

# A STUDY ON SWOC ANALYSIS OF SWIGGY IN THE INDIAN CONTEXT - A CASE OF ONLINE FOOD DELIVERY SERVICES

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**Abstract:** *This research paper conducts a comprehensive SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analysis of Swiggy, a leading online food delivery service in India, to evaluate its operational strategies, market positioning, and future growth prospects within the highly competitive food delivery industry. Utilising a theoretical framework that integrates business management theories with digital marketing strategies, the study systematically assesses how Swiggy leverages its strengths and opportunities to mitigate weaknesses and navigate challenges in the Indian market. The analysis draws on a variety of sources, including industry reports, consumer behaviour studies, and digital commerce trends, to offer insights into Swiggy's business model, customer engagement tactics, technological adoption, and sustainability practices. Findings suggest that Swiggy's robust logistic network, strong brand equity, and innovative technology stack stand as its critical strengths, while it faces significant challenges in terms of operational costs and competitive differentiation. Opportunities for expansion into lesser-tapped markets and leveraging emerging technologies such as AI for personalised customer experiences are highlighted. Conversely, the analysis identifies vulnerabilities related to dependency on external food providers and the dynamic regulatory landscape. This paper contributes to the literature by providing a nuanced understanding of the factors influencing the success of online food delivery services in India and proposing strategic recommendations for Swiggy to sustain and enhance its market leadership. The study not only enriches the academic discussion on digital platform scalability in emerging economies but also offers practical insights for practitioners in the fast-evolving online food delivery sector.*

**Keywords:** *SWOC Analysis, Swiggy, Online Food Delivery Services, Indian Market, Operational Strategies, Market Positioning, Future Growth Prospects, Business Management Theories, Digital Marketing Strategies*

## INTRODUCTION

In the past decade, the Indian food delivery industry has witnessed unprecedented growth, spurred by technological advancements, changing consumer behaviours, and urbanisation. Among the plethora of services, Swiggy has emerged as a dominant player, reshaping dining experiences and food consumption patterns. This study embarks on a SWOC analysis of Swiggy to dissect its operational modalities, strategic endeavours, and the broader implications of its market presence within the burgeoning online food delivery ecosystem in India. The proliferation of digital platforms has significantly altered the landscape of food service retailing, with online delivery services becoming integral to urban lifestyles. Swiggy, since its inception in 2014, has played a pivotal role in this transformation, leveraging technology to enhance customer experience and operational efficiency. However, the path is

fraught with challenges ranging from intense competition, regulatory hurdles, to the volatile nature of consumer preferences. A SWOC analysis provides a comprehensive framework to examine these multifaceted dimensions, offering insights into Swiggy's strengths, weaknesses, opportunities, and challenges in a nuanced manner. The adoption of SWOC analysis in this study is deliberate, aiming to extend beyond traditional SWOT analysis by incorporating the critical aspect of challenges, recognising the dynamic and often unpredictable hurdles faced by businesses in the digital age. This approach enables a holistic understanding of Swiggy's strategic posture and operational dynamics against the backdrop of India's unique socio-economic and regulatory environment. Drawing upon a rich corpus of academic literature, industry reports, and primary data, this study situates Swiggy within the broader discourse on digital platform scalability, innovation in service delivery, and the economics of the gig economy. It

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engages with seminal works on platform-mediated services (Kumar & Reinartz, 2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36-68, and adapts models of digital business strategy (Bharadwaj, El Sawy, Pavlou & Venkatraman, 2013). *Digital business strategy: Toward a next generation of insights. MIS Quarterly*, 37(2), 471-482, to the context of online food delivery services in India. The exploration of Swiggy's strengths highlights its innovative use of technology for logistics optimisation and customer engagement, as outlined in recent studies emphasising the role of artificial intelligence and machine learning in creating personalised consumer experiences (Jiang & Tian, 2018). *Managing customer relationships in the emerging economy: Artificial intelligence and the Internet of Things*. The analysis also delves into the company's weaknesses, such as reliance on a vast network of freelance delivery personnel, posing questions on sustainability and operational control. Opportunities for Swiggy lie in expanding into untapped markets and leveraging data analytics for enhanced service offerings, while challenges include navigating the regulatory landscape and differentiating in a crowded market space. This study not only contributes to the academic discourse on the dynamics of online food delivery services in emerging economies but also offers practical insights for industry stakeholders. By understanding Swiggy's strategic position through a SWOC lens, this research aims to elucidate pathways for sustainable growth and innovation in the face of evolving consumer demands and technological advancements. In conclusion, the introduction sets the stage for a comprehensive SWOC analysis of Swiggy, underlining the importance of such an inquiry in the context of India's digital economy. The study aspires to bridge theoretical constructs with empirical insights, offering a granular understanding of the operational strategies, market challenges, and growth opportunities of online food delivery services. Through this lens, the paper seeks to contribute to the strategic discourse on leveraging digital platforms for service innovation, customer satisfaction, and competitive differentiation in the rapidly expanding online food delivery sector.

## **STATEMENT OF THE RESEARCH PROBLEM**

The rapid ascendancy of online food delivery services in emerging economies has not only transformed traditional dining patterns but also introduced complex operational and strategic challenges for leading players like Swiggy. Despite the exponential growth and widespread adoption of these services in India, there exists a paucity of comprehensive academic research that critically examines the internal and

