A Study of Brand Positioning Of Swiggy

Dr. A.Vini Infanta, Karan E

Assistant Professor,Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts and Science, Coimbatore - 06.
UG Final Year Student, Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts and Science, Coimbatore - 06.

ABSTRACT: Branding is necessary aspect in ultramodern day business to ameliorate the fashion ability of the products. The end of this study is to determine the brand positioning of swiggy. Aim and objects are presented effectively along with background. The data indicate that Swiggy have 11.2 million clientbase that is good enough in terms of internationalization of the business of online food. Different papers are analysed to identify that strategies associated with branding. Effective branding strategies are particular strategy of branding, corporate strategy, service-oriented branding, online social mediagrounded branding and product-grounded branding. Survey is done with 20 people each who generally use the online food delivery services from Swiggy. still, secondary data are not collected for farther data analyses that have created issues in terms of in-depth analysis and gathering knowledge. Unborn compass indicates the possibility to use this study as the secondary source due to its authenticity in result.
Key Words: Swiggy, Strategy , Analyses

I.   INTRODUCTION

Swiggy is an Indian online food ordering and delivery platform. Innovated in July 2014, Swiggy is grounded in Bangalore, and operates in 500 Indian-metropolises, as of September 2021.Piecemeal from food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart and an instant package delivery service called "Swiggy Genie". In 2013, the two website called bundl to grease courier service and shipping within India. Bundl was halted, and was rebranded to enter the food delivery request. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and innovated Swiggy and parent holding company Bundl Technologies in 2013. The company erected a devoted delivery network and grew fleetly, primarily driven by the focus on logistics and locking in crucial coffers.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing particulars from original stores. In August 2020, the company launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, Swiggy closed Swiggy Stores and expanded its operations under Instamart. In September 2019, Swiggy launched instant volley/drop offservice Swiggy Go. The service is used for a different array of particulars, including laundry and document or parcel deliveries to business guests and retail guests. In April 2020, it rebranded Swiggy Go as Swiggy Genie. In May 2020, Swiggy laid off 1100 workers during the COVID19 pandemic. In 2021, the company blazoned that it would cover the vaccination cost for its delivery partners. In March 2021, Swiggy set up Health Hub across Chennai, Tamil Nadu. In April 2022, Swiggy launched new accelerator program which offers a chance to its better educated delivery boys to come

II.   REVIEW OF LITRATURE
Mitali Gupta: International Journal of Research and Analytical Reviews 6 The recent development of the net has boosted the extension of on-line food services by facultative individualities to go looking, compare costs and easily access these services. on-line ordering has been a growing as a demand have factor for the eating place business. on-line ordering has taken the food business by a strom. Technology puts a buried impact on the business industry, technology has changed the entire frame ofeatry assiduity, and it will continue doing a great job. A technically developed online food ordering system has changed the eatery's culture drastically and gives a new amazing comfort zone to the people across the globe. The main ideal of this exploration to study the impact of zomato and swiggy on eatery business. Fashionability of Online Food Ordering and Delivery Services-A relative Study between Zomato, Swiggy and Uber Eats in

Ludhiana

Ashish Raina, Varinder Singh Rana, Arun Singh Thakur: International Journal of Advanced in operation, Technology and Engineering 8 (1), 350-355, 2018Developments in technology and reliance on internet has pitched a new pathway for marketing through mobile operation. According to worldwidewebsize. com the internet holds 15-50 billion active websites. These websites and operation have outdated numerous traditional ways of marketing and selling products. A combination of marketing intelligence and technology has reached to the development of mobile operation which use internet as a medium to announce products as well as services. Guests as well as business houses now a days have a contemporary perception of products and services available in the request. Marketing strategies are grounded on online marketing which suits demands of moments guests. Keeping in view the online services this paper aims to study the perception of guests ordering food through online fooddelivery apps viz. Zomato, Swiggy and Uber eats in Ludhiana. The research is focused on the people who already use above mentioned food delivery apps. A check was conducted for purposeful analysis to study colorful attributes of all three operations to conclude that which amongst the three operationis having the best overall satisfaction with guests of online food ordering guests in Ludhiana.

