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Research Article

Ethical Problem Faced By Online Food Delivery Applications

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ABSTRACT

The initial investment required for a delivery-focused format is much less than opening a restaurant or even a fast food restaurant. Investments include rent, interior design, furniture, etc. As a result of these cost advantages, more operators are willing to devote their time, energy and investment to dedicated food delivery formats. There is a considerable reduction in labor and supply costs and the most economical aspect is the need for quality real estate. It's the most expensive of all restaurant investment and with a delivery format, that cost is saved. India is the sixth largest grocery market inthe world, but the organized sector, led by some of the online businesses mentioned above, only accounts for 5-8% of the grocery market share.

Keywords: Usage of online, promotion, satisfaction, digital media

INTRODUCTION

The vast majority still belong to these local markets and family shops. This has obvious Impacts on traditional restaurant meal formats, as more and more people prefer to have a restaurant- style kitchen in the privacy of their home or workplace, but the impact is not as significant as it sounds to be. The fast food industry in India is only 20 years old and remains largely unorganized. Considering the speed at which the organized sector is growing rapidly, it is only a matter of time and much larger global investments before a really big impact occurs on the on-going catering businesses that may not have their own format oriented to Delivery. The role of mobile apps and also web-based system of ordering food cannot be undermined at this point. With more people using smart phones, increasing literacy and access to the Internet, the fortunes waiting to be reaped from the business of home delivery are just a click away.

IMPACT OF COVID-19 ON ONLINE FOOD DELIVERY FIRMS:

The preliminary ranges of the covid-19 pandemic and consequently the following strict lockdown had an unfavourable effect on Indian online meals shipping organizations, extensively ruled through Zomato and Swiggy. Consumers had shied away from online meals ordering way to apprehensions on protection and a well-known desire for home-cooked meals. But matters picked up in a while and consequently the recuperation has been quicker.

It is significant to state that almost no event in recent history has managed to generate so much uproar and indecision as the COVID-19 pandemic. It's social and financial bearing on humanity has been colossal, and the effects are anticipated to remain for a long time. As the country slowly and steadily materializes from the lockdown to embrace what many of us refer to as the 'new normal', the foodservice and delivery industry, which encompasses the cloud kitchens or delivery-only kitchens in India, are putting their best foot forward to start operations after a gap of three months. Throughout the lockdown phase, online food and grocery deliveries managed to become the sole lifeline that modern- day customers have come to depend and rely on. Even after reaching the fifth phase of the nationwide lockdown, many still have a preference towards ordering food online to avert stepping outside for dining altogether.

STATEMENT OF PROBLEM

The fast food business in India is only about 2 decades old, and remains largely unorganized. Given the rate at which the organized sector is rapidly growing, it is only a matter of timeand a much larger chunk of global investments before a really big impact is made on on-going restaurant businesses that may not have a delivery-focused format of their own. In this growing world of technology, online food delivery has become an important element ofpeople's life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems. With the changes in India's population more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily. The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among college students around Coimbatore city. This study analyses the factors that attract consumers towards online food delivery system and this study also analyze the advantage and disadvantage of the online food delivery system among college students around Coimbatore city, by using primary data. The cleanliness and hygiene offood being delivered to the customers, the quality and quantity worth to price are the problems addressed by the customers relying on online food delivery system.

ONLINE FOOD DELIVERY MARKET OVERVIEW:

The online food delivery could also be a service that allows the user to order food from a desired food outlet via the online. his may be done either by happening to the online site and placing an order or by employing a mobile application. The introduction of online food delivery system has been a convenient addition, which has not only reduced long queues, but has also decreased the waiting time for ordered food delivery. The electronic food delivery system has already been adopted throughout the planet and its performance has been relatively good.

The electronic food delivery services market consists of sales of online food delivery services and related services primarily for household consumption. The electronic food delivery services market includes all companies involved in distributing the packages received from hospitality establishments and has an internet portal or an application for his or her sales. The food is usually either ready-to-eat food or food that possesses to be specially prepared for direct consumption. Online food delivery service has two segments, restaurant-to-consumer delivery includes delivery of order directly by the concerned restaurant, whereas, Platform-to-consumer segment involves online delivery services that deliver orders of partner restaurants. Major players within the Coimbatore online food delivery services market are Zomato, Swiggy, Domino's pizza, The Coimbatore district online food delivery services market is segmented

1) By Type: Platform-to-Customer, Restaurant-to-Customer
2) By Channel Type: Websites, Mobile Applications
3) By Payment Method: Cash On Delivery, Online Payment

TRACKING DELIVERY DATA

With an enormous piece of the conveyance stream in the possession of outsiders, it's not shocking food suppliers are going to information assortment and investigation to more readily comprehend their conveyance activities.

