



Analysis of **Online Food Delivery** Industry

A
Project
Report

Submitted by

Prajwal (1919015)

Chetan Paliwal (19109021)

Yashasvi Asthana (19109024)

Pradhuman Jain (19109034)

Makrand Daftari (19109040)

Dated

30th September
2020

ACKNOWLEDGEMENT

We would like to express our special thanks of gratitude to our economics professor Dr. Shivani Gupta for their able guidance and support in completing our project report.

We would also like to extend our gratitude to Punjab Engineering College (Deemed to be University) 's director Dr. Dheeraj Sanghi and our parents for providing us with all the facilities that was required.

Prajwal, Chetan, Yashasvi, Pradhuman, Makrand

CONTENT

	Section	Page Number
1.	Introduction	4 – 5
2.	Review of Literature	6 – 9
3.	Need of Study	10 – 11
4.	Objectives	12
5.	Research Design	12
6.	Data Collection Methods	13
7.	Sample Design	14
8.	Methods used to determine the accuracy of the data	15
9.	Data Analysis	16 – 24
10.	Findings and Recommendations	25 – 27
11.	Limitations of the Study	28 – 29
12.	Scope of Future Research	30 – 31
13.	Conclusion	32 – 33
14.	Bibliography	34

INTRODUCTION

We reside in the era of internet and global mass communication and it has never been easier for food companies and restaurants to reach their customers. The Internet has given rise to a humongous amount of opportunities to almost anyone because of its ability to make feasible the conduct of business online, or by connecting people globally without any limitations. Consumers can order goods and services virtually from and to anywhere, 24 hours a day; 7 days a week without worrying about store hours, time zones, or traffic jams. This new age of internet has also provided new opportunities for marketers by presenting them with innovative ways to promote, communicate, and distribute goods and important information to their target customers.

Online shopping or e-commerce has been growing incredibly for the last decade for a number of reasons including huge transformations in consumer lifestyles, technological developments, increases in the consumer's income and education, and rapid financial development throughout the world. The use of the Internet as a shopping or purchasing vehicle has been growing at a phenomenal rate throughout the last decade.

The most important reason for this growth is the recent introduction of delivery models and fleet types: same hour, same day and next day delivery; single fleet, multi-fleet, crowdsourced fleets, and in-house fleets; delivered from the store, delivery from robotic warehouses, and so many more.

The food delivery services have been completely transformed owing to the Third-party delivery done by companies like Zomato, Swiggy, etc who have not only reformed the system of food delivery but also changed how a customer decides what they want to eat and from where do they want it from. Third-party delivery continues to grow at a fast rate as its usage increases across the restaurant and grocery industries.

More and more restaurants are now partnering with multiple third-party fleets in order to expand their delivery range across all their stores and . While this strategy leads to expansion of the chains' geographic reach and a pool of potential customers, it also means that a significant amount of their delivery operations is now out of their control.

An online food ordering system is a system to manage the business. The main point of development for this system was to help the customers to manage the business and help customers through online ordering and lunch reservations. This system was developed because of the long queues that were in the restaurant during lunch or dinner hours, one for purchasing tickets and one for collecting food.

With the help of this new age system, the customers are able to order their food from the comfort of their offices, classrooms, hostels, and anywhere outside the school campus without queuing.

Restaurant delivery has grown 20% in the last five years; while estimates differ, online food delivery sales are estimated to grow as high as \$220 billion by 2023 – 40% of total restaurant sales. Online grocery may lag behind restaurants in online delivery adoption, but it's definitely growing.

To summarise, the internet provides tremendous benefits in marketing as they offer a huge opportunity for marketers to form and explore innovative practices that were not previously feasible. However, marketers need to develop an insightful understanding of consumer behaviour when purchasing products online. This information will help marketing managers to plan their marketing mixes and offers to better meet customer's requirements. By doing so, companies will establish, maintain, or increase customer satisfaction, build strong brand loyalty and ultimately, provide consumers with a solid rationale for continuing to buy the same brand. This study is therefore of extreme significance as it is a preliminary attempt to identify factors and their relative strength in influencing consumer's decision making when purchasing services and food using the internet.

REVIEW OF LITERATURE

From early times people liked to eat out. It is even considered a luxury many times. However, there are many underlying reasons behind people choosing to eat out like no has to clean up, it permits a change of pace, and it is even considered as a form of a treat. These factors have led to a boom in the restaurant business. The need to further expand the restaurant business and to satisfy customer needs has led the businessman to integrate the restaurant business with the modern electronic ordering system. This is how the online food ordering business came into being. This has many advantages both for restaurants and the customers as well, as restaurants nowadays only require mostly a kitchen and the customers can enjoy all the benefits of eating outside along with the benefit of staying at home. This has also led to the growth of the small restaurants, as now only the taste and quality of food matter rather than the aesthetics or location of the restaurant.

This study aims to design and help construct an efficient online food ordering system after seeing the current trends and patterns of online food ordering by the customers. It also aims at observing what factors affect the customers the most and what influences their buying decisions and to see what channel is preferred more frequently by the customers while ordering food online. This report also seeks to bring to light the customers' perception and knowledge of online food ordering.

Most of the large chains in the U.S offer food ordering online. It is the most frequently used feature of these chains. Moreover, half of the diners stated that they enjoy online food delivery services very much. The ratio of males who preferred online methods for food ordering was higher compared to females. Most of the youth in the age 18-34 years had ordered online more as compared to the age group above 35 years. Pizza is by far the most popular cuisine item that is ordered online in the U.S as well as in other countries. It easily holds the largest share of the online food delivery market. After pizza, the largest market share is enjoyed by Asian food that mostly consists of Chinese cuisines as they are easy to eat, taste great, and widely available.

According to some of the studies conducted in this field, which have also been considered in this report, it was found that about half of the participants preferred online services for food ordering. This trend was much more prevalent in urban areas than in rural areas. On the other hand, however, it was found that people who prefer interaction and/or were anxious or found it uncomfortable to use modern means of technology refrained from using online services of food ordering. Moreover, a study concluded that a clean and interactive user interface led to higher consumer satisfaction. Increased control over the service also meant greater recommendation of said service by the consumer to others.

The hospitality industry comprises businesses that practice the act of being hospitable. These businesses specialize in showing generosity and friendliness to their clients or guests. The food service is the major segment of this industry.

Millions of people eat out every day. As such, each consumer has different needs and tastes. Some people prefer a quick meal to a luxurious meal with elaborate service. Hence, there is a wide variety of restaurants which cater to various forms of services, from hot dog stand by the street to first-class restaurants with great facilities.

