



The Impact of Covid-19 Pandemic on Online Food Delivery Business

Priya Chowdhury (21GSFC1030034), Rajat Ghosh (21GSFC1030020)

UG Student, Galgotias University

ABSTRACT

The COVID-19 pandemic has profoundly reshaped consumer behavior, particularly in the realm of food delivery services. This abstract explores the multifaceted impact of the pandemic on the online food delivery business. Firstly, it examines the surge in demand for contactless delivery options as consumers prioritize safety and social distancing measures. This has led to a rapid acceleration in the adoption of online ordering platforms, with a notable increase in the customer base. Moreover, the pandemic has catalyzed shifts in operational strategies within the industry, prompting restaurants to pivot towards online and delivery-centric models to stay afloat amidst dining restrictions. However, alongside these opportunities, challenges have emerged, including supply chain disruptions, increased competition, and heightened customer expectations for efficiency and hygiene standards. By analyzing these dynamics, this abstract aims to provide insights into the evolving landscape of the online food delivery business in the wake of the COVID-19 pandemic, shedding light on both the opportunities and obstacles faced by industry stakeholders.

1. INTRODUCTION

The times we live in

Modern life is based on digital technology. With the advancement of technology, consumers' lives have become increasingly fragmented. Almost everything in our lives is intertwined with technology. As our lives have moved from the analog world to the digital world over the last few years, we have moved from bricks to clicks.

The global crisis Covid-19 has led to the expansion of online commerce worldwide due to advances in technology, changing lifestyles and increasing consumer needs. Different industries are actively developing and using mobile services. Recent events show that the Food and Drug Administration (FDA) is evolving into a mobile service that provides convenience and efficiency from online to offline for food companies and their customers.

Impact of the spread across the Earth

Since the end of 2019, the Covid-2019 novel coronavirus has erupt as a global pandemic & has spread to China & then to various other countries worldwide. Globally, there were 4,904,413 confirmed Covid-19 cases & 323,412 deaths until 21 May 2020, according to the World Health organization (WHO). Wearing a mask, avoiding direct OR indirect contacts among people, social distancing & self-isolation are highly recommended self-protection actions during the Covid-19 crisis. Thousands of people are avoiding public services because of a Covid-19 pandemic.

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E-commerce + Hotel/Restaurant sector = OFD

E-commerce has already entered the hotel sector as the customers can order food at cheaper rates with other services too, like booking a room. The Complementary vouchers and offers which these apps provide motivates the customers to move from offline to online services.

Mc Donald's, Dominos, subway, Pizza hut, barbeque nation are one of the famous companies which have their own website which provide the facility to the customers to order food with good discount and many other services which these companies offer.

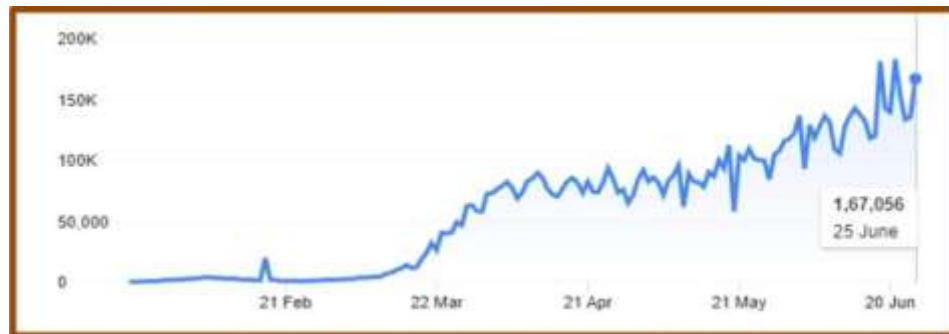
There are many mediator food delivery apps or companies which tie-up with hotels and restaurants which are both startup and well known restaurants, and are in demand by the modern customers.

The companies like Zomato, Uber Eats, Zomato, FoodPanda are in demand and the valuation which they have is backed up by enormous amounts of funding by different investors, that's the reason they provide huge amount of discount on the items.

OBJECTIVE OF THE STUDY

Starting of the year 2020, the world was not prepared for a pandemic like Covid-19. The first wave swept the world and second swept the economy. Every economy in the world experienced a financial crisis. This disease made us follow a lot of different things in our daily lives. We must adhere to certain hygiene standards and they will eventually protect us.

Social distancing with travel restrictions was practiced. Restrictions were on all industries, from automobile to mobile. Every industry faced restrictions. Even in public places there were restrictions. When people were sick, they stayed self-isolated or were hospitalized. The disease was severe. Due to the pandemic, medical equipment was urgently needed also with the cure of this disease.



