



ANALYZING SERVICE GAPS AND COMPETITIVE ANALYSIS OF ONLINE FOOD ORDERING APPS.

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ABSTRACT:

These days people tend to order food online and taking advantage of this trend many restaurants are making good returns by registering on online ordering sites like Zomato, Swiggy, Foodpanda etc. and many local ordering websites are also following suit. To survive and thrive in such a fast-growing industry, players must offer something different than competitors with efficiency. In this research project we focused on the service gap in the existing online food delivery industry. Also we conducted some secondary research by asking current consumers of online food about their expectations which will basically fill the service gap.

Key words:- Identify service gap, consumer Perception / Preference in Online food Order Preference

INTRODUCTION:

Online food delivery helps individuals to order and receive their desired food products at their doorstep. It includes browsing the website or app, choosing from the various dishes available and paying through various methods. The website/application also informs the user about the expected duration of food preparation and delivery. These features, coupled with features like ease, speed and precision of delivery, are increasing the demand for these services in India.

Variety in cuisine is one of the top reasons for frequent use of online food ordering apps, followed by good discounts and convenience. The online food delivery market in India is growing with the evolving lifestyle patterns and eating habits of Indians. The market is also witnessing growth due to high-speed internet facilities and accelerating sales of smart phones. This, along with busy work schedules and increasing disposable income for people, is fueling the growth of the online food delivery market in India, especially in urban areas.

The online food delivery market in India is expected to reach a value of USD 7.4 billion in 2022 due to the increasing penetration of smart phones in India. Owing to the increasing number of women joining the workplace, the market is expected to witness further growth over the forecast period of 2023-2028.

Industry players are broadly classified into three categories:

1. Fully integrated: those that process and deliver food (Domino's, MCD etc.)
2. Delivery as a service
3. Aggregator: provide a platform for consumers where they can find restaurants, can navigate through the menu of different dishes, and select food. Delivered by the restaurant.

INDIA ONLINE FOOD DELIVERY MARKET SEGMENTATION

➤ **By Platform Type**

1. Online
2. Mobile App

➤ **By Payment Method**

1. Mobile Wallet
2. Card Payment
3. COD
4. Net Banking

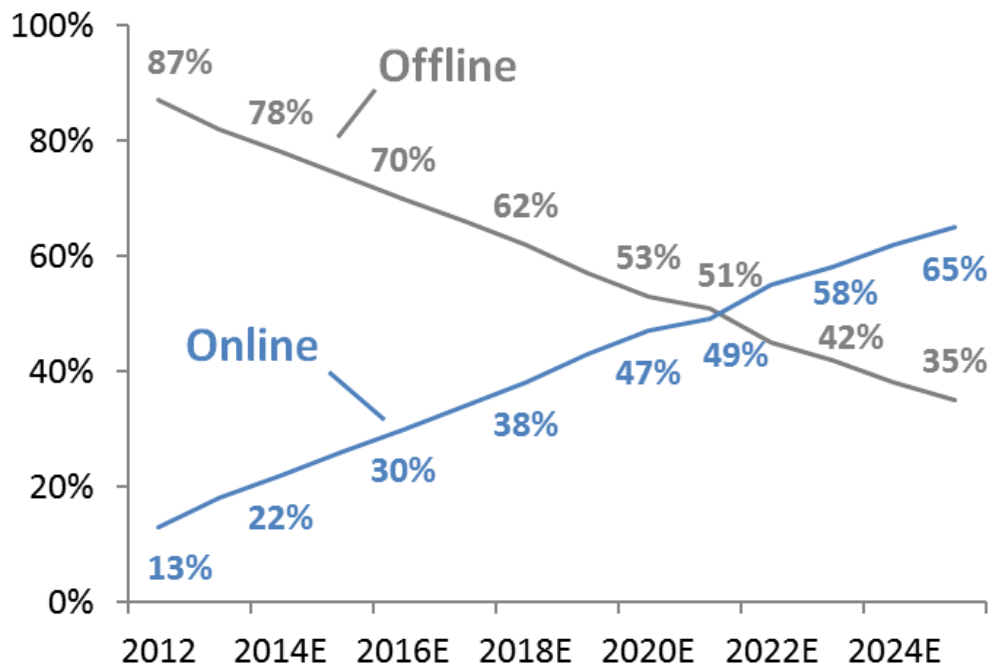
➤ **By Region**

1. North India
2. West and Central India
3. South India
4. East India

➤ **By City type**

1. Tier-1 (Population 1,00,000 and Above)
2. Tier-2 (Population 50,000 to 99,999)
3. Tier-3 (Population 20,000 to 49,999)

