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A STUDY OF CHANGED BUSINESS SCENARIO OF ONLINE FOOD DELIVERY APPS PRE & POST COVID

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ABSTRACT

The year 2020 & 2021 had been a challenge for not only India but for the whole world. The pandemic has almost changed every business scenario and every kind of business was affected. Many people were usually avoiding to get out of there house during the phase of pandemic but there were many services which continuously kept on working. One of the services which was kept on working throughout the pandemic was online food delivery service. Online food delivery apps play an important role to connect the restaurants with the consumers. A consumer can easily order the food at home through the official apps or website.

Keywords: Online food delivery, Challenges in business & Post covid scenario.

INTRODUCTION

In a modern generation Online food ordering is a mobility of food delivery or takeout from a local restaurant or food cooperative. Now days the rapid growth in the use of internet and the technologies associated with it, the several opportunities are coming up on the web or mobile application. This is made possible through the use of electronic payment system. The payment can be done through the customer's credit card, debit card. It is possible for everyone to order any goods from anywhere the internet and have the goods delivered at his/her home. Almost everyone around us uses food delivery app to order their food. And in the pandemic the food delivery app has gain huge popularity. Because everyone wants to be safe and avoid crowded place therefore ordering online was the best and safest way. During pandemic, some food delivery apps have come up with very innovative idea of delivering instant groceries, so that their consumer can stay safe at home and order easily what they need. There are many food delivery apps but Swiggy and Zomato are the two most used apps in India. Swiggy and Zomato have more than 100 million downloads on play store.

Challenges Faced by the Food Delivery Businesses Amid the COVID-19 Pandemic

1. Upholding Safety Standards

2. Changing Order Preferences

3. Adopting Multiple Delivery Options

4. Cashless Payment Methods

5. Unpredictable Food Quality

6. Managing Logistics

7. Building a Stable Customer Base

8. Partnering With the Right Experts in the Market

9. The Threat of Bigger Players

10. Identifying the Most Suitable Marketing Strategy

11. To Cope with Customer Expectations

Pros & Cons on online food delivering during covid – 19

PROS CONS

Food Delivery Is Quite Convenient Quality of Food May Suffer Using Food Delivery Can save You Time Food Delivery Services Are Often Late

Good for Old People Who Cannot Leave the House Anymore

Food May Get Cold

Suitable For People with Disabilities Not the Same Personal Touch As In A Restaurant

Ordering Food Online or On the Phone Is Quite Simple

Person Who May Delivers Food May Not Be Trustworthy

Less Risk to Get Infected by Diseases Food Delivery May Cost Money Restaurants Can Win Many New Customers Excessive Waste Production

REVIEW OF LITERATURE

1) **Ashoutosh bhargve (2013):**
Food panda an online food ordering apps has been launched in the Indian market since May 2012. Food panda first major move was acquisition of TastyKhana, which was started in Pune in year 2007.With acquisition of TastyKhana and JUST EAT, it is now available in over 200 cities and delivery partner with over 12,000 restaurants. JUST EAT which was launched in Denmark in 2001 and was listed publicly on the London Stock Exchange is also mentioned. Their Indian venture was come as Hungry Bangalore in 2006. It was reintroduced in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

2) **H.S. Sethu & Bhavya Saini (2016):**
Their idea was to analyse the student's perception, behaviour and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of their favourite food at any point of time and always access to internet, free data are the main reasons for using the apps.

3) **Sheryl E. Kimes (2011):**
His study found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal attention and also had high uncertainty towards use of early technologies. Volume 9, Special Issue, April 2019, 4th International Conference on Recent Trends in Humanities, Technology, Management & Social Development (RTHTMS 2K19); KIET School of Management, Ghaziabad, UP, India. International Journal of Research in Engineering, IT and Social Sciences, ISSN 2250-0588 Page 15 http://indusedu.org

4) **Leong Wai Hong (2016):**
The technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.

