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Examining Services Gaps and Competitive Analysis of Online Food Ordering Apps

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***Abstract:** The online food ordering system is one of the latest services. With this method, food is ordered online and delivered to the customer. This is possible through the use of electronic payment system. Customers pay with their credit cards, cash online banking or many other ways of payment.*
Due to great increase in the awnerness of internet and the technologies associated with it, serval opportunities are coming up on the web, so many business of the internet introduced is an online food ordering system.
In today's age of fast food and take out, many restaurants have chosen to focus on quick preparation and speedy delivery of orders rather then offering a rich dining experience. Until recently most of this delivery orders were placed over the phone but there are many disadvantage to this system.
It is possible for anybody to order any goods via the internet and have the goods delivered at his/her daorsteps. But while trying to discuss the transfer method of the goods and services, attention is focused on the payment mode. The most of people are prefer cash payment at the time of delivery.
What I propose is an online food ordering system originally designed for use in college cafeteris, but just as applicable in any food delivery industry. The main advantage of this system is that it greatly simplifles the ordering process for both the customer and the restaurants.
Once an order is palced on the webpage that will be designed, it is placed into the database and them retrieved, in pretty much real-time, by a desktop application on the restaurants end. Within this applications, all items in the order are displayed along with their corresponding options and deliverd details. This allows the restaurants employes quickly go through the orders as they are placed and produce the necessary ithems with minimal delay and confusion. The greatest advantage of this system is its flexibility.

I. INTRODUCTION

The growth of the internet, accompanied by the growth of related technologies, has created a significant impact on the lives of people for marketers. One of the most significant impacts has been the emergence of virtual stores that sell products and services online. Consumers can now purchase goods and services virtually anywhere,24 hours a day 7 day a week, without boundaries.
While many marketers acknowledge the importance of using the internet in their marketing mixes, little research has empirically tested the critical factor that influence an individual's decision when buying products or services online. Based on the gaps found in the literature, the purpose of thiproject study is to examining service gaps and competitive analysis of online food ordering apps.
The availability of the internet and phone apps, electronic ordering is growing though, as the users said they place a little over 38 percent of their orders on the restaurant's website or apps. A chief implication is that restaurants must ensure that their ordering systems must give users perceptions of control and also be convenient. One other consideration is that customers who orders food online prefer restaurants that offer home delivery.

II. LITREATURE REVIEW

According to Varsha Chavan, Priya Jadhav, Snehal Korade and Priyanka Teli.et all,2015,The use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smartphone technology in fulfilling and improving business management and services delivery. Their analysis states that this system in convenient, effective and easy to use, which is expected to improve the overall restaurants business in coming times. According to Mayankkumar Patel.et all,2015,Their aim was to a study on online food delivery companies in india. The users can add my any numbers of items to the cart from any of the available food categories by simply clicking the add to cart butter for each items. Once item is added to the card,users is presented with detailed order to review or continue shopping.

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According to Roy Deddy Hasiholan Tobing.et all,2016,There aim was to a study on online food delivery companies in india. Research proposed and developed food ordering system that are of web based and android bas ed applications. In future research the author suggests adding more variable for routing optimization process, such as the type of the vehicles, the size of food package, holiday season, the driver licence type owned by delivery services and them maximum capacity of a vehicle type.

According to Zuckerman Kedah.et all 2015,There aim was to investigate, The key success factor of online food ordering services. Study several.

That in this study they identify the in a an online food ordering environment results suggest that online food ordering companies have to emphasize on information, quality, website, design, security, privaly and payment system towards their customer in order to increase the level of web trust and satisfaction. The services provider could also enjoy continues recurring revenue from the royal customer if they provide efficient delivery.

According to H.S Sethu and Bhavya Saini.et all, 2016,Their aim was to investigate the student's perception, behaviour and satisfication of online food ordering and delivery services.

Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services. In order to solve these problem, we can neither rely merely on the self-discipline of online food delivery restaurants not the supervision and management of online food delivery platforms.

Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurant, the society, can these problems be solved and a good online take way environment can be created.

According to Serhat Murat Alagoz and Haluk Hekimoglu.et all,2012,Opined that e- commerce is dynamically growing worldwide,the food industry is also indicating an 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 online food odering process and also vary according to their innovativeness against information technology, their trust in e-commerce website and few external influences.

According to Goh See-Kwong.et all,2017, Said that technology augmented the rate of the online food odering and delivery in india. The food odering method also got changed form 'Ordering over phone call' to Online 'Food orders' and made home delivery also possible to customers, with the changes in the need of the customers.

According to Jyotishman Das.et all,2018,Has studied, analyzed and compared the top 4 food delivey apps namely, Zomato, swiggy, food panda and 'Better choice of restaurants',Zomato is positioned at the top by the customers while considering on delivery on time and good customers services. In both the situation, customersranked uber eats at the last position.

According to Rituparna Ghosh and Tapash Ranjan Saha.et all,2015,The purpose of this paper was to study the impact at those factor influencing the customer's behavior to make online payment for swiggy food delivery system and also was to study the affinity towards the online payment to swiggy with reference to demographic variables.

The research paper studied on the hypothesis of e-payment of users of swiggy and threw light on the convenience of the customers. The element of customer convenience was laid special imporatance, as this was also the scaling. The authors mainly used primary data for data collection and relied on secondary data like books, journals, research studies and internet sources for the construction of this research paper.

Through the research, there was a close association between the online payment behavior and gender, age, group, education, marital status, profession and income.

According to Sheryl E.Kimes.et all, 2011, His study found that perceived control convenience associated with the online food ordering services were importance for both users and non-users.Non-users need more personal attention and also had high uncertainty towards use of early technologies.

