

Analysis of Online Food Ordering Applications in India

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Abstract— A single window for ordering, from a wide range of restaurants, online food delivery mobile applications has become popular over these years. The recent development of the net has boosted the extension of on-line food services by facultative individuals to go looking, compare costs and handily access these services. On-line ordering has been a growing as a requirement have factor for the eating place business. Mobile application may be a combination of promoting acumen and technology – uses the web as a medium to advertise and sell services and merchandise. Today, a lot of individuals have gotten connected through mobile application and that they area unit able to trade through it. It also affects the operation of companies and organizations. Companies have modified their ancient business methods into on-line promoting to suit client wants and style at any time. The online food ordering system sets up a food menu online with the help of mobile applications like Zomato, Swiggy and Uber Eats. This analysis paper aims to debate the consumer's perception towards the net food ordering and delivery services. The purpose is to grasp what area unit the influencing factors, their perceptions, needs, positioning of varied attributes of various on-line portals in their mind and overall satisfaction towards on-line food delivery services.

Keywords: Online Food Ordering, Apps Related to IT, Customer Satisfaction, Customer Perception, Mobile Applications, E-Commerce, Zomato, Swiggy, Uber Eats

I. INTRODUCTION

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. The popularity of online food ordering and delivering services is steadily growing, expectations of the users are also increasing. This research paper is aimed to investigate consumers' views about the services they receive from different portals. This paper will help the service providers to understand the consumers' perception, needs and views on the basis of the result of a survey. The survey and its results, followed by findings and conclusion on how the consumers perceive the services can be used by the online food delivery service businesses to develop better strategies to market their mobile applications successfully.

Online food delivery is a service in which a store or restaurant delivers food to a customer through the restaurant's website. Many restaurants are witnessing an increase in

business, as ordering food online becomes more and more popular across the country. An online food menu is created in each mobile application. Mobile applications like Zomato, Swiggy, Uber Eats provide the customers countless varieties of dishes from different nearby restaurants and customers can easily place the order.

These mobile applications provide a tracking system where the customers become more acquainted with each progression of delivering. The payment options include either online or by cash-on- delivery (COD) system. These apps also provide a feedback system where the users can provide feedbacks and recommendations, rate the food item and mode of delivering. Orders with discounted rates are more desirable for the customers. Besides, it is more convenient, reliable, and hassle free. Another attractive feature of online food apps is that it is more cost-effective as it offers the users a large vary of expediency and preferences to pick from. Sources reveal that there has been a significant increase in restaurants and food businesses since users opt more for take-away and home delivery. Most users favor online apps as food-on-click feature makes it possible to get food delivered right at their door instantly. This, in a way, has boosted the restaurant business widely. Unarguably, the increased reach of internet has benefited the customers in buying food online and the perception of online purchasing as well. As a result, e-commerce business is flourishing in India.

II. LITERATURE REVIEW

- 1) According to Anupriya Saxena; Startups in Bharat become a chat of the city in world business situation. kids area unit arising with innovative ideas to counterpart untouched involved space of shoppers. Presently Indian on-line foodstuff is \$350billion. Food technology in broad space, on-line food delivery apps area unit simply a part of it. This abstract study can offer a lot of insight concerning rising innovative technologies in eating place trade and techniques followed by on-line food begin ups Zomato, Swiggy, Uber eats. From this analysis paper we'd perceive drivers of on-line food sites, completely different services given by application that produces shoppers happy and happy .Comfort and Convenience that makes client a lot of inclined towards on-line food ordering. The analysis all over that because of urbanization in Indian landscape, on-line food delivery applications area unit growing with flying colours. way forward for on-line food ordering web site is bright. Facilities, Comfort, User friendliness area unit the key options of on-line websites success.
- 2) According to Dr. Mitali Gupta; The recent development of the net has boosted the extension of on-line food services by facultative individuals to go looking, compare costs and handily access these services. on-line ordering has been a growing as a requirement have factor

for the eating place business. on-line ordering has taken the food business by a storm.