In April 2019, McDonalds burned through $300 million to obtain a major information startup. The multi-billion-dollar combination comprehended that the most ideal approach to remain in front of the opposition is to quantify, investigate, and work on your presentation

Having these experiences into your own conveyance tasks is important and the advantages stretch across everything from relations with outside armadas and aggregators, to giving perfect conveyances, to empowering different arms of your business, similar to client care, promoting and marking.

OBJECTIVES OF THE STUDY

1. To analysis the Satisfaction level of online food delivery.
2. To examine the Problems faced by the respondents while ordering the food through online.
3. To analysis the reason for ordering food through online

SCOPE OF THE STUDY

The role of mobile apps and also web-based system of ordering food cannot be undermined at this point. With more people using smart phones, increasing literacy and access to the Internet, the fortunes waiting to be reaped from the business of home delivery are just a click away.

RESEARCH METHODOLOGY

The methodology adopted for studying the objective of the project was surveying the general public of the Coimbatore town. Direct personal interview method with the help of structured questionnaire was adopted for collection of primary data and secondary data are used.

DATA COLLECTION

The questionnaire is prepared on Google form for collecting primary data andjournals, articles, Internet etc. used as secondary data.

SAMPLE DESIGN

Descriptive research design is conducted for studying and analyzing consumer perception towards online food ordering apps among college students around Coimbatore

SAMPLE POPULATION

The population of study is the college students around Coimbatore District SAMPLE SIZE.The sample size of study is 126

SAMPLE TECHNIQUE

The sample of among 126 college students around Coimbatore city is taken as the sample sizefor purpose of study. The technique used to decide on sample size was convenience sampling technique.

TOOLS FOR ANALYSIS

Major tool is used in the analysis process has been graphs and chart for interpretingthe data collected.

LIMITATIONS OF THE STUDY

1. Some of the respondent of the study are unwilling to share information.
2. The information given by the respondents might be biased because some of them might not be interested in providing correct information.
3. This study is restricted to small area only.

LITERATURE REVIEW

According to **Sheryl E. Kimes (2011),** his study found that perceived control and convenienceassociated with the online food ordering services were important for both users and non-users. Non- users need more personal attention and also had high uncertainty towards use of early technologies.

Serhat murat alagoz & haluk hekimoglu (2012), opined that e-commerce is dynamically growing worldwide, the food industry is also indicating an increased growth. They have suggested theTechnology 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 andusefulness of online food ordering process and also vary according to their innovativeness againstinformation technology, their trust in e commerce websites and few external influences.

Ashoutosh bhargve (2013) said that Foodpanda an online food ordering apps has been launched in the indian market since May 2012. Foodpanda first major move was acquisition of TastyKhana, whichwas started in pune in year 2007. With acquisition of TastyKhana and JUSTEAT. It is now available inover 200 cities and delivery partner with over 12,000 restaurants. JUSTEAT which was launched in Denmark in 2001 and was listed publicly on the London stock exchange is also mentioned. Their Indian venture was come as hungry Bangalore in 2006. It was reintroduced in 2011 when JUSTEAT acquired as share in the business. Today, the company partners with over 2,000 restaurants.

According to**Varsha Chavan, et al (2015),** the use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately.

The increase in uses of smart phones computers are giving platform for servicing industry. Their analysis conclude that this process is convenient, effective and easy to use, which is expected to better day by day in coming times.

H.S.Sethu & Bhavya Saini (2016), their idea was to analyze the student's perception, behavior and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of theirfavourite food at any point of time and always access to internet, free data are the main reasons for using the apps.

Bhotvawala, Balihallimath, Bidichandani, & Khond (2017), study reveals aggregator delivery services as opposed to 'Delivery as a service' companies, generate a platform for consumers to navigate through a variety of restaurants hosted on it and placing orders manually.

Sindhu Kashyap (2018), study reveals that the food delivery platform players like swiggy, zomato have made their presence in India and now Uber eats have joined the competition

Malhotra & Singh (2020), The research helps find various strategies used by major food delivery companies to promote their business in India and the effect caused by online food delivery apps on

restaurant business. According to the study, food ordering through apps is growing but still many new startups failed to survive in the competition and faced closure.

Kumari (2020), This study reveals that helps to identify the determinants of continuous use intention for food delivery software applications. The research findings stated that the users were influenced by peers, indicating that word of mouth marketing should be pursued by delivery platforms providers.