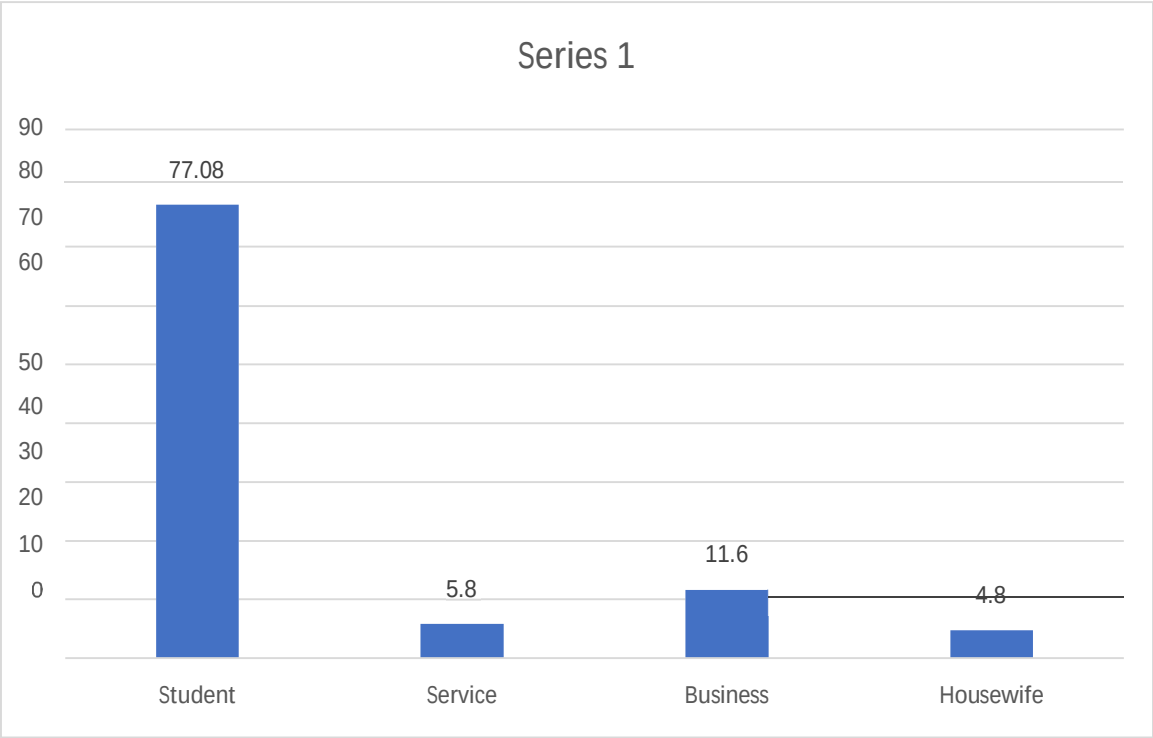
III. RESEARCH METHODOLOGY

As research is design where the study is all about the factors affecting Online ordering apps in india. The study is totally based on primary data where the responses are collected from respondents of india. Questioner was shared with the targeted samples and responses was taken for data analysis . here are the questions and responses received for that.

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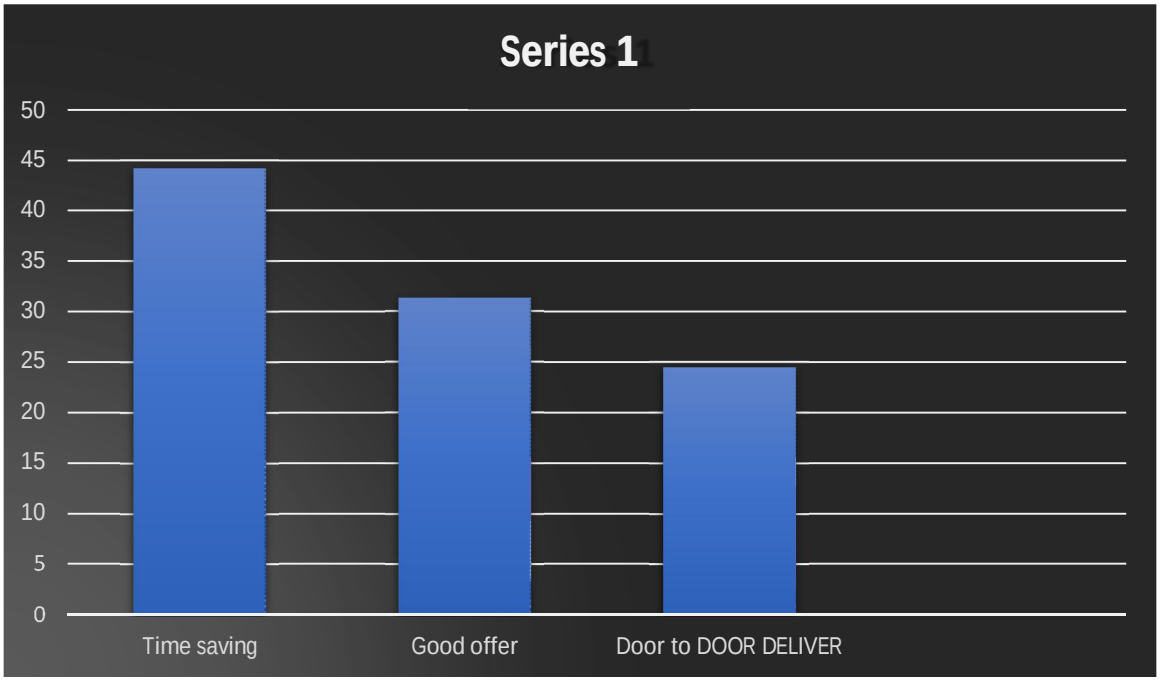
A. What is your occupation ?