COVID-19 Positive Cases on the rise But if we talk about the food industry, everything changed. New Models of online delivery of food and groceries were and are becoming the new normal. The purchases which were made offline or by visiting the respective store in person are now being done online.

- In this project we will talk about the impact of Covid-19 on the food delivery industry.
- We will throw some light on how the economy suffered because of the pandemic.
- Purchases started online, Offline is good, but online is a better and preferred way of shopping.
- This project uses primary as well as secondary data sources for full clarity on the challenges faced by online food delivery.

The COVID-19 pandemic has inaugurated a new era when internet meal delivery services have become an essential part of people's daily lives. This study looks at user satisfaction with pandemic-related digital meal courier service.

2. LITERATURE REVIEW

The main purpose of the research is to understand the attitudes, behaviors and motivations of students who choose online food services as a meal option. Survey results show that students prefer online food delivery services because they provide the convenience of ordering the food they want at an affordable price and save time because they are busy with exams. The internet also offers students a quick and hassle-free option to order food from their mobile phone without having to deal with time-consuming activities.

The growth of e-commerce may also include the use of technology, which has been a major factor in the rise of online food delivery services. Efficiency is important for expansion in the hospitality industry because it increases profitability and productivity. Using online food delivery services can lead any restaurant business to be more successful and allow them to reach a wider audience, increasing trust and the brand's famous name. Additionally, the presence of an online platform increases credibility and allows restaurants to offer customers more details about their products.

The presence of mobile software interfaces increases the profits of the food business by making it easier for customers to order food online. The analysis shows that the use of wireless communication technology is changing the service industry by providing effective and easy access to a wider audience and providing useful information for customers. This has led to significant improvements in delivery in the food industry.

E-commerce has experienced rapid growth, which has led to research on technology acceptance tests (TAMs) to examine consumer acceptance of online food products. Research shows that ease of delivery and the effectiveness of meeting customer preferences are key factors influencing the acceptance of online food delivery services.

Research articles highlight the importance of convenience and control as important factors in understanding consumer sentiment and behavior towards online grocery services. While some customers still prefer offline delivery, they can chat with restaurant staff one-on-one and build relationships through conversations and interactions.

In the food digital app store space, we are seeing the use of instant food delivery being adopted as a practice in Bangladesh, especially in Dhaka and Chittagong and other major cities, due to increasing online and mobile usage and increasing household income. Restaurant delivery companies allow customers to place orders through the website. In this business, couriers deliver food to customers' doors via phone, social media or websites. Deliver food to a predetermined location via in-app food delivery service.

Since the pandemic of last year, we have discovered that online food delivery has become an essential part of our daily lives. Online food delivery can be good or bad for customers. Good customer experience leads to customer satisfaction, which is essential for a sustainable business. Satisfied customers lead to long-term relationships and repeat business. Competitive advantage in the market can be achieved by offering the best products and services.

3. RESEARCH METHODOLOGY

The impact of the spread of online food delivery has been researched and developed through different books, reports and studies. Good research is done by writing and researching. Research can also be done using online sources as they provide reliable and accurate information. Research is done using only facts.

- **Research Design:** The expressive exploration is used to recognize the purchaser's satisfaction and desire and its effect image inclinations.
- **Sampling Size:** The sample size for the study customer is 150.
- **Sampling Method:** For the analysis, the Convenience sampling technique was implemented with a sampling size of 150 client respondents. The search for comfortable and convenient sampling method used to select the respondent. Sampling design is collection design of a non probability sample.
- **Sampling Techniques:** Questionnaire was used for collection of data. Needful information for the data analysis accordingly to check the objectives, sent to customer for recording the responses. Mobile communication is also useful for.
- **Device for Statistical Assessment:** To analyze the data and interpret the findings, a percentage analysis and ranking are used: Percentage Analysis.

