

Study of Online Food Delivery App like Zomato & Swiggy and their effect on Casual Dining.

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Abstract:

The ongoing advancement of the Internet has helped the augmentation of on-line nourishment benefits by facultative people to go looking, analyze costs and conveniently get to these administrations on-line requesting has been a developing as a necessity-have factor for the eating place business. on-line requesting has taken the nourishment business by a tempest. Innovation puts a covered effect on the business, innovation has changed the whole casing of the café industry, and it will keep working superbly. A created online nourishment requesting framework has changed the café's way of life definitely and gives another stunning safe place to the individuals over the globe. The principle goal of this examination to consider the effect of Zomato and Swiggy on café business.

Keywords — Online Food Delivery App, Zomato, Swiggy, e-commerce.

I. INTRODUCTION

In Today's world, the service sector contributes more than 65% of revenue in GDP. And we all know that to create progress in our country or to make developing country into a developed nation one should always focus on tertiary sector i.e. the service sector. The service sector is considered to be one of the important sectors of the economy. Zomato and Swiggy are one of the well-known application that provides the services from Food Menus to Delivering Online Food to their homes.

The main advantage of ordering food online is that everyone can order at their ease and there would not be any peer pressure while ordering the food because when going for casual dining there is also a pressure while ordering food we often ask the waiter what this food contains? It will be spicy or not ? And sometimes we get into situation where the dish you ordered is not that up to the mark or sometimes we need to order as per the waiter's recommendation because we don't have a brief

description about that dish on the menu. Nowadays everyone is aware of this online food delivery app i.e. Zomato and Swiggy and why would people waste their time by calling the restaurant owner and will waste 8 to 10 minutes. And this online chain food delivery company is doing well in the market to lure the customers with their lip-smacking offers.

II. OBJECTIVE

- To determine the impact of Online Food Delivery chain like Zomato and Swiggy on restaurant dining.
- And to know the strategies implemented by this Online Food chain companies.

III. LITERATURE REVIEW

Recently research conduct on Online Food Delivery by Carsten Hirschberg his study indicates that introduction online food delivery penetrates the market and broke the normal restaurant dining by 30 per cent and his study also shows that it can break the normal chain restaurant by 65 per cent.

According to Gloria food the advantage of on-line ordering and thus the explanations for the growth of food delivery app business square measure Convenience, less complicated menu to manage, vital savings, no hassles etc

Food Panda is an introduction to the foremost recent food sensation that's here to stay (Shiyin Chan, 2015) Food Panda is also a world on-line food delivery marketplace headquartered in Berlin, Germany. Fun truth - they're additionally noted as hello food in alternative places among the planet.

Bhavna Singh (2015) aforesaid that Food Panda has been gift among the Indian market since could 2012. Food Panda 1st major move was the acquisition of Tasty Khana, that was launched among the town of Pune in 2007. in conjunction with Tasty Khana and simply EAT, it's a current gift in over two hundred cities and partners with over 12000 restaurants.

She additionally talked concerning simply EAT was launched in Denmark in 2001 and was listed publically on the London stock exchange. Their Indian business was launched as a Hungry city in 2006. it had been renamed in 2011 once simply EAT no heritable a majority share among the business. Today, the corporate partners with over a pair of 1000 restaurants.

According to Deepinder Goyal, Zomato chief executive officer and co-founder told Tech Crunch that he expects to reach 10000 restaurants in Asian country throughout a couple of months. "We have a sales team of around three hundred in Asian country and 5000-odd advertisers... these partners understand the amount we tend to bring back them thus it's quite simple for the U.S.A. to launch this new service."

According to a recent sectoral report revealed by IBEF (Indian complete Equity Foundation), food has been one in every of the foremost necessary segments in India's retail sector, valued at \$490 billion in 2013. The Indian food retail market is expected to reach \$894.98 billion by 2020. The Indian food process business accounts for 32% of the country's total foodstuff, one in every of the foremost necessary industries in Asian country and hierarchic fifth in terms of production, consumption,

export and expected growth. the net food ordering business in Asian country is in its emergent stage, however witnessing exponential growth. The unionized food business in the Asian country is price \$48 billion, of that food delivery, is valued at \$15 billion. Investment in food startups, that primarily embody food ordering apps, has raised by 93% to \$130.3 million, comprising seventeen deals until Sept 2015, as against solely 5 deals in 2014.

According to a January twenty-eight report among the days of the Asian country, Rocket net backed Food Panda has not found a customer even with a rock bottom tag of \$10-15 million. The company arranged off three hundred folks in Gregorian calendar month 2015, concerning V-J Day of its force. In Sept 2015, Tiny Owl had pink-slipped one hundred staff in its city and Pune offices. And in Oct, Zomato despoiled three hundred employees. Britain based mostly simply Eat entered and exited the market quicker than you'd order and receive dish.

IV. DATA COLLECTION

The information has been gathered by both i.e. Primary and Secondary sources. Data collected through Google forms from 124 respondents gave their views regarding their taste about the Zomato and Swiggy.