Online and Offline Food Order Analysis



According to this report, offline food Purchases are decreasing Year by Year and Online food Purchases are increase year by year.

In 2022 Online and Offline Purchases ratio are 51:49 %.

LITERATURE REVIEW

According to H.S. Sethu & Bhavya Saini (2016) Their aim was to investigate the student's perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms.

According to leong wai Hong ET. all June 2016, There aim was to food ordering system using mobile phone. After study the customers perception of electronic ordering it is concluded that every system has its strengths and weakness. the purpose of this online food ordering system is basically to save the time of the customers especially after he/she has to invite people for any occasion. this study found that online food ordering is reasonably popular among the residents of Bangalore city. nearly 90% of the respondent were aware of the food ordering. this study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction.

According to vijaya Lakshmi kanteti. ET. all 2018, There aim was to A study on online food delivery companies in India. That was find out it there are many popular business models in the food tech space such as on demand delivery, restaurant and food discovery. technology are innovation is going to play a key role in the growth of the food sector. technology provides

significant cost and efficiency improvement for restaurant partner. the Indian food tech start-up industries are here to stay and to be in the race is to examine and stabilize operations and processes.

According to aditya 2018, Their aim was to a study on online food delivery companies in India .Online food ordering system, a restaurant and mess menu online can be set up and the customers can easily, it maintain customer database and improve the food delivery service.

According to mayur kumar Patel ET. Al 2015, Their aim was to a study on online food delivery companies in India. The users can add any number of items to the cart from any of the available food categories by simply clicking the add to cart button for each items. Once item is added to the card, user is presented with detailed order to review or continue shopping.

According to Roy deddy hasiholan tobing:ET AL 2016, There aim was to a study on online food delivery companies in India. Research proposed and developed food ordering system that are of web-based and android based application. in future research the author suggests adding more variable for routing optimization process, such as the type of the vehicles, the size of food package, holiday season, the driver license type owned by delivery service, and them maximum capacity of a vehicle type

According to Zuckerman. kedah ET Al. 2015, There aim was to investigate. the key success factor of Online food ordering service. study several. that in this study they identify the in an online food ordering environment results. suggest that online food ordering companies have to emphasize on information, quality, Website, design, security, privacy, and payment, system satisfaction. the service provider could also enjoy continues recurring revenue from the Royal customer if they provide efficient delivery.

According to harass. neha and sakina Gadiyal, There aim was to investigate the customer attitude and perception. towards digital food ordering services. On that Research. They find is that with continued influence of professional in cities and rapid. Urbanization of Indian landscape the food delivery app. social media should be the most Desired tool for marketing by firms currently cash on delivery option payment by the respondent enjoy. Ibs business school pune.

According to ahm, kimdang, Bach Xuan et Al (2018), Their aims to investigate the consumer preference and attitude regarding online food products. in Hanoi Vietnam, on that study they was find that's tooks a fundamental part A high percentage of consumer were unconcerned about accurate evidence regarding food safety in selecting food products on the internet. The conclusion of car findings produced pieces of advice to consumer buying online food retailers selling food. Over the interest and to govt. of Vietnam.

RESEARCH METHOLODIGY:

In this study the primary source of data is collected through questionnaire.

Questionnaire: Questionnaire was used to collect Response of current online food ordering users. The questionnaire consisted of closed ended questions focused on understanding consumers convenience, preferences and expectations.

Sampling Techniques: Considering the time constraint and convenience we did not use any sampling technique. We just collected responses of 159 respondents by emailing them the Questionnaire and then analyzing there Responses.

