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## Revolutionising Online Food Ordering & Delivery Services, A Comparative Study in Gorakhpur City

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### Abstract

Technological advancements are revolutionizing the food delivery services experience. In the age of digitization and automation, food delivery networks have become an integral part of everyone's life. Customers' dependence on technology has led them to employ online food delivery options to personalize their meals according to their preferences and get them delivered to their doorsteps with just few taps on mobile.

Customers get benefited from online food delivery services since they save time and effort, which is enough reason to get used to them. Customers' expectations for food delivery services have risen, as the quantity of providers available and the quality of those services have improved. The services are helpful in locating restaurants that specialize in certain cuisines.

The study tries to identify most preferred app used by consumers for ordering food online and the factors leading to consider it a most preferable app. It also tries to make comparative study of preferences and practices of customers using order food delivery apps and making suggestions for revolutionising food delivery services with the help of technological advancements.

There are many factors related to the ordering behavior of the customer- such as price, on-time delivery, packaging, restaurant option, platform design etc. In order to gain a better understanding of the factors that influence the selection of food delivery applications, a comparative analysis of the online food ordering aggregators is conducted herewith.

**Key words:** Revolutionizing Food Delivery Services, Online Food Ordering Services, Food Delivery Apps

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## Introduction

Due to advancement in technology, entrepreneurs are now opening different types of online stores. People have started using more mobile phone applications as a result of low cost handsets and low cost internet data plans. Many activities of consumers have become more convenient due to availability of new applications. There are many things our mobile can accomplish today. All it takes is a few easy clicks to purchase a train ticket, hotel room, or even meal. Online food ordering & delivery services are one of the fastest-growing categories of on-demand services in India.

In today's busy scenario everyone is busy with their own schedules and duties everywhere, including in Gorakhpur city. Most of people are opting to order food online rather than going to the particular restaurant/hotel. Various online food delivery applications are provides various discounts for attracting consumers. Zomato and Swiggy are the leading applications in online food delivery application in India, so as in Gorakhpur city. Both the application provides delivery services of food from restaurants to customers home or office or their preferred address of consumer. Delivery charges applied according to customers preferred address. Main benefit of ordering food online is food available within particular time period without living our home.

## ZOMATO

FoodieBay was launched by Deepinder Goyal and Pankaj Chaddah in 2008, an Indian international restaurant aggregator and food delivery firm which was later renamed as Zomato Media Pvt. Ltd. on January 18, 2010. Zomato offers restaurant information, menus, and user ratings, as well as food delivery from partner restaurants in selected cities. Zomato is now available in 24 countries and over 10,000 cities.

## SWIGGY

Swiggy is an online food ordering and delivery service in India. The two founders, Sriharsha Majety and Nandan Reddy, established an E-Commerce site first, but after observing a big change in the food sector, they met Rahul Jaimini and founded Swiggy. Swiggy is a Bangalore-based food delivery service that was started in July 2014. As of September 2021, it operates in 500 Indian cities .Swiggy also offers on-demand grocery deliveries under the brand Instamart and a fast parcel delivery service named 'Swiggy Genie' in addition to meal delivery. Bundl Technologies Private Limited is the company that runs Swiggy.

Ranking by the Google play store of 10 top free in food and drink

1. Zomato: Food Delivery & Dining
2. Swiggy : Food Delivery & More
3. Domino's Pizza- online food Delivery
4. Blinkit (formerly Grofers)
5. Country Delight : Milk Delivery
6. KFC online order and food delivery
7. Pizza Hut Delivery & Takeway
8. McDonald's
9. Burger King India
10. Licious-Chicken, Fish & Meat

## Objectives

- Comparative study of preferences and practices of customers using order food delivery apps.
- Identifying the most preferred online food delivery services portals preferred by customers.
- Making suggestions for revolutionising food delivery services with the help of technological advancements.