207 Responses



B. Why do you order food Online?

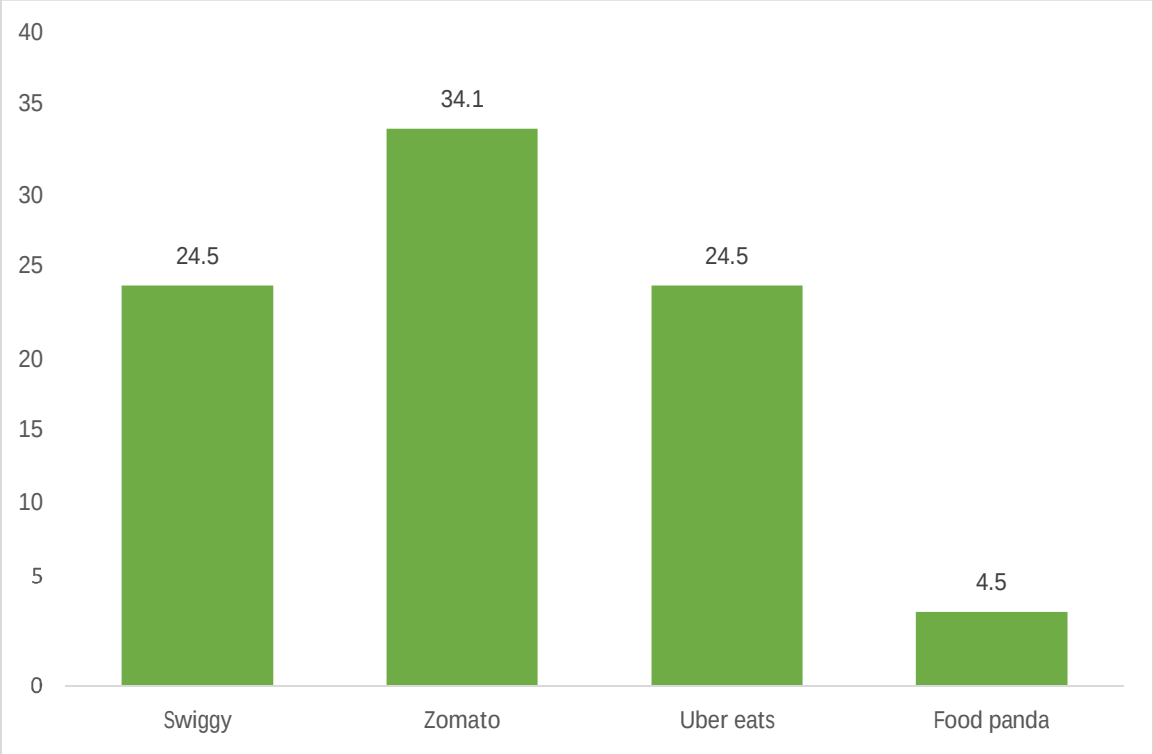
208 Responses



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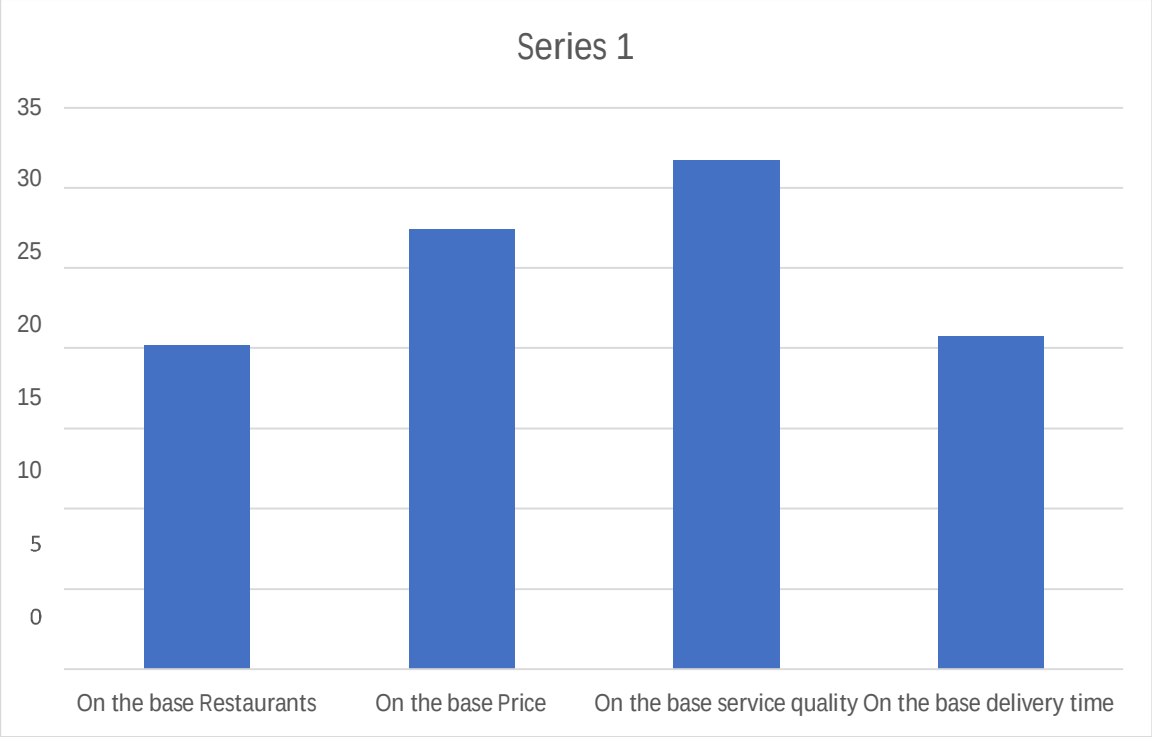
C. What kind of app do you like to order app ?