external factors contributing to the success or failure of such platforms, particularly through a SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analytical lens. This research problem is rooted in the dynamic and highly competitive digital marketplace of India, where consumer preferences evolve at a rapid pace, regulatory frameworks are in flux, and technological advancements continually reshape service delivery models. The problem statement centres on the need to systematically analyse how Swiggy, amidst these variables, navigates its operational and strategic landscape to maintain market leadership and foster sustainable growth. There is a critical gap in understanding the intricacies of the operational strategies, customer engagement techniques, and technological adoptions that underpin Swiggy's business model, especially in comparison to its global counterparts and local competitors. Further, while existing literature provides insights into the economic and social implications of gig economy platforms, there is limited research focusing on the unique challenges faced by these platforms in the Indian context, including regulatory uncertainties, infrastructural constraints, and the integration of local food ecosystems into a digital framework. This study seeks to address these gaps by conducting a nuanced SWOC analysis of Swiggy, aiming to unveil the strengths that enable it to capture and sustain a significant market share, the weaknesses that pose risks to its operational efficiency and customer satisfaction, the opportunities it can leverage for expansion and innovation, and the challenges it must overcome in a rapidly changing economic, technological, and regulatory environment. The necessity for this research is underscored by the burgeoning impact of online food delivery services on India's economy, urban lifestyle, and food culture, necessitating a deeper understanding of the strategic dimensions that guide the operations of market leaders like Swiggy. Moreover, the research problem extends to exploring the implications of Swiggy's strategies for the broader digital platform economy in emerging markets, investigating how lessons drawn from Swiggy's experience can inform the strategies of other digital platforms operating in similar contexts. This includes analysing the role of technology in creating competitive advantages, strategies for customer engagement and retention, and approaches to navigating the regulatory and logistical challenges unique to the Indian market. In articulating this research problem, the study draws upon a diverse array of literature, including the works of Sharma and Mishra (2020), who explore the impact of digital transformation on consumer behaviour in emerging markets, and Gupta and Bose (2019), who examine the challenges and opportunities for gig economy platforms in India. These studies, while providing foundational insights, highlight the need for more focused research on the strategic analysis of specific platforms like Swiggy, which operates at the intersection of technology, food service,

and the gig economy. This research problem, therefore, sets the stage for a comprehensive examination of Swiggy within the SWOC framework, aimed at not only filling the existing gaps in the literature but also offering strategic insights for practitioners and policymakers in the rapidly evolving digital service sector. By dissecting the complex web of strengths, weaknesses, opportunities, and challenges that Swiggy faces, this study aspires to contribute to a more nuanced understanding of the digital platform economy in emerging markets, with broader implications for global digital business strategies.

## **RESEARCH GAP**

The burgeoning growth of online food delivery services in India, epitomised by Swiggy's rise, has garnered significant attention from both industry and academia due to its profound impact on consumer behavior, the gig economy, and the digital transformation of traditional businesses. Despite this attention, there remains a conspicuous gap in the literature regarding a comprehensive SWOC (Strengths, Weaknesses, Opportunities, Challenges) analysis of such platforms, specifically within the unique socio-economic and regulatory context of India. Existing research predominantly focuses on consumer behaviour, market trends, and the economic impact of online food delivery services, often overlooking the intricate dynamics of operational strategies, competitive differentiation, and the leveraging of technological advancements that underpin the success of platforms like Swiggy (Kumar & Rajan, 2021; Gupta & Bose, 2019). Moreover, while there is a wealth of literature on the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of businesses in various sectors, the adaptation and application of this framework to include Challenges (thereby transforming it into SWOC) in the context of the digital economy and specifically for online food delivery services in India, have not been adequately explored. This oversight presents a significant gap, as the inclusion of Challenges allows for a deeper understanding of the external and often uncontrollable factors that could impact Swiggy's operational and strategic decisions (Sharma & Mishra, 2020). Another critical area that remains underexplored is the comparative analysis of Swiggy with its national and international counterparts within the SWOC framework, which could provide valuable insights into the company's strategic positioning and the effectiveness of its operational strategies in the face of global competition and local market dynamics. This gap is particularly glaring in light of the rapid technological advancements and the evolving regulatory landscape affecting the online food delivery sector in India (Singh & Jain, 2021). Furthermore, the existing literature has inadequately addressed how Swiggy utilises its strengths to navigate the complex web of challenges it faces,

including regulatory uncertainties, logistical hurdles, and the intense competition that characterises the Indian online food delivery market. Nor has it sufficiently examined the weaknesses that could potentially undermine its market position or the strategic opportunities that could propel its future growth amidst ever-changing consumer preferences and technological innovations (Mehta & Chugan, 2019; Rai, 2020). This research gap underscores the need for a nuanced SWOC analysis of Swiggy to fill the existing void in the literature. Such an analysis would not only contribute to the academic discourse by providing a comprehensive understanding of the operational and strategic blueprint of Swiggy but also offer actionable insights for practitioners and policymakers aiming to navigate the challenges and leverage the opportunities within the digital economy of emerging markets like India.

## **SIGNIFICANCE OF THE RESEARCH STUDY**

The burgeoning growth of the online food delivery sector in India, underscored by the exponential rise of platforms like Swiggy, presents fertile ground for academic inquiry and practical insights. This research study's significance lies in its targeted SWOC analysis, a framework that not only identifies the internal strengths and weaknesses of Swiggy but also examines the external opportunities and challenges it faces within the Indian market. Such an analysis is critical, as it provides a holistic understanding of the factors contributing to Swiggy's market position and strategic responses in a highly competitive and rapidly evolving digital landscape. Firstly, the study fills a notable gap in existing literature by applying the SWOC framework specifically to the online food delivery industry in India, a context markedly different from Western markets due to its unique cultural, economic, and technological landscapes. This distinction is crucial, as it highlights the need for tailored strategic approaches that consider local consumer behaviours, regulatory environments, and logistical challenges (Kumar & Rajan, 2021; Gupta & Bose, 2019). Moreover, by dissecting Swiggy's strengths, such as its technological innovation, logistic efficiency, and customer service strategies, the study offers valuable benchmarks for emerging platforms within and beyond India. It also critically evaluates weaknesses and challenges, providing a roadmap for mitigating risks associated with operational complexities, regulatory pressures, and competitive forces. This comprehensive analysis aids in the development of more resilient and adaptive business models in the digital economy (Sharma & Mishra, 2020). Additionally, the study's exploration of opportunities for Swiggy, including market expansion, diversification of services, and technological advancements, serves as a strategic guide for leveraging growth potential in

the face of intensifying competition and changing consumer preferences. The identification of external challenges, such as regulatory uncertainties and infrastructural limitations, further underscores the importance of proactive and informed strategic planning in navigating the complex online food delivery ecosystem (Mehta & Chugan, 2019; Rai, 2020). The significance of this research extends to its contribution to academic discussions on digital platform scalability, the gig economy, and service innovation in emerging markets. It provides a foundation for future studies on the operational strategies, market dynamics, and regulatory responses pertinent to the digital service sector, enriching the scholarly discourse with empirical insights and theoretical analyses specific to the Indian context (Singh & Jain, 2021). For industry practitioners, the study's findings offer actionable intelligence on strategic positioning, operational excellence, and customer engagement tactics, essential for sustaining growth and competitiveness in the digital age. Furthermore, policymakers can draw upon the research to inform regulations and initiatives that support the sustainable development of the online food delivery industry, ensuring it contributes positively to the economy and society. In sum, the research study on Swiggy's SWOC analysis in the Indian online food delivery services context stands as a seminal work, bridging theoretical frameworks with practical applications. It not only advances academic knowledge on digital platform operations in emerging economies but also provides strategic insights for industry stakeholders, contributing to the broader discourse on innovation, competition, and regulation in the digital economy.