## Literature Review

Prof. Meera B. Vithlani reveals in her studied the satisfaction level of Rajkot City consumers comparing Zomato and Swiggy. In this regard, a thorough investigation and examination of the effectiveness of the applications that produces the most positive image in the minds of consumers was undertaken. In-depth research based on surveys revealed that Zomato's customers are happier than those of Swiggy. She explored several reasons why consumers prefer to buy from Zomato - they offer great discounts, the food is delivered within a certain time frame, their delivery boys are courteous, and they have better access to restaurants and restaurants for meals, etc.

Raina, A., Rana, V. S., & Thakur, A. S. (2019) did a survey with the objective of doing a thorough analysis of the many qualities of the three applications in order to determine which of the three applications has the highest overall satisfaction with online food ordering clients in Ludhiana. Customers reported Zomato as the most active online meal delivery business, with the best promotional deals and pleasant and professional delivery crew, as well as helpful customer service.

Hiray, A. P., Bhalerao, J. V., & Teltumbade, G. R. in their study had goal to determine user satisfaction with the Zomato app in Nashik. The gap between expected and perceived mean scores in e-service quality categorised was investigated using a parametric Student t-test. Users of Zomato appear to be satisfied with the application design, security, information, and reliability. They are satisfied with the application's design and layout, as well as the portal's updated and correct information, services given as promised (reliability), and security of personal and banking information.

Dr. Mitali Gupta (2019) dedicated in her research over the impact of food delivering apps on restaurants. The study discussed the advantages, as well as the positive and negative effects of electronic meal delivery and numerous online food delivery apps. The study focused on food delivery app methods, particularly on Zomato and Swiggy.

Jyotishman Das (2018) reveals various factors in his study that influence the consumers to choosing online food delivery services. He investigated the most popular online food delivery service webpages popular among consumers. He demonstrated the barriers that consumers face while using online food delivery services. Each food ordering app has its own speciality, such as Zomato's superior discounts and Swiggy's on-time delivery.

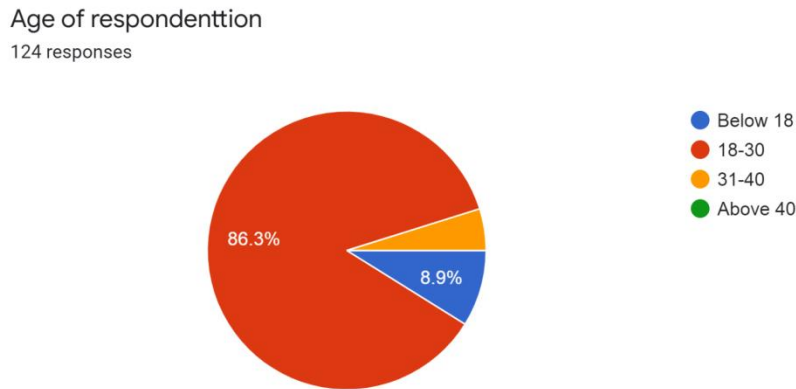
## Research Methodology

In this study, a quantitative research method has been employed to analyse and observe the acquired data using statistical, mathematical, and computational techniques. A descriptive research design has been employed in aligning with quantitative data analysis, to provide conclusive results. This study employs a convenient sampling strategy. The research paper begins with primary data collection to gather necessary information. A total of 124 participants of Gorakhpur city completed a structured questionnaire that included both closed and open-ended questions. It was created in such a way that it can accommodate different areas of the study. Simple percentages of respondents answering various alternatives were used to analyse the data. Pie charts and bar charts were used to create the display. After analysing the data, conclusions were generated based on results connected to observations.

## Data Analysis and Interpretation

### Personal Details

Figure 1: Age of respondent



The figure 1 denotes that the majority of respondents under survey were between the age of 18 and 30, with 8.9% being under the age of 18, and that just a small percentage of respondents aged 30 and up use this type of app.

