Customers Views on Covid-19's Food Delivery Applications' Quality Assessment

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ABSTRACT

Online users can use a website or an online application to order food for delivery or takeout from a nearby restaurant. It resembles online consumer product purchases in certain aspects. Cash, debit cards, or credit cards are accepted as forms of payment, and a portion of the money is given to the online food company. The study focuses on companies that offer food distribution services and carry out service activities including food delivery to clients and food sales as items. Because Generation Z is predominately made up of self-employed people who lack the time to cook a meal, food delivery services are important in their lives.

The study's importance lies in understanding the positive and bad effects that the COVID scenario and lockdown have had on them. The study aids in understanding the numerous marketing initiatives launched by the major online meal delivery services in an effort to boost sales and foster client loyalty. This study also focuses on the different safety precautions that online food delivery services take to guarantee the security of their delivery personnel, the restaurants they work with, the customers, and the quality of the food, as well as the viability of such services both during Covid and generally.

Keywords: Covid, Food Delivery Services, Online Apps, Generation Z, Client Loyalty

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Introduction

India might be growing as the twenty-first century gets underway. The nation's young minds are flourishing in this era of cutting-edge technology and inventions. Technology is helping working-class individuals succeed at their occupations because they want to. Things that once appeared impossible are now becoming possible thanks to technology advancements. Different kinds of businesses are now creating online stores thanks to technology. Due to a number of causes, including more affordable cell phones and internet data plans, people have started to utilise cell phone

applications more frequently. The applications have improved the convenience of many products for consumers. Internet-based food delivery is an excellent illustration of how e-commerce is upending a traditional market. The number of new food delivery businesses has caused a huge increase in the total number of transactions and

sales in the emerging industry. While internet meal delivery services can increase revenue potential, there is a chance that brick-and-mortar sales will decline as clients who once visited physical businesses now choose to shop online.

India is without a doubt one of the biggest consumer marketplaces in the world today, with a population of over 1.2 billion. Additionally, 50% of this population is under the age of 25, and the remainder is under the age of 35, making India one of the countries with the youngest populations in the world. The 18 to 40 age group accounts for a large portion of fast food demand. The middle-class population in India is projected to reach 550 million by 2025. One of the main factors influencing demand in the food and beverage business as a whole is the appetite of young people in India. Nearly every area of people's lives has been negatively impacted by the COVID-19 pandemic, including their capacity to purchase things. Lockdowns imposed by the government have made people stay at home instead of going out to shop as usual, which has resulted in numerous physical establishments closing.

Many eateries have shut down or converted to takeout in order to stay afloat. Home delivery has been found by several customers to help with some of COVID-19's problems. E-commerce and home delivery can be a practical option for workers who must work remotely as well as for a number of other groups, such as parents who must juggle work and parenthood duties or people who are at high risk of COVID-19 health concerns.

When the coronavirus pandemic swept the world, it had a significant impact on the food sector and related facilities. Due to the outbreak, the Indian government classified restaurant and food distribution as essential services. These services have to be restarted because more than 20% of

India's population, including students, young adults who are working, and paying tourists, rely on internet food and restaurant services on a regular basis. The food sector as a whole and online food delivery have faced numerous challenges as a result of the pandemic, some of which may have long-term repercussions.

Objectives

- To research different advertisements that online food delivery applications started during COVID-19.

- To evaluate the overall quality of the online meal delivery services

Review of Literature

PJAEE (2020), an investigation Covid-19's effects on home food delivery through food delivery platforms were explored. Customers are moving online quickly, which has propelled the e-commerce sector's explosive expansion during the past ten years. A number of factors, some of which are industry- or country-specific while others are the result of global trends, have contributed to this change in consumer shopping patterns. The majority of it can be attributed to the availability of an increase in online food delivery businesses, a better understanding by consumers of the developments of online e-commerce, a better and more secure option for online payments of services, an increase in disposable income, and work from home activities reducing the amount of time that people have to spend preparing their own meals. The prevalence of all of this is significantly greater in developed nations.