5) **Varsha Chavan (2015):**
The use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately. The increase in uses of smart phones and computers are giving platform for service industry. Their Analysis concluded that this process is convenient, effective and easy to use, which is expected to better day by day in coming times.

6) **E. kimes, s. (2011):**
A survey of 470 internet users found that slightly under half of them have ordered food online by mobile app, or with a text message. The chief reason for electronic ordering given by those have ordered (users) is that they gain convenience and control. The major factor that inhibits those who have not ordered via an electronic channel (non-users) is a desire for interaction (although technology anxiety is also a factor). Users are on balance younger than non-users, and users generally patronize restaurants more often than non-users.

OBJECTIVE

• To understand the changed business scenario of online food delivery apps. • To understand the various effect of covid-19 on food delivery apps.

• To discuss the concept of online food delivery apps.

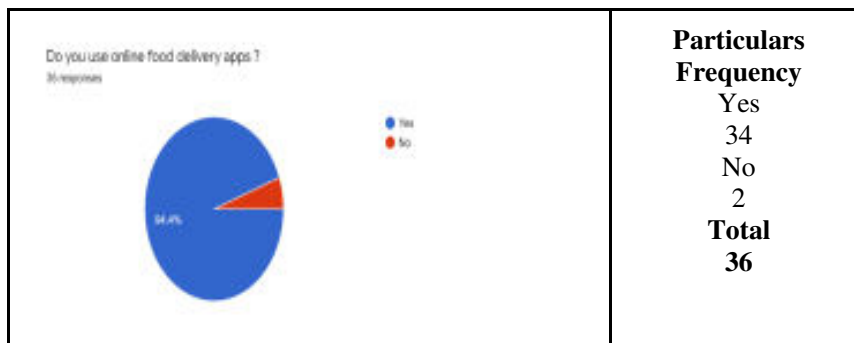## RESEARCH METHODOLOGY

PRIMARY DATA – For this research the data is collected from 36 active user of online food delivery apps.

SECONDARY DATA – The paper is also based on Secondary Data collected from various sources like journals & websites.
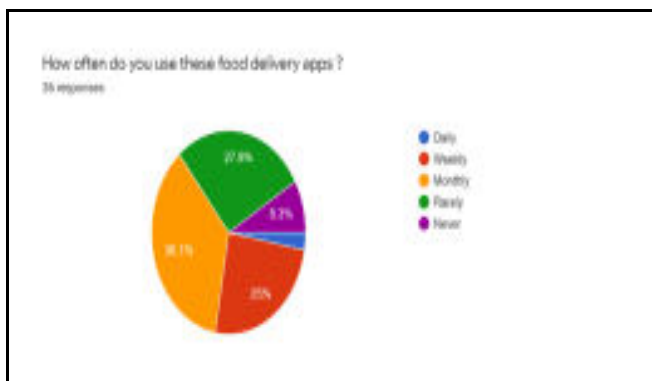
DATA ANALYSIS & INTERPRETATION

1) Do you use online food delivery apps?

Particulars	Frequency
Yes	34
No	2
Total	**36**

INTERPRETATION

The above graph states that majority of respondents use online food delivery apps.

2) How often do you use these food delivery apps?

Particulars	Frequency
Daily	1
Weekly	9
Monthly	13
Rarely	10
Never	3
Total	**36**

Interpretation: The above graph represents that most of the respondents use online food delivery app monthly.
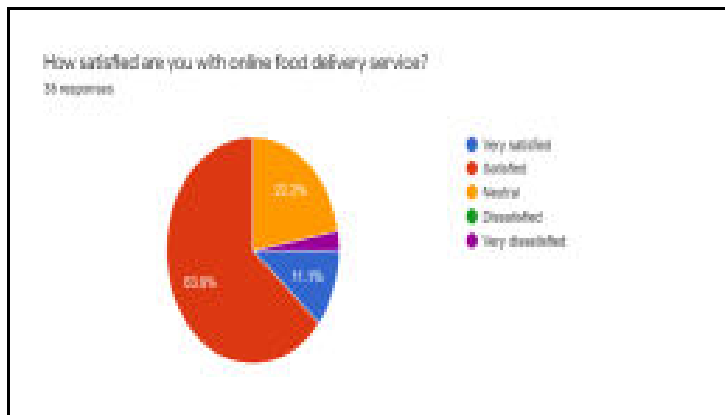
3) Which online food delivery app, Do you prefer using?

