

# A STUDY ON GROWTH AND DEVELOPMENT OF FOOD DELIVERY APPS

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## **Abstract**

In this current fast moving world everyone are running for money to lead their life as wealthy. They started spending time in more work and less time with family. Later these occasional visits became wanted visits to restaurant and the want became need. In this fast moving world, people concentrate on earning money not on food. To reduce their burden and to save their time these food delivery apps have become more popular from children to adults. These apps reduces all the difficulties of going to the restaurants during peak hours. In order to avoid all sorts of problems and also to provide employment opportunities these websites have been started and later it is being used as apps. We cannot tell that all the time the weather will be in same and good condition. These apps services provide food in all circumstances and they also provide good friendly environment to the public and attract them in a very effective way.

**Keyword:** *Online food, Delivery apps, food ordering, restaurant, taste.*

## **INTRODUCTION**

Earlier, people go for restaurants to have food during special occasions, later it became more often due to habit and fast lifestyle of the people. In this current fast moving world everyone are running for money to lead their life as wealthy. They started spending time in more work and less time with family. Later these occasional visits became wanted visits to restaurant and the want became need. To fulfil the need and desire of the people they started ordering food through websites/apps and getting delivered to their door steps for those who love food. In this fast moving world, people concentrate on earning money not on food. To reduce their burden and to save their time these food delivery apps have become more popular from children to adults. These apps reduces all the difficulties of going to the restaurants during peak hours. In order to avoid all sorts of problems and also to provide employment opportunities these websites have been started and later it is being used as apps. We cannot tell that all the time the weather will be in same and good condition. These apps services provide food in all circumstances and they also provide good friendly environment to the public and attract them in a very effective way. They are giving so many benefitted services and making the customers to stick to them and making them to purchase foods only through their online sites/apps.

## **PROFILE OF THE STUDY**

In modern times all these food deliveries are become more innovative and challenges. All their owners are trying to bring their more innovation into process and to make their customers to sustain along with them forever. At first many famous restaurants introduced their toll free numbers to the customers. This helps them a lot to order food from their own place without going to the restaurants. This service helps the customers to enjoy food from their living place without visiting any Hi-fi restaurants for having their food. This service does not charge much of cost for serving their foods to their places. This attracts lots of people and the food delivering industry is also started to develop in many parts with higher level of preferences. But this system is also not reached for many people and so new system was introduced and it plays a vital role in society. This system helps all kinds of people to access it in a very easy and effective way of ordering foods and getting delivered it to a very correct and exact location at the given time interval.

## REVIEW OF LITERATURE

**Ali Dorosti (2012)<sup>1</sup>** says that “Food outlets and Restaurants are being competitive in the current situation. People do search for affordable and hygienic but they don’t get their profit or regular customer to their side to develop in their business.”

**Adediran (2013)<sup>2</sup>** says that “Most of the people go out for a trip based on the food and restaurant facility available in that particular places. Now people are searching for the restaurants in hygienic way to make themselves comfortable when having food. Most of the factor depends on cleanliness.”

**Dr. N.Sumathi, S.Josepin (2017)<sup>3</sup>** in this study food ordering is growing wider and payment through online is also developing, the person who is ordering need not carry cash the customer can pay using debit or credit card from their place. Making themselves relax and ordering through online.

**Dr,Deepali and Sanjeev Kumar (2017)<sup>4</sup>** says that “Food and Beverage are fastest growing industry in the world. Restaurants are one of the most important factor to plan for a trip even in business or in vacation. People expect the good service from each one of the outlet. Most of the customer expect hygienic and Service Quality from the restaurants.”

## SCOPE OF THE STUDY

The scope of the study is about the food delivery apps based on the technology development in the current world. This study is about all the online food delivery website/app around the country and impact of the technology and the person’s mentality and the user’s convenient in the present situation. This study helps the food delivery apps and owners of a restaurants to make them to develop from the direct feedback of the customers.

## OBJECTIVES OF THE STUDY

- To analyse the social and economic background of the consumer.
- To analyse the services provided by the food delivery app.
- To analyse the quality of service provided by the food delivery app.
- To know the customer satisfaction towards food delivery app.
- To study about the popular food delivery app.

## METHODOLOGY OF STUDY

For the study both the primary and secondary data have been collected. A well framed questionnaire was used for the purpose of collecting the primary data. On the other hand, books and periodicals were used to gather the secondary data. The sample size selected for the study is 150 respondents. Due to lack of time and large

population the researcher was bound to adopt the sampling techniques. The researcher has chosen convenience sampling method for collection of primary data.

### Sample size:

The sample size selected for the study is 150 respondents in Coimbatore City.

### IMITATIONS OF THE STUDY

In this study we are able to see so many limitations related to the study. We are able to find so many limitations in modern food websites. Some of the limitations are,

- ✓ The study was conducted among the consumers in Coimbatore city only. So it cannot be generalized as a whole.
- ✓ Reduces the connection between the owner of the restaurant and the consumers.
- ✓ Increases the price level after getting the level of target of people's.
- ✓ They make the people to find the food in a very cheaper rate and the excess amount will be collected in the name of excess fees or charge of transport.
- ✓ These helps the business owners to completely relay upon them after a certain period of time and reduces the walking customers.

### Data collection:

For the study both the primary and secondary data have been collected. A well framed questionnaire was used for the purpose of collecting the primary data. On the other hand, books and periodicals were used to gather the secondary data.

**TABLE NO 1**

#### RESPONDENTS USAGE OF FOOD DELIVERY APP

<b>USAGE OF FOOD DELIVERY APP</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Daily	10	7.0
Weekly	40	28.0
Monthly	29	20.3
Occasionally	63	44.1
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

This above table concludes that 44.1% of the respondents use food delivery app occasionally, 28.0% of the respondents are using weekly, 20.3% of the respondents are using monthly basis and only 7.0% of them using it daily. Mostly (44.1%) of the respondents are using occasionally.

**TABLE NO 2****RESPONDENTS OPINION ABOUT RECOMMENDING TO FRIENDS**

<b>RECOMMENDATION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	98	68.5
No	8	5.6
May be	37	25.9
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

Out of 143 respondents, 68.5% of the respondents said Yes for recommending to their friends, 25.9% of the respondents maybe recommend to their friends, only 5.6% of the respondents will not recommend to their friends. Majority (68.5%) of the respondents yes for recommending to their friends.

**TABLE NO 3****REPOSONDENTS SATISFACTION ON THE ATTITUDE OF DELIVERY PERSON**

<b>RESPONSE</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	97	67.8
No	7	4.9
Not Always	39	27.3
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

From the above table 67.8% of the respondents says Yes that for they are satisfying with the delivery persons attitude, 27.3% of the respondents says Not always they are good in their attitude, only 4.9% of the

respondents says No that their attitude is not good. Majority 67.8% of the respondents says Yes that for they are satisfying with the delivery persons attitude.

**TABLE NO 4**

**RESPONDENTS PREFERRED FOOD TO ORDER ONLINE**

<b>TYPE OF FOOD</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
South Indian	75	52.4
North Indian	31	21.7
Chinese	25	17.5
Pastries	8	5.6
Others	4	2.8
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

Out of 143 respondents 52.4% of the respondents are ordering South Indian, 21.7% of the respondents are ordering North Indian, 17.5% of the respondents are ordering Chinese food, 5.6% of respondents are ordering pastries and only 2.8% of them are ordering something else from the apps. Majority (52.4%) of the respondents are ordering South Indian.

**TABLE NO 5**

**METHOD OF PAYMENT BY THE RESPONDENTS**

<b>PAYMENT PERIOD</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Cash	78	54.5
Debit/Credit Card	35	24.5
Net Banking	8	5.6
Google Pay	22	15.4
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

From the above table 54.5% of the respondents pay by using cash, 24.5% of the respondents pay using Debit/Credit card, 15.4% of the respondents paying using Google pay and only 5.6% of the respondents pay using Net Banking. Majority (54.5%) of the respondents pay using cash only.

**TABLE NO 6****MONEY SPEND BY THE RESPONDENTS FOR EVERY ORDER**

<b>AMOUNT SPENT</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Rs.100 – Rs.300	66	46.2
Rs.301 – Rs.500	47	32.9
Rs.501 – Rs.800	22	15.4
Above Rs.800	8	5.5
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

Out of these 143 respondents 46.2% of the respondents are spending Rs.100 – Rs.300 for every order, 32.9% of the respondents are spending Rs.301 – Rs.500 for every order, 15.4% of the respondents are spending Rs.501 – Rs.800 for every order and only 5.5% of the respondents are spending above Rs. 800 per order. Most of the respondents (46.2%) of the respondents are spending Rs.100 – Rs.300 per order.

**TABLE NO 7****SATISFACTION BY RESPONDENTS WITH THE DISCOUNT AND OFFERS PROVIDED**

<b>OFFERS &amp; DISCOUNT PROVIDED</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	59	41.2
No	14	9.8
Sometimes	70	49.0
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

Out of 143 respondents, 49.25% of the respondents are satisfied sometimes by the offers and discount provided by the Food delivery App, 41.2% of the respondents are always satisfied by the Offers & Discount provided by the Food delivery App, and only 9.8% of the respondents are not satisfied by the Offers & Discount provided by the Food delivery App. Most (49.0%) of the respondents are sometimes getting satisfied by the Offers & Discount provided Food delivery App.

**TABLE NO 8****RECEIVING OF WRONG DELIVERIES BY THE RESPONDENTS**

<b>WRONG DELIVERIES</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	48	33.6
No	95	66.4
<b>TOTAL</b>	<b>143</b>	<b>100</b>

**INTERPRETATION:**

Out of 143 respondents, 66.4% of the respondents have not received any wrong deliveries only 33.6% of the respondents have received wrong deliveries. Majority (66.4%) of the respondents have not received any wrong deliveries.

**FINDINGS**

- ✓ Mostly (44.1%) of the respondents are using occasionally.
- ✓ Majority (68.5%) of the respondents said yes for recommending to their friends.
- ✓ Majority 67.8% of the respondents said yes that for they are satisfying with the delivery person's attitude.
- ✓ Majority (52.4%) of the respondents are ordering South Indian.
- ✓ Majority (54.5%) of the respondents pay using cash only.
- ✓ Most of the respondents (46.2%) of the respondents are spending Rs.100 – Rs.300 per order.
- ✓ Most (49.0%) of the respondents are sometimes getting satisfied by the Offers & Discount provided Food delivery App.
- ✓ Majority (66.4%) of the respondents have not received any wrong deliveries.



## SUGGESTIONS

- ❖ Companies should create apps with perfect features which enables ordering different dishes from different restaurants at a same time within a single order.
- ❖ They should ensure to create proper awareness about the restaurants which are connected with app/websites.
- ❖ Apps should be uploaded with multiple restaurants making customers to try different dishes.
- ❖ Apps should ensure that all restaurants are hygiene conscious which will create customer satisfaction
- ❖ Discount and offers can be provided to the customers to make the system effective
- ❖ Packing quality should be as per the laid down norms to ensure customer satisfaction

## CONCLUSION

From the research we found that food delivery apps/websites play a vital role in our daily life. As we can't visit restaurants daily or in emergency time. In order to avoid all those inconvenience, food delivery apps helps us by delivering food to us at ease. Here I could say clearly that all types of people are getting benefits out of this food delivery apps. Many working women, people who work away from home and study away from home are benefited through these food ordering. This service is valuably available only in cities. They can start serving all over the country and by covering all places so that more customers are benefitted. Food delivery apps can also tie up with more continental and other cuisine restaurants so people can get wide varieties of foods. More late night restaurants can be added to food delivery app so that late night food carving can be fulfilled. Round the clock food delivery can be developed near the areas where IT sector runs so that the employers of all shifts will be benefitted.

During the recruiting process, candidates with good potential, attitude, ethics should be recruited, so that they maintain the same towards the customer at the time of food delivery so that the customers are happy and satisfied. By offering more discounts or freebies during the initial stages of new restaurants or new area by that more customers can be attracted and more customers can be benefitted.

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