



Impact of Online Food Delivery on Customers Buying Experience

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Abstract: With the amelioration in technology, easily availability of internet has created a new trajectory for marketing and selling product through mobile based applications. India is rising at a fast pace where people of the country are using new generation of technology and innovations. The spread of internet based e-commerce industries in India has witnessed a high level of growth and opportunity especially food delivery market is expected to expanding at a CAGR of 28.9% during 2022-2027. CAGR of 30.11 Growth of the technology not only technology but technological innovation has made online food ordering services more suitable specially for the people who wanted to get food delivered at their door step. It overcomes the disadvantages of the historic method of food ordering. This new system is a medium to order online food in a hassle free manner. During the COVID-19 restaurant has witnessed growth in online food delivery to facilitated consumer to order meals and enabled food aggregators to keep operating. From a social perspective, online food delivery act the relationship between consumers and their food, as well as influencing public health outcomes and trace systems. Also we can't ignore contribution of Gig economy's working in the success of online food delivery industry. These freelancers' workers do not receive any benefits of the permanent employees. The aspiration of the study is to know the components that are influencing to customers in going online, their perceptions, positioning of various attributes in their mind and overall satisfaction towards online food delivery services. This research paper is going to be descriptive in nature. Also this paper presents the overall background of food delivery applications and procedure of ordering of food through food delivery applications

Keywords: Food Delivery Market, Gig Economy, Food Aggregators.

1. INTRODUCTION

In view of occupied way of life Online Food Delivery platform have created a strong position. Most of the young generation individual likes to order food online instead of dining



outside. Innovation had played a significant role; applications like Swiggy and Zomato are the most utilized applications by the consumers. There are many variables which prompts expansion in their deals, for example, rewards system, cash back, loyalty points, prompt service, etc. Currently Indian online food delivery market is expanding. In this research paper researcher would understand important drivers of online food aggregators and different services given by online application of food aggregators that makes consumers happy and delighted.

Nowadays, with the rapid development of the use of the Internet and related technologies, many opportunities are appearing on the web in the form of mobile application. Out of the available mobile application online food delivery platform is becoming very popular. This is possible because of the use of an E-payment system. Payment can be made by customer's credit card, debit card. Everyone can order all items from anywhere on the Internet and leave the items at home. The system can be an important tool used by a restaurant to improve the management aspect of using a computer system to link each transaction to a food order instead of recording its data. In addition, it can also ensure restaurant efficiency by reducing wastage of time, minimizing human error, such as delivery, and providing good quality and customer support. Regarding the integrity and availability of a particular system, it can be stated that this system is a suitable solution.

Customers can also easily track orders using food menu. Online food Delivery Company maintain customer database to get in touch in future period of time and to inform new attractive offer. Stimulate development restaurant management system.

Laborers' wages keep on rising consistently makes it hard to track down representatives. The food business utilizing most prominent expense of food Industry is the cost of utilizing the right sort of individuals finishes the work. One method for lessening these expenses is utilization of current innovations to supplant some portion of the work done man and made machines to accomplish this work. Here we are as of now presenting "Online food requesting framework" intended for cheap food, focus point or school Dining room. The framework can likewise be utilized for any food conveyance industry. This works on the food requesting process client and café as the entire interaction naturally get orders.

Objective of This Study

- To find out factors that influence customers while ordering food online.
- To highlight the opportunities for online food delivery industry.

Scope of the study

The study aims to gauge the customer reviews and satisfaction towards the available online food ordering and delivery services. Eateries can offer electronic requesting both through their own internet based site or versatile stage. Youthful purchasers were probably going to utilized web-based food requesting. Very much organized self-administration online stage gives clients full command over the exchange and permit them to limit the individual communication of eatery. By and large, an expanded degree of control gives more elevated level of consumer loyalty and more prominent aim to utilize or suggest proposed the help. A

client will look for a café in view of client area, browse accessible things. Online food conveyance administrations have even supported the validity of startup eateries giving them openness to public at large. With the forceful business example of online food conveyance administrations, market entrance in this industry has expanded to enormous numbers clearing degree. This study is essential to comprehend as how shoppers will get benefits from the business and will these internet based conveyance administrations shift the buyers' consideration from the devotion towards outlet to online administrations.