208 Responses



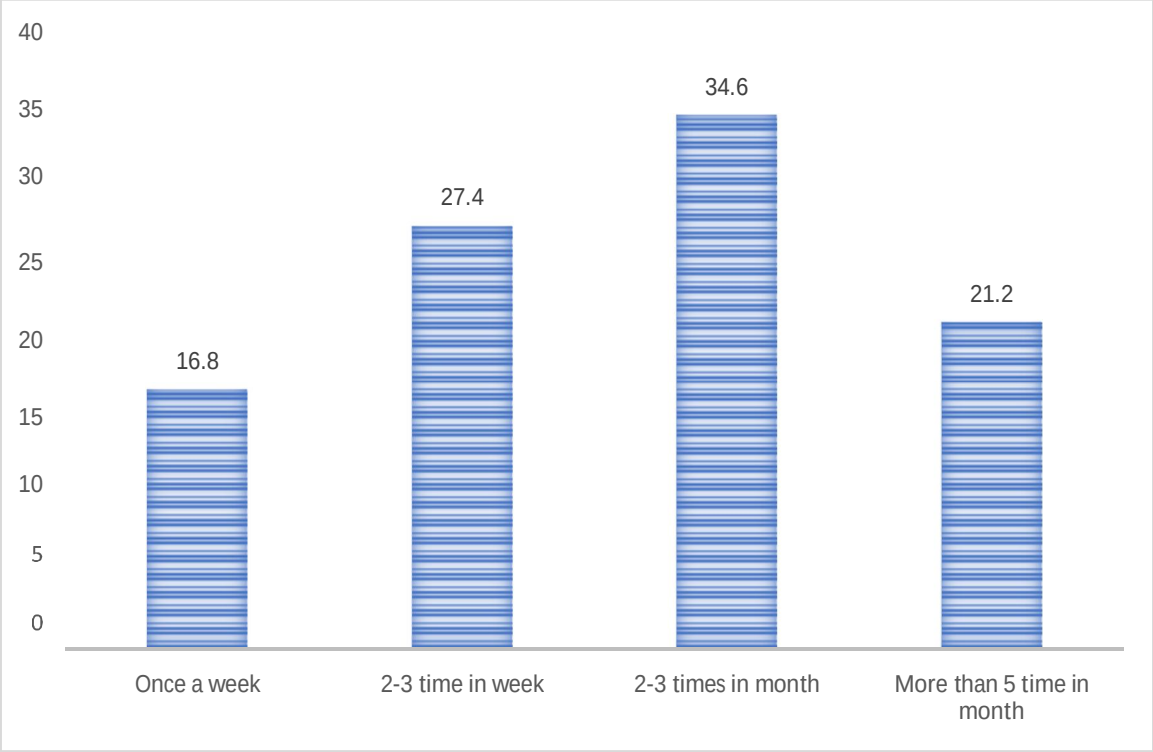
D. Why do you choose this app ?

208 Responses



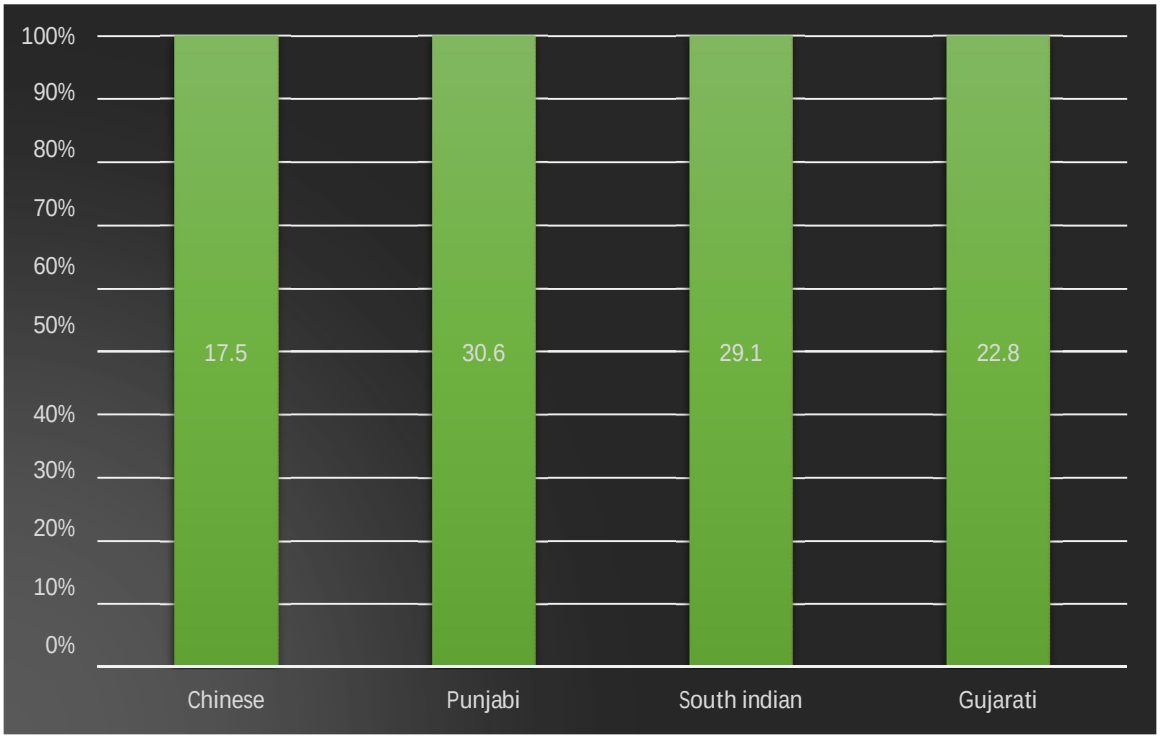
E. How often do you think you would use this app service?

208 Responses



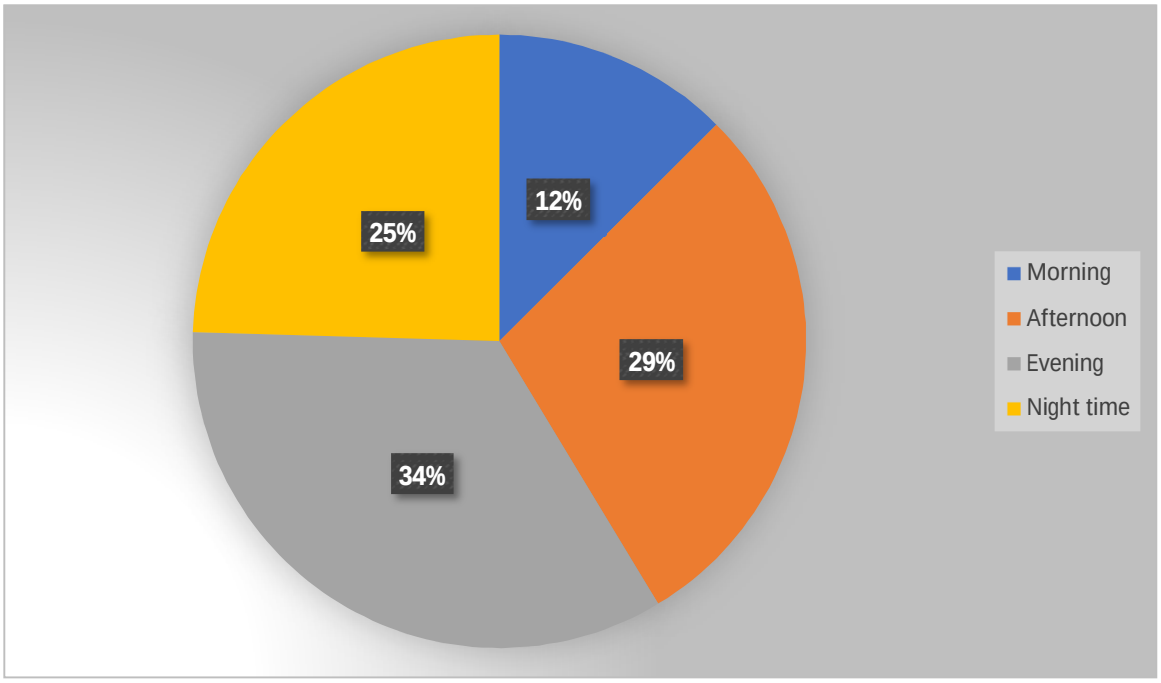
F. Which food you prefer to order more ?

