



**A Study on Consumer Perceptions towards Online Food Delivery Applications and Positive and Negative impact on restaurant**

**Mr. Bhoje Dilip Vishwanath<sup>1</sup>, Prof. Dr. Argade S. L.<sup>2</sup>**

<sup>1</sup>Assistant Professor and Research Scholer

K.J. S. College, Kopargaon & S.S.G.M. College, Kopargaon

<sup>2</sup>Professor, K.J. S. College, Kopargaon

**Corresponding Author: Mr. Bhoje Dilip Vishwanath**

**Email- dilipbhoje1594@gmail.com**

**DOI- 10.5281/zenodo.14849486**

**Abstract:**

The purpose of this study is to understand consumers’ perceptions of online grocery delivery. The research reveals which apps consumers use the most when ordering food online and which app they think is the most popular. There are many factors that affect customer expectations; price, on-time delivery, packaging, provider behavior, platform design, etc. The purpose of this study is to understand what determines consumer preferences and find the most popular apps in the food delivery industry.

**Key Words:** Online Delivery, Applications, Customers, Perceptions, Marketing

**Objective of the Study:**

1. To Study about online food delivery application.
2. To study consumer perception towards online delivery applications.
3. To find out positive and Negative impact of online food delivery apps.

**Introductions:**

Food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer’s website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

There are two categories of food delivery applications

1. Multiple Supply Chain Mediator Apps.
  - a) Zomato
  - b) Swiggy
  - c) UberEATS
  - d) Food panda
  - e) Grubhub
  - f) Door Dash
2. Direct Supply to Manufacturing Company Apps.
  - a) Domino’s
  - b) KFC

In this research, researcher studied multiple supply chain mediator apps like, Zomato, Swiggy etc.

**Industrial Profile:**

Food delivery services are delivery services that deliver meals from restaurants, stores, or independent food delivery companies to customers. Orders are typically placed through a restaurant or grocery store’s website or mobile app, or through a food delivery company. Deliveries can include appliances, dishes, drinks, desserts, or food, and are typically shipped in boxes or bags. Truck drivers typically drive cars, but in larger cities where homes and restaurants are close together, they may also use bicycles or scooters.

**Zomato:**

Zomato is an Indian restaurant aggregator and food delivery platform founded in 2008 by Pankaj Chaddah and Deepinder Goyal. Zomato also started offering food delivery services during the coronavirus outbreak. As of 2019, it is available in 24 countries and over 10,000 cities. Zomato was founded in 2008 as Foodiebay and was renamed Zomato Media Pvt. Ltd. on January 18, 2010. Ltd. The company expanded its operations to more countries in 2012.

**Swiggy:**

Swiggy is India’s largest online food ordering and delivery platform, founded in 2014. Swiggy also forayed into the delivery space under the name Swiggy Stores in early 2019. Swiggy launched its express pickup and delivery service, Swiggy Go, in September 2019. The services are used for a variety of purposes, including laundry, document or package delivery to business customers, and retailers.

**Uber Eats:**

Uber Eats is an American online food ordering and delivery service launched by Uber in 2014 and headquartered in San Francisco,

California. Uber Eats' parent company, Uber, was founded in 2009 by Garrett Camp and Travis Kalanick. The company began offering food delivery services in August 2014 with the opening of Uber FRESH in Santa Monica, California. In 2015, the platform was renamed UberEATS, and the food ordering software was launched as its own app, separate from Uber's ride-hailing app. The London office opened in 2016. A large Indian food store. The food industry, including restaurants, was valued at \$22 billion as of 2019, with online delivery accounting for only about 15% of that. This shows that the country's food delivery sector has the potential to grow. In 2020, India's online shopping market was valued at about \$5 billion. The COVID-19 pandemic has boosted the industry, which is expected to reach \$21 billion by 2026, with a compound annual growth rate (CAGR) of about 30%. Growth is concentrated in big cities like Mumbai, Delhi and Bangalore. The top 7-10 cities account for about 70 percent of the economy.

The 490 cities combined make a difference but continue to grow. Business in these small towns has doubled in the last six months. With people's concerns about online food ordering decreasing, a migration to smaller cities is accelerating. People in these areas are slowly realising that they can order food to their homes instead of going to the market. Elderly parents, who were not the target initially, are also starting to order. Many brands that are mostly product-based have seen an opportunity to expand into new markets. Zomato and Swiggy currently dominate this space. Their partnership is so close that it is too early to say who will win. Amazon has been operating in Bengaluru for the last few months and currently has a market share of less than 1%. Swiggy's philosophy is to be the king of convenience. The company was looking for something else that could be delivered quickly to your doorstep and that would be convenient – so it also turned to food delivery services. Zomato started as a restaurant discovery platform with a vision to be a 'farm-to-table' company where delivery was a big part of it. It also launched a B2B food service so that restaurants could integrate into its network. At its core, these businesses operate very simply. There are pipelines of customers; a certain percentage of them will be retained or rehired every month. Prices charged at 14 outlets ranged from a minimum of Rs 200 to a maximum of Rs 4,100, while most were in the Rs 200-500 range. This number will increase as market penetration deepens. Because while it is easier and cheaper to acquire early adopters, converting later adopters will require higher investment.

#### **Consumer perception towards online food delivery application:**

Consumer perception refers to the attitude of people towards a marketed product or service.

