

A Study on the Factors Influencing Customer Preference for Swiggy Restaurants Based on Online Rating in Bengaluru

Dr. Kesavan R¹, Ms. Mary Magadalane A², A Kanishka³

¹Assistant Professor, Indian Academy Degree College Autonomous, (Affiliated to Bangalore North University), Hennur Main Rd, Meganahalli, Kalyan Nagar, Bengaluru, Karnataka 560043

²Research Scholar, RDB College of Arts and Science, Papanasam, Thanjavur District, Tamil Nadu, India.

³Student of BBA, Indian Academy Degree College Autonomous, (Affiliated to Bangalore North University), Hennur Main Rd, Meganahalli, Kalyan Nagar, Bengaluru, Karnataka 560043

ABSTRACT

Online food delivery platforms have changed the way customers search for and choose restaurants. On platforms such as Swiggy, online ratings and reviews have become an important source of information for customers when deciding where to order food. This study aims to understand the factors that influence customer preference for Swiggy restaurants based on their online ratings, with particular reference to Bengaluru, specifically Kammanahalli, Hennur, and HBR Layout. The study follows a descriptive research design and was conducted among 102 Swiggy users. Primary data were collected through a structured questionnaire designed to understand customers' preferences and perceptions. The study focuses on factors such as delivery time, food preferences, food quality, food quantity, restaurant ratings, online reviews, and other factors that influence customer preference and the competitive position of restaurants. Frequency and percentage analysis were used to understand the responses of the customers. Pearson's correlation analysis was used to examine the relationship between satisfaction with delivery time and restaurant ratings. In addition, simple linear regression analysis was conducted to determine whether satisfaction with delivery time influences restaurant ratings. The statistical analysis was carried out using the Statistical Package for the Social Sciences (SPSS). The findings show that ratings and reviews are among the most important factors considered by customers when selecting a restaurant on Swiggy. The restaurant's rating also plays an important role when customers compare different restaurants. The study further indicates that delivery time, food quality, food quantity, and overall service experience influence customer preferences. These findings suggest that restaurants need to pay attention not only to the quality and quantity of food they provide but also to delivery efficiency and customer satisfaction in order to maintain good ratings and attract more customers. The study concludes that online ratings and reviews, along with food quality and service-related factors, play an important role in influencing customers' restaurant preferences on Swiggy. Maintaining positive ratings and providing a consistent and satisfactory customer experience can help restaurants improve their reputation, attract customers, and strengthen their competitive position on online food delivery platforms.

Keywords: Swiggy, Online Ratings, Customer Preference, Restaurant Selection, Food Quality.

INTRODUCTION

The increasing popularity of online food delivery platforms has restructured consumer behavior in terms of searching, comparing, and choosing restaurants. Online platforms, such as Swiggy, offer customers an opportunity to search and compare a variety of restaurants, cuisines, prices, delivery time, ratings, and reviews. In this regard, online ratings and reviews are a significant source of information for consumers, which assist them in making informed decisions about their choice of restaurant before placing the order. Customers can compare the selected restaurant's ratings, reviews, variety of foods, prices, and delivery options before making an order.

The online food delivery platform Swiggy has become a popular medium through which customers can choose the desired restaurants of their choice. The customers can search restaurants of their choice without visiting the restaurant. However, given the high competition in terms of the number of restaurants in the online food delivery platforms, such as Swiggy, the customers tend to rely on the ratings and reviews in order to differentiate between the restaurants. As a result, a high rating allows the customers to develop the perception of high-quality products with high customer satisfaction. The selection of a restaurant by the customers relies on the delivery time, types of cuisines, and food quality and quantity. In addition, the customers' perception of the restaurant depends on the adherence to the promised delivery time, which means that the customers would offer positive feedback and rate the restaurant higher if the food delivery service adheres to the specified time of delivery. The customers' preference for a particular cuisine plays a critical role in selecting the restaurant since not all customers are fond of the same type of cuisine. Similarly, the quantity and quality of food are significant aspects that influence the customers' selection of a restaurant.

The importance of ratings is evident when multiple similar restaurants compete against each other for a higher position on the online food delivery platforms. In this case, the customers rely on the information provided by the online ratings and reviews in order to make the choice between similar restaurants. Therefore, the restaurants with higher star ratings are more likely to be selected by the customers, which implies that online ratings and reviews are important for the selection of a restaurant among multiple similar alternatives. Therefore, the current study aims to explore the influence of online ratings on the customers' selection of a restaurant on the Swiggy online platform.

