Interpretation and Findings

1. Comparison between Zomato & Swiggy from a Consumer Perspective

The results of the survey indicate that **Zomato emerges as the most preferred food delivery service** among the majority of respondents, as illustrated in **Figure 1-a** and **Figure 1-b**.

When consumer preferences were further analysed based on the **type of city** the respondents reside in, interesting trends were observed:

- In **Tier 2 cities**, **Zomato clearly dominates** as the preferred food delivery platform.
- In **Tier 1 cities**, **Swiggy holds a slight edge** over Zomato, suggesting a relatively higher brand preference in metropolitan regions.
- In contrast, in **Tier 3 cities**, **Zomato once again leads** slightly in terms of consumer preference.

These variations suggest that while both platforms are popular across city tiers, **Zomato enjoys stronger brand recall and consumer favourability in Tier 2 and Tier 3 cities**, whereas **Swiggy has a marginal advantage in Tier 1 urban markets** (**Figure 1-c**).

Factors	Zomato	Swiggy	Dont Know
Service Quality	61	36	25
Communication	53	33	33
Wide Range Of Restaurants	70	33	19
On Time Delivery	53	37	32
Fresh Well Cooked Food	50	33	28
Low Prices & Discounts	55	44	25
Real Time Tracking Of Delivery	57	31	31
Online Ads & Promotions	70	33	20

Fig. 1-a


Comparison Of Zomato & Swiggy Based On 8 Factors
Online Ads & Promotions
Real Time Tracking Of Delivery
Low Prices & Discounts
Fresh Well Cooked Food
On Time Delivery
Wide Range Of Restaurants
Communication
Service Quality
57%
48%
44%
45%
43%
57%
45%
50%
0%
10%
20%
30%
40%
50%
60%
70%
Dont Know
Swiggy
Zomato

Fig. 1-b

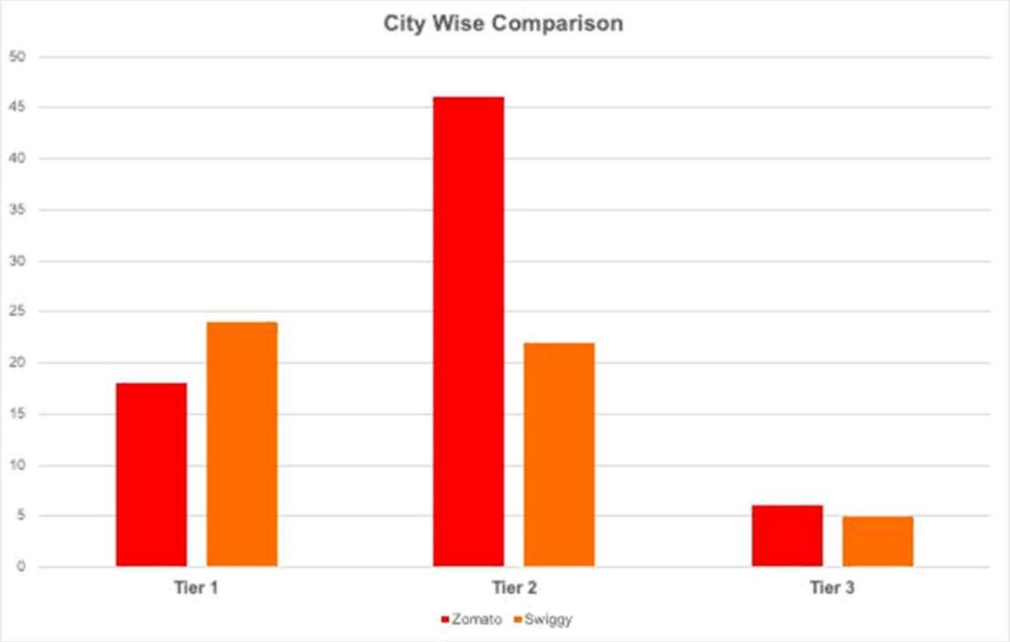


Fig. 1-c

2. Determination of the Most Important Factors to an Indian Consumer

As shown in Figure 2-a, the weighted average analysis of consumer feedback shows that all the factors—apart from "Online Promotions and Advertisements"—are considered important by Indian
consumers in selecting an online food delivery service.
In particular, the following factors registered average scores of more than 3.00 on the 4-point Likert scale
(where 3 = "Yes" and 4 = "Definitely Yes"):

