ONLINE FOOD DELIVERY APPLICATIONS IN INDIA

Mrs. K. Kaavya[1] and Dr. V. Andal[2]

[1]Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu,

[2]Associate Professor and Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu

ABSTRACT

In recent days, the development of internet paved the way for the expansion of online food services by allowing persons to search for, compare prices, and conveniently access these services. Online ordering is becoming more and more of a must-have feature in the restaurant industry. The food industry has been swept up by online ordering. Technology has had a hidden impact on the business world; it has changed the entire framework of the restaurant industry, and it will continue to do so. A technologically sophisticated online meal ordering system has drastically transformed the restaurant's culture and provided consumers all over the world with a new comfort zone. The primary goal of this study is to evaluate the effects of Zomato and Swiggy on the restaurant industry.

INTRODUCTION

In places like malls, offices, and large-party orders for residential complexes, the home delivery or takeaway model has earned a lot of new customers. Orders have been increased rapidly by those who have missed breakfast due to work. People at the United Nations desire a larger range of workplace lunches and parties, as well as the possibility to order in. Everyone seems to have been impressed by the convenience and ease with which meals can be ordered and delivered via the internet. Whereas, Asia is the world's sixth largest food industry, the organized sector, as indicated by a number of the internet businesses described above, only accounts for 5-8% of the grocery market. These local markets, as well as mom-and-pop shops, continue to control the vast majority of the market. This has some major implications for in-dining restaurants' brick-and-mortar formats, as more people choose to eat restaurant-style cuisines in the comfort of their own homes or offices; nevertheless, the impact isn't as significant as it may appear. The Asian country's nutrition industry is only a couple of decades old and is still largely unstructured. Given the rate at which the organized sector is growing, it'll only be a matter of time and a far larger part of global investment before a huge impact is made on in-progress dining house firms that don't have their own delivery-focused style.

OBJECTIVES

1. To provide customers for a way to place an order at their favourite restaurant over the internet.

2. To impart value for money.

3. To evaluate its performance and acceptability in terms of security, user-friendliness, accuracy and reliability.

APPS IN THE INDIAN MARKET

Food tech is a vast market and food delivery start-ups are just a part of it. In India, market players are mainly concentrated in the country's urban regions like Mumbai, Delhi, Bangalore, Delhi, and Mumbai. However, vendors are now also targeting smaller cities, as they have strong growth potential. Various apps in the Indian market are:

1. Zomato

2. Swiggy

3. FoodPanda

4. UberEats

5. Dunzo

DATA COLLECTION

This study relies entirely on secondary data. Secondary data included gathering information about other apps, the state of the market, and other topics from numerous websites, newspapers, and publications.
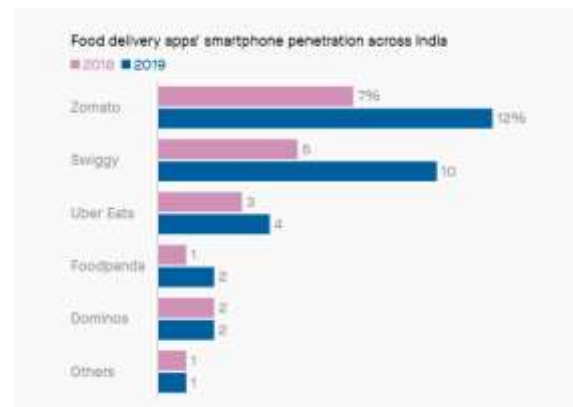
The app's popularity varies from city to city. In Delhi, Kolkata, and Chandigarh, Zomato has the upper hand, while Swiggy has the upper hand in Chennai, Guwahati, and Kochi. The two companies are neck and neck in other areas.

BENEFITS OF FOOD DELIVERY APP:

1.   Increase your customer base:

The amazing digital reach of delivery platforms like Zomato and Swiggy, which can showcase your restaurant in front of a wide range of demographics, is one of the food delivery app perks. When you engage with a third-party meal delivery company, your business will be added to their restaurant

directory right away. Your restaurant can enhance incremental sales based on your individual demands and budget by modifying the available options on a third-party delivery platform.

2. Increase your internet visibility:

When you consider the built-in marketing features of a third-party delivery platform like Swiggy or Zomato, you can save money on marketing. You can take advantage of Swiggy and Zomato's massive reach and rapidly enhance your online visibility and SEO without any upfront fees by collaborating with them. These new clients can use the Swiggy and Zomato apps to find your restaurant, view your menu, and make an order.

3. Customers convenience:

Restaurant owners should endeavour to meet customers' expectations in order to stay competitive in today's on-demand society. In terms of convenience, the benefits of online food delivery check all the boxes. For one thing, guests can take their time going over your menu, allowing them to acquire a better understanding of your restaurant and the variety of items available. Online ordering is also simple, with one-step checkout and quick delivery. The average delivery time for a Swiggy or Zomato order is only 35 to 40 minutes from the time it is placed to the time it is delivered.

LIMITATIONS OF FOOD DELIVERY APP

1. Fees for food portal orders are high:

The problem is that food portals might take up to 30% of the entire food costs. That is a problem, especially because you can't even charge the buyer more. In layman's terms, this is money that comes directly from your wallet. They're also not far away from charging you for the air you're inhaling. Because you need to have a lot of active promotions and/or offer your customers enticing discounts if you want to improve your sales. So, while you may encourage customers to place orders with you, you aren't making any money. When you consider that you'll have to pay more to have your restaurant appear higher on the list, it's evident that you'll be losing money.