206 Responses



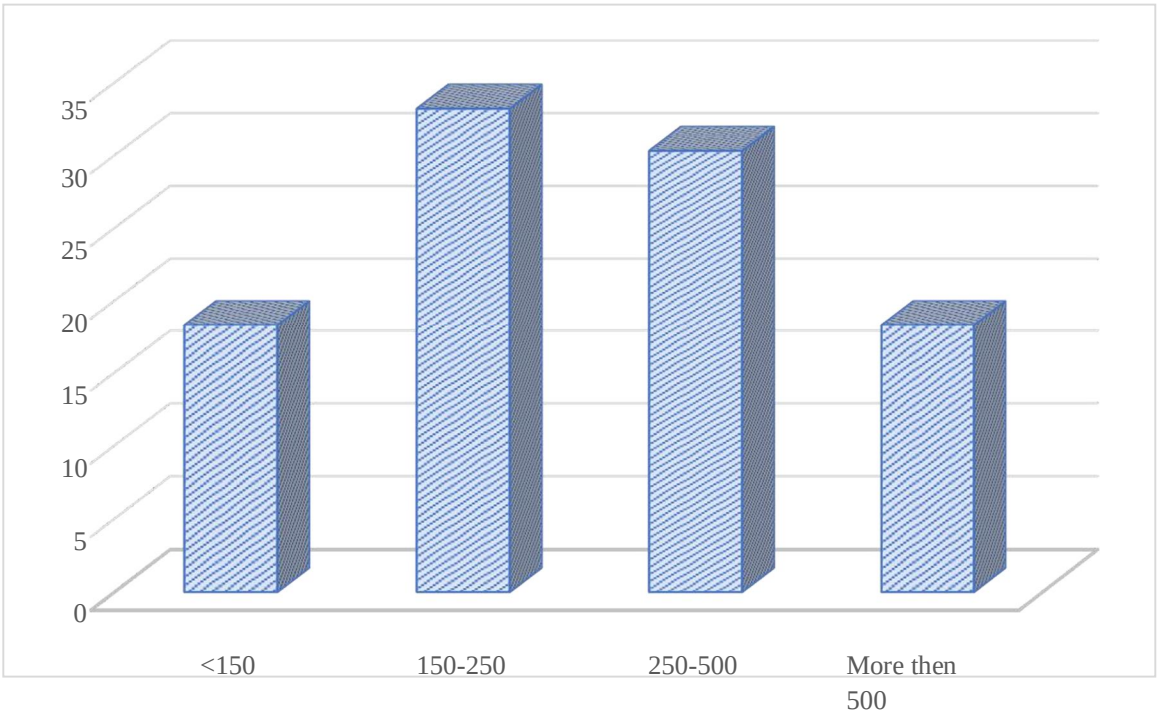
G. When would you most likely use a food delivery service ?

209 Responses



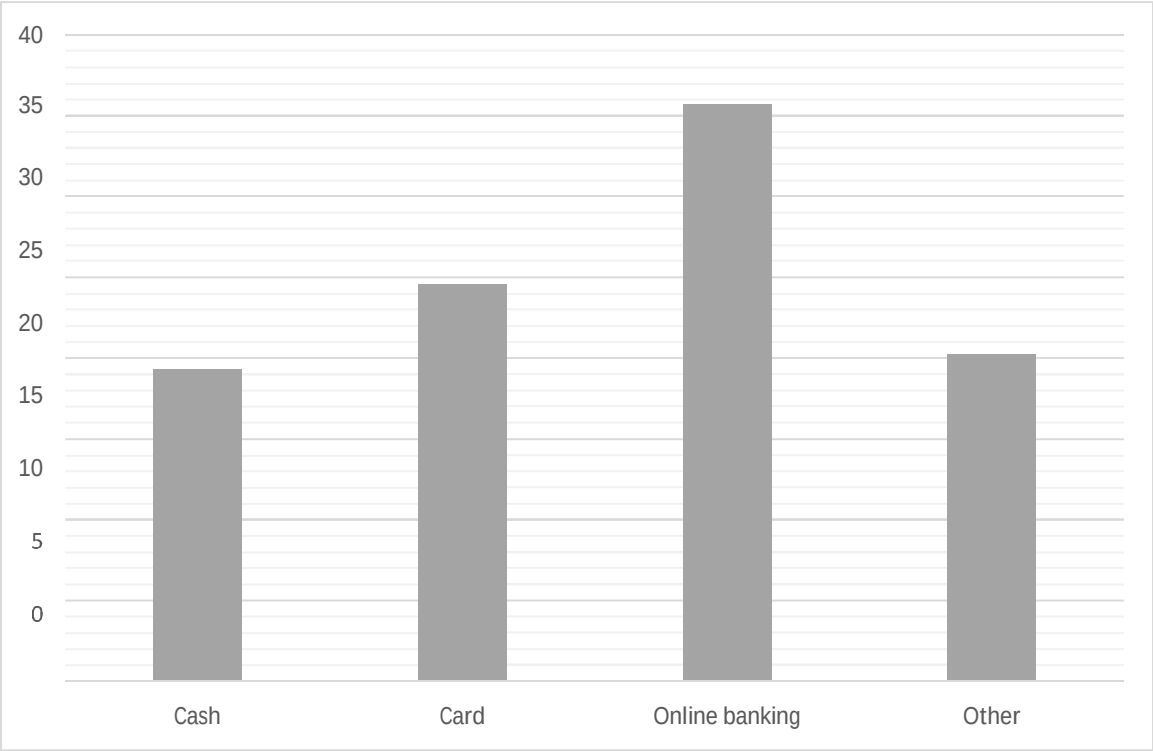
H. What is the approximate money you spend on ordering food per time ?