There are many people who stay away from their families because of their jobs. These people are the prime targets for the restaurant and catering businesses. Due to a large number of such consumers, this industry today ranks among the fastest growing industries. According to the National Restaurant Association of The United States of America, sales will soon reach \$576.9 billion. While the profits were about 44%, this figure is bound to jump to 53.2% in the near future.

According to Goeldner, Ritchie, and McIntosh, local restaurants comprise fast-food units, coffee shops, specialty restaurants, family restaurants, cafeterias, and full-service restaurants with carefully orchestrated "atmosphere". Lundberg in 1994 stated that all eating establishments can be classified into three categories, namely:

- Commercial foodservice
- Institutional foodservice
- Military foodservice

Lundberg and Walker in their research claimed that there are several reasons why people use food services, some of them multifaceted. The National Restaurant Association carried out a study to find the reasons why people used said services. Among other reasons, the most prevalent ones were:

- No one has to clean up
- It allows a change of pace
- It is considered a treat

It was also found that recommendations by friends and other close relatives played a critical role in making a choice for a new restaurant. This was considered equally important to the type of food that the restaurant served. Location and infrastructure were considered a lower priority compared to the above two factors.

The quality took priority over quantity when evaluating how good a restaurant was. The next important factor depended upon the type of restaurant. In fast-food chains and coffee shops, speed of service was considered critical, for family restaurants, it was the cleanliness and in high end or first-class restaurants, it was atmosphere and décor.

The NRA also found that birthdays were the most common days to dine out with Mother's Day and Father's Day taking second and third place, respectively. Friday was the most popular day to dine out followed by Thursday and Saturday.

Consumers today have higher expectations and demand more attention and hospitable service. The noise level area, however, is the only area where satisfaction is less than 50 percent. The demands and expectations increase as the consumer base gets older. This also causes an increase in demand for a better price/ value relationship.

A consumer's perception towards certain products and services plays an important role to ensure effective marketing. Each person reacts to his perceptions rather than on objective reality. Hence, advertisers and marketers must take this factor under great consideration so that they can influence a consumer's decision about what he/she wants to buy.

Schiffman and Kanuk stated that motivation is the driving force present in a person that compels him/her to take a certain action. An unfilled need can be a great factor in promoting motivation. Every individual takes certain steps and measures so as to fulfil his needs. Lundberg stated various factors that motivated an individual to eat out. Some of them were: to satisfy hunger, social needs, ego, and self-fulfilment needs. The most popular theory, however, was proposed by A.H. Maslow, who said that humans are “wanting animals”. As soon as one desire is fulfilled, another one takes its place. Hence people use food services not only to satisfy their hunger, but also their self-esteem, self-respect, self-confidence, and prestige.

According to certain studies, there are five basic decision scenarios that can be used to determine an individual’s decision to use food services:

- Fun time: This refers to an ecstatic mood. Such decisions are made well in advance.
- Nice meal out: This refers to a desire of being served and getting good food in appropriate quantities at a reasonable price.
- Craving: This scenario is set off due to an individual’s yearning for a specific type of food. Seeing or smelling a certain type of food can trigger this impulse.
- Making sure everyone gets something to eat: This scenario is triggered by the hectic pace of everyday life, in an endeavour to balance family and work schedules.

NEED OF STUDY

Due to the changing Indian demographics, there is a need for building up infrastructure for processing and marketing of the agricultural yield. As more and more people in the developing countries are moving towards the cities, urban food and nutrition issues are becoming increasingly relevant and pressing. There exist wide disparities between these cities in terms of their geography, history, and culture which make reference to an average urban consumer as an individual misleading and the identification of consumer groups having different cultural backgrounds, socio-economic status, lifestyles, and consequently different consumer behaviour and needs are preferred.

Online food ordering and delivery trends are taking over the traditional phone ordering service. With online food ordering and delivering systems, restaurants have been experiencing a tremendous increase in sales & revenue.

Consumers have specific needs and expectations with respect to their food. With intensive urbanization, large volumes of food move through the systems, and the food systems themselves are becoming increasingly complex. With these changes in the Indian population more individuals stay in different cities for the purpose of studies and employment and the busy schedules of both the husband and wife in the family, the demand for online food ordering has developed and gone up steadily.

As proposed in the introduction, excellent customer service is vital in customer satisfaction and is the prerequisite for initiating and developing long term relationships.

The restaurant industry in India is at a learning curve and many full-service restaurants are not capable of delivering quality services and therefore do not contribute to customer satisfaction and lose to the competition. Therefore it is important to identify criteria for excellent service in full-service restaurants that can be used to serve as a benchmark to enable restaurants to initiate and

develop customer relationships resulting in customer satisfaction.

The growth of the food delivery industry has been rapid after the introduction of electronic food ordering but the pandemic has hindered even this industry's incredible run and this study is necessary to determine to what extent has the industry been impacted.

The purpose of this study is to measure the perceptions of customers regarding current food delivery systems.

OBJECTIVES

1. Determining suggestions to restaurants about food delivery services based on feedback from the consumers.
2. To study the impact of the pandemic on the food delivery industry.

RESEARCH DESIGN

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of our study and the techniques to be adopted to achieve the objectives. It is a specification of methods for acquiring the information that we needed for solving the problem. It involves the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to our research purpose with the economy into consideration. So, A research design is a conceptual structure with which any research is conducted.

A review of related journals and articles (Secondary Data) is presented along with a survey conducted (Primary Data) to support the topic. The review of the literature helped us to have a clear background about the subject of study and also methods to be adopted for the present study.

It deals with the methodology of the study in terms of the statement of the problem, data sampling procedures, size of the sample, and description of the tools utilized to collect the data.

Research design is a quest for knowledge. Supporting already known facts by backing it up with a collection of public opinion constitutes a major portion of Research Design. Research may be defined as a process of knowing new facts and verifying old ones by application of scientific methods to a natural or social phenomenon. It may or may not consider public opinion. It is called a blueprint to carry out the study. It is like a plan made by an architect to build the house, if research is conducted without a blueprint, the result is likely to be different from that what is expected at the start.

DATA COLLECTION METHODS

The success of any project or market survey depends heavily on data collection and analysis. It is necessary that the data collected is reliable data in order to achieve the research objectives. All data sources can be classified into two:

- **Primary data**- primary data is gathered from direct observation or data personally collected. It refers to that data that is collected for a specific purpose from the field of inquiry and is original in nature. For the project primary data were collected mainly through the survey method, using the tool questionnaire (Google Forms in this case).

We conducted a survey using google forms asking people about various things such as age, gender, profession, reasons to order online food, favourite food delivery service, frequency of ordering, factors to be considered while ordering food, preferred payment method, expected delivery time, etc. (All the factors keeping in mind the scenario prior to and during the pandemic).

