

A STUDY OF CONSUMER BEHAVIOUR TOWARDS USING ONLINE FOOD SERVICES IN INDIA WITH SPECIAL REFERENCE TO AGRA CITY

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INTRODUCTION

Today food delivery business is one of the fastest growing sectors of E- commerce. The major difference between traditional and online food ordering is the interaction between consumer and seller. The use of online food services is very easy; most people can use it without any type of difficulty. Online food app services are giving the door services, the people of India can search their favorite restaurants and they are also able to place their order within a few minutes.

Zomato is a type of Indian food service. Which provides us the menu and location of restaurants and other food centers the internet. Zomato is a type of restaurant discovery service started by Deepinder Goyal and Pankaj Chadda in 2008. The current CEO of zomato is currently Deepinder Goyal. Right now, zomato provides us with many facilities like: - order online, table reservation, management, POS system, subscription service. zomato's main headquarter is located in the Gurgaon which is in the state of Haryana.

Food Delivery Company swiggy topped the Economics Times start-up Award 2017, the biggest and best award for start-ups in the country, this placed swiggy in the line of companies known for their ability in terms of technology and entrepreneurship, as well as being included in the India Forbes fewer than 30 magazines. The entire work from order to delivery will be done by swiggy, due to which the customer and the owner of the restaurants are benefiting a lot. Swiggy and his team took advantage of this task and created a tremendous delivery restaurant network. Swiggy kept his commission on both sides, leading to lead generation for restaurant and home delivery to customers. Swiggy has kept a good hold on its customers due to timely delivery. Given swiggy's success, many domestic and foreign investors have invested in the company.

AREA	ZOMATO (approx.)	SWIGGY(approx.)
TAJGANJ	600	590
CIVIL LINES	295	335
AGRA CANTT	155	150
SIKANDRA	356	325
MANTOLA	110	130

KHANDARI	115	100
KAMLA NAGAR	235	230
RAKABGANJ	100	120
DAYALBAGH	115	100
SHAHGANJ	190	195
LOHAMANDI	50	55
KUBERPUR	30	28
ARJUN NAGAR	45	35

OBJECTIVES OF THE STUDY

1. To know the strategies of zomato and swiggy.
2. To analyse the most popular app of online food services in Agra (zomato or swiggy).
3. To give the suggestions for smooth functioning of zomato and swiggy food services.

RESEARCH METHODOLOGY

60 online food service users in Agra city (zomato and swiggy) are selected in this study as the respondents. Descriptive study used here, Purposive sampling is used for the survey. The data is collected through self-structured questionnaires of the respective respondents. The study is based on primary and secondary data. Statistical tool is used for the analysis of findings and to draw inferences as a ratio, average, test for significance, etc.

REVIEW OF LITRETURE

Verma (2019): - He analysed that consumer's perception varies according to different similarities and differences based on their personal views. Studies show that most youths are associated with ordering food online and therefore older people do not use these online services more than younger people. The study also highlights the fact that youth are ready to use online food ordering services.**Belia Ayush (2019):** - by doing the research, he said that food apps are successful in capturing a market. These apps also help in achieving digitalization. **Parashar Neha (2019):** - According to her food delivery apps have now become a big hit with tech-savvy individuals in India. **Jadhav Sonali (2019):** - more than 50% of the 2018 food market is in the unorganized area. Although this market is growing in leaps and bounds due to increasing urbanization, rising disposable income, the rapid increase in the use of working women and smartphones. Mostly players attribute this development to 3 factors: internet penetration, the smartphone is gaining a position of necessity in life, and restaurants are being forced to explore delivery options grow your business in the event of the competition. **Vinayak Anita (2019):** - found that majority respondent was aware of food apps. Majority of the respondents have been using the food app for the last 1-2 years factor analysis, which factors are considered most important by

respondents regarding their monthly expense is convenient to use, easy payment method, now delivery time and receiving required order and good customer service regarding age, receiving expected orders and fewer restaurants. There is a difference in respondents' perceptions regarding monthly expenditure and different age groups. **Gupta Mithali (2019):-** she said web integration the food ordering system is no doubt the simplest, cheapest and helpful to the business of the dining space owner. With the continuous holocaust of experts in urban areas and rapid urbanization of the Indian scene, food distribution and share of the restaurant are currently booming at a ranking pace. **Gera Mega (2018): -** Her exploitation of this market, there is increasing competition among them. Increased competition means that these companies try to give the restaurant a minimum cost and more profit so that the restaurants choose that particular distribution company for food delivery. **Das (2018): -** has studied, analysed and compared the top 4 food delivery apps such as zomato, swiggy, food panda and better restaurant options, zomato is at the top of the customer. Zomato is also at the top, considering timely delivery to customers and good customer service. **Kashyap Sindhu (2018): -** The services of each app are very attractive offers to impress the audience. Dinner was the most preferred mealtime for people to use these apps. **Dang and Tran (2018): -** stated that the internet played a major role in raising awareness about online food delivery apps. The internet has created so many things convenient for customers. **kimes (2018): -** There is evidence that the food ordering app has reduced the walking customer. The customers use the online delivery app for their convenience, delivery speed, order accuracy, ease of use, etc. There was also convenience, no hassle, and ease in the attitude of customers towards the purchase of food online. **Khalid (2018): -** had a check on service quality various mobile apps and a scale consisting of six factors that have been created to measure service quality. Design, functionality, assurance, customization, fulfilment and service recovery are various factors, to describe the service quality of a mobile application. **Chaudhary Mahik (2018): -** the study found that the recent development of the internet has given a boost to e-commerce industries in a country like India. this study shows that people easily search for favourite restaurants, choose from the available items and place their orders within minutes.

STRATEGIES OF ZOMATO AND SWIGGY

Zomato is rapidly expanding its food supply service to find opportunities in third and fourth tier cities in the country. The investors are investing in zomato and swiggy because of their adverting strategy, food delivery strategy, strategy of business consultancy services, in food delivery strategy the zomato and swiggy deliver the food with no profit and no loss while customer got the discount. And they order more and more food items from zomato and swiggy.

HOW CAN ZOMATO AND SWIGGY GENRATE INCOME

Here we talk about the zomato, swiggy business revenue model, how zomato and swiggy make money which business model they use for this.

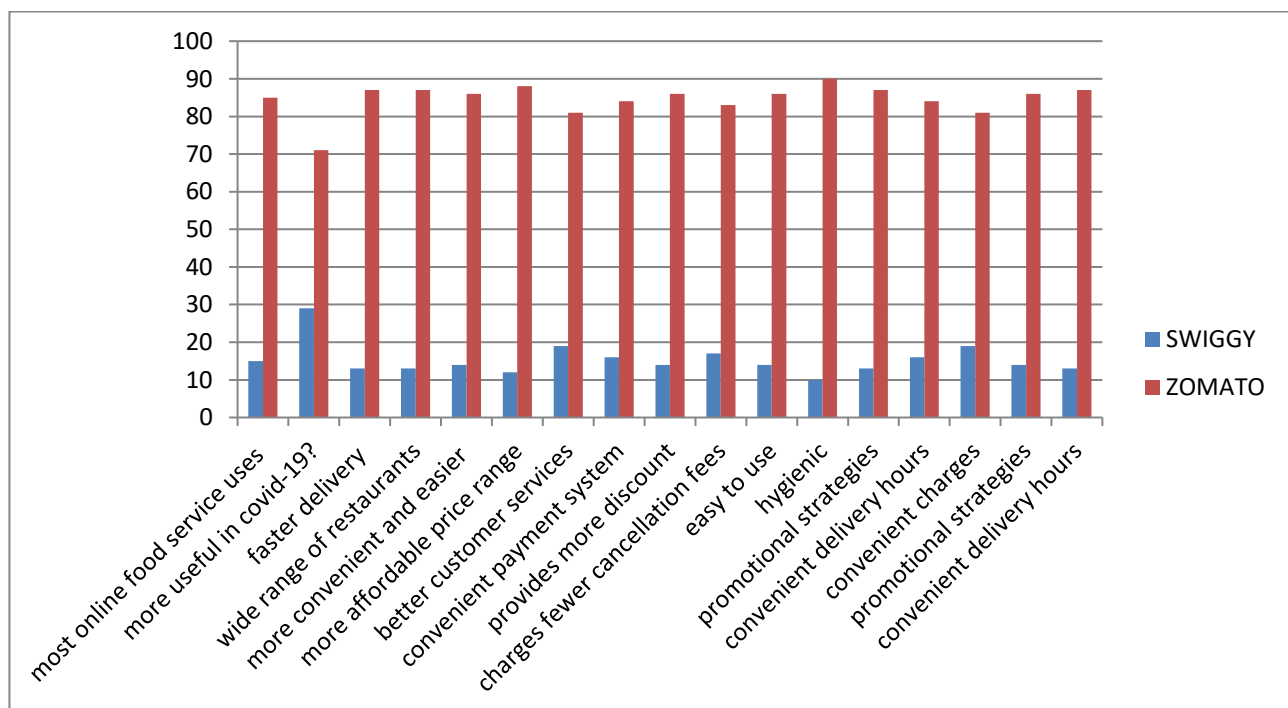
ADVERTISEMENT: - Whenever we open zomato and swiggy website or application, do some search to order food, so we get to see some restaurants on which the sponsored is written, all such restaurants give money to these (zomato and swiggy) for advertising it is the main source of the total income of zomato and swiggy.

