



ORIGINAL RESEARCH PAPER

Commerce

CONSUMER PREFERENCES AND SATISFACTION OF GENIE SERVICES THORUGH SWIGGY APP IN TIRUCHIRAPPALLI CITY

KEY WORDS: Digital marketing, Consumer preferences and satisfaction, Swiggy app, online food ordering and delivery platform

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ABSTRACT

The Swiggy app offers a seamless and intuitive user experience, making ordering and tracking effortless. Its reliable performance and wide range of services enhance daily convenience for users. Swiggy's Genie service appeals to users for its convenience, time-saving benefits, and versatility beyond food delivery. Customers appreciate its ability to handle errands, document transfers, and item pickups from multiple locations. Satisfaction is rooted in its reliability, quick delivery, and the user-friendly Swiggy app. The service stands out for making everyday tasks easier and more efficient. Swiggy Genie provides quick and reliable pickup and delivery for errands, documents, and personal items. It saves time and effort by handling everyday tasks efficiently through the Swiggy app. For the purpose of this study, 150 sample respondents were selected through convenience sampling method from the Swiggy App users. Using SPSS Package tools such as Percentage analysis, Cross Tabulation, Chi square test, Kendhall Rank Correlation test, Pearson Correlation test, and Factor Analysis has been applied to derive specific findings of the research.

INTRODUCTION

Swiggy is a leading Indian online food delivery platform that connects users with a wide range of local restaurants and stores through its intuitive mobile app. It offers not only food delivery but also instant grocery services via Instamart and a versatile pickup-and-drop service called Swiggy Genie, which helps users run errands like sending documents or parcels. The app provides real-time order tracking, multiple secure payment options, and quick delivery, making it a convenient solution for urban consumers seeking fast and reliable access to meals and essentials. Through its technology-driven approach, Swiggy has transformed the way people order food and services, emphasizing speed, ease of use, and customer satisfaction. Swiggy Genie offers quick and reliable pickup and delivery for errands beyond food, such as document transfers and parcel drop-offs. It saves users time by handling multiple tasks through a single app interface. The service adds convenience by connecting different locations seamlessly. Overall, Genie enhances everyday efficiency and complements Swiggy's core delivery offerings.

Significance of the study

Swiggy Genie services are important to customers because they provide a fast and convenient way to complete everyday errands without leaving home. Customers save valuable time by outsourcing tasks like sending documents or picking up essentials. The service's reliability and ease of use through the Swiggy app add to customer satisfaction. It also offers flexibility by handling a variety of delivery needs beyond food. The service's integration within the Swiggy app makes it easy to use, providing real-time tracking and reliable delivery. Additionally, Genie's versatility supports busy lifestyles by handling tasks that go beyond food delivery, adding value and flexibility. Overall, it enhances convenience, efficiency, and peace of mind for users.

Statement of the problem

Genie simplifies busy lifestyles, making it a trusted solution for instant delivery and errands. Swiggy Genie services help customers by offering a quick and convenient solution for their everyday errands, such as picking up parcels, sending documents, or buying essentials from different locations. This saves customers time and effort by eliminating the need to travel or wait in queues. Keeping in mind the significance of this Swiggy app, this study has been undertaken to study the