- **Secondary data** are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is second-hand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of the analysis. Here the secondary data was obtained from--- Various textbooks, registers, magazines, journals. Dissertations etc.

We referred to various articles online and the already conducted surveys by some other researchers in accordance with our primary data. There was a huge similarity between the other surveys and journals with our primary data apart from the fact that our data was confined to a limited type of people (See: Limitations of Study.)

SAMPLE DESIGN

The primary data for this report was collected first hand through online surveys and other such methods. The data collected through such methods was for the purpose of this project only and not a subset of a larger research.

For this report, a sample of about 200 customers of both genders was taken. They were asked to fill out a survey. The purpose of this survey was to inquire about the comforts, expectations, preferences, and other factors they took into account when using online food delivery services.

The Non probability method of sampling was used for this research. Since the survey conducted to gather the primary data was distributed through online platforms like WhatsApp, the selection of responders was random and unbiased.

The research tool used in research plays a critical role in determining the accuracy of the report. A good research tool enables us to arrive at logical conclusions regarding the problem or study being considered. This, in turn, allows us to figure out suitable remedial measures to get rid of certain problems.

Hence, for this project, a questionnaire was used as a research tool for collecting data. Each question had about four options each and the customers taking the survey were asked to mark the option which suited their preferences the most.

The questionnaire asked the respondents questions like which delivery service they preferred the most, their most preferred method of payment, and their frequency of ordering food through such services. The effect of the COVID-19 outbreak on these services was also inquired upon and the respondents were also asked how this pandemic had affected their online ordering practices.

METHODS USED TO DETERMINE THE ACCURACY OF THE DATA

In order to ensure that the responses received were genuine and not bogus, certain measures were taken. Some of these measures have been listed below:

- **Appropriate coding scheme:** Depending upon the type of question a respondent is being asked, the data related to each question will have to be coded properly. For example, if a question requires a participant to mark his preferences on a scale, then the scale would be divided into a certain number of categories (usually two to three) to accurately figure out his preference.
- **Code responses:** It is crucial that we determine whether a question would bring about a more accurate response via yes/no options or through a scale. Once this has been done, we must also consider how many questions fall under each category.
- **Compute reliability:** Since the number of people who respond to the survey would be too small, our primary data comes under the risk of being inaccurate.

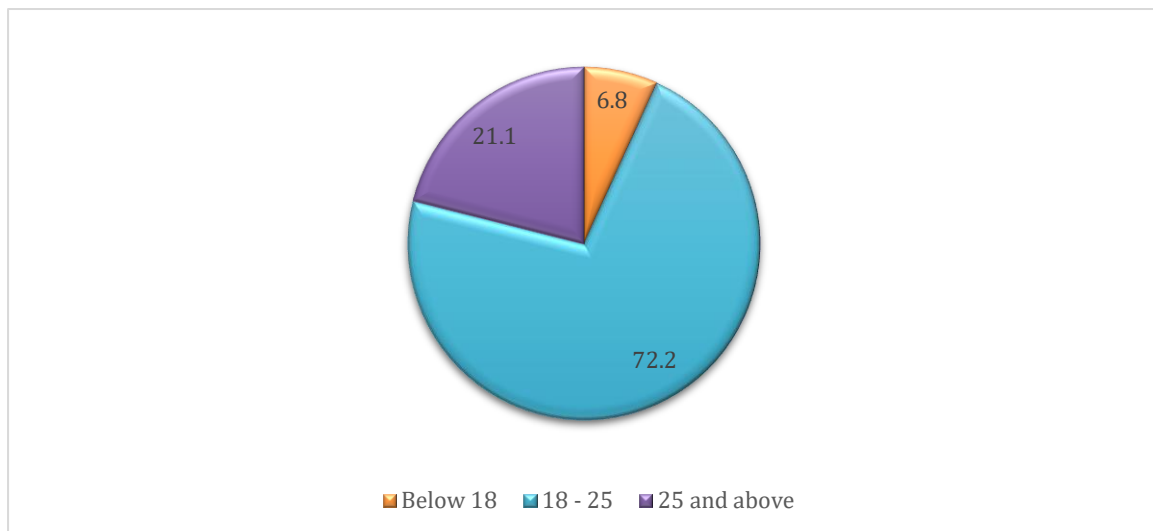
Once the data from the survey had been gathered, it was found that the majority of responders (72.2%) belonged to the age group of 18-25, whereas only 21 percent were older than 25. About 62 percent of individuals who took the survey were males. Moreover, only 25 percent of responders were employed whereas the remaining 75 percent were still students.

DATA ANALYSIS

As stated earlier the purpose of this study is to analyse and find out people's perceptions towards online food delivery. This particular section of the report deals with the presentation of the analysis and interpretation of the data. The data collected from responses to the survey floated among 133 participants is tabulated and analysed.

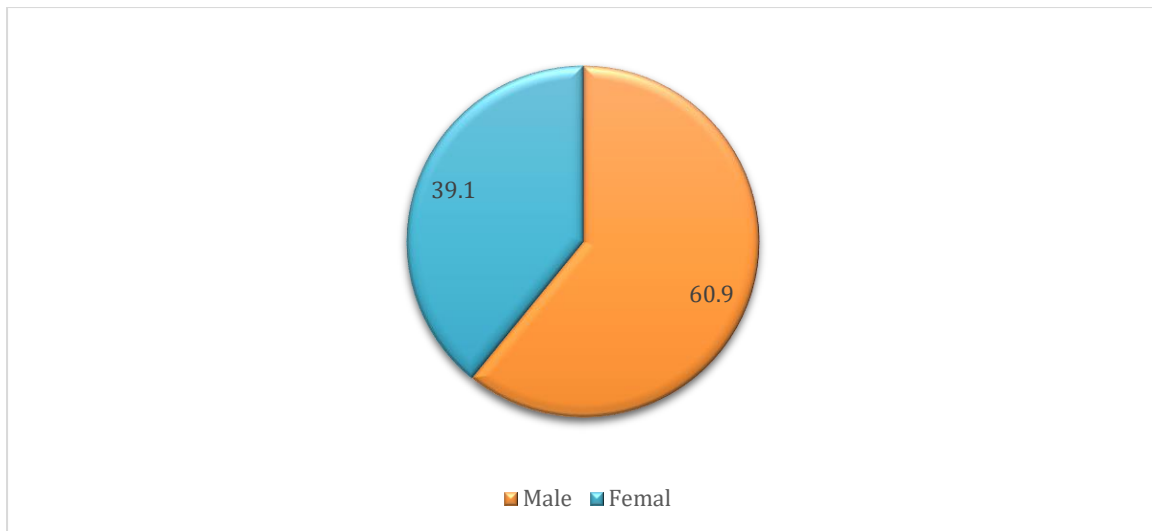
#1: Representing the age group of the customers

