

# An Overview of Trending Food Delivery Apps

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**Abstract:** *The present study delves into the significant influence of technology on the food business in India, with a particular emphasis on the rapidly growing phenomenon of online food delivery applications. India has seen a boom in technology in the twenty-first century, and its young people are using innovation to succeed in a variety of fields. The availability of reasonably priced cell phones and readily available internet data packs has contributed to the growth of e-commerce, especially in the food industry.*

*Applications that provide users with unmatched convenience, transparency, and a wide variety of food options, such as Zomato, Swiggy, and Uber Eats, have become indispensable in their daily lives. The paper emphasizes how the food industry has seen a significant shift towards e-commerce and how technology has made it possible for consumers to explore a wide range of restaurant options from the convenience of their homes or places of work.*

*Online food delivery apps offer swift order placement, rapid delivery, and a platform for satisfying spontaneous food cravings. The automated ordering process ensures privacy and efficiency, providing users with a discreet means of selecting and receiving food without human intervention. Multiple payment modes, coupled with features like discounts, coupons, and customer reviews, contribute to a seamless and user-centric experience.*

*These applications have a huge socioeconomic influence because they generate income opportunities and encourage the opening of new eateries and cuisines. There has been a noticeable surge in restaurant enterprises due to the growing demand for takeaway and home delivery. The sector is changing as a result of the competition between traditional eateries and online meal delivery apps.*

**Keywords:** Online Food Delivery, Home Delivery, Swiggy, Zomato.

## I. INTRODUCTION

In the 21st century, technology is driving India's rapid growth, especially among the younger generation. The widespread use of smartphones and affordable internet has propelled the popularity of online food delivery apps such as Zomato and Swiggy. These apps offer users a convenient way to explore diverse restaurants, place orders, and receive deliveries within minutes.

The tech-driven era has normalized accessing information and services with a simple click on smart gadgets. Online food delivery apps play a role in socio-economic development by creating income opportunities for new restaurants and culinary creations. The automated ordering process enhances privacy, and the apps provide a seamless experience with diverse payment options, discounts, and customer reviews.

The competitive dynamics between online food delivery apps and traditional restaurants are transforming the industry. The ease of ordering food through a smartphone app has significantly boosted the restaurant business, reflecting a growing preference for takeaway and home delivery. In essence, these apps have become essential to modern lifestyles, offering a quick and efficient way to satisfy food cravings.

### 1.1 Objective:

- Explore the trend of Food delivery app in India

## II. METHODOLOGY

To understand the topic related to my research, the sources are Secondary sources: The secondary data was collected through various websites that are available on the internet, Research Papers, Wikipedia, articles, and online newspapers.

### III. LITERATURE REVIEW

**Serhat Murat Alagoz & Haluk Hekimoglu (2012)**, opined that e-commerce is dynamically growing worldwide, and the food industry is also indicating increased growth. They have suggested the Technology Acceptance Model (TAM) as a base to study the acceptance of online food ordering apps. Their analysis of data stated that the attitude towards online food ordering is due to the ease and usefulness of the online food ordering process and also varies according to their innovativeness against information technology, their trust in e-commerce websites, and few external influences.

**Deepinder Goyal, Zomato** CEO and co-founder told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. "We have a sales team of around 300 in India and 5,000-odd advertisers... these partners know the volume we bring to them so it is quite easy for us to launch this new service."

**Gloria Food** - According to Gloria Food, the advantages of online ordering and the reasons for the growth of the food delivery app industry are Convenience, a simpler menu to manage, significant savings, no hassle, etc. Food Panda is an introduction to the newest food sensation that's here to stay (Shiyin Chan, 2015) Food panda is a global online food delivery marketplace headquartered in Berlin, Germany

**Bagla and Khan (2017)** found food variety and pricing offers in the form of cashback are considered to be the major factors that drive consumers' online purchase intention.

**Preeti & Iswarya** conducted research (2019) to analyze online order and delivery applications, considering demographics as a part of their study. According to their study young person is mostly like are order to online restaurant delivery, using one of these services. According to their survey 63% of people between 18-29 years old have used a multi-restaurant delivery website or app service in the past 90 days, 51% between 30-44 years old, 29% between 45 to 60 years old, and just 14% between 60 & above.

**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 a pleasant and professional delivery crew, as well as helpful customer service.

#### Best Food Delivery Apps in India

With a large number of young audiences in various cities, Food Delivery Apps in India have become instantly popular among users. People have a huge number of choices to select among the apps to compare and pay with offer prices from online food ordering apps.