Vinaik, Goel, Sahai, & Garg (2021), study reveals the food and service industry requires the preferences of the customers, to satisfy and identify their needs. According to research, majority of the respondents were aware about the food apps and the most used apps are zomato and swiggy. The respondents considered various factors like delivery time, convenience and good customer service as the most important ones.

HISTORY OFONLINEFOODORDERINGAPPLICATIONS IN WORLD

The first online food order was a pizza in 1994 by the Pizza Hut in America. Then theprimary online food ordering service was World Wide Waiter in 1995, these days it's called waiter.com. Major pizza companies have started 20-30% of their business through mobile apps in the year 2000. With raised usage of smartphone, the food delivery startups began to receive additional attention. Instacart has been founded in 2012. From the year 2015, online ordering began phone ordering to till date. Nowadays it's such a lucky factor to enjoy online food delivery applications like Zomato, Swiggy and UberEats that offer our favorite food at any place where we want. The arrival of mobile technology has brought such an enormous amendment in it. Industries like healthcare, logistics, food, taxi booking, etc. are moving quickly to achieve sales and customers across the market. Besides, customer satisfaction and customer services are two major factors that each company has to specialize in it. In today's world each different person has food delivery mobile applications in their smart devices to order food online. The online ordering enables the food lovers to book and receive food from a good chain of restaurants. It's currently simple to order and receive food at the doorsteps with trending food delivery applications. Additionally, there are many different optionswithin the mobile applications that you just ought to consider before creating it live. Geo- location, auto value calculation, map, review & rating, elaborated data of eating house and lots of others are the serious demands from the purchasers that you just ought to implement in your food ordering and delivery applications.

SEARCH AND NAVIGATION:

The customers can search and browse the restaurants on the food ordering app & website and view their details.

GEO FENCING:

By fetching their current location, the customers can even view their nearby restaurants or food stores and order food locally for themselves. These can be viewed both in map & list view.

SORTING AND FILTERING:

Searching can be made simpler through the options of sorting and filtering for restaurants andproducts.

RATINGS AND REVIEWS:

For every order, the customers can rate the restaurant and the delivery driver and also, write reviews for them.

SCHEDULE ORDERS:

What if the customer is not planning to order something immediately? Not an issue, with the schedule feature, the customers can have it delivered anytime.

SOCIAL MEDIA SHARING:

The options to share the food experience can be achieved through social media like Facebook or WhatsApp, where customers can share the links to the products directly from the food ordering app.

FAVORITE RESTAURANTS:

The access to the favorite restaurants is much easier when customers mark a restaurant as favorite and just browse the favorites list to place an order from a restaurant.

DATA ANALYSIS & INTERPRETATION

Data analysis is considered to be an important step and the heart of every research work. Data analysis entails that the analyst break down data into constituent parts to obtain answers to research questions. After collection of data with the help of relevant tools and techniques, the next logical step, is to analyse and interpret data with a view of arriving at an empirical solution to the problem. For the purpose of research 100 samples has been selected. The following line simply articulates how the data has been analysed and interpreted for the purpose of this study. Interpretation is the act of explaining, reframing or otherwise showing your own understanding of something. It is the process of assigning meaning to the collected

information, determining the conclusion, significant; simplifications etc., the steps involved in interpretation are the types of information which will provide structural information focus for analysis.

Most Preferred Online Food delivery app Of TheRespondents

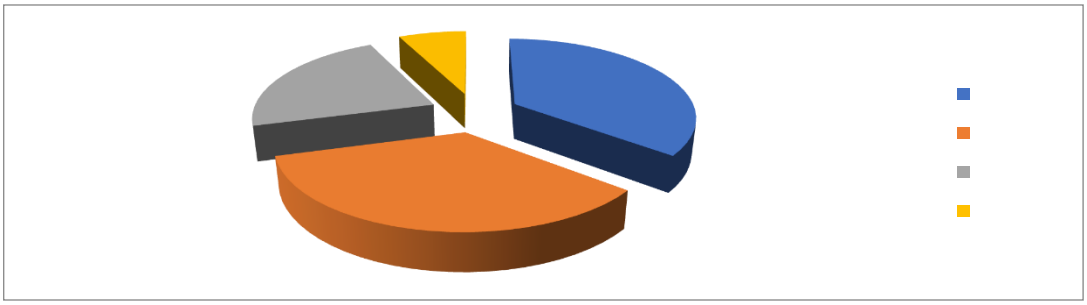
Table no 4.1			
Most Preferred Online Food delivery app			
	No of Respondents	**Percentage**	**Cumulative Percentage**
Zomato	45	36%	36%
Swiggy	44	35%	71%
Dominos	28	22%	93%
Others	9	7%	100%
Total	**126**	**100%**	

Source : Primary Data

INTERPRETATION

It has been inferred that the table no. 4.1 shows that 36%(45) respondents are belonging to the group of zomato and 35% (44) respondents are belonging to the group of swiggy and 17%(22) respondents are belonging to the group of dominos and 7% (9) respondents are belonging to the age group of others.From this table it concludes that most of the respondents are belonging to the groupZomato
The below mentioned chart clearly explains the graphical representation of theabove mentioned data.