Online Food Delivery Industry Revenue and Growth

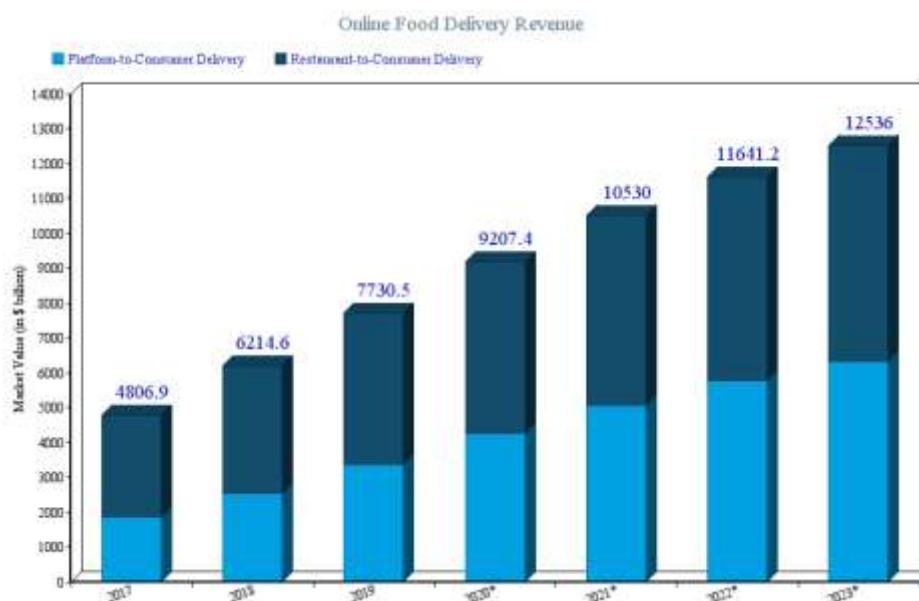


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Literature Review

Dr. Mitali Gupta (2019) The customers comfort is simply the primary thing about such, whereas on the second facet these system also are helpful for the expansion of eating place and food provide trade, as by the utilization of digital food ordering system a eating place owner are ready to attract the users attention by permitting them see the whole food menu in conjunction with dish name, image, specialty, and price. Integration a web food ordering system isn't any doubt are the simplest, cheap and helpful call for a eating place business owner. Adding to this situation is an expanding number of cell phones and food delivery applications.

Leong Wai Hong (2019): Innovation is one of the critical reasons with respect to why web based business industry is sparkling because of which online food conveyance administration business is additionally sparkling. The utilization of online food conveyance stage will lead any eatery business whether well-incredible achievement or luckily on an opportune premise on the grounds that getting on the web stage will permit the business to work on their validity, more distinction in addition to more believe variable will expands the subtleties of a specific café will be placed up on the internet based stage.



Anupriya Saxena (2019) The feature that attracts consumers the most is Doorstep Delivery at any place at any time. Customers are motivated when they receive any Rewards or Cash backs. The factors that restricted customers to try the online food delivery applications are bad experience, and word of mouth experience. By giving consistent and effective services this concept with innovation can be successfully grow. In future companies can target Tier 2 cities for expansion of business as these cities are also having numbers of working youngsters.

Varsha Chavan, (2018) Versatile programming connection point has permitted the clients to arrange their food online as the hardware is not difficult to simply go in the application, select café, food and afterward request. The examinations is states that this remote correspondence administration innovation has change the assistance area business since its savvy, simple to reach, simple admittance to entire parcel of data administration conveyance

Serhat Murat Alagoz & Haluk Hekimoglu (2019): E - trade industry is mounting at an extremely quick step. In the examination paper, he started Technology Acceptance Model (TAM) which tosses a definite report on the acknowledgment of online food requesting administrations by the buyers. The review expresses that the web-based food conveyance administration is acknowledged depend on the simplicity of conveyance and worth to clients in view of their inclinations.

