Impact, Influence and Impending of Online Food Platforms

Dennis Edward Fernando

Assistant Professor of Commerce, St. Joseph's College (Autonomous), Tiruchirappalli – 02, TN, S. INDIA

A B S T R A C T

The size of the globe is reducing each not geographically but technically due to infuse of developed communication and life style. All the day to days basic needs are met or delivered at the door steps of the consumers. And one such prominent product is the food. In this fast food culture and prolonged official commitments people mostly stick on to outside food rather cooking at home. Thus comes in new service players in the form of online food delivery platforms. This has arrived as a greater relief to those with aforesaid commitment and busy days at office and educational institutions. This study attempt to learn the impact, influences and need from these available online delivery apps. The data have been gathered from the final year undergraduate students, keeping in mind their early day started leading to difficulties in carry food from home. The response has show phenomenal need and essential upgrade appeal towards these delivery platforms.

Keywords: Supply Chain, Online food delivery, Social development, official commitment

1. Introduction

The realm of business, trade and commerce at present is witnessing enormous switch over in its application of technology and usage. The requirement of computer or laptop in order to exercise online purchase has become history. The mere possession of internet facilitated android mobile will do the needful. The customers are entitled to choose which ever product they would like to acquire or own. In this 'click of a button' quick scenario the online shopping malls emitting their share of threats and challenges towards the conventional shops. Customers have been acquainting themselves with online shops so far in products in the likes of books, stationeries, electronics, and mobile phones accessories.

One kind of service that most of the customers seldom prefer online is eatables. But, that is no longer the case now. That is reason for which it was denoted in the beginning that business in these days experiencing enormous switch over in their practices and procedures. The recent sensation that earned attention online is 'Online Food Order and Deliver'. The term 'home made food' has evolved into new custom called 'home delivered food'. The online food ordering platforms such as Swiggy, Zomato, Uber Eats are few examples for emerging success stature for this sort of business.

2. Objectives of the Study

1. To know the understanding among the respondents pertaining to the existence of online food ordering and delivering portal
2. To trace out the impacts online food portal over the conventional market
3. To gauge the influences of online food platform on the respondents
4. To guess and assume the impending actions that is going to take due to the existence of online food platform.

* *Corresponding author.*
E-mail address: dennisedward02@gmail.com

3. Sampling

The sample for the data has been collected through a questionnaire from the final year students belonging to the school of management studies (Shift-II) of St. Josephs' College (Autonomous), Tiruchirappalli - 02

4. Scope of the study

- The result of the study may be used to foresee the future prospects of the online food portal
- The study focuses on the younger generation's food habits and preferences; it would help in improvising the food offering in the market

5. Review of the Literature

In recent days, the presence and references of online food order and deliver is common. This denotes the rapid increase of prominence in the field. In the grounds of marketing a product, more than production, the act of distribution occupies a wider space to ensure the success of any product. This is technically referred as the 'Channels of Distribution'. The underlying are the various types in the perspectives of consumer goods.

- **Zero Level Channel**: Producer and Consumer
- **One Level Channel**: Producer, Retailers and Consumer
- **Two Level Channel**: Producer, Merchant Wholesalers , Retailers and Consumers
- **Three Level Channel**: Producer, Agents, Merchant Wholesalers, Retailers and Consumers

Neha Parashar *et al* **(2018)** has concluded that owing to extending corporate sectors and increased numbers of professionals the online delivery platforms have gone in rise. Usage of smart phones and internet are said to be the other reason for its rapid pace growth. The success of the system is completely depends upon the offers and facilities provided by the platforms. It is the point where the key to success in lying upon. The result is based on this factor. Moreover, the company sees social media as the key factor of marketing. At present the most preferred mode of payment is cash on delivery but digitalized payment system is also gaining importance among the consumers. There are also request from the consumers to develop the apps user friendly, which would make comfortable usage and attract more customers.

Nihal MP *et al* **(2019)** studied that technical soundness possesses huge impact on the buyers' behaviour and consumer loyalty. The app developers should have a sincere care over creating user-friendly apps. In addition, there need to be proper and efficient service provided by the developers in the likes of responses, grievance redressing and so on. It was also learned from the study that the perception of the consumers over the online food delivery apps varies from one with the other. The major category of the audience is adolescents and therefore the developers may create quality service on that function as well. The study describes various factors that attracts the consumers are headed by impressive offers and the others being prompt service, quick response and varieties of offer. These make the consumers to maintain continuous association with the particular food delivery app.

