

EMERGING TRENDS OF ONLINE FOOD ORDERING APPS IN INDIA

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ABSTRACT

on-line food ordering may be a method wherever the client looks for the restaurants and filter with the offered things, cuisines therefore place order by numerous applications via mobile. Technology compete a significant role in introduction and advancement of mobile food apps. Zomato, Swiggy, Foodpanda, Ubereats, Fasoos, etc. are frequently used apps by the client. Mobile food apps have tie-ups with many restaurants and act as a bridge between restaurants and other people. Throughout this study, our main focus was to envision the trends to order the food on-line. During this paper, three objectives were set for study. The first one was to check the origin; and future scope of on-line food delivery apps and second one was to describe the advantages of on-line food delivery apps and third objective was to spot the issues and prospects of on-line food delivery apps. To achieve these objectives, secondary data was accustomed for gathering the information. It had been found that there have been many benefits such as: flexibility, easy accessibility, GPS, real time chase, loyalty, order customization, selling and a few issues such as: deliverymen place themselves in danger, addiction, juggling with health issues, waste of money etc.

Keywords: online applications, Technology, food ordering, restaurants, GPS, Client

INTRODUCTION

Online food ordering is the process of ordering food from a local restaurant through a web page or an online application. It is similar in many aspects to ordering consumer goods online. A customer can choose their preferred restaurant, type of cuisine, delivery or pick – up and mode of payment. The payment is done by debit cards, credit cards, cash on delivery and E wallets like paytm, Bhimpay and googlepay etc.

Every individuals becoming increasingly busy, the service provided by online food delivery Apps allowing them to place their order and receive delivery within a matter of minutes, is a great advantage. In addition to this, the online environment offers an avenue for customers to satisfy their impulsive food cravings. Customers can have easy access to competitive service providers at competitive prices and at the same time they can also receive input from their peers through social media, which helps influence their ultimate purchase decision.

ORIGIN AND BACKGROUND

The origins of the online food industry go back to 1994 where the first online food order received was a pizza from Pizza Hut in 1994. And the first online food ordering service, was Worldwide Waiter (now known as Waiter.com), was founded in 1995.

With a population of over 1.2 billion, India has definitely one of the biggest consumer markets in the world today. 50% of this population falls under the age of 25, making India one of the countries with the youngest population in the world. Furthermore, it has been predicted that by the year 2025 the number of middle-class Indians will touch 550 million.

Moreover, e-commerce has been expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, thereby making it the fastest growing e-commerce market in the world.

With this backdrop it should be noted that a growing trend has been observed showing that a majority of the fast food demand occurs within the age group of 10 – 40 years. The recent rise in the number of productively employed young Indians in sectors such as IT services has resulted in an increase in the spending capacity of the individuals. According to statistics provided by the World Bank, there has been a 50% increase in the per capita income from 2006 till date. This growing Appetite and increased spending capability of young Indians has made the food industry an attractive and lucrative area in which to start a business. With this significant growth in the online food and restaurant service industry, it has been estimated that the Gross Merchandise Value of online food and restaurant industries would reach an estimated \$2.7 billion by the end of 2019, which is a significant leap from the \$300 million in 2016.

In addition to young Indians fueling the growing demand for the services of online food delivery, the increase in dual income families in urban areas of India, where both parents work, is dramatically changing the way people live in subtle yet significant ways. The changes in routines, lifestyle and food habits have resulted in an increase in demand for easily accessible and good quality food. It has been estimated that almost 92% of nuclear families who seek out fast food or take out, as against preparing a meal at home, do so in order to save the time and energy. Also, the increase in the number of working women increasing, and the increase in the amount of disposable income have proved to be a key demand driver.

REVIEWS OF LITERATURE

The Cornell University School of Hotel Administration revealed a paper titled ‘Consumer Perceptions of Electronic Food Ordering’ by **Sheryl E. Kimes (2011)** surveyed 470 web users and located that nearly half them had ordered food on-line through the usage of on-line food delivery Apps. The study showed that the chief reason for electronic ordering given by those have ordered (users) is that they gain convenience and management. The key issue that inhibits people who haven't ordered (non-users) may be a want for interaction (although technology anxiety is additionally a factor). The benefits of electronic ordering embrace inflated sales, significantly through automatic upwelling and by storing order info so customers are inspired to repeat their previous orders with one click. Apart from these, the chief disadvantage of electronic ordering is that the lack of time.