China has been the region with the strongest e-commerce growth in recent years; in 2019, its revenues reached US$1.935 trillion, more than

three times the amount spent. In the second-largest market, the United States, with $586.92 billion, China alone represents 54.7% of all e-commerce enterprises globally, more than double the combined market shares of the following five countries, which are the United Kingdom, United States, South Korea, Japan, and Germany.

Jadhav (2018) in Food Ordering Mobile Applications- A new Wave in Food Entrepreneurship studied the concept of Mobile food delivery applications and analyzed the benefits and challenges of food delivery apps for restaurants and customers. Random customers were made to fill out a questionnaire and restaurant owners filled out another questionnaire. The data collected implied that more than 50% of the food market is in the unorganized sector. Growing urbanization and innovative technology were found to be the major factors responsible for growing of the market.

Rathore and Chaudhary (2018), uncovered the drivers behind online food order behaviour and client preferences for particular online meal delivery services. The article covered issues including time and delivery, convenience, accessibility, ease of payment, etc. that affect ordering food online. The authors included two sets of structured questionnaires and employed internet surveys. It was discovered that clients preferred to place weekly orders that included snacks and dinner. Additionally, they discovered that more individuals preferred Zomato and Uber Eats while less people preferred Swiggy and Food Panda.

Das (2018), Consumer Perception Towards "Online Food Ordering and Delivery Services": An Emperical Study, which used data from about 153 respondents of a small and homogenous population in various locations, examined the various factors, including convenience, cost effectiveness, availability, location, mode of payment, and doorstep delivery, that affect the consumer's choice and perception of online food delivery services. Doorstep delivery was discovered to be the factor that drove customers to use the services the most, followed by ease and convenience. On the other hand, negative past experiences and peer pressure from friends and family made it difficult for people to utilise it. When customers received any awards or cash-backs, their decisions were also affected. According to the report, Zomato and Swiggy are the two most popular service providers.

Ansar Z. & Jain S. (2016), cited the expansion of the e-commerce sector as a key element in the popularity of online meal ordering and delivery services. According to research, over 400 food delivery apps are growing in India thanks to around $120 million in funding from venture capital firms and other investors. Given that each person consumes at least three meals per day, the food industry is referred to as a repetitive commercial industry, which draws investors' and entrepreneurs' attention to this expanding market.

Research Methodology

- Research Design: Descriptive research
- Sampling Technique: Purposive sampling
- Sample Unit: Consumers who prefer buying food through online service applications in covid period.
- Sample Size: 100 respondents
- Data Collection Source: Primary and Secondary both;
- Analytic Tool: Percentage analysis.

Analysis and Interpretation

Campaigns Undertaken by Online Food Delivery Services in COVID-19

ZOMATO

- *Feed the Daily Wager:*

a) The fund was established by the large food distribution company to assist families of daily wage workers who are stranded at home and unable to raise any money during these times.

b) On their goal of raising 50 crores, they have already raised more than 28.13 crores.

c) Using the money they generate, they send meal packages to households of up to 5 people for a week. They have partnered with a network of NGOs and other organisations in order to guarantee that the food reaches the correct individuals.

d) In order to maintain service continuity throughout the crisis, Zomato is also providing assistance to the hundreds of individuals who work in their distribution network and maintaining close contact with the authorities.

e) Additionally, they made sure that the masks of their distribution partners. Additionally, the restaurants in its partner network are equipped with everything necessary to uphold excellent standards.

- *Zomato Gold Support Fund:*

a) When marketing its yearly Gold (now Pro) membership, Zomato announced the Zomato Gold Help Fund in April, saying that all subscription costs received in April would support restaurant employees.

b) In an effort to show that they have a close relationship with their customer base, Zomato just started delivering groceries throughout 80 cities in the nation.

c) Additionally, they have started using contactless delivery, which allows their delivery partners to leave packages in front of people's houses. Cash on delivery has been eliminated to lessen contact.

- Commercial Ads: A mother gives her son permission to place an online order in a new Zomato TV commercial by approving the platform's food delivery protection standards.

PIZZA HUT

- *Quality Time Not Quarantine:*

a) To ensure that its customers continue to have faith in them and to uplift them, Pizza Hut started the campaign. They made pizza-themed backgrounds available to make video talks even more fun and memorable.

b) They are giving all restaurant sta ffmember's gloves, masks, and sanitizers so they can execute a contactless dining approach.

c) The brand has also seen an uptick in demand for group deliveries.