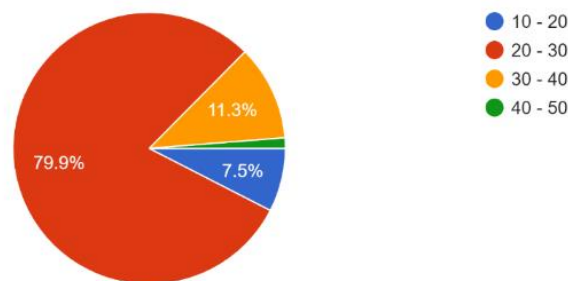
DATA COLLECTION :

Primary data are original sources of data from which the researcher directly collects data that have not been previously collected . Primary data are first hand information collected through various method such as : Observation, Interviewing , Mailing , through questionnaire, etc .

Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc.

DATA ANALYSIS & INTERPRETATION

Age
159 responses

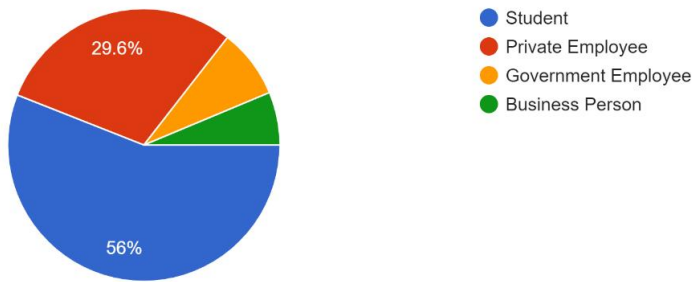


Interpretation-

From the above pie chart, 79.9% of respondents are in the age group of 20 to 30 years, 11.3% of respondents are in the age group of 30 to 40 years, 7.5% respondents are in the age group of 10 to 20 years. Thus it means vicenarian (youngsters) mostly prefer to order food online through food ordering applications.

What is your occupation?

159 responses

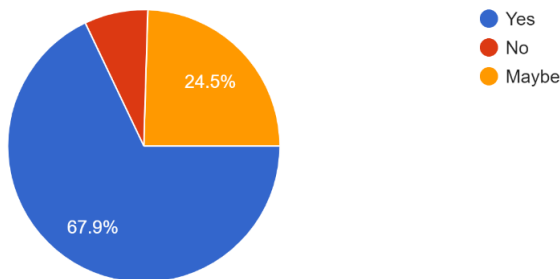


Interpretation-

From the above pie chart, 56% of respondents are students who order food online, 29.6% of respondents are private employee, 8.2% respondent are government employee and 6.3% of respondents are business person. Thus in our research we have got maximum response from students who order food online

Do you order food online?

159 responses

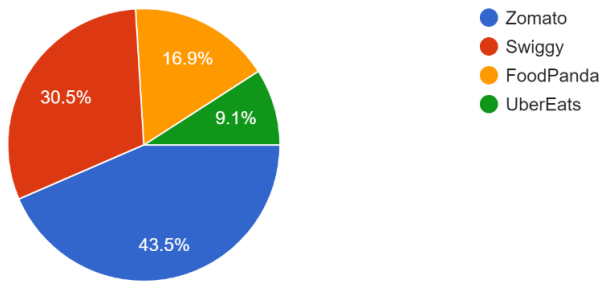


Interpretation-

From above pie chart it can be seen that 67.9% of respondents order food online and 24.5% of respondents don't order food online. Thus maximum number of respondents are attracted by Time saving so that they ordering food online.

If yes, from which application do you order food online?