Particulars	Frequency
Zomato	19
Swiggy	16
Uber Eats	-
Box 8	-
Food Panda	-
Other	1
Total	**36**

INTERPRETATION

The above graph represents that Zomato and Swiggy are two apps that are prefer using most by almost by every respondent.

4) How satisfied are you with online food delivery service?

Particulars	Frequency
Very Satisfied	4
Satisfied	23
Neutral	8
Dissatisfied	-
Very Dissatisfied **Total**	1
	36

INTERPRETATION

The above graph represents that more then 50 percent of the respondents aresatisfied with the online food delivery service.

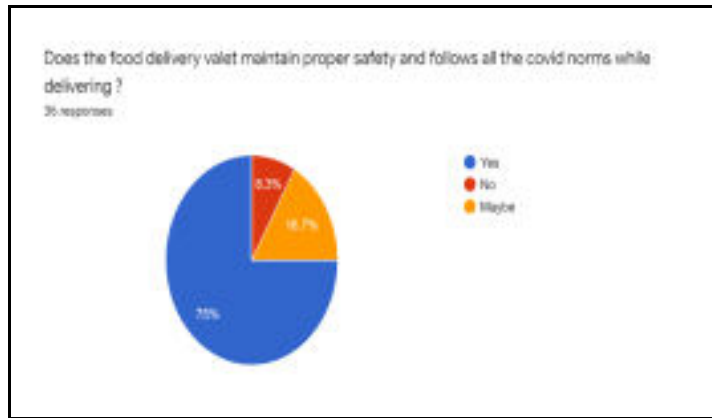Friendly does the online food delivery apps are to use ?

Particulars	Frequency
Extremely	8
Very	19
Moderately	5
Slightly	1
Total	**36**

INTERPRETATION

The above graph represent that the online food delivery apps are very friendly to the user.

6) Does the food delivery valet maintain proper safety and follows all the covid norms while delivering?
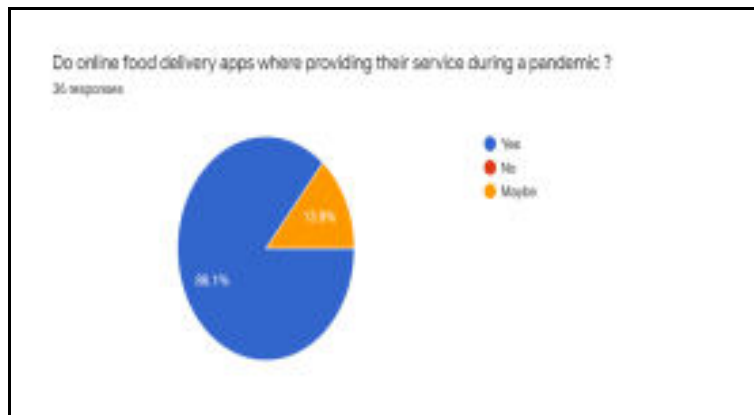

Particulars	Frequency
Yes	27
No	3
Maybe	6
Total	**36**

INTERPRETATION

The above graph represents that the food delivery valet was used to maintain proper safety and follow the covid norms.

7) Do online food delivery apps were providing their service during a pandemic?

Particulars	Frequency
Yes	31
No	-
Maybe	5
Total	**36**

INTERPRETATION

The above graph represents that according to respondents the online food delivery apps were providing their service during pandemic.