SWIGGY

- *Hope Not Hunger:*

a) This campaign was started to help the

underprivileged. Swiggy worked with a number of commercial kitchens, NGOs, and state governments during the 21-day lockdown in April to offer regular meals to thousands of disadvantaged, daily wage earners, and stranded migrant workers who had little access to nourishing food.

b) They provided more than 30 lakh meals to individuals in need after raising over Rs 10 crore.

c) Over 125 cities currently offer the online grocery delivery service Swiggy.

- *Genie:*

a) By introducing "Genie," a hyperlocal delivery service in more than 15 locations, Swiggy has also updated its "Swiggy Go" programme.

b) Swiggy has partnered with several national brands, including Hindustan Unilever Ltd., P&G India, Godrej Consumer Products Ltd., Dabur India Ltd., Marico Ltd., Vishal Mega Mart Pvt. Ltd., Adani Wilmar Ltd., and Cipla Ltd., to offer branded food and household goods.

DOMINOS

- *Zero Contact Delivery:*

The Company's "Zero Contact Delivery" programme, which is being put into place across all of the company's restaurants across the country, enables customers to get their meals without coming into contact with the delivery personnel.

- *Kitne Dino Se Domino's Nahi Khaya:*

The most well-known online advertising campaign for Domino's Pizza had that name. Its objective is to strengthen consumer protection and confidence.

- Order Karna Safe Hai: Two videos-one with a jingle and the other with a voice-over that depicts the new normal situation-make up the digital campaign for "Order Karna Safe Hai."

Evaluation of the Effectiveness of Online Food Delivery Apps

A questionnaire was provided to a number of consumers who preferred to order food online during the pandemic for the aim of quality assessment, and the results are as follows:
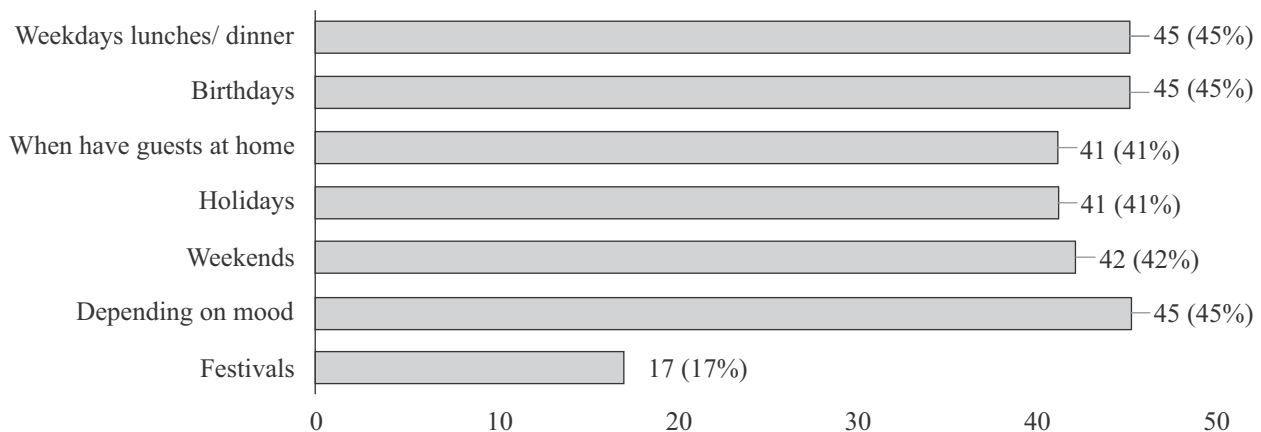