154 responses

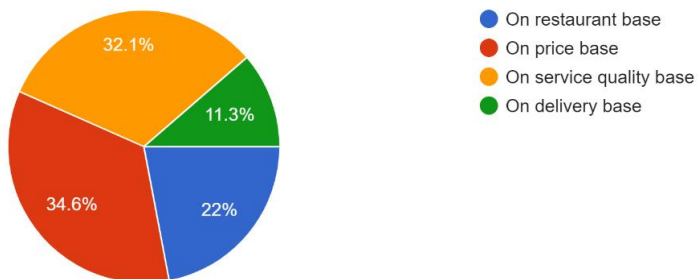


Interpretation-

From the above pie chart, it seems that 43.5% of respondents uses Zomato for ordering food online, 30.5% respondents uses Swiggy, 16.9% respondents uses FoodPanda, 9.1% respondents uses UberEats. Thus maximum number of respondents order food online from Zomato as compared to other food ordering apps.

On what basis you choose this application ?

159 responses

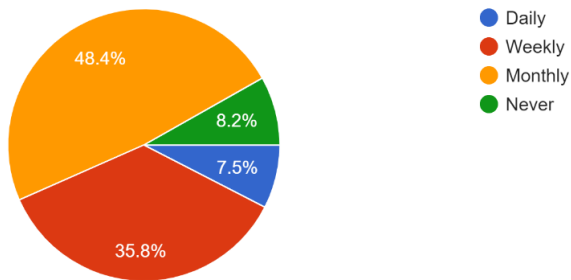


Interpretation-

According to above pie chart, 34.6% respondent order food online on price base, 32.1% on service quality base, 22% on restaurant base and 11.3% on delivery bases. Thus it seems that most of the respondents choose application on price base.

How often you order food online?

159 responses



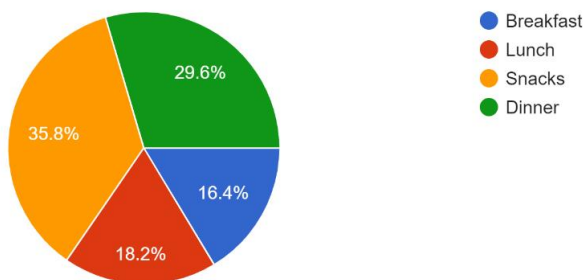
Interpretation-

As per above pie chart, 48% respondent order food online on monthly basis, 35.8% respondents on weekly basis, 8.2% respondents never ordered food online and 7.5% respondents order food daily. Thus it seem that most of the respondents order food online on monthly basis.

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What kind of meal you typically order?

159 responses

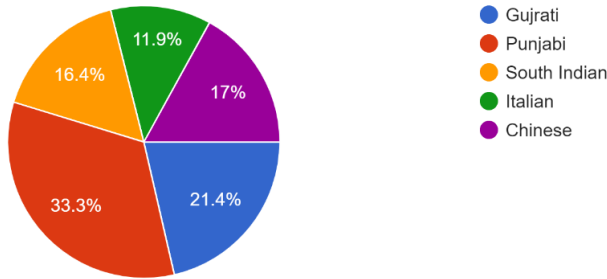


Interpretation-

According to above pie chart 35.8% respondents order snacks from online food delivering apps, 29.6% respondent order dinner, 18.2% respondent order lunch, 16.4% respondent order breakfast. As per our observation maximum of respondents order snacks from online food delivering apps

Which food you prefer to order the most?

159 responses

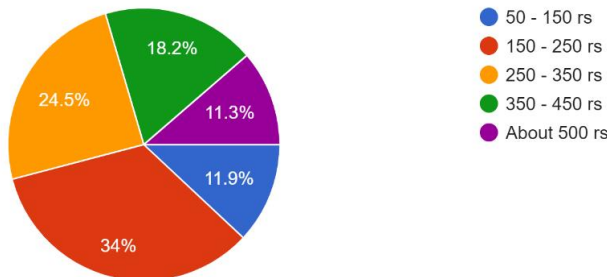


Interpretation-

According to above pie chart 33.3% respondent prefer to order Punjabi food, 21.4% respondent order gujrati food, 16.4% respondent order south Indian food, 17% respondent order Chinese food, 11.9% respondents order Italian food. Thus in our research most of respondents prefer to order Punjabi food.

What is the approximate money you spend on ordering food per time?

