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RESEARCH ARTICLE **OPEN ACCESS**

A COMPARATIVE STUDY OF ONLINE FOOD DELIVERY START-UPS IN THE FOOD INDUSTRY

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ABSTRACT

Marketing describes unsatisfied wants and needs. It determines, calculates, and quantifies the size and profit potential of the defined sector. It decides which segments the business is ideally suited to serve and then designs and promotes the required products and services. Marketing is the science and art of finding, designing, and providing value to a target market while making a profit."Online food ordering in India is becoming increasingly common among Indian consumers. It has been observed to rise at a steady rate of 15% over the last year and is projected to grow at the same rate in the coming years. The proliferation of online food ordering in the Indian market is largely due to the country's smartphone penetration, which is estimated to be at 28 percent. The study discusses the purchasing habits and perceptions of Indian customers in relation to the most widely used online food ordering applications. To provide a more in-depth analysis, the ordering pattern has been categorised based on demographic factors such as age and employment status. The study was conducted in two phases, primary and secondary, and is primarily quantitative in nature. Swiggy, Zomato, Foodpanda, and Ubereats are among the companies that have received a lot of attention in the study. The primary research sought responses through a questionnaire, while the secondary research sought information from magazines, research papers, and news articles. Swiggy, Zomato, Foodpanda, and Ubereats are among the companies that have received a lot of attention in the study. The study studies the root causes of Indian customers' change from conventional approaches to home delivery, the scale of these food delivery startups, and the industry's future. The study aims to uncover consumers' secret mindsets about the faith and confidence they have in these online food aggregators, as well as the factors influencing the customer's attitude toward the online food delivery apps. A total of 165 responses were received based on the primary study. Every app's value propositions and differentiating factors. person analysis based on these answers The data was then analysed using statistical methods, and the findings indicated that the number of males ordering food online was slightly higher than females, owing to males' lack of cooking skills. Further investigation revealed that about 16.36 percent of individuals between the ages of 18 and 29 ordered food on a regular basis, indicating that 'Students' were making the most online orders on these food distribution applications. According to the findings, there is a tremendous scope for growth for online food aggregators, and they can take advantage of this ability to expand in the Indian market. Furthermore, additional insights showed that a substantial portion of the rural sector remains substantially unexplored and will deliver more opportunities in the coming years as technology penetration in rural areas of the country increases.

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INTRODUCTION

The food industry is a vast group of companies that are responsible for supplying the world's people by their tastes and choices.

Food organisations restrict hunter-gatherers and people who work for a living. Agriculture, internet grocery service, food networks, and many other forms of food businesses exist. Since the food industry's growth is guaranteed and lucrative, eager promoters are spending their capital in the food industry, which would undoubtedly yield benefits.

Since the food market is so vast, companies will spend their capital in a number of ways. There are many ways for these promoters to spend capital in the food service industry. Previously, people were expected to buy food either directly from supermarkets or over the internet. However, technology has advanced to the point that consumers are shopping electronically."

Consumer behaviour in India has shifted as the Internet and smartphones have increased in popularity. If it's e-commerce, shopping, online grocery shopping, or financial utilities, customers' attitudes and preferences have shifted dramatically. The use of emerging technology in the area of online food shopping has resulted in a number of structural shifts in business models. Most customers used to like to go out and dine in restaurants, but due to heavy traffic and time constraints, customers now tend to order food from home, where they can even get unique discounts on food delivery apps when staying at home. Internet adoption, more payment choices, long working hours, and an unpredictable lifestyle are all factors that contribute to online food ordering. Customers may visit a single marketplace website (or download the app) instead of visiting the websites (or downloading apps) of each individual restaurant chain in the region. The number of employees employed in the digital sector is increasingly growing as a result of expanded use of technology. Customers are used to buying or ordering from mobile or websites with full ease and clarity, anticipating the same service that they will receive in the store. Apps are growing the amount of applications and facilities available to consumers in order to meet their needs. This scenario does not only happen in one region, but all over the world. Being up to speed with consumer needs aids a company's ability to attract consumers to a larger degree."

Relevance of the Study

The restaurant industry is projected to contribute about 2.1 percent of India's overall GDP by 2021, according to the National Restaurant Association of India (NRAI).

The idea of an online food ordering and distribution marketplace has been a promising business idea since the dawn of technology. However, young developers have not given the sector the recognition it needs. As a result, a significant majority of it lies unexplored. When compared to the travel sector, which has a 40% online penetration rate, the food distribution industry has just a 5% online penetration rate. As a result, there is a lot of untapped opportunity. The following factors are driving the growth of online food distribution in India:

- Large share of the young talent population
- Increasing disposable income
- Changing consumer life style- Online food ordering is easy way in today's busy and hectic life with tight schedule
- Increasing working women population in urban areas.
- Technology growth- Anytime-anywhere accessibility
- Convenient and easy than home cooking and for eating out.
- Maintaining the quality of the food with the prices with discounts and codes.