Figure 2: Gender

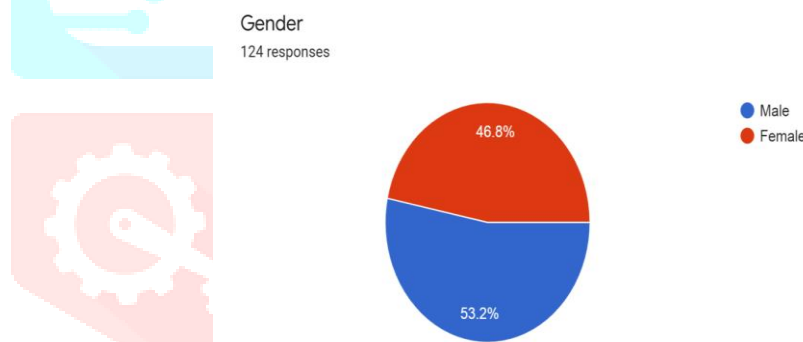
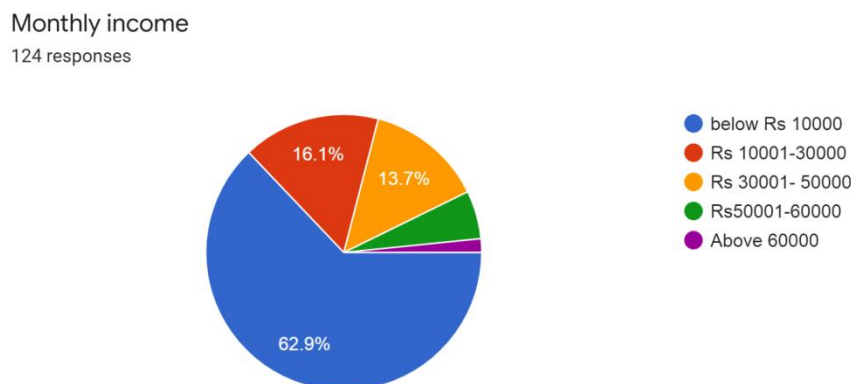


Figure 2 reveals that when it comes to internet food ordering, the male-to-female ratio was different. Female respondents were 46.8%, whereas males respondents were 53.2 percent at the time.

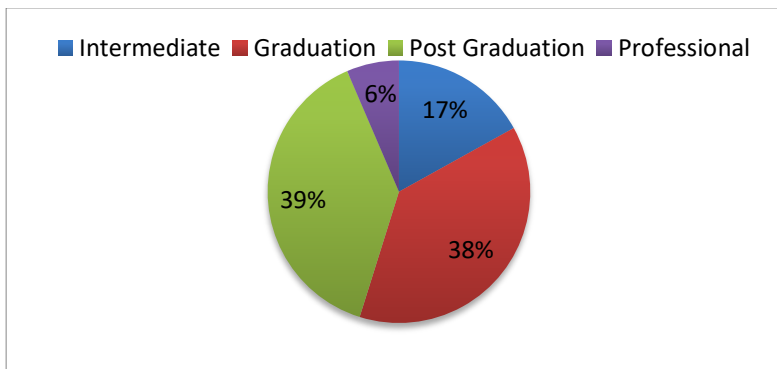
Figure 3: Monthly income



In figure 3, a total of 78 respondents earn less than Rs 10,000. 16.1% earn between Rs 10,001 and Rs 30,000 per month. Out of 124 responses, 13.7% earn between Rs 30001 and Rs 50000, and 7% earn more than Rs 50000 per month.

### Education

Figure 4: Education



From figure 4, Graduate and postgraduate students make the majority of the respondents. There were 39 percent post-graduates, 38 percent graduates, and the rest were professionals and intermediates.