159 responses

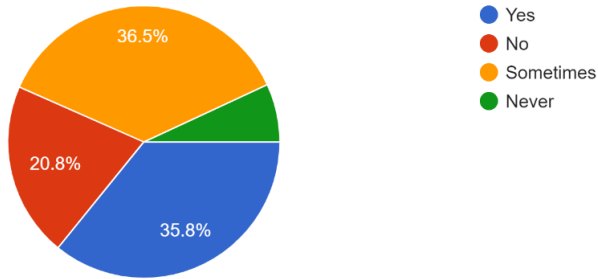


Interpretation-

As per above pie chart, 34% of respondents approximately spend 150rs to 250rs, 24.5% respondents approximately spend 250rs to 350rs, 18.2% respondents approximately spend 350rs to 450rs, 11.9% respondents approximately spend 50rs to 150rs, 11.3% respondents approximately spend about 500rs. Thus maximum respondents approximately spend 150rs to 250rs on ordering food per time.

Do you feel coupons are effective?

159 responses

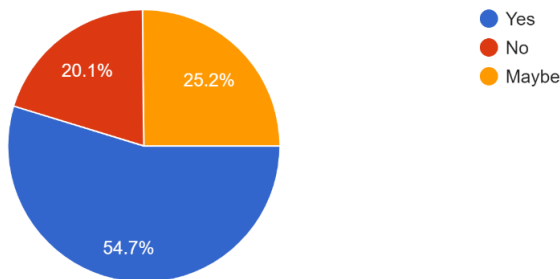


Interpretation-

As per above pie chart 35.8% respondents feel that coupons are effective when they order food online and 20.8% respondents feel that coupons are not more effective.

Do you feel that delivery charges make your food expensive?

159 responses

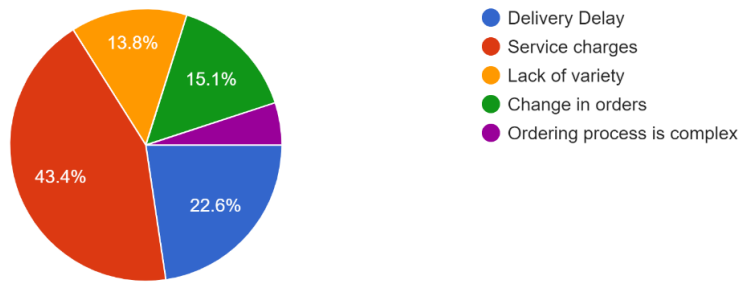


Interpretation-

As per above pie chart. 54.7% respondent feel that delivery charges make food expensive, 20.1% respondent feel that delivery charges don't make food expensive

What problems you usually face, while ordering food online

159 responses



Interpretation-

According to above pie chart, 43.4% of respondents usually face the problem of service charges while ordering food online, 22.6% of respondents usually face the problem of delivery delay, 15.1% of respondents usually face the problem of change in order, 13.8% of respondents usually face the problem of lack of variety. Thus maximum of respondents usually face the problem of service charges while ordering food online.

FINDING OF THE STUDY

After we studied examining the service gap and competitive analysis of food ordering apps users were more likely to say that they would use or recommend online ordering food. Respondents were significantly more satisfied with online food ordering apps. Youngsters are the one who mostly prefer to order food online as its very simple and convenient. Students are millennials who are similar with smart phone. So most of them make food purchases with a push that is easy to do and saves times. The study also shows that product price, discounts and special offers have the biggest impact on online food ordering. The second most influential factor is giving confidence, the next most influential factor is one time delivery. The study highlights that respondents often prefer to order in on a monthly and weekly basis, the type of food they primarily preferred to order in was Punjabi food and they approximately spend 150rs to 250rs on ordering food per time. Respondents usually face the problem of service charges while ordering food online. It was also observed that a less percentage of respondent were inclined toward the use of uber eats and foodpanda.

CONCLUSION

Life in a digital world has made people accustomed to the convenience of getting whatever they want or need with just a few clicks of a button. Customers now expect their favorite restaurant to offer online ordering. Online food ordering allows customers to place an order at virtually any time, from anywhere, saving the time and resources typically spent on travelling to pick up a meal.

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