

# FROM GROWTH TO DEVELOPMENT OF INDIAN E-FOODS DELIVERY SERVICES – A STUDY IN MADURAI CITY

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**ABSTRACT**--Internet businesses are navigating into many Industries and now it changed the brick and mortar system of restaurants foods into E-foods that allows the customers to take their favourite restaurant foods at their place without move. E-foods delivery businesses gets commercialized not only in the metro or cosmopolitan cities but also in tier 2 and tier 3 cities. Digital services on the other hand are services that are anything that can be delivered through an information infrastructure such as the internet, in various forms i.e. applications, web pages, social media, etc. There are several mobile applications which enable the consumers to order foods online from various restaurants and the delivery of foods can be managed by the application providers. This research is to understand the functions of E-foods delivery services, to identify the factors which influence the consumer to order food online, to know the consumer preferences on online food ordering services provider, to analyse the reason that prevents consumers to take E-foods and the overall satisfaction of consumers towards E-foods delivery services.

**Keywords**--E-Foods, Online delivery services, Mobile applications and Restaurant

## I. INTRODUCTION

The App (Mobile application) culture trends the consumers by allowing them convenient in accessing information, entertainment and several other services through a handy mobile device. The Indian Restaurant services are being in a great revolution by enabling their food services out of their well composed roof. This service is started with the pedestal of home delivery system. The aim of this innovative service is to meet the customer's satisfaction by affording cooked meals in their door step. It should be admitted that, the usage of internet really create an impact on consumers behaviour and their perception towards online purchase. As a result online businesses are flourishing in India.

## II. Indian E-food Delivery Market

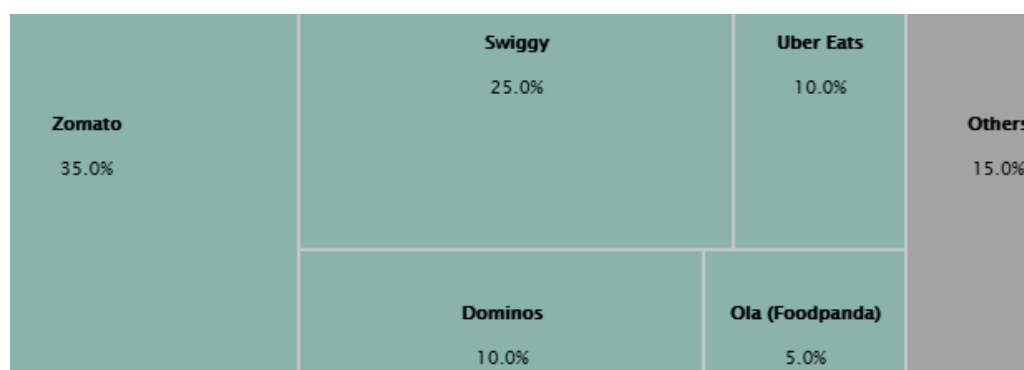
The eServices market segment Online Food Delivery contains the user and revenue development of two different delivery service solutions for prepared meals: (1) Restaurant-to-Consumer Delivery and (2) Platform-to-Consumer Delivery. Revenue includes the gross merchandise value (GMV) which is defined as the total sales dollar value for merchandise/food sold through the Online Food Delivery marketplace.