Here we look at the top 10 most popular mobile apps for food delivery in India that are helping to serve tastier lives at home.

**Zomato** - Zomato is also a very popular and trusted food-ordering app. It was started in 2008 to find the best restaurants nearby. Through this app, you can also order food from your favourite restaurants nearby. Zomato gives you your hot food delivery to the house. Today Zomato is serving many cities in India. At the same time, it is giving its service to many countries around the world.

**Swiggy** - Swiggy became the most popular and most food ordering app in India. It gives you the convenience of ordering food from your favourite restaurants near you. It also gives you the facility of delivering food to your home. Its access is from massive restaurants to hotels. So far, more than 50M+ people have downloaded this.

**Uber Eats** - Uber Eats is a popular food-ordering app in India. Which initially used to serve in big cities like Delhi, Mumbai, Chennai, and Kolkata. But in today's time, it is serving its many small and prominent cities in India. This app is owned by Uber Technologies, Inc. Who is serving the world-famous "Uber Taxi?"

**FoodPanda** - FoodPanda is a very well-known food ordering app and food ordering site, which is offering its service to more than 43 cities across the world. The headquarters of this company is in Berlin, Germany. It has been serving its service since 2012. It has so far partnered with more than 40,000 restaurant owners so that it can deliver its customers at the right time.

**Domino's** - Domino's is a top-rated pizza delivery app. Initially, a telephone call was introduced as a pizza ordering service, which has now been upgraded to the pizza delivery app. Now it can be given a pizza order without any calls. This gives you lots of pizza varieties available. Also accepts many payment options.

**Pizza Hut** - Pizza Hut is a global pizza delivery app service. That's going on in many big and small cities in the world. Pizza Hut operated in India to provide timely food to users. It offers your favourite food pasta, pizzas, beverages, and sweets. It provides you with lots of offers. As well as many options for payment.

**Just Eat** - JustEat is also a perfect food delivery app. It is serving its many big cities in India. It has recently been rated as the Top Food delivery app, in Mumbai. Through this app, you can also order a food order by searching for any restaurants near you with all the payment options.

**Faasos** - Faasos is an Indian food ordering app start-up, which started in 2011. This app is serving its big cities in India like Mumbai, Bangalore, and Hyderabad. With the help of this app, you can easily order food orders.

Currently, Zomato and Swiggy are the two top most popular food delivery applications in India.

#### **Zomato**

Zomato is an Indian restaurant search and discovery service founded in 2008 by Deepinder Goyal and Pankaj Chaddah, headquartered in Gurgaon, Haryana, India. It currently operates in 24 countries, including India, Australia, and the United States. It provides information and reviews on restaurants, including images of menus where the restaurant does not have its website. Zomato provides a user-friendly environment to consumers where they can review, rate, share, and search for their favorite or nearby restaurants. Zomato was awarded as Start-up of the Year in 2014 by ET. Google awarded the Best Top Developer Badge to Zomato in 2016. Zomato has recently launched user's choice awards in Delhi's national capital region, Mumbai, Pune, Bengaluru, Chennai, Hyderabad, and Kolkata.

Their main aim is to maximize their business potential by targeting hungry customers. Zomato provides a user-friendly app base that is easy to use and place an order. Online payments are made easier, simpler, and convenient which provides ease of payment with secured transactions and no extra service charge to banks. Zomato provides a lot of promotions and offers to attract a lot of customers. They also conduct Loyalty programs where loyal customers are rewarded and given additional benefits. Zomato provides exceptional customer care service which handles queries, complaints, refunds, and technical issues.

One of the best competitive advantages of Zomato is that it is the first mover in many of the nations where it is establishing itself. Directories and other forms of restaurant ratings might exist. But as an app, Zomato is excellent, and many countries (like India) have loved the usability of the Zomato app. The restaurant industry is an evergreen industry. This industry is going to stick around at all times and is only going to grow with rising disposable income. It is appreciated that Zomato has expanded so fast. It is already in 24 countries and is expanding year by year. Zomato has regularly won awards for its app design and its user-friendliness and it also helps you discover restaurants nearby as well as in an area you are going to visit. Zomato has a huge number of users using their app. At the same time, the site also has 90 million visitors a month approximately. With so many users following the app and site, there are more reviews and hence more chances to find better restaurants. The brand has a much-focused approach and has always tried to bring the most out of its unique offering. It is well-connected with restaurants and regularly takes feedback from customers as well as restaurants.