Fig 1: Order number food from delivery app

Interpretation: For weekday lunches and dinners, birthdays, and other special occasions, 45 percent of respondents prefer to buy food online, according to the aforementioned figure. Depending on how they are feeling, 41% of respondents said they prefer to order food online when they have visitors around or when it's a special occasion. Weekends are when 42% of respondents like to place their orders, and festivals are when 17% of respondents do so.
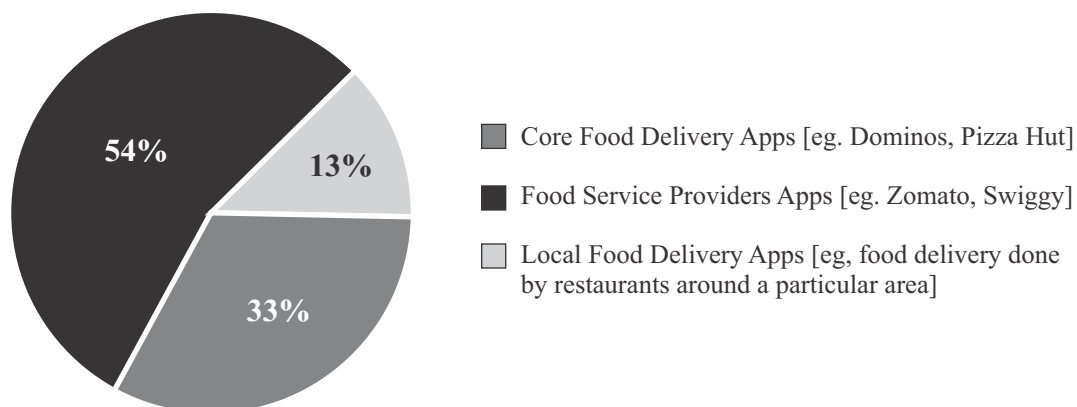

Fig 2: App Preference by people

Interpretation:

According to the chart above, 33% of respondents prefer to order food from popular food delivery services like Domino's, Pizza Hut, etc. 13 percent of respondents use local meal delivery apps, while 54 percent prefer to use applications from food service providers like Zomato and Swiggy.
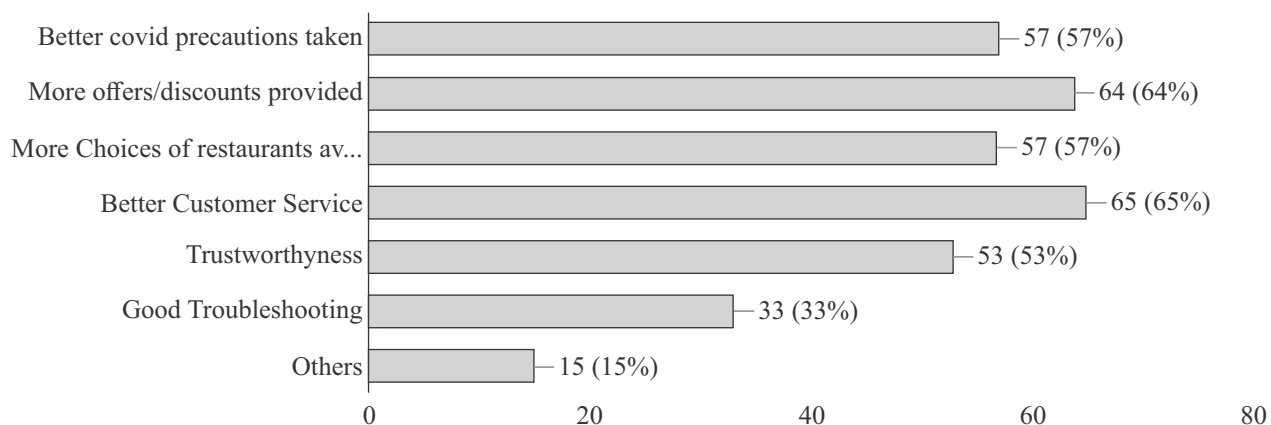

Fig 3: App Preference Selected app in comparison to others

Interpretation:

According to the above figure, 57% of respondents believe that their favourite app ensures better covid safeguards. According to 64% of respondents, their preferred app offers more deals and discounts. 57 percent of respondents think their chosen app offers more restaurant options. According to 65% of respondents, their chosen app offers superior customer service. 53 percent of respondents think their favourite app is reliable. 33 percent of respondents believe their preferred app has effective troubleshooting, and 15% cite additional factors as to why they prefer it.
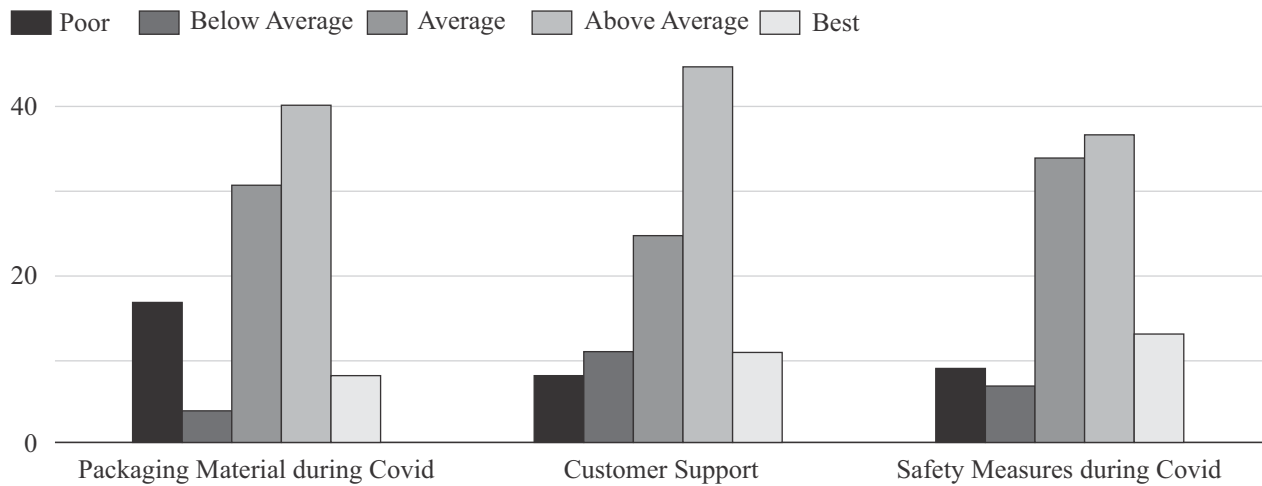
Fig 4: Number of App preferred by people

Interpretation:

According to packaging information from Covid, as seen in the accompanying figure, 17% of respondents discover their chosen app. Poor, 4% of respondents regard their chosen app to be below average, while 31% find their preferred app to be average. On average, 40% of respondents think their chosen app is better than average, while 8% think their preferred app is the best.

8 percent of responders, according to customer service, find their favourite app. Poor, 11% of respondents perceive their chosen app to be subpar, while 25% of respondents view their preferred app to be average. On average, 45% of respondents rate their chosen app as above average, and 11% of respondents rate it as the best.

In accordance with safety precautions used during COVID, 9% of respondents discovered their preferred app. Poor, 7% of respondents find their chosen app to be below average, and 34% find their preferred app to be average. On average, 37% of respondents think their chosen app is better than average, and 13% think their preferred app is the best.
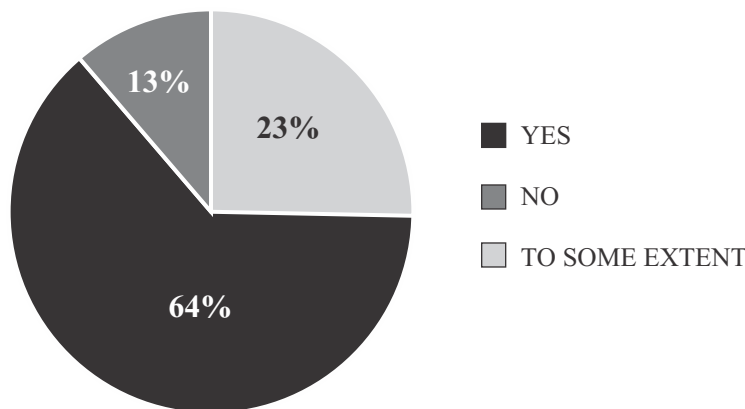

Fig 5: Expansion of the preferred app into new business during covid like providing medicines and grocery

Interpretation:

The aforementioned figure shows that 64% of respondents are aware of their chosen app's entry into new markets during COVID. Thirteen percent of respondents are completely unaware of the expansion of their chosen app into new business during COVID, while 23 percent are only vaguely aware.
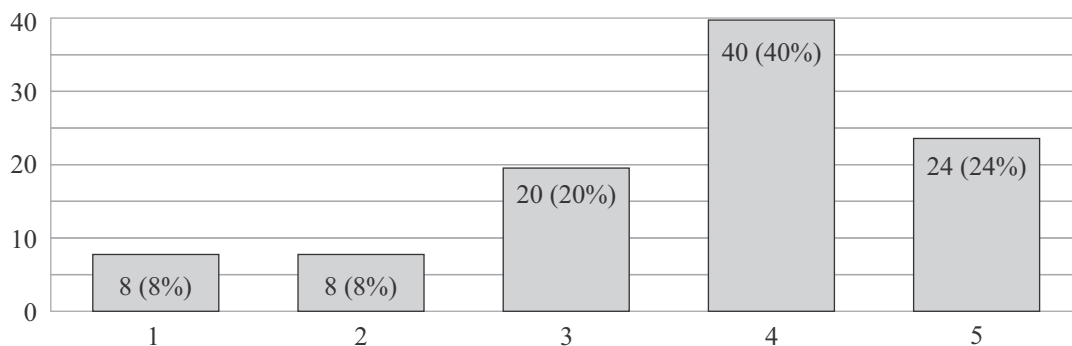

Fig 6: Rate on the scale of 1 to 5 that how much people appreciate the efforts done by the preferred apps for the safety of their delivery persons.

Interpretation:

According to the above graph, 8% of respondents rated 1 and 2 as their preferred apps for valuing the safety of delivery personnel. Three was selected as the top app by 20% of respondents who valued the safety of the delivery people. For the appreciation of the safety of the delivery people, 40% of respondents chose 4 as their preferred app. The preferred app for appreciating the safety of delivery people, according to 24% of respondents, is 5.
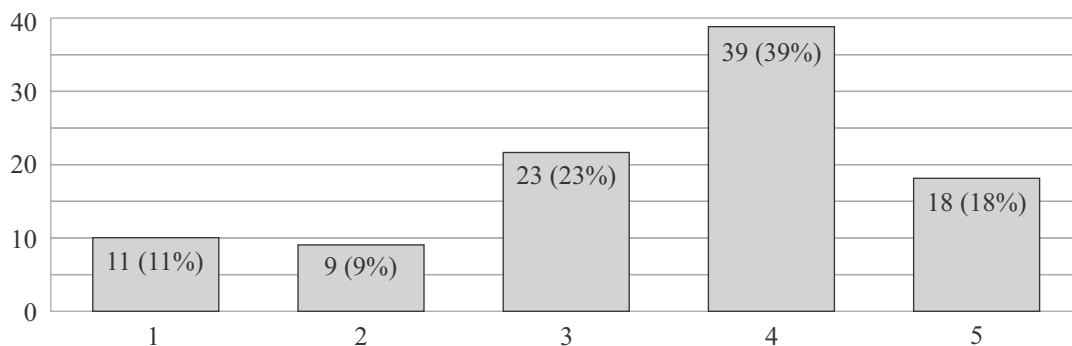

Fig 7: Rate on the scale of 1-5, how secure do people feel while making a payment through their preferred app

Interpretation:

The above Figure represents that 11% of respondents has ranked 1 the preferred app for how secure they feel while proceeding for the payment. 9% of respondents has ranked 2 the preferred app for how secure they feel while proceeding for the payment. 23% of respondents has ranked 3 the preferred app for how secure they feel while proceeding for the payment. 39% of respondents has ranked 4 the preferred app for how secure they feel while proceeding for the payment. 18% of respondents has ranked 5 the preferred app for how secure they feel while proceeding for the payment.
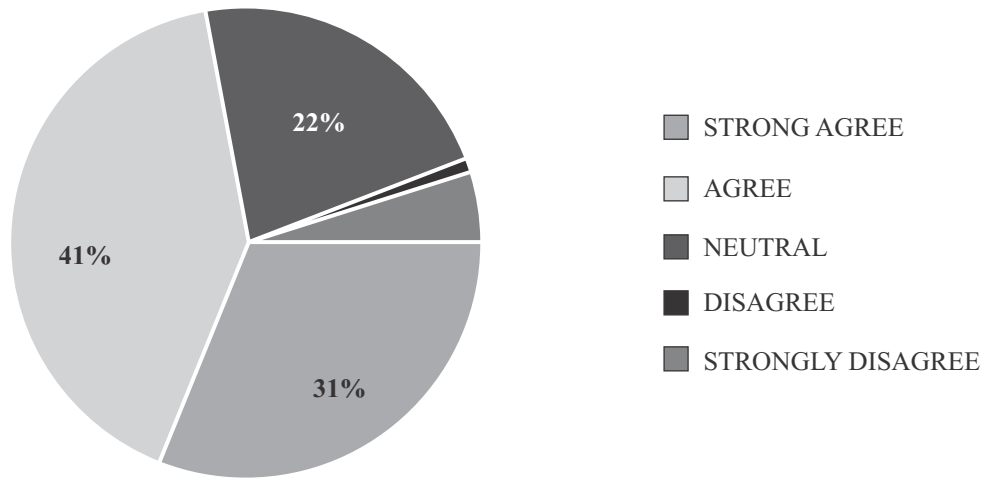
Fig 8: The preferred app protects all the information about your ordering behaviour

Interpretation:

The above Figure represents that 31% of respondents strongly agree that their preferred app protects all the information about their ordering behavior. 41% of respondents agree that their preferred app protects all the information about their ordering behavior. 22% of respondents are neutral about the fact that their preferred app protects all the information about their ordering behavior. 1% of respondents disagree that their preferred app protects all the information about their ordering behavior. 5% of respondents strongly disagree that their preferred app protects all the information about their ordering behavior.
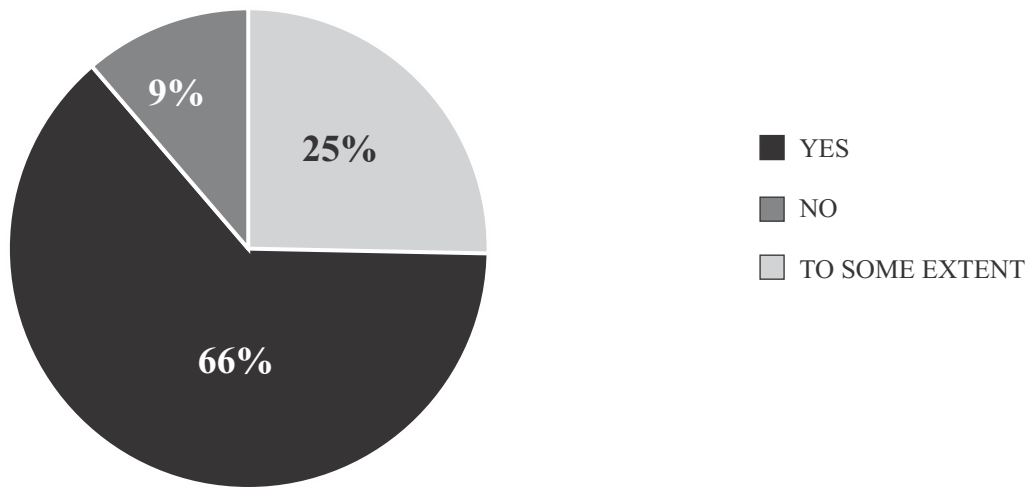

Fig 9: Preferred app followed all the covid protocols effectively

Interpretation:

According to the accompanying graph, 66% of respondents concur that their favourite app effectively respects all COVID protocols.

According to 25% of respondents, their preferred app does, at least in part, meet all COVID rules. 9 percent of those surveyed concur that their chosen app does not properly follow the COVID protocols.
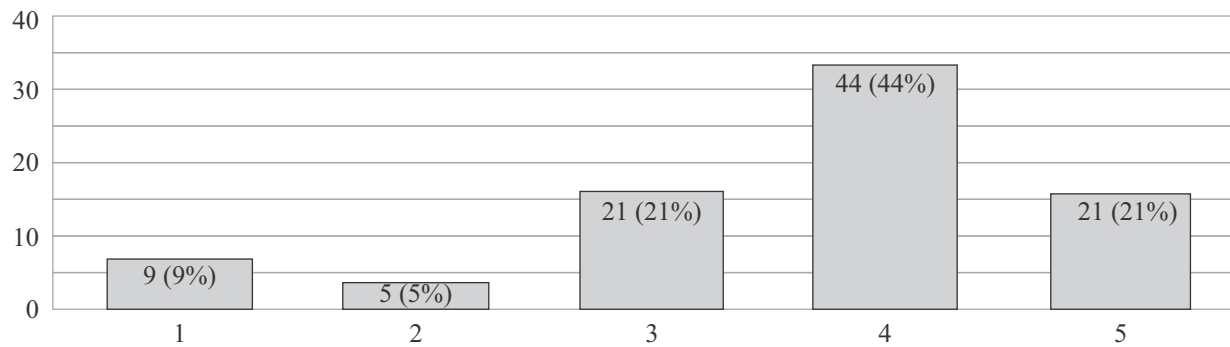
Fig 10: Rate how satisfied people were by the overall service provided by the preferred app during covid time

Interpretation:

The above Figure represents that 9% of respondents has ranked 1 their preferred app for overall satisfaction and service provided. 5% of respondents has ranked 2 their preferred app for overall satisfaction and service provided. 21% of respondents has ranked 3, 44% of respondents has ranked 4 and 21% of respondents has ranked 5 their preferred app for overall satisfaction and service provided.

Findings

- The food delivery firm Zomato has established a fund to assist families of daily wage workers who are at home and unable to raise any money during these times.

- Zomato exceeded their goal of raising $50 million by raising more than 28.13 crores.

- Zomato has partnered with a network of NGOs and other groups.

- Recently, 80 cities nationwide were serviced by Zomato's new grocery delivery service.

- To deliver regular meals to thousands of impoverished, daily wage earners, and stranded migrant workers, Swiggy worked with a number of commercial kitchens, NGOs, and state governments.

- To establish a contactless dining approach, Pizza Hut is distributing gloves, masks, and hand sanitizer to every sta ffof the restaurant.

- More than 55% of individuals say they prefer to order food through apps from food delivery services like Zomato and Swiggy.

- More than 60% of respondents are aware that their favoured app has entered new markets, including those for groceries and prescription drugs.

- Approximately 65% of respondents think that their favourite app effectively and efficiently respects the COVID protocols.

Recommendations

Well-designed app for menu / online menu:

Create an online menu that is crisp, concise, and easy to read. It should convey all the necessary information having a clear CTA. The price, the quantity of the items should be clearly written so that it becomes easy for the customers to order.

Package food safely:

Take precautions that food doesn't spill and get messes up in the container as it will appear unappealing and less appetizing. As well as sanitizing the package before delivering it to the customer.

Proper distancing:

If contact is necessary then maintain a good distance of 7ft.

Safety by riders:

After delivering the package sanitise or wash hands vigorously. The same safety practice should be applied to food containers as well.

Sanitizations:

Sanitizations of the vehicles used by the food delivery persons after each and every order even complete sanitization of them before entering any restaurant

Conclusion

When faced with a crisis, the brand, apps, partners, customers, suppliers, and ecosystems make and communicate decisions that show how solid their connections are. The efficient use of such digital channels to respond in a unified and consistent manner is a sign of a good crisis response. The apps discussed in this study show how companies may utilise their networks to effectively tackle COVID-19 while still delivering meals.

According to this analysis, the Covid-19 pandemic has hurt numerous online food delivery firms as well as numerous stakeholders that took part in diverse ways. Much work has gone into

categorising the influence and its effects as "good" or "bad," although it can be argued that there are a number of additional ways to categorise these effects. A prominent example of this is the coronavirus epidemic, which has acquired significant traction and produced numerous chances for online meal delivery services. Consumers have benefited from this because it has made it possible for them to have food delivery at their doorstep without having to leave their homes or endure any discomfort. However, it has increased the risk of the virus spreading among food delivery employees, which has had a negative effect on a number of food delivery businesses.

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