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Research Paper

A Study On Micro Analysis towards Swiggy Online Services

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Abstract

Web assumes bit by bit a more pivotal part to associate data and individuals, the Pressure has kept on ascending on business sectors which have effectively utilized on the web administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their centre from general physical retailing to new organizations like electronic retailing or e-retailing. Electronic shopping offers the best worth, extraordinary things and absolutely basic shopping. The achievement of any e-tailor association in India is reliant upon its commonness. Online shopping has obtained importance in the high level business environment. The headway of web shopping for food has opened the doorway of a chance to give a high ground over firms. Online shopping has filled in noticeable quality throughout the span of the years basically as people imagine that it's fitting for the comfort of their home or workplace. In the new past, the web keeps a significant spot inside monetary activities. As of now-a-days individuals show their benefit on the web. So this study attempts to inspect MICRO ANALYSIS TOWARDS SWIGGY ONLINE SERVICES IN HYDERABAD.

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I.INTRODUCTION

MICRO ANALYSIS is defined as “A measurement that determines how happy customers are with a company’s products, services, and capabilities.” MICRO ANALYSIS data, including overviews and evaluations, can assist an organization with deciding how to best improve or changes its items and administrations. Consumer loyalty is viewed as a key execution marker inside business and is regularly important for a Balanced Scorecard. In a serious commercial centre where organizations vie for clients, consumer loyalty is viewed as a key differentiator and progressively has become a vital component of business technique. Consumer loyalty is measure a significant dynamic. At the point when a brand has steadfast clients, it acquires positive informal promoting, which is both free and exceptionally viable." Therefore, it is fundamental for organizations to successfully oversee consumer loyalty. To be capable do this, organizations need dependable and delegate proportions of fulfilment. "In exploring fulfilment, firms by and large find out if their item or administration has met or surpassed assumptions. Subsequently, assumptions are a vital factor behind fulfilment. At the point when clients have elevated requirements and the truth misses the mark, they will

be baffled and will probably rate their experience as not exactly fulfilling. Web is changing the manner in which shoppers shop and purchase products and enterprises, and has quickly advanced into a worldwide wonder. In the course of the most recent twenty years, the Indian online business area has seen fast development. Expanding web accessibility and cell phone infiltration are the two primary drivers of this development. Additionally, developing agreeableness of online instalments and ideal socioeconomics has changed the manner in which organizations impart, connect and work with clients. It has changed the way the Indian online business area works. As the Internet assumes steadily a more pivotal part to associate data and individuals, the pressing factor has kept on ascending on business sectors which have effectively utilized online administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their concentration from general physical retailing to new arrangements, for example, electronic retailing or e-following. Notwithstanding the huge capability of the E-business market, the Internet gives a novel chance to

organizations to all the more proficiently arrive at existing and expected clients. Albeit the vast majority of the income of online exchanges comes from business-to-business trade, the specialists of business-to-purchaser trade ought not lose certainty. It has been over 10 years since business-to-purchaser E- trade previously advanced. Researchers and specialists of electronic trade continually endeavour to acquire an improved knowledge into buyer fulfilments in the internet. Alongside the advancement of E-retailing, scientists keep on clarifying E-shoppers fulfilments from alternate points of views.

Definition:

Micro analysis refers to a detailed and systematic evaluation of specific aspects of a service, product, or process at a granular level to understand consumer behavior, service quality, and operational efficiency. In the context of Swiggy, micro analysis involves studying customer preferences, service delivery time, user satisfaction, pricing strategies, app usability, promotional offers, and customer support. It enables organizations to identify strengths, weaknesses, opportunities, and challenges within their service delivery process to enhance customer experience

and remain competitive in the online food delivery industry.

Research Problem:

With the rapid growth of online food delivery platforms in India, Swiggy has emerged as a leading player. However, the sector faces challenges such as increasing customer expectations, competition from rivals like Zomato, high delivery costs, complaints about delays, inconsistent food quality, and pricing issues. Despite Swiggy's market presence, there is limited micro-level research that critically examines its service efficiency, customer satisfaction, and retention strategies. The problem lies in identifying how Swiggy can optimize its operations, address customer grievances effectively, and ensure sustainable growth in a highly competitive market. Hence, the study aims to conduct a micro analysis of Swiggy's online services to highlight performance gaps and propose actionable improvements.

Research Methodology:**Descriptive Research Design**

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive

research is all about describing people who take part in the study.

SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data. Primary Data – Questionnaire given to 100 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

ANALYTICAL TOOLS

Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

II.LITERATURE REVIEW

Jyotishman Das (2025) in his research paper entitle “Consumer perception towards ‘online food ordering and delivery services’: An empirical study” objective of the study to know how online food delivery services are perceived by the consumers. To achieve this objective data has been collected from different areas of pune from the restaurant customer to know their view. four parameter taken into consideration for analysis using positioning study (perpetual mapping).The findings of the study reveals Rewards & Cash backs influences more. Most preferred online food delivery service provider is Zomato followed by Swiggy. The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family. Mrs I.Karthika, Miss. A.Manojanaranjani (2024) in their article “A Study on the various food ordering apps based on consumer

preference” The objective of the study is rank ordering food apps based on consumer preference. The study was based on primary and secondary data. Primary data through interview schedule 234 samples were selected from purposive buyer and 234 samples from impulsive buyer as sample size. The tools used for the analysis is ranking according to preferences of consumer. The finding of the study shows the first preference is given by the consumer is swiggy

Suryadev Singh Rathore & Mahik Chaudhary (2022) in their article “Consumer's Perception on Online Food Ordering” The objective of the study is identity factors influencing the consumer to order food online and consumer preferences on online food ordering services provider. To achieve this objective an online survey was used to collect the data for this study. The survey was done mostly on the students of Indore (M.P).The finding of the study reveals that price of the product, discounts and special offers most influencing factor on online food ordering. Second influencing factor is the convenience the next most influencing factor is on-time delivery. The most of the respondents has

preferred Uber eats as their service provider.

Seema Gopichand, Hariramani (August 2021) Conducted a study on the topic “Consumer Perception about online shopping in India.” Her major findings were that maximum number of internet users are aged below 25 and have income of 15000- 25000. And the Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ernakulam City Aparna Anib, Gayathri.A., Shabu K.R. Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with special reference to Ernakulam City 792 Published By: Blue Eyes Intelligence Engineering Retrieval Number: F60960486S19\19©BEIESP & Sciences Publication factor for shopping online is the quality, ease of accessibility, customer care, website policy. The study also reveals that convenience, time savings and reasonable price also tends the consumers to buy through online

S.Kamakshi (September 2016) Conducted a Study on the topic “Consumer Perception and behaviour towards fast food a study with reference to Chennai city.” The major findings were that consumer of fast food are

health conscious and they do not have emotional attachment for fast food products. And the consumers consume fast food not only because of the taste, price, offers, and discounts rather they consider the Quality, health and hygiene factors of the fast food

Kashyap, Radha (April 2017) has Conducted a study on the topic “Consumer Perception towards online shopping for apparel through various websites.” Their findings were the shopping behaviour varies with respect to the age, gender, occupation, income, marital status. It also indicates that lack of information such as description of Product, return policy are major drawback for online shopping websites.

Kalaiselvi.T. (October 2014) has conducted a study on the topic “Buying behaviour of consumer towards selected white goods.” The major findings of her are the manufacturing to be successful, they have to concentrate more on Product, its attributes, quality, their design, and the technology. They have to make sure that they are providing a good showroom ambience with courteous of employees and varieties of brands. And they also have to make sure that manufacturers and dealers work in a team for a successful brand in market.

Murugupandian.R. (2015) has conducted a study on “Consumer satisfaction towards coke soft drinks in Nagapattinam district Tamil Nadu.” Its findings are that the royalty of brand is based on the demographic background of consumers. The royalty of Consumer purpose is high and so that their strength and expectation will be the maximum.

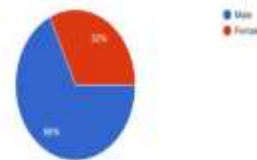
Shilpa Goyal (August 2014) has conducted a study on “Comparative study on consumer behaviour of working women and homemakers for the ready to eat food products in Salem city.” It is found out from the study that consumer preferring for a particular food product is obviously influenced by the product and the surrounding in which it is being manufactured and also the lifestyle of the consumers. When the consumer prefer for ready to eat food products they are expecting the best quality and this is also the main consideration for the manufacturers and marketers .The marketer has to fulfil all the needs and wants of the consumers so in order to achieve this he would be conducting a detailed market research in order to bring some innovation in the product such that it catches the eyes of the consumer and thereby they can increase the demand for the product.

Kumaran .M. (November 2017) has conducted a study on “Perception towards online shopping an Empirical study with respect to Indian buyers.” This research deals with E-marketing researches concerning the factors which affects consumer perception towards online purchasing experiences, this research dealt with the perceived risks, web site role, domain specific innovativeness, subjective norms, Attitude, perceived

18-28 age of respondents are 28%, between 28-38 age of respondents 34%, between 38-48 age of respondents are 18%, between 48-58 age of respondents are 12%, 58 and above age of respondents are 2%

S.NO	PARTICULARS	NO RESPONDENTS	OFFPERCENTAGE
1	Male	68	68%
2	Female	32	32%
TOTAL		100	100.00%

Source: Primary data

Gender
100 responses

Interpretation:

From the above table it is interpreted that the number of male respondent is 68% and female respondent is 32%.