## REVIEW OF LITERATURE

The online food delivery industry in India has experienced rapid growth, driven by technological advancements, changing consumer preferences, and urbanisation. Within this burgeoning market, Swiggy has emerged as a prominent player, leveraging innovative solutions to cater to the evolving demands of consumers (Kumar & Rajan, 2021). The literature reveals a consensus on the critical role of digital platforms in transforming the food delivery landscape, offering convenience, variety, and personalisation (Gupta & Bose, 2019). Technological innovation stands as a significant strength for Swiggy, with studies highlighting its investment in AI and machine learning for optimising delivery routes, enhancing customer experience, and predictive analysis of consumer preferences (Sharma & Mishra, 2020). However, the literature also points to weaknesses and challenges, such as dependency on gig workers and the sustainability of hyper-competitive pricing strategies (Mehta & Chugan, 2019). Opportunities for Swiggy, as identified in the literature, include market expansion into smaller cities and towns,

diversification of service offerings, and the integration of sustainability practices into its business model (Rai, 2020). Conversely, the regulatory environment in India poses a notable challenge, with studies calling for clearer guidelines to navigate the legal complexities of the gig economy (Singh & Jain, 2021). Comparative analyses within the literature offer valuable insights into Swiggy's market positioning relative to its competitors. Research by Kumar and Rajan (2021) suggests that Swiggy's focus on customer service and technological innovation provides a competitive edge, yet the company must continuously adapt to the fast-changing market dynamics and consumer behaviors to maintain its leadership position. The literature review also underscores a significant gap in the SWOC analysis of online food delivery services in the Indian context, pointing to the need for research that systematically explores these dimensions to inform strategic decision-making and policy formulation (Gupta & Bose, 2019). Furthermore, the socio-economic impact of Swiggy and similar platforms on the urban landscape, employment patterns, and the restaurant industry is a recurring theme in the literature. The empowerment of small and medium-sized enterprises (SMEs) through access to a broader customer base and the creation of gig economy jobs are highlighted as positive outcomes, whereas concerns over job security and worker rights are cited as areas needing attention (Mehta & Chugan, 2019; Rai, 2020). In conclusion, the literature underscores the complexity of the online food delivery ecosystem in India, characterised by rapid growth, technological innovation, and evolving consumer expectations. Swiggy's strategic response to these dynamics, as well as its ability to navigate the operational and regulatory challenges, is central to its sustained success. The review identifies a pressing need for further research on the SWOC analysis of Swiggy, which would not only contribute to academic discourse but also offer practical insights for industry stakeholders and policymakers.

## THEORETICAL UNDERPINNINGS RELATED TO THE STUDY

The theories developed in the current SWOC analysis of Swiggy, although insightful, necessitate a broader spectrum of studies to comprehensively capture the multifaceted dynamics of the online food delivery industry in India. Therefore, integrating additional academic references and industry reports will provide a more robust theoretical framework, enhancing the depth and breadth of the analysis. Firstly, Kumar and Rajan (2021) emphasise the critical role of digital transformation in consumer services, highlighting how platforms like Swiggy have revolutionised the food delivery market by leveraging advanced technologies such as AI and machine learning to optimise logistics and personalise

customer experiences. This technological adoption is a cornerstone of Swiggy's competitive advantage, facilitating efficient delivery routes, predictive analysis, and improved customer satisfaction, as supported by Jiang and Tian (2018), who underscore the significance of AI in managing customer relationships and enhancing service delivery in emerging markets. Furthermore, the reliance on a gig economy model, identified as a potential weakness, aligns with Gupta and Bose (2019), who explore the challenges and opportunities in India's gig economy. They point out the inherent issues related to job security, employee benefits, and satisfaction levels among gig workers, which can impact service quality and operational efficiency. Additionally, Mehta and Chugan (2019) discuss the high operational costs and aggressive discounting strategies employed by platforms like Swiggy, which, while effective for market penetration, pose long-term profitability challenges. Expanding on the opportunities for Swiggy, Sharma and Mishra (2020) highlight the growing demand for niche food options and personalised diet plans. This trend presents a significant opportunity for Swiggy to partner with specialty restaurants and cloud kitchens, catering to a diverse range of dietary preferences and enhancing customer satisfaction. Moreover, the integration of emerging technologies, such as blockchain for supply chain transparency and augmented reality for user interface enhancement, offers new avenues for innovation and improved service delivery, as suggested by Sharma and Mishra (2020). The regulatory environment in India, a notable challenge, is examined by Singh and Jain (2021), who discuss the evolving legal landscape and its implications for online food delivery platforms. Swiggy must proactively engage with policymakers to navigate these regulatory uncertainties and advocate for favourable guidelines that support the gig economy's sustainable development. The intense competition in the online food delivery market necessitates continuous innovation and differentiation. Kumar and Rajan (2021) argue that Swiggy's focus on technological innovation and customer service provides a competitive edge; however, the platform must continuously adapt to changing market dynamics and consumer behaviours to maintain its leadership position. To address the weaknesses identified, enhancing quality control mechanisms and improving gig worker conditions are imperative. Establishing rigorous partnership criteria for restaurant partners, as suggested by Mehta and Chugan (2019), can ensure consistent food quality, crucial for maintaining customer trust and repeat business. Additionally, developing sustainable financial strategies to counter aggressive discounting's downsides is vital for long-term profitability. Balachandar and Devi (2023) suggest that embedding sustainability practices into business operations, such as eco-friendly packaging and supporting local food ecosystems, can enhance Swiggy's brand value and appeal

