Consumer Behavior Analysis and the Perspectives of F&B Restaurant Owners on Online Food Ordering

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ABSTRACT

In the restaurant business, the food marketing and distribution approaches are on a continuous transition from the conventional buying approach to the online food delivery mechanism where business owners provide multiple alternatives such as online shopping, phone-based ordering, home delivery, pick-up, and drive-through services in food firms. The internet has also been continuously impacting the business and economy where virtual organizations and e-commerce are now widely available. For the food business, the Internet is extremely beneficial as it has brought into existence online food delivery applications which benefits both business owners as well as their clients. There are many perceived benefits related to online food ordering but there are also certain drawbacks which have a direct impact on the adoption of the online food ordering system, such as customers may be reluctant to place orders on the internet. Various businesses partner with partnered food delivery apps delivery services to increase their sales and to gain brand value, instead of having their self-delivery applications. Our goal is to find a solution that helps the restaurants to incorporate new online

technologies, without third-party dependencies, thereby cutting costs and enhancing efficiency.

INTRODUCTION

Overview:

Technology has successfully revolutionized various businesses. One of the major revolutions were witnessed under the food delivery services, from telephonic to online ordering, thereby satisfying consumers' ever-changing demands. As the dependency on technology has moved us to do everything online, including having cooked meals sent to our doorstep, technology has also led to changes in customer choice. Convenience is the main customer attraction as the steps required to place an order are as easy as a few clicks on mobile devices such as tablets, tablets, or computers. With the enhancements in the technology, new revolutions with respect to food ordering systems were introduced. With this came the new era of outsourcing delivery services. This allowed small businesses to deliver their food which was previously only done by large or medium businesses. It came with the added benefit to generate and deliver value to both customers and company owners. However, the outsourcing system might be helpful, but it may also be a downside for businesses, as the potential economic returns might not be sufficient to compensate for the effort and time needed.

In this paper, Section 2 elaborates on the literature review for the purpose of our research, Section 3 explains the research methodology for the purpose of our study, Section 4 explains the findings of our research which was obtained from various surveys that we performed, under Section 5 Data Analysis was mentioned which included the results which were obtained from our survey of 155 Candidates, in a statistically represented format, Section 6 concludes our results and lastly, Section 7 is focused towards Future work.

Problem Statement:

This paper aims at understanding the importance of online food delivery apps in today's era and focuses on the various benefits and drawbacks of outsourcing delivery services, from the perspective of restaurant owners as well as performing a consumer behavior analysis, thereby concluding the best means for the same.

OBJECTIVES:

1. To analyze the importance of online food delivery apps in today's era.
2. To analyze Consumer Needs with respect to online food delivery apps.
3. To analyze the impact of partnered food delivery apps on restaurant owners.

LITERATURE REVIEW

In the paper, 'Digital food delivery apps revolutionizing food products marketing in India' (Thamaraiselvan, N et al., 2019), Mr. Thamaraiselvan and Mr. Jayadevan studied the importance and the growth of digital applications in the food delivery system as food delivery done using digital applications has seen an abominable growth in the e-commerce sector. Food delivery through digital applications is particularly adopted by fast food chains or restaurants in India. This paper also examined some strategies that can be followed by them for sustainable business soon.

This system of ordering food through a digital platform like a website or mobile application has gained customers majorly from places like apartments, office buildings or retail malls etc. The food industry or the restaurant sector it is quite understandable that in the near future, restaurants without a food delivery focused system in place will be impacted. Internet evolution, increased usage of digital platforms like smartphones has affected all business domains. These technological advancements are a way to charge high cost and improve efficiency for restaurants/food providers as well as a form of comfort and ease for the consumers.(Thamaraiselvan, N et al., 2019)

Nowadays the most look forwarded thing from a restaurant is whether they do home deliveries or not. There are also other benefits that they look forward to when ordering online are redeemable points, cashbacks, and various other rewards, offers, coupons etc. What stops the consumers from ordering online for food delivery apps, bad reviews, bad experience of an acquaintance and a personal base experience. (Saxena A., 2021) This concept is growing at a phenomenal rate and will be implemented in all cities irrespective of how developed that city is. During the global 2020 COVID-19 outbreak, (Prathamesh Jagannath Mane., 2020) the advantages of online food delivery were obvious, as it facilitated consumer access to prepared meals and enabled food providers to keep operating. The paper used the three pillars of sustainability as a lens to

consider the impacts. This review presents the most up-to-date research in this field, revealing a raft of positive and negative impacts.