Technology puts a buried impact on the business business, technology has changed the entire frame of restaurant industry, and it will continue doing a great job.

- 3) According to Arji Mariam Jacob, N.V. Sreedharan, Sreena.K A single window for ordering from a large vary of restaurants, on-line food delivery mobile applications has become well-liked over these years. This trend has modified the mental attitude of shoppers, gratifying users of various age teams. There area unit wide styles of restaurants currently delivering on-line services at the best offers and affordable costs. This, indeed, has expanded their daily business, witnessing a boom in on-line food delivering system moreover as popularizing it across the country. the web the net food ordering system sets up a food menu online with the assistance of mobile applications like Zomato, Swiggy and Uber grub. Science and technology is developing day by day and beyond question, it will be same that the invention of net has expanded the country's on-line business enterprises. From booking tickets, paying bills, shopping for utensils so on, net has supported everybody in many ways and therefore the recent development is food delivering applications wherever the required food things area unit delivered at the user's sill. It frees customers from visiting the eateries and additionally the long wait in restaurants. during this study, the most focus is to research the perception of shopper towards on-line food ordering services. The analysis takes each quantitative and qualitative approach to the study.
- 4) According to Dr. S. Preetha, S.Iswarya; The sight of recent traffic on Zomato, Swiggy, Uber grub etc. through the roads of city is extremely common. Day on day this traffic is increasing wide across all the areas of town. The influence of this food on-line order and delivery particularly the platform-to-delivery application is increasing its presences.
- 5) According to Pathan et al. (2017) states that with online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also with a food menu online, orders can be easily tracked, it uphold customers' database and develop the food delivery service. The restaurants and mess can even modify online restaurant menu and upload images easily. Having a edifice menu on net, potential customers will simply access it and place order at their convenience.
- 6) Thus, an automated food ordering system is presented with features of feedback and wireless communication. vi. According to Priyadarshini (2017) states that India has more individuals between the ages of 10 and 24, making it the world's biggest youth populace. With increasingly youngsters entering the workforce every day, development in the economy, a rising female work power, and expanded portability among shoppers, the customarily troublesome Indian market has changed and is needing for a progressively assorted menu. Samsudin et al. (2011) points out that alongside client feedback for an eatery, a plan and execution of wireless food ordering framework was completed. It empowers cafes proprietors to setup the framework in wireless

environment and update menu presentations effectively. Advanced mobile phone has been coordinated in the adaptable wireless food ordering system requesting framework with continuous client criticism execution to encourage ongoing correspondence between eatery proprietors and clients.

III. RESEARCH METHODOLOGY

This part explains the methodology used in this study. It includes research design, sample design, sources of data, and tools for data collection and framework of analysis.

- Research Design: The nature of this study is descriptive and analytical.
- Data: The study consists of primary data and secondary data. It was collected from people through questionnaires via Whatsapp, Email, and so on, through Google form. The collected data was used for analysis and interpretation of various factors.
- Sampling Design: For the purpose of study, the total sample size was 100 respondents, out of which a major portion was Gen Z i.e. people of the age group 20-25 years were chosen as sample on the basis of snowball sampling.
- Tools for Collecting Data: Questionnaire in the form of Google Form was used for collecting primary data from the targeted surveyors.
- Tools for presentation of data: Pie charts were used for presenting the collected data for better understanding.
- Tools for Analysis And Interpretation of Data: Averages and percentages were used for the analysis and interpretation of the collected data.

Online food ordering is the process of ordering food through the restaurant's own website or mobile app, or through a multi-restaurant's website or app. A customer can choose to have the food delivered or for pick-up. The process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery.