Gaps of Literature Review

Many research on online food ordering startups have been performed both internationally and locally. The studies are being conducted for a variety of reasons, including determining which companies are emerging as market leaders and how sustainable their strategies are, determining what factors are driving the growth of online food delivery startups in India, and determining how big players like Zomato, Foodpanda, and Ubereats have changed their strategies in a highly competitive environment in India."However, no analysis has been undertaken to date to clarify consumers' views of online food distribution startups or to examine the purchasing habits of customers from various populations.

Purpose of the Study: The primary goal of this study is to examine consumer perceptions of online food distribution startups as well as the buying habits of consumers from various groups. Starting with how online food delivery startups are disrupting the Indian market service industry and the reasons that are allowing consumers to move from conventional dining out to online home delivery, the reach and potential of this industry will be analysed.

Theoretical Framework: This chapter talks about the theoretical framework of consumer behaviour and it is explained below:

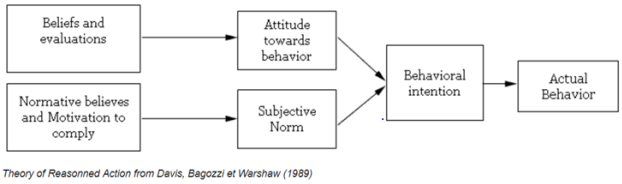


Figure 1. Theoritical Framework

The Theory of Reasoned Behavior (TRA) is a cognitive science model that has been used for a long time. Individual values, perceptions, norms, intentions, and behaviours are described in this model developed by Fishbein and Ajzen (1975). A person's action is dictated by their behavioural desire to do it, according to this model. This goal is shaped by the individual's attitudes and subjective norms about the actions."
A person's attitude about an action is influenced by his assumptions about the behavior's effects, multiplied by his estimation of those consequences. Beliefs are characterised by a person's subjective likelihood that engaging in a particular action can result in specific outcomes. External influences, according to this model, affect behaviours by altering the configuration of a person's values. Furthermore, behavioural intention is influenced by subjective norms, which are influenced by an individual's normative values as well as his desire to follow the rules.
."

Objectives of the Study

- To understand how different food aggregators have positioned themselves in the consumer's mind
- To analyse the factors affecting choice of food delivery app
- To identify the food patterns of consumers of different demographics
- To analyse factors affecting attitude of customers towards food delivery apps

RESEARCH METHODOLOGY OF THE STUDY

The analysis methodology and approaches used throughout the project are highlighted in this chapter. The project's purpose was to learn about consumers' views of the online food industry and how important it is in their lives. Secondary and primary analysis were included in the study. Primary data is gathered using a specially developed questionnaire, with respondents ranging in age and gender. Primary data is obtained online from journals, newspaper posts, and numerous food aggregators' websites.

Universe of the study: The online food supply aggregator has evolved in the last few years in this fast-moving environment. The previous players in this field were Zomato, Swiggy and Foodpanda and they were credited with the creation of this industry. The F&B service industry has expanded unprecedentedly in the past, and continues to evolve exponentially, and is one of the fastest-paced industries. The changes in population, rise in disposable incomes, development and growth in organised retail can be due to this.

Locale of the study: This initiative is confined to an online industry for food ordering in India. India has over 1.3 billion people and 80 percent and 37 percent smartphone coverage and internet penetration. This means that the online food ordering industry will benefit a tremendous sum, difference and opportunity in the Indian market. Over the last few years, different online grocery order aggregators have entered the Indian market, which means that customers' patterns of food have dramatically shifted, considering their many options." Just four major players on the Indian market, namely Zomato, Foodpanda, Ubereats and Swiggy, are included in this research.

Research Design: Mainly quantitative analysis designs. The next research is in its essence descriptive. Data were gathered and analysed to explain the customer's understanding and order habits of services for food supply. Analysis was performed on the basis of a designed online food supply service questionnaire. In order to organise their favourite snacks and desserts as easy in their busy schedules, online food distribution starters such as Foodpanda, Ubereats, Zomato, Swiggy, etc. have become an important part of all lives. The study included the collection of data on the importance of these start-ups in the present business scenario.

Sample size of the study: The overall size of the survey was 165 people, most of whom were 18 to 23 years of age. Samples are very good, since mail and convenience samples are used to obtain answers. The interviewees were of various ages and sex.

Data Collection: The evidence collection for the study is both primary and secondary and the main tools for knowledge collection are the questionnaires. Data collection is cheap and cost-effective by structured questionnaires as we would design and forward the questionnaire to the target respondents. Most people are students, working by themselves or at work. The age range is 18 years and over. The participants were mostly Delhi customers, some were students and some served as professionals. The data collection was mostly based on the age group 18-30 in order to get a greater understanding of the online food distribution startups. Customers' responses were gathered using a specially developed questionnaire in order to determine the purchasing behaviour and significance factors relevant to online food ordering. Secondary data is gathered from various applications, journals, newspapers, and websites of various food aggregators in order to research their history, context, and growth potential.

Data Analysis: The data collected by the designed questionnaire was raw data, and interpretation was needed to arrive at any findings or conclusions. Data was analysed to find responses to the previously stated objectives. The research was carried out using a number of methods, including SPSS and MS Excel. Chapter 4 delves into the details of the study.