This marketing strategy refers to the awareness of consumers about a product or service offered by a company. Consumer perceptions play a significant role in the success of a product or service because the attitude of consumers towards the product or service will determine whether they will keep the product or service in the store or not. The factors that determine customer satisfaction are: performance, emotional connection, business communication and overall business. For any business idea, it is very important to ensure that customers see what the company wants with the same goal, because it has been shown that there is always a gap of consistency between what the company offers customers and the actual company. there is a gap. It is obvious that in our technological age, the information you need is just a click away on the screen of your smart device. Everyone is racing towards the fifth generation technology. The healthy eating culture of India is being commercialized with the help of various food apps like Zomato, Swiggy, UberEats, Dominos, KFC. These apps provide users with the opportunity to explore various restaurants while sitting at home or office. tasting. Consumers are also showing interest in all the new developments, hoping to be a part of the trend, discover new experiences in a very easy and transparent way and get the same experience they get by visiting every store. There is no doubt that food is a need and getting food with the help of these apps has taken e-commerce to a higher level as consumers demand people to show their behavior to market a product or service and this is a business concept that includes: A. Colleagues of customers who provide products or services of a particular company.

#### **Benefit of food delivery app**

##### **1. Easy to use**

Mobile food ordering apps are very easy to use and save users time and energy. This has encouraged more users to use mobile apps and order their favorite food online and have it delivered to their doorstep. The UI/UX of these apps, along with easy navigation and search options, makes ordering food a breeze.

##### **2. Flexible payments**

The food ordering mobile apps offer flexible payment options for the customers to be able to pay using various modes of payments, best suitable for them. The integration of various popular payment gateways offers flexibility and cashless transactions to the customers, thus encouraging them to use the food delivery app.

##### **3. Real time tracking**

The food ordering software is equipped with real-time GPS tracking systems, such that the customers can track the delivery boy bringing their food, along with helping the delivery boys to track down the exact address of the customers.

#### 4. Loyalty points:

Online food ordering often offers loyalty points to the customers for encouraging them to use the mobile app even more often. These loyalty points can be used by the customers to place future orders, thus helping them to use the app more often.

**5. Excellent Customer Support** With 24/7 customer support, mobile phone can provide the best support to customers, answer their questions and help them solve their concerns or dissatisfactions. Customer support has been improved; customers can contact the management with a few clicks through the app.

#### **Positive and Negative impact of online food delivery apps on Restaurant**

**Positive impact:** Done right, delivery can help restaurateurs build customer loyalty, increase revenue, and expand into new markets. Consumer technology in general will offer different competitive advantages at different prices. Faced with slow customer service, some retailers are hoping to attract new customers or win back old ones through delivery services. Those in the restaurant industry who don't have delivery are missing out on a lot of opportunities.

##### **1. It's just one click away**

Today, more than ever, people can easily order online thanks to the smartphones and tablets. Studies conducted by the Interactive Advertising Bureau and Wiggle show that about **69% of customers** order food online **using a mobile device**. Whether on a break, stuck in traffic, or riding the bus, virtually anyone will place an order **quickly** and **painlessly**. In fact, this is a better and highly desirable alternative to waiting until getting home and placing the order over the phone.

##### **2. Its fast, easy, and comfortable**

In a nutshell, your customers choose to order food online because **it is literally at their fingertips**. Virtually anyone with a smartphone can order food online from your restaurant.

**Negative Impact:** The outlook for fine dining restaurants is strong because they place a premium on taste, while new ordering and delivery platforms mainly focus on convenience and price. The delivery business is growing so fast, it's giving restaurants cause to rethink their expansion strategies too.

#### **Conclusion:**

Customer convenience is not the only major benefit of these machines, but on the other hand, these machines also help restaurants and the food industry to expand by using digital food, because using digital food, restaurant owners can get more value by allowing users to view the menu. names of the dishes. Full meals with pictures, specifications and price can attract customers. For restaurant owners, the integration of online food ordering is arguably the easiest, cheapest and most desired

thing. With the growth of urban professionals and rapid urbanization in India, the food and beverage sector is growing at a staggering pace. Mobile phones and food delivery have also made the situation worse. Today, food delivery apps have become a popular choice among discerning people across India. There are various food delivery apps in India that people can download on their digital phones to order food quickly from the comfort of their homes. The changing urban lifestyle of the average Indian is enough to ensure that food items are easily available and delivered at a higher price. Increasing population, urbanization and longer travel times have led people to prefer convenient, easy to consume and low-cost food and grocery items delivered to their doorstep. Organizations that understand the magnitude of growth potential can take action, but only those that are fit for growth will survive. Companies that can keep their products and image fresh in the minds of consumers will capture the lion's share of online grocery shopping in India.

#### **References**

1. [http://www.amity.edu/gwalior/ajm/paper\\_5.pdf](http://www.amity.edu/gwalior/ajm/paper_5.pdf)
2. <https://www.bloombergquint.com/technology/s-wiggy-vs-zomato-who-has-a-better-chance-to-win-indias-hunger-games#gs.CdbOrzFm>
3. <https://www.gloriafood.com/restaurant-ideas/advantages-of-online-food-ordering>
4. <https://insidefmcg.com.au/2017/09/27/booming-food-delivery-apps-affect-restaurant-industry/>
5. <https://medium.com/@sayantani09neogi/how-food-delivery-apps-have-changed-the-game-for-restaurants-1d2d2123c9e9>
6. <https://www.upwork.com/hiring/mobile/how-mobile-apps-have-transformed-restaurant-and-food-delivery-industry/>
7. <https://www.tvo.org/article/current-affairs/how-meal-delivery-apps-are-hurting-your-favourite-restaurants>
8. <https://theaims.ac.in/resources/online-food-service-in-india-an-analysis.html>
9. <https://www.quora.com/How-is-an-online-food-ordering-system-going-to-impact-the-food-industries>