Age	No. of respondents	% of respondents
Below 18	9	6.8%
18 – 25	96	72.2%
25 and above	28	21.1%



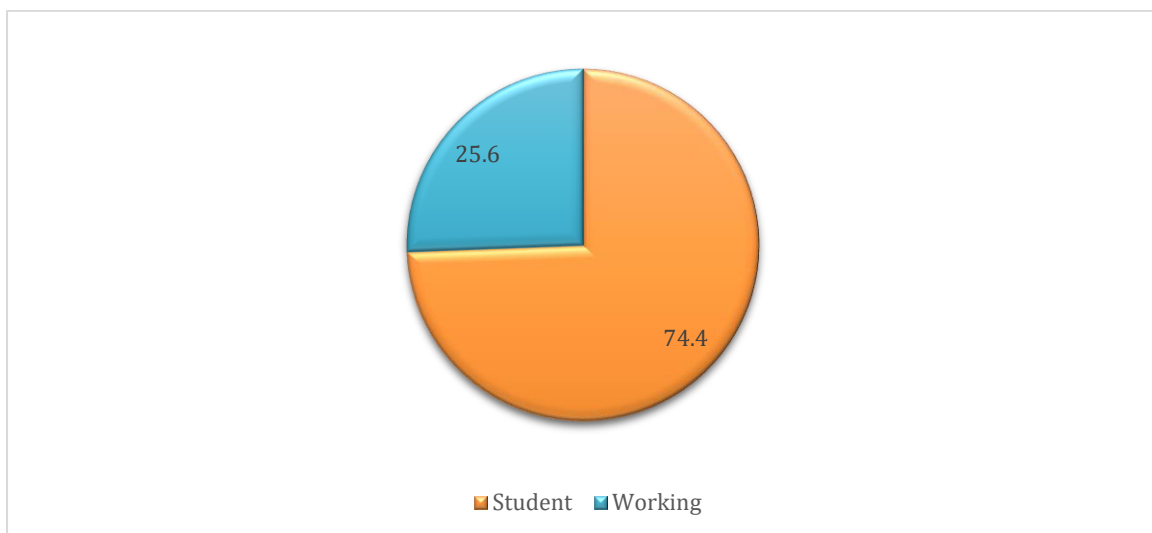
#2: Representing the gender division between the customers

Gender	No. of respondents	% of respondents
Male	81	60.9%
Female	52	39.1%



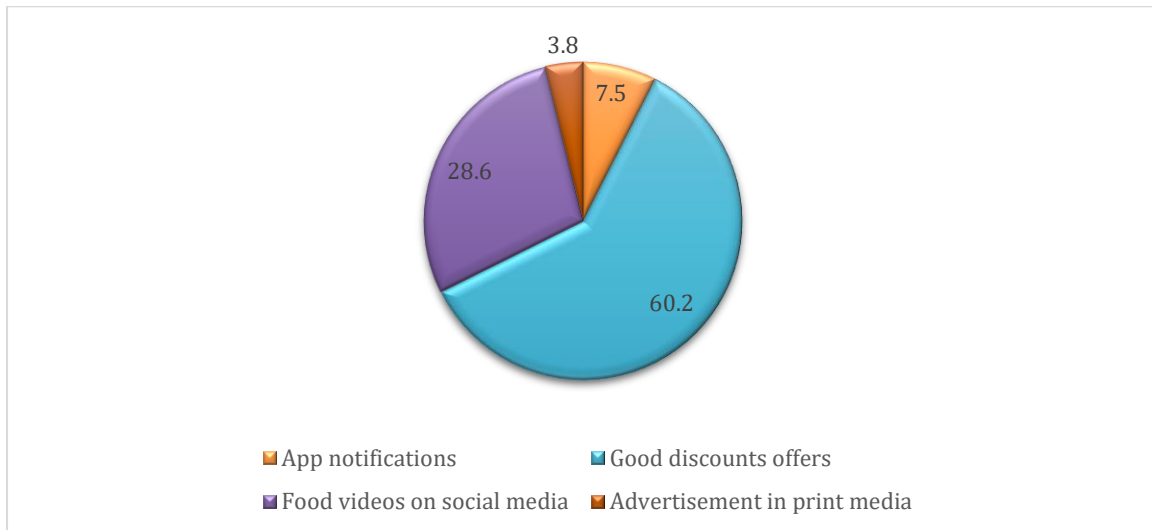
#3: Representing the Occupation of the customers

Occupation	No. of respondents	% of respondents
Student	99	74.4%
Working	34	25.6%



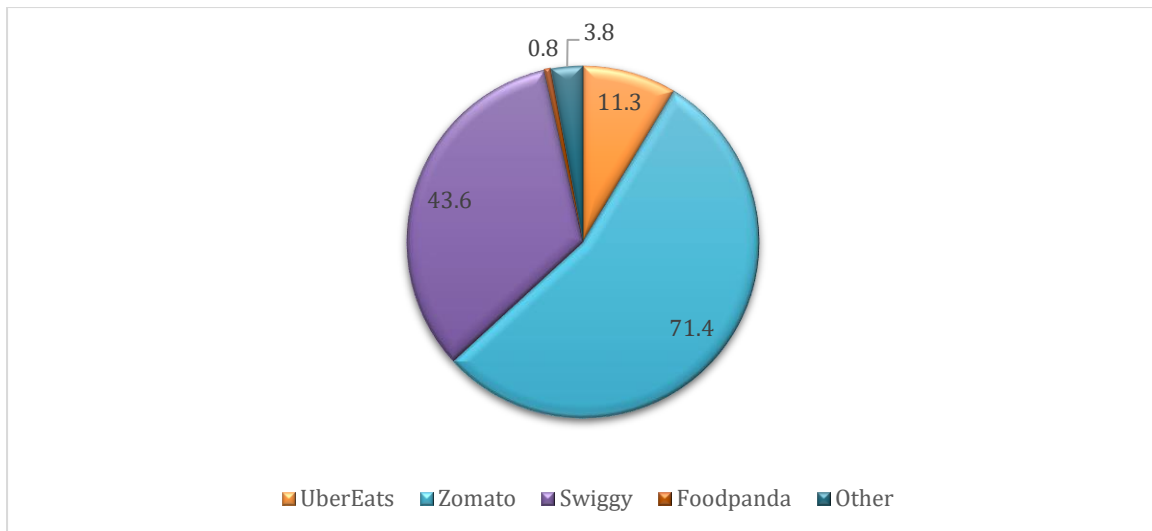
#4: Representing what tempts customers to order food online