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Review of Literature

Parashar and Ghadiyali (2002), expressed that online food ordering business were given life with the advent of digital technology. Zomato had become very popular brand in food delivery business in the recent times. D'Incau D. and B. Ankar (2002), focussed that mobile commerce emerged as a crucial and important factor and gives freedom in the life of human beings. Tsang and Liang (2004), said that consumer's attitude was highly influenced mobile marketing, physical and online advertising. Scharl and Dickenger (2005), emphasized that text messages, time, location identification, tailor made information for promoting products helps to promote mobile marketing. Kimes (2011), said that the convenience and control of customers, made online food ordering very popular and augmented the amount of online food orders. Persuad and Azhar (2012), emphasized that though people buy mobile phones to improve their private, professional ad social lives, marketers make use of this opportunity to market their products. H.S. Sethu and Bhavya Saini (2016) investigated the preference satisfaction and perception of students towards online food delivery apps, their goal was to find out how students felt about online food ordering and delivery services, as well as how they behaved and how satisfied they were. According to their findings, online meal ordering services assist students with better time management. It is also discovered that the convenience of having their desired meal available at any time and having convenient access to the internet are the primary reasons for using the service. G. See-Kwong (2017), said that technology augmented the rate of the online food ordering and delivery in India. The food ordering method also got changed from 'ordering over phone call' to 'online food orders' and made home delivery also possible to customers, with the changes in the need of the customers. Suryadev Singh Rathore (2018) discovered that in order to provide their customers with a complete satisfaction experience, online food ordering companies must pay attention to the quality of information, mobile application and website design, security and privacy for payment systems. It also finds that the system values merchandise price, ease of payment, special offers, and discounts. Dang and Tran (2018), stated that mobile internet plays an important role to create and increase the awareness of online applications for food ordering and delivery. It also helped the customers to search

restaurants, menu items, and comparing their prizes with the competitors. B.Eswaran, Dr.V.Bhuvaneswari, Sivasankari, A.S. Kiran and E. Aravind (2019), emphasized that occupation plays a crucial role in type and time of food ordered online and mobile apps were used selectively by the customers for food ordering online in different times. Manali Varade and Prashant Mishra, (2024) highlighted the study, "On Consumer Satisfaction and Perception Towards Online Food Delivery Apps with Special Reference to Zomato and Swiggy". Rohitha Melita Crasta (2025) the study titled "A Study on Consumer Satisfaction and Perception Towards Online Food Delivery Apps with Special Reference to Zomato and Swiggy" was published in the *International Journal of Scientific Research in Engineering and Management (IJSREM)*. This research employs a quantitative methodology, utilizing a structured survey to gather data from a diverse sample of consumers across various age groups, income levels, and geographic locations. The study examines key factors influencing consumer satisfaction and perception, including service quality, pricing, delivery efficiency, app usability, customer support, and hygiene measures. The findings provide valuable insights into consumer behavior in the online food delivery sector and offer actionable recommendations for platforms like Zomato and Swiggy to enhance service quality and customer experience.

Objectives of the study

The objectives of the study are as follows:

- To study the demographic factors of the sample respondents and
- To analyze the perceptions of the consumers preferences and satisfaction of Genie services through Swiggy App in Tiruchirappalli City.

HYPOTHESIS

- **Hypothesis:** There is no significant association between educational qualification and willingness to recommend Swiggy genie to others.
- **Hypothesis:** There is no significant association between monthly income and charges for Swiggy Genie are affordable.
- **Hypothesis:** There is no correlation between age and customer satisfaction with Swiggy Genie service.
- **Hypothesis:** There is no correlation between marital status and frequency of usage of Swiggy Genie.
- **Hypothesis:** Marital status has no effect on swiggy genie preferences consumers.

Research Methodology

Methodology refers to the approach and methods used for data collection and analysis in research. In our study, we have utilized both primary and secondary data sources. Primary data were collected through well-structured questionnaire. The study was undertaken with a sample of 150 respondents among various people. Convenient sampling method has been used to collect the data. Tools such as Percentage analysis, Cross Tabulation, Chi square test, Kendhall Rank Correlation test, Pearson Correlation test, and Factor Analysis has been applied to derive specific findings of the research. The Secondary data were collected from published books, journals, e-journals, newspapers, unpublished thesis, magazines, websites etc.

Limitations of the study

- The present study has the following limitations:
- This study is confined only to Tiruchirappalli City
- The opinions gathered from the research cannot be assumed to represent the views of the entire population.
- The data relies entirely on the respondents' perspectives, which may be subjective and potentially biased.