- Perceived Service Quality
- Proper Flow of Communication by the Delivery Person
- Wide Range of Options
- On-Time Delivery
- Fresh, Well-Cooked & Well-Packaged Food
- Price and Discounts Offered

Real-Time Tracking of DeliveryThe sole dimension with an average score lower than 3.00 was
Online Promotions and Advertisements, which registered an average of 2.70, which means that it is not
viewed as of particular significance by the majority of the respondents.
Thus, reasonably, it can be stated that Indian consumers attach great value to functional, service-related
aspects of food delivery, and not on marketing or promotional
campaigns. Such an understanding is important to organizations such as Zomato and Swiggy when planning their
service provision and consumer interaction strategies

Factors	Definitely No	No	Yes	Definitely Yes	Average
	1	2	3	4	
Service Quality	1	2	33	107	3.72
Communication	2	7	56	78	3.47
Wide Range Of Restaurants	2	9	56	76	3.44
On Time Delivery	1	4	27	111	3.73
Fresh Well Cooked Food	0	2	14	127	3.87
Low Prices & Discounts	4	14	55	70	3.34
Real Time Tracking Of Delivery	3	8	45	87	3.51
Online Ads & Promotions	13	45	57	28	2.70

Fig. 2-a

Upon further analysis of the weighted average scores (as shown in Figure 2-b), it is evident that the following four factors are deemed absolutely crucial by Indian consumers when choosing an online food delivery platform:

- Perceived Service Quality
- On-Time Delivery
- Fresh, Well-Cooked & Well-Packaged Food
- Real-Time Tracking of Delivery

These four factors recorded the highest average values, indicating that they play a pivotal role in shaping consumer preferences and decision-making.

On the other hand, although still considered important (as they scored above the threshold value of 3.00), the following factors are found to be relatively less critical to Indian consumers:

- Proper Flow of Communication by the Delivery Person
- Wide Range of Options
- Price and Discounts Offered

This distinction between core service-related attributes and supplementary conveniences offers valuable insight into the priorities of Indian food delivery app users. It suggests that while affordability and variety matter, service reliability and food quality are the foremost considerations for the majority of consumers.

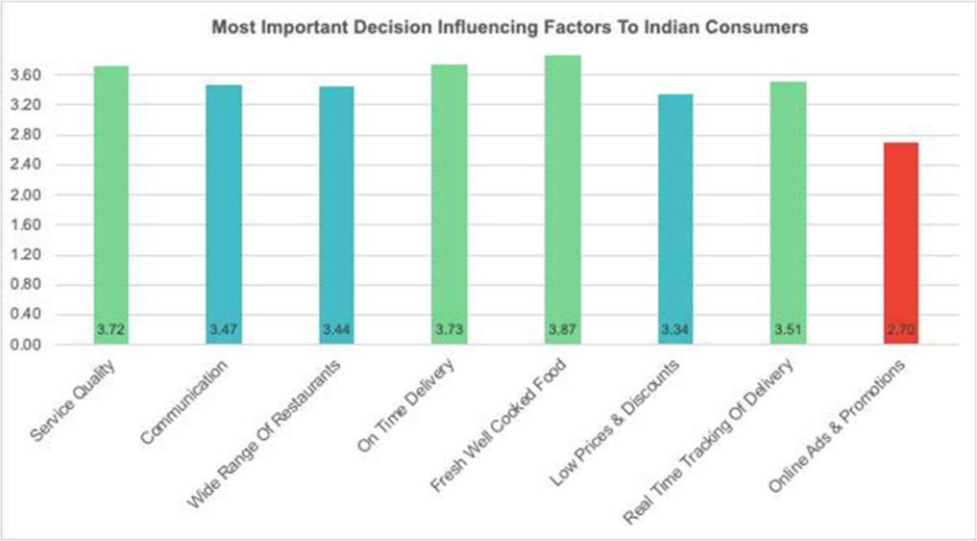


Fig. 2-b

3. Relationship between Important Factors and Type of City

As found in the last section, the five most significant factors that affect Indian consumers' selection of online food ordering services are: Perceived Service Quality, On-Time Delivery, Fresh, Well-Cooked & Well-Packaged Food, and Real-Time Tracking of Delivery. In order to determine if the importance placed on each of the factors is affected by what type of city consumers belong to, a Chi-Square Test of Independence was performed for each factor separately.