Govind Mehta *et al* **(2019)** have studied about the importance of social media in enhancing relationship marketing with the consumers. They recommend a few vital factors which would catalyst heightening of the business. The first factor is giving attention to consumer feedbacks and complaints. The consumers must be provided utmost ease in reaching the customers care lines. There need to be innovative offers that induce the consumers to stay connected with the app, thereby building in an effective relationship. The next factor is to make the delivery at the perfect time. This is the most expected value by the consumers especially when it comes for food. Better time management makes the business the best. The study denotes that Facebook is the most preferred social media by the consumers to create interactions with serving agents. It is also recommended to extend their presence towards other social media in the likes of Instagram, WhatsApp, etc.

Abishek RB et al (2019) have provided a few constructive suggestions that ensure improvement in sales volume in the near future. First they say about the necessity to improve the quality of the food products, in a way the vendors could insist this to the hotels to do so. Secondly, quick services impress the consumer very much, hence that factors need to be concentrated. Finally, best price fixation is essential apart from regular offers and discount sales in order to earn, sustain and acquire market share.

6. Profile of the Study Area

The final student belonging to the School of Management Studies (Shift-II) of St. Joseph's College, Tiruchirappalli, are selected as the samples for the study. St Joseph's institutions comprises of St. Joseph's middle school, St. Joseph Hr. Sec. School, St Joseph's Institute of Management and St. Joseph's College (Autonomous).

The College is an affiliated First Grade College of the Bharathidasan University, Tiruchirappalli. It was established in 1844 by the Fathers of the Society of Jesus popularly known as the Jesuits and got affiliated to the then Madras University in 1869. It was awarded with a special heritage status by UGC. The College has been accredited with A++ grade by NAAC in IV circle.

7. Analysis and Interpretation

7.1 Frequency Tables

Table – 1

Table showing the Domicile of the respondents

	Frequency	Percent
Urban	11	24.4
Semi-Urban	18	40.0
Rural	16	35.6
Total	45	100.0

Source: Primary Data

Inference

From the above table it is inferred that majority (40 %) of the respondents belongs to semi-urban, 35.6 % from rural and 24.4 % from urban localities.

Table – 2

Table showing the nature of accommodation of the respondents

	Frequency	Percent
College Hostel	11	24.4
Other Hostel	16	35.6
Day Scholar	18	40.0
Total	45	100.0

Source: Primary Data

Inference

From the above table it is inferred that 40 % of the respondents are day scholars, 35.6 % are from other hostels and 24.4 % from college hostel.

Table – 3

Table showing the source of income of the respondents

	Frequency	Percent
Part-Time Job	9	20.0
Family Support	22	48.9
Others	14	31.1
Total	45	100.0

Source: Primary Data

Inference

From the above table it is inferred that 48.9 % of the respondents mobilize money through family support, 31.1 % through other sources and 20 % from part time jobs.

Table – 4 Table showing the monthly income of the respondents

	Frequency	Percent
Rs. 2000 - 3500	18	40.0
Rs. 3501 - 5000	15	33.3
Rs. 5001 & above	12	26.7
Total	45	100.0

Source: Primary Data

Inference

From the above table it is inferred that 48.9 % of the respondents mobilize money through family support, 31.1 % through other sources and 20 % from part time jobs.

Table – 5

Table showing the usual day meal ordered by the respondents

	Frequency	Percent
Breakfast	14	31.1
Lunch	17	37.8
Dinner	13	28.9
All of these	1	2.2
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is inferred that 37.8 % (majority) of respondents order food for lunch, 31.1 % of respondents for breakfast, 28.9% for dinner and 2.2 % for all of these.

Table – 6

Table showing respondents reasons to prefer online food service

	Frequency	Percent
Taste	7	15.6
Quick Delivery	12	26.7
Reduced Price	12	26.7
Door Delivery	14	31.1
Total	45	100.0

Source: Primary Data

Inference

From the above table it is inferred that 26.7 % (majority) of respondents order food online for quick delivery as well as for reduced price,   31.1 % of respondents for door delivery and 15.1% for taste.