CHART 4.1



The Challenges You Faced While Ordering FoodElectronically Of The Respondents

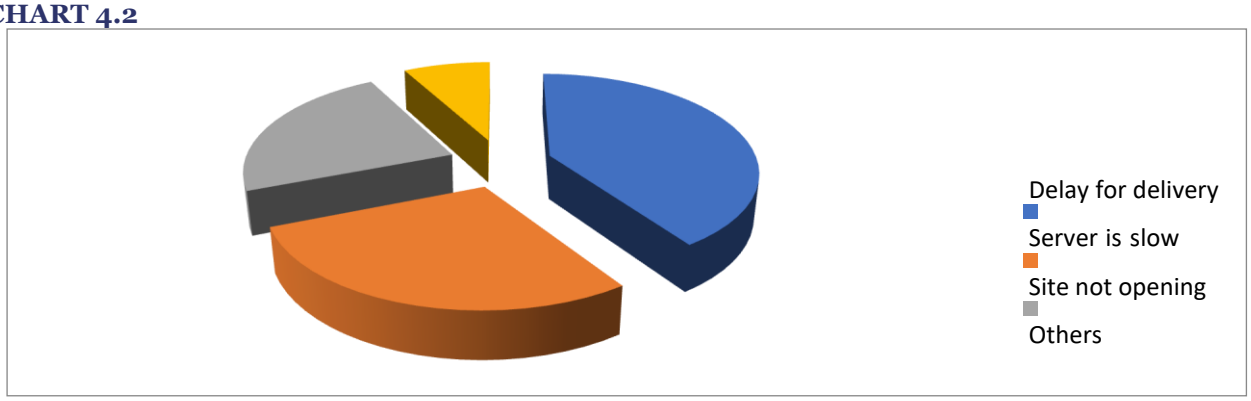
Table no 4.2			
What are the challenges you faced while ordering food electronically			
Delay for delivery	51	40%	40%
Server is slow	36	29%	69%
Site not opening	29	23%	92%
Others	10	8%	100%
Total	**126**	**100%**	

Source : Primary Data

INTERPRETATION

It has been inferred that the table no. 4.2 shows that 40%(51) respondents are belonging to the group of delay to delivery and 29% (36) respondents are belonging to the group of server is slow and 23%(29) respondents are belonging to the group of site not opening and 10% (8) respondents are belonging to the group of others.
From this table it concludes that most of the respondents are belonging to the age group delay for delivery .
The below mentioned chart clearly explains the graphical representation of theabove mentioned data.

CHART 4.2



requency of Using Online Apps To Order Foods Of TheRespondents

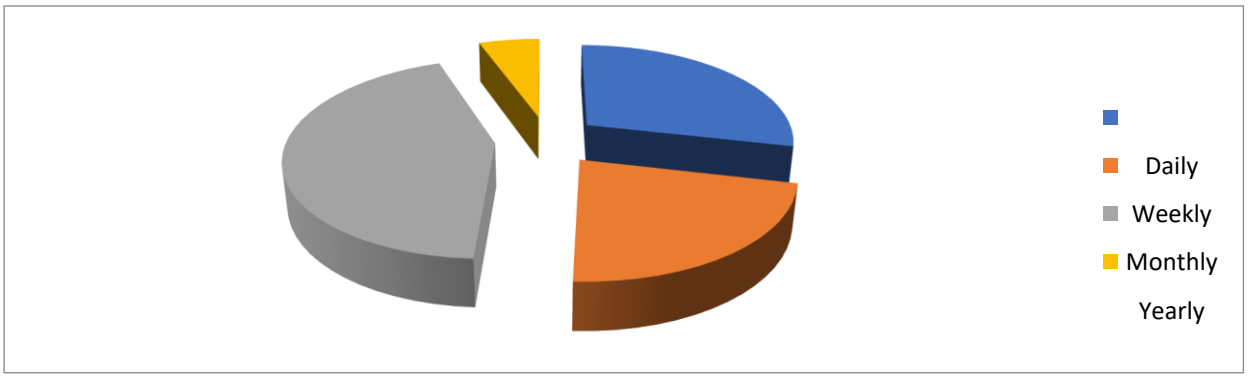
Table no 4.3			
Frequency of using online apps to order foods			
	No of Respondents	**Percentage**	**Cumulative Percentage**
Daily	36	29%	29%
Weekly	28	22%	51%
Monthly	55	44%	94%
Yearly	7	6%	100%
Total	**126**	**100%**	

Source : Primary Data

INTERPRETATION

It has been inferred that the table no. 4.3 shows that 29%(36) respondents are belongingto the group of daily and 22% (28) respondents are belonging to the group of weekly and 44%(55) respondents are belonging to the group of monthly and 2% (3) respondents are belonging to the group of others
. From this table it concludes that most of the respondents are belonging to the group of monthly.
The below mentioned chart clearly explains the graphical representation of theabove mentioned data.

CHART 4.3



Type Of Food Ordered In The Online Food Delivery App OfThe Respondents

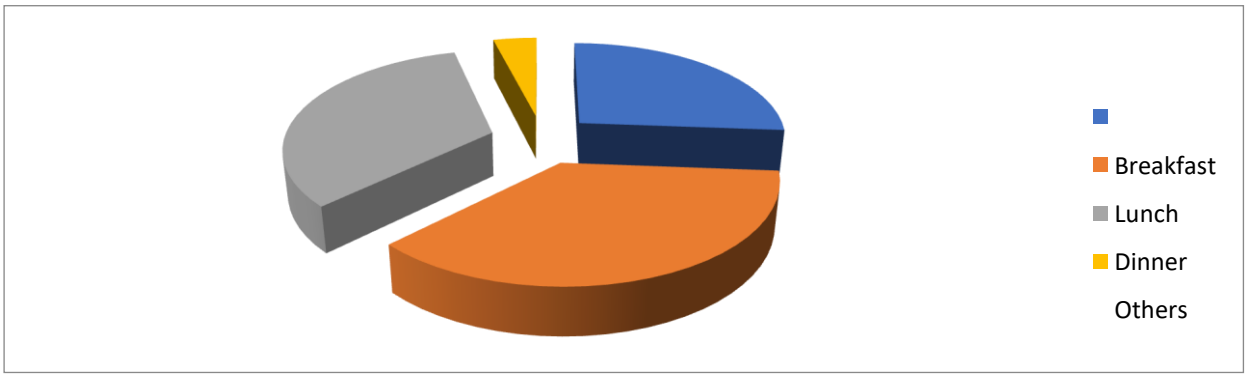
Table no 4.4			
Which type of food ordered in the online food delivery app			
	No of Respondents	**Percentage**	**Cumulative Percentage**
Breakfast	33	26%	26%
Lunch	46	37%	63%
Dinner	42	33%	96%
Others	5	4%	100%
Total	**126**	**100%**	

Source: Primary Data

INTERPRETATION

It has been inferred that the table no. 4.4 shows that 26%(33) respondents are belonging to the group of breakfast and 37% (46) respondents are belonging to the group of lunch and 42%(33) respondents are belonging to the group of dinner and 5% (4) respondents are belonging to the group of above 40 years
. From this table it concludes that most of the respondents are belonging to the group of lunch.
The below mentioned chart clearly explains the graphical representation of theabove mentioned data.

CHART 4.4



Type Of Payment You Made For Purchasing Food Of TheRespondents

Table no 4.5

What type of payment you made for purchasing food

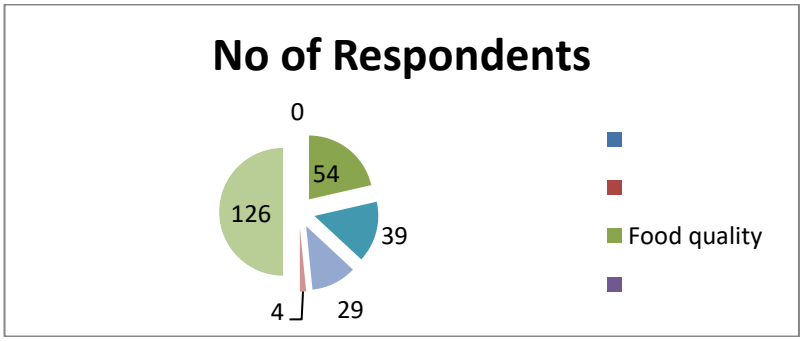
	No of Respondents	Percentage	Cumulative Percentage
Cash on delivery	62	49%	49%
Credit card	24	19%	68%
Debit card	20	16%	84%
Net banking	20	16%	100%
Total	**126**	**100%**	

Source : Primary Data

INTERPRETATION

It has been inferred that the table no. 4.5 shows that 49%(62) respondents are belonging to the group of cash on delivery and 19% (24) respondents are belonging to the group of credit card and 16%(20) respondents are belonging to the group of debit card and 16% (20) respondents are belonging to the age group of above 40 years.
From this table it concludes that most of the respondents are belonging to the group cash on delivery.
The below mentioned chart clearly explains the graphical representation of theabove mentioned data.

CHART 4.5



Kind Of Problem Will Arise While Using The Online Food Definitely App For Ordering The Foods Of The Respondents

Table no 4.6

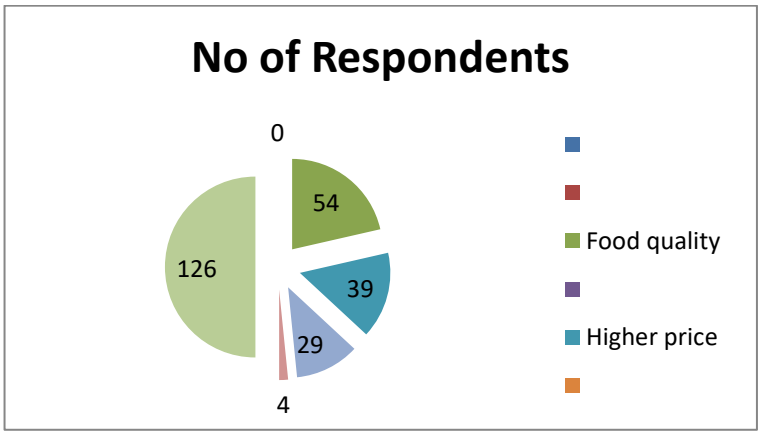
What kind of problem will arise while using the online food definitely app for orderingthe foods			
	No of Respondents	**Percentage**	**Cumulative Percentage**
Food quality	54	43%	43%
Higher price	39	31%	74%
Long delivery	29	23%	97%
Others	4	3%	100%
Total	**126**	**100%**	

Source : Primary Data

INTERPRETATION

It has been inferred that the table no. 4.6 shows that 43%(54) respondents are belonging to the group of food quality and 31% (39) respondents are belonging to the group of higher price and 23%(29) respondents are belonging to the group of long delivery and 3% (4) respondents are belonging to the group of others .
From this table it concludes that most of the respondents are belonging to the group food quality
The below mentioned chart clearly explains the graphical representation of theabove mentioned data.

CHART 4.6



Are you satisfied in online food order Of The Respondents

Table no 4.7

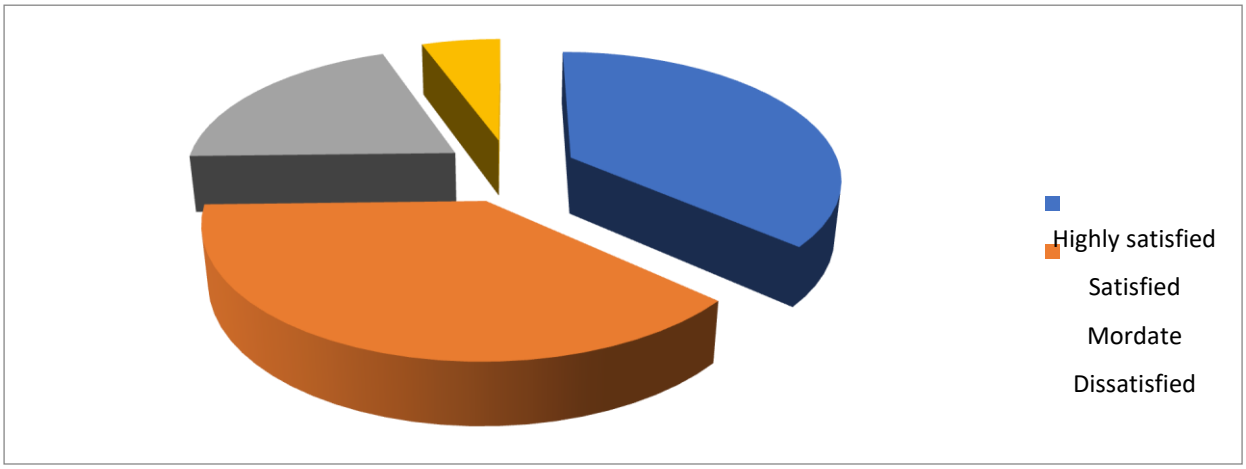
Are you satisfied in online food order			
	No of Respondents	**Percentage**	**Cumulative Percentage**
Highly satisfied	46	37%	37%
Satisfied	48	38%	75%
Moderate	25	20%	94%
Dissatisfied	7	6%	100%
Total	**126**	**100%**	

Source: Primary Data

INTERPRETATION

It has been inferred that the table no. 4.20 shows that 37% (46) respondents are belonging to the group of Highly satisfied and 38% (48) respondents are belonging to the group ofsatisfied and 20% (25) respondents are belonging to the group of moderate and 6% (7) respondents are belonging to the group of dissatisfied.
From this table it concludes that most of the respondents are belonging to the group satisfied.
The below mentioned chart clearly explains the graphical representation of theabove-mentioned data.