Analysis and Interpretations of the data

Demographic Profile of the sample respondents

For the purpose of this study a sample of 150 respondents have been selected and the demographic factors such as age, gender, educational qualification, marital status, occupation monthly income family size, and number of dependents have been taken for the study.

TABLE :1Table showing demographic profile of the sample respondents

Demographic factor	Particulars	Frequency	Percentage %
Age	26 to 50 years	68	45.3
Gender	Female	72	48.0
Marital status	Married	82	54.7
Educational qualification	Degree and diploma	56	37.3
Occupation	Private	58	38.7
Monthly income	50001 to 100000	64	42.7
Family Size	Nuclear family	80	53.3
Number of dependents	3 to 4	66	44.0

Source:Primary data

The above table depicts the percentage analysis of 150 sample respondents based on their demographic profile such as age, gender, marital status, educational qualification, occupation, monthly income, family size and number of dependents. The results show that majority 45.3% (68) of the sample respondents age group is 26 years to 50 years, 48.0% (72) of the sample respondents are female, 54.7% (82) of the sample respondents are married, 37.3% (56) of the sample respondents educational qualification is degree and diploma, 38.7% (58) sample respondents are private employee, 42.7% (64) of the sample respondents monthly income is Rs 50,001 to Rs 1,00,000, 53.3% (80) of the sample respondents belongs to nuclear family and 44.0% (66) of the sample respondents have 3 to 4 dependents in their family.

Cross tabulation

Cross tabulation (or cross-tab) is a statistical tool used to analyze the relationship between two or more categorical variables by displaying the frequency distribution in a contingency table.

TABLE :2 Cross tabulation on Age and Usage of Swiggy Genie service

Age	Usage of Swiggy Genie service		Total
	Yes	No	
Upto 25	38	20	58
	65.5%	34.5%	100.0%
26-50	45	23	68
	66.2%	33.8%	100.0%
Above 51	15	9	24
	62.5%	37.5%	100.0%
Total	98	52	150
	65.3%	34.7%	100.0%

Source: Computed from Primary data

INFERENCES

From the above table it can be inferred that 65.5 percent of respondents whose age is upto 25 years use swiggy genie service and 34.5 percent do not use swiggy genie service. 66.5 percent of respondents whose age is 26 to 50 years use swiggy genie service and 33.8 percent do not use swiggy genie service and 62.5 percent of respondents whose age is above 51 years use swiggy genie service and 37.5 percent do not use swiggy genie service. From this it can be concluded that majority (i.e.) 66.2 percent of respondents whose age is 26 to 50 years use swiggy genie service.

c.. Chi-Square Test

The Chi-Square Test is a non-parametric statistical test used to determine whether there is a significant association between two categorical variables.

Chi square test on educational qualification and willingness to recommend Swiggy genie to others

Hypothesis: There is no significant association between educational qualification and willingness to recommend Swiggy genie to others.

TABLE :3

Educational qualification	Willingness to recommend Swiggy genie to others			Total	Chi-square value	'P' value
	Yes	May be	No			
Upto plus 2	19 (52.8%) [27.9%]	14 (38.9%) [29.2%]	3 (8.3%) [8.8%]	36 (100.0%) [24.0%]	9.122a	>0.05** .167 Df= 6
degree and diploma	24 (42.9%) [35.3%]	19 (33.9%) [39.6%]	13 (23.2%) [38.2%]	56 (100.0%) [37.3%]		
PG & Professional	11 (34.4%) [16.2%]	10 (31.3%) [20.8%]	11 (34.4%) [32.4%]	32 (100.0%) [21.3%]		
Others	14 (53.8%) [20.6%]	5 (19.2%) [10.4%]	7 (26.9%) [20.6%]	26 (100.0%) [17.3%]		
Total	68	48	34	150		

Source: Primary Data

Note: 1. The value within () refers to Row percentage
2. The value within [] refers to Column percentage
3. **Denotes significant level at 5% level. 12.592

INFERENCES

Since P value is greater than 0.05, the null hypothesis is accepted at 5% level of significance. The calculated Pearson Chi-Square test value shows 9.122, which is lesser than the table value 12.592 with the degrees of freedom 6, and the Chi-square test shows that the significance value is .167, which is greater than 0.05. Hence the null hypothesis is accepted and alternate hypothesis is rejected. It is concluded that there is no significant association between educational qualification and willingness to recommend Swiggy genie to others.