Table – 7

Table showing the source of knowing the services

	Frequency	Percent
Advertisement	11	24.4
Friends / Family	16	35.6
Colleagues	12	26.7
Others	6	13.3
Total	**45**	**100.0**

Source: Primary Data

Inference: From the above table it is inferred that 26.7 % (majority) of respondents came to know about the online food deliver through friends / family, 26.7 % through colleagues, 24.4 % through advertisement and 13.3% through other sources.

Table – 8

Table showing respondents' usual mode of purchasing online food

	Frequency	Percent
Apps	33	84.44
Website	12	15.55
Telephone	0	0
Others	0	0
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is inferred that vast majority of respondents at 84.44 % order food online using their mobile apps. 15.55 % of respondents make use of the websites and no respondents utilized telephone or other sources to order food.

Table – 9

Table showing respondents' favourite online food service organisation

	Frequency	Percent
Uber Eats	18	40.0
Swiggy	9	20.0
Zomato	8	17.8
Food Panda	10	22.2
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is inferred that 40 % of respondents cites Uber Eats as ther favourite service organisation, 20% prefers Swiggy, 22.2 % says Food Panda and 17.8 % cites Zomato.

Table – 10

Table showing respondents' frequency of purchase

	Frequency	Percent
Once a Week	7	15.6
Twice a Week	26	57.8
Thrice a Week	9	20.0
One in two days	3	6.7
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is inferred that 57.8 % (majority) of respondents purchases twice a week, 20.7 % purchase thrice a week, 15.6% purchase once a year and 6.7 % one in two days

Table – 11

Table showing best service provider on audience perspective

	Frequency	Percent
Uber Eats	15	33.3
Swiggy	12	26.7
Zomato	10	22.2
Food Panda	7	15.5
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is inferred that 33.3 % (majority) of respondents say Uber Eats provides best serve, 26.7 % says Swiggy, 22.2 % say Zomato and 15.5 cites Food Panda as best service providing online food delivery service.

Table – 12

Table showing the factors that organisations need to improve

	Frequency	Percent
Punctuality	15	33.3
Hygiene	12	26.7
Employee Attitude	9	20.0
None	9	20.0
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is inferred that 33.3 % (majority) of respondents say punctuality as the factors that ought to be improved, 26.7 % says Hygiene, 20 % each for Employee Attitude and none.

Table – 13

Table s

Table showing respondents' perspective on existence for the service

	Frequency	Percent
Unnecessary	14	31.0
Necessary	18	40.1
Basic Need	11	24.4
Luxury	2	4.4
Total	**45**	**100.0**

Source: Primary Data

Inference

From the above table it is found that 40.1 % (majority) of respondents say online food deliver service as necessary in existence, 31 % says it's unnecessary, 24.4 % says it is a basic need and 4.4 cites it as a Luxury.

8. Learning and Observations

From the analysis made above the following learning and observations are made:

The learning and observations are presented in the form of SWOT analysis in order to accurately present the perspectives with regard to the online food order and delivery platform.

Strenth

- The advent of online food order and deliver platform has paved a path for the consumers to embrace new buying patterns for food
- Consumers earn the ability to purchase their favourite recipe / food from their favourite restaurants and hotels
- The discount given by the delivery platform induces the customers to prefer the mode of purchase rather than the conventional one
- This has come as a relief for the office goers who are restricted to move out of the premises for prolonged period at lunch
- The aged people who are at home may get a better benefit if there is no one at home to make food or get it parcel from out
- It also gives part-time job opportunities to the students with which they may contribution their own education

Weakness

- Thought the food is delivered at home, there are few occasions where the customers are called to a particular point of place to receive the food as the delivery agent is unable to locate the places
- Delay in delivery is the deadly weakness of the business, increase in hunger causing out of delay will spoil company's repute at once

Opportunities

- Online food order and delivery platform is going to rule the future as more number of consumers is assumed to step in
- The new organisation may also have a great scope to emerge into this field of business for greater profit

Threats

- The entrants into this business need to be more competitive as the scope of competition is very high and saying with ability to cope with is crucial
- Test for hygiene and delay in delivery may turn the consumers to check for improved and best alternatives available

9. Conclusion

The research article gives a clear conclusive note that the online food order and deliver platform is slowly becoming the part of consumers' daily life. The service organisations who have involved themselves in this business are projecting positive feedback over the raving reviews from the consumers. The new realm of business will become a sure shot success in the upcoming days of business.

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