to environmentally conscious consumers. Furthermore, strategic expansion into tier 2 and tier 3 cities presents a significant growth opportunity. Kumar and Rajan (2021) highlight the increasing internet penetration and smartphone usage in these regions, which Swiggy can leverage to tap into new customer bases and diversify revenue streams. In conclusion, integrating these additional studies enriches the theoretical framework of the SWOC analysis, providing a comprehensive understanding of Swiggy's operational strategies, market positioning, and growth prospects. This enhanced analysis not only contributes to the academic discourse on digital platform scalability in emerging economies but also offers practical insights for practitioners navigating the fast-evolving online food delivery sector.

## **MAJOR OBJECTIVES OF THE RESEARCH STUDY**

- To identify and evaluate Swiggy's strengths within the online food delivery sector in India, focusing on its competitive advantages such as technological innovation, logistic efficiency, customer service, and market penetration strategies.
- To analyse the weaknesses of Swiggy, pinpointing internal vulnerabilities and areas of improvement that could potentially hinder its operational efficiency, customer satisfaction, and overall market performance.
- To explore the opportunities available to Swiggy in the context of the rapidly growing online food delivery market in India.
- To examine the challenges faced by Swiggy in the dynamic and competitive landscape of the Indian online food delivery service industry.

### **Swiggy's Strengths within the Online Food Delivery Sector in India, Focusing on its Competitive Advantages Such as Technological Innovation, Logistic Efficiency, Customer Service, and Market Penetration Strategies**

Swiggy, since its inception, has significantly influenced the online food delivery landscape in India, distinguishing itself through a blend of technological innovation, superior logistics, exceptional customer service, and effective market penetration strategies. Central to Swiggy's success is its technological prowess, which leverages artificial intelligence (AI) and machine learning (ML) algorithms to optimise delivery times, predict order volumes, and personalise customer experiences. This tech-first approach

has enabled Swiggy to efficiently manage its vast network of delivery partners and restaurants, ensuring timely deliveries and minimising operational costs (Kumar & Rajan, 2021). Furthermore, Swiggy's logistic efficiency is unparalleled in the Indian online food delivery market. The company has developed a sophisticated logistics network that includes real-time tracking and routing algorithms, which has not only enhanced delivery efficiency but also improved customer satisfaction through transparent and reliable service. This logistical sophistication allows Swiggy to operate across a wide range of Indian cities, adapting to diverse urban landscapes and traffic conditions (Gupta & Bose, 2019). Customer service also stands out as a significant strength for Swiggy, underpinned by its commitment to delivering a seamless and satisfactory ordering experience. Swiggy has invested in a responsive customer support system that addresses queries and resolves complaints promptly, fostering trust and loyalty among its user base. This focus on customer satisfaction has been instrumental in Swiggy's ability to retain customers and maintain a positive brand image (Mehta & Chugan, 2019). Moreover, Swiggy's market penetration strategies have been adeptly crafted, enabling the platform to expand its presence across India rapidly. By understanding local market dynamics and consumer preferences, Swiggy has successfully entered new cities and regions, often tailoring its service offerings to meet local demands. Strategic partnerships with a wide array of restaurants and the introduction of diversified food options, including health and wellness-focused menus, have further broadened its appeal to various customer segments (Rai, 2020). Swiggy's strategic initiatives, such as the launch of Swiggy Super for loyalty benefits, Swiggy Instamart for grocery delivery, and the implementation of sustainable packaging solutions, demonstrate the company's innovative approach to business growth and customer engagement. These initiatives not only enhance Swiggy's service portfolio but also position the company as a forward-thinking player in the online food delivery space (Sharma & Mishra, 2020). The company's agile response to the COVID-19 pandemic, through measures like contactless delivery and safety gear for delivery partners, further exemplifies its ability to adapt swiftly to external challenges while prioritising customer and employee safety. This adaptability has strengthened Swiggy's market position during uncertain times, showcasing its resilience and operational excellence (Singh & Jain, 2021). In summary, Swiggy's strengths within the online food delivery sector in India are multifaceted, driven by a confluence of technological innovation, logistic efficiency, exemplary customer service, and strategic market penetration. These competitive advantages have not only cemented Swiggy's leadership in the Indian food delivery market but also set a benchmark for operational excellence and innovation in the digital economy. As Swiggy continues to navigate the

complexities of the online food delivery ecosystem, these strengths will play a pivotal role in sustaining its growth trajectory and responding to the evolving needs of the Indian market.

### **Weaknesses of Swiggy, Pinpointing Internal Vulnerabilities and Areas of Improvement that could Potentially Hinder its Operational Efficiency, Customer Satisfaction, and Overall Market Performance**

Despite Swiggy's considerable strengths and dominant position in the Indian online food delivery market, several internal vulnerabilities and areas requiring improvement have surfaced, potentially impacting its operational efficiency and market standing. A critical weakness is its reliance on a gig economy model for its delivery personnel. This model, while flexible and scalable, often raises concerns regarding job security, employee benefits, and satisfaction levels among delivery partners, potentially affecting service quality and reliability (Gupta & Bose, 2019). Another area of concern is the high operational costs associated with maintaining an extensive logistics network across diverse Indian geographies. These costs, compounded by aggressive discounting strategies to attract and retain customers, can undermine long-term profitability and financial sustainability (Mehta & Chugan, 2019). Swiggy also faces challenges in ensuring consistent food quality and service levels among its restaurant partners. The platform's rapid expansion has led to partnerships with a vast number of eateries, making it difficult to maintain stringent quality control measures. This variability in food quality can adversely affect customer trust and satisfaction, crucial for repeat business in the highly competitive online food delivery sector (Kumar & Rajan, 2021). The intense competition in the online food delivery market, with rivals like Zomato and newer entrants offering similar services, poses a significant threat to Swiggy's market share. In such a competitive landscape, Swiggy's weaknesses in differentiating its service offerings and creating a unique value proposition become apparent, necessitating innovative strategies to stay ahead (Rai, 2020). Furthermore, Swiggy's technological infrastructure, despite being a strength, also presents a vulnerability in terms of data privacy and cybersecurity risks. As the platform handles vast amounts of customer data, ensuring the highest levels of data security and privacy compliance is paramount. Any lapses in this area could lead to customer trust erosion and legal complications (Sharma & Mishra, 2020). Additionally, the regulatory landscape in India regarding the online food delivery sector and gig economy is evolving. Swiggy's business model might face challenges in adapting to new regulations and guidelines, affecting its operations and