Three key contributions have been made via this review. First, it is the first interdisciplinary review that brings together academic research in a wide range of areas affected by the increased use of online food delivery. Second, it discussed the opportunities and challenges presented by these impacts.Third, it highlights the opportunities for action by all stakeholders, including online Food delivery industry practitioners, policy makers, consumers and academics, to maximize its positive impact and reduce its negative impact. (Prathamesh Jagannath Mane., 2020)

A Study of Online Food Delivery Apps like Zomato & Swiggy and their effect on Casual Dining was performed by Mr. Prathamesh Jagannath Mane. The paper aimed at determining the impact of Online Food Delivery chains like Zomato and Swiggy on restaurant dining, and to know the strategies implemented by these Online Food chain companies.

The focus of these online food delivery apps is to provide comfort and transparency to clients. A client can read a review about any dish, find nourishment menu related to dish name, picture, and cost. The changing urban lifestyles of ordinary Indians and ever-growing people swarming metro urban networks and longer journey times are drivers of supportive, arranged eating, and more affordable choices of food and grocery delivery at doorsteps. The paper concluded with the fact that associations that keep their offer and image dynamic in the mind of the buyer will take the best idea of Indian online food advantage pie. (Shantashree Das, Debomalya Ghose, et al., 2019)

The food industry, particularly the restaurant sector and the management of food as is a very easily spoilt product and have a very low lifespan. The inventory management in the food industry is also affected by the variable supply and demand. Hence this paper studies the relevance or importance of outsourcing food delivery to a partnered food delivery apps and how these food delivery applications affect inventory management in restaurants and the issues that surface.(Shantashree Das, Debomalya Ghose, et al., 2019) This research paper tells the reader how food delivery applications affected the restaurant in a positive way as in the current world many people prefer ordering food and eating in the comfort of their homes. This paper also studies the inventory management

strategies that they restaurants follow, and it also gives a few suggestions of which to follow.

In the study performed by Mr. J. Das, ― Consumer Perception towards Online Food Ordering and Delivery Service (J Das., 2018), focused on how consumers' perception about online food delivery apps may vary under different circumstances. It studied consumer perception towards online food ordering and delivery services and aimed to examine the views of the consumers about the different services they receive from different portals based on analysis and interpretations derived after conducting various types of tests. According to the research conducted, it was concluded that Zomato has gained a positive opinion of most of the consumers in comparison to other service providers like Swiggy, Uber Eats, etc. It's mainly because of their better delivery times and better discounts. Zomato has been in the first position in the online food delivery service provider, and if it includes minor improvements, it will retain its upper hand soon.

RESEARCH METHODOLOGY

The research is focused on primary data collection. In this analysis, a quantitative research method was adopted to investigate and observe the obtained data using statistical and computational techniques. A standardized questionnaire with closed-ended and open-ended questions was developed using google forms and was filled by an approximate of 155 candidates. Due to the small and homogeneous population, all sub-populations of the construct are assigned the same probability. For analyzing the business owner's point of view, a survey was performed on six local restaurants owners from Delhi and Mumbai and the observations made were noted and concluded. In-depth interviews were used to gather study results, allowing interviewers to have more personal conversation with interviewees. The interview guide was not a standardized questionnaire, but it did include the conversation points that explored all the aspects required for our study.

FINDINGS

Need For Food Delivery Applications:

The introduction of technology and smartphones has changed our way of life. We can have restaurant-made food in the comfort and safety of our own homes while watching movies or finishing up work by ordering on an online food ordering

system with only a few taps. Restaurants that want to boost their business and get more market share in their area for food delivery are considering to tie-up with partnered food delivery companies logistics for online food delivery, like zomato swiggy. Online food delivery apps are platforms that enable restaurants to deliver food to customers' doorsteps. Thanks to its popularity, the concept of food delivery is rapidly gaining traction because of a rise in the working population and in major cities and their fast-paced work-life culture. In areas like malls, offices, and large-party orders for residential buildings, this online ordering system has attracted several new customers.

