

Customer Perception and Satisfaction Towards Swiggy's Last Mile Delivery Efficiency in Chennai: A Quantitative Analysis

Dr. Babita Prem¹, Dr. Sudha Arogya Mary C.M.²

^{1,2}Associate Professor, S. A. School of Management, S. A. College of Arts & Science, Chennai, Tamilnadu – 600037. India

doi.org/10.64643/IJIRTV12I11-195452-459

Abstract- This research examines customer perceptions and satisfaction levels with Swiggy's last-mile delivery efficiency in Chennai, using primary survey data from 100 respondents. Key findings highlight moderate satisfaction with delivery speed and packaging but concerns over pricing, app usability, and delays. Descriptive statistics, chi-square tests, and correlation analysis reveal usage patterns driven by demographics and service factors. Recommendations focus on improving pricing transparency and app interface for enhanced loyalty.

Keywords: Swiggy, customer satisfaction, last-mile delivery, online food delivery, consumer perception, Chennai

I. INTRODUCTION

The rise of online food delivery platforms like Swiggy has transformed urban consumption patterns in India, particularly in cities like Chennai where busy lifestyles drive demand for efficient services. Swiggy, launched in 2014, connects restaurants with customers via a robust app and delivery network, expanding into groceries (Instamart) and parcels (Genie).

This study addresses gaps in understanding customer views on delivery efficiency amid competition from Zomato. Objectives include analyzing perceptions of speed, pricing, and usability; identifying satisfaction drivers; and offering actionable suggestions. Scope limits to Chennai users via convenience sampling.

II. LITERATURE REVIEW

Consumer perception involves selecting, organizing, and interpreting service stimuli, influenced by expectations and experiences, as per Schiffman and Kanuk (2010). Kotler and Keller (2016) emphasize

perceived value in building loyalty for platforms like Swiggy.

SERVQUAL model (Zeithaml et al., 2018) measures reliability and responsiveness, relevant to delivery apps. Empirical studies like Gupta and Rani (2021) note convenience and discounts as key satisfaction factors in India; Kaur and Aggarwal (2022) rank Swiggy high on timeliness over Zomato. Post-COVID shifts heightened hygiene focus (Sharma and Gupta, 2023).

III. RESEARCH METHODOLOGY

A descriptive design employed primary data from structured questionnaires distributed via Google Forms to 100 Chennai Swiggy users over two weeks, supplemented by secondary sources like journals and Swiggy's site.

Instruments covered demographics, usage, service ratings (Likert scale), with tools including percentage analysis, chi-square, and correlation tests. Convenience sampling targeted diverse ages/occupations; limitations include small sample and urban bias.

Analysis and Interpretation

Data shows primary users aged 31-40 (50%), with slight female majority (55.8%) and private sector dominance (28.4%).

Demographic	Percentage
Age 31-40	50%
Female	55.8%
Private Sector	28.4%
Unmarried	68.4%
Urban	52.6%

Usage: Monthly (32.6%), food delivery (44.2%), Instamart (27.4%). Delivery speed: Good (34.7%), but 31.6% poor/very poor. Packaging average (26.3%), on-time often (54.8%). App usability polarized (36.8% easy, 34.7% difficult); pricing dissatisfaction (39%).

Service Aspect	Positive (%)	Negative (%)
Delivery Speed	65.2 (Good/Avg)	31.6
Packaging	51.6	35.8
On-time Delivery	54.8	20
App Usability	36.8	34.7
Pricing/Discounts	30.5	39

Chi-square: No gender-usage link. Correlations: Ease of use-price (strong positive); delivery-packaging (moderate).

IV.FINDINGS

Most users order monthly for food (44.2%), with moderate delivery/packaging satisfaction but high pricing/app concerns. Frequent users rate lower, expecting more; loyalty ties to timeliness. Gender-neutral usage patterns emerge.

V.SUGGESTIONS

Enhance pricing with personalized discounts and transparent charges. Upgrade app UI for intuitiveness via testing. Bolster peak-hour logistics and partner training for packaging/delivery consistency.

VI.CONCLUSION

Swiggy garners moderate loyalty in Chennai via convenience, but pricing, usability, and delays hinder full satisfaction. Addressing these via data-driven tweaks can solidify market lead.

REFERENCE

- [1] Kotler, P., & Keller, K. (2016). *Marketing Management*. Pearson.
- [2] Schiffman, L.G., & Kanuk, L.L. (2010). *Consumer Behavior*. Pearson.
- [3] Zeithaml, V.A., et al. (2018). *Services Marketing*. McGraw-Hill.
- [4] Gupta, S., & Rani, S. (2021). "Consumer Perception towards Online Food Delivery." *International Journal of Management Studies*, 8(2), 55-63.
- [5] Kaur, P., & Aggarwal, R. (2022). "Service Quality of Food Delivery Apps." *Intl J Research Commerce Management* 9(1), 40-52.