A. Common Online Food Ordering Applications

1) Swiggy

Order food and beverages from your favorite and nearest restaurants. Swiggy app delivers food from your neighbourhood local joints, food cafes, or even 5-star restaurants with absolutely no minimum order restrictions.

a) Essential Features:

- Get amazing deals sponsored by both Swiggy and restaurants
- Live track your food delivery right from the moment you place your order
- Multiple payment option available

2) Zomato

Discover the best and nearest restaurants either to eat out or order in from. Check through restaurant photos, menus, and customer reviews and ratings to decide where you want to eat your next meal. The app runs across UAE, Philippines, and India.

a) Essential Features:

- Easy search for restaurants, pubs, cafes, and more by location and cuisine

- Utilize advanced filters to find the best restaurant
- View images of restaurants, menus, user reviews, etc.

3) Uber Eats

Find your local flavors anytime you want with Uber Eats. Customers can either search for all near or around restaurants, specific restaurant, dish, or cuisine and order it. This app is currently available in all metro cities across countries.

a) Essential Features:

- Pay easily with your existing Uber account
- Track your order in real time
- Nearest or farthest, order from anywhere

B. Satisfaction

Satisfaction is the discrepancy between expected and subjectively experienced product/service performance. Customers, suppliers, employees etc. have certain expectations about a company's product or service performance. Depending on the subjectively perceived realization of those expectations, a certain level of satisfaction or dissatisfaction develops. In surveys, the level of satisfaction is measured on a scale from very satisfied to very dissatisfied.

Satisfaction is usually described as follows:

Satisfaction = f (what employee expects, what he gets, time, back ground of the employee- social, economic, cultural)

C. Customer Satisfaction

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

What is customer perception?

Customer Perception is a marketing concept that tells us what customers think about a brand or a company or its offerings. It can be positive or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a customer has.

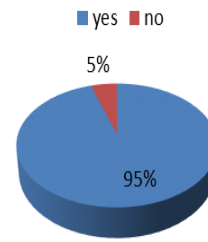
D. Mobile Application (Mobile App)

A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet computer. Mobile applications frequently serve to provide users with similar services to those accessed on PCs. Apps are generally small, individual software units with limited function. This use of app software was originally popularized by Apple Inc. and its App Store, which offers thousands of applications for the iPhone, iPad and iPod Touch.

The data collected from the respondents and are presented in pie charts are used for the easy comprehension. The chapter is devoted for the analysis of level of satisfaction of customers preferring food delivery applications. 100 respondents were conveniently selected. For the purpose of the study, simple statistical tools were used. Percentage analysis was used for comparison of data.

| Awareness about online food ordering | Percentage |
|--------------------------------------|------------|
| yes | 95 |
| no | 5 |

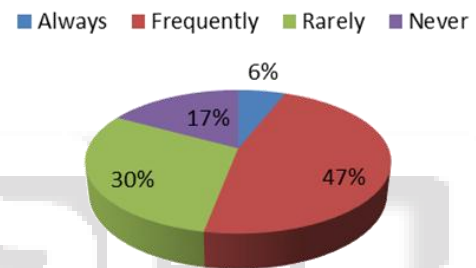
Awareness about online food ordering



It is found that; 95% of the customers are having a clear awareness about the online ordering applications; whereas only a niche percent i.e; 5% are not aware about the online ordering applications and services related to it.

| How often food is ordered | Percentage |
|---------------------------|------------|
| Always | 6 |
| Frequently | 47 |
| Rarely | 30 |
| Never | 17 |

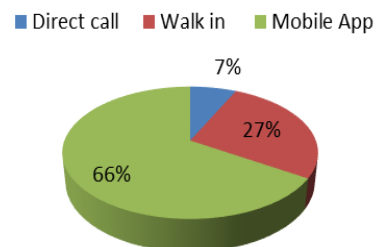
How often order is made



There is a majority of customers who are frequent buyers which consists of 47% of the total respondents. It is followed by the rare users which consists of 30%. Then the customers are regular with 6% and the customers who never orders food online is 17% respectively.