Individuals who miss out on home meals such as breakfast due to work, order food from restaurants. This online ordering system is affecting the traditional in-dining restaurants, as every day the number of people who prefer to eat at restaurant style food at their homes at their comfort convenience is increasing. This year 2020 has been a major boost to these services as more new people have shifted to ordering and eating at home in safety rather than going out and eating.

There are majorly two types of online food ordering systems, first is partnered food delivery service providers, like zomato, swiggy and the second type is self-food delivery applications like Dominos or McDonald's. Due to no human intervention involved in the process of online food ordering the system, it is almost error-free and more private and safer, therefore there is a major demand for online food ordering. Having an online food ordering system or partnering with a partnered food delivery app provider shows the customer that the restaurant is a modern growing establishment and is technologically advanced and aims to be available to all their regular customers. This online ordering system provides the customers an ease of mind and lets them choose and place their order more conveniently. This ease of mind and no-rush feeling is beneficial to the restaurants as with no rush to finalize their order fast the customer can explore more and end up ordering more.

The Indian online food delivery market reached a value of US$ 4.35 Billion in 2020. It is expected that the Indian online food delivery market will grow at an annual compounded growth rate of approximately 30.55% with respect to revenue and approximately 10.19% with respect to number of users during the 2020-2024 period and will generate an expected revenue of approximately 1,334.99 Bn rupees and have a user base of approximately 300.57 Mn by 2024. There is a growth in the market with the increase in access to high-speed internet facilities and the increasing sales of smartphones. Hence online food delivery

market growth is going hand in hand with growing working population and inflating income levels of consumers.

The major market shareholders are mainly focused on urban cities e.g. Bangalore, Delhi and Mumbai representing the three largest markets, vendors are also working in smaller cities because of their strong growth potential. In addition, the growing popularity of on-the-go food products and fast home delivery models that include convenience, ready-to-eat (RTE), and less costly food delivery choices is pushing up demand for online food delivery services in India.

Due to COVID-19, major delivery service providers such as Zomato and Swiggy have been providing contactless delivery services other than maintaining social distancing. This process ensures the various precautions to avoid covid-19, while the customers could enjoy ordering their favorite cuisines from their favorite restaurants by the portals of these service providers.

Another reason why online food ordering systems have received a boost in the past few years is because of the increase in the number of working women, specifically in the urban regions due to which many families have become double income families with both parents working with fast paced busy schedules hence motivating the use of such online food ordering systems. With dual income the overall capacity of spending money has also increased. Major companies like zomato and swiggy keep giving interesting offers to the consumers to push them towards ordering. With both the partners working and maintaining hectic working schedules, it becomes difficult for people to get time and put in work to cook food.

Analyzing Consumer Behavior:

Traditionally, people used to either drive to hotels and restaurants or call in to place their orders and then wait for the food to be prepared and delivered which was a very long and time-consuming process. When placing an order over the phone, it was possible that there would be errors in the order. Clearly, these weren't the best ways to order food from restaurants, especially for people who lead busy lives. In the figure below, several identified consumer needs have been mentioned.
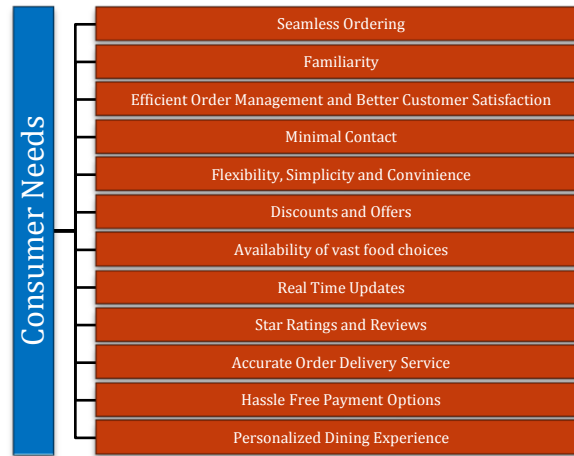
Figure 1: Consumer Needs

Seamless Ordering

One of the main reasons why the online food ordering industry is blooming is because customers these days are indolent and prefer convenience and flexibility. Online food delivery apps allow the customers to order food virtually at any time they want, from anywhere, saving their resources and time that would otherwise be spent on traveling to picking up a meal.