8) As the food delivery apps came up with innovative idea to leave a food near the door or not to ring door bell, does your delivery partner follows the instructions?
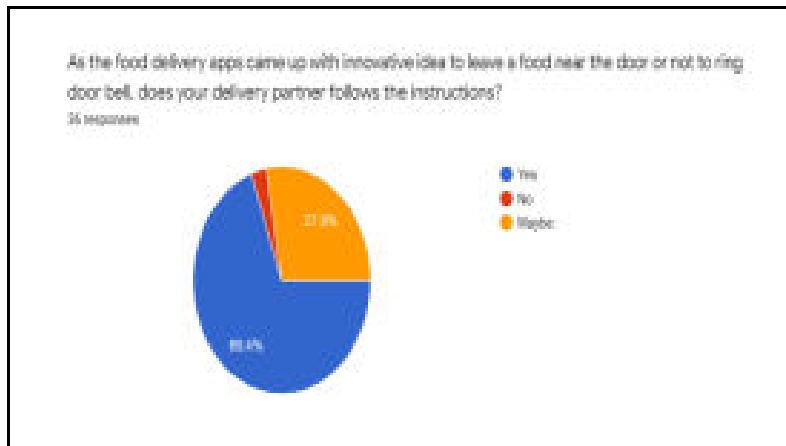
Particulars	Frequency
Yes	25
No	1
Maybe	10
Total	**36**

INTERPRETATION

The above graph represent that the food delivery partner was use to follow the instructions.

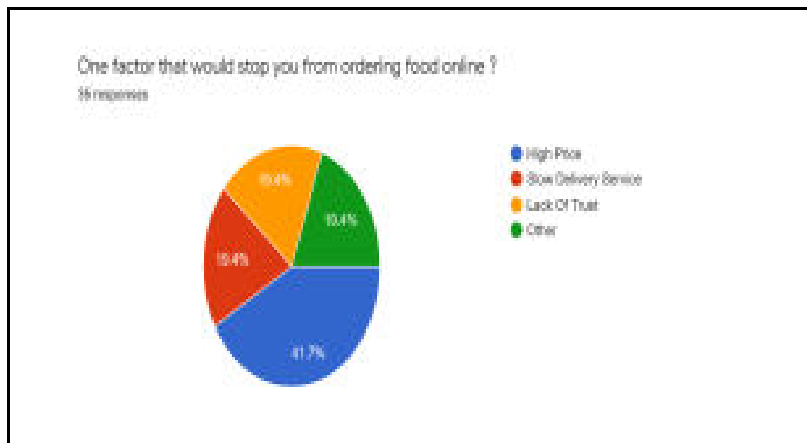9) Many food delivery apps were delivering instant groceries during pandemic, where you aware of it?
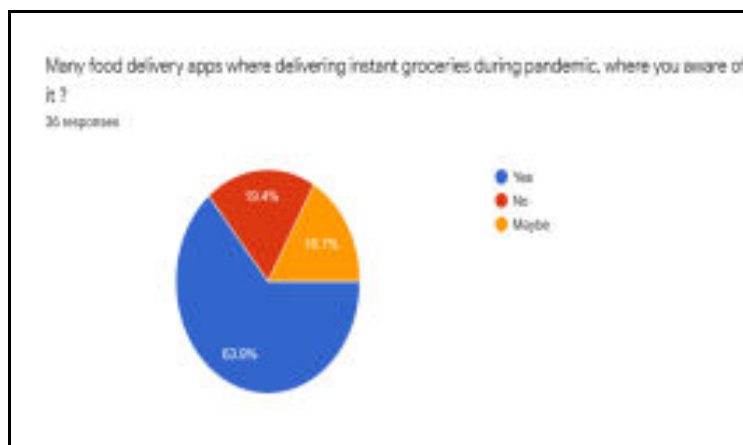
Particulars	Frequency
Yes	27
No	7
Maybe	6
Total	**36**

INTERPRETATION:

The above graph represents that majority of respondents were aware of instant groceries delivery service.

