

Comparative Study on the Food Delivery Industry with Reference to Zomato and Swiggy in Raipur Area

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Abstract: *In the online food ordering and delivery market, Swiggy and Zomato are two well - known competitors that operate in India and several other nations. Even though both platforms provide comparable services, there are still some significant distinctions between them in terms of their business methods, features, and market share. Due to the increase in the faster moving world, the people are moving towards these faster food delivery apps, which give them hot and healthy food options along with greater discounts and easily availability. This industry has seen many changes after the covid time thus the increase in the competition. The purpose of this research was to do the comparative study on Zomato and Swiggy in the Raipur area from the restaurant partners' point of view. For this research, I had interviewed 400 restaurant partners and knew about their preferences, problem faced with this 2 apps. For my research, I have used qualitative method using interview technique to know about restaurant partners perception on these 2 apps. From this research, I can conclude that Zomato is being preferred more than Swiggy in Raipur Area due to its more delivery partners, user friendly app, faster grievance redressal mechanism.*

Keywords: Food delivery industry, Swiggy, Zomato

1. Introduction

The Daily News said that the average Indian spends 13 hours a week cooking. India was listed as one of the top 5 nations with the greatest love of cuisine. With such a reputation, it is easy to see why meal delivery services are expanding so quickly in India. However, a number of meal delivery applications have appeared as a result of this sector boom. As a result, the general public is unsure which one to select. To solve this dilemma, this post will walk you through the top meal delivery apps in India. People can now order food with only a few touches on their phones thanks to restaurant delivery apps. Additionally, the practise of ordering food online has become increasingly popular over the past few years, seemingly across the entire nation. As a result, the number of restaurants that typically provide food to a specific location, delivery speed, and—most importantly—price have all been taken into account. According to the website named GrabOn, They have make a list of Best Food Delivery Apps. They are -

- 1) Zomato
- 2) Swiggy
- 3) Domino's
- 4) Dunzo
- 5) McDonald's
- 6) EatSure
- 7) Pizza Hut
- 8) Box8
- 9) KFC
- 10) Oven Story Pizza
- 11) FreshMenu
- 12) Travelkhana
- 13) Tapzu

The Dabbawalas of Mumbai have been reliably delivering homemade cuisine to workplaces throughout the city since

1890. They entered the Guinness Book of World Records thanks to their organisational structure, which also encouraged business coaches throughout the world to adopt comparable frameworks at multinational firms. Even this conventional service required digitalisation in 2019 to be competitive in the expanding meal delivery market in India.

- 1) Online food delivery and hyperlocal services - Through platforms and apps, what began as an offline market expanded into a realm that is nearly entirely digital. Online meal delivery firms began operating about 2014, around the same time that the startup boom began in general. Although these businesses first operated only locally, they quickly expanded thanks to major funding. By 2021, two significant domestic rivals—Zomato from Gurugram and Swiggy from Bengaluru—emerged to dominate the country's online delivery business. Both companies were successful in acquiring regional rivals as part of their expansion. Delivery services from worldwide quick - service chains like KFC, Domino's, and Burger King are among the others on the market. Other platforms that have recently joined the Indian market include Deliveroo and GrubHub.
- 2) Emerging of Cloud - kitchen - Similar to the rest of the world, the start of the coronavirus epidemic sped up the development of online delivery in the nation. Delivery became a vital service during India's lockdowns, despite the fact that the service sector was the hardest damaged. Ghost or cloud kitchens have emerged alongside QSRs that offer delivery services and food aggregators like Zomato and Swiggy, and their success depends on cooperation with the latter. The food prepared here is only available for delivery; eating in is not an option. With delivery in around ten nations, Mumbai - based Rebel Foods was the largest cloud kitchen chain internationally. Contrarily, CureFoods, founded in 2020,

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- was catching up in the home market.
- 3) Market Insight - In India, the market for online meal delivery was estimated to be worth INR 410.97 Bn in 2021. By the end of 2027, the market is anticipated to have grown at a CAGR of 30.00% between 2022 and 2027, reaching INR 1, 845.76 Bn. The market is expanding due to rapid digitalization and customer acceptance of online meal delivery services in tier I and tier II cities. The industry is driven by increased use of the internet and cellphones, an increase in the number of working families—particularly women—and quick changes in lifestyle.
 - 4) Key growth drivers - The demand for app - based online meal ordering in India is being driven by the country's expanding smartphone market and rising internet use. The market is expanding as online meal delivery mobile apps become more popular and more widely used in Tier I and Tier II cities across India. To draw clients, a number of internet aggregators have partnered with eateries to offer combo deals and single - serve meals. Subscriptions for devoted clients have been established by food delivery platforms to do away with the delivery fees added to each meal. It is difficult to expand outside of Tier II cities in India's online food delivery business, which is dominated by unorganized firms. The rise of fake food shops on food delivery platforms has created inconveniences to both customers and food delivery

executives. Also, various food platforms charge high prices for delivering food to customers, especially during peak hours.

- 5) Impact of COVID - 19 Pandemic on food delivery industry - According to the report titled “Reimagine food retail in Asia after COVID - 19”, McKinsey & Company had seen the following results -
 - a) Consumers tend to favour grocery shopping and ready - made food purchases at grocery stores over meal delivery from restaurants, and respondents in most countries report a 30 to 70% decrease in their preference for dine - in expenditure.
 - b) Consumers say they expect to keep shopping online at this current rate as we witness an increase in frequency and proportion of online expenditure on food across nations of between 16 and 70%. The only exceptions are Australia, where the two biggest food merchants in the nation stopped offering online delivery, and Japan, whose consumer behaviour had barely altered at the time the survey was being conducted.
 - c) Consumers in every nation said they prefer self - checkout during the coronavirus outbreak over cashier help.40% of people worldwide, including Indonesia, said they'll use self - checkouts more frequently in the future.

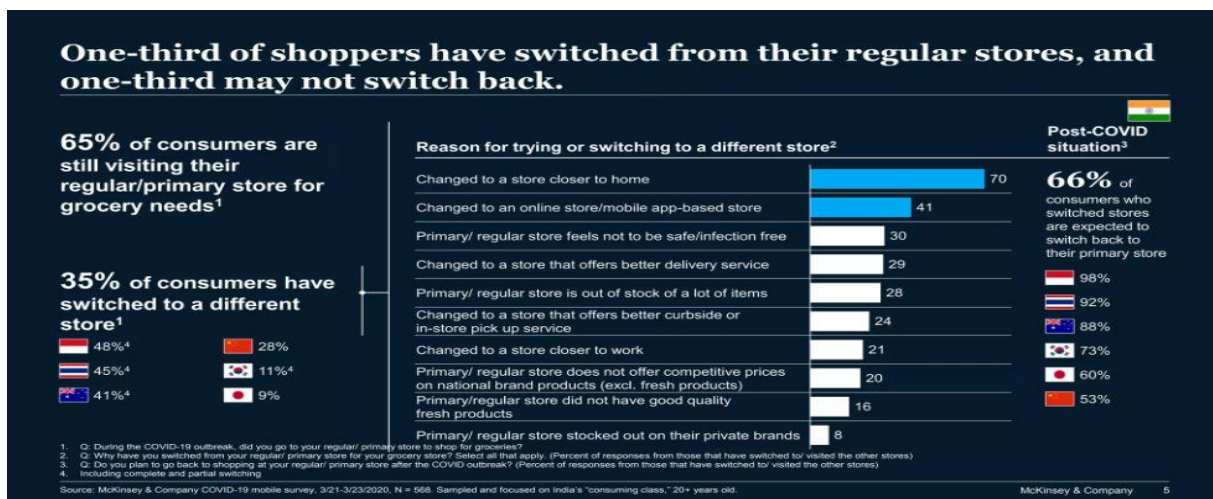


Figure 1: Figure shows the reasons why people were switching or shifting to store for buying foods.