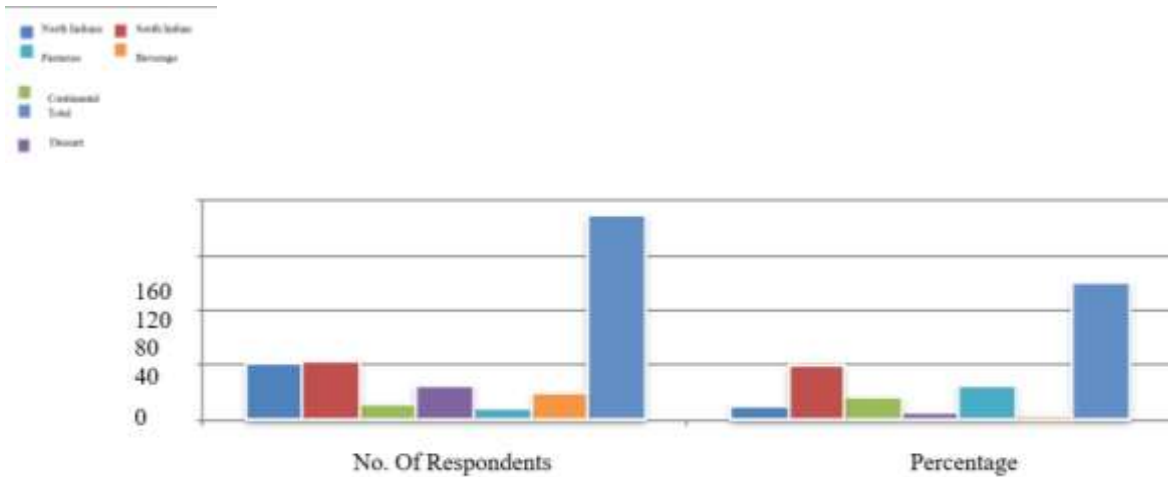
4. DATA ANALYSIS AND INTERPRETATION

This study examines the online food business model during the Covid-19 OFD period e.g. excellent, promising and complete cash. As the business grows, the boundaries of this field expand. the way of life. Requesting online is more exciting and cost-effective than dining out. Advantages for customers include:

1. Online ordering is fast and human error and free of bargaining
2. There are low chances of mistake due to innovation driven entry.
3. Customer has to browse through the array of eateries and menus.
4. The consumers have promoted the upside of limited time negotiations, contribution incentives and limitations.
5. It gives cafe in its own places like delight.

PERCENTAGE ANALYSIS: Buying Online Food (Table: 1)

Type of Food	No. Of Respondents	Percentage
North Indian	41	10
South Indian	43	40
Continental	12	17
Deserts	25	5
Pastries	9	25
Beverages	20	3
Total	150	100



Interpretation: It is concluded that 3 percentage of the respondent said that they preferred drinks to buy food online, 5 percentage of the respondent said deserts, 25 percentage of the respondent said pastries, 17 percentage of the respondent said that they choose continental food, 10 percentage of the respondent said that they choose north Indian food and 40 percentage of the respondents said that they choose north Indian food.

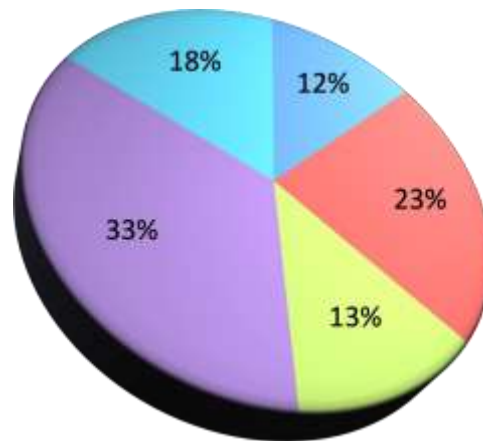
PERCENTAGE ANALYSIS: most important reasons why you prefer online food delivery services over offline food delivery services(Table: 6)

Factors	No. Of Respondents	Percentage
Convenience	38	25.33
Order Online 24/7	28	18.67
Cashback OR Discount	20	13.33
Affordability	19	12.67
Free Delivery to family/friends	19	12.67
Grievances issue in case of discrepancies	14	9.33
Security related concerns	11	7.33
Cooking at home to save money	1	0.67
Total	150	100.00

PERCENTAGE ANALYSIS: Main Reason to order food online (Table: 7)

Reason	No. Of Respondents	Percentage
Morning Breakfast	18	12
Lunch	35	23
Evening Tea	20	13
Dinner	50	33
Snacks	27	18
Total	150	100

● Morning Breakfast
 ● Lunch
 ● Evening Tea
 ● Dinner
 ● Snacks



Interpretation: Working professionals often order food online for lunch during the workday, especially if they have forgotten their lunch boxes. They also order food online for dinner on weekends.

5. DISCUSSIONS

CUSTOMER SATISFACTION TOWARDS OFDAs

In a competitive environment like the restaurant industry, customer satisfaction

is not enough to ensure the survival of the business. Having loyal customers is crucial if you want to succeed in a competitive environment. In terms of customer loyalty, customers are now more likely to purchase again, have a positive attitude, plan to continue using the product and make recommendations. Loyalty to a service provider can often include past experiences and expectations regarding products/services.