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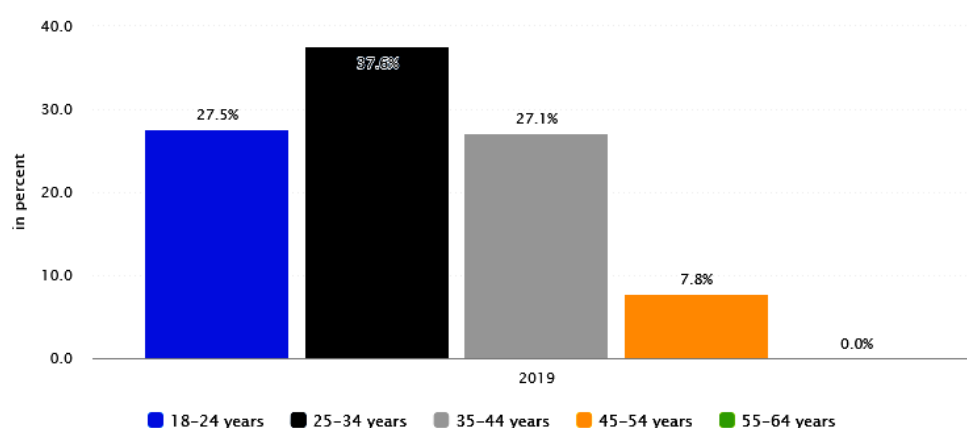
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Online Food Delivery comprises services which deliver prepared meals and food that was ordered online for direct consumption. The Restaurant-to-Consumer Delivery segment includes the delivery of meals carried out directly by the restaurants. The order may be made via platforms (e.g. Delivery Hero, Just Eat) or directly through a restaurant website (e.g. Domino's).



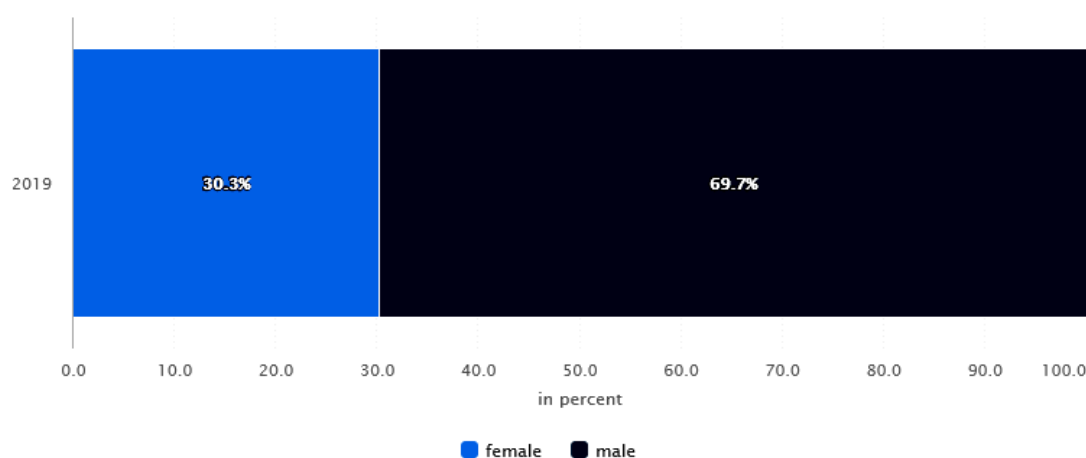
Source: <https://www.statista.com/outlook/374/119/online-food-delivery/india#market-revenueBrand>

In the year 2019 a share of 37.6% of users is 25-34 years old.



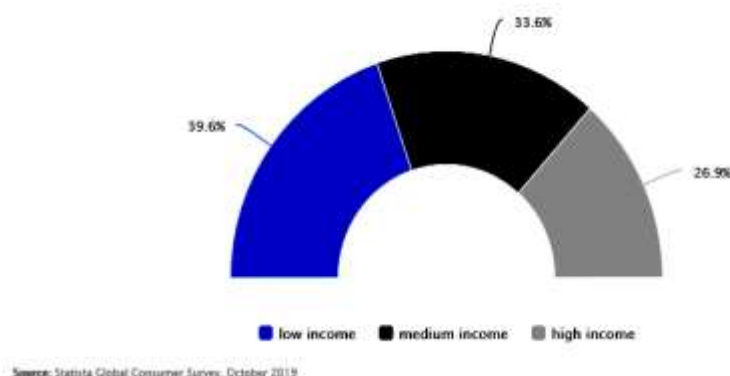
Source: Statista Global Consumer Survey, October 2019

In the year 2019 a share of 69.7% of users is male.



Source: Statista Global Consumer Survey, October 2019

In the year 2019 a share of 39.6% of users is in the low income group.