2. Food portals make it difficult to communicate with your customers:

Because of the streamlined internet ordering process, most people choose to order food directly from these food portals. Without having to sign up for any of the aggregator websites. There are numerous online ordering options available. Some are rather expensive, while others are fairly affordable. However, there are numerous excellent, yet free, online buying systems that provide your clients with an excellent overall user experience.

3. Restaurants are in a fierce competition:

All of these online food ordering websites encourage severe rivalry among the establishments that advertise on them. The problematic part is that unless you have your own online ordering system, you risk losing that consumer if you have to direct them to one of the aggregator online food portals to get food from you. Being able to let him slide past your fingers. Because customers may immediately compare your menu to that of another restaurant after logging in to the app or website. Because they can see a list of your competitors on these internet food portals.

CONCLUSION

Customers' comfort is simply the primary benefit of such, whereas on the other hand, these systems are also beneficial for the expansion of the eating place and food supply trade, as using a digital food ordering system allows a restaurant owner to attract customers' attention by allowing them to see the entire food menu along with dish name, image, specialty, and price. Integration of a web-based food ordering system is without a question the most straightforward, cost-effective, and practical option for a restaurant owner. With the steady influx of experts in metropolitan regions and the rapid urbanisation of the Indian scene, the food delivery and eatery industry is currently booming at a breakneck speed. An increasing number of cell phones and meal delivery apps is exacerbating the problem. Food delivery apps have become extremely popular among well-informed people all throughout India. In India, there are a few meal delivery apps that can be downloaded on sophisticated phones to order food quickly and from the comfort of one's own home. The evolving urban way of life of the average Indian is sufficiently emotional to allow for the rapid development of food-on-the-go and fast home delivery models. The ever-increasing population of metro cities, as well as lengthier commute times, are driving demand for convenient, ready-to-eat, and less expensive options for having food and groceries delivered to your house. Organizations who recognise the enormous potential for growth may rush in, but only the strongest will survive. Organizations who maintain their offer and image dynamic in the minds of customers will reap the most benefits from the Indian online food benefit bucket.

LITREATURE REVIEW

Meenatchi Somasundari (2019) conducted a study on the stress on online food delivery executives. The study was conducted on the stress factors and the job satisfaction level and their stress coping mechanism. The study was specifically conducted in the Coimbatore city. The various demographic variables were used and the convenient random sampling method was used for selecting the sample respondents. The study was concluded by stating the executives to have a positive managing mechanism to overcome the stress.

Ankit Katrodia (2020) conducted the study on the insecurity among employees in Food Delivery services. He felt ordering food through online has created a strong reflection in people's mind and multiple factors provided by the companies. Job insecurity is a condition of unsecured feeling which occur due to non – permanence of the job. A conclusion was achieved by taking tactical measures the security of the employees and a stress free attitude will bring job satisfaction which will result in prosperity of the sector.

Sarah Bates (2020) pursued the study on the online food delivery platforms as to assess the impact on the diet and diet – related health. The aim and scope of public health nutrition policies were analyzed to identify ways of including OFD platforms.

Aseem Prakash conducted the study aiming to understand the working conditions of the delivery partners including the migration dynamics in the context of gig economy. Aspirations in the new economy and the entrepreneurial opportunities and sustenance of new business and the state and regulation of Gig Economy.

Ashish Raina (2019) conducted the study on the customer satisfaction amongst the people ordering food from Zomato, Swiggy, and Uber eats in Ludhiana city and based on the responses collected from the customers of online food ordering services concluded that Zomato as most active online food delivery service availing maximum promotional offers in terms of discounts, with courteous and professional delivery staff and the supportive customer care.

Jack Collison (2020) the study is been conducted on the crowding – out effects and market expansions induced by the staggered entry of online food delivery services. These findings are statistically significant across different types of consumption, suggesting that convenience and pre – existing spending habits drive the level of substitution.

Sandhya Anil Kale (2020) conducted the study on the customer service through lockdown period and aftermath for food delivery and its equipment. The analysis of customer discernment helped to make and differentiate brand value and to create the right image for the company it really stands for.

SAMUEL ANBU SELVAN (2021) conducted a study on the emerging trends in online food delivery apps that leads to the continuous flow of professionals into cities and rapid urbanization in India and concludes it by the consumers now spending lesser time in food preparation due to various factors such as increase in wages, less free time, and work pressure, there is a huge market for online food delivery start- ups.

REFERENCES

1. https://scroll.in/article/930862/in-charts-who-leads-the-race-between-zomato-and-swiggy-and-where

2. https://web.stanford.edu/~leinav/teaching/Collison.pdf

3. https://onlinelibrary.wiley.com/doi/epdf/10.1111/ijcs.12630ageconsearch.umn.edu

4. http://www.jatit.org/volumes/Vol97No16/11Vol97No16.pdf

5. https://www.cambridge.org/core/services/aop-cambridge-core/content/view/85E5B8F9373E0897D5B74D47598887A4/S1368980020000701a.pdf/narrative_review_of_online_food_delivery_in_australia_challenges_and_opportunities_for_public_health_nutrition_policy.pdf

6. https://reader.elsevier.com/reader/sd/pii/S2352340919303609?token=0AC56C98D06656D2A4874F5ABD7DDC1351F0C56D36FB7D552CB093A91121A4ECF0E4374313F3E5B98047191CE2205607&originRegion=eu-west-1&originCreation=20210602171113

7. http://sersc.org/journals/index.php/IJAST/article/download/2703/1903/