Familiarity

When a customer orders online, they take their time to browse the menu and become acquainted with the add-on deals and offers that various restaurants provide. It provides them with nearly limitless dining options and allows them to explore restaurants and cuisines that they may not have been aware of previously. Restaurants should also provide consumers with a segregated menu to allow its customers to find their food item more easily.

Efficient Order management

An order management system ideally streamlines the entire process of ordering starting from order placement to final delivery of the food. Customers wanted that whenever they place an order, an efficient online ordering system should send notifications via email or SMS to help customers with confirmation and hence make the order execution faster. Customers expressed that there should always be human interaction between them and the restaurant staff in case they have a query. Consumers also wanted apps to provide special services like free home delivery, various discount offers, one person meal plan, midnight food delivery service, etc.

Minimal Contact

Minimizing human contact during restaurant transactions was a new concern that was expressed by consumers. The COVID-19 pandemic has elevated the minimal contact preference into a priority. Every restaurant should make sure to take certain precautions while delivering food.

Flexibility, Simplicity and Convenience

Customers appreciate the flexibility that online ordering provides, as it allows them to accommodate busy schedules and safely send any type of meal to friends, loved ones, and colleagues. Having food simply dropped at their doorstep is desired during customers' busy days, no matter where they are located. Consumers today prefer ordering food online rather than leaving their homes to visit an eatery. Consumers also want food apps to allow saving of multiple addresses, order history and favorite food and restaurants for quick placement of orders.

Offers, Coupons, Extra Perks and Discounts

One major observation that was made from the survey was that customers love discounts. Online food ordering should provide all of this. They should offer enticing promotions, discounts and coupons which tempts consumers to order online overeating out. Consumers who have the habit of eating out regularly, such discounts or coupons help in saving a lot of money every month. Customers enjoy online food delivery service offers like 30 per cent discounts, no delivery charges, buy 1 get 1 free, complimentary dish, etc. which helps them save more. Customers also expressed their wish on getting notified regularly on new combo offers or discounts announced by their favorite restaurants.

Availability of Vast Food Choices/ Variety in options

Consumers expect more options availability while ordering their meal. A food delivery app should provide a wide array of food choices that cannot usually be found in the menu cards of restaurants. Food ordering apps should have all options available from pizza to paneer, biryani, buns, continental, Italian, etc. These choices are helpful while ordering for get-togethers with families or house parties with friends, since consumers can then choose from a wide option range without having to rely on a limited menu.

Real-time Updates

While ordering food online, customers want to be able to access a real-time menu that will notify them if a dish is unavailable or if the restaurant is about to close.

Such real-time updates assist in selecting the same dish from another restaurant in a similar price range to avoid last-minute disappointment.

Star Ratings and Reviews

Customers should be able to try new restaurants even if they have little or no information about the quality, taste, price, or service. The food apps should provide critical details about the eatery, such as star ratings and reviews, to help users make an informed decision before ordering. After tasting foods, customers should leave feedback to help other users make an informed decision. Reviews from actual customers who have tried the foods should be displayed on the apps to assist in deciding whether to choose that eatery or another. In short, customers should not be concerned about wasting money on bland food.

Accurate Order Delivery Service based on location

Consumers today don't want to be left out. They expect their orders to reach their doorsteps even if their houses are located at remote corners of the city. The food should be delivered in a few clicks and within a short time frame. The apps should be efficient in locating their address without having to ask for many details about their address. The delivery executives are expected to be experienced, professional and knowledgeable. They should be aware of all the busiest streets and the shortest routes to deliver customers' orders on time.

Hassle-Free Payment Options

Consumers generally prefer various payment options availability. They want the payment procedure to be effortless and easy. A variety of options like, payment by debit or credit cards should be accepted. Cash on delivery, e-wallets, etc. should also be provided.

Personalized Dining Experience and Quick ordering

Consumers being indolent want the ordering process to be quick and hassle free. They prefer applications to provide them with personalized cuisine options based on the type of food preferences they have and suggest food and restaurant recommendations based on their diet requirements. Another key feature that consumers require is to be able to repeat their previous order. The apps should provide the facility to reorder or customize their favorite orders removing the vexation of having to order the same food items.