Rituparna Ghosh, Tapash Ranjan Saha: International Journal on Recent Trends in Business and Tourism (IJRTBT) 2 (3), 19-25, 2018 E-commerce in India is anticipated to see an supplementary growth by 2020, making it the fastest growing e-commerce request in the world. E-commerce is also witnessing a spurt in online food & eatery service companies. With a population of over 1.2 billion, India is incontrovertibly one of the biggest consumer request in the world moment. The changing of Business strategies along with sale processing, increase of internet access, use of smart phones in arising requests has been the main motorist for e-transaction growth in the field of Food Order Delivery (Shinde, 2014).

STATEMENT OF PROBLEM

As a product developer at Swiggy , you're assigned with designing a point where a group of people order food together. The product director believes that this would help get larger orders while also making further effective use of delivery directors. To analyse the effectiveness of present advertising strategies of electronic goods and to know the consumers preference about swiggy. Over the course of the last six years, swiggy has rapidly grown from a food delivery service catering to a small neighbourhood in Bangalore to the national wide convenience as a service provider.

OBJECTIVES OF THE STUDY

- To know the impact of food delivery start-ups like swiggy on restaurant business
- To know the strategies of food delivery app swiggy.
- To find out the customers perception and knowledge of electronic food ordering that influences their buying decisions.
- To analyse what channel is used more frequently in electronic food ordering.

RESEARCH METHODOLOGY

The above study is based on both primary and secondary data which are used for the analyse. Information was collected with key data from cutomer surveys, magazines, reports, and websites arepart of secondary data. This research is to know about the customers perception towards swiggy.

Source of Data

➢ Primary data – A bunch of questionnaires have been shared and responses were collected for the first time through the questionnaire regarding the research paper.
➢ Secondary data – Much information was Collected from online food delivery study and a lot ofresearch papers as secondary data.

Sample Size

A survey has been taken in the form of a questionnaire and collected over 80 respondents. With special reference to online food delivery platform.

TOOLS USED FOR THIS STUDY
- Percentage Analysis
- Chi-square test

HYPOTHESIS
- There is no significant relationship between Education qualification and the problems facedusing swiggy.
- There is no significant relationship between Age and satisfaction of swiggy.
- There is no significant relationship between Marital Status and category of using swiggy.

LIMITATION OF THE STUDY
All studies are limited by certain restrictions.

Below is the limitation

• This survey contains primary data

collected through a questionnaire.

• This study is limited to 80 respondents

III.   ANALYSIS
SOCIO-ECONOMIC PROFILE

TABLE-1

S.NO	PARTICULARS	HIGHLY RESPONDED AREA	NO OF RESPONDENTS	PERCENTAGE
1	AGE	20-25	48	60.8
2	GENDER	MALE	59	74.7
3	MARITAL STATUS	UNMARRIED	73	92.4
4	EDUCATIONAL QUALIFICATION	UG	68	86.1
5	FAMILY SIZE	NUCLEAR FAMILY	65	82.3
6	NO. OF EARNING PERSONS INFAMILY	01- 02	49	62
7	OCCUPATION	STUDENT	59	74.7
8	SATISFACTION OF USING APP	SATISFIED	40	50

INTERPRETATION

From the above table, out of 80 respondents, The majority of the respondents were male with 74.7%, 60.8% of the respondents fall between the age of 20-25, It also shows that 92.4% of respondents were unmarried. 74.7% of respondents are students.

Table-2 : How Often You Order Food On Swiggy

	V5			
	Fortnight	Mothly	Weekly	Total

Age					
15-20	Count	2	27	2	31
	ExpectedCount	2.3	23.3	5.4	31.0
20-25	Count	3	33	12	48
	ExpectedCount	3.6	36.0	8.4	48.0
Above 30	Count	1	0	0	1
	ExpectedCount	.1	.8	.2	1.0
Total	Count	6	60	14	80
	ExpectedCount	6.0	60.0	14.0	80.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.039[a]	4	.002
Likelihood Ratio N of Valid Cases	10.385 80	4	.034

INTERPRETATION

5 cells (55.6%) have expected count less than 5. The minimum expected count is .08. from the chi- square test and the result, it shows that the p-value of person chi-square is less than 5 percent of significance level. So we conclude by saying that there is a statistically significant association betweenthe variables.