Both the Android and iOS apps of Zomato are visually appealing and neatly designed. It provides home delivery and self-pickup options. Nicely curated category pages and food filters for different kinds of users. Zomato provides live tracking of ongoing food delivery. Zomato also provides late-night food delivery service (depending on restaurant availability)

#### **Swiggy**

Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore, India, and operates in 500 Indian cities, as of September 2021. Apart from food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart and an instant package delivery service called Swiggy Genie.

It all started back in 2014 when two BITS Pilani graduates, Sriharsha Majety Systematically and Nandan Reddy decided they wanted to make life easier by changing the way India eats- all with just a tap! With their idea of "hyperlocal food delivery", all they needed was the tech to power it, and were introduced to Rahul Jaimini who brought this vision to life with the first website. And with this, Swiggy was launched as a food ordering and delivery platform.

Swiggy is famous for its quick delivery service. Its technical platform is prepared in such a way that it accepts orders from customers based on its location, and the food would be taken from the nearest hotel of the customers. The customers would get the hotels that are near to them in their interface. For customers to view comfortably, Swiggy has

maintained an excellent interface to take their orders. Its user interface is neatly arranged in a way that the hotels are listed, and its menu and rates can be seen on clicking the hotel. When the customers choose their hotel and food, its payment gateways are also simple, and all the offers that the customers are eligible for are listed. Then it takes to the payment process, and the transaction gets completed. Once the order is done, customers can also check the live update of their order. One main strength of the brand is its trained employees. The front and back-end teams are well-trained and get the service delivered for the customers. Yet another strength of the brand is the wide selection it has of the eateries. It provides various selections of eateries at the nearby location and with an extensive menu available there. It would also show you the eateries based on your preference, whether vegetarian or non-vegetarian. Swiggy delivers food to its customers with a neat pack. The hygiene part is also well-maintained.

It provides a good selection of restaurants of different price ranges. Deliveries for online orders are mostly processed within the specified time in the app. It offers 24×7, depending on restaurant availability. This food ordering service provides an option to schedule food delivery. Swiggy offers a seamless chat-based customer care experience and refund process. It has a pop service to quickly deliver meals for a single person. The brand doesn't seem to cut costs in terms of offers and discounts. The app provides live tracking of active food delivery.

### **Government Legislation**

1. Every service provider and restaurant operating under e-commerce needs to be registered and obtain a license from the Food Safety and Standard Authority of India (FSSAI)
2. FSSAI is an institution that is governed by the Ministry of Health and Family Welfare Government of India.
3. It is established under the Food Safety and Standard Act 2006 which is responsible for protecting and promoting public health through regulations and supervision of the food industry.
4. It is mandatory for every operator to register under FSSAI for operation and display their license to the consumers.
5. The service providers and restaurants must give priority to food safety operating under e-commerce and should supply the food through trained personnel.
6. No service provider should give misleading information to the consumers, if found with misleading information the license stands cancelled.
7. The online food industry must comply with the standard specified by FSSAI, if they fail to maintain standard and quality of supply, the government has made amendments to "Mandatory Food Information" and implemented due diligence practice.
8. If consumers complain to the food supplier regarding any issues regarding the quality of food supplied, the supplier has to immediately inform the seller regarding the same.
9. For Any payment issues that appear from the customer's point of view it's the sole responsibility of the supplier to authenticate the payment mode and reimburse if any problem arises within a stipulated period.

### **IV. FUTURE SCOPE**

With technology continuously growing food delivery start-ups should consider new business models in the food delivery market that are growing in popularity such as cloud kitchen and drone-based food delivery, etc.

#### **Cloud Kitchen**

Cloud kitchens are centralized licensed commercial food production facilities where anywhere from one or two to dozens of restaurants rent space to prepare delivery-optimized menu items. One restaurant may run multiple brands or virtual restaurants, all operating under one roof, or the kitchen may be run like an incubator, shared by different purveyors. Picture a large warehouse with numerous stations (mini-restaurants) of stainless-steel prep tables, hood vents, stoves, ovens, and sinks, each with its orders coming in direct from customs.

#### **Drone Based Delivery**

Drone deliveries are a solution to some of the logistical problems faced by online food delivery service providers. They will pick up and deliver food parcels from the restaurant to the customer hub i.e. landing station located close to a

densely populated area. The drones have sensors that are and computers onboard to guide them in taking off, landing, and avoiding objects. Recently Zomato successfully tested its maiden drone delivery technology.

### **Impact of Food Deliver Apps on Restaurants**

Food delivery apps have transformed the way restaurants operate in India, helping them connect with more people and expand their businesses by simplifying the online ordering process. This is beneficial as it attracts more customers and revenue. However, there are challenges to consider. Increased competition requires restaurants to invest more in advertising to stand out. Handling a large volume of online orders can be challenging, affecting the service provided to in-person customers. Additionally, not all restaurants can easily adopt the new technology required by these apps.