Factor 1: Perceived Service Quality
Null Hypothesis (H_0): The significance of Perceived Service Quality is unaffected by the type of city the consumer lives in.

Alternative Hypothesis (H_a): The significance of Perceived Service Quality is affected by the type of city the consumer lives in.

From the analysis (see Fig. 3-1-a, Fig. 3-1-b, and Fig. 3-1-c), the computed Chi-Square value = 5.103, lower than the critical value of 12.592 at a confidence level of 95%. This means that the test statistic is outside the rejection region. Thus, we are unable to reject the null hypothesis, implying that the perceived significance of Service Quality does not vary significantly depending on the type of city (Tier 1, Tier 2, or Tier 3) the consumer belongs to.

Observed Frequency Table

Type Of City	Definitely No	No	Yes	Definitely Yes	Row Total
	1	2	3	4	
Tier 1	0	1	7	42	50
Tier 2	1	1	22	58	82
Tier 3	0	0	4	7	11
Column Total	1	2	33	107	143

Fig. 3-1-a

Expected Frequency Table

Type Of City	Definitely No	No	Yes	Definitely Yes	Row Total
	1	2	3	4	
Tier 1	0.3	0.7	11.5	37.4	50.0
Tier 2	0.6	1.1	18.9	61.4	82.0
Tier 3	0.1	0.2	2.5	8.2	11.0
Column Total	1	2.0	33.0	107.0	143

Fig. 3-1-b

Other Variables

Degree Of Freedom	6
Significance Level	0.05
Critical Value	12.592
Calculated Chi Sq Value	5.103

Fig. 3-1-c

Factor 2 - On Time Delivery

Null Hypothesis (H_0): The significance of On-Time Delivery is unaffected by the city type the consumer lives in.

Alternative Hypothesis (H_a): The significance of On-Time Delivery is subject to the city type the consumer lives in.

Based on the analysis shown in Fig. 3-2-a, Fig. 3-2-b, and Fig. 3-2-c, the Chi-Square calculated value is 2.072, which is lower than the critical value of 12.592 at the 95% confidence level. This indicates the test statistic is outside the rejection region. Therefore, the null hypothesis cannot be rejected, which means that the importance perceived for On-Time Delivery is not significantly different among various tiers of cities.

1

Observed Frequency Table

Type Of City	Definitely No	No	Yes	Definitely Yes	Row Total
	1	2	3	4	
Tier 1	0	2	8	40	50
Tier 2	1	2	16	63	82
Tier 3	0	0	3	8	11
Column Total	1	4	27	111	143

Fig. 3-2-a

Expected Frequency Table

Type Of City	Definitely No	No	Yes	Definitely Yes	Row Total
	1	2	3	4	
Tier 1	0.3	1.4	9.4	38.8	50.0
Tier 2	0.6	2.3	15.5	63.7	82.0
Tier 3	0.1	0.3	2.1	8.5	11.0
Column Total	1	4.0	27.0	111.0	143

Fig. 3-2-b

Other Variables

Degree Of Freedom	6
Significance Level	0.05
Critical Value	12.592
Calculated Chi Sq Value	2.072

Fig. 3-2-c

Factor 3 - Fresh, Well Cooked & Well Packaged Food

Null Hypothesis (H_0): The relevance of Fresh, Well Cooked & Well Packaged Food does not depend upon the consumer belonging to what type of city.

Alternative Hypothesis (H_a): The relevance of Fresh, Well Cooked & Well Packaged Food depends upon the consumer belonging to what type of city.