Chi square test on monthly income and charges for Swiggy Genie are affordable

Hypothesis: There is no significant association between monthly income and charges for Swiggy Genie are affordable.

TABLE :4

Monthly income	Charges for Swiggy Genie are affordable			Total	Chi-square value	'P' value
	Yes	May be	No			
Upto Rs 50000	16 (25.8%) [38.1%]	16 (25.8%) [36.4%]	30 (48.4%) [46.9%]	62 (100.0%) [41.3%]	12.647a	<0.05** .013 Df= 4
Rs 50001 to 100000	14 (21.9%) [33.3%]	26 (40.6%) [59.1%]	24 (37.5%) [37.5%]	64 (100.0%) [42.7%]		

Above Rs 100000	12 (50.0%) [28.6%]	2 (8.3%) [4.5%]	10 (41.7%) [15.6%]	24 (100.0%) [16.0%]		
Total	42	44	64	150		

Source: Primary Data

Note: 1. The value within () refers to Row percentage
2. The value within [] refers to Column percentage
3. **Denotes significant level at 5% level.

INFERENCES

Since P value is greater than 0.05, the null hypothesis is accepted at 5% level of significance. The calculated Pearson Chi-Square test value shows 12.647, which is greater than the table value 12.592 with the degrees of freedom 4, and the Chi-square test shows that the significance value is .013, which is lesser than 0.05. Hence the null hypothesis is rejected and alternate hypothesis is accepted. It is concluded that there is a significant association between monthly income and charges for Swiggy Genie are affordable.

Independent Sample t-test

The Independent Sample t-test (also called two-sample t-test) is a parametric test used to determine whether there is a statistically significant difference between the means of two independent groups.

Independent sample t-test on Gender and Came to know about Swiggy genie

Hypothesis : Gender has no effect on came to know about Swiggy genie

TABLE :5 GROUP STATISTICS

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Came to know about Swiggy genie	Male	78	1.82	.936	.106
	Female	72	1.97	1.074	.127

TABLE :6 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Came to know about Swiggy genie	Equal variances assumed	1.241	.267	-.924	148	.357
	Equal variances not assumed			-.919	141.373	.360

Source: Computed from Primary data

INFERENCES

Table 1 gives the mean and standard deviation of the came to know about Swiggy genie who are male is 1.82 and .936. The mean and standard deviation of came to know about Swiggy genie who are female is 1.97 and 1.074.

Table 2 gives the results of independent sample t test which show a significance value of .357 which is greater than 0.05 which infers that the null hypothesis is accepted. Therefore we can conclude that gender has no effect on came to know about Swiggy genie.

Kendall Rank Correlation Test

The Kendall Rank Correlation Test (also called Kendall's Tau test) is a non-parametric statistical method used to measure

the strength and direction of association between two variables measured on at least an ordinal scale.

Kendall's Rank Correlation between age and customer satisfaction with Swiggy Genie service

Hypothesis: There is no correlation between age and customer satisfaction with Swiggy Genie service.

TABLE : 7 Correlation between age and customer satisfaction with Swiggy Genie service.

	Kendall's Rank Correlation	P value
Age	1.000	
Customer satisfaction with Swiggy Genie service	-.103	.165

Source: Computed from primary data

INFERENCES

The Kendall's correlation r value is -.103 and the significance 2 tailed p value is .165. It is greater than .05. We can accept the null hypothesis and can be inferred that there is no correlation between age and customer satisfaction with Swiggy Genie service.

Pearson Correlation

The Pearson Correlation Test is a parametric statistical method used to measure the linear relationship between two continuous variables.