CHART 4.7



Which Type Of Food You Prefer To Order Through OnlineApp Of The Respondents

Table no 4.8

Which type of food you prefer to order through online app

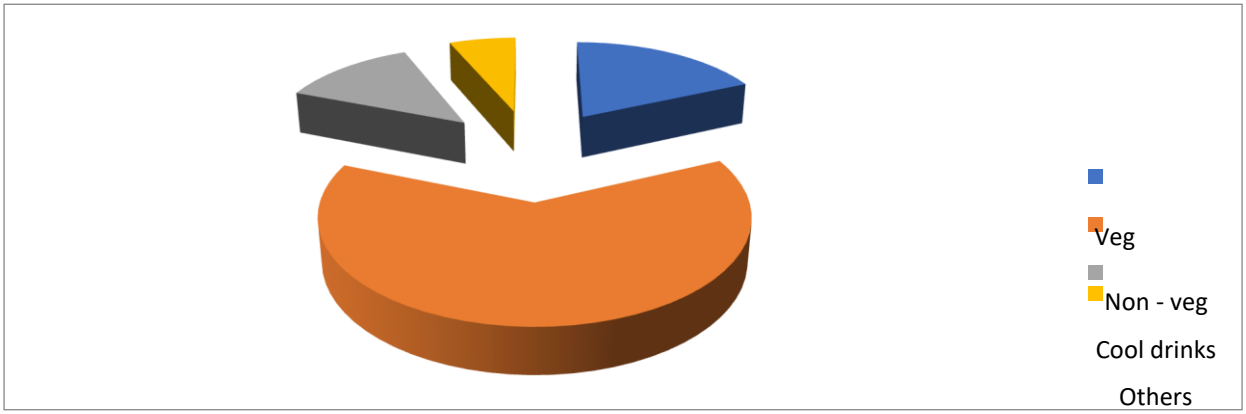
	No of Respondents	Percentage	Cumulative Percentage
Veg	23	18%	18%
Non - veg	79	63%	81%
Cool drinks	16	13%	94%
Others	8	6%	100%
Total	**126**	**100%**	

Source: Primary Data

INTERPRETATION

It has been inferred that the table no. 4.19 shows that 18%(23) respondents are belonging to the group of Veg and 63% (79) respondents are belonging to the group of Non Veg and 13%(16) respondents are belonging to the group of cool drinks and 8%(6) respondents are belonging to the group of others .
From this table it concludes that most of the respondents are belonging to the group between 21 to 30 years. The below mentioned chart clearly explains the graphical representation of theabove-mentioned data.

CHART 4.8



When you started ordering foods through online fooddelivery app Of the Respondents

Table no 4.9

When you started ordering foods through online food delivery app

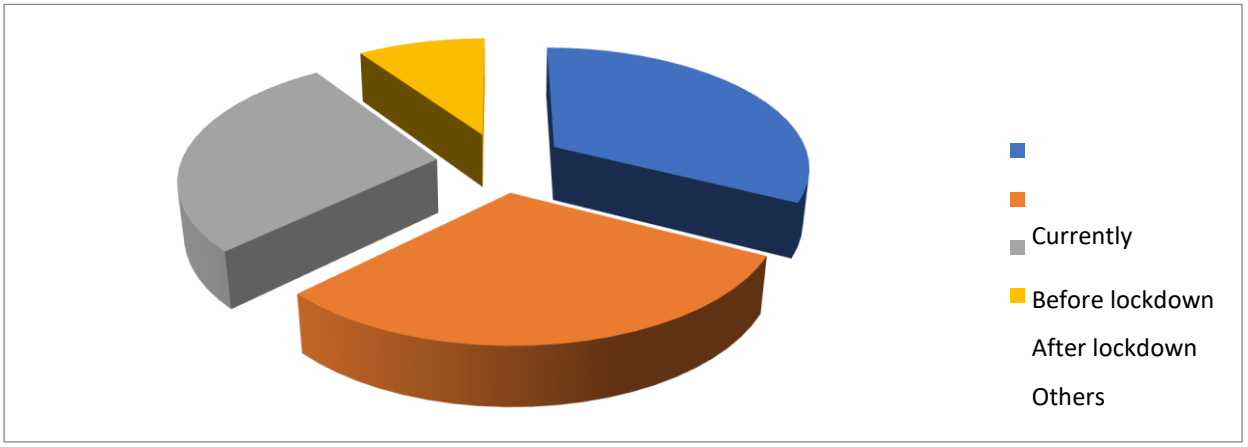
	No of Respondents	Percentage	Cumulative Percentage
Currently	41	33%	33%
Before lockdown	38	30%	63%
After lockdown	35	28%	90%
Others	12	10%	100%
Total	**126**	**100%**	