208 Responses



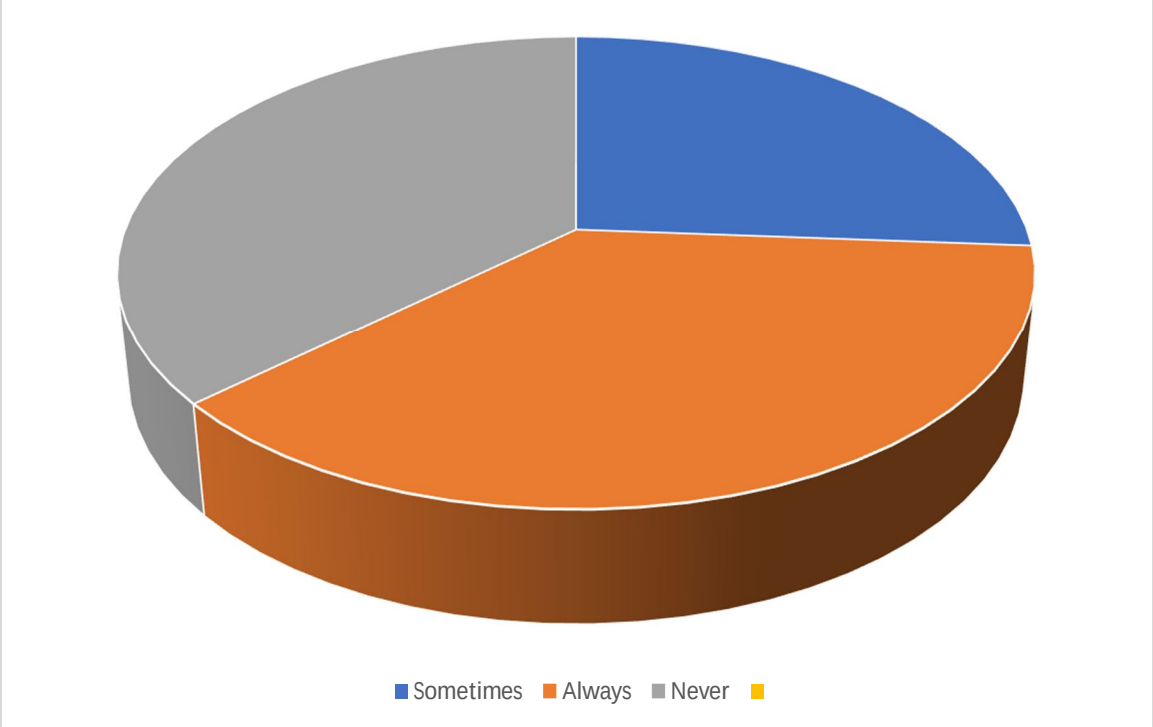
I. Which method of payment do you prefer while making purchase food online ?