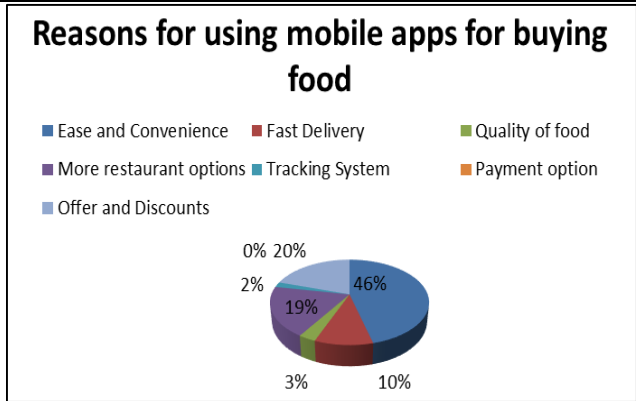
| How people prefer to buy Food | Percentage |
|-------------------------------|------------|
| Direct call | 7 |
| Walk in | 27 |
| Mobile App | 66 |

How people prefer to buy food



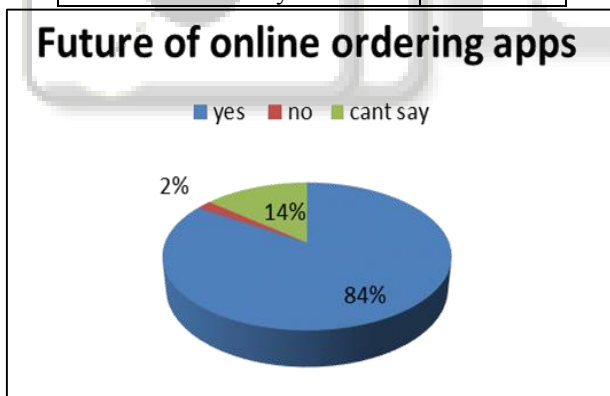
It is depicted that; the customers prefer to make online food ordering through mobile apps, 66% and the followers with the option of walk in to the restaurant with 27%. The least is the direct call, 7% where people rarely opts for this option.

| Reasons for using mobile apps for buying food | Percentage |
|---|------------|
| Ease and Convenience | 46 |
| Fast Delivery | 10 |
| Quality of food | 3 |
| More restaurant options | 19 |
| Tracking System | 2 |
| Payment option | 0 |
| Offer and Discounts | 20 |



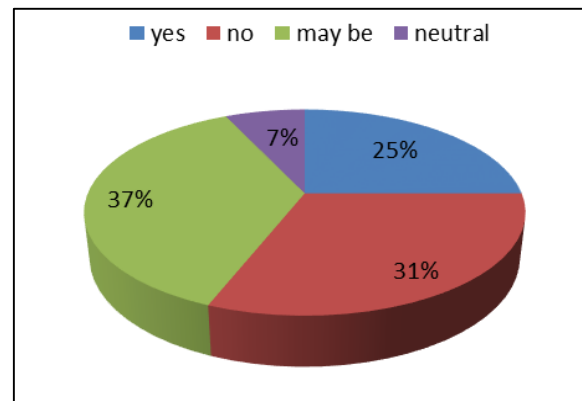
The major reason for using the mobile apps for ordering food online is the ease of convenience with 46%, then the offers and discounts with 20%, the third is the more restaurant options with 19%. It is followed by fast delivery, quality of food and payment options with 10%, 3% and 2% respectively.

| Future for online ordering apps | Percentage |
|---------------------------------|------------|
| yes | 84 |
| no | 2 |
| Can't say | 14 |



