

# Impact of Online Food Delivery on Customers

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**Abstract** - Ordering food is now a convenient activity with the click of a button. Menus and recipes can be searched online without the pressure of pronouncing such difficult names. Order the food online today, for easy and fast access to the food of your choice. Communication of ideas and information on the Internet has led to the growing and popular business of making food online. There are a variety of options available on a site: recommending favourite restaurants and seeing others' recommendations, offering recipes and reading through others' recipes. The technologically advanced online food ordering system has significantly changed the culture of restaurants and provides a new excellent comfort zone for people around the world. The main objective of this research is to study the effectiveness of the online food delivery business.

**Key Words:** E-commerce, Technology Acceptance Model (TAM), Device based interface, Customer satisfaction.

## 1. INTRODUCTION

With the emergence of the 21<sup>st</sup> century, we have been able to see India at an increasing pace. Previously, to place an order, customers would visit a hotel or restaurant to find out about food items, and then order and pay. The previous method requires time and manual work and while placing an order on the phone, the customer does not have a physical copy of the menu item, and there is no visual confirmation that the order has been placed correctly. But now, the young minds of the country are unpredictable in an era of new technologies and innovations.

Things that seemed impossible because of technological advances are now possible. Today, a variety of businesses are setting up online stores due to technology. Various factors such as cheap smartphones and internet data packs have made people increasingly use mobile phone apps. Apps have made things easier for users. Distributing, buying, selling, marketing and providing products or services on electronic systems such as the Internet and other computer networks through e-commerce or trade nets. The main advantage of online food ordering is that it greatly simplifies the ordering process for both the customer and the restaurant, and also simplifies the load at the end of the customer as the whole process of

ordering is automated. Food distribution can be defined. Process food delivery or take it out of a restaurant or local food joint via a web page or mobile app.

Customers can order food from their favourite restaurant, choose their dishes, choose whether to order from the restaurant, choose to pay on cash, delivery, debit card, credit card or other mobile wallet.

Customers are more inclined to explore all of their menu options, without the pressure to close their orders, and spend more than they can spend on ordering over the phone or in person. With no line behind them, the pressure to order quickly for your guests is gone and they are more inclined to get that extra item.

## 2. LITERATURE SURVEY

According to Serhat Murat Alagoz & Haluk Hekimoglu, e-commerce is fast growing worldwide, and the food industry is also showing steady growth. In this paper, he uses the Technology Acceptance Model (TAM) to study the acceptability of online food ordering systems. Their data analysis showed that the convenience and usefulness of the online food ordering process is changing attitudes towards online food ordering and their various external influences on innovation, erector and information technology.

According to HS Setu and Bhavya Saini, the aim is to investigate students' perceptions, behavior and satisfaction with online food ordering and delivery services.

According to Sheryl E. and Kims (2011), their study found that the control and perceived ease of online food ordering services were important to consumers and non-consumers. Non-users need more personal engagement and there is also a high technical concern for using the services.

According to Leong Wei Hong (2016), technological advancement in many industries has changed to develop a business model. Effective systems help improve the restaurant's productivity and profitability. It is believed that the use of the online food delivery system will lead to restaurant business from time to time and will help restaurants to do the main business online.

According to Varsha Chavan, et al., (2015), the use of a smart device-based interface for customers to view, order and navigate helped restaurants to quickly order from customers. Wireless communication and smart phone technology capabilities in completing and improving business management and service delivery. According to their analysis the system is convenient, effective and easy to use, which is expected to improve the entire restaurant business in the coming period. [2].

### 3. RESEARCH METHODOLOGY

#### A. Scope of study:

The scope of the research is limited to those consumers who are receiving online food delivery services through various apps.

#### B. Need of the study:

Researchers have noted that sometimes people are unwilling to spend long hours finding good food at restaurants. Therefore, we were curious about whether those apps could help customers change their perception of the dining experience

#### C. Data collection:

1. Previous information was collected through a set of questions.
2. Secondary information is collected through information provided by various magazine application websites and people working in the industry

It is built in such a way that it holds all the learning areas. Questionnaire was prepared and the respondents were categorized by Age, qualifications, gender, occupation etc. The objectives of this study can be summarized as follows:

1. To understand the consumers awareness regarding the mobile food Apps.
2. To understand the viable factors considered by the consumers while using food Apps.
3. To find out the expectations of the customers while ordering food from a new food App.
4. To understand the various methods of comparing online food Apps.
5. Is the customer aware of the electronic ordering process?
6. Which site does customer use most to order food?