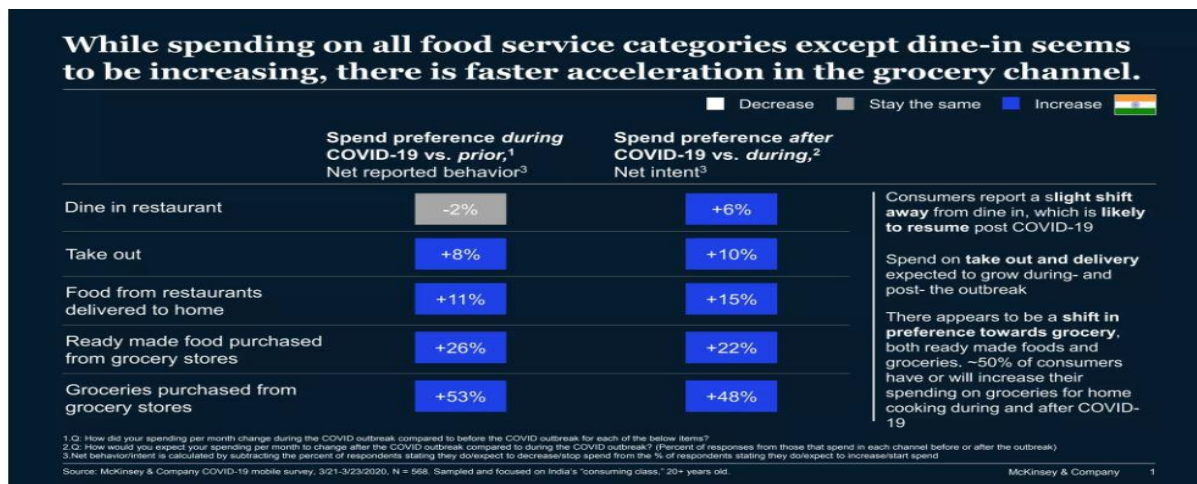


Figure 2: Figure showing the percentage increase in the dine - in facility after covid

Before the pandemic struck earlier this year, India was preparing to cover any trade gaps that might arise as a result of nations mulling trade restrictions on China that included items like rice, onions, potatoes, vegetables, mangoes, and honey.

By 2025, India also aimed to export agricultural goods worth \$100 billion USD, targeting new markets in Latin America and Oceania. Additionally, a record harvest of 295.7 million metric tonnes was anticipated this year. The situation completely changed by March, when COVID - 19 cases were discovered for the first time in the nation. The nation, especially its disjointed and vulnerable food systems and supply lines, was shaken by a sudden statewide lockdown. The nation, especially its disjointed and vulnerable food systems and supply lines, was shaken by a sudden statewide lockdown. According to the Food and Agricultural Organisation (FAO), ineffective supply chains result in the loss or waste of close to 40% of the food produced in India each year. 20% of India's food production is wasted before it reaches the market due to a lack of cooling and storage facilities. The pandemic made the nation's food system more vulnerable. Due to the disruption of local, regional, and national supply chains, the effects of the nation's food waste issue have increased. If they were able to sell their produce at all, small growers were forced to do it at a loss. Because of this, onions are decaying in containers.

Every industry is changing as a result of the rising use of technology to better meet the demands of consumers, who rule the market. Long - term success is only possible for businesses that continually upgrade in order to satisfy the changing demands of clients. It is the experience offered to the customer using real food technology, not the technology underlying the services offered. In light of this, it is important to note that even clients who previously preferred to order meals using offline channels are increasingly using online food delivery apps to place their orders. With the advancing technologies, we have seen many changes in the lifestyle of the people. Now, people are using online food delivery platforms like Swiggy, Zomato, Food Panda, Uber Eats etc., to name a few. It has become a kind of convenience after a long and hectic working hour. This concept of ordering food online has captured very large area in very small - time span, and it has spread its wings in small towns also. In Raipur, mainly we can see the usage of Swiggy and Zomato to a large extent.

2. Literature Review

1) According to **Aditya Jain (2022)**, Zomato and Swiggy consists of over 95% of the total market share in the food delivery sector. The aspects that have the greatest influence on Indian clients' decisions when they select a certain online meal delivery service to meet their demands. Perceived Service Quality, Proper Flow of Communication by the Delivery Person, Wide Range of Options, On Time Delivery, Fresh, Well Cooked & Well Packaged Food, Price and Discounts Offered, Real Time Tracking of Delivery, Online Promotions & Advertisements were the eight factors tested in this study. In addition, the study sought to determine whether variations in the classification of a city—Tier

1, Tier 2, or Tier 3—affect the weight that consumers accord a certain factor.

2) Swiggy's marketing approach falls short of Zomato's. In order to draw in more clients, Zomato provides more alluring discounts than Swiggy. Zomato is preferred by many people over Swiggy for food delivery to their homes. More people think about the positive aspects of these platforms than the negative ones, and very few people think about the latter. The ideal platform for advertising to reach more target consumers is social media. The finest medium for advertising on social media is YouTube.

We can also organically reach the intended audience. Both platforms continue to be successful in routinely reaching their target audiences thanks to their marketing methods. Very few people have not used Zomato and Swiggy at least once.

3) We can see the case study of Swiggy vs Zomato here where the author has compared them on the features like revenue, Target audience, Search engine optimisation, Social media presence, user experience/ user interface. In their study they conclude that Swiggy has a lot more targeted audience and when it comes to mobile app they have made lot changes to make it more user friendly. Thus, Swiggy is developmentally a lot more successful with their services than Zomato.

4) According to the **Trade brain website**, Post - 2015 Swiggy managed to maintain a marginal lead in the food delivery segment. But post the acquisition of UberEats Zomato finally gained a significant upper hand. For the first 3 quarters of FY2020 - 21 Zomato clocked a revenue of Rs.1, 367 crores. On the bright side although Zomato was yet to be profitable they reduce their losses by Rs.812 crores for the 3 quarters. Zomato did this by cutting discounts and reducing costs. These measures included selling its stake in Bengaluru - based Loyal Hospitality. Swiggy on the other hand earned a revenue of Rs 2776 crores for FY2019 - 20. Their losses for the same period stood at Rs.3768.5 crores. Swiggy also suffered losses in many of its subsidiaries. These included Mumbai - based delivery venture Scootsy, Milk delivery startup SuprDaily which posted losses of Rs 206.8 crore and Rs 272.2 crore during FY20 respectively.

5) On the other hand, **Polke, Tripathi and Chandra** had done research on the impact of Covid - 19 and their demand - supply relation on the food delivery apps. They concluded that due to the pandemic, the food delivery industry in India had entirely stopped. Due to the nationwide lockdown, the food delivery riders come to a complete stop. For a very long period, almost all platforms for door - to - door delivery were unable to penetrate the market. For bike riders of delivery platforms who used to work daily jobs to support their families, Covid - 19 was a really difficult issue. The outbreak led food delivery services like Swiggy and Zomato lockdown to fire thousands of employees.

6) **Sachin and Rushab** has studied where with the coming of these food delivery apps they have distorted or ended the culture of dine in, along with the swiping small eateries business in the area. They said that the culture of restaurants has been fundamentally altered

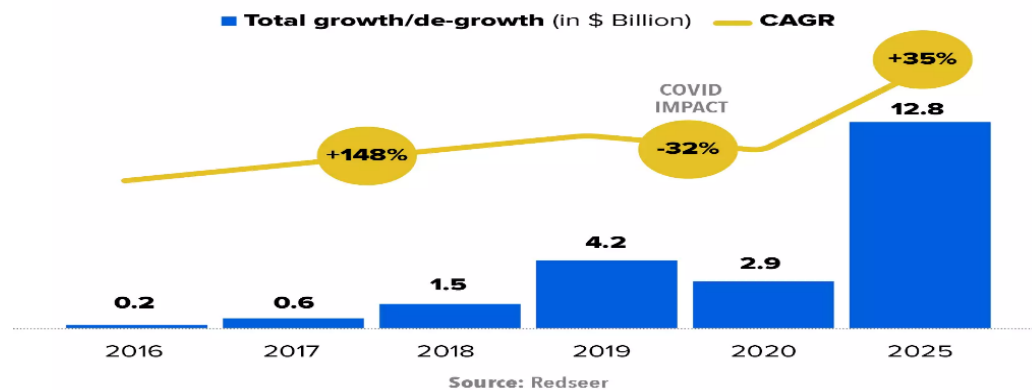
by a highly developed online meal ordering system, which has also elevated customers from all over the world to a new degree of comfort. The two well-known aggregators Swiggy and Zomato presently control the market for online food ordering in India, but restaurant owners have been looking for ways to break the monopoly for a variety of reasons. Dotpe, Petpooja, Limetray, and Dunzo are examples of recent immigrants who are now being provided opportunities. This study's major goal is to determine why restaurant owners choose not to use Swiggy and Zomato, as well as how new start-ups and competitors are utilising this opportunity.

- 7) **NeerajaPramilla and Abhi Patel** had done the four groupings of the brand's primary objectives. The first goal was to list the different requirements for flavour, price, and delivery. The success of an online food delivery service depends on three factors. The food's flavour, preparation, and delivery are the most important factors. 50% of people said that when it comes to making online food orders, taste was the most important factor. The calibre of the cuisine and the promptness of delivery both met with our approval. This demonstrated that the flavour of the food should come first, not its appearance. Even the cost of the food had to meet the requirements. Examining rival services like Swiggy and Zomato to learn more about them was also on the agenda. In that order, Swiggy and Zomato were the most used applications. Customers had a choice between four options for food delivery services. Swiggy, Zomato, and other meal delivery firms were all participating. Swiggy and Zomato came in second and third when all the data was analysed, and "others" won. Despite the prevalence of well-known and reliable brands, people continue to be dissatisfied and look for a distinctive experience. To make sure that the strong brand could best serve its clients, every brand is carefully examined. The third goal was to make sure that customers were satisfied and to establish a reputable brand. It was crucial to understand what users wanted from online food delivery services in order to accomplish this goal.
- 8) One of the study's questions asked participants how they felt about online food delivery services and whether they trusted them, which helped researchers identify the issues that customers were facing. The problems that occurred most frequently were those linked to cooking and delivery. In order to address the issue, restaurants would be assessed for the quality of food served rather than whether they are keeping enough hygiene and cleanliness. The initial objective addressed the delivery-related problems.
- 9) The rising use of technology is reshaping every business to better meet the demands of consumers, who rule the market. Long-term success is most likely to be attained by companies that upgrade frequently to keep up with customers' changing expectations. The experience that is given to the customer using real food technology is what matters, not the technology that powers the services offered. In light of all of this, it should be emphasised that even clients who had previously preferred to order food offline are now using online food delivery apps to place their orders. The eating-in culture is currently replacing the culture of dining out. And this trend is shown to be particularly pronounced among young people (15 to 34), especially in major cities where frequent traffic jams and large population densities make even short distance travel a time-consuming task. The net result is that more and more Indian homes are turning to internet food delivery services as a quicker and more practical substitute. A increasing tendency is being observed in smaller cities as the use of food delivery Apps increases in India's major cities. Therefore, it has become crucial for companies offering online food delivery services to understand what the public prefers and thinks.
- 10) Due to the fact that a substantial portion of Indian customers are only now beginning to utilise smartphones for online activity, the sector's penetration rate is now low. This is one of the factors that contributed to all meal delivery players expanding their service areas from 10 to 20 locations at the beginning of 2019 to more than 400 cities by the end of that year. It's obvious that a lot of people are adopting this idea. At this point, hefty discounts are crucial in attracting clients. The same customer makes purchases on many platforms. Three months after being added to the platform, just 25% to 35% of users are still using it. Businesses are throwing money up top, and it's not working. Retention is a focus for many businesses, and they devote a lot of time, energy, and strategic thought to it. For instance, Swiggy offers a subscription service called "Super" that enables users to reduce the cost of the delivery fee by purchasing packages for one, three, or twelve months. Zomato has a subscription/loyalty programme called Zomato Pro. These businesses all started shifting towards more sustainable unit economics before COVID-19 even arrived, and they are all essentially in the black. The corporations currently enjoy the most favourable unit economics in their history.
- 11) The online penetration of food services in India is set to double by 2025 — clocking a gross merchandise value of nearly \$13 billion, management consultancy **RedSeer Consulting** said in a report dated August 30. GMV is the total value of goods sold over a given period of time before deduction of fees or expenses. It is a key performance metric for online businesses. Figure shows the growth of food services in India -



Growth of online food services in India

With the right tailwinds, online penetration of food services in India will double by 2025



- 12) According to the report published by McKinsey & Company titled “**Food Retail in India during the Covid - 19 pandemic**”, they have researched more than 5000 respondents across seven countries of Asia - Australia, China, India, Indonesia, Japan, South Korea and Thailand, during the time period from March 21 - 23, 2020. The coronavirus epidemic has made clear the crucial role that grocery stores play in society as it spreads throughout the globe and endangers lives and livelihoods. Groceries continue to be crucial merchants in a volatile environment that is changing daily because consumers expect these companies to keep them nourished and healthy. The food industry's immediate priorities are obvious. They should set up nerve centres to manage their organisations' work on the COVID - 19 crisis, maintain business continuity, protect the wellbeing of employees and customers, and manage demand to align with supply - chain capacity—for instance, by reducing the variety of offerings, rethinking promotions, or introducing new products. Reimagine safety, health, and the scope of supply chains - Consumers appear to care more about in - store safety and to favour offerings that are healthful and locally sourced than they did before COVID - 19, notwithstanding regional variations:
- Consistently ranking among the top three factors that contribute to satisfying shopping experiences are cleanliness and hygiene. These same characteristics, according to consumers, will continue to be significant when deciding which grocery store to visit over the following four weeks.
 - Considering COVID - 19, consumers express a greater emphasis on health and wellbeing. More than three out of four consumers report focusing on increasing their immunity through increased exercise and a healthy diet in all nations bar China and Japan. In the majority of the world's nations, we also observe a rise in the consumption of goods that are seen as being healthy (such as fresh meals, eggs, dairy products, and bottled water) and a decline in the sales of alcoholic beverages and snacks.
- c) In the majority of nations, people strongly prefer domestic brands to those from outside in all product categories. For instance, in Australia, more than 80% of people say their choice for local brands has grown since the outbreak started, but only 43% of people in China, a nation where foreign companies have always enjoyed good reputations, say they prefer to buy from these brands more.
- 13) Due to the epidemic, there has been an increase in demand for home meal deliveries because so many individuals are staying home and isolating themselves from others. Delivery businesses like mercato. com are seeing a huge increase in grocery deliveries all around the world, which prompts them to incorporate safety precautions like no touch delivery to safeguard both their consumers and delivery personnel. These online food delivery companies have given the manufacturers of robots a chance to realise this concept by implementing safety safeguards like no contact delivery. The meal delivery industry is projected to grow from \$107.44 billion in 2019 to \$111.32 billion in 2020. While in 2023, the market is expected to grow and outstretch up to \$154.34 billion at CAGR of 11.51%. Due to the COVID - 19, every business is utilising online meal delivery services, which give customers a vast selection of food to choose from when placing orders. Online delivery services enable customers to browse for and place orders from restaurants that are not in their region but nevertheless supply food through a number of delivery services, as opposed to only patronising those close to their homes. The best advantages to the sector are being provided by these meal delivery services, which also give their clients the freedom to be more adventurous and experience new places and flavours.
- 14) According to the survey on Indian food delivery apps conducted by **Rakuten Insight** in June 2020, they have seen the following result –

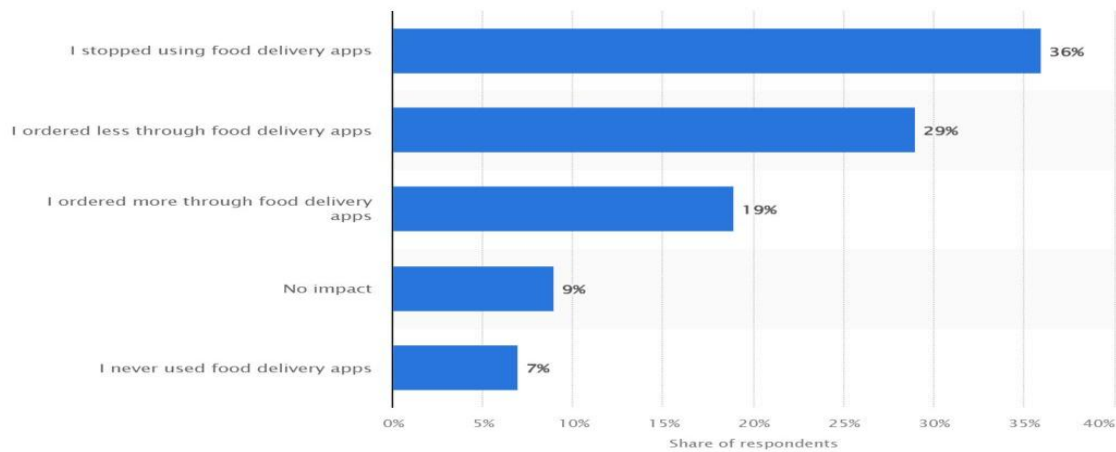


Figure 3: Figure showing the result of the survey showing the usage status of food delivery apps

- 15) According to **Anubhav and Muskan**, the following are the benefits provided by online services over the offline services –
- Variety of cuisines - The variety of cuisines provided by online food marketplaces is unquestionably a significant benefit to customers, and it also has an impact on the amount of people who use offline services because most people in India prefer having many options to a small selection of food options. Customers who use online food ordering applications can visit as many restaurants as they like in order to make the best choice. Online apps offer a much wider variety of foods than a single restaurant would.
 - Customer convenience - Customers who purchase food online, which cannot be done in restaurants located offline, receive a variety of discounts after applying promo codes. Customers even have the option to customise their food when placing an online food order (**GloriaFood, n. d.**). In contrast, with online services, if a customer is dissatisfied with the food or the service or accidentally receives the wrong order, they can rate the service or the food quality and also lodge a complaint and receive a refund within seconds. Offline restaurants frequently hire the wrong people, and these people frequently display poor behaviour and attitude towards the customers, which leaves a bad impression.
 - Ease of Payment - People used to avoid paying online because they didn't want to get caught up in the payment snag because it was previously seen to be risky. But this is not the case. In this instance, the Indian food delivery sector has worked very hard to offer safe, secure, and hassle-free payment. Since offering a variety of payment options, the online food delivery service has gained the trust of its customers. There are other ways to pay, including cash on delivery (COD), credit cards, debit cards, net banking, and online money wallets.
 - Time and delivery - According to **Dholakia and Zhao (2010)**, timing is crucial for online services because it is directly tied to consumer happiness, which is why these online food On-time delivery is very important to delivery services, and the major companies like Zomato - Ubereats and Swiggy have introduced a new service where they guarantee the food will be delivered within the indicated time or the order will be free. People are more significantly impacted by this type of action by the major stakeholders. When a consumer places an online food order, they can even use GPS to track the delivery person's whereabouts. The consumer can use GPS to track the delivery person's location after placing an online meal order. On the other hand, this tagging mechanism offered by the meal delivery. This is also very helpful to restaurant owners because they can keep an eye on the deliverer's location and improve the delivery process so that customers get their food on time and can enjoy it since it is hot, good quality, fresh, and healthy. There is even a rating option in the online food delivery service where we may grade the deliverer based on their work.
- 16) In their research study, **Jacob, Sreedharan, and K. (2019)** made it abundantly clear that demographics are crucial to online food delivery services. Additionally, because some online applications are difficult to use, people over the age of 45 tend to cook their own meals or prefer eating out. The study also made it clear that people between the ages of 14 and 45 are more likely to use online services than those under this age bracket. The demographics are an important factor that online services should consider because there are still some locations where these services are not available, such as a specific area in a city or town or it is not as functional in small cities, and the service is only available during specific hours, which leaves a negative impression of the online service.



Figure 4: Figure showing the reasons for not ordering food online

- 17) Since its beginning, the company has been able to expand quickly and bring in a sizable sum of money for its company. Swiggy has largely covered the path to delivery, from large - scale online menus to success. It has risen to the top of the industry and is currently the most popular online platform for meal delivery. To enhance the user experience and add value to their business, it continuously works on upgrades and introduces new technology. Swiggy has released a number of intriguing features, like Swiggy Access, Swiggy Pop, and Swiggy Schedule, among others. To fill that void, Swiggy is developing its business on a large scale and growing day by day. Swiggy is a business that prioritises its customers, and it offers an online platform to experience great food delivery. The pioneer in this industry of food delivery, Swiggy has established himself in the Indian market. Swiggy generates revenue in a number of different ways, including:
- Commission - Swiggy charges restaurants a commission of 15 to 25% of the order total, inclusive of the GST added to the menu price. Some restaurants receive benefits from having their visibility limited to Swiggy, such as having their listings go to the top of the list or having their commissions reduced by 2%. The frequency of orders received determines the commission percentage that is charged.
 - Delivery Fees - Depending on the distance to the delivery location, Swiggy also charges delivery fees, especially for orders under 100Rs. This is an additional revenue stream for Swiggy. On the other hand, it also encourages customers to make large orders.
 - Advertisements - Swiggy also makes money from two types of advertising: priority listing and banner marketing.
 - Restaurants - Swiggy has also built its own restaurants, which are prominently featured at the top of their websites and mobile applications. These Swiggy eateries were introduced in Bangalore and will soon be available in the markets of Hyderabad and Mumbai.
 - Swiggy Access - The modern central kitchen concept is called Swiggy Access. This method will assist restaurants in establishing kitchens in regions where they are not in fact present. It was introduced in Bangalore last year, and it has since been extended to Mumbai, Delhi, Kolkata, and Hyderabad.
- Swiggy Super - The Swiggy Super method, which was just recently introduced, has a membership programme for loyal clients who want to take advantage of unlimited free delivery. Customers must pay 149 for a one - month subscription and 349 for a three - month subscription under this plan.
 - Affiliate Income - Swiggy also receives affiliate commissions from other sources, such as referring partner banks' credit cards. The company has managed to be in partner with many banks like Citibank, HSBC, ICICI etc and many other financial institutes. Which help them to extend their earnings and generate greater revenues.
 - Marketing Technique of Swiggy - With effective marketing strategies, Swiggy advertises on both offline and online platforms. It carries out marketing online using Twitter, Facebook, Pinterest, Twitter, and Instagram. Its most well - known advertising campaigns included Diwali gharayi and second to mum. Sing with Swiggy, observe food circling your neighbourhood, etc. Swiggy was able to interact with customers through the ads, build a solid customer base, and raise brand awareness. Swiggy utilises an online platform to address client complaints and lessen consumer discord.
- 18) Six important FOOD service aspects and 21 satisfaction factors were found by the survey. The necessity for adjustments to winning business model strategies was highlighted by the revised IPA. Due to fundamental services including online presence, order taking, delivery capability, and prompt service, restaurants are willing to choose FOOD app orders. They claim that the top line has improved. They are content with outsourcing customer management and are not disturbed by the presence of the FOOD operator in interacting with clients. Restaurants yearn for symbiotic competitive strength and entrepreneurial freedom. To entice more restaurants, FOOD operators should reevaluate revenue - sharing plans, discounts & promotion strategies, and ways to increase restaurant customer loyalty. They ought to offer consistent terms of association. Restaurants' capacity to run their businesses independently will be maintained while profitability and competitiveness will be increased. 21 satisfaction attributes were - Delivery, Reliable

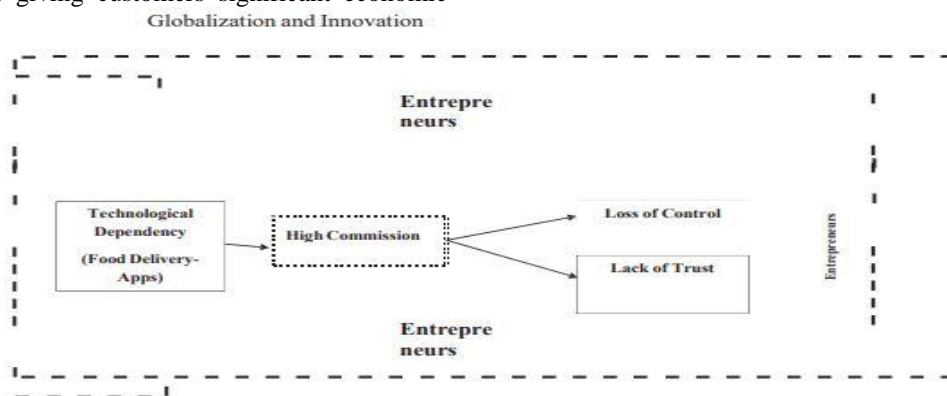
service, Timely service, Order taking, Online presence, Attracting more customers, Sales enhancement, competitive advantage, customer rating, restaurant led promotion, promotion schemes, revenue sharing, stable T&C, acting as customer interface, ownership of customer data, customer - loyalty building, order clarity, order scheduling, order data management, acceptable T&C, credit transfer.6 food service

The survey identified the two main difficulties that business owners encounter when integrating mobile applications into their operations. It explores the two main causes of these challenges—technological dependence and the need to serve large populations. Following in - depth interviews about their experiences and perceptions, restaurant owners provided the variables -

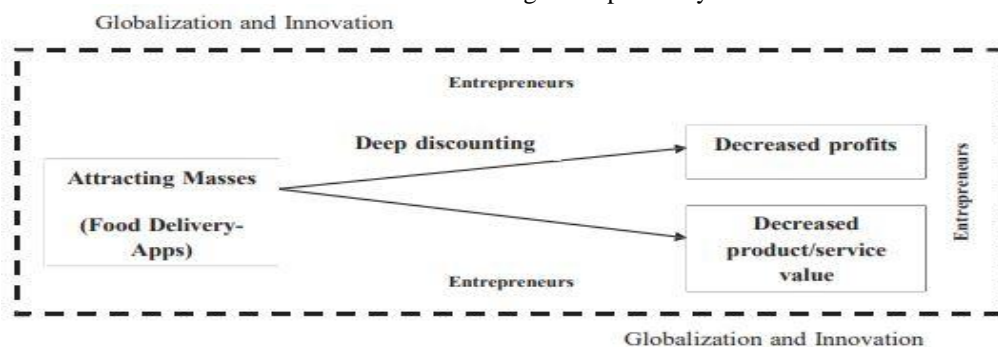
- a) Technological dependency - Entrepreneurs are growing their enterprises through innovation and globalisation in the age of Third - party mobile apps (food delivery apps) are technologically reliant on businesses changing their business operations, which gives the latter an advantage to charge huge commissions. Due to this pressure, restaurant owners have noticed a loss of control over their businesses in favour of outside meal delivery services. Additionally, they no longer trust such apps because, in the current market, restaurants are experiencing declining revenues due to large commission fees, regardless of the operational cost.
- b) Need to serve larger people - It is clear to establish business processes with the objective of attracting/serving the people while increasing restaurant operations on a national platform of food delivery apps like Swiggy, Zomato, Uber Eats, and Food Panda. The tactics employed by the food the foundation of delivery applications is giving customers significant economic

advantages, regardless of the calibre of the food. It is completely designed to benefit from serving a huge number of potential customers. The population mostly benefits from steep discounts on these intermediary platforms. Instead, by concentrating just on securing a sizable market share and ignoring the need to maintain product value or worth of the business, entrepreneurs have experienced declining profitability and product value.

There are some suggestions below: First, there is an urgent need for a regulatory authority to examine the methods used by food aggregators. The operational and system practises used by various meal delivery applications need to adapt. Technological advancements can help entrepreneurs when it helps their business succeed. Restaurant owners are required to have a fair platform for easy communication with food delivery services that can assist bring harmony to both parties' business operations. Second, the commissions paid to restaurant owners ought to be determined by how well they run the provision of services and food. When determining the commission rates, it should also take into account the services offered by individuals. The online meal delivery services should act as a facilitator rather than an arbiter during the food delivery procedure. Thirdly, Marketing on these platforms ought to be focused on the calibre of dine - in services offered by restaurants. When delivery occurs through these online platforms, a quality check mechanism should be used. Fourth, a methodical discounting strategy should be created to the benefit of all parties engaged in the transaction, including the restaurant owners. Finally, it's important to gauge how much business owners are accepting of these technologies.



Issue 1: Technological dependency



Issue 2: Attracting Mass

A cloud kitchen is a concept for a delivery - only restaurant that has a takeaway counter but no real establishment. It's a restaurant kitchen, but there isn't a dining room or normal restaurant here; only delivery orders are accepted. It is simply a functioning kitchen that acts as a production line for food preparation. These types of kitchens are referred to as cloud kitchens, Ghost kitchens, gloomy kitchens, and virtual kitchens since customers can make orders online via an online food aggregator or restaurant apps. Commercial and centralised kitchens are used in restaurants that are a member of the cloud kitchen ecosystem. These eateries then collaborate with third - party delivery services like GrubHub and Uber Eats, among others. An interview with cloud kitchen representatives was undertaken to learn more about how cloud kitchens are changing the traditional restaurant industry and how the pandemic has sparked this change. By using a series of 18 questions on 100 people, we may gather information about owners, managers, employees, delivery drivers, and customers while taking into account important factors like their initial investment and the company's long -

term success. Focusing on five main questions, the data analysis used correlation analysis, student t - tests, and descriptive statistics. It found a very weak positive relationship between variable investment and profit (correlation coefficient - 0.109), and it came to the conclusion that 54% of the population believed that the zomato and swiggy companies were crucial to the success of the survival of cloud kitchen. Additionally, after the Covid - 19 pandemic struck, an increase in the usual number of staff and the quantity of orders was analysed. The study statistically analysed the data from the businesses' profit margins before and after the pandemic to identify the impact of employees on those margins. ANOVA one - way and multinomial logistic regression are used to analyse the data. The findings indicated that employees have a major impact on the profit margins of the companies, both before and after the Covid epidemic.

The statistical analysis is performed using the SPSS analysing programme.

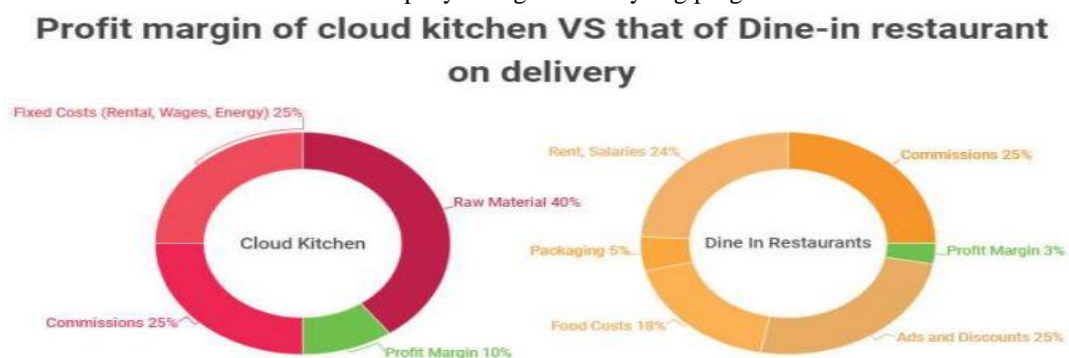


FIGURE 1. Source: <https://inc42.com/features/the-economics-of-foodtech-part-2-cloud-kitchen-math/>

TABLE 2. Correlations

		What is your profit margin?	How much initial investment did you do?
What is your profit margin?	Pearson Correlation	1	0.109
	Sig. (2-tailed)		0.282
	N	100	100
How much initial investment did you do?	Pearson Correlation	0.109	1
	Sig. (2-tailed)	0.282	
	N	100	100

TABLE 3. Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Number of Employees before Covid-19?	6.08	100	12.35	1.24
	Number of Employees after Covid-19?	7.67	100	10.13	1.01

Data collected and statistical analysis performed demonstrated that the company had the same profit margin before and after the pandemic, even with the restriction to stop dining in place a choice during a pandemic. The cloud kitchen idea is held accountable for effectively reaching the necessary profit margins by the responsible national divisions. Therefore, even though the COVID 19 pandemic is a terrible condition, there is a larger tendency to create many small companies using the cloud kitchen concept, which will enable it to replace traditional restaurant concepts that are expensive and require a lot of labour. Furthermore, by comparing the profit margin to the employment involvement in the business, the analysis demonstrated that the restaurants are busy exactly as they were prior to the pandemic effect. The research was able to determine through investigation that zomato and swiggy companies were

successful in winning the trust of the majority of cloud kitchen employees because of their effectiveness, well - developed structure, and user - friendly interface, which guarantees customer satisfaction and, as a result, generates more revenue for cloud kitchen owners.

Recently, academics have made an effort to comprehend how consumers utilise food delivery applications (FDAs). However, the varied purposes for using distinct FDAs have not been discussed. The goal of the current study was to close this gap by creating an instrument that measures the various uses and gratifications (U&G) associated with the usage of FDAs. Investigations were also done into the relationship between various U&Gs and intents to employ FDAs. In this study, 125 FDA users participated in open - ended essays (qualitative) and 395 FDA users participated in

an online cross-sectional survey. Applying U&G theory, the study identified eight primary motivations for using FDA: convenience, peer pressure, customer experience, delivery experience, restaurant search, quality control, listing, and ease of use. The findings imply that customer experience, restaurant search, usability, and listing were the key predictors of inclinations to use FDAs. The study finishes with a number of recommendations and implications for further FDA research. For scale development, the study used a well-liked multi-method approach put out by **McMillan and Hwang (2002)**. It entails a cross-sectional survey of the target population and a qualitative intervention. This was required because no previous study had looked at the various U&G connected to the usage of FDAs.

According to the report, the business concept for online meal delivery is extremely profitable, prospective, and demandable. The magnitude of the market is contributing to the rapid growth of this area. Every human being needs a variety of meals throughout the day. In order to assure growth, repetition must be in order of business. Profit margins are strong as a result of returning clients. Nowadays, ordering online is commonplace or even a way of life. Online ordering is significantly more convenient and cost-effective than dining out. The benefits to the clients include:

- Online ordering is speedy, error-free, and intervention-free.
- There are hardly any risks of error because the site is technology-driven.
- The customer gets a selection of restaurants and menus to choose from.
- The advantages of promotional offers, loyalty rewards, and discounts are enjoyed by customers.
- It provides restaurant-like enjoyment in their homes.

Different surveys were presented to patrons and restaurant owners / chefs to learn more about the experience both advantages and disadvantages when using the online meal ordering application method. Customers are drawn to the feature of doorstep delivery at any time or location the most. Prior to receiving loyalty points or advantages, rewards and cashbacks are what most motivate consumers. Bad past experiences, reviews, and word of mouth are the things that prevent people from trying the online meal delivery apps. Offering reliable and efficient services will help this innovative concept flourish. Companies can expand their business by focusing on Tier 2 cities in the future because these cities have a large population of youthful workers.

This study has two main objectives. The first seeks to give an exhaustive overview of the prior literature on outsourcing in the foodservice industry by highlighting commonalities and addressing any gaps. The second objective is to add to the scant body of literature on this subject. This study used a qualitative research approach, and information about F&B business owners' knowledge, attitudes, viewpoints, and demands regarding outsourcing to online meal delivery services was gathered through in-person interviews. The majority of study works cover motivators, trends, risk, benefits, and relationships. There is little study on the viewpoint of business owners in respect to outsourcing food

delivery services. The results of this study indicate that there are three major driving elements that influence a business owner's decision to contract out food delivery to a third-party online meal delivery service provider. These elements are classified as revenue growth, customer base expansion, and customer reach expansion. According to the findings, if business owners want to stay competitive in the foodservice sector, they should take into account and pay close attention to changes in consumer preferences while they still fluctuate. Additionally, this research work offers advice and insights to independent online meal delivery service providers. This is one of the few studies that examines the variables that influence whether restaurant businesses hire online meal delivery service providers. Given the potential growth in the foodservice sector, where internet delivery services are capturing a significant portion of the market, the restaurant industry has undergone continuous and significant transformation. Many restaurants are making an effort to outsource to online food delivery service providers in an effort to save costs and increase profit. It could be challenging for commercial restaurant owners to examine the advantages or disadvantages of outsourcing to an online food delivery service in the studies and publications that are already available. In the eyes of restaurant business owners, the study identifies the areas that have received less attention in the literature.

Owners would take advantage of chances that are seen as a fresh way to generate income from the perspective of the company. The main driving force for business owners' use of internet delivery services is their desire to better meet the demands and wants of their customers. Online food delivery is particularly advised in emerging nations since both technology and consumer expectations are constantly evolving. Business owners also think it works well with their business model while maintaining their company's competitiveness. Although it is frequently linked to cost increases, increased kitchen work, and a reduction in service quality, a thorough assessment of its viability is widely advised. In-depth interviews were used to gather the data for this study because they allowed for more in-depth, one-on-one communication with interview subjects in their own words. A well-structured questionnaire was utilized to collect the primary data, and quota sampling was used to analyse the results. Mann The Whitney Utest. This survey included 50 respondents in total. Restaurant owners, managers, operators, or supervisors with a clear vision for the future of their company and expertise of business operations were among the respondents for this study. It is seen how working with an online delivery service platform affects the income of various types of restaurant operators. The null hypothesis is true since the p value is less than 0.05. Fast food restaurant owners believed they had a greater positive impact on the revenue from food delivery apps than fine dining restaurant owners, and the number of orders they receive has increased significantly as a result of working with these apps. There was no discernible difference between fast food restaurant and fine dining restaurant owners' perceptions of customer satisfaction with regard to food delivery apps because these restaurant owners closely monitor customer reviews to ensure that they provide an exceptional experience to their patrons. Both operators of fast food restaurants and fine dining establishments believe

that food delivery applications can save costs. It has been noted that most establishments working with online meal delivery applications saw an increase in income but not a decrease in costs. This was brought on by the food sellers' exorbitant commission and search engine optimisation fee demands. Additionally, the cost of the discounts provided by these apps is split with the suppliers of food. The following are the main issues that food shops have encountered while working with online meal delivery apps:

- Delivery Problems: Orders that arrive late, spoilt in transit, and unavailable when there is severe weather
- Cost concerns include high commission rates, percentage discounts, and search engine optimisation expenses.
- Communication concerns include unprofessional back-hand assistance, a delay in query resolution, and apps that place the burden for delays on the restaurant.

In light of the aforementioned inquiry, it can be said that the development of technology in the food sector, particularly with the emergence of online food applications, has given food retailers both opportunities and challenges. Food retailers have benefited from increased sales, a wider client base, and increased visibility, but they have also suffered from high commission rates, marketing costs, and a lack of clear communication, which frequently paints the specific restaurant as being at fault in the eyes of the customer. Additionally, it is evident that fast food restaurants, as opposed to fine dining establishments, have benefited greatly in terms of income from online food delivery apps.

The study sought to establish a link between the elements of stock - outs, food waste, and expensive deliveries in order to better understand how the usage of third - party logistics affects the regular operations of Kelantan restaurants. Researchers have distributed Google Form questionnaires to a particular sample of people who fit the study's requirements through social media platforms like WhatsApp, Instagram, Twitter, and Facebook. The study explores four hypotheses that look at potential relationships between the dependent and independent variables. Because stratified sampling is better suited for populations that are geographically dispersed and hence more challenging to sample adequately, it has been employed to acquire respondent data. For analysis, the study needs a minimum of 300 participants. However, the researcher has gathered information from precisely 300 respondents in total. The descriptive analysis, reliability tests, test of normality, and Spearman correlation were carried out using IBM SPSS 25. According to the results of a Spearman correlation study (restaurant operation), third - party logistics (out - of - stock, high delivery price, and food waste) are highly connected with their respective dependent variables. The new insights and knowledge gained from this research will be useful to restaurant owners, patrons, Kelantan people, and the study's researchers.

3. Research Methodology

For doing this research I have used qualitative research method and interview technique by interviewing 400 restaurant owners of Raipur Area.

Research Hypothesis - To validate my research, I have taken 2 hypotheses. They are as follows -

H1: Null hypothesis - There is positive image of Zomato as compared to Swiggy in restaurant owner's preference.

H2: Alternate hypothesis - There is negative image of Zomato as compared to Swiggy in restaurant owner's preference.

H3: Null hypothesis - Swiggy is not performing better than Zomato in Raipur Area considering restaurant owner's preference and customer preferences.

H4: Alternate hypothesis - Swiggy is performing better than Zomato in Raipur Area considering restaurant owner's preference and customer preferences.

During my research, my focus was on knowing the restaurant owner's point of view on the food delivery apps and with the coming of these apps how it has affected their business. We can assume that many of them have benefitted from these apps as they have provided them a large platform to grow their business but here are few whose daily business is as good as it was earlier but online business is not boosting much. I have used the interview method for this research work. I have interviewed 400 restaurant owners and know about their preferences for Zomato, Swiggy and the overall food - delivery industry. I have asked questions like which app they would prefer more, how is their journey with both the food delivery apps, is there any specific problems they have faced during their journey with food delivery industry, for how many years they are part of this industry, has they seen any improvement in their business after collaborating with these food - delivery apps etc.

4. Data Analysis and Interpretation

I have used interview method under qualitative research method to do my research work. During my research, I have interviewed 400 restaurant owners of Raipur Area to know about their ongoing business with food delivery apps like Swiggy and Zomato etc. I have asked few questions to them, and these are the answers I got from them -

a) For how many years you have been into the business or tie - up with these food delivery apps?

I have received a varied form of answers to it. Some were into this business from 8 years while some have just started few months back. When these apps were new to Raipur Area, they were contacted by Sales Team to collaborate with them, by giving the restaurant owners the insights about how they work, the boost in their business after collaborating, training related to the use, functioning, market share of apps. Sales Tea, on time - to - basis, visit their partners to know how they are working and if they are facing any issues. Few restaurant partners have stopped using these apps seeing the downfall in their business, not satisfied with the services, their restaurant is closed in Raipur Area. Many restaurant partners got suggestion to join this food delivery industry to improve their business in Raipur Area as they have good name in market and doing great in dine - in facility and their acquaintances gained a lot of profit after collaborating with them.

b) What are the problems you have faced while using these apps?

The main problems faced the restaurant partners were mainly on their services part, only few faced issues due to technicality of the apps. Problems are listed below -

- More technicality - As these apps have many features so it sometimes became difficult for the restaurant partner to understand and remember them. Menu updating, checking on the orders, claiming of the cancellation charges, permitting discounts and ads on the app, were some of the features which were difficult for them.
- Understanding the charges - comparing both the apps, many were in the dilemma of how much percentage is being cut from the restaurant partner's Sales. Even though after calculating the collaborating and GST charges, they both were charging around 30% of the restaurant partner's sales of every order. But still, many believed Zomato is charging less. Few faced problems in cancellation policy. For example - there are 5 situations and its accordingly cancellation charges in Swiggy like if the order gets cancelled after the rider has picked up the food item, the restaurant partner will be paid fully for the cancellation, but the food item will not be drop back to the restaurant. But in Zomato, the rider must deliver the food item compulsorily to the restaurant.
- Transparency - This includes the clarity in the payments, progress of every complaint raised by restaurant partners, knowing about the features of these apps. Many faced problems in payments from Swiggy, stating they are charging more than Zomato, delay in payments. Many believed on Swiggy due to their bad experience from Zomato.
- Services - many restaurant partners complained that they didn't received support from Swiggy like delay in complaint progress, no response from Swiggy, delayed work, low no. of contact person and delivery partners etc. this became the main reason why the restaurant partner shifted to Zomato. In Raipura area, due to the low availability of delivery partners of Swiggy as compared to Zomato, the restaurant partner prefers Zomato more.

c) Did you see any difference like in your business, order pattern etc., in post - covid era?

Talking about the post - covid time, many agreed to the point that they have faced much downfall in their business just when the world started to normalize. Before Covid, there was Swiggy Office in Raipur which shut down and it leads to many problems among restaurant partners. Post covid time, restaurant owners were not happy with the Swiggy services like delivery, enabling of their restaurant Id, lack of contact person, low delivery partners, low orders on Swiggy, which made them shift to Zomato. Many waited for 2 - 3 years for the salesperson to meet them and make them understand the restaurant partners' problem. Many have seen the downfall in their orders and thus needed features like Ad and discount to make customers attract to their restaurant. It is taking time for the customers as well as restaurant owners to grow back like pre - covid time.

d) According to you, which feature you find more attractive which made you to join these apps?

Many joined these apps to increase their profits as their primary intention but with the passage of time, they got to know many things about the good promotion techniques

beneficial for their restaurant. Few finds attracting with new customers and to new customers. Few found it thrilling chance to learn something new in their food chain business.

During covid time, few collaborated with Swiggy, to spend their time to help the needy as that time restaurant were closed. They started giving home - cooked food. Few finds these as a chance to explore themselves by opening home baked cakes, pastries, thali as cooking was their hobby. As everything was on haul, some tried this food business as a new earning method.

Many learned about the discounts, ads and membership and of schemes to attract customers. Many started the membership like schemes for their regular customers.

e) How will you rate your experience with Swiggy and Zomato?

Those who were in Swiggy from their starting time, they rated Swiggy as Satisfactorily. They were happy with the services but eventually many shifted to Zomato, when Zomato came into picture. Zomato and Swiggy charges same charges and give same services but Zomato performs better than Swiggy in many ways like user friendly app (restaurant partner can easily update their menu and add photos in their app whereas in Swiggy, faster issue resolving, easier delivery experience. Few are still loyal to Swiggy as they are habitual of using Swiggy and find it easier to operate. On the other hand, the restaurant partners who are in both these apps, they find Zomato better than Swiggy thus are very happy with the services of Zomato.

f) As compared to today, which app you will prefer more to use from Swiggy and Zomato?

Many agreed to prefer Zomato more than Swiggy due to the current market size and faster problem grievance mechanism. But they told to switch to Swiggy again if they work on their shortcomings.

g) Are you satisfied while using Swiggy app?

They were satisfied with Swiggy, with the fact that it helped the restaurant partners to make their foundation in Raipur Area. Swiggy has helped the restaurant partners know how the food delivery system works to improve their business. Many even during covid started their business in Swiggy to deliver home - made food and it gained lot of popularity. Swiggy have made the restaurant partners make their business grow double and due to this, many remained their loyal partners. Few faced some difficulties so either they switched to Zomato or continue their dine - in services only.

Any suggestions to improve for Swiggy?

There were many suggestions given to improve like -

- Increase the delivery partners in the far areas of Raipur.
- Improve their service time like faster redressal of their complains.
- Help the restaurant partners understand their app feature in more simple ways so that restaurant partners can easily do the work like menu updating, correcting details etc.
- They can make the app more restaurant partner friendly.
- Increase their contact person and visits to make the restaurant partners feel more connected.

So, from the above interpretations, I can say that my null hypothesis, H1: *There is positive image of Zomato as compared to Swiggy in restaurant owner's preference* and null hypothesis H3: *Swiggy is not performing better than Zomato in Raipur Area considering restaurant owner's preference and customer preferences* are correct, considering all the inputs I got during my research from the restaurant partners.

5. Conclusion

Retention is a topic on which businesses spend a lot of time, energy, developing products, and strategic thinking. For instance, Swiggy's "Super" subscription programme enables users to purchase packages for one, three, or twelve months in order to lower the delivery charge. There is a membership/loyalty programme called Zomato Pro. These businesses have generally started moving in the direction of more sustainable unit economics and are currently in positive territory even before COVID - 19 took effect. The corporations today most likely enjoy their finest unit economics ever. The constant challenges faced by this online food delivery service provider are as follows -

- 1) Lack of proper logistics control like delayed delivery and delivery staff shortage
- 2) Lacking customer loyalty towards the brand
- 3) Inability to handle the larger volume of order like dine - in and take out

From my research, I can conclude the following things,

- Restaurant partners are preferring Zomato more than Swiggy in Raipur Area.
- Swiggy needs improvements in areas like increase in delivery partners, faster grievance redressal, reach in far areas.
- Swiggy needs to promote their other segments like Swiggy Genie, Instamart etc., to make people more aware and thus can increase their market reach.
- Swiggy needs to make their restaurant partner app more user friendly.

If we consider the overall market of food delivery services in Raipur Area, we can say that Swiggy and Zomato were the only 2 food delivery apps present, which makes the competition even greater. Swiggy was performing very well in pre - covid time but after covid time they are seeing downfall here. On the other hand, Zomato, after making few app changes and increase in the no. of delivery partners, is performing better.

6. Recommendations

After interviewing the 400 restaurant owners and knowing the customers opinion, I can say that Swiggy is lagging behind Zomato in many areas like Swiggy partner app and delivery app should be more user friendly as compared to Zomato where they can add the menu, give reviews, know about the restaurants and can call the restaurants. With the slow grievance redressal in Swiggy after COVID- 19 time, the restaurant owners need more assurance and support from Swiggy. Zomato has more delivery partners, longer slot timing, more customer reach. Swiggy should also work on

their customer problem solving. Swiggy should also increase their delivery executive and also promote their various segments like Genie, Instamart, Dine out on pilot project also to increase their customer base and make customer aware about their brand more. Food retailers must employ technology in novel and distinctive ways to expand their e - commerce channels and their capability for home delivery in order to address the current crisis and future crises. They can achieve this by collaborating with cold storage facilities and last mile providers. Other solutions include employing hybrid picking models, increasing the number of shifts in existing warehouses, and transforming a few retail spaces into dark storefronts. Retailers may utilise technology to support customers and help their business, not just by increasing the number of self - checkouts but also by evaluating how technology might improve customer safety throughout the entire process. Both e - commerce advancements and IT enablement will call for either an investment in reskilling current personnel or the acquisition of new skills and expertise, maybe from other industries. The food's quality and packaging are the key restrictions for internet delivery businesses. Some individuals believe that the food offered by internet businesses does not meet the quality that consumers would receive if they had visited a restaurant, hence it is crucial for online service providers to monitor the calibre of the food being supplied.

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