Perspective of business owners:

For the purpose of our research, as mentioned before, we interviewed 6 restaurant owners, out of which four of them are currently providing delivery services by

the help of partnered food delivery apps, but the remaining two do not outsource to partnered food delivery platforms for food delivery purposes.

Interviewees were requested to list the factors that affected their decision to use partnered online food ordering service providers for food delivery processes, and factors that signify that why they shouldn't be outsourcing delivery services, challenges restaurants face with online delivery service, and suggestions for change. The results have been depicted in the table below,
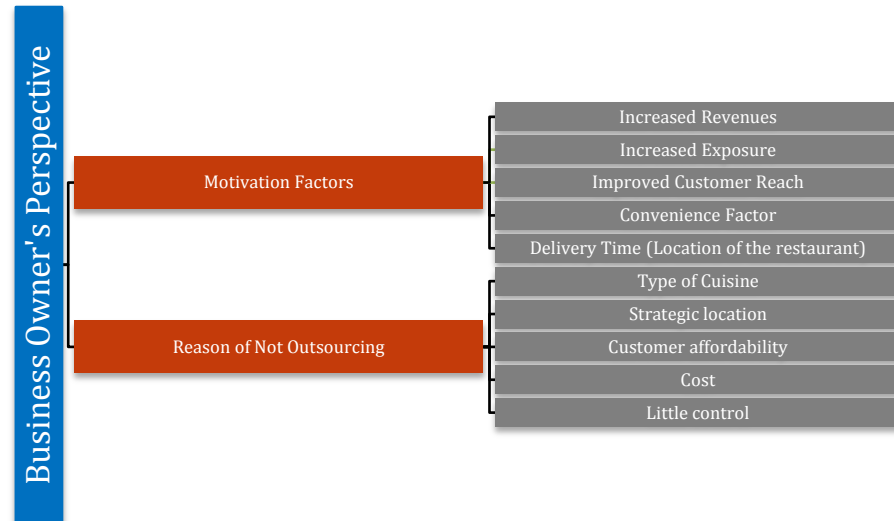

Figure 2: Business Owner's Perspective

Motivation Factors

a). Increased Revenues

The primary motivation for outsourcing is to boost revenue. Almost all interviewees stated that their primary goal is to increase their revenue, and thereby enhance their profits, by the means of outsourcing their delivery services to a partnered online food delivery service provider. Since the potential for dining-in is small, and sales turnover is also constrained, an external source of income is critical for the business's sustainability. As a result, the number of orders and revenue sources are no longer strictly dependent on the dine-in business.

b) Increased Exposure

Using a well-established partnered food delivering platform to advertise their brand is a brilliant and faster way to get their name out there. Restaurants have a fair chance of being noticed by internet consumers who have access to these partnered delivery service portals while searching for food ordering choices. Furthermore, restaurants' locations will be listed on these apps internet

distribution sites, such as their social media and websites. These partnered online food delivery platforms will help advertise their brand and increase the overall exposure of the brand and help establish the brand name.

c) Improved Customer Reach

Interviewees mentioned that there are several customers who do not live in a close geographical location, such as customers who do not live or work near the restaurants, now can also order food from these restaurants by the help of partnered delivery service providers, and as an added benefit, the restaurants will also be able to expand their present customer base. Customers who may not want to drive or do not have access to transportation will be able to order their preferred food online from partnered delivery service providers' portal even from small businesses who can not provide delivery services.

d) Convenience Factor

Another significant motivational factor for outsourcing food delivery services by a restaurant, as mentioned by our interviewees was the 'Convenience Factor'. Restaurants are only supposed to have the food ready for riders to pick up by using a partnered food delivery service. Furthermore, there is no need to set up an online food ordering system or hire extra staff to handle food distribution.

e) Delivery Time (Location of the restaurant)

Since the restaurants are surrounded by commercial lots, schools, entertainment, and food stalls, and as a result, customers visiting the restaurant faced issues such as poor traffic and restricted parking availability. Issues like these leads to low demand for take away orders and even dine-in to some extent. With the help of outsourcing food delivery services, such issues could be resolved, and the customers would face less issues and will be more satisfied.