Figure 5: Occupation of respondent

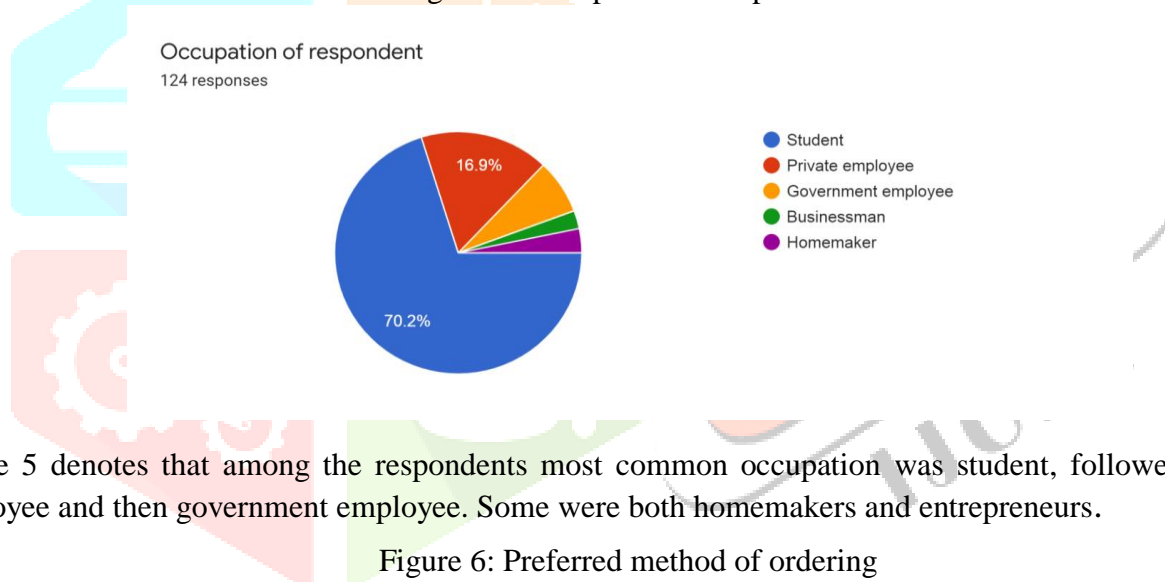
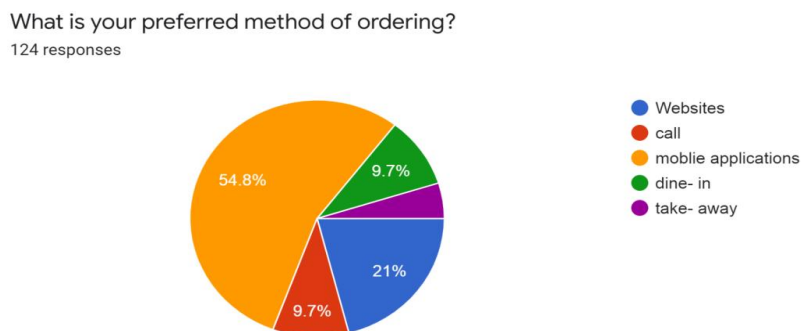


Figure 5 denotes that among the respondents most common occupation was student, followed by private employee and then government employee. Some were both homemakers and entrepreneurs.

Figure 6: Preferred method of ordering



The above figure 6 reveals that the majority of respondents (68 out of 124) prefer online meal ordering via mobile application, 26 respondents prefer ordering via website, and a few prefer take-out.

### How much amount does you like spend on ordering food online?

Figure 7: Amount spend on ordering food online

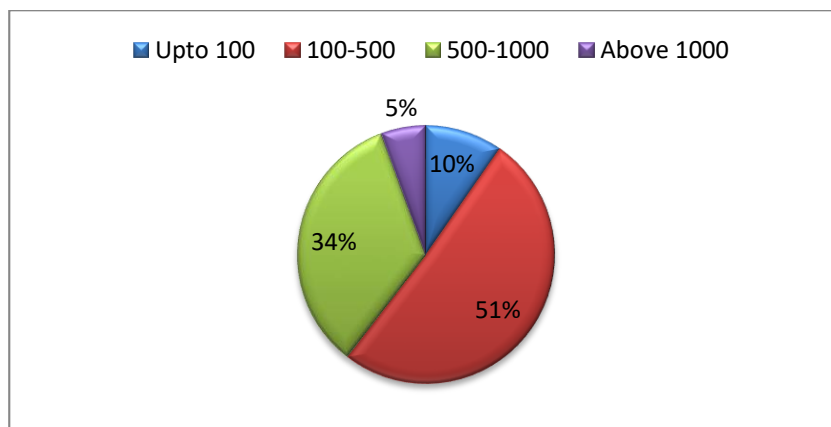
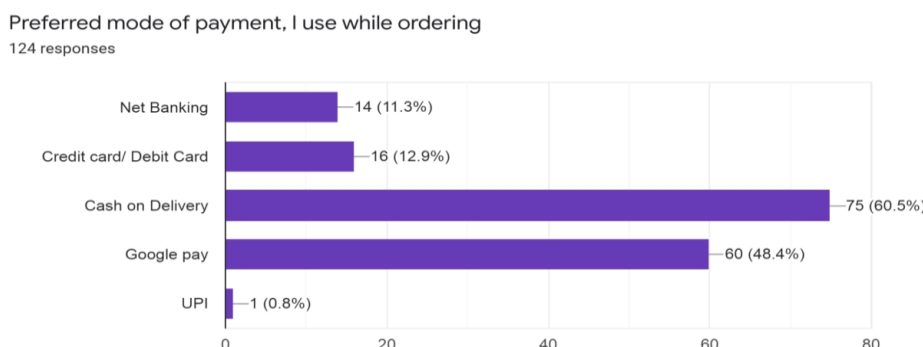