ORDER: - This is the second-largest income source of the zomato and swiggy revenue models, which are the restaurants that do not have that much investment so that they can launch their website and delivery services, they can list their business on zomato and swiggy delivery. After that, the owner has to give some percentage to zomato and swiggy.

BOOK: - In the restaurants and bars, if the customer has to book a reserved table, then that service is also available here, for this zomato and swiggy charge for such restaurants and bars that make pre-booking.

SUBSCRIPTION: - You may have heard about Amazon Prime, something similar to zomato and swiggy has a paid subscription plan. Customers have to pay money and get a subscription in which they get special discounts and offers it is also the source of income of zomato and swiggy.

MOST POPULAR APP OF ONLINE FOOD SERVICES



FINDINGS

- As we find the age group of 18-30 prefers more online food services. Males are order more than females, mostly respondents who prefer online ordering have 20000-80000 income per month, mostly respondents who prefer online food services have a 3-5 members in their family. Mostly unmarried respondents are interested in online food services, mostly respondents are graduate, mostly respondents whom are self-employed (mostly businessmen) and have corporate job are prefer the online food service; by the internet mostly respondents are known about the online food services.
- Mostly respondents use the zomato food service rather than swiggy food service, Mostly respondents ask for dinner when they ordering the food online. Mostly respondents are preferred vegetarian food rather than non-veg and fast food. mostly respondents' order 5-10times in a month, mostly respondents spend 300-500 rupees in per order. Mostly respondents order when they want to try something new.
- There are so many reasons why people are attracted to ordering the food online like: - faster delivery, convenient, time saves, money saving, wide range of verity etc. mostly respondents are using online food delivery service with their family.
- According to the respondents zomato food service is more useful to provide online service due to covid-19, mostly respondents sometimes change their preference for online food service when they see offers (like: - heavy discounts, cash back etc.).mostly respondents believe that zomato delivery service is faster than swiggy delivery service, mostly respondents believe that zomato have wide range of restaurants than swiggy, mostly respondents believe that zomato food service is more convenient and its app is easier to use than swiggy, mostly respondents believe that zomato have affordable price range than swiggy, mostly respondents believe that zomato provide better customer care services than swiggy, mostly respondents believe that zomato have more convenient payment system than swiggy, mostly respondents believe that zomato food service provides more discounts than swiggy food service.

SUGGESTIONS

- There are so many problems which are faced by consumers, delivery boys and company there is some suggestions which helpful to solve the problems, the suggestions are following: -
- Restaurants (zomato & swiggy) should increase their quality and sometimes quantity of the food are less as they order restaurants should solve these types of problems and food service should advise them how they keep their quality and quantity better.

- They have to make their packaging style better if restaurants and company do that, they can be able to solve their issue.
- Company should reduce their delivery charges, so everyone can afford the food zomato and swiggy have to decrease their delivery charges to solve their problem.
- Government should make their policies about online food services so no one consumers of online food service are manipulate by the online food service.

CONCLUSION

Indians are very active to use online food services; online food services are just like online Shopping, the use of online food services is very easy; most people can use it without any type of difficulty. We can also say that online food services have become a very large sector in our economy and this sector also gives benefits to our economy. Zomato and swiggy has so many benefits like: - they save our time, it is very secure, because of these we can save our money as well as, it encourage the no contact delivery which is very helpful in covid-19 period and these services also helpful to make online payment. These online services are really very helpful specially the covid-19 period, People can get the food sitting at home. The factors that majorly influenced consumer behaviour in purchasing online food products were convenience followed by price. Zomato and swiggy generate income by advertisement, ordering the food, book the tables, restaurants and by their subscription plan. According to the study there are so many problems faced by the consumers when they order the food online like: - Quality and quantity issue, Packaging issue, High delivery charges, Hygiene issue, Delivery time issue, Difficulty to use, cancellation fees, Verity of food, Consumer respondents' issue. Companies and Govt. (Zomato and swiggy) take so many steps to solving the problems.

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