From the data presented in Fig. 3-3-a, Fig. 3-3-b, and Fig. 3-3-c, the calculated Chi-Square value is 2.570, which is below the critical value of 9.488 for a 95% confidence level. It shows that the test statistic is not within the rejection region. Thus, the null hypothesis cannot be rejected and it indicates that the significance of fresh, well-cooked, and well-packaged food is not significantly affected by the type of city.

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Observed Frequency Table

Type Of City	No	Yes	Definitely Yes	Row Total
	2	3	4	
Tier 1	0	4	46	50
Tier 2	2	8	72	82
Tier 3	0	2	9	11
Column Total	2	14	127	143

Fig. 3-3-a

Expected Frequency Table

Type Of City	No	Yes	Definitely Yes	Row Total
	2	3	4	
Tier 1	0.7	4.9	44.4	50
Tier 2	1.1	8.0	72.8	82
Tier 3	0.2	1.1	9.8	11
Column Total	2	14	127	143

Fig. 3-3-b

* The next factor is an exception in constructing contingency tables since none of the respondentsvresponded with "Definitely No" for this factor when requested the significance of Fresh, Well Cooked & Properly Packaged Food. This indicates that the column of "Definitely No" is blank for this factor and accordingly while constructing the contingency table for this factor the first column has been neglected.

Other Variables

Degree Of Freedom	4
Significance Level	0.05
Critical Value	9.488
Calculated Chi Sq Value	2.570

Fig 3-3-c

Factor 4 - Real Time Tracking of Delivery

Null Hypothesis (H_0): The significance of Real Time Tracking of Delivery does not depend on the category of city the consumer is from.

Alternative Hypothesis (H_a): The significance of Real Time Tracking of Delivery does depend on the category of city the consumer is from.

As evident from Fig. 3-4-a, Fig. 3-4-b, and Fig. 3-4-c, the obtained Chi-Square value is 1.888, which is less than the critical value of 12.592 at a confidence level of 95%. This shows that the calculated value is not in the rejection region. Therefore, the null hypothesis cannot be rejected, meaning that the perceived significance of real-time tracking is not significantly associated with the type of city where the consumer is staying

.

1

Observed Frequency Table

Type Of City	Definitely No	No	Yes	Definitely Yes	Row Total
	1	2	3	4	
Tier 1	1	2	17	30	50
Tier 2	2	6	24	50	82
Tier 3	0	0	4	7	11
Column Total	3	8	45	87	143

Fig. 3-4-a

Expected Frequency Table

Type Of City	Definitely No	No	Yes	Definitely Yes	Row Total
	1	2	3	4	
Tier 1	1.0	2.8	15.7	30.4	50.0
Tier 2	1.7	4.6	25.8	49.9	82.0
Tier 3	0.2	0.6	3.5	6.7	11.0
Column Total	3	8.0	45.0	87.0	143

Fig. 3-4-b

Other Variables

Degree Of Freedom	6
Significance Level	0.05
Critical Value	12.592
Calculated Chi Sq Value	1.888

Fig 3-4-c

Considering the results of the tests on all the 4 factors we can conclude that because all the Calculated Chi Squared values fall outside the rejection region, hence at a confidence level of 95% it can be said that the level of significance of the 4 factors being examined does not depend on the type of city the consumer belongs to.Considering the results of the tests on all the 4 factors we can conclude that because all the Calculated Chi Squared values fall outside the rejection region, hence at a confidence level of 95% it can be said that the level of significance of the 4 factors being examined does not depend on the type of city the consumer belongs to.

Findings

Contribution to the Existing Literature
This study has several important contributions to the existing literature, especially in the Indian context. In contrast to several earlier studies that looked at consumer preferences for food delivery services in one city, this study extends the scope as it includes consumers from 46 cities in India, divided into Tier 1, Tier 2, and Tier 3 cities. This broader geographical base offers a more complete picture of consumer behavior and attitudes in the Indian market with its diversity.

The research specifically contrasts two of the leading players in India's online food ordering market—Zomato and Swiggy—according to eight factors that drive customer choice: Perceived Service Quality, Adequate Flow of Communication by the Delivery Executive, Complete Set of Choices, Timely Delivery, Fresh, Well Cooked & Properly Packaged Food, Price and Amount of Discounts Provided, Real-Time Delivery Tracking, and Online Advertisements & Offers. The results indicate that most Indian consumers of these cities regard Zomato as the overall better choice when compared on these terms.