10) One factor that would stop you from ordering food online?

Particulars	Frequency
High price	15
Slow Delivery	7
Lack of trust	7
Other	7
Total	**36**

INTERPRETATION

The above graph represents that every different factor can stop the respondent from ordering online.

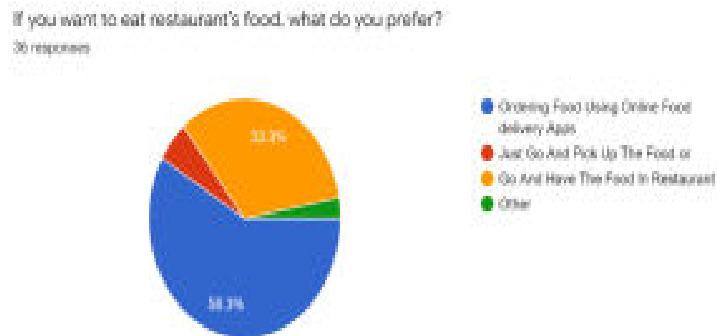11) Do you face any difficulties while using food delivering apps?
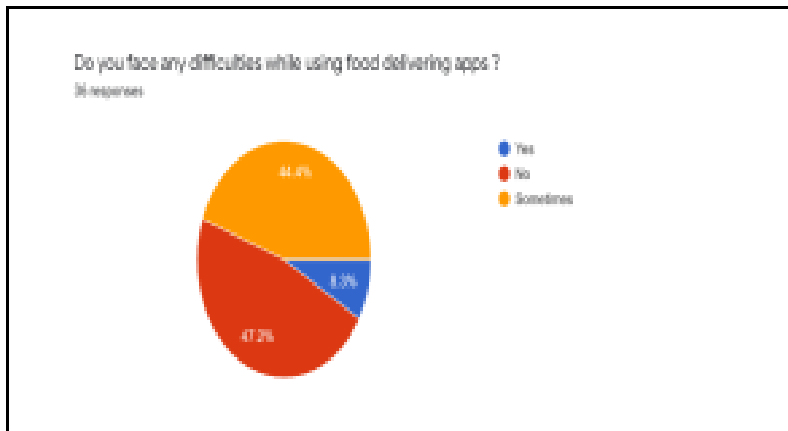
Particulars	Frequency
Yes	3
No	17
Sometimes	16
Total	**36**

INTERPRETATION

The above graph represents that some of respondent don't face any difficulties but some of them face some difficulties sometimes while using the app.

12) If you want to eat restaurant's food, what do you prefer?

Particulars	Frequency
Ordering food using online food delivery apps Just go and pick up the food or	21
Go and have the food in restaurant	2
Other	12
Total	1
	36

INTERPRETATION

As the graph represent that more than half of the respondents would prefer ordering food online through app.

FINDING & CONCLUSIONS

1) Majority of respondents use online food delivery apps.

2) Most of the respondents use online food delivery app monthly.

3) Zomato and Swiggy are two apps that are prefer using most by almost by every respondent. 4) More then 50 percent of the respondents are satisfied with the online food delivery service. 5) According to majority of respondents online food delivery apps are very easy to use.

6) The food delivery valet was used to maintain proper safety and follow the covid norms during delivery.

7) Majority of respondents have received the online food delivery service during pandemic.

8) The food delivery partner was use to follow the instructions.

9) Majority of respondents were aware of instant groceries delivery service provided by food delivery apps.

10) There are different factor can stop the respondents from ordering food online.

11) Some of respondent don't face any difficulties but some of them face some difficulties sometimes while using the app.

12) Majority of respondents would prefer ordering food online through app.

SUGGESTIONS

1) Make it easy for customers to order food anywhere, anytime.

2) Maintain transparency.

3) Use data to adjust your schedule and delivery radius.

4) Pay special attention to food presentation and packaging.

5) Introduce various payment and fulfillment options.

6) Come up with new marketing materials and promotions.

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