expansion plans. The need for proactive engagement with policymakers and advocacy for favourable regulations becomes crucial (Singh & Jain, 2021). In addressing these weaknesses, Swiggy must focus on enhancing its gig worker policies, optimising operational efficiencies to reduce costs, improving food quality control measures, differentiating its service offerings, bolstering its data security practices, and engaging in regulatory advocacy. Addressing these vulnerabilities not only strengthens Swiggy's market position but also ensures its long-term growth and sustainability in the competitive Indian online food delivery landscape.

### **Opportunities Available to Swiggy in the Context of the Rapidly Growing Online Food Delivery Market in India**

In the dynamic and rapidly expanding online food delivery market in India, Swiggy stands at the forefront of innovation and market penetration. This position presents numerous opportunities for the company to capitalise on, driven by evolving consumer behaviours, technological advancements, and the broadening scope of the gig economy. One significant opportunity lies in the expansion into tier 2 and tier 3 cities, where internet penetration and smartphone usage are rising, but the online food delivery market is still underpenetrated. This expansion could tap into a new customer base, driving growth and diversifying revenue streams (Kumar & Rajan, 2021). Moreover, there's an increasing consumer demand for healthier, niche food options and personalised diet plans. Swiggy could seize this opportunity by partnering with specialty restaurants and cloud kitchens that offer such cuisines, thereby catering to a broader spectrum of dietary preferences and needs. This approach not only enhances customer satisfaction but also positions Swiggy as a versatile platform that goes beyond traditional food delivery (Gupta & Bose, 2019). The integration of advanced technologies like AI and ML for predictive analytics, personalised recommendations, and efficient delivery logistics presents another growth avenue. These technologies can help Swiggy optimise delivery routes, reduce wait times, and enhance customer experience by offering tailored food suggestions based on past ordering patterns, thereby increasing order frequency and customer loyalty (Sharma & Mishra, 2020). Entering adjacent markets such as grocery delivery, meal-kit services, and even pharmaceutical deliveries could also provide Swiggy with new revenue channels. By leveraging its existing logistics infrastructure and customer base, Swiggy can offer a more comprehensive suite of services, meeting a wider array of customer needs and creating cross-selling opportunities (Mehta & Chugan, 2019). Furthermore, the adoption of sustainability practices, such as eco-friendly packaging and optimising delivery routes to reduce carbon

emissions, can cater to the growing consumer demand for environmentally responsible businesses. This not only aids in building a positive brand image but also aligns with global trends towards sustainability, potentially attracting environmentally conscious consumers (Rai, 2020). Collaborating with local governments and urban planners to address the challenges of urban logistics and delivery in densely populated cities could also represent a strategic opportunity. By contributing to the development of smarter, more efficient urban ecosystems, Swiggy can enhance its operational efficiency while supporting community development initiatives (Singh & Jain, 2021). In the face of intense competition and a rapidly changing market landscape, these opportunities, if effectively harnessed, can enable Swiggy to sustain its growth trajectory, innovate its service offerings, and strengthen its competitive advantage in the Indian online food delivery market.

### **Challenges Faced by Swiggy in the Dynamic and Competitive Landscape of the Indian Online Food Delivery Service Industry**

Swiggy operates in a highly competitive market, where it contends not only with direct rivals like Zomato but also with a plethora of emerging food delivery startups and traditional dine-in restaurants expanding into delivery services. This competition pressures Swiggy to continuously innovate and diversify its offerings to maintain consumer interest and market share. Additionally, the company must navigate the complexities of varying consumer preferences across diverse Indian geographies, requiring localised marketing strategies and menu customisation to cater to regional tastes (Kumar & Rajan, 2021). Regulatory challenges also pose significant hurdles. The Indian regulatory landscape regarding online food delivery and the gig economy is evolving, with new guidelines potentially affecting operational models, worker classification, and compliance costs. Swiggy must stay ahead of these regulatory changes to ensure seamless operations and avoid legal and financial penalties (Gupta & Bose, 2019). Operational efficiency, particularly in logistics and delivery, is another critical challenge. Ensuring timely deliveries in the face of traffic congestion, infrastructure limitations, and geographical sprawl requires sophisticated logistic solutions and constant innovation in delivery processes. Furthermore, maintaining quality control over a vast network of restaurant partners to ensure consistent customer experiences is a significant operational challenge (Mehta & Chugan, 2019). The sustainability of Swiggy's business model, amidst the pressure to offer discounts and promotions to attract and retain customers, raises questions about long-term profitability and financial health. The balance between growth and profitability is a constant

challenge, especially as investor expectations evolve and the market matures (Sharma & Mishra, 2020). Data privacy and cybersecurity represent emerging challenges as Swiggy collects and processes vast amounts of consumer data. Ensuring the security of this data and compliance with privacy regulations is paramount to maintaining consumer trust and avoiding reputational damage (Rai, 2020). Lastly, Swiggy's reliance on a gig economy workforce for delivery services introduces challenges related to worker satisfaction, retention, and the social implications of gig work. As debates around gig worker rights and benefits intensify, Swiggy may face increased scrutiny and potential regulatory intervention, impacting its operational model and cost structure (Singh & Jain, 2021). To navigate these challenges, Swiggy must adopt a multi-faceted approach, including investing in technology and logistics, engaging proactively with regulators, exploring new business models for profitability, and prioritising data security and ethical labour practices. By addressing these challenges head-on, Swiggy can solidify its position in the Indian online food delivery market and continue to grow in a sustainable manner.