### 4. Process

#### How does online food ordering system work?

Step 1: User enters your website/mobile app

Whenever a user feels hungry, instead of going out looking for food, they can simply access your website or install the platform on their laptop or mobile phone.

Step 2: Selects favourite dish

All available grocery items that are priced directly will be displayed online in the meal order website (website) itself.

There is nothing like someone to come explain the menu. So without rushing, the user can easily enter your online menu and can choose their favourite meal.

To maximize the convenience of users, some websites offer a delivery time option from where the user can choose delivery time as their availability.

Step 3: Add items to cart

After selecting the dishes, the next step is to add those food items to the cart. On this cart page it clearly shows the pricing of user-selected food items and the price of each item.

Here the user can easily add / delete items or can increase the number of items as needed. This greatly helps the user to order directly within the existing budget.

Step 4: Pay and order online

So after this, the next step is to provide a delivery address and pay for the food the user will order. The user can directly pay the amount online using the integrated payment gateways from when the amount is received into your account.

When the user pays, the order is confirmed and you will be notified of the new order and the user. Some food companies even offer cash through delivery (COD), which the user pays after the delivery.

Step 5: Food preparation and delivery

As soon as the order is placed, you will be notified of the new order, delivery time etc., by sms or by email. This makes it easy to prepare food first without difficulty.

And lastly after cooking a meal, you can safely pass it to the user through the online food delivery system. And the user can easily track their food orders at any time with this food delivery system [3].

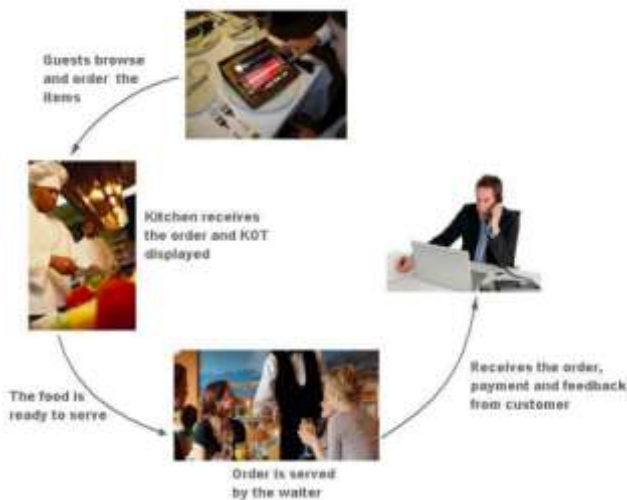


Fig.1. Process of Ordering

### 5. FACTORS DRIVING ONLINE FOOD ORDERING BUSINESS:

1. Application designing & user interface
2. Interactive offers by various restaurants
3. Providing security
4. Providing secure payment system
5. Measurement of distances using maps
6. Estimation of service and delivery time
7. Packaging & Transporting Food
8. Using safe routes & equipment for delivery people
9. Retention of customer satisfaction, etc[4].

### 6. ADVANTAGES AND DISADVANTAGES OF ONLINE FOOD ORDERING

#### A. Advantages:

1. It is the perfect virtual marketplace which involves customer as well as the restaurants
2. There is enough amount of flexibility for customer that when he want to eat and only at that time he will order his food.
3. On the restaurant level there are all the specification necessary given to the customer to avoid all inconvenience such as time of opening, menu, prices, offers, etc.
4. Restaurant by this way can certainly curtail their cost of serving at their doorstep and maintaining much people than necessity.
5. Restaurant can serve more customers in less staff if and resources.
6. Customer gate efficient food delivery with high quality food test as customers rate their restaurants online.

#### B. Disadvantages:

1. There is no control over the decay of food over longer duration in transportation.

2. Customers moreover do not retain the same restaurant as they have different restaurants for the same menu.
3. Logistic is the greater challenge then the food quality at 90% of the time.
4. Customers cannot give their recommendations in person to the chef if or cannot customize their menu[4].

### 7. CONCLUSION

From the study, it can be concluded that Online Food Ordering System is new and many of the users specifically above 40 years of age are not familiar with the ease of ordering food online. Mostly students prefer to order food online instead of going out for lunch. They feel ease of Placing Orders and time efficiency as main reason to prefer it. People in general are not that comfortable with Digital Payment Platforms and prefer paying Cash. Customers who wish to enjoy ambience of the restaurant hesitate to order food just for the sake of eating a meal.

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