In a surprising twist, the preference differs according to the city tier. Zomato is preferred by consumers from Tier 2 and Tier 3 cities, while Tier 1 city dwellers like Mumbai, New Delhi, and Chennai prefer Swiggy marginally. Such a subtle observation about city-tier preferences presents a new aspect of the study, and the regional differences that can be useful for food delivery market strategists and marketers are brought into focus.

Another significant contribution of this research is that it analyzes what factors Indian consumers think are most relevant when choosing a food delivery service. Past studies on this issue either dealt with particular cities in India or were carried out globally and, therefore, were less relevant to the Indian market's specifics. By testing eight well-chosen factors on a broad sample drawn from several cities, this study isolates the most significant factors that actually decide Indian consumers. The most significant four factors detected are: Perceived Service Quality, On-Time Delivery, Fresh, Well Cooked & Well Packaged Food, and Real-Time Tracking of Delivery. On the other hand, Online Promotions and Advertisements were detected as the least significant factor affecting consumers' decision-making processes.

Lastly, this study also examines if the relative importance of these critical factors changes with the nature of the city that a consumer lives in. The results indicate that the relative importance assigned to all four significant factors is the same in Tier 1, Tier 2, and Tier 3 cities. This reflects that no matter the level of urbanization or size of city, these attributes have universal relevance to Indian consumers when it comes to online food ordering. This piece of information supports the fact that firms need to focus on these aspects in their offerings so that they can attract customers widely across the nation.

In total, this research offers India-relevant insights through the use of a large, geographically representative sample and applying strong analytical methods. It fills gaps in existing literature by overcoming localized research and global assumptions, providing a precise and comprehensive explanation of consumer priorities and preferences in India's fast-changing food delivery space.

Managerial Implications

The results of this research clearly show that Zomato is the most popular food ordering website among consumers when compared on all eight factors that were taken into account in the study. This presents a valuable opportunity for Swiggy: in order to capture a greater market share, Swiggy needs to redouble its efforts to excel on these critical dimensions. By concentrating on delivering better service quality, communication, variety, timely delivery, freshness of food and packaging, pricing, tracking in real time, and promotional strategies, Swiggy can increase its competitiveness and compete with Zomato's existing monopoly.

Conversely, Zomato needs to focus special efforts on customers in Tier 1 cities like Mumbai, Delhi, and Chennai, where Swiggy has a marginal lead. Enhancing its traction in these cities will enable Zomato to entrench and perhaps increase its market leadership in some of India's most significant metropolitan clusters.

At the moment, Indian food delivery is dominated by these two behemoths—Zomato and Swiggy—and has formed an oligopoly that restricts customer choice. For industry health and dynamism, it is critical that new entrants come into the market. The entry of new competition would spur innovation and propel the existing players to keep their services, pricing strategies, and customer experience under constant improvement. This competition would ultimately serve consumers, who would enjoy a greater choice and possibly better pricing and service.

For any new business planning to make a mark in the food delivery segment, the study offers clear direction on where efforts must be directed first. The most important considerations that Indian consumers value and simply will not tolerate compromise on are: Perceived Service Quality, On-Time Delivery, Fresh, Well Cooked & Well Packaged Food, and Real-Time Tracking of Delivery. Giving these considerations priority would enable new entrants to gain credibility and win loyal customers in a very competitive marketplace.

Finally, this research brings out a significant observation concerning consumer preference in various types of cities. There is no big difference in the significance given to these major considerations between Tier 1, Tier 2, or Tier 3 cities. This indicates that businesses can follow a common, PAN India strategy in prioritizing these core areas to meet the requirements of consumers all over the country. Recognizing that these drivers are of universal significance irrespective of the geospatial context enables companies to create uniform service standards and marketing campaigns that speak widely to Indian consumers.

Overall, the results present actionable advice not just for the existing market leaders but also for any upstart companies looking to leave a mark in the Indian online food ordering market.