REVIEW OF LITERATURE

Sai (2020) conducted a survey on factors affecting the buying decision process of the customer using food delivery application in Bangalore. The results indicated that convenience, discounts, and promotional schemes, varieties, delivery time, ordering process and ease of use influence the consumer purchase decisions. The study concluded that changing lifestyle and the growing use of online platforms have triggered the need for online food ordering.

Joshi and Bhatt (2021) performed an empirical study investigating consumer satisfaction with online food delivery applications with a focus on the Swiggy brand in the Indian market. The results of the research revealed that the most influential factors are the speed of delivery, food quality, available promotions, user-friendly interface, and service quality. Moreover, the study claims that satisfied customers have a tendency to remain loyal to the platform and choose those restaurants that have positive reviews and ratings.

Angre and Kamat (2022) conducted a survey on consumer satisfaction towards online food delivery services, especially Zomato and Swiggy. The results revealed that food quality, delivery reliability, price,

promotional offers and restaurant ratings influence customer satisfaction and preference for a certain online platform. The study further showed that positive restaurant ratings promote repeat purchasing behavior and customer loyalty to the selected online food delivery service.

Jain et al. (2023) researched into the impact of online reviews on consumer buying behavior in the online food delivery industry. Findings showed that review credibility, reviewer experience, rating scores and customer feedback significantly influence customers while selecting restaurants. The study concluded that online reviews are important in consumer purchase decisions and restaurant selection.

Pattanshetty and Murthy (2024) assessed the impact of online customer ratings and feedback on restaurant sales through delivery platforms in Bengaluru. The results showed that restaurants with higher ratings and positive customer feedback attracted more customers, recorded better sales and improved their market position.

RESEARCH METHODOLOGY

Research Design

The study adopted a descriptive research design to examine the factors influencing customer preference for Swiggy restaurants based on online ratings in Bengaluru.

Objectives of the Study

1. To study the impact of delivery time on restaurant ratings.
2. To identify the food types that receive higher ratings from customers.
3. To suggest measures for improving restaurant ratings by enhancing food quality and quantity.
4. To investigate the factors influencing the competitive positioning of restaurants on Swiggy.

Sample Size

The study was conducted with a sample size of 102 respondents.

Population

The population of the study consists of Swiggy users in Bengaluru, with the study focusing on the selected areas of Kammanahalli, Hennur and HBR Layout.

Data Collection

Primary data were collected from respondents using a structured questionnaire. The questionnaire covered customer preferences, delivery time, food types, food quality and quantity, restaurant ratings and competitive factors.

Statistical Analysis

The collected data was analyzed using Statistical Package for the Social Sciences (SPSS). Initially, descriptive statistics were generated to examine the respondents' characteristics. Further, Pearson Correlation Analysis was performed to determine the relationship between delivery-time satisfaction and restaurant ratings. A Simple Linear Regression Analysis was also conducted to assess whether delivery-time satisfaction significantly predicts restaurant ratings.

Hypothesis

H_0 (Null Hypothesis): There is no significant relationship between delivery-time satisfaction and restaurant ratings.

H_1 (Alternative Hypothesis): There is a significant relationship between delivery-time satisfaction and restaurant ratings.

DATA ANALYSIS AND INTERPRETATION

Table showing factor most influencing restaurant selection on swiggy

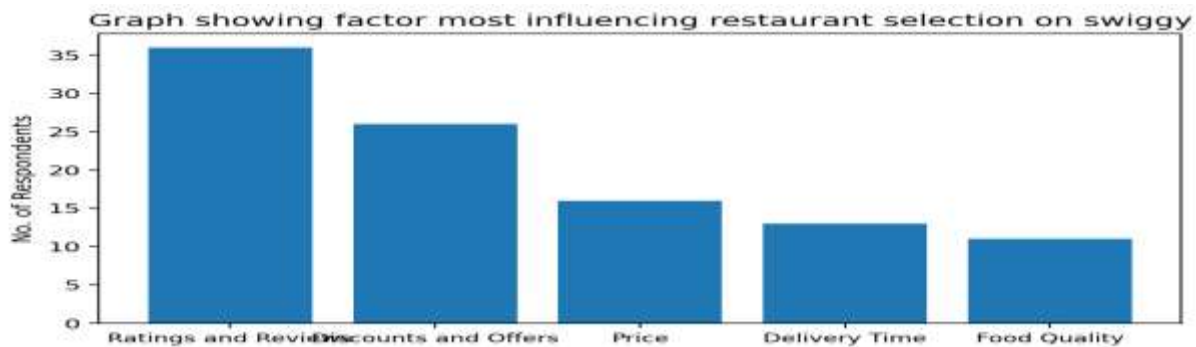
Sl. No.	Response	No. of Respondents	Percentage
1	Ratings and Reviews	36	35.3%
2	Discounts and Offers	26	25.5%
3	Price	16	15.7%
4	Delivery Time	13	12.7%
5	Food Quality	11	10.8%
	Total	102	100.0%

Source: Primary Data

Analysis:

The above table shows the distribution of the 102 respondents with respect to factor most influencing restaurant selection on swiggy. 36 respondents (35.3%) selected Ratings and Reviews, 26 respondents (25.5%) selected Discounts and Offers, 16 respondents (15.7%) selected Price, 13 respondents (12.7%) selected Delivery Time, and 11 respondents (10.8%) selected Food Quality.