According to Varsha Chavan, et al, (2015), online ordering is primarily based on interface for clients to look at order and navigate has helped the restaurants in managing orders from customers straightaway. The capabilities of wireless communication and sensible phone technology were fulfilling and up business management and mend delivery. Their analysis states that this technique was convenient, effective and straightforward to use, that is anticipated to enhance the general eating place business in coming back times.

According to Jadhav (2018) the benefits and challenges of food delivery applications for the client and restaurants are studied. Three factors: net penetration, Smartphone gaining the standing of a necessity in life, and additionally the restaurants being forced to explore delivery decisions to increase their business to face the competition. The food delivery business in addition caters to the customer's expectations –wide choices of restaurants, straightforward ordering, convenience of obtaining the food delivered reception and reduced value.

According to Gupta (2019) the impact of on-line food delivery applications on eating place business with special relevance zomato and swiggy has been studied. This study has done by the secondary information. The benefits of on-line food ordering are: simple to use, real time trailing, versatile payments, loyalty points, etc.

According to Kumari (2019) client Behavior towards on-line food services has been studied. Her main objective was to identify the factors moving behavior of shoppers towards on-line food service. Emperor –Meyer – Olkin live of sampling Adequacy take a look at was used for the study. . The correlation analyzed the four factors that influenced the perception of client to use the on-line ordering of food through net applications. The factors were speed of delivery, payment possibility, quality of service and time saving. The Cronbach's alpha has been applied to spot the analysis.

OBJECTIVES

- 1.To study the origin and future scope of online food delivery Apps
- 2.To analyze the benefits of online food delivery Apps.
- 3.To identify the problems and prospects of online food delivery Apps.

RESEARCH METHODOLOGY

The study was based on secondary data. The secondary data is collected by various websites, research papers, journals and articles. This research is based purely on secondary data. The data has been collected through the usage of various internet portals, magazines, journals, and the like.

FUTURE SCOPE

With technology unendingly growing food delivery begin – ups ought to contemplate new business models within the food delivery market that area unit growing in quality like on demand delivery, eating house and food discovery, cloud room, full stack, and residential grilled food models.

Demand Delivery: On demand delivery is that the immediate or regular delivery of food to the client; initiated in real time once the customer has placed Associate in Nursing order. On-demand delivery platforms hold on to a sizable amount of part-time native delivery partners so as to bring product to customers in real time. it's the categorical delivery of product finished the assistance of a extremely economical facility once a web order is received.

Cloud kitchen: A cloud kitchen may be a takeaway outlet that doesn't offer a dine-in facility. It functions as a production unit with area for the preparation of food. The food is ordered on-line, that is that the reason behind the name 'cloud kitchen'.

Full Stack: Food Stack food delivery service may be a whole - new construct within the food delivery market. It's a contemporary read on the meal delivery service. It lays in dominant the whole method, which suggests that the corporate runs the client interaction management, change of state and supply. A client is supplied with the exposure of the dish, the list of ingredients, and also the name of the cook. The order sometimes comes inside Associate in Nursing hour of the client putting the order, or the client will pre – order at some point prior to.

Drone based Food Delivery: Drone deliveries will choose and deliver food parcels from the eating house to the client hub. The drones have sensors that are in-built, and computers

aboard to guide within the beginning, landing and to avoid objects. Recently Zomato with success tested its maiden drone delivery technology.