Recommendations

With the findings of this study in mind, it is highly suggested that newly arriving companies in the Indian food delivery industry focus their early attention on four priorities: Service Quality, On-Time Delivery, Fresh, Well-Cooked & Well-Packaged Food, and Real-Time Delivery Tracking. These have emerged as the most important for Indian consumers, and they will not settle for anything less in terms of these when selecting a food delivery business.

Although it is a fact that all the eight factors researched in this study are vital to the overall success and competitiveness of an eating out business, newcomers usually have limited resources and cannot spare resources on every aspect simultaneously. Thus, focusing on these four vital areas initially will establish a sound foundation, gain consumer confidence, and develop a loyal customer base.

After these key components are well fixed, businesses can then increasingly enhance and include the other factors like food variety, communication by delivery staff, prices and discounts, and web-based promotions and advertising, which also have significant contributions to making customers more satisfied and expanding market share.

By effectively prioritizing these areas, new food delivery companies will be in a stronger position to effectively compete in India's vibrant and expanding market, providing consumers the quality and reliability they most highly prize.

Limitations Of the Paper

Although this study provides useful information regarding Indian online food delivery consumer preferences, there are some limitations that need to be considered.

First, the sample of 147 respondents, aged between 18 and 60 years, from 46 cities might not be representative of the overall Indian population of internet food delivery users. Though this sample will give a good directional insight, it cannot be generalized to all Indian consumers in India with absolute precision.

Secondly, there is an uneven age distribution among the respondents, with a significant majority (84 out of 147) belonging to the younger age group of 18-24 years. This concentration means that the perspectives of older age groups are less prominently reflected in the results, which could influence the overall findings.

Third, although the research samples participants from 46 individual cities classified into Tier 1, Tier 2, and Tier 3 cities, it doesn't cover all cities or states in India. This restricts the depth of understanding into consumer sentiments across the entire geographic diversity of India.

Finally, the research is concentrated on eight most important business criteria applicable to consumer decisions, based on secondary research conducted earlier. Still, business in the online food ordering industry is a wider sphere with numerous other factors not addressed in this study. Nevertheless, the selected parameters are well known as core drivers of consumer decisions and provide a good basis for interpreting customer preferences.

These constraints indicate that although the results are very informative, larger and more diverse samples would assist in creating a better picture of consumer behavior in India.

Summary & Conclusion

This study aimed to determine the most popular online food ordering business in India from the buyer's side. Since Zomato and Swiggy collectively own approximately 95% of the market,

the research centered on comparing these two giants. Aside from determining the most used platform, this research also sought to learn the most important factors driving Indian buyers when selecting an online food ordering service. Eight significant factors were studied: Perceived Service Quality, Smooth Flow of Communication by the Delivery Person, Extensive Range of Options, On-Time Delivery, Fresh, Well-Cooked & Well-Packaged Food, Price and Discounts Provided, Real-Time Tracking of Delivery, and Online Promotions & Advertisements.

The other significant factor of this study was to examine if the significance given to these parameters differed based on the city type where the consumer resided — classified as Tier 1, Tier 2, and Tier 3 cities. For these purposes, a formal questionnaire was distributed among the respondents belonging to the age group of 18-60 years, covering 46 cities in India. This extensive geographical reach served to give a wider and more representative picture of customer choices in different urban and semi-urban regions.

Data analysis indicated that, in general, Zomato was the most popular food ordering platform among the respondents, beating Swiggy on all eight dimensions researched. This indicates that as of 2022, Zomato is competitive in the Indian online food ordering space.

When it came to determining the most important factors affecting consumers' choices, four stood out strongly: Service Quality, On-Time Delivery, Freshness with Well-Cooked and Well-Packaged Food, and Real-Time Delivery Tracking. These were considered non-negotiable factors that have a significant impact on consumer satisfaction and loyalty.

Lastly, the research probed whether the significance of these vital drivers varied according to the consumer's city category. The findings indicated that the importance of these four pivotal drivers remained uniform, irrespective of whether the consumer hailed from a Tier 1, Tier 2, or Tier 3 city. This implies that these priorities are universally significant to Indian consumers throughout the country's heterogeneous urban scenario.

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