Reason	No. of respondents	% of respondents
App notifications	10	7.5%
Good discount offers	80	60.2%
Food videos on social media	38	28.6%
Advertisements in print media	5	3.8%



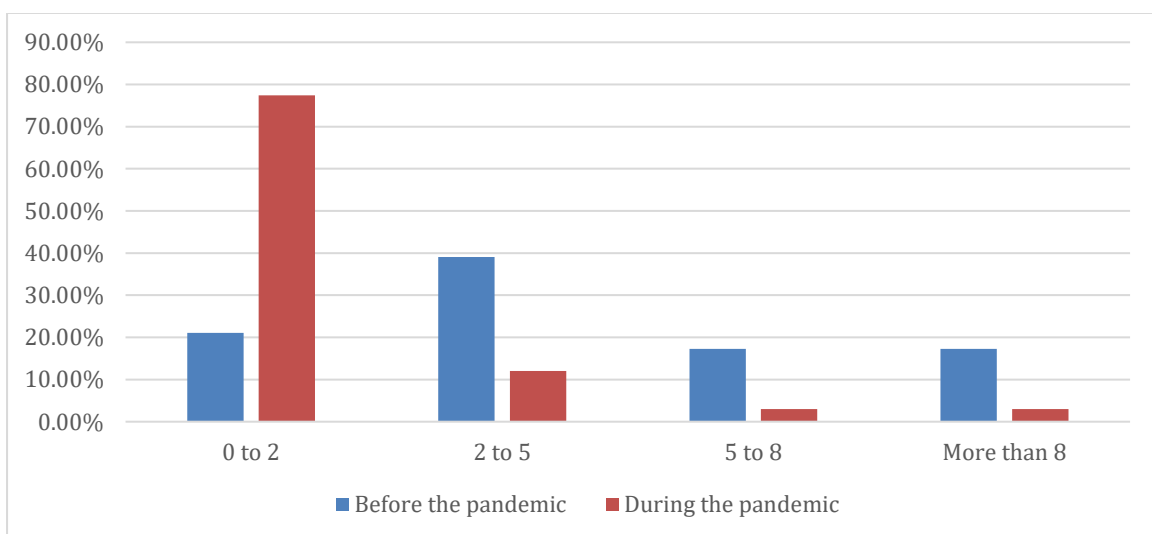
#5: Representing what are the online food delivery service used by the customers

Service	No. of respondents	% of respondents
UberEats	15	11.3%
Zomato	95	71.4%
Swiggy	58	43.6%
Foodpanda	1	0.8%
Other	5	3.8%



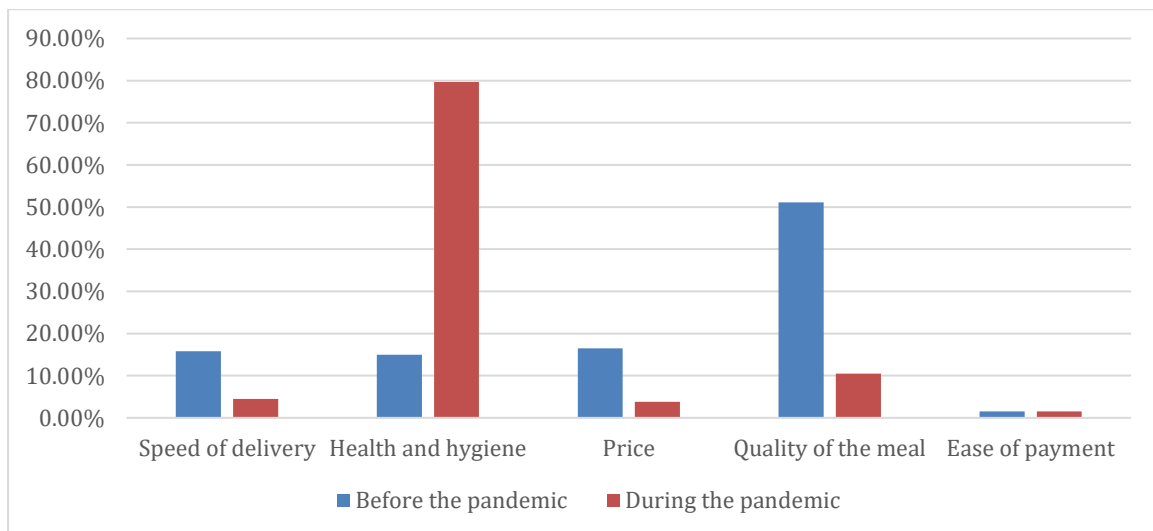
#6: Representing the number of orders placed by customers in a month, before and during the pandemic

Times	% of respondents before the pandemic	% of respondents during the pandemic
0 – 2	21.1%	77.4%
2 – 5	39.1%	12%
5 – 8	17.3%	7.5%
More than 8	22.6%	3%



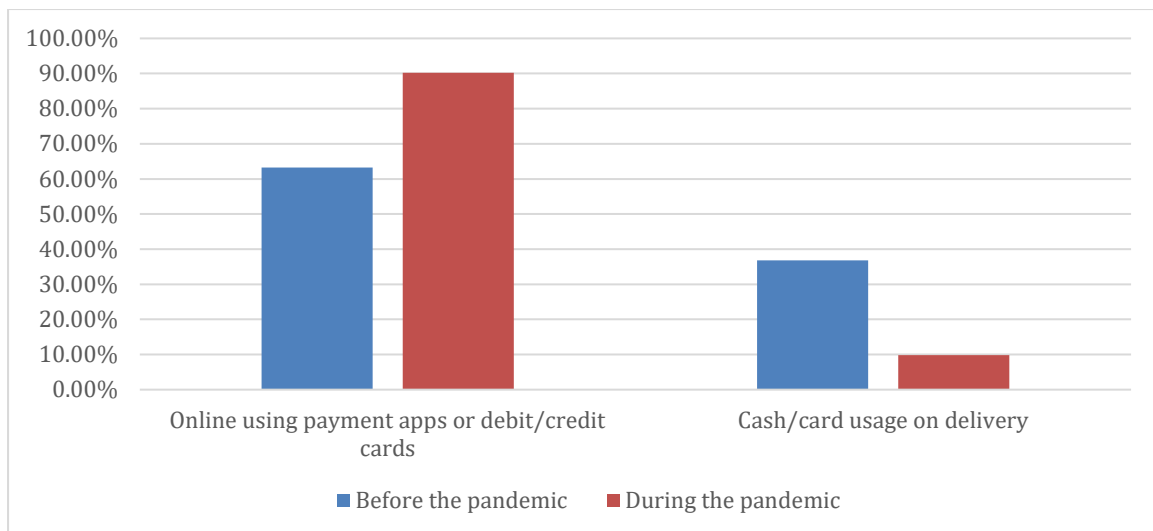
#7: Representing the factors considered while ordering by customers, before and during the pandemic