Pearson Correlation between Marital status and Frequency of usage of Swiggy Genie.

Hypothesis: There is no correlation between marital status and frequency of usage of Swiggy Genie.

TABLE : 8 Correlation between Marital status and Frequency of usage of Swiggy Genie

	Pearson Correlation rvalue	P value	Mean	Standard deviation
Marital status			1.45	.499
Frequency of usage of Swiggy Genie	.044	.592	2.23	.787

Source: Computed from primary data

INFERENCES:

The mean and standard deviation of marital status is 1.45 and .499 and the frequency of usage of Swiggy Genie is 2.23 and .787. The Pearson correlation r value is .044 and the significance 2 tailed p value is .592. It is greater than .05. We can accept the null hypothesis and can be inferred that there is no correlation between marital status and frequency of usage of Swiggy Genie.

Student "t" Test

The Student's t-test is a statistical test used to compare the means of two groups to determine if there is a significant difference between them. It is often applied in hypothesis testing, especially when sample sizes are small.

Hypothesis: Marital status has no effect on swiggy genie preferences consumers.

TABLE : 9 MARITAL STATUS AND THE VARIOUS EIGHT DIMENSIONS (8) OF SWIGGY GENIE PREFERENCES (STUDENT "t" TEST)

Dimensions	Gender				t-value	P value
	Male		Female			
	Mean	SD	Mean	SD		

I love to use swiggy app for genie	3.61	1.480	3.46	1.429	.644	.521
I prefer to use genie services because it is very prompt	3.61	1.447	3.50	1.440	.463	.644
I love to use genie for its affordable services	3.61	1.412	3.43	1.519	.765	.446
Genie services supports for immediate support and emergencies	3.57	1.423	3.51	1.521	.243	.809
Genie services are satisfactory	3.67	1.441	3.46	1.460	.904	.368
I agree that Genie services is an urgent and immediate support for consumers	3.59	1.422	3.65	1.412	-.265	.791
Genie services is an unique feature in swiggy app	3.45	1.458	3.47	1.430	-.082	.935
Genie services is an unique and valuable service	3.70	1.403	3.56	1.376	.598	.551

Source: Primary Data

Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of swiggy genie preferences consumers. Based on mean score, it is observed that the male sample respondents have been influenced more than the female sample respondents about the customers love to use swiggy app for genie, customers prefer to use genie services because it is very prompt, customers love to use genie for its affordable services, genie services supports for immediate support and emergencies, genie services are satisfactory and genie services is an unique and valuable service.

Hence there is no significant difference between male and female sample respondents with respect to the customers love to use swiggy app for genie, customers prefer to use genie services because it is very prompt, customers love to use genie for its affordable services, genie services supports for immediate support and emergencies, genie services are satisfactory and genie services is an unique and valuable service. Since 'P' value is greater than 0.05, null hypothesis is accepted at 5% level with respect to the several dimensions of swiggy genie preferences consumers. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents about the customers agree that genie services is an urgent and immediate support for consumers and genie services is an unique feature in swiggy app. Hence there is no significant difference between male and female sample respondents with respect to the customers agree that genie services is an urgent and immediate support for consumers and genie services is an unique feature in swiggy app. Thus, there is no significant difference between male and female sample respondents with respect to the eight dimensions of the swiggy genie preferences consumers. Hence the null hypothesis is accepted.

Factor analysis

Factor analysis is a statistical technique that identifies patterns by grouping related variables into common. It helps simplify data, reduce redundancy, and reveal underlying structures in research findings.

Data collected from 150 sample swiggy customers were subjected to principal component factor analysis with Varimax Rotation by using the criterion that factors with eigen

value greater than 1.00 were retained. Loadings exceeding 0.3 were considered for determining factors.

TABLE :10 Bartlett's Test of Sphericity

Bartlett's Test of Sphericity (Approx. Chi-Square)	.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.635

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a chi square transformation of the determinant of the correlation matrix. The chi-square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Meyer-Olkin statistic indicates (0.635) and a significance value of 0.000 chi square value reflects that the sample is adequate to explain the correlation between the pairs of variables with the other variables.