Sheryl E. Kimes (2018): In his examination paper the issues that comfort apparent control is the two most significant variables important to figure out buyer's responsiveness and mentality towards online food conveyance. Numerous clients actually really like to have one on one discussion with the inn as in disconnected food conveyance that due to affiliation when collaboration and discussion exist.

N Ramya and Dr. SA Mohamed Ali (2017): Buyer Buying Behavior alludes to the purchasing conduct of a definitive shopper. Many variables, specificities and attributes impact the person in what he is and the shopper in his dynamic cycle, shopping propensities, buying conduct, the brands he purchases or the retailers he goes. A buy choice is the consequence of all of these factors. An individual and a customer is driven by his way of life, his subculture, his social class, his enrollment gatherings, his family, his character, his mental elements, and so forth and is impacted by social patterns as well as his social and cultural climate. By recognizing and understanding the elements that impact their clients, brands have the chance to foster a methodology, a promoting message (Unique Value Proposition) and publicizing efforts more proficient and more in accordance with the necessities and perspectives of their objective buyers, a genuine resource for better address the issues of its clients and increment deals.

2. RESEARCH METHODOLOGY

Primary data which is the base of this study was collected in the form of questionnaires filled by random customers of online food ordering and delivery services. Target population was a mix of students, business men, government employees with different age groups and



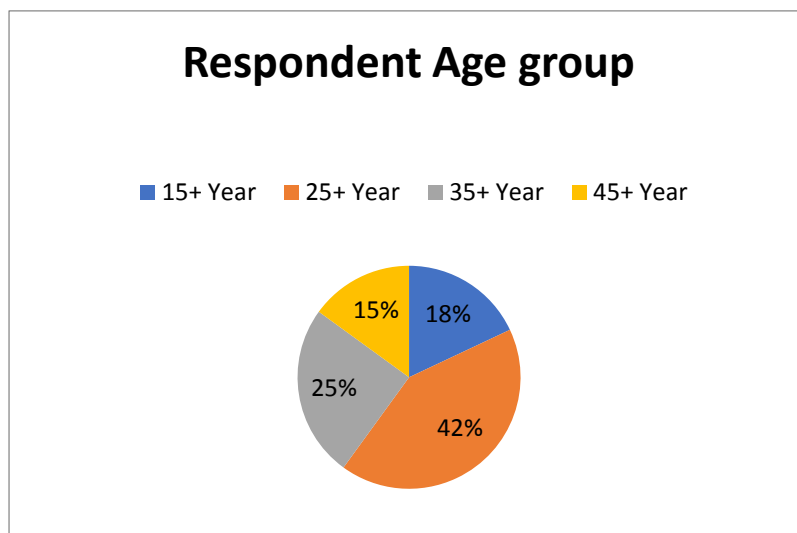
educational qualifications. Researcher used descriptive research in nature. Researcher wants to describe behavior of the customer and motivational factors behind ordering food from online food delivery platform.

Sources of Data:

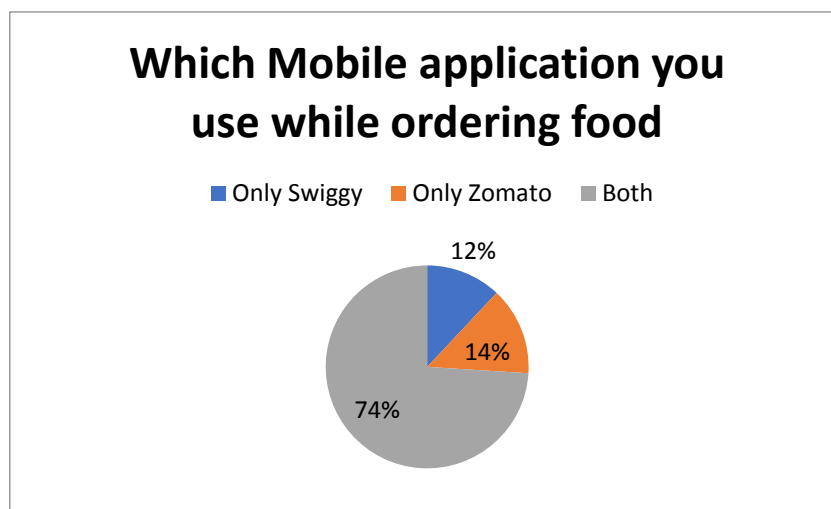
Primary data collection: Through questionnaires filled by random customers