Factors	% of respondents before the pandemic	% of respondents after the pandemic
Speed of delivery	15.8%	4.5%
Health and hygiene	15%	79.7%
Price	16.5%	3.8%
Quality of the meal	51.1%	10.5%
Ease of payment	1.5%	1.5%



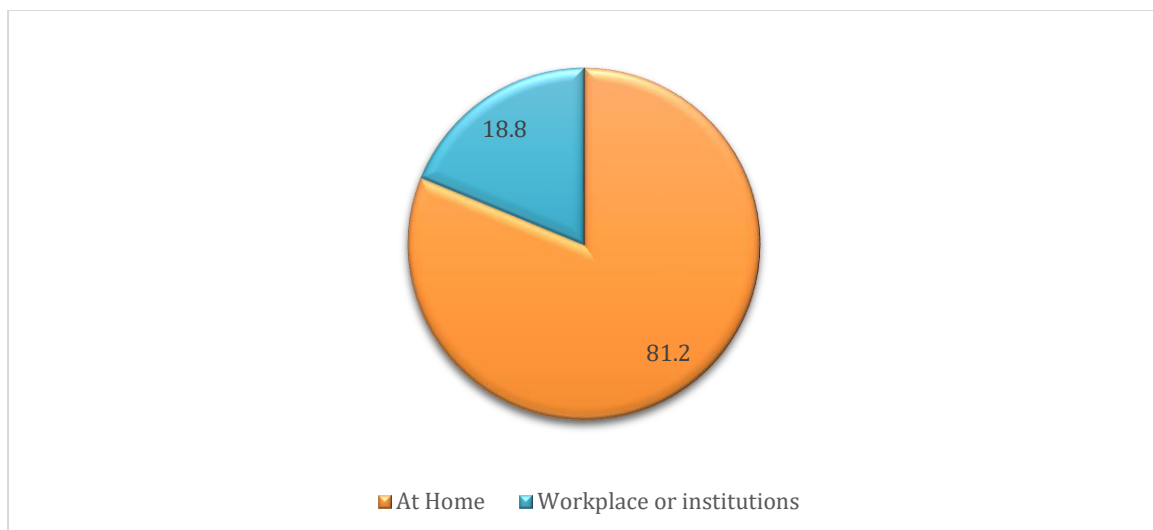
#8: Representing the preferred payment options, before and after the pandemic

Mode of payment	% of respondents before the pandemic	% of respondents during the pandemic
Online using payment apps or debit/credit cards	63.2%	90.2%
Cash/card usage on delivery	36.8%	9.8%



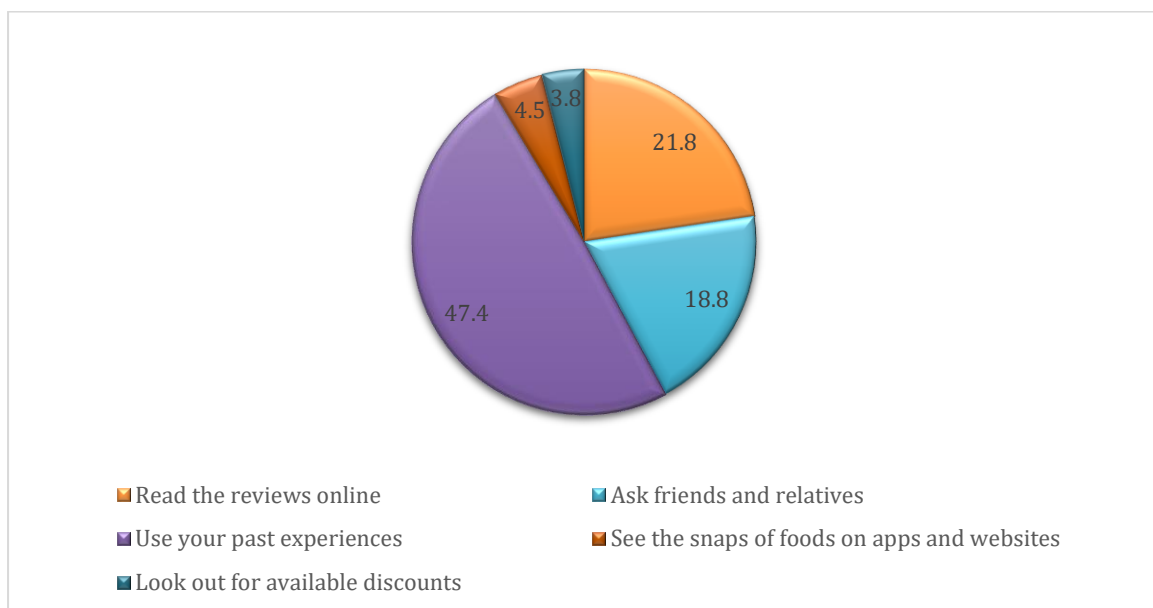
#9: Representing the location of delivery by customers

Location	No. of respondents	% of respondents
At Home	108	81.2%
Workplace or institutions	25	18.8



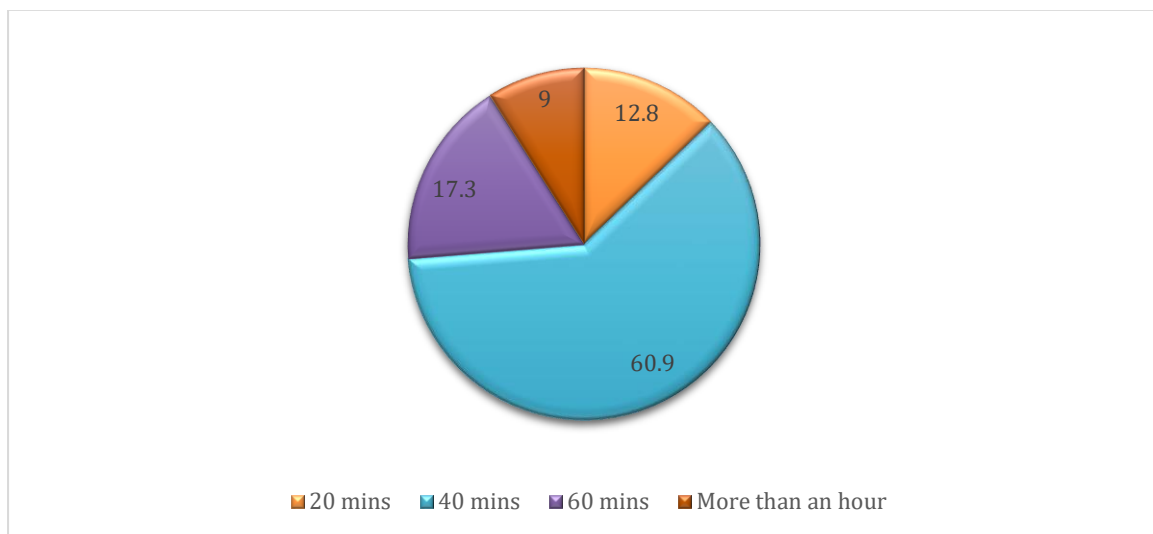
#10: Representing how customers choose their ideal provider for deliveries and takeaways

Reason	No. of respondents	% of respondents
Read the reviews online	29	21.8%
Ask friends and relatives	25	18.8%
Use your past experiences	63	47.4%
See the snaps of foods on apps and websites	6	4.5%
Look out for available discounts	10	7.5%



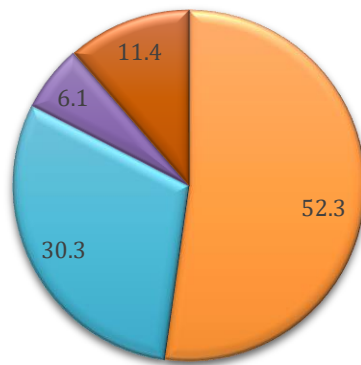
#11: Representing what're the longest customers wait for their food to deliver

Time	No. of respondents	% of respondents
20 mins	17	12.8%
40 mins	81	60.9%
60 mins	23	17.3%
More than an hour	12	9%



#12: Representing what's the most customers are ready to pay for the delivery fee per order

Amount (in Rupees)	No. of respondents	% of respondents
30 or less	69	52.3%
30 – 60	40	30.3%
60 – 100	8	6.1%
100 or above	15	11.4%



■ 30 or less ■ 30 to 60 ■ 60 to 100 ■ 100 or above

FINDINGS AND RECOMMENDATIONS

1. **How does the customer choose their ideal provider for delivery and takeaway services:**

The survey shows that 47.4% of people rely on their past experience to choose their provider, 21.8% of people read the reviews online and choose, 18.8% of people ask their friends and relatives for suggestions of good restaurants. This shows that when choosing the ideal provider for delivery and takeaway services, customers are likely to use search engines, ask friends or relatives, use evaluation websites for reviews and order their meals on an application but they would be most influenced by their past experience to order again so restaurants should focus majorly on customer retention by improving the customer experience as much as they can.

2. **How can customers be tempted to order food delivery:**

About 60.2% of customers get tempted by good discount offers, 28.8% get influenced by food videos and ads on social media whereas app notifications tempting customers to order works only for 7.5% of the people. This proves that people are most attracted by the idea of saving money and the announcements of any kind of discounts or offers should reach the consumers through social media, apps, etc as much as possible. The restaurants should have an internet presence and should pay social media influencers to put videos of their food on their channels or page. They should also use search engine optimization (SEO) and delivery applications as main tools. Make every customer experience unique and monitor reviews regularly. Pay attention to “Instagramable” (highly recognizable or unique) food.

3. **Environment for eating:**

Of all the responses acquired 81.2% of people said they receive food delivery at home and 18.8% of people said they receive people at some workplace or institution. This shows that eating delivered or takeaway food is expected to be mostly a solitary occupation for consumers in 2030. The majority of respondents prefer the food to be delivered, mainly at home, while the workplace is also gaining in popularity.

4. **Preferred payment options:**

According to the survey, 63.2% of customers preferred contactless online payment even before the pandemic, and that percentage increased to 90.2% in the pandemic so one can say that the pandemic fast-forwarded the already shift taking place from cash on delivery to contactless online payment. Now the consumers expect to pay as soon as they make their food choice and prefer fixed pricing. Credit card or contactless payment is their ideal method payment, while payment by biometric control could be an evolution for 2030.

5. **What factors did customers consider most while ordering food online before the pandemic:**

The survey shows that 51.1% of people considered the quality of the food the most important factor while ordering online while factors like price (16.5%), speed of the delivery (15.8%), health, and hygiene (15%) are given equal importance by the remaining population. Customers of delivery services mainly seek to discover a new type of cuisine or to eat healthily, unlike those eating at a restaurant who mainly choose pleasure-oriented meals. They are not interested in traditional cuisine and are concerned about sustainability while they also expect personalization options, ranging from ingredients to size and even preparation, as described here.

6. **What factors do customers consider now in the pandemic:**

The survey shows that the number of people considering health and hygiene as the most important factor has increased from 15% to 79.7% and the support for quality of food(taste) has dropped from 51.1% to 10.5%. This means that people are now going to prefer a hygienic provider over their favourite according to taste. People will now prefer ordering from restaurants of big franchises as those brands have an image to protect and would be answerable to many people if their health and hygiene standard falls down. This also means that people will trust local restaurants and dhabas less especially those who have a bad history of maintenance. Hence the restaurants should now focus on world cuisine and healthy options, offer food that can be transported easily and sustainable options such as organic and locally sourced products delivered through third-party service providers who have promised their customers a new strict hygiene code e.g.) Zomato's full security option.

7. **How has the frequency of customer's food ordering changed in a Pandemic:**

According to the survey, the frequency of food delivery orders per month by the customers has decreased drastically as the number of people ordering food only 0-2 times has increased from 21.1% to 77.4%, and the frequency of 2-5 times has decreased from 39.1% to 12%. This proves that customers now are either only eating home-cooked meals or have at least reduced the frequency with which they used to order online per month.

8. **The Accepted Delivery Time:**

The survey shows that customers prefer that the food gets delivered before an hour as we can see 73.7% of the total population prefers the food gets delivered between 20-40 mins and only 26.3% of people are okay with an hour or later delivery.

LIMITATIONS OF THE STUDY

This study has potential limitations. The survey conducted by us had maximum responses from college students who are in a regular habit of ordering food online due to their busy schedule and below-par quality of food provided to them by their respective college mess. Due to this our survey had a higher average of a number of times food ordered by a person a month before the pandemic and this number suddenly dropped post-pandemic as most of the college students are at home where they prefer homemade food.

We got maximum responses to our survey from the age group 18 – 25 that was around 72% of the respondents. This shows that our respondents were mostly young and are in a habit ordering food online and eating outside as it is more efficient and easier for them, as they do not have the time or skills required to make their own food. And they can also order food online at any time of their liking. Due to this our survey became more youth-oriented and had the responses accordingly like, our respondents were almost tempted to order food online because of good discounts offered to them on various apps. As youth is always in a hurry, they do not want to wait for a long time for their food delivery. Due to this, our survey had around 61% of people who only ordered food from a restaurant if it was delivered to them in 40 mins. Contrary to these adults are more patient and gave more priority to the quality of food rather than the estimated time of delivery.

Due to the lockdown, we had to use google forms as the basis of our survey as we were not able to go outside and conduct the survey ourselves due to safety reasons. Due to this, we were not able to see how many people genuinely filled our forms. As this survey was conducted by sending it into various groups many people ignored the survey form, due to this we were not able to collect stable data in a particular group.

Our survey was confined to the urban area only as most of our respondents were college students who mostly belong to the urban areas and due to the lack of connectivity and our connections to the rural area, we were also not able to circulate our google forms to those areas. Therefore, in our survey, very few respondents selected other methods of ordering food other than apps. As in rural areas and other backward areas, small restaurants and shops are not registered on apps and many people order food on call instead of apps.

Our survey was conducted in a developing country and not a developed country and therefore the problems and expectations of the people of developed countries will be a bit more advanced, like in developed country people gave priority to health and hygiene while ordering food online before a pandemic as well, whereas in the developing countries like India people started giving priority to health and hygiene of the food post-pandemic. And also, in our survey male to female ratio was uneven, the percentage male was around 61% and females were around 38%. This happened because most of our respondents belonged to an engineering college and engineering colleges have considerably less female to male.

SCOPE OF FUTURE RESEARCH

The trend of online food ordering is evolving at a high pace. Customers are increasing manifold and the demand is increasing like a dream. The once dine-in culture has been replaced with drive-thru counters and doorstep delivery in almost all reputed food joints. The future is expected to be more dependent on food orders and door delivery. Here's where the need for an efficient and easy-to-use delivery tracking app is expected to be used by almost every foodie in the future.

Delivery Tracking App – one of the Most Disruptive Technologies in Modern Food business

Food ordering and delivery processes have been revolutionized by online technology. With the advent of the delivery tracking app, customers no longer have to talk and book their orders over phone calls. Nor there exists any need for explaining the details and preferences to the restaurant which had a chance of getting mistaken, causing unease or dissatisfaction to the consumer. Thanks to the **delivery tracking app** that renders food ordering and delivery a cinch, No more chances of missed or misinterpreted orders

Significance of Delivery Tracking App in the Food Industry

Studies have shown that nearly 71% of all takeout orders or food delivery are being placed by mobile apps. With mobile devices going ahead of all their counterparts as the most preferred browsing medium, there's no wonder that there is the widespread use of customized, user-friendly, and easy-to-use delivery tracking apps that are designed keeping in mind the ease and needs of restaurants & cafeterias.

Factors Behind Exponentially Increasing Use of Delivery Tracking App in the Food Industry:

- The number of online users is going to increase manifold – with easy to use and error-free delivery tracking apps available, online ordering will become the norm
- Rising competition between businesses will ensure that delivery tracking apps are employed in an extensive manner to cope up with the ever growing increase in online orders

- AI solutions and delivery drones that may simplify the process will take over the delivery aspect in businesses – making it necessary the use of delivery tracking app
- A shift in the food delivery model is about to happen – regardless of the size of the business, all types of food business establishments will invest more in online food ordering and delivery systems as drive-thru and dine-in are going to experience a downfall in terms of engagement.
- The food delivery industry will be technology-driven.

Benefits of Using the Innovative Delivery Tracking App

Efficient delivery management software offers the following exclusive advantages:

All-time access using mobile devices anywhere

- Real-time GPS positioning will facilitate tracking
- Vehicle movement and staff activity can be monitored to ensure the safety of the product
- Selecting the best route is possible to save time and optimize delivery time
- Logs for travel distance and time period will help businesses to keep a record easily and to analyse how to optimize their delivery system for better customer experience, including cost and time.

CONCLUSION

Owing to the study of the customers' perceptions of online food ordering it is concluded that every system has its strengths and weaknesses. The purpose of this online food ordering system is to save the time of the customers, provide an organized pathway for consumers to order food, make it easier for customers to explore different options and it also increases the revenue of the entire food industry.

The main reason online food services have flourished is that they provide extreme convenience. The single most important characteristic of online ordering is accurate. This study shows that online ordering is most popular among young adults who have just received some sort of independence and among adults between 31-35 years of age ordered more online food and it was often ordered as they didn't want to cook especially during the weekends. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology.

This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. Our findings indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience since these are associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile, or text ordering. Young customers place a greater value on convenience and speed than older users do.

To conclude customers will appreciate not having to wait and other waiting customers may be motivated to try online food ordering.

The study also shows how the COVID-19 pandemic has completely transformed the expectations of the customers from food companies and restaurants. The earlier consumer who gave utmost importance to the taste of food, price, and speed of delivery is now only worried about the health and hygiene of its ideal food provider which has further really hurt the revenues of the food industry. So, it can be concluded that though online food services will rise and gain more and more customers but it must also make accommodations with respect to new developments.

Also, the study also gives us an idea about how this industry is going to experience a boom in terms of consumers and technology in the coming future.

The ease and availability of outside food at the comfort of our home at a 24*7 availability time is surely the next big thing in the food industry. With the advent of online food tracking apps, it's easier for consumers to see where their food is and when are they going to receive it. This makes food delivery more reliable. Through our survey, we saw that the majority of the people who ordered food online were the youth (18-25 years of age). This age group is going to comprise the majority of the consumer population in the future.

The following are the key features that users want in a food delivery app to develop or improve:

- All-time access using mobile devices anywhere
- Real-time GPS positioning will facilitate tracking
- Vehicle movement and staff activity can be monitored to ensure the safety of the product
- Selecting the best route is possible to save time and optimize delivery time.
- Logs for travel distance and time period will help businesses to keep a record easily and to analyse how to optimize their delivery system for better customer experience, including cost and time.

BIBLIOGRAPHY

1. https://www.manageteamz.com/blog/future-of-food-delivery/
2. https://www.slideshare.net/mobile/sahiljain7169/summer-internship-project-report-on-online-food-app-tinyowl
3. https://www.statista.com/topics/1986/food-delivery-industry-in-the-us/
4. https://www.bringg.com/blog/food-delivery/food-delivery-industry-trends-for-2020/
5. http://global.networldalliance.com/downloads/white_papers/deliveringsuccess-guide.pdf
6. https://www.fastcasual.com/article/207437/Report-Majority-of-consumers-now-use-mobile-food-ordering-tools
7. http://www.slideshare.net/susanseo/benefits-of-ordering-food-online
8. https://www.restaurantbusinessonline.com/
9. https://hospitalityinsights.ehl.edu/food-delivery-industry-trends