Graph showing factor most influencing restaurant selection on swiggy



Source: Primary Data

Interpretation:

The results indicate that the most common response was 'Ratings and Reviews', reported by 36 respondents (35.3%). The least common response was 'Food Quality', reported by 11 respondents (10.8%). This shows the dominant response pattern among the respondents for factor most influencing restaurant selection on swiggy.

Table showing importance of restaurant ratings when choosing among competing restaurants

Sl. No.	Response	No. of Respondents	Percentage
1	Very Important	64	62.7%
2	Moderately Important	22	21.6%
3	Extremely Important	13	12.7%
4	Slightly Important	2	2.0%
5	Not Important	1	1.0%
	Total	102	100.0%

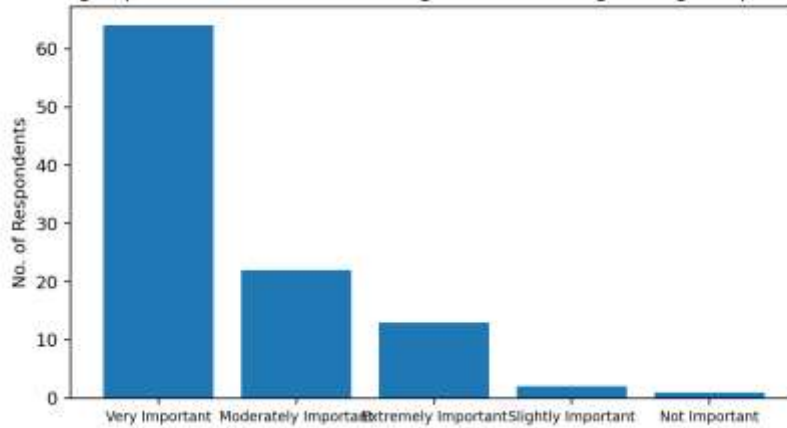
Source: Primary Data

Analysis:

The above table shows the distribution of the 102 respondents with respect to importance of restaurant ratings when choosing among competing restaurants. 64 respondents (62.7%) selected Very Important, 22 respondents (21.6%) selected Moderately Important, 13 respondents (12.7%) selected Extremely Important, 2 respondents (2.0%) selected Slightly Important, and 1 respondent (1.0%) selected Not Important.

Graph showing importance of restaurant ratings when choosing among competing restaurants

Graph showing importance of restaurant ratings when choosing among competing restaurants



Source: Primary Data

Interpretation:

The results indicate that the most common response was 'Very Important', reported by 64 respondents (62.7%). The least common response was 'Not Important', reported by 1 respondent (1.0%). This shows the dominant response pattern among the respondents for importance of restaurant ratings when choosing among competing restaurants.

STATISTICAL ANALYSIS USING SPSS

Correlation

	How satisfied are you with the delivery time of restaurants on Swiggy	How would you rate restaurants that consistently deliver orders within the promised time
How satisfied are you with the delivery time of restaurants on Swiggy	1	.297**
Sig. (2-tailed)		.002
N	102	102
How would you rate restaurants that consistently deliver orders within the promised time	.297**	1
Sig. (2-tailed)	.002	

N	102	102
---	-----	-----

Source: Primary Data, analysed using SPSS

****.** Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The Pearson correlation analysis shows a positive significant relationship between delivery-time satisfaction and restaurant ratings ($r = 0.297$, $p = 0.002$). Since $p < 0.05$, the null hypothesis is rejected. Therefore, higher satisfaction with delivery time is associated with higher restaurant ratings.