### III. REVIEW OF LITERATURE

**Pathan et al. (2017)** states that with online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also with a food menu online, orders can be easily tracked, it uphold customers' database and develop the food delivery service. The restaurants and mess can even modify online restaurant menu and upload images easily. Having a restaurant menu on internet, potential customers can easily access it and place order at their convenience. Thus, an automated food ordering system is presented with features of feedback and wireless communication.

**Priyadharshini (2017)** states that India has more individuals between the ages of 10 and 24, making it the world's biggest youth populace. With increasingly youngsters entering the workforce every day, development in the economy, a rising female work power, and expanded portability among shoppers, the customarily troublesome Indian market has changed and is needing for a progressively assorted menu

**Samsudin et al. (2011)** points out that alongside client feedback for an eatery, a plan and execution of wireless food ordering framework was completed. It empowers cafes proprietors to setup the framework in wireless environment and update menu presentations effectively. Advanced mobile phone has been coordinated in the adaptable wireless food ordering system requesting framework with continuous client criticism execution to encourage ongoing correspondence between eatery proprietors and clients.

### IV. OBJECTIVES

1. To understand the functions of E-foods delivery services.
2. To identify the factors influencing the consumer to order food online
3. To know the consumer preferences on online food delivery service provider.
4. To examine the overall satisfaction of consumers towards E-foods delivery services

### V. METHODOLOGY

- The study has been performed with 100 respondents (sample size) conducted in Madurai city.
- The sample has been selected by of convenience sampling method.
- Both primary and secondary data has been collected for analysis through different sources.

- Primary Data has been collected by using questionnaire method.
- Questionnaire was constructed with logical questions.
- Percentage analysis, One sample T test and Garrett ranking test were used.

## VI. DATA ANALYSIS AND INTERPRETATION

**Table 1:** Table showing Demographic Classification

S. No	Demographic Variables		No of Respondents
1	Gender	Male	63
		Female	37
2	Age	<25	46
		26 – 35	21
		36 – 45	19
		45 – 55	06
		> 56	08
3	Educational Details	HSC	13
		UG/Diploma	69
		Post graduate	18
4	Status of Occupation	Student	34
		Employed	38
		Professional	41
		Business	17
		Home Maker	4

*Source: Computed Data*

### ***Inference:***

The exceeding table 1 shows that out of the 100 sample respondents

- 63 per cent of them belong to male category;
- 46 per cent of the respondents fall in the age group of 25 and below;
- A major number of respondents have Under Graduate level educational qualification;
- 41 per cent of them are professionals.

**Table 2:** Factors influencing the consumers for e-foods

Table 2.1 Calculation of Garrett Table Value

Ranks	Calculation	Percentage	Garrett's Table Value
I Rank	= $100*(1-0.5)/5$	= 10	= 75
II Rank	= $100*(2-0.5)/5$	= 30	= 60
III Rank	= $100*(3-0.5)/5$	= 50	= 50
IV Rank	= $100*(4-0.5)/5$	= 70	= 40
V Rank	= $100*(5-0.5)/5$	= 90	= 25

*Source: Computed Data*

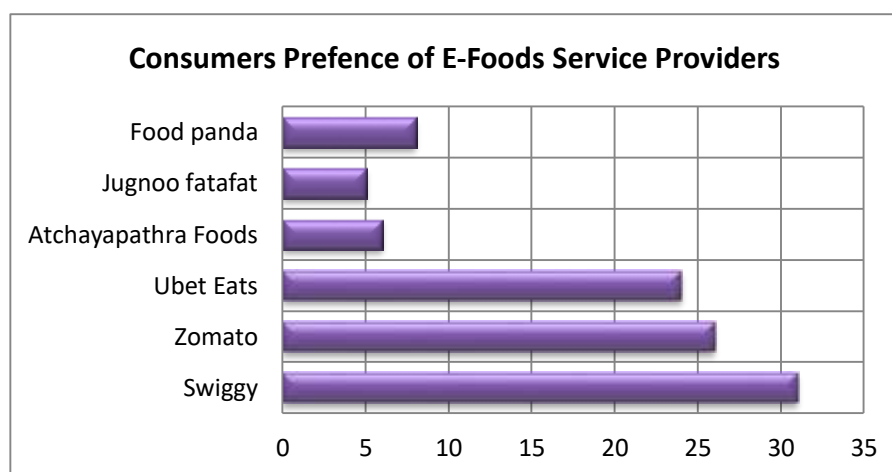
**Table 2.2 : Garrett Ranking Test**

Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Average Score (Total/100)	Rank
Door Step Delivery	2925	1680	1100	520	200	6425	64.25	<b>1</b>
24*7 Availability	900	660	1850	920	425	4755	47.55	<b>5</b>
Choice of Restaurant	2775	1260	1200	440	175	5850	58.50	<b>3</b>
Ease & Convenience	2400	1620	1150	560	350	6080	60.80	<b>2</b>
Discount & Offers	1500	1860	1350	520	2715	5505	55.05	<b>4</b>

*Source: Computed Data*

***Inference:***

From the above table 2, it is clear that maximum of respondents prefer e-foods (online food delivery service) due to the factor of 'Door Step Delivery. Rank 2 given to the factor 'Ease and Convenience'. Rank 3 given to the factor 'Choice of Restaurant'.



**Figure 1:** Consumer Preferences on Online Food Delivery Service Provider

***Inference:***

Figure 1 represents that 31 percent of respondents prefer 'Swiggy' to get e-foods and 26 percent of respondents prefer Zomato as a platform to the e-food services.

**Table 3:** Consumers Level of satisfaction towards e-foods delivery services

Table 3.1 One Sample T-Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumers Level of satisfaction towards e-foods delivery services	25.846	98	.000	3.32500	3.0703	3.5797

*Source: Computed Data*

**Table 3.2 :** Consumers Overall satisfaction towards e-foods delivery services

Level of Satisfaction towards e-foods delivery services	No. of Responses (%)
Very High	32%
High	44%
Moderate	13%
Low	7%
Very Low	4%

#### Inference

The above table 3.1 shows the p value (0.000) which is lesser than the assumed value of 0.05 (Level of Significance). Hence it identified the level of satisfaction among the consumers and it may vary from one to other. Table 3.2 represents that majority (44%) of respondents are “Highly” satisfied with the e-foods delivery services

## VII. FINDINGS OF THE STUDY

- Out of the 100 sample respondents, 63 per cent of them belong to male category.
- 46 per cent of the respondents fall in the age group of 25 and below;
- A major number of respondents have Under Graduate level educational qualification.
- 41 per cent of them the respondents are professionals.
- Maximum of respondents prefer e-foods (online food delivery service) due to the factor of ‘Door Step Delivery. Rank 2 given to the factor ‘Ease and Convenience’. Rank 3 given to the factor ‘Choice of Restaurant’.
- 31 percent of respondents prefer ‘Swiggy’ to get e-foods and 26 percent of respondents prefer Zomato as a platform to the e-food services.
- The level of satisfaction among the consumers and it may vary from one to other. The majority (44%) of respondents are “Highly” satisfied with the e-foods delivery services

## VIII. SUGGESTIONS AND CONCLUSIONS

The primary facet of any online businesses is consumer’s convenience; this facet helps to expand the businesses of restaurants through e-foods delivery services through mobile applications. Transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers in India and expansion in online activity. The perception of the consumer varies according to various similarities and disparity based on their personal

opinions. The study reveals that mostly the youngsters are attached to the online food ordering and hence the elder people don't use these online services much as compared to the younger ones. The study highlights the fact that youngsters are mostly poised to use online food ordering services. This study highlights that consumers prefer 'Swiggy' to deliver e-foods and majority of respondents are highly satisfied with the online food delivery services. Through this, it can be interpreted that the business plan of entrepreneurs to expand their restaurant business can adapt this online platform to escalate their business.

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