Status of Various Food Apps:

With the blast in the computerized industry over the globe, it's had its effect on the Indian economy as well. The online nourishment requesting firms have grown up in mass. The market size of nourishment in India is required to arrive at Rs. 42 lakh crore by 2020, reports BCG. Directly, the Indian nourishment showcase is around \$350 billion. Space is concocting a great deal of advancement obliging their client accommodation, fulfilment and maintenance. This has additionally fabricated space for plenty of new players, who are focusing on explicit gatherings of individuals. Numerous new players getting the section together with creative plans of action, for example, conveying nourishment for wellbeing cognizant individuals, home-cooked dinners, and so forth. Nourishment tech is the hot talk in the startup town. After

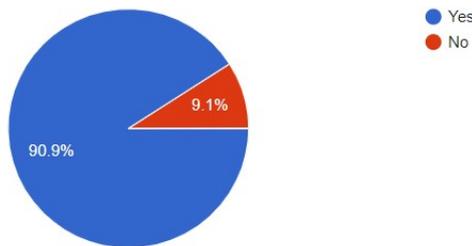
innovation new businesses have positively shaped the web-based business, taxi and land parts, presently the eager forever Indian entrepreneurs are hoping to satisfy the craving of others. Nourishment tech is a huge market and nourishment conveyance new businesses are only a piece of it. Different applications in the Indian market are:

- Food Panda
- Zomato
- Swiggy
- Box8

Food Apps Available in the Indian Market					
Apps	Originated	Delivery	Online Menu	Expanded	Delivery Charges
Zomato	India	Yes	Yes	10000 Restaurants	Yes
Swiggy	India	Yes	Yes	8000 Restaurants	Yes
Beer Café	India	No	Yes	33 Restaurants	Yes
Box8	India	Yes	Yes	60 Stores	Yes
Fasoos	India	Yes	Yes	125 Outlets	Yes
Dominos	India	Yes	Yes	800 Outlets	Yes
Just Eat	Denmark	Yes	Yes	2000 Restaurants	Yes
Pizza Hut	US	Yes	Yes	1300 Outlets	Yes
Food Panda	Singapore	Yes	Yes	12000 Restaurants	Yes

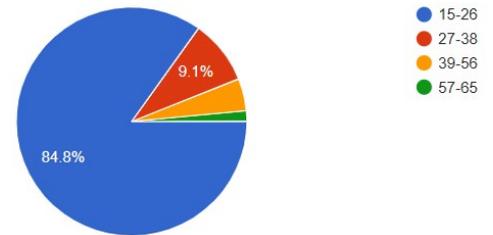
Questionnaires on Zomato & Swiggy:

Do you order online?



As you can see from the above Pie chart that how many people loves to order food through online. Only 9.1% population is using traditional method for ordering food through restaurants and rest of the 90.9% of people are ordering online through Zomato Swiggy. We also made a research that what age group is ordering food through online. **And following Stats are given are as follows :**

Age.



Most of the people are from the age group of 15-26 as research shows that is because the following people are youngsters and they are techno savvy so they know how to use these kinds of apps and to get better offer and deals.

So as the research progress we get to know that people tend to buy from online app because to it is efficient , convenient and money saving

Positive and Negative Effects of nourishment conveyance application on an eatery:

Positive :

At the point when done right, conveyance can help café administrators develop client steadfastness, upgrade productivity, also, venture into new market fragments.

Generally speaking, client confronting innovation is ready to convey a recognizing, serious edge – at a cost. A few chains, confronting poor traffic numbers, are conveyance will help earn them new or slipped by clients. For those in the food service business that doesn't offer conveyance, they are positively passing up a huge number of chances.

1. It's only a single tick away :

Today, like never before, individuals can without much of a stretch request online gratitude to the cell phones and tablets. Studies directed by the Interactive Advertising Bureau and Viggle show that about 69% of clients request nourishment internet utilizing a portable device. Whether on a break, trapped in rush hour gridlock, or riding the transport, for all intents and purposes anybody will put in a request rapidly and easily. Truth be told, this is a superior and profoundly alluring option in

contrast to pausing until returning home and putting in the request via telephone.

2. It's quick, simple and agreeable :

More or less, your clients decide to arrange nourishment online because it's readily available. Essentially anybody with a cell phone can arrange nourishment online from your café. Negative The viewpoint for high-end cafés is solid since they place a premium on taste, while new requesting and conveyance stages fundamentally centre around comfort and value, The conveyance business is developing so quick, it's giving eateries cause to reevaluate their extension methodologies as well end.

Negative:

The standpoint for top notch eateries is solid since they place a premium on taste, while new requesting and conveyance stages mostly centre around comfort and value, The conveyance business is developing so quick, it's giving cafés cause to reevaluate their extension systems as well.

V. CONCLUSION

The clients comfort is essentially the essential feature beneficial thing about such, though on the second aspect these framework likewise are useful for the extension of eating spot and nourishment give exchange, as by the use of computerized nourishment requesting framework an eating place proprietor is prepared to pull in the client's consideration by allowing them to see the entire nourishment menu related to dish name, picture, claim to fame, and cost. Mix web nourishment requesting framework isn't any uncertainty are the most straightforward, modest and accommodating require an eating place entrepreneur. With the consistent storm of specialists in urban zones and quick urbanization of Indian scene, the nourishment conveyance and restaurant divide are as of now thriving at an irritating pace. Adding to this circumstance is a growing number of PDAs and nourishment conveyance applications. Nourishment conveyance applications have now transformed into a significant hit with very much educated individuals transversely over India. There are a couple of nourishment conveyance applications in

India that one can download on cutting edge cells to orchestrate nourishment in a rush and from the comfort of homes. The changing urban lifestyle of the ordinary Indian is adequately enthusiastic to be perfect for the nourishment in a hurry and quick home conveyance models to create at higher rates. The consistently growing people swarmed metro urban networks and longer travel times are drivers for the supportive, arranged to eat and more affordable choices of having nourishment and groceries passed on at your doorstep. Associations that think about the goliath potential for advancement may meander straight in, yet simply the fittest will persevere. Associations who keep their offer and their picture dynamic in buyer's minds will take the best idea of the Indian online nourishment advantage pie.

We can likewise presume that in the Comparative Study between Zomato and Swiggy individuals more incline towards Zomato instead of Swiggy.

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