Therefore, competition among loyal customers is important to gain competitive advantage and share the market. According to this program, loyalty is sent to customers who commit to OFDA service and make repeat purchases and treat OFDA's service provider well. Online food delivery application (OFDA) application includes various steps related to application, online processing of orders, food preparation and delivery and the entire process. This must be synchronized, designed and managed to exceed customer needs. Satisfied customers will recommend the online food delivery service (OFDA) to others.

Customers are loyal to companies that provide them with the products they want. This relationship includes public transportation, digital libraries, ride-hailing services, voice-activated Internet of Things, etc. It can be found in many areas such as. Consumer loyalty depends mainly on customer satisfaction. If customers are satisfied with a product/brand/service, they are likely to repeat it or recommend it to others. When customers are dissatisfied with a product, they are less likely to purchase it again or recommend it.

CONCLUSION

Customer satisfaction is influenced by price, good service, good website and convenience. These findings may contribute to knowledge of body transmission. Therefore, it provides information about users' perception of mobile food. Additionally, food and beverage companies can benefit from learning the factors that influence consumers' enjoyment of smartphone meals to develop mobile food products. This will help businesses retain their existing customers while they enjoy the app. New customers and good word of mouth attract businesses with a good reputation. These studies recommend updating mobile content to make it easier to view, faster, more secure, and more accurate. Takeout will be easier if customers can find what they want quickly. Satisfaction with shopping comes from customer satisfaction. Therefore, reuse is more likely to be successful. Customers will remain loyal to the app if there is a long-term relationship.

The purpose of this study is to monitor consumer demand in the wake of the COVID-19 pandemic and cross-validate whether past decisions have had a similar impact or whether there has been a change below. Looking at the results, consumers are more conscious after this incident, where food safety is also the most important. However, willingness to pay the price increase is low. Therefore, online delivery services need to be careful and effective in determining their strategies and how to grow their market shares with precautionary measures, without compromising price stability. But there are also customers who are willing to pay the price, and the promotion needs to focus on this segment of the market. Good electrical service does not impact satisfaction and loyalty the way good food and utility management do. The results of this study show that e-service quality does not lead to customer satisfaction. Good nutrition is always important and will continue to play an important role. Additionally, due to the COVID-19 virus, the management of electronic services has begun to affect loyal customers. There is a significant relationship between customer satisfaction and customer loyalty variables. Interest leads to justice, not the other way around. This relationship is unidirectional in nature, so we prove that three of the four hypotheses are correct. Therefore, companies need to meet customer needs by understanding their pain points and not just focus on loyalty through various forms of trust such

as discounts, cashbacks, and coupons. Instead, safety measures should be reported, packaging materials and raw materials, and culinary saturation should be checked to ensure that the best products are delivered to users.

LIMITATIONS

Challenges in researching online food delivery during the pandemic include:

Data Reliability: Obtaining accurate and comprehensive data is difficult due to the ever-changing pandemic landscape and concerns about privacy. Some platforms and restaurants may withhold detailed data, leading to gaps in research.

Sample Representation: The users and restaurants included in studies may not reflect the entire population. Certain groups, such as the elderly or those with limited internet access, may be underrepresented, affecting the validity of findings.

Applicability: Findings from one region or country may not apply universally due to differences in government regulations, consumer behavior, and the development of online food delivery markets.

Time Constraints: Rapid changes in pandemic conditions and restrictions make it challenging to gather longitudinal data or accurately assess long-term effects.

Confounding Factors: Changes in consumer preferences, economic conditions, and the emergence of new competitors can complicate understanding the relationship between the pandemic and online food delivery.

Response Bias: Participants may provide biased responses or alter their behavior when aware of being observed, skewing study results.

Technological Barriers: Some individuals face obstacles accessing online food delivery due to issues like poor internet connectivity or lack of digital skills.

Economic Disparities: Economic inequalities can affect people's ability to afford or access online food delivery, potentially biasing study samples.

Cultural and Social Influences: Cultural norms and social habits regarding food consumption vary by region, influencing the adoption and usage patterns of online food delivery platforms.

Ethical Considerations: Researchers must navigate ethical concerns related to privacy, consent, and data usage when collecting and analyzing data from users and platforms.

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Article. Dr. Sandhya Anil Kale Asso. Prof. Dept. of Home Economics, Shankarlal Khandelwal College, Akola. Affiliated to SGBAU, MS (India)