Reasons to avoid Outsourcing

a) Type of Cuisine

One of the major reasons is that even though there are an enormous number of reasons to outsource the food delivery services, some cuisines and food items are not suitable for delivery. Fast food like pizzas and sandwiches could be delivered with much more ease as compared to Japanese food, or grilled food items such as grilled chicken.

Delivering food items that might get spoilt on the way will only hamper the customer's experience, which will negatively impact the brand image on the longer run. However, based on the survey, one of the interviewees did not see this

as a concern, as the possible solution to this issue would be not including these items on the delivery menu.

b) Strategic location

According to the interviewees, there seems to be no urgent need for a partnered food delivery service because their dine-in business has been extremely profitable. Additionally, the restaurant's staff, especially those in the kitchen, find it difficult to keep up with the accumulation of orders that occurs during peak hours. As a result, they cannot offer or outsource food distribution services at this time.

c) Customer affordability

Some restaurants focus on low to medium income groups, and they do not charge high prices for the items in their menu, also, before a restaurant is able to establish their brand name, they do not charge high prices from their customers and wish to grow first and then enhance their profits. For these restaurants, it will be not very beneficial as their customer base would not wish to pay the delivery charges which may even cost as much as the food they wish to order. These restaurants prefer satisfying the needs of their customers and maintaining customer affordability.

d) Cost

Some interviewees said that they lacked sufficient capital to sustain their company and that they did not want to pay a fee to any partnered online food delivery service. One of them explained that some regular customers are charged monthly by the restaurant, and this helps the restaurant gain and retain the customer's trust and loyalty. If the restaurants outsource a partnered delivery service provider, they will have to pay commission on each order they make, and for the same reasons, these restaurants owners do not wish to outsource their delivery services, and rather have in-house delivery boys and take the orders over telephonic conversations.

e) Little control

Other than these issues, certain owners believe that they might lose some amount of control on factors like customer experience and delivery processes. There are some negative complaints such as late deliveries, bad handling of food making, bad customer service. Also, the possibility of technical glitches are a possibility while ordered online and they may not receive an order placed by a customer. Under these reasons these restaurant owners do not trust partnered delivery

service providers and believe in not giving the control of the restaurant's brand value into the hands of another business.

DATA ANALYTICS

We conducted a survey on the topic "Online Food Delivery Preferences" and studied each respondents perspective and response. There were a total of 155 respondents. The aim was to deduce how popular the Online Food Ordering market has become and what is the scope for self-delivery applications in front of partnered food delivery applications after realizing the importance of online food delivery systems.

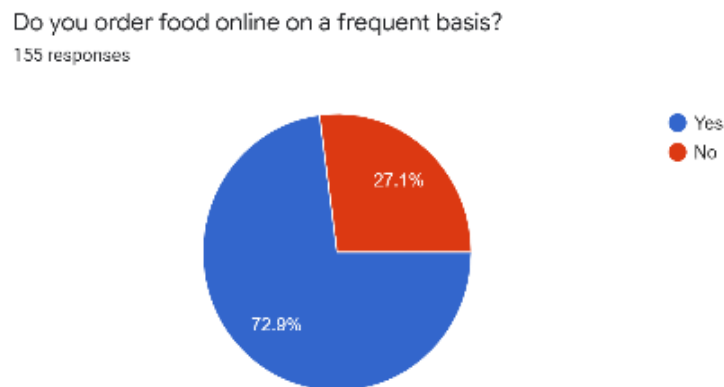The responses are summarized in the form of pie-charts and have been elaborated below.

Figure 3: Questionnaire: Do you order food online on a frequent basis

When we asked respondents about whether they order food online, 72.9% gave a positive response whereas the rest of the 27.1% preferred dining out.
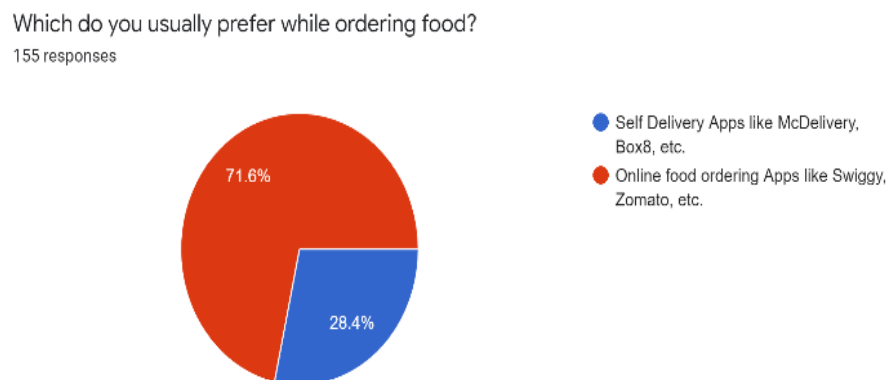

Figure 4: Questionnaire: Which do you usually prefer while ordering food?