Project Experience: The study offered an excellent learning opportunity and awareness about Online Food Ordering sites, which is a rapidly expanding industry in India and around the world. It showed how a web-based market is evolving with online food ordering startups. It also aided in the interpretation of consumer perception and purchasing patterns for the online grocery industry. It also gave me the chance to connect with clients and perform interviews and surveys with them. One problem is that it was incredibly difficult to encourage respondents to fill out the questionnaire. Working on this project was a wonderful experience in general."

LITERATURE REVIEW

This chapter talks about various research conducted on online food delivery aggregators.

Brief of the Reviewed Literature: Rashmi (2018), in her study titled "Swot review of online food industry in India," claims that the number of food startups has risen significantly in the last year. According to BCG reports, the food industry in India is projected to rise from Rs 23 trillion to Rs 42 lakh crore by 2020. The online platform is assisting restaurants in expanding their scope, and consumers have begun to choose online platforms over ordering food by calling individual restaurants. According to a RedSeer report, the share of online delivery for partner restaurants has reached 30-35 percent of their overall market, and the number is increasing is increasing day by day. "It has been observed that the Indian food industry will expand rapidly, growing its contribution to global food exchange year after year. The internet's scope is increasingly expanding, and a large proportion of the young and working population who are tech savvy is dining out more than their forefathers. Working millennials who pay for comfort are on the rise. It is obvious that the food ordering and distribution market has a lot of room for growth."

Dr. Kanteti (2018) stated in her Journal titled "Innovative strategies of Startup firms in India- A report on online food distribution companies in India" that the Indian food delivery industry is currently estimated at $15 billion and is expected to expand exponentially. She acknowledges that creativity has the power to take this sector in a whole different direction. Restaurant partners profit from substantial cost and productivity savings thanks to technological advancements. To remain successful, it is crucial to concentrate on developing scalable business sources and resources with a long-term target, as well as grow incredibly rapidly on the technological side to maximise internal efficiencies.""Mustafa Abbas Bhotvawal and colleagues (2016) explored the business models and operational strategies of aggregator food delivery

firms in a thriving Indian market in their research titled "Growth of Food Tech: A Comparative Study of Aggregator Food Delivery Services in India." In their research paper titled "Food Portals- The Growth Engine" "Do you have an appetite?" Zamarrud Ansari and Dr. Surbhi Jain (2016) addressed the advantages of ordering food from online portals rather than telephonic ordering. An online grocery portal allows consumers to buy food from companies listed on the portal. Using dynamic functionality, users can access specific details about the restaurant/takeaway, get directions, display reviews, link to the menu, order and pay online. The platform can also provide an open community where users can communicate with friends and share their encounters with various food establishments. Customers find it difficult to dial a busy number repeatedly because they simply cannot wait any longer for food. And if they are good enough to get a service provider on the call, it is impossible to hurry through a menu that is not in front of them. A food platform is important these days for taking orders without having additional personnel for billing and customer support. It clears traffic and gets you moving quickly. Online portals aid companies in gaining leads and finding clients who are usually missed or who miss reading about these restaurants due to a lack of knowledge. They addressed the proliferation of online food portals and other topics has players in the Indian market." Abhishek Singh, Adithya, Vaishnav Kanade, and Prof. Salma Pathan (2018) write in their Article titled "Online food ordering system" published by International Research Journal of Engineering and Technology that an online food distribution system is a need due to the increased usage of smartphones and the internet. Online portals make it easy to order food and watch it in real time. A food menu is set up online, and consumers can position their orders and monitor them using the proposed framework. The pay-on-delivery billing method is used for the basic deployment of the system programme. Separate accounts are maintained for each user for more secured ordering by providing an ID and a password.

History and Growth of the Online food Delivery Startups: Zomato was founded in 2008 by Deepinder Goyal and Pankaj Chaddah as an Indian restaurant search and discovery app. It now has a presence in 24 countries. It offers restaurant information and ratings, as well as photos of menus in situations where the restaurant does not have its own website."Zomato is an online website that provides consumers with incredible culinary opportunities both at home and while dining out on a regular basis. They began with the aim of ensuring that no one ever had a bad meal! Zomato has gradually developed a search and exploration network that fuels stable and rising transaction companies over the last ten years. Today, Zomato provides a range of goods and services to ensure that its customers have a good experience while also helping to develop the food industry. In FY'18, Zomato's annual sales rose by 45 percent. Zomato links over 90 million users with 1.3 million restaurants around the world every month. Zomato is still working to fulfil a larger mission by delivering quality food to all! To do so, they make sure that consumers have access to a diverse range of high-quality restaurants that are both available and affordable."

Zomato Gold was launched in November 2017 and now has over 3000 restaurant partners serving a rising subscriber base of over 400,000 users. They are actively working to improve their technologies at a breakneck pace. Since its inception, Zomato's food ordering company has grown at a rapid pace, and it now expands by 2x every three months! They serve this role with a fleet of 50,000+ riders to ensure that they can balance the rising volume of orders with seamless distribution and customer loyalty. Zomato's business model is as follows:

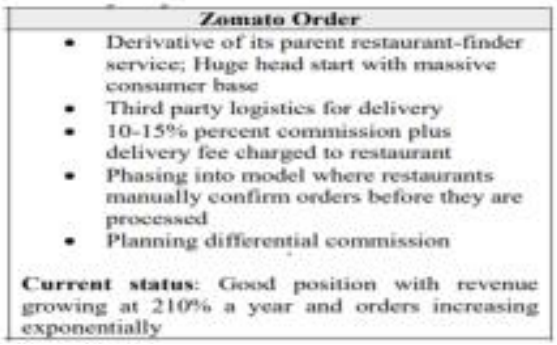


Figure 2. Business model of Zomato

Swiggy: Swiggy is India's most famous food ordering and delivery service. Bengaluru is the headquarters of the group, which began operations in 2014. Swiggy functions by bridging the gap between consumers and restaurants. It makes use of a cutting-edge technology network that enables consumers to order food from local restaurants and have it shipped straight to their house. Swiggy removes the need for consumers to keep track of the phone numbers of numerous restaurants and eateries in their city. Swiggy serves as a single point of touch for ordering food from all of the restaurants in a given area. Swiggy has its own distribution squad that picks up orders from restaurants and delivers them to customers' homes. Customers have found it much easier to place food orders as a result of this. Restaurants prosper as well by accepting further deliveries and avoiding the costs and commitment of maintaining their own distribution employees. Swiggy's cutting-edge technology, massive and nimble delivery operation, and excellent customer focus have enabled a slew of advantages, including lightning-fast deliveries, real-time order monitoring, and no order minimums, all while enjoying your favourite meal wherever you want it. Swiggy started off by signing up a few restaurants in Bengaluru's Koramangala neighbourhood in August of 2014. Soon after, the first party of Hunger Saviors arrived to deliver food in under 40 minutes. Swiggy received its first round of investment shortly after and unveiled the app in May of 2015. Fun fact: The technology that carries fantastic food to your doorstep was invented entirely by mistake developed in-house!. Swiggy grew rapidly thanks to customer love and support, first across Bengaluru and then across the world. Swiggy's business model is as follows:

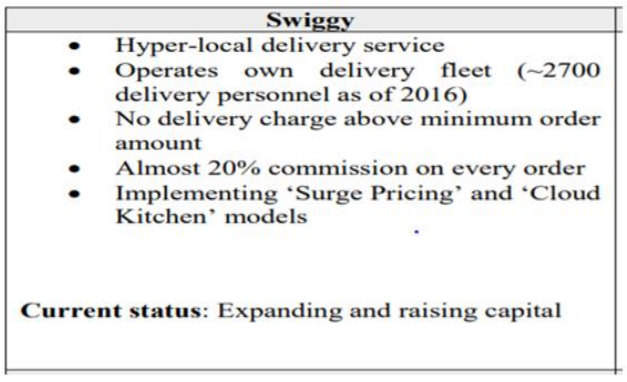


Figure 3. Business model of Swiggy

Foodpanda: Foodpanda is a mobile food distribution marketplace based in Berlin, Germany, that operates in 40 countries around the world. Users can choose from a list of nearby restaurants and position orders using the service's smartphone apps and websites. Over 27,095 restaurants in 193 cities have collaborated with the company, which employs 15,733 delivery riders. Delivery Hero bought the company in early December 2016. On December 29, 2017, Indian cab-aggregator Ola purchased Foodpanda's Indian company for an undisclosed amount. Foodpanda reportedly delivers to over 100 countries in India, including Delhi, Bangalore, Chennai, Mumbai, and Hyderabad. Foodpanda's corporate strategy is as follows:

FoodPanda

- Aggregates restaurants on platform and offers delivery service (similar to Swiggy but on much larger scale)
- Commission of 8-11% from restaurants
- Upto 40% of the revenue may be from delivery services (where partner restaurants do not have delivery facilities.
- Moving to other revenue sources, such as sponsored links
-

Current status: Forced to cut cash-burn on discounts and advertisements; mass layoffs

Figure 4. Business model of Foodpanda

Ubereats: Uber Eats is a fast food delivery service founded by the Uber founders. It deals with a smartphone app and a website, and it's available in a number of countries. This operation is available in four continents: North America, South America, Europe, Australia, Asia, and several African cities. Uber Eats is an e-commerce website that helps consumers to buy food from affiliate restaurants and have it shipped to them. The platform that runs the Uber Eats programme chooses the affiliate restaurants.

SWOT ANALYSIS OF ONLINE FOOD AGGREGATORS

SWOT ANALYSIS OF ZOMATO:

Figure 5: SWOT Analysis of Zomato

STRENGTH ❖ Simple & user friendly interface ❖ Superior technology and a strong workforce ❖ Asset less business model ❖ High financial leverage due to its business model ❖ Global presence – 25 countries – 1.5 million listed restaurants ❖ Strong brand recognition and has won several accolades & awards ❖ Aggressive and Innovative marketing strategy	**WEAKNESS** ❖ Competition from search engines & other similar apps means limited growth ❖ Drastic growth means susceptible to bad content
OPPORTUNITIES ❖ Opportunity to expand to further more countries ❖ Increasing internet penetration & number of smartphone users ❖ Rapid technology development	**THREATS** ❖ Intense competition ❖ Lack of clear rules and regulations - Changes in government policy can easily affect the business model ❖ Business model can be easily imitated by other players

SWOT ANALYSIS OF FOODPANDA:

Figure 6. SWOT Analysis of Foodpanda

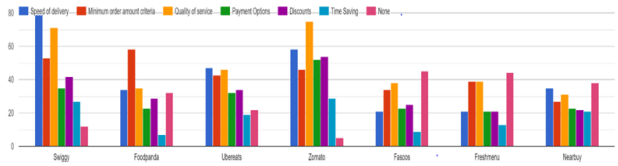
STRENGH ❖Quick delivery ❖International Understanding of business ❖Wide coverage of restaurant	**WEAKNESS** ❖Has not yet covered all area in a city ❖Quantity required for one person is sometimes less for free delivery
OPPORTUNITIES ❖Growing market for potential customers	**THREATS** ❖Low customer at present ❖Negligence of potential customers

CONSUMER ATTITUDE TOWARDS FOOD AGGREGATORS

165 responses were obtained using the planned questionnaire, and the aims outlined in Chapter 1.4 were examined. The below are the goals, along with explanations of the outcomes:

Result

Figure 7: Qualities offered by various food aggregators



The graph above will remind us how different food aggregators have put themselves in the consumer's view. We both understand that placement refers to a brand's role in the view of its potential client. We can see how various food aggregators have put them in people's minds by looking at the following:

Swiggy- On the basis of the above graph, we can see that Swiggy has placed itself as having reasonable delivery speed and service efficiency. When customers want food delivered quickly, they like to order from Swiggy.

Foodpanda- Foodpanda has positioned itself by not having a minimum order number and encouraging customers to order a range of dishes from multiple restaurants without incurring delivery fees. When a customer wishes to buy food from a range of restaurants or only for himself, he or she likes to order from foodpanda.

Ubereats- Ubereats is nearly neutral in terms of delivery cost, minimum order number, and service quality. Customers learn about ubereats by aggregators for ubercabs.

Zomato- Zomato is positioned as a marketplace that offers high-quality service and quick delivery. According to respondents, zomato offers the best deals, which amount to about 41%. As we all know, zomato offers a variety of deals, such as no cooking in January for several restaurants and a variety of cashback offers.

Fasoos- Fasoos is a largely obscure site, and many people are unsure of its capacities, or, to put it another way, it has not adequately positioned itself. Customers may also use ubereats to order from Fasoos restaurant.

Freshmenu- Freshmenu provides excellent service by introducing new menus on a regular basis. Freshmenu is chosen by consumers who choose a different range of food or a new menu.

Nearbuy- The majority of the respondents have no knowledge of nearbuy's quality and they used to only trade with coupons but have now expanded to include online grocery shopping.
Zomato offers a variety of deals, such as TASTY and No Cooking January deals, as seen in the table above. Swiggy has less deals than Zomato, but the Swiggy super members get a lot of them. Foodpanda has the smallest number of deals.

Table 1. Percentage of share of offers provided by food aggregators

Share of Offers provided by Food Aggregators			
Swiggy	Foodpanda	Uber Eats	Zomato
27.10%	11.80%	19.40%	41.80%

To analyse the factors affecting choice of food delivery app

Result: CHAID Analysis is used to identify factors that influence the option of a food delivery app. CHAID (Chi-square Automated Interaction Detector) is a method for evaluating how variables interact. CHAID research assists in the production of statistical experiments by deciding how factors are coupled to explain the outcome of a given dependent variable.

Variables which are taken into consideration for CHAID Analysis are:

- Age group
- Gender
- Frequency of ordering
- Employment status
- Amount the consumer spend on food per meal
- Dependent variable- Ubereats:

Two classes

0= Not selected
1= selected

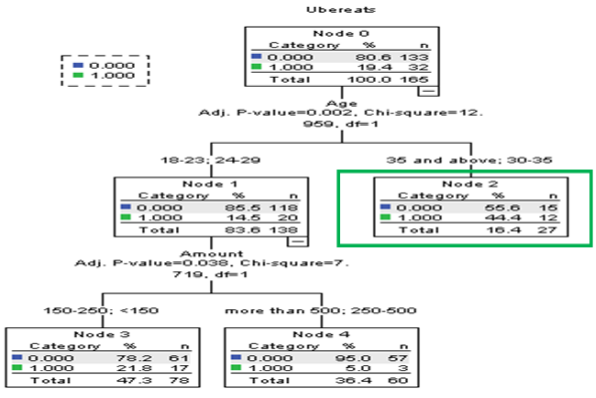


Figure 8. Factors influencing the choice of food Aggregator (Ubereats)

According to the graph above, 19.4 percent of people use ubereats, and 44.4 percent of those who use ubereats are between the ages of 30-35 and above 35.

So we can assume that the majority of ubereats users are between the ages of 30-35 and over 35, and the explanation for this may be that these respondents are using the uber cab aggregator service, or that the ubereats app is very user friendly, and even people over 35 can comfortably access it. The tree above shows that we should give these customers more deals and offers in order for them to order more often. The other node reveals that the most commonly ordered number is between 150 and 250, or less than 150. So, people between the ages of 18 and 29 who order food from ubereats order between $150 and $250, as this is the most cost-effective price, and even students can afford to order this much food.

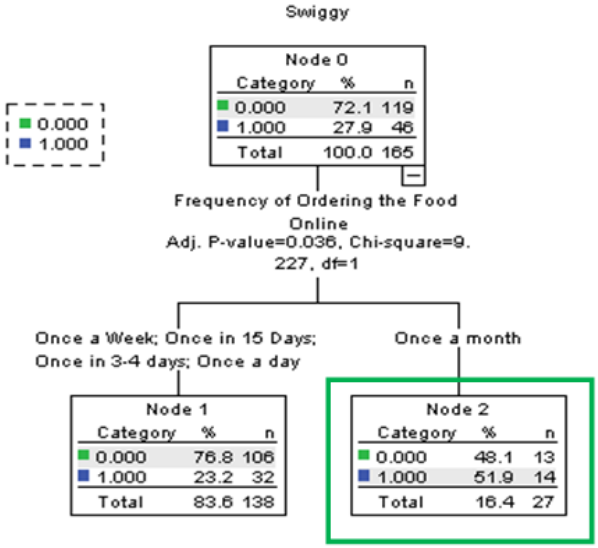


Figure 9. Factors influencing the choice of food Aggregator (Swiggy)

Swiggy: According to the graph above, 27.9% of respondents use Swiggy, while the rest do not. Swiggy customers buy their food once a month, according to 51.9 percent of them. So we may claim that customers who order food once a month use Swiggy because they think it offers fast delivery and because they are not regular users, they expect high service. Just 23% of people who order food regularly do so via Swiggy, while the rest use other channels.

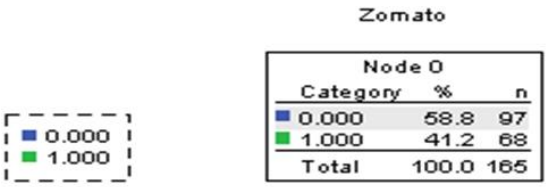


Figure 10. Factors influencing the choice of food Aggregator (Zomato)

Zomato:

According to the graph above, 41.2 percent of the respondents use Zomato as a food ordering aggregator. We may categorically state that Zomato is the industry's market leader. We can't find the variable that describes ordering food from Zomato because Zomato customers are spread across the globe and can't be combined with the other five variables. This may be due to the fact that people of all ages and genders use zomato to order food.

As a consequence, since the population is distributed, we can't segregate the factors that can be targeted.

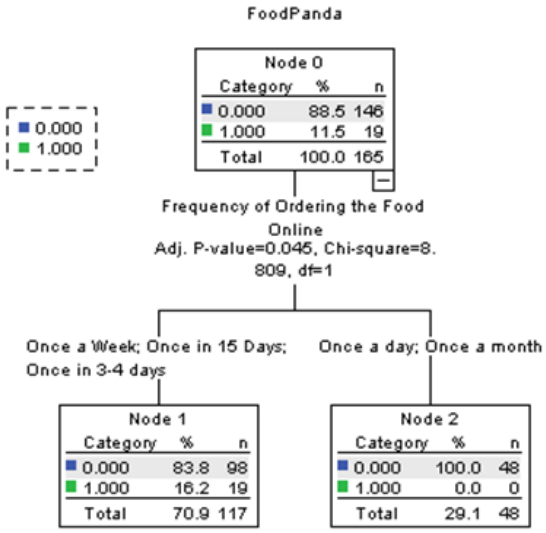


Figure 11. Factors influencing the choice of food Aggregator (Foodpanda)

According to the graph above, only 11.5 percent of the population uses foodpanda to place food orders. We can easily see that 16 percent of people order food once a week, once every 3-4 days, and once every 15 days. So, foodpanda should approach customers who order food once a week, once every 15 days, and once every 3-4 days in order to maximise their orders by offering them attractive deals.

To identify the food patterns of consumers of different demographics

Result: Custom tables are used to learn about the patterns of customers from various demographics. Custom tables aid in the summarization of vast amounts of data into useful and ready-to-use tables. It has features that allow you to generate data that can be quickly understood.

		Gender		Age				Employment Status			
		Male	Female	18-23	24-29	30-35	35 and above	UnEmployed	Student	Working	Self-Employed
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Frequency of Ordering the Food Online	Once a day	7.88%	4.85%	4.24%	5.45%	1.82%	1.21%	0.61%	7.88%	3.64%	0.61%
	Once in 3-4 days	15.76%	14.55%	16.36%	9.09%	1.82%	3.03%	0.00%	15.15%	9.70%	5.45%
	Once a Week	10.91%	8.48%	7.88%	7.27%	3.03%	1.21%	0.00%	13.33%	3.64%	2.42%
	Once in 15 Days	6.67%	14.55%	13.94%	4.24%	1.21%	1.82%	0.61%	13.94%	4.85%	1.82%
	Once a month	7.88%	8.48%	10.30%	4.85%	0.00%	1.21%	1.21%	9.70%	4.24%	1.21%

Table 2. Frequency of ordering food vs Gender, Age and employment status

We can see from the table above that men order food more often than women. As can be observed, 7.88 percent of males order food once a day, while just 4.85 percent of females do so, and the same is true with once every 3-4 days and once a week. Females order food less often than males, and the explanation for this may be that females know a little more about cooking and prefer to prepare at home rather than ordering online. Around 16.36% of people in the age range 18-23 order food regularly. This may be attributed to the fact that people in this age group are often teenagers who don't have much time to go out and eat. As a consequence, they choose to put their orders online. When it comes to job status, we can see that the majority of people buying food online are teenagers, as students like consuming fast food and choose to buy it.

Table 2. Frequency of ordering food vs Gender, Age and employment status

		Gender									
		Male				Female					
		Age				Age					
		18-23	24-29	30-35	35 and above	18-23	24-29	30-35	35 and above		
		Count	Count	Count	Count	Count	Count	Count	Count		
Frequency of Ordering the Food Onli	Once a day	2.4%	3.6%	1.2%	0.6%	1.8%	1.8%	0.6%	0.6%		
	Once in 3-4 days	6.1%	5.5%	1.2%	3.0%	10.3%	3.6%	0.6%	0.0%		
	Once a Week	2.4%	5.5%	1.8%	1.2%	5.5%	1.8%	1.2%	0.0%		
	Once in 15 Days	3.0%	1.2%	1.2%	1.2%	10.9%	3.0%	0.0%	0.6%		
	Once a month	2.4%	4.2%	0.0%	1.2%	7.9%	0.6%	0.0%	0.0%		

Table 3. Frequency of ordering food online vs Gender and Age

		Gender							
		Male				Female			
		Age				Age			
		18-23	24-29	30-35	35 and above	18-23	24-29	30-35	35 and above
		Count	Count	Count	Count	Count	Count	Count	Count
Frequency of Ordering the Food Onli	Once a day	2.4%	3.6%	1.2%	0.6%	1.8%	1.8%	0.6%	0.6%
	Once in 3-4 days	6.1%	5.5%	1.2%	3.0%	10.3%	3.6%	0.6%	0.0%
	Once a Week	2.4%	5.5%	1.8%	1.2%	5.5%	1.8%	1.2%	0.0%
	Once in 15 Days	3.0%	1.2%	1.2%	1.2%	10.9%	3.0%	0.0%	0.6%
	Once a month	2.4%	4.2%	0.0%	1.2%	7.9%	0.6%	0.0%	0.0%

Males and females in the age groups 18-23 and 24-29 order food more often than males and females in the age groups 30-35 and 35 and beyond, as seen in the table above. It's possible that this is due to the fact that after a certain age, people choose to eat homemade food over fast food due to health concerns.

Table 4. Frequency of ordering food online vs Gender and employment status

		Gender							
		Male				Female			
		Employment Status				Employment Status			
		UnEmployed	Student	Working	Self-Employed	UnEmployed	Student	Working	Self-Employed
		Count	Count	Count	Count	Count	Count	Count	Count
Frequency of Ordering the Food Online	Once a day	0.0%	9.9%	4.9%	1.2%	1.2%	6.2%	2.5%	0.0%
	Once in 3-4 days	0.0%	12.3%	12.3%	7.4%	0.0%	18.5%	.7.4%	3.7%
	Once a Week	0.0%	13.6%	4.9%	3.7%	0.0%	13.6%	2.5%	1.2%
	Once in 15 Days	0.0%	6.2%	4.9%	2.5%	1.2%	22.2%	4.9%	1.2%
	Once a month	1.2%	6.2%	6.2%	2.5%	1.2%	13.6%	2.5%	0.0%

According to the table above, the majority of orders are placed by students since often students remain in hostels and do not have access to food, so they order more food than day scholars. From this table, we can also see that males order more often than females.

To analyse factors affecting attitude of customers towards food delivery apps

Result

Table 5. Mode of payment

Payment preference		
Pay while ordering	Cash on Delivery	Pay on Delivery using cards or wallets
33.33%	49.70%	17.20%

We can deduce from the above table that the majority of people prefer paying in cash at the time of purchase, and the second most popular mode of payment is paying online with wallets or cards so they can get more discounts and cashback.
When do customers give input on their orders? The table above will help us find it out. As a result, we can see that consumers only have input when they want to because they believe it is a waste of time. Just 19% of respondents have suggestions when the food is poor. Just 13.5 percent of people give positive reviews when the food is delicious.

Table 6. Choice of giving feedback

Choice of giving feedback				
Whenever I feel like giving feedback	Only when the food is good	Only when the food is bad	I never give any kind of feedback	Only when the delivery is late
44.70%	13.50%	18.80%	11.80%	11.20%

In this situation, we can conclude that consumers do not always provide feedback; rather, they provide feedback only when they are available.

CONCLUSION

6.1Food distribution systems have become an essential part of everyone's life in the age of digitization and automation. The study investigates the consumption of online food ordering in India. It provides information on the business situation and growth opportunities of key market players, as well as the effect of digitization on the way food is consumed in India. A competitive study of the online food ordering aggregator is performed in order to achieve a greater understanding of the factors that shape the selection of food delivery applications.

Findings of the Study

- Consumers between the ages of 18 and 29 are most likely to order food because they are more knowledgeable about current technologies, and data shows that consumers between the ages of 18 and 25 are more foodie than those over 30.
- Around 90% of those polled choose to order food from a smartphone app rather than by phone, and the majority of those polled are between the ages of 18 and 29. They order food frequently because they have food cravings or because they are with good company. That is why they choose to order online rather than over the phone.
- About 80% of respondents buy dinner and snacks from online grocery aggregators, with only 4% ordering breakfast. The main explanation for this is that they require healthy food after a long day of work and tend to order rather than prepare.
- Around 38.8% of respondents invest between 150 and 250 rupees per meal because this is the most cost-effective and economical choice for them. Just a small proportion of the population consumes more than 500 rupees per meal. When they have good company, they order food for more than 500 rupees.
- According to the information gathered from the respondents, swiggy and zomato are the leading players in the industry, while foodpanda and ubereats are competing for market share.
- As previously said, Zomato and Swiggy are the leading online food aggregators, and based on the responses, we can conclude that Swiggy and Zomato have a variety of deals such as Swiggy Super and No Cooking in the month of January.
- Cash on delivery is the most common payment method, according to 165 respondents. The main explanation for this may be that the Indian community still prefers cash over electronic transfers because they believe that online transactions are unsafe.
- 43 percent of respondents do not want to get input because they believe it is a waste of time. Consumers have reviews if their food is low quality so that restaurants can uphold their expectations, and they can expect the food distribution aggregator to refund their money.
- We can deduce from the results obtained from custom table (SPSS) that the people who order food more often are between the ages of 18 and 23, and that they are mainly students who order more meals because they are hostellers and don't get good food, so they end up ordering food.

Suggestions of the Study

- Given that 90% of respondents favoured ordering food online over ordering food over the phone, this sector has a lot of opportunity in the Indian market. By enhancing their efficiency and developing proper marketing plans, online food distribution aggregators will take advantage of this potential.
- The primary reason Swiggy and Zomato have such a huge market share is due to the discounts they offer. Both of these aggregators offer a wide range of restaurants as well as a host of coupon codes, such as TASTY. Ubereats is a new service that is mainly used for people over the age of 30. As a result, ubereats will capture market share by delivering discounts, exclusive deals, and marketing campaigns aimed at the middle-aged audience. Respondents who order food once every 3-4 days, or once a week, choose Foodpanda. As a result, foodpanda will appeal to this audience in order to grow app use and market share.
- Since the majority of respondents choose to pay in cash at the time of purchase, these sites may encourage customers to place pre-paid orders by offering additional discounts or cashback.
- Since smartphones are the most commonly used forum for ordering food, food aggregators can make their apps user-friendly to improve their user experience.

Limitations of the Study

No study is perfect as each of them have some limitations. Similarly this study has some limitations:

- The sample was mostly confined to Delhi,
- The majority of the respondents were either born in Delhi or currently reside there.
- Most of the respondents were between the ages of 18 and 30, there may be variations in the ordering patterns of different age groups.
- The study did not include people from Tier 2, Tier 3, or rural cities, as their ordering practises and behaviours may vary from those of Tier 1 cities.
- The study reflects one person's view, and may be skewed.

- The bulk of the respondents were PGDM students who were away from their homes.

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Annexure-1

Dissertation Survey

* Required

1.Gender *

- Male
- Female

2.Age *

- 18-23 Years
- 24-29 Years
- 30-35 years
- 35 and above

3.Profession *

- Unemployed
- Student
- Working
- Self Employed

4.How frequently you order food online? *

- Once a day
- Once in 3-4 days
- Once a week
- Once in 15 days
- Once a month

5.Which of the following statements best describe your ordering experience? *

- I order food online when I am alone
- I order food online when I have a company
- I order food online whenever I am late from work
- I order food online whenever I have food cravings
- I order food online only to give treats

6.Which of the following meal you usually order online? *

- Breakfast
- Lunch
- Snacks'
- Dinner

7.In general how do you prefer to order food? *

- over the mobile app
- over the web browser
- over the call

8.What is the approximate money you spend on ordering food per day? *

- <150
- 150-250
- 250-500
- more than 500

9.Which of the following apps you have used for ordering food? *

- Swiggy
- Foodpanda
- Ubereats
- Zomato
- Fasoos
- Fresh Menu
- Other:

10.Which app do you feel gives the best offers? *

- Swiggy
- Foodpanda
- Ubereats

- Zomato

11.Which of the qualities you like about the following apps? *

- Speed of delivery
- Minimum order amount criteria
- Quality of service
- Payment Options
- Discounts
- Time Saving
- None
- Swiggy
- Foodpanda
- Ubereats
- Zomato
- Fasoos
- Freshmenu
- Nearbuy
- Swiggy
- Foodpanda
- Ubereats
- Zomato
- Fasoos
- Freshmenu
- Nearbuy

12.When do you give feedback to the app or to the restaurant on the app? *

- Only when the food is good
- Only when the food is bad
- Only when the delivery is late
- Whenever I feel like giving feedback
- I never give any kind of feedback

13.What payment option do you prefer? *

- Pay while ordering
- Cash on Delivery
- Pay on Delivery using cards or wallets

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