Figure 7 represents the amount spend by respondents on ordering food online. A total of 63 respondents spent between Rs 100 and Rs 500 on online food purchases. 42 people spend between Rs 500 and Rs 1,000. Few customers are willing to pay more than Rs 1,000 on online meal services.

Figure 8: Preferred mode of payment



From the above figure 8 reveals that there are numerous payment options available. However, 60.5 percent of customers prefer cash on delivery, while 48.4 percent prefer Google Pay.

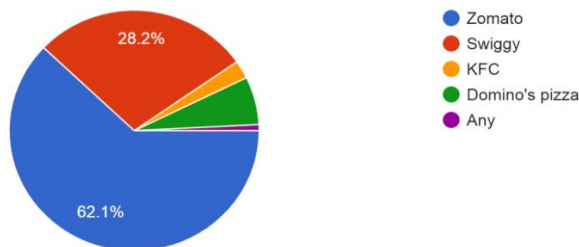
Figure 9: Best platform for online food delivery



The above figure 9 illustrates that the majority of consumers choose to order meals online from Zomato, followed by Swiggy, Domino’s Pizza, and KFC.

Figure 10: Mostly recommended online food delivery apps

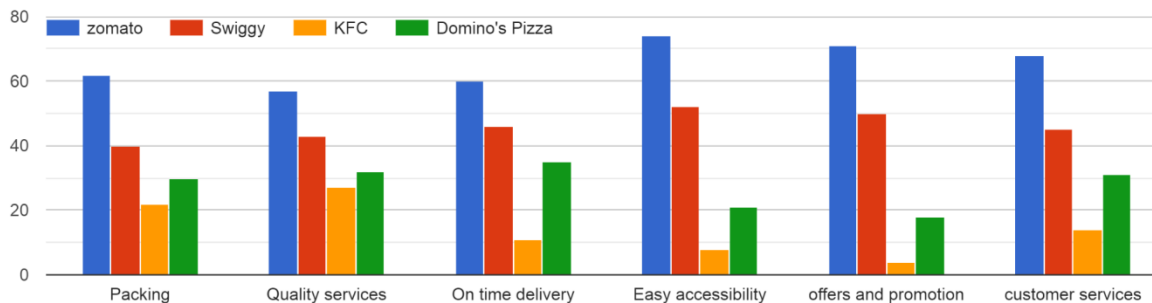
Which online food delivery apps should you recommend?  
124 responses



As per the above figure 10, the majority of respondents endorse Zomato as an online meal delivery app.