Source: Primary Data

INTERPRETATION

It has been inferred that the table no. 4.9 shows that 33% (41) respondents are belonging to the group of currently and 30% (38) respondents are belonging to the group of before lockdown and 28% (35) respondents are belonging to the group of after lockdown and 10%
(12) respondents are belonging to the group of others
. From this table it concludes that most of the respondents are belonging to the group of currently.
The below mentioned chart clearly explains the graphical representation of theabove-mentioned data.

CHART 4.9



FINDINGS AND SUGGESTION

The study has been conducted with the aim of findings out the band preference towards online food delivery. the approaches to the both are describe the primary and secondary data were collected by adopting questionnaire method. The data collected were processed and various inferences were drawn using statistical techniques method such as tabulation, percentages and diagrams. This chapter is confirmed to summery of findings and suggestions of the study.

5.1 FINDINGS OF THE STUDY

- It revels that 55% of the respondents are belonging to the age group of 21to 30 years

It revels that 55% of the respondents are females.

- This shows that 71% of the respondents are unmarried persons.
- It shows that 48% most of the respondents are having degree as theireducational qualification.
- Table revels that 30% of the respondents are in Private employment.
- Table revels that 35% of the respondents are the Monthly income to the groupof 10000 - 20000.
- Table revels that 46% of the respondents are belongs members to the group ofJoint families.
- Table revels that 49% of the respondents consist of 4 members in their family
- Table revels that 36% of respondents to the most using for online delivery appin Zomato.
- Table revels that 40% of the respondents for the Delay for Delivery in overopinion for users.

- Table revels that 44% of the respondents are Monthly useage for online foodapps.
- Table revels that 37% of the respondents are mostly order for Lunch time.
- Table revels that 49% of the respondents to select the Cash on delivery.
- Table revels that 43% of the respondents for choosing in Food quality.
- Table revels that 43% of the respondents most select for this amount 500 -1000.
- Table revels that 79% of the respondents for Yes.
- Table revels that 60% of the respondents members selecting the Smart phone.
- Table revels that 63% of the respondents in Non-veg.
- Table revels that 38% of the respondents in the group of Satisfied.
- Table revels that 33% in most of the respondents are choose in Currently.
- Table revels that 37% of the respondents of the select to Easy to use.
- Table revels that 69% of the respondents most for selecting the Good.

SUGGESTION

1. Ensure that the website is updated, along with all of your restaurant's vital information such as menu, contact details, reviews, etc.
2. An app improves the speed and ease of online ordering of food.
3. Update the menu, the holidays and the changes in the online ordering timings regularly whenever the need arises to make sure that the customers have all the relevant information online.
4. Send regular SMS and emails to your customers about the latest offersrunning at your restaurant.

CONCLUSION

The initial investment required for a delivery-focused format is much less than opening a restaurant or even a fast food restaurant. Investments include rent, interior design, furniture, etc. As a result of these cost advantages, more operators are willing to devote their time, energy and investment to dedicated food delivery formats. There is a considerable reduction in labour and supply costs and the most economical aspect is the need for quality real estate. It's the most expensive of all restaurant investment, and with a delivery format, that cost is saved. The convenience of ordering groceries from your mobile app or web browser has certainly taken market share away from the trusted "kirana" or "mom-n-pop" stores. India is the sixth largest grocery market in the world, but the organized sector, led by some of the online businesses mentioned above, only accounts for 5-8% of the grocery market share. The vast majority still belong to these local markets and family shops. This has obvious impacts on traditional restaurant meal formats, as more and more people prefer to have a restaurant-style kitchen in the privacy of their home or workplace, but the impact is not as significant as it sounds to be. The fast food industry in India is only 20 years old and remains largely unorganized. Considering the speed at which the organized sector is growing rapidly, it is only a matter of time and much larger global investments before a really big impact occurs on the on- going catering businesses that may not have their own format oriented to Delivery.

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