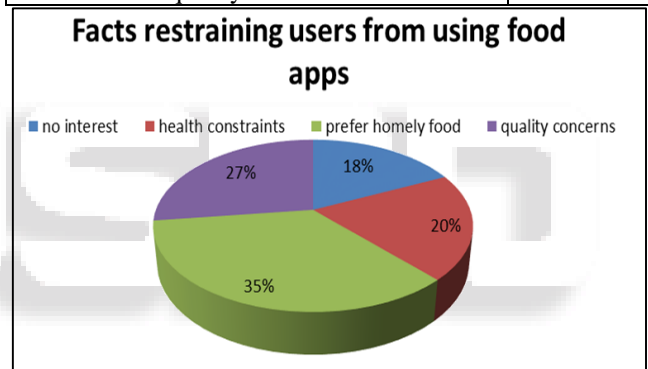
There is a future for the online ordering apps according to the customers which represents the 84% of the total; whereas some customers are not sure with the fact i.e; with 14% and 2% of the customers strongly says that there is no future for the same.

| Prefers apps due to less human interaction | Percentage |
|--|------------|
| yes | 25 |
| no | 31 |
| may be | 37 |
| neutral | 7 |



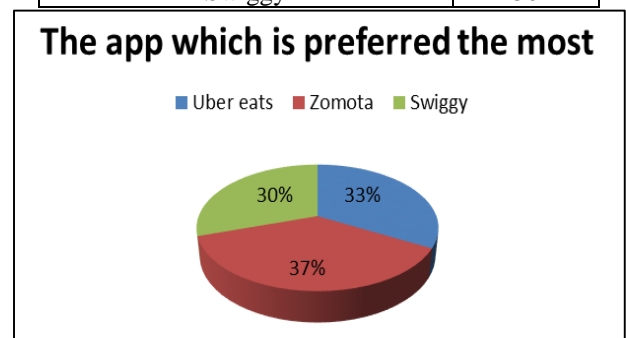
It is found that customers or the people prefer the mobile apps for buying food because it may have less human interactions, 37%. Whereas 25% respondents strongly feel that less human interference is good. 31% of the customers do not agree with the above fact, on the other hand 7% customers are of neutral choice.

| Facts restraining users from using food apps | Percentage |
|--|------------|
| no interest | 18 |
| health constraints | 20 |
| prefer homely food | 35 |
| quality concerns | 27 |



The factors that affect the decisions of the customers to use the food apps are that they prefer homely food, 35%; followed by quality concerns, 27%; the quality of food, 20%; and the rest of 18% are not interested in using it.

| The app which is preferred the most | Percentage |
|-------------------------------------|------------|
| Uber eats | 33 |
| Zomata | 37 |
| Swiggy | 30 |



Through the study, it is learned that the most preferred and known mobile app for online food ordering is Zomato with 37%; followed by Uber eats and Swiggy with 33% and 30%. There is a tough competition between the three.

IV. SUGGESTIONS

- The restaurants should take necessary steps in order to be found in the common online food ordering app and create interests in the minds of the potential customers.
- The mobile apps shall make provisions for the payment options, so that the customers are more likely to use this method.
- Quality of the food should be taken care of and the tracking system should be improved.
- The top three apps shall retain the promotion strategies, so that the customers shall not switch to others.

V. CONCLUSION

Apps for food delivery have now become a major hit in India. There are several food delivery apps in India that can be downloaded from the comfort of homes on smart phones to order food on the go. On analyzing the consumer perception of online food delivery applications in India, it can be concluded that online food ordering system has its benefits and limitations. The chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users, which is to be improved more. Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users think that people opt for online food delivery applications as it requires only less human interaction. The study discloses that youngsters are more inclined to online food delivering system as compared to elder people. The study poses ease and convenience as the most influencing factor on online food ordering. The next most influencing factor is discounts and special offers. The factor of faster delivery and more restaurants option; can be improved well. The study also reveals that Zomato is the most preferred app among the selected food delivering applications.

Even though a large portion of people in India uses online food delivery applications, there, still, are people who does not use food applications due to health and quality concerns; as they are more inclined to homely food. In a nutshell, it is found that majority of users falls under the category of students and working individuals which indicates the growing popularity of the online food ordering system among youngsters. The changing lifestyle of the consumers and expansion of online activity in India has undoubtedly transformed the trends in online food ordering scenario.

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