Figure 11: Company services are good in

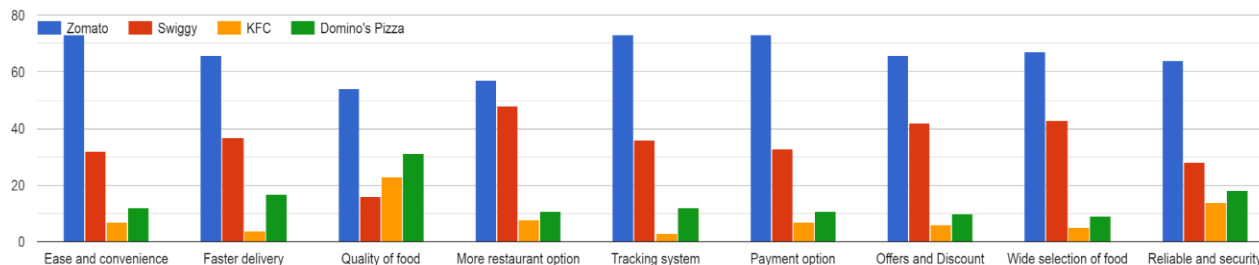
Which company services are good in



As per the above figure 11, the respondents look for better services in the form of decent packing, quality services, on-time delivery, easy accessibility, offer and promotion, and customer service. The above diagram reveals that Zomato comes out on top, followed by Swiggy>Domino’s Pizza> KFC in Gorakhpur.

Figure 12: Best online food delivery platform

Which platform is best for



Based on the above figure 12, it can be derived that Zomato is the most popular and well-liked online meal delivery service provider in Gorakhpur.



## Findings

The findings based on the results obtained from the data collected from the customers (users) of online food delivery apps in Gorakhpur are presented herewith:

- The comparative examination of online meal delivery services reveals that 70.2% of respondents ordering food online were students.
- According to the survey, the majority of clients who use the online meal delivery apps are youngsters. Because they are more aware about contemporary technology. Evidences reveal that consumers between the ages of 18 to 25 are more foodie than those over 30.
- Around 38.8% of the respondents invest between Rs 150 to 250 per meal because this is the most cost-effective and economical choice for them. Just a small proportion of the population consumes more than Rs 500 per meal. When they have good company, they order food for more than Rs 500.
- 51% of customers spent Rs 100 to 500 while placing an order from the online food delivery application as it is the most cost-effective and inexpensive option for them. While, 31% customer spent Rs 500 to 1000, 10% customers spent up to Rs 100 and very few order food for more than Rs 1000 when they have good company.
- Out of 124 people surveyed, 54.8 percent said they prefer to purchase food online.
- Zomato is the best peer-to-peer service provider and the most popular consumer app.
- Zomato has maximum number and variety of restaurants available on its app.
- Zomato's app features the greatest amount and variety of restaurants.

## Suggestions:

Some of the following suggestions are offered to food delivery apps for revolutionising their food delivery services experience with the help of technological advancements in Gorakhpur city:

- Since Gorakhpur city is connected to rural areas, the apps should not only expand their online food delivery services to these areas, but also serve food according to their tastes and preferences.
- Food apps should strengthen their payment security so that customers may not hesitate to make online purchases. As a number of respondents prefer to pay in cash at the time of purchase, these sites may also provide additional discounts or rewards to attract customers to place pre-paid orders.
- To better serve clients, online meal ordering applications must update their restaurant websites and menus regularly.
- They should provide more offers because users mostly use these apps to take advantage of offers.
- They should appropriately categorise the food items and try to bring down their delivery charges.
- Apps should focus on providing a high-quality product, as most customers were loyal to the brand and were generally satisfied with it.
- An online meal ordering system allows a service provider to maintain a database and improve client experience in order to improve their promotions.

## Conclusion

Thus, the study contemplates different elements influencing customers and identifies Zomato as the most popular meal delivery app. The study ascertained that the main motive for online meal delivery applications is to make customers' lives easier and more convenient. Faster delivery is the most influential aspect, and discounts and special offers are the second most influential factor. According to the findings, young people are more likely to use an online food delivery service.

The service providers can keep an effective database and improve the consumer experience by using an online food ordering system. It provides information about the customer's orders ensuring that the greatest customer care is provided. The users always get benefited from this tracking system and technological advancements. Despite the fact that a substantial section of the population in Gorakhpur uses online meal delivery apps, yet there are others who do not use the apps owing to health and quality concerns.



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