Regression (Simple linear)

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.297a	.088	.079		.56387

Source: Primary Data

a. Predictors: (Constant), How satisfied are you with the delivery time of restaurants on Swiggy

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.077	1	3.077	9.678	.002
Residual	31.795	100	.318		
Total	34.873	101			

Source: Primary Data, analysed using SPSS

- a. Dependent Variable: How would you rate restaurants that consistently deliver orders within the promised time
- b. Predictors: (Constant), How satisfied are you with the delivery time of restaurants on Swiggy

Coefficient

Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.192	.189		6.297	<.001
How satisfied are you with the delivery time of restaurants on Swiggy	.244	.079	.297	3.111	.002

Source: Primary Data, analysed using SPSS

1. Dependent Variable: How would you rate restaurants that consistently deliver orders within the promised time

Interpretation:

The regression analysis shows that delivery-time satisfaction significantly predicts restaurant ratings ($R^2 = 0.088$, $F = 9.678$, $p = 0.002$). The regression coefficient ($B = 0.244$) indicates that a one-unit increase in

delivery-time satisfaction is associated with a 0.244-unit increase in predicted restaurant rating. Therefore, the null hypothesis is rejected. Overall, the findings suggest that customers who are more satisfied with the delivery time are likely to give higher ratings to restaurants that deliver within the promised time.

CONCLUSION

The research concludes that online ratings and reviews have a significant impact on the customer preference of Swiggy restaurants in the selected areas of Bengaluru. It was seen that ratings and reviews have the greatest influence in the decision-making of a restaurant choice among the selected variables. It was also concluded that most of the respondents find restaurant ratings to be an essential criterion while choosing between similar restaurants. The analysis showed that there is a positive correlation between the satisfaction levels on delivery-time and the restaurant ratings. Also, the analysis revealed that level of satisfaction with delivery-time significantly predicts the restaurant ratings. In conclusion, it can be said that restaurants can increase their customer preference and thus have an advantage over others on the online food directory by managing their online ratings and reviews, providing timely deliveries to the customers, and constantly improving the quality and quantity of the food provided. In this way, customer experience and online ratings are significant to the restaurants as they can acquire a competitive advantage over other restaurants on the online food directory.

REFERENCES

- Sai, M. R. S. (2020). Factors affecting the buying decision process of consumers using food delivery Apps in Bangalore. *International Journal of Advance Research, Ideas and Innovations in Technology*, 8(2).
- Joshi, D., & Bhatt, P. (2021). An empirical study to understand consumer satisfaction towards online food delivery application with specific reference to Swiggy in Indian context. *Kanpur Philosophers*, 8(2). <https://me-l.co/bd8fyixb>
- Ali, M. A., Ting, D. H., Ahmad-ur-Rahman, M., Ali, S., Shear, F., Mazhar, M. (2021). Effect of online reviews and crowd cues on restaurant choice of customer: Moderating role of gender and perceived crowding. *Frontiers in Psychology*, 12, Article 780863. <https://doi.org/10.3389/fpsyg.2021.780863>
- Angre, B. S., & Kamat, A. (2022). A study on consumer satisfaction towards online food delivery services (Zomato & Swiggy). *International Journal for Novel Research in Economics, Finance and Management*, 4(3), 1–10. <https://doi.org/10.5281/zenodo.20285475>
 - Jain, S., Singh, J., & Satsangi, A. K. (2023). Investigating the influence of online reviews on consumer purchase decisions in the online food delivery industry. **ShodhKosh: Journal of Visual and Performing Arts*, 4*(2), 4882–4890. <https://doi.org/10.29121/shodhkosh.v4.i2.2023.5899>
 - Pattanshetty, S., & Murthy, S. B. V. (2024). Influence of online customer ratings and feedback on restaurant sales through delivery platforms in Bengaluru. *ShodhKosh: Journal of Visual and Performing Arts*, 5(6), 2021–2030. <https://doi.org/10.29121/shodhkosh.v5.i6.2024.5156>
 - Bhatia, G., & Bandekar, B. P. (2025). Role of social media and online reviews in influencing consumer preferences for food delivery platforms. *International Journal of Advanced Research in Science, Communication and Technology*. <https://me-l.co/kp7jvfh6>
 - Vasudev, K., Tazeemtark, S. I., Tiwari, S. T., Sankhe, T. V., & Takne, C. N. (2026). A comparative study on customer satisfaction of Swiggy and Zomato. <https://zenodo.org/records/20003458>

- Mahalakshmi, S., & Divya Jothi, D. (2026). A study on consumer preference towards online food delivery apps like Swiggy, Zomato. International Journal of Scientific Research and Engineering Development, 9(1), 1662–1667. <https://ijsred.com/volume9/issue1/IJSRED-V9I1P222.pdf>
- Pattanshetty, S., & Murthy, S. B. V. (2026). Influence of consumer ordering behaviour on restaurant performance through online food delivery platforms: A study of Bengaluru City. Minnesota Journal of Business Law and Entrepreneurship, 2026(3). <https://doi.org/10.52783/mjble.577>