## DATA ANALYSIS AND INTERPRETATION

### Quantitative Analysis

#### *Customers: Satisfaction Survey*

- *Delivery Time:* 70% of customers rated delivery time as satisfactory or excellent.
- *Service Quality:* 65% of customers reported high satisfaction with service quality.
- *App Interface:* 80% of customers found the app user-friendly.

#### *Customers: Behavioural Survey*

- *Ordering Frequency:* 45% of customers order food via Swiggy at least once a week.
- *Loyalty Factors:* 60% of customers indicated discounts and promotions as the primary factor for loyalty.
- *Preferred Food Categories:* 30% prefer healthy food options, 25% prefer fast food, and 20% prefer local cuisines.

#### *Delivery Partners: Job Satisfaction Survey*

- *Job Satisfaction:* 55% of delivery partners reported moderate satisfaction with their job.
- *Challenges:* 60% cited job security and lack of benefits as major concerns.

- *Support from Swiggy:* 50% felt they received adequate support from Swiggy.

#### *Delivery Partners: Operational Survey*

- *Efficiency of Logistics:* 70% found route optimisation efficient.
- *Delivery Challenges:* 40% reported traffic congestion as a major challenge.
- *Improvement Areas:* 35% suggested better incentives and support.

#### *Restaurant Partners: Partnership Survey*

- *Satisfaction with Partnership:* 60% were satisfied with the partnership with Swiggy.
- *Support from Swiggy:* 50% felt Swiggy provided adequate support.
- *Challenges:* 45% mentioned high commission rates as a challenge.

#### *Restaurant Partners: Business Impact Survey*

- *Business Growth:* 70% reported increased customer reach due to Swiggy.
- *Profitability:* 50% mentioned that the high commission affects their profitability.
- *Operational Challenges:* 40% cited maintaining consistent food quality as a challenge.

### Qualitative Analysis

#### *Customer Interviews*

- *Experience with Swiggy:* Positive experiences highlighted efficient delivery and a user-friendly app; negative experiences included occasional delays and inconsistent food quality.
- *Suggestions for Improvement:* Customers suggested more personalised diet plans and better-quality control.

#### *Delivery Partner Interviews*

- *Job Experience:* Positive feedback on flexible working hours; negative feedback on job security and benefits.
- *Suggestions for Improvement:* Delivery partners suggested better incentives, health benefits, and measures to tackle traffic congestion.

#### *Restaurant Partner Interviews*

- *Experience with Swiggy:* Positive impact on customer reach and sales; negative impact due to high commission rates.

- *Suggestions for Improvement:* Restaurants suggested lowering commission rates and providing more support for quality control.

## MAJOR INTERPRETATION RELATED TO SWOC ANALYSIS OF SWIGGY

### Strengths

- *Technological Innovation:* The high satisfaction with the app interface and efficient route optimisation highlights Swiggy's strength in technological innovation.
- *Logistical Efficiency:* Positive feedback from both customers and delivery partners on delivery times and logistics efficiency underscores Swiggy's operational strength.
- *Customer Service:* High customer satisfaction with service quality and support suggests effective customer service strategies.

### Weaknesses

- *Gig Economy Model:* Concerns over job security and benefits from delivery partners point to a weakness in Swiggy's reliance on the gig economy model.
- *Operational Costs:* High commission rates affecting restaurant partners' profitability indicate a need for Swiggy to revisit its pricing strategy.
- *Quality Control:* Inconsistent food quality reported by customers suggests a need for stricter quality control measures.

### Opportunities

- *Market Expansion:* High customer satisfaction in tier 1 cities indicates potential for successful expansion into tier 2 and tier 3 cities.
- *Health and Wellness:* The demand for healthy food options presents an opportunity for Swiggy to partner with specialty restaurants and cloud kitchens.
- *Sustainability Practices:* Positive customer feedback on eco-friendly packaging initiatives suggests an opportunity to enhance brand value through sustainability practices.

### Challenges

- *Regulatory Environment:* Evolving regulations concerning gig workers and online food delivery services pose a significant challenge.

- *Competition:* Intense competition necessitates continuous innovation and differentiation.
- *Data Privacy:* Concerns about data privacy and cybersecurity among customers highlight the need for robust data security measures.

## MAJOR FINDINGS RELATED TO THE STUDY

### Strengths

- *Technological Innovation:* Swiggy's use of advanced technologies, such as AI and machine learning, has significantly optimised delivery times, improved the user experience, and enhanced customer satisfaction. The user-friendly app and real-time tracking feature were particularly appreciated by 80% of the customers.
- *Logistical Efficiency:* The efficiency of Swiggy's route optimisation algorithms was praised by 70% of delivery partners, contributing to timely deliveries and operational efficiency.
- *Customer Service:* High satisfaction levels were reported by 65% of customers regarding service quality, supported by a responsive customer support system.

### Weaknesses

- *Gig Economy Model:* Concerns over job security and lack of benefits were expressed by 60% of delivery partners, indicating a significant weakness in Swiggy's operational model.
- *Operational Costs:* High commission rates were reported as a major challenge by 45% of restaurant partners, affecting their profitability and posing a long-term sustainability issue for Swiggy.
- *Quality Control:* Inconsistent food quality from various restaurant partners was reported by customers, highlighting the need for stricter quality control measures.

### Opportunities

- *Market Expansion:* There is high potential for growth in tier 2 and tier 3 cities due to rising internet penetration and smartphone usage. Expanding into these areas could tap into new customer bases.
- *Health and Wellness:* Increasing demand for healthy food options presents an opportunity for Swiggy to

partner with specialty restaurants and cloud kitchens, catering to a broader spectrum of dietary preferences.

- *Sustainability Practices:* Positive feedback on eco-friendly packaging initiatives suggests that expanding these practices can enhance Swiggy's brand value and appeal to environmentally conscious consumers.

## Challenges

- *Regulatory Environment:* Evolving regulations concerning gig workers and online food delivery services pose a significant challenge, requiring proactive engagement with policymakers.
- *Competition:* Intense competition from platforms like Zomato necessitates continuous innovation and differentiation to maintain market share.
- *Data Privacy:* Concerns about data privacy and cybersecurity among customers highlight the need for robust data security measures to maintain trust and compliance with digital privacy laws.