III.DATA ANALYSIS AND INTERPRETATION

S.NO	PARTICULARS	NO RESPONDENTS	OFFPERCENTAGE
1	Below 18	6	6.00
2	18-28	28	28.00
3	28-38	34	34.00
4	38-48	18	18.00
5	48-58	12	12.00
6	58 AND above	2	2.00
TOTAL		100	100.00

Source: Primary data

What is your age ?
100 responses

Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents are 6%, between

S.NO	PARTICULARS	NO RESPONDENTS	OFFPERCENTAGE
1	Breakfast	25	25%
2	Lunch	27	28.1%
3	Snacks	33	33.3%
4	Dinner	25	27.1%
TOTAL		100	100%

Source: Primary data

A. Which meal you typically order in Swiggy ?
100 responses

INTERPRETATION:

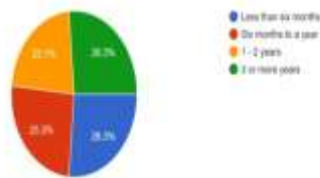
From the above table it is interpreted that 25% of the respondents are ordering

Breakfast, 27% of the respondents are ordering Lunch, 18% of the respondents are ordering snacks, and 26% of the respondents are ordering Dinner.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Less than six months	26	26.3%
2	Six months to a year	24	25.3%
3	1 - 2 years	21	41.00
4	3 or more years	25	18.00
TOTAL		100	100.00

Source: Primary data

5. How long have you been a swiggy customer ?
(10 responses)



INTERPRETATION:

From the above table it is interpreted that 26% of the respondents are Less than six months , 25% of the respondents are six months to a year, 22% of the respondents are 1-2years, 26% of the respondents are 3 – or more year been a swiggy customer.

IV.FINDINGS

1. Majority (34%) of the respondents are age between 28-38 years,the next highest is (28%) and they belong to 18-28, after that comes (18%) of the respondents are between 38-48, (12%) belongs to 48-58 and the remaining (6%) of the

respondents lies in the age of 58 above .

2. Majority (68%) of the respondents are Male and the remaining (32%) of the respondents are Female.
3. Majority (35%) of the respondents are others., the next highest are (31%) are business, after that comes (25%) of the respondents are private employees and the remaining (9%) of the respondents are Govt.Employee.
4. Majority (51%) of the respondents are Married and the remaining (49%) of the respondents are Ummaried.
5. Majority (33%) of the respondents monthly income is below 25,000., the next highest is (32%) of monthly income 25,000-50,000, (23%) of the respondents are between 50,000-1,00,000 and the remaining (12%) of the respondents monthly income is more than 1,00,000.
6. Majority (78%) of the respondents are ordering food through online and the remaining (22%) of the respondents are not ordering food through online.

7. Majority (36%) of the respondents are ordering weekly, the next highest is (28%) those often order Monthly, (18%) of the respondents often order Daily and the remaining (16%) of the respondents are ordering Fortnight.
8. Majority (28%) of the respondents are ordering Lunch, the next highest is (27%) of the respondents are ordering Dinner, (26%) of the respondents order Breakfast and the remaining (18%) of the respondents order snacks.
9. Majority (26%) of the respondents are less than six months and 3 or more years, the next highest is (25%) of the respondents are six months to a year old customer and the remaining (22%) of the respondents are 1 – 2 years old customers.
10. Majority (32%) of the respondents are giving excellent for navigating swiggy in website/mobile, the next highest is (28%) of the respondents giving above average, (27%) of the respondents are giving average for navigating for swiggy.
11. Majority (32%) of the respondents are spending on food more than 500rs, the next highest is (31%) of the respondents are spending more than 250, (23%) of the respondents are spending more than 500, the remaining (12%) of the respondents are spending more than 150.
12. Majority (28%) of the respondents are convenient in ordering process in swiggy, the next highest is (22%) of the respondents are preferring online food for Time saving, (20%) of the respondents are preferring for All the above, the least above is (17%) of the respondents are preferring for Fast delivery and the remaining (10%) of the respondents are preferring online food delivery for money saving.
13. Majority (45%) of the respondents are rating 3/5 in ordering process in swiggy, the next highest is (21%) of the respondents are rating 4/5, (16%) of the respondents are rating 5/5, the least above is (11%) of the respondents are rating 2/5, and the remaining (4%) of the respondents are rating 1/5 for ordering process in swiggy.

V.CONCLUSION

This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of Swiggy . In this study, the numbers of participants were 100 and the type of questionnaire used was structured mailed questionnaire. In this research paper, the main data used are primary and secondary data. It is concluded from the study that the majority of respondents and they are aware of Swiggy. The main limitations of this study were time limit, the sample size was small and trustworthiness of the customer 's. In this age of ever-increasing competition, it is important for Swiggy to keep an eye on the preferences of the customers in order to capture the largely untapped market. On the basis of the study, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better timely delivery and offers like discounts and freebees. Swiggy has been in the top position in online food delivery service providers and if it improves further, it can remain in the top. The biggest difference between Swiggy and other food delivery start-ups is the fact that they have their own delivery fleet and serve from

neighborhood restaurants. The boys are equipped with smartphones powered by routing algorithms which enables them to deliver food in the most efficient way possible.

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