ADVANTAGES OF ONLINE FOOD DELIVERY APPS

- 1. Its only one click method:** The food ordering mobile apps are terribly simple to use and most of the customer's order food on-line employing a mobile device. Whether or not on a chance, traffic congestion, riding the bus, or no matter is the place, order are often placed terribly quickly and easy.
- 2. Versatile payments:** The food ordering mobile apps provide versatile payment choices for the shoppers to be ready to pay through varied modes of payments: cash on delivery and cashless transactions to the shoppers, so encouraging them to use the food delivery app.
- 3. Real time pursuit:** The food ordering software system is supplied with real time GPS pursuit systems, such the shoppers will track the deliveryman delivery their food, at the side of serving to the delivery boys to trace down the precise address of the shoppers.
- 4. Loyalty points:** on-line food ordering typically provides loyalty points to the shoppers for encouraging them to use the mobile app even additional typically. These loyalty points are often utilized by the shoppers to put future orders, so serving to them to use the app additional typically.
- 5. Effective client support:** With 24/7 client support facilities, the mobile apps can give the most effective client supports, respondent to their queries and aiding them in a need or complaints. Client support has effectively become even additional economical, since the shoppers will connect with the executives, with simply many clicks on their apps.
- 6. Discounted Deals:** It's a very troublesome task to form smart gauge together with your trusty customers the most effective thanks to do that is by providing smart discounted deals. They're being served with a mouthwatering meal this has been one amongst the crucial reasons for the success of on-line delivery services that there's perpetually some discount on food things which individuals love the foremost.
- 7. Discover New Restaurants & New Customers:** More restaurants are connation the ranks of the net food delivery community on a daily basis, permitting customers a bigger choice of foods to settle. Rather than a client being confined to restaurants around their home or one that solely attracts near residents, customers will currently discover new restaurants. Connecting restaurants to new customers is one amongst the most effective edges for the business and additionally permits customers be a bit venturous and take a look at a brand new spot.
- 8. Avoid Weather Delays:** Harsh weather is often devastating to a restaurant's bottom line. Customers keep cooped up inside to avoid the weather, and restaurants stay emptier than usual thanks to the shortage of consumers. The appearance of on-line food delivery services has allowed restaurants and customers to attach even once facing unfavorable weather. Restaurants will field steady business and customers keep well fed. Everybody stays dry, except the delivery driver.
- 9. Its fast, simple and cozy:** In a shell, your customers prefer to order food on-line as a result of it's virtually at their fingertips. Nearly anyone with a smartphone will order food on-line from your house.

PROBLEMS OF ONLINE FOOD DELIVERY APPS

- 1. Late Deliveries:** With food ordered on-line, it takes heaps of your time to deliver to the desired place because it depends upon the space from that it's ordered, as a matter of reality this technological ease has created this generation a touch obliging, whereas ordering one thing on-line it ought to be unbroken in mind that the food ought to be ordered from the closest attainable outlet therefore it should reach you in second as an alternative you bought to attend long for the delivery. So, it's higher to be sensible enough to order properly by deciding the world instead of reaching inadvertently so continue waiting.
- 2. Social Interaction:** Having lunch/dinner in a very building is sort of a desirable stuff, the ambiance, the social interaction and also the expertise of these things rejuvenates the hunger in you however sitting in your couch and ordering food may be a comforting however content approach back to back wherever individuals wouldn't fancy the advantages of reaching resolute different places and enjoying the delights of the social interaction with completely different atmosphere.
- 3. Quality of food:** This is one in all the few reasons that has created individuals reluctant to order food on-line, typically it happens once food is found to be of low standards then shown or aforementioned concerning. Individuals typically go crazy over this, and that they flood your customer's feedback page with all the attainable words that you don't wish to concentrate concerning your whole.
- 4. Worth Differences:** Well it's not an enormous drawback as so much because the delivery factor thinks about, but yes, the worth will dissent whereas ordering some services are found to be freed from value, however some restaurants use to charge more money for delivery of food at your home. This worth ranges relying upon from however so much you're being served what is more it's additionally ascertained that there's some uncommon rise in costs of the net offered food things.
- 5. Delivery Boys have to be compelled to wait:** Delivery Boys have to be compelled to wait outside the building to select and deliver your order in rainy, cloudy on any weather..

CONCLUSION

The research concluded that: The main factors for the growth of online food ordering applications are increasing income of urban people, changing preferences, shortage of time, easy process, order tracking and customize the order.. The various popular payment methods offer cashless transactions to the customers, thus encouraging them to use the food delivery applications. Besides these pros, some negative impact factors are: Delivery Boys have to wait outside the restaurant to pick and deliver your order in rainy season also, higher cost, addiction and waste of money. In a nutshell, through this study, it is found that the trends of food ordering are occurring because of the changing lifestyle and preferences of people.

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