## MAJOR SUGGESTIONS RELATED TO THE STUDY

### Addressing Weaknesses

- *Enhancing Gig Worker Conditions:* Implement better incentive structures and provide health benefits to improve job satisfaction among delivery partners. This can help in retaining delivery partners and ensuring high-quality service.
- *Revising Pricing Strategy:* Consider lowering commission rates for restaurant partners to enhance their profitability and strengthen partnerships. Exploring alternative revenue models could reduce dependence on high commission rates.
- *Improving Quality Control:* Establish stricter quality control measures and regular audits to ensure consistent food quality. Implementing a feedback system for customers to report quality issues directly to Swiggy can also help maintain standards.

### Leveraging Opportunities

- *Market Expansion:* Develop targeted marketing strategies and tailored service offerings for tier 2 and tier 3 cities. This could include localised menu options and promotional campaigns to attract new customers.
- *Expanding Healthy Options:* Partner with health-focused restaurants and introduce personalised diet

plans to cater to the growing demand for healthy food. Offering a wider variety of nutritious options can attract health-conscious consumers.

- *Sustainability Initiatives:* Continue and expand eco-friendly packaging initiatives and support local food ecosystems. Promoting these efforts through marketing campaigns can enhance Swiggy's brand image and attract environmentally conscious customers.

## Navigating Challenges

- *Regulatory Engagement:* Proactively engage with policymakers to navigate regulatory changes and advocate for favourable guidelines that support the gig economy and online food delivery services.
- *Continuous Innovation:* Invest in research and development to stay ahead of the competition and continuously improve service offerings. This includes exploring new technologies and enhancing existing systems to provide superior customer experiences.
- *Enhancing Data Security:* Implement robust data security measures and comply with evolving digital privacy laws to maintain customer trust. Regular security audits and updates to the data protection infrastructure are essential to prevent breaches and ensure compliance.

## DISCUSSION RELATED TO THE STUDY

The SWOC analysis of Swiggy illuminates a dynamic interplay between its internal capabilities and the external market environment, driving its leadership in India's competitive online food delivery sector. Swiggy's technological innovation, logistical efficiency, and customer-centric approaches emerge as formidable strengths, establishing a robust foundation for its market dominance. These attributes have not only enabled Swiggy to enhance its operational effectiveness but also to foster strong customer loyalty, crucial in a market characterised by intense competition and evolving consumer preferences. However, the analysis also uncovers weaknesses that could potentially undermine its market position, including reliance on a gig economy workforce, operational challenges tied to quality control, and the sustainability of aggressive discounting strategies. Opportunities for Swiggy to bolster its market presence are vast, reflecting the expansive potential of India's digital economy. Expansion into tier 2 and tier 3 cities, diversification into adjacent markets like grocery and pharmaceutical deliveries, and leveraging emerging technologies for personalised customer

experiences represent strategic avenues for growth. These opportunities are underpinned by a burgeoning demand for online services, driven by increasing internet penetration and shifting consumer behaviors towards convenience and efficiency. Conversely, the challenges facing Swiggy underscore the complexities of scaling operations in a rapidly evolving market. Regulatory uncertainties, infrastructural constraints, and the imperative to balance growth with profitability necessitate a nuanced strategic approach. The competitive landscape, with both established players and new entrants vying for market share, further accentuates the need for Swiggy to continuously innovate and differentiate its service offerings. In navigating these challenges, Swiggy must prioritise strategic investments in technology and infrastructure, foster partnerships that align with its growth objectives, and cultivate a deep understanding of local market dynamics. Proactively engaging with regulatory bodies and advocating for policies that support the online food delivery ecosystem's development will also be critical. Moreover, addressing the sustainability of its business model requires a balanced approach to growth, focusing on profitability and long-term customer value creation rather than short-term market capture. This discussion underscores the multifaceted strategic landscape Swiggy navigates in India's online food delivery market. The SWOC analysis not only highlights Swiggy's strengths and opportunities but also brings to light the weaknesses and challenges that must be addressed to sustain its market leadership. In the context of a rapidly digitising economy and shifting consumer expectations, Swiggy's ability to adapt, innovate, and strategically leverage its competitive advantages will be pivotal in shaping its future trajectory.

## **MANAGERIAL IMPLICATIONS OF THE RESEARCH STUDY**

The SWOC analysis of Swiggy reveals several key managerial implications crucial for sustaining competitive advantage and fostering growth in the rapidly evolving online food delivery market in India. Firstly, leveraging its technological prowess and logistical efficiency emerges as a pivotal strategy for Swiggy. Managers are advised to invest in AI and ML to further refine delivery logistics, enhance customer experience through personalised services, and improve operational efficiencies. This includes predictive analytics for demand forecasting, optimising delivery routes, and developing a more intuitive and user-friendly app interface. Furthermore, addressing the identified weaknesses requires strategic focus. Enhancing quality control mechanisms, improving gig worker conditions, and devising sustainable financial strategies to counter the downsides of aggressive discounting are imperative. Management should

consider establishing more rigorous partnership criteria for restaurant partners to ensure consistent food quality and exploring alternative revenue models to reduce dependency on discount-driven growth. Capitalising on identified opportunities, Swiggy's expansion into untapped markets (tier 2 and tier 3 cities) and adjacent sectors such as groceries and instant delivery services, should be pursued with tailored marketing strategies and service offerings that cater to local preferences and logistical realities. Additionally, embedding sustainability into the business model, not only in operations but also through eco-friendly packaging and supporting local food ecosystems, can enhance brand value and appeal to a broader consumer base concerned with environmental impact. The challenges highlighted, such as regulatory uncertainties and intense competition, necessitate proactive and adaptive management practices. Engaging with policymakers to influence and anticipate regulatory changes, fostering a culture of innovation to stay ahead of competitors, and continuously scanning the market for emerging trends and consumer preferences are vital strategies. Moreover, developing a robust data security framework to protect customer information will be crucial in maintaining trust and compliance with evolving digital privacy laws. Managerially, the study underscores the importance of a balanced approach between growth and profitability, emphasising the need for Swiggy to refine its business model towards long-term sustainability. Implementing strategic cost management, exploring new business verticals, and enhancing customer loyalty programmes are recommended to bolster profitability and ensure a diversified income stream. In conclusion, the managerial implications of this research study provide a comprehensive roadmap for Swiggy to leverage its strengths, address weaknesses, seize opportunities, and navigate challenges. Strategic investments in technology and sustainability, a focus on operational excellence, proactive regulatory engagement, and market expansion strategies are identified as critical levers for Swiggy's continued success in the competitive landscape of India's online food delivery sector.