207 Responses



J. Are you always assured for correct food delivery?

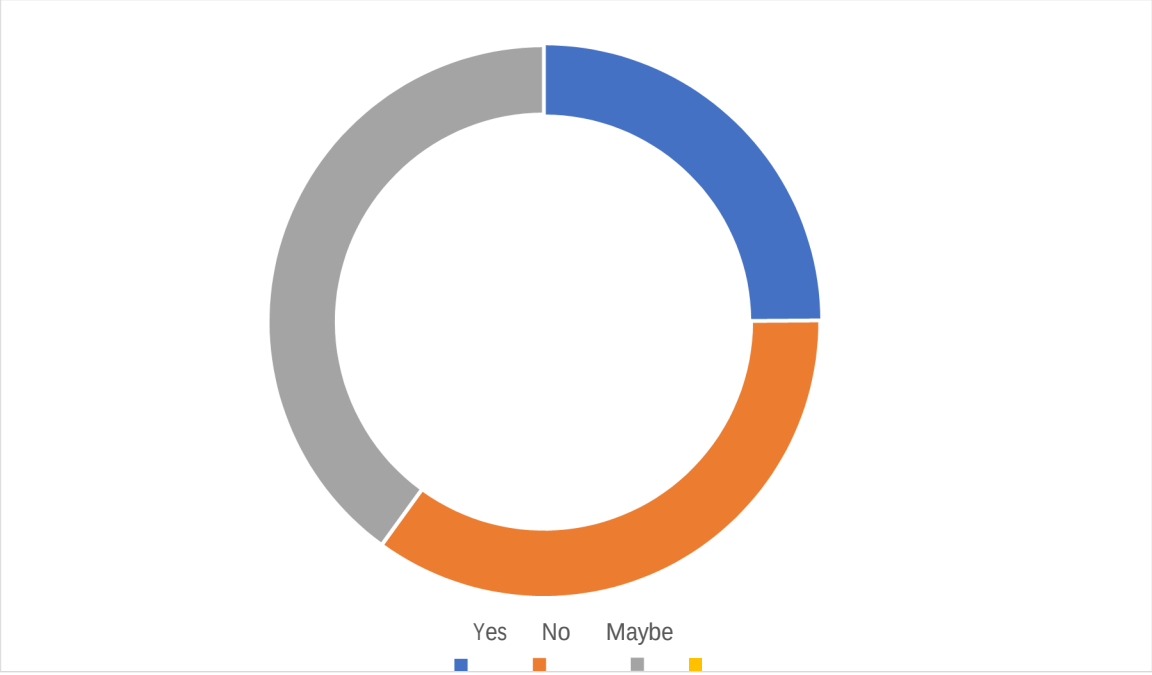
207 Responses



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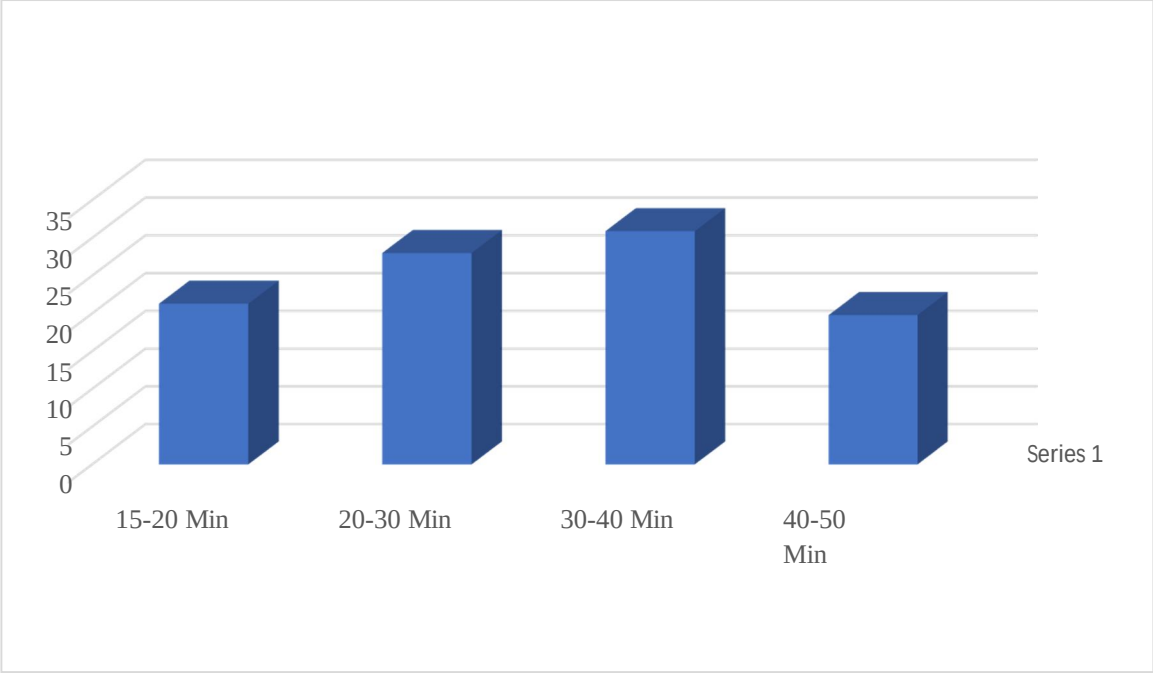
K. Do you like pay higher service charge fee in order to get better delivery service ?

205 Responses



L. What is your normal delivery time experience ?

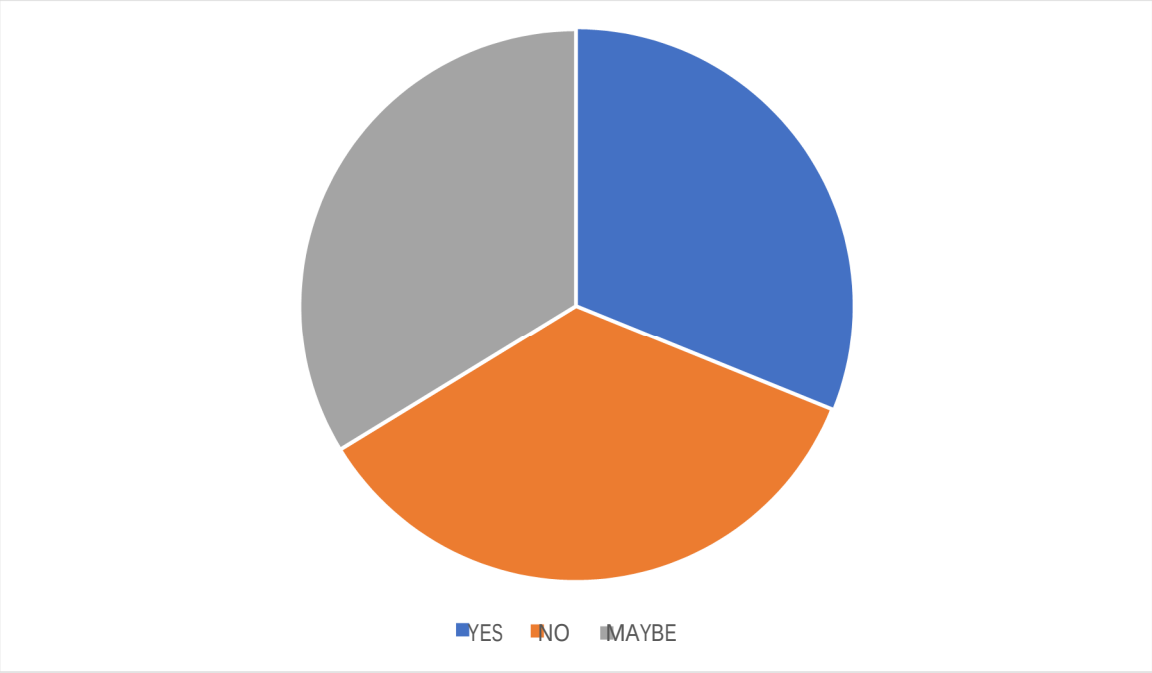
207 Responses



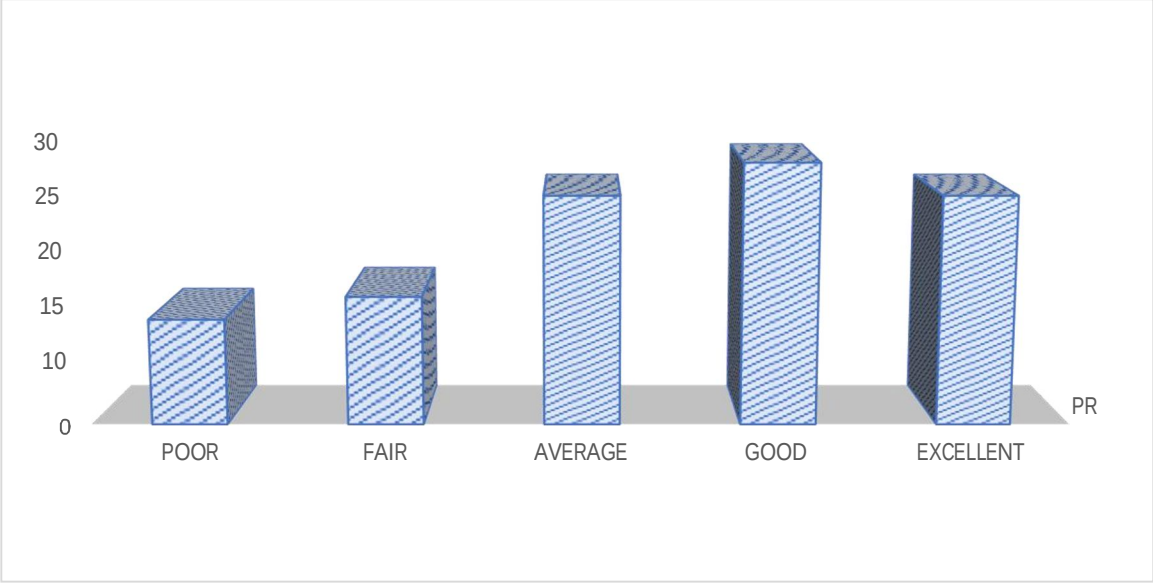
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M. Do you wish to order from multiple restaurant for delivery at the same time?
208 Responses