TABLE :11 Statement loadings of Swiggy Genie satisfaction for the Varimax Rotated principal-components (N=150 Customers)

Factors	Loading	Eigen value	% of variance
Factor 1			
The pricing for genie services based on distance, location and demand is economic	.727	2.432	50.718
Real time tracking of genie service is remarkable	.689		
I love the genie service offering on demand delivery and pickup services.	.618		
I love the genie parcel sending service, dry cleaning, mobile chargers delivery, etc.	.574		
Genie service is a secured and reliable service	.593		
Elder care service through Silver genie is significant.	.380		
Factor 2			
On demand delivery and wide range of uses of genie is an added advantage to swiggy users	.623	1.498	42.392
It is very fast and quick service	.594		
Genie service is a helping hand for emergency requirements.	.510		
Genie services is very fair	.327		
Factor 3			
This app is very user friendly	.754	1.408	33.676
This app satisfy the emergency need of the customers for medicines, documents, personal items, etc.	.651		
The prompt service of genie is highly appreciative	.601		
Factor 4			
Genie service supports all the swiggy app customers	.413	1.247	24.564
Factor 5			
This service supports all age of consumers	.814	1.023	15.336

The above table shows the various factors, item loadings, eigen value and percentage of variance explained by each factor. Factor Analysis yielded fifteen factors accounting for 50.718% of total variance. Factor 1 consists of 6 items and explained 50.718 % of the total variance. Among the 5 factors, factor 1 explains the maximum variance and is the most important which influences the customer satisfaction on

Swiggy Genie. In factor 1, the pricing for genie services based on distance, location and demand is economic is the important item. Factor 2 consists of 4 statements, of these, on demand delivery and wide range of uses of genie is an added advantage to swiggy users is the most important item. Factor 3 consists of 3 statements, of these, this app is very user friendly is the most important item. Factor 4 consists of 1 statement, that is, genie service supports all the Swiggy app customers is the most important item. Factor 5 consists of 1 statement, that is, Swiggy Genie service supports all age of consumers.

RESULT AND DISCUSSIONS

Swiggy is a leading food delivery app in India, offering a user-friendly platform to order meals. It ensures quick and reliable delivery, enhancing customer convenience. The app helps restaurants grow by expanding their customer base. Swiggy Instamart delivers groceries and daily essentials efficiently. Swiggy Genie provides a fast and convenient way for customers to complete daily errands without stepping out. It saves time by handling tasks like sending documents or picking up essentials.

The service is reliable, easy to use, and integrated seamlessly within the Swiggy app. Real-time tracking and flexible delivery options enhance user convenience and satisfaction. Overall, it supports busy lifestyles by offering efficient solutions beyond just food delivery. Thus, this study was undertaken to analyze the consumer's preferences and satisfaction of Genie services in Swiggy App in Tiruchirappalli City by using convenience sampling method among 150 sample respondents by adopting survey method with the help of SPSS version 21, and results have been reflected above.

CONCLUSION

Swiggy revolutionized food delivery in India by providing a convenient platform to order meals from local restaurants. It offers fast, reliable delivery, enhancing customer convenience and satisfaction. The app supports small and large food businesses by increasing their reach and sales. Swiggy Genie offers intra-city pickup and drop services. It creates employment for thousands of delivery partners nationwide. Swiggy Genie was introduced in April 2020 as a hyper-local pickup-and-drop service, enabling users to send or receive any item from parcels and documents to lunch boxes and medicines across the city. Tasks were placed directly through the Swiggy app, with fees calculated based on the distance between pick-up and drop-off locations. It aimed to simplify everyday errands by leveraging Swiggy's delivery infrastructure beyond food and grocery deliveries. As of May 2025, Swiggy has shut down Genie operations across most cities, citing operational constraints and shifting focus toward its core food delivery and Instamart services.