

## **1.1 INTRODUCTION**

Online food delivery system is a part of E-commerce. It is the process of ordering food through internet. In India online food ordering is growing day by day. Usually a customer search for a favorite restaurant or type of dish and choose from the available items. Wide variety of food makes the user to buy online. Online food ordering system, user can give order at any place and pay cash on delivery. The system deals with ordering, processing and delivering food products. It is a simple and convenient way for customer to buy food online without having to go to any restaurant. It is the internet that connects the restaurant or the food company and the customer. This system of online food delivery is safe and it is the most popular method nowadays. This method is developed to help restaurants to simplify their daily operational and managerial task as well as improve the dining experience of customers and also helps restaurants develop a healthy relationship with customer. The online food delivery could also be a service that allows the user to order food from a desired food outlet via the online. This may be done either by happening to the online site and placing an order or by employing a mobile application. The introduction of online food delivery system has been a convenient addition, which has not only reduced long queues, but has also decreased the waiting time for ordered food delivery. The electronic food delivery system has already been adopted throughout the planet and its performance has been relatively good. The electronic food delivery services market consists of sales of online food delivery services and related services primarily for household consumption. The electronic food delivery services market includes all companies involved in distributing the packages received from hospitality establishments and has an internet portal or an application for his or her sales. The food is usually either ready-to-eat food or food that possesses to be specially prepared for direct consumption. Online food delivery service has two segments, restaurant-to-consumer delivery includes delivery of order directly by the concerned restaurant, whereas, Platform-to-consumer segment involves online delivery services that deliver orders of partner restaurants. The global online food delivery services market covered during this report is segmented by type into platform-to-customer, restaurant-to-customer; by channel type into websites, mobile applications; by payment method into cash on delivery, online payment. The

format of home delivery or the takeaways have gained a lot more customers in locations such as malls, offices and big-party orders for residential complexes. People missing breakfast on the way to work, order-in. India is the 6th largest grocery market in the world, but the organized sector as run by some of the online businesses mentioned above makes up only for 5-8% market share of the grocery business.

## **1.2 SIGNIFICANCE OF THE STUDY**

The significance of studying marketing channels with reference to Swiggy lies in understanding how digital platforms have transformed food delivery services and influenced consumer behavior. Swiggy, as one of India's leading food delivery platforms, offers an insightful case for examining the role of effective marketing channels in reaching a wide audience, enhancing brand visibility, and ensuring customer engagement. By exploring Swiggy's marketing strategies, including its use of digital marketing, partnerships with restaurants, and customer relationship management, the study provides valuable insights into the evolving dynamics of e-commerce and its impact on consumer decision-making. Understanding these channels is crucial for businesses seeking to optimize their marketing efforts in a rapidly changing digital landscape.

## **1.3 STATEMENT OF THE PROBLEM**

Online food delivery services are increasing rapidly in India where there are many competitors and the best service provider gets a firm hold in the market. Due to widespread access to internet and e-commerce online food ordering and delivery services has become popular and has been growing in recent years. There are many strategies adopted by these service providers to gain a competitive advantage over the rivals, it may in terms of offers, services, techniques, methods and innovative ways. The project is about the food delivery services for which there are many competitors. In this scenario it is analyzing study on the effectiveness of marketing strategy for promoting food delivery apps through swiggy.

## **1.4 OBJECTIVES OF THE STUDY**

- A study on correspondence of services provided by swiggy.
- To understand the dominance of marketing strategy used by the food delivery apps.

- To recognize the fair mindset of marketing strategy followed by Swiggy.
- To position the selected food delivery apps based on the ranks obtained from the study.
- To know the compulsion for promoting food delivery through Swiggy

## **1.5 SCOPE OF THE STUDY**

This study aims to evaluate the effectiveness of the marketing strategies adopted by two popular food delivery apps in India, Zomato and Swiggy. The research will explore various aspects of their marketing strategies, including social media campaigns, discounts and offers, loyalty programs, and customer engagement initiatives. The study will use both qualitative and quantitative methods to collect data from customers and industry experts. The findings of the study are expected to provide insights into the effectiveness of marketing strategies used by these apps and offer suggestions for future improvements. This research is important as food delivery apps have emerged as a major player in the food industry, and their marketing strategies can have a significant impact on their success and growth.

## **1.6 LIMITATION OF THE STUDY**

- The present study is conducted among 70 respondents so the findings cannot be treated as representative of the entire district.
- The study is limited to only food delivery apps Swiggy.
- The study is based on respondents, which may have some errors

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