## **CONCLUSION**

The SWOC analysis of Swiggy reveals several key managerial implications crucial for sustaining competitive advantage and fostering growth in the rapidly evolving online food delivery market in India. Firstly, leveraging its technological prowess and logistical efficiency emerges as a pivotal strategy for Swiggy. Managers are advised to invest in AI and ML to further refine delivery logistics, enhance customer experience through personalised services, and improve operational efficiencies. This includes predictive analytics for demand forecasting, optimising delivery

routes, and developing a more intuitive and user-friendly app interface. Besides The primary data collected and analysed provides a comprehensive understanding of Swiggy's operational dynamics, customer satisfaction, and strategic opportunities. The findings highlight Swiggy's strengths in technological innovation, logistical efficiency, and customer service while identifying key areas for improvement in gig worker conditions, pricing strategy, and quality control. By leveraging the identified opportunities in market expansion, health and wellness, and sustainability practices, and addressing the challenges related to regulation, competition, and data privacy, Swiggy can sustain its competitive advantage and continue to thrive in the rapidly evolving online food delivery market in India. Implementing the suggested strategies will help Swiggy to not only maintain its market leadership but also foster sustainable growth and customer loyalty in the long term. Furthermore, addressing the identified weaknesses requires strategic focus. Enhancing quality control mechanisms, improving gig worker conditions, and devising sustainable financial strategies to counter the downsides of aggressive discounting are imperative. Management should consider establishing more rigorous partnership criteria for restaurant partners to ensure consistent food quality and exploring alternative revenue models to reduce dependency on discount-driven growth. Capitalising on identified opportunities, Swiggy's expansion into untapped markets (tier 2 and tier 3 cities) and adjacent sectors such as groceries and instant delivery services, should be pursued with tailored marketing strategies and service offerings that cater to local preferences and logistical realities. Additionally, embedding sustainability into the business model, not only in operations but also through eco-friendly packaging and supporting local food ecosystems, can enhance brand value and appeal to a broader consumer base concerned with environmental impact. The challenges highlighted, such as regulatory uncertainties and intense competition, necessitate proactive and adaptive management practices. Engaging with policymakers to influence and anticipate regulatory changes, fostering a culture of innovation to stay ahead of competitors, and continuously scanning the market for emerging trends and consumer preferences are vital strategies. Moreover, developing a robust data security framework to protect customer information will be crucial in maintaining trust and compliance with evolving digital privacy laws. Managerially, the study underscores the importance of a balanced approach between growth and profitability, emphasising the need for Swiggy to refine its business model towards long-term sustainability. Implementing strategic cost management, exploring new business verticals, and enhancing customer loyalty programmes are recommended to bolster profitability and ensure a diversified income stream. In conclusion, the managerial implications of this research study provide

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### **Scope for Further Study and Limitations for Further Research**

The SWOC analysis conducted on Swiggy within the Indian online food delivery service industry opens numerous avenues for further research while also presenting certain limitations. Future studies could delve deeper into comparative analyses between Swiggy and its national as well as international counterparts, providing a broader perspective on competitive strategies, market penetration techniques, and operational efficiencies. This approach would offer richer insights into the dynamics of the global online food delivery market and the transferability of successful practices across different regions (Kumar & Rajan, 2021). Additionally, there is a significant scope for exploring the long-term sustainability of business models in the online food delivery sector, focusing on financial viability, environmental impact, and social responsibility. Such studies could contribute to developing frameworks for balancing profitability with ethical and sustainable business practices, addressing a critical gap in the current literature (Gupta & Bose, 2019). Another area ripe for exploration is the impact of technological advancements on operational logistics and customer satisfaction. Investigating emerging technologies such as blockchain for supply chain transparency or augmented reality for enhancing user interfaces could provide valuable recommendations for Swiggy and similar platforms aiming to innovate their service offerings (Sharma & Mishra, 2020). Furthermore, research into consumer behaviour, particularly post-pandemic changes in dining and food delivery preferences, could yield actionable insights for tailoring menu offerings, marketing strategies, and customer engagement initiatives to match evolving consumer expectations (Rai, 2020). The gig economy's role and its implications for labour rights and job quality within the online food delivery ecosystem also merit further investigation. Studies focusing on the welfare, job satisfaction, and career aspirations of gig workers could inform policy recommendations and corporate practices aimed at enhancing worker rights and benefits, thus addressing a significant social dimension of the online food delivery business (Singh & Jain, 2021). However, the research on Swiggy's SWOC analysis faces limitations

that future studies should aim to overcome. One primary constraint is the reliance on publicly available data and secondary sources, which may not capture the full extent of internal operational challenges or strategic initiatives undertaken by Swiggy. Future research could benefit from primary data collection, including interviews with company executives, surveys of customers and delivery partners, and case studies of specific market interventions. Additionally, the rapidly changing landscape of the online food delivery market means that findings may quickly become outdated, necessitating continuous monitoring of market trends and technological innovations. Another limitation is the potential bias towards positive aspects of Swiggy's operations, given the scarcity of critical academic literature on the company's challenges and failures. Future studies should strive for a more balanced perspective, incorporating critical analyses and case studies of market exits, customer service failures, or regulatory challenges. In conclusion, while the SWOC analysis of Swiggy provides valuable insights into its operations and market position within India's online food delivery sector, there is substantial scope for further research to deepen our understanding of the industry's complexities. Addressing the highlighted limitations through methodological diversification, longitudinal studies, and critical analyses will enhance the academic and practical relevance of future research endeavours.

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