N. Overall how would you rate the service on a scale of 1 to 5 ?
208 Responses



IV. CONCLUSION

After studied the, examining service gap and competitive analysis of online food ordering apps, it is concluded that every system has its strength and weakness. The purpose of this online food ordering system is basically to save the time of the customer especially when he/she has to invite people for any occasion. The consumer's perception on online food ordering various from individual to individual and perception is limited to certain extend with availability of proper connectivity and the exposure to the online food service. the perception of the consumer various according to various similarities and differences based on personal opinions.

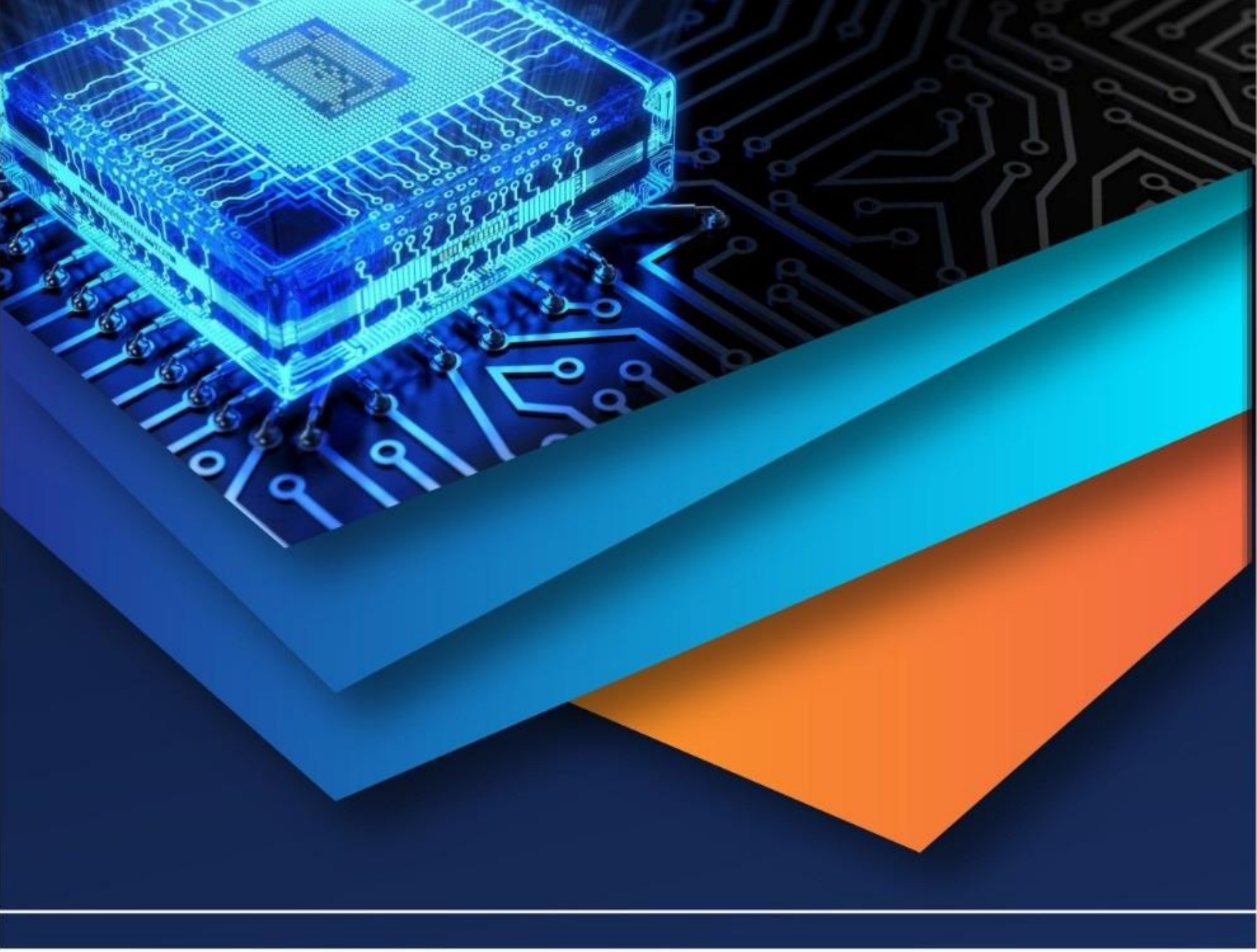
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The study reveals that mostly the youngsters attached to the online food ordering enhance the elder peoples don't used that online service much as compare to the younger once. The study highlights the fact that youngsters are mostly poised to used online food ordering service. the study also reveals that the price of the product, discount and special offers have the most influencing factor on online food ordering. the second most influencing factor is that convince, the next most influencing factor is one time delivery. the study highlights that respondent often prefer to order on weekly basis, the type of meals which were mainly prefer to order was the snacks followed by dinner. Fast food was fancied by most of the respondents in their choice of cuisines. The study also revealed that a major proportion of respondents uses either swiggy or zomato to order they food online. It was also observed that a less percentage of respondent were inclined toward the use of ubereats and foodpanda. The study also revealed that a major proportion of respondent willing to get complimentary accessories with the delivery of food and to get the advantage of advance booking.

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