While people enjoy the convenience of ordering food with a few clicks, it may lead to fewer in-person visits to restaurants. The fees charged by these apps can be problematic, particularly for smaller restaurants with limited funds. Despite this, restaurants are working on ensuring that the quality of delivered food remains high by improving packaging and delivery processes.

On a positive note, using these apps enables restaurants to understand customer preferences and enhance their menus. However, some restaurants struggle to effectively utilize the data provided by these apps. Therefore, while these apps present opportunities, they also pose challenges that restaurants must address to succeed.

### **The Bright Side of Food Delivery Apps**

Effective delivery services can help restaurants build customer loyalty, boost profitability, and reach new market segments. Customer-facing technology, when implemented well, provides a competitive edge, albeit at a cost. Some struggling restaurant chains view delivery as a way to attract new or lapsed customers, making it a valuable strategy for enhancing business.

In today's digital age, the ease of ordering online using smartphones and tablets is evident. This convenient option allows people to place orders swiftly, whether during breaks, in traffic or while commuting. The accessibility of online ordering via smartphones is a preferable alternative to waiting until one is home and placing an order over the phone.

In summary, customers opt for online food ordering because it's convenient and literally at their fingertips. Almost anyone with a smartphone can easily order food online from your restaurant.

### **The Downside of Food Delivery Apps**

Fine dining restaurants are doing well because they prioritize great taste, which sets them apart from new ordering and delivery platforms that mainly emphasize convenience and affordability. The fast growth of the delivery business is making restaurants reconsider how they plan to expand.

### **Key Growth Factors for Online Food Ordering Business**

Most of the restaurants are trying to maximize the business by offering food delivery through online aggregators.

The increasing rate of literacy and an increasing number of internet and smartphone users is also one of the reasons.

The cost of starting an online delivery business is much cheaper compared to that of starting up a restaurant.

An increase in the number of working women and they have no time to cook so they adopt to order food online.

The convenience of ordering food online.

Marketing strategies used by the service providers.

The high rate of throwaway income and deeper internet diffusion of customers.

Various modes of payment options.

Food delivery to the doorstep of the customers.

Attractive offers, discounts, rewards, and cashback.

### **Challenges Faced by App-based Food Delivery Businesses**

People who order food online aren't very loyal to one service. Most just want good food at reasonable prices without any hassle. This lack of loyalty makes it hard for food delivery businesses to keep customers. To deal with this, they use different marketing strategies to make customers happy and loyal.

Besides loyalty issues, food prices are also unstable. Many things affect food prices, and it's tough for food delivery businesses to keep up. They have to deal with inflation, rising food prices, and competition from other businesses with different pricing models.

Ensuring consistent food quality when delivering is another challenge. Sometimes, the food delivered isn't the same as what's served in the restaurant. Fixing this is a big hurdle for food delivery companies, and they're looking into technology to make deliveries better.

In the market, many companies are fighting for the biggest share. Bigger, established companies find it easier to grab a large part of the market, leaving smaller ones with less to compete for. This is tough for newer, tech-focused platforms trying to build a big and valuable customer base. Traditional delivery systems still control most of the market, holding about 90% of it.

## V. CONCLUSION

The evolving standard of living, increased disposable income, and hectic schedules have transformed people's eating habits. Previously, individuals preferred cooking over dining out, but now, a significant shift has occurred, with many, particularly the younger demographic, working professionals, and those averse to cooking, opting for the convenience of online food ordering. Online food delivery services have streamlined individuals' lives, offering time and energy savings. With the proliferation of food delivery apps in the Indian market, ordering food has become seamless. While cash on delivery remains popular, digital payment methods are gaining traction, especially among the younger generation.

Customer satisfaction with these apps is largely attributed to the convenience they provide. Factors such as efficient packaging, enticing discounts, and quick delivery contribute to customer contentment. Cash on delivery is the preferred payment method, closely followed by online payments due to their convenience. Discounts and promotional schemes emerge as the primary motivators for online food ordering. Customers appreciate the ability to view menus and ingredients before placing an order. Zomato and Swiggy are widely recognized and utilized platforms. Key influencers in online food ordering include delivery time and food quality.

In assessing the impact of various factors on the adoption of food delivery apps, taste, price, menu variety, service speed, complaint resolution efficiency, brand perception, promotional offers, and recommendations from friends all play significant roles.

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