

Recent Trends in Online Food Ordering Through Apps

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Abstract

Technological development is changing human life style. E-commerce industry is growing very fast becoming a part of daily needs. Through smart phone service sector is now launching different services to the customers same as online food ordering apps are leading and stepping towards success. Apps like Zomato, Swiggy, Food Panda, UberEats, Faaso's, GrubHub, Just Eat, Seamless, etc. are attracting the Indian youth through prompt food delivery services. Convenience, faster delivery and more eateries options are major factors responsible for the success of online food ordering apps.

For this research study researchers have used primary and secondary data. Primary data has been collected through sample survey of 50 youth of Kolhapur city in the age group between 20-25 years. More than 80 percent surveyed youth use food ordering apps in Kolhapur. Zomato and Swiggy are most preferred apps in Kolhapur. More than 50 percent respondents order food online at least once in a week.

Keywords_ Consumer Perception, online food ordering, human interaction, door step service, tracking system, apps, issues of consumer. trendy, eateries etc.

Introduction:

Technology has become a part and parcel of almost everyone's life especially the youth's. Technological development is showing really good pace. Day by day upgraded version of technology is entering in human life. Internet users are also increasing all over the world. In India as per the World Bank Report (2017) 34.4% people are internet users, while Economic Times says that in 2019 around 40% people in India are using internet. We all know that young generation is more addicted with internet and technology. So why don't businessmen use this developing technology for their businesses. Electronic medium especially smart phones are now playing vital role in the business world. With the help of these smart phone apps service sector is providing different services like entertainment, traveling, food supply, learning and many more to their customers and attracting potential customers also.

Online food delivering apps deliver food at door step of customers. It means restaurants or eateries get orders through the apps then as per requirement of customer that food is delivering by same app delivery boy. Many restaurants are now experiencing growth in business and good popularity. Mobile applications (apps) like Zomato, Swiggy, Food Panda, UberEats, Faaso's etc. provide food delivery services in India. These apps get order from customers of nearby restaurants. Apps provide countless dishes to their customers from different restaurants and eateries. Customers can pay the bills through online mode or cash on delivery (COD). Facilities like tracking system and details of delivery boy also provide by those apps. To attract customers, these apps always give some offers and discounts. All information related to discount and offers are provided via emails, app notifications and SMS. Food providers expect and also welcome feedback and suggestions from customers for further prompt service.

Objectives of the study:

- 1) To understand customer awareness regarding the food ordering apps.

- 2) To study influence of food ordering apps on youth.
- 3) To study customers issues in online food ordering system.

Research Methodology:

For this research study researchers have used primary as well as secondary data. Primary data is collected through sample survey. 50 respondents were chosen by random sampling method. All respondents are below age of 25 years. While secondary data is collected through various research papers, reports and official websites.

Limitations of the study:

- 1) Only 50 young respondents are surveyed for this study.
- 2) This study is limited for Kolhapur city.

Review of Literature:

Rathore S. S., et. al. (2018) conducted study on “Consumer Perception on Online Food Ordering”. This study is explorative in nature. For this study researcher surveyed students of Indore, Madhya Pradesh. Through this paper researcher highlighted on influencing factors & consumer preferences toward online food ordering. According to researcher Time and delivery, convenience, easy accessibility, flexibility, easy payment facilities, promotion etc are major factors influence on consumers. More than 50% people order food online once in a week. UberEats and Zomato are more popular apps in Indore. Finally, researcher has opined that consumer perception varies from person to person.

Jacob A. M., et. al. (2019) in this research paper entitled “Consumer Perception of Online Food Delivery Apps in Kochi” researcher has focused on influence of online food ordering apps on youth. For this study primary data was collected through questionnaire of 400

samples. This study highlights the impact of these apps on traditional food servings and psychological factors. It is observed that 38% people prefer online food ordering apps because it has less human interaction. Researcher says that convenience, faster delivery and more eateries options are major factors in successes of online food ordering apps.

Ninad Gawande, et. al. (2019) this research article entitled “A Study of Consumer Perception about Online Food Ordering Services in Amaravati City” is based on primary as well as secondary data. Primary data was collected only from those respondents who belong to age group of 20-40 yrs. According to this study mostly youth in age group of 20-25 prefer to order foods from online apps. More than 65% respondents order food online once in a week. 87% respondents wish to order yet again through these apps. Finally researcher concluded that, customers in Amaravati city are not much comfortable to online payment.

Results and Findings:

- 1) Out of 50 respondents 27 (54%) are male and 23 (46%) are female. All (100%) respondents are aware about online food ordering apps.
- 2) Out of 50 respondents 40 respondents (80%) are used these mobile apps for ordering food. 17(34%) app users are below age of 20 years and remaining 33(66%) are between age group of 21-25yrs.
- 3) In Kolhapur city Zomato and Swiggy are only food orderings apps provide services. All the 50 respondents are aware about Zomato and Swiggy, while 19 (38%) are known about other food ordering apps like Food Panda, UberEats and Faaso's. 72% customers of Kolhapur use these apps more than last 6 months.

- 4) Out of 50 app users 30% of users order food for 4-5 times and 24% users order for 3-4 times in a month through these apps. It shows that on an average more than 50% customers order food at least once in a week.
- 5) 60% of the respondents made payment through online or digital mode. 26% are paid bill in cash or we can say choose cash on delivery option. While remaining customers use both the options. Many offers are only applicable to those customers who make online (advance) payment.
- 6) All the users of these apps get offers and discount related information through emails, SMS and notifications.
- 7) Convenient, time saving, discount, fast and door step service, tracking system and availability of any food at any time are main features of these apps. Due to all these facilities these apps are getting popularity in Kolhapur.
- 8) In case of all over experience about food ordering system, 86% have good experience, 10% have neutral experience and remaining 4% have bad experience.

- **Customers' issues in online food ordering system:**

The food system for online ordering is very trendy. Various local restaurants and eateries are active in the online ordering of food collaboration with delivery companies. Since everything has pros and cons, online food ordering system also has. People are interested and they love to order online but sometimes services are not provided as per their expectation. There was colossal and complaining feedbacks received from customers about online food ordering. The main concerns were the quality and quantity of food. People expect good quality of food which is obvious and decent. Because containers vary from restaurants to restaurants, they not provide good quantities of food. Second concern is noticeable about timing of delivery and packaging. Concern towards timing of delivery leads to because of weather problem, traffic jam etc. and this

leads to cold meals. Sometimes packaging of food is not proper so customers become dissatisfied. Third concern is about billing problem and difficulty in finding location. Billing problem is about not presenting bill receipt by service boy or representative which customers demand. Sometime location related issue becomes a problem but that is solved by the help of GPS.

Conclusion:

Food ordering apps are making permanent place in customers mind. Fast service, secure payment system, good packaging, timely delivery, foods as per choice and requirements of customers' etc. are main drivers of popularity of online food ordering. Now days these apps are applying innovating strategies for attracting as well as trapping more customers like make ordinary food at home and order just at least one or two items from outside as per choice of every family members.

Though there are some issues of customers, these apps companies always try to overcome these issues. Like finding proper location these companies provide live location through GPS. While these apps provide all detailed information of delivery boy. In this case researchers want to suggest that, these apps provide QR code type security which also helps to identify proper delivery boy. Nevertheless there are undoubtedly grievances, but only food ordering system is taking over the online marketing process. Digital food ordering system is leading and stepping towards success although there are grievances.

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