Secondary data collection: Through Literature Review about the concept of a online food delivery platform.

Sample Size: 50

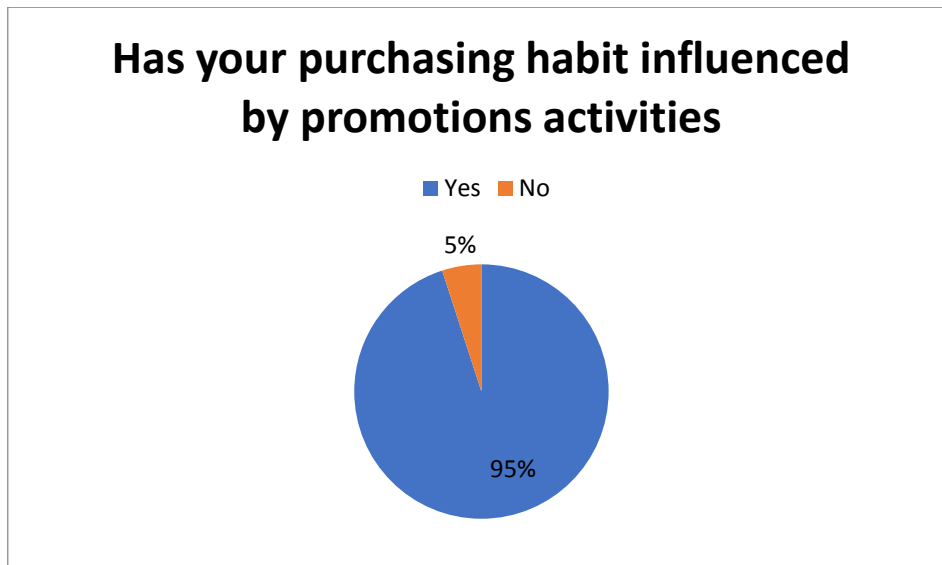


It was found that respondents belonged to various age groups. Majority of respondent (42%) belongs to the age group young age group, 25% respondent belongs to the 35 years age group, 18% respondent belongs to the age of 15 years while 15% respondent belongs to the age of 45 Years

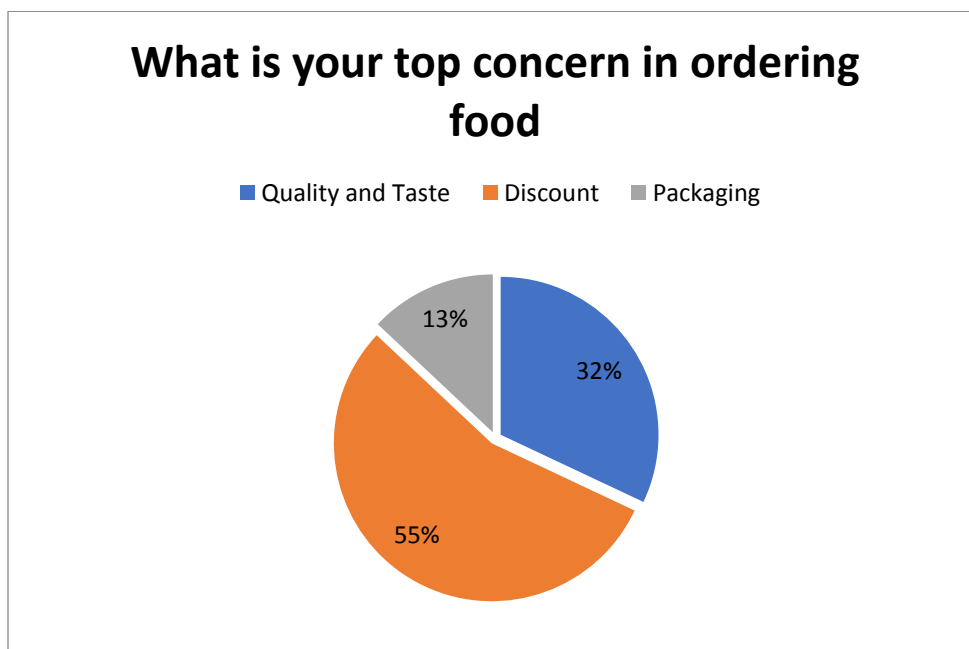




It was found that 74 % of the respondents are using both Swiggy and Zomato while ordering while 12 % respondent are using only Swiggy and 14 % respondent are using only Zomato.

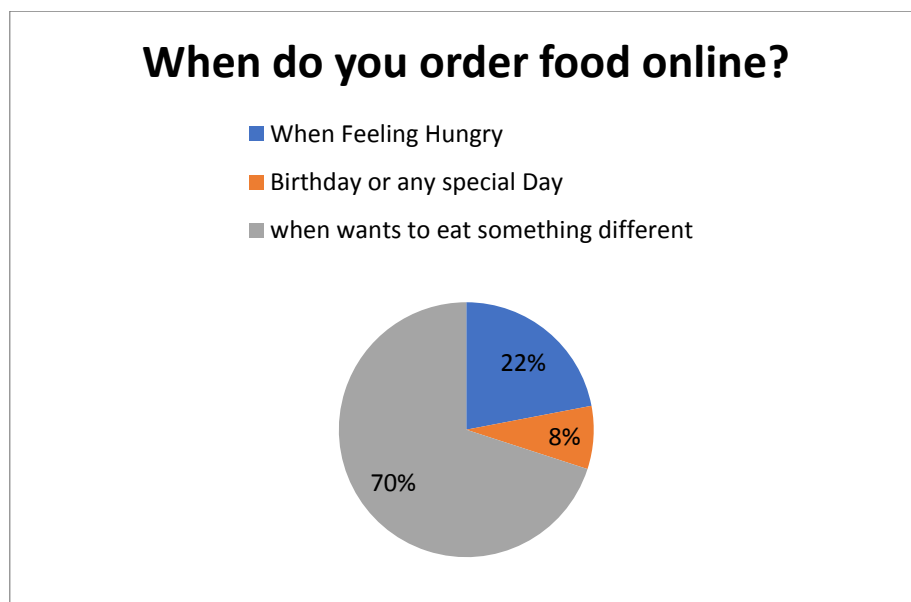


Above data show that 95 % people are agreed that they will switch their preference is influenced by the promotional activities. Promotional activities may include cash back, loyalty points, first order free etc.



Above study show that customers are more concern about the discount offered by the company. It shows that 55% respondent is influenced by the discount offered by the food

supply application. Further 32 % people are concern about quality and taste while only 13% people are concerned about packaging.



Above study shows that 70% of the people order food without any specific reason. They order food when they want to eat something different. While 22 % people order food when they feel hungry.

Finding of the study

The Internet client of the 20th century is youthful, proficient, higher degrees of pay and advanced education. In the greater part of individual recommended internet based food requesting framework comfort of food requesting time prime reason. The respondents are involving internet requesting more than 15 of every multiple times in a month. Inexpensive food like Sandwiche/Pizza/Burgers is most well-known menu things on the rundown of requesting followed by Kabab, and Biryanis.

Recommendation

In this paper researcher recommended that due to pandemic and modernization in Indian context, online food delivery services are booming. Future scope of online food ordering services is very bright. Good facilities, user comfort, user friendly Interface are the key features of success for online food delivery platform. Further customers are much more concerned about the attractive offer provided by the company like cash back, loyalty points etc.

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