Table -3: Which Meal You Typically Order Food

				Break fast	Dinner	Lunch	Snacks	Total
			TypicallyOrder Food					
Gender	Female	Count Count	Expected	2 .8	13 10.8	1 6.0	5 3.4	21 21.0
	Male	Count Count	Expected	1 2.2	28 30.2	22 17.0	8 9.6	59 59.0
Total		Count Count	Expected	3 3.0	41 41.0	23 23.0	13 13.0	80 80.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square Likelihood Ratio N of Valid Cases	9.863[a] 11.515 80	3 3	.020 .009

INTERPRETATION

3 cells (37.5%) have expected count less than 5. The minimum expected count is .79. from the chi- square test and the result, it shows that the p-value of person chi-square is less than 5 percent of significance level. So we conclude by saying that there is a statistically significant association betweenthe variables

Table-3: How often do you use this app

			How often do you usethis app		
			Daily	Less than one month	Once a month
Education Qualification	High school	Count	0	3	1
		ExpectedCount	.3	1.8	2.0
	Others	Count	0	0	0
		ExpectedCount	.1	.3	.3
	PG	Count	0	0	2
		ExpectedCount	.2	1.2	1.3
	UG	Count	4	21	23
		ExpectedCount	3.5	20.7	22.4
Total		Count	4	24	26
		ExpectedCount	4.0	24.0	26.0

			a Once week	Total
Education Qualification	High school	Count Expected	2 2.0	6 6.0
		Count		
	Others	Count	1	1
		Expected Count	.3	1.0
	PG	Count	2	4
		Expected Count	1.3	4.0
	UG	Count	21	69
		Expected Count	22.4	69.0
Total		Count	26	80
		Expected Count	26.0	80.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square Likelihood Ratio N of Valid Cases	5.992ᵃ 7.720 80	9 9	.741 .563

INTERPRETATION

13 cells (81.2%) have expected count less than 5. The minimum expected count is .05. from the chisquare test and the result, it shows that the p-value of person chi-square is less than 5 percent of significance level. So we conclude by saying that there is a statistically significant association betweenthe variables.

IV. FINDINGS

The objective of the study was to know the impact of the advertisements on the brand preference of consumers, and to identify the factors influencing purchase decision, and to analyse the effectiveness of present advertising strategies of electronic goods and to know the consumers preference about swiggy.

From the above table, out of 80 respondents, The majority of the respondents were male with 74.7%, 60.8% of the respondents fall between the age of 20-25, It also shows that 92.4% of respondents were unmarried. 74.7% of respondents are students. From the above table, out of 80 respondents, The majority of the respondents were male with 74.7%, 60.8% of the respondents fall between the age of 20-25, It also shows that 92.4% of respondents were unmarried. 74.7% of respondents are students.

V. SUGGESTIONS

Based on the findings, the suggestions are formed for managing swiggy. Concessions in the price, Service maintenance, environment have become common practice. The buyers of consumer durables should try to avail of these benefits, whenever they are available however, the consumer will be usingswiggy.

VI. CONCLUSION

It can be concluded with the study to rectify the problem like variation of food, service, price, and trends affecting consumers' preference towards swiggy. The online food delivery market is interesting and seen as a competitor for other food industries. It is unique and has already been in existence for decades in the online food industry.

REFERENCES

[1]. M Gupta - International Journal of Research and Analytical …, 2019 - ijrar.com
[2]. A Raina, VS Rana, AS Thakur - … Journal of Advanced in …, 2018 - researchgate.net
[3]. Unisa-https://www3.unisa.ac.za/6ytav/archive.php?page=swiggy-brand-positioninghttps://www3.unisa.ac.za/6ytav/archive.php?page=swiggy-brand-positioning
[4]. http://www.amity.edu/gwalior/ajm/paper_5.pdf
[5]. https://www.tvo.org/article/current-affairs/how-meal-delivery-apps-are-hurting-your- favourite-restaurants
[6]. https://www.quora.com/How-is-an-online-food-ordering-system-going-to-impact-the-food- industries
[7]. https://theaims.ac.in/resources/online-food-service-in-india-an-analysis.html
[8]. https://www.upwork.com/hiring/mobile/how-mobile-apps-have-transformed-restaurant-and-food-delivery-industry/
[9]. https://medium.com/@sayantani09neogi/how-food-delivery-apps-have-changed-the-game-for-restaurants-1d2d2123c9e9