When we asked respondents about which platform they preferred while ordering food, 71.6% preferred ordering from partnered food delivery apps whereas the rest of 28.4% enumerated that they preferred Self delivery apps.

Which do you think has a higher 'Minimum delivery limit'?
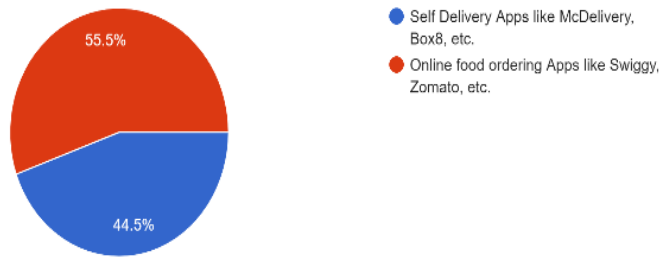155 responses

Figure 5: Questionnaire: Which do you think has a higher Minimum Delivery Limit?

The response to which applications have a higher delivery charge, 55.5% said partnered food delivery apps whereas the rest of 44.5% voted for Self-delivery apps.
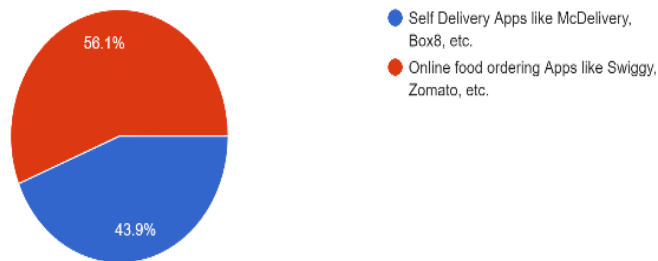
Which app would you prefer wrt hygiene?
155 responses

Figure 6: Questionnaire: Which app would you prefer wrt hygiene?

Partnered food delivery apps received a total of 56.1% votes when asked about which is better with respect to hygiene maintenance during delivery whereas the other 43.9% voted for Self-delivery apps.

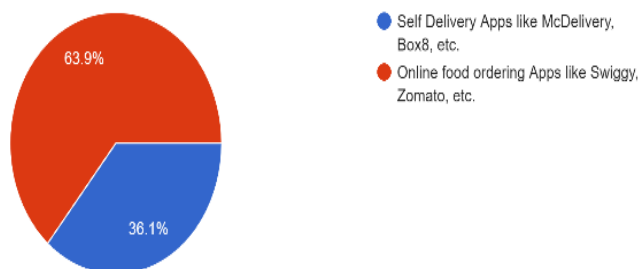Which app do you think gives better discounts?
155 responses

Figure 7: Questionnaire: Which app do you think gives better discounts?

There was a sharp increase in the vote for Partnered food delivery apps i.e., 63.9 % when it came to who provided better discount coupons whereas only 36.1% went for Self-delivery apps.

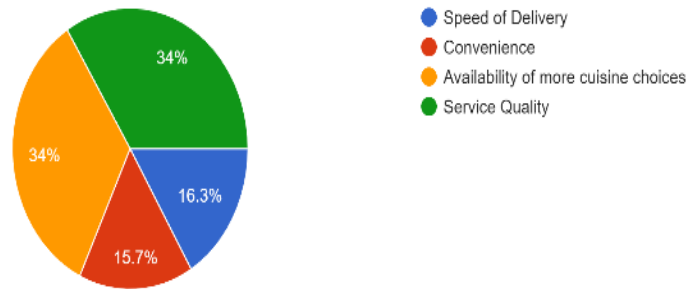What is more important to you during food delivery?
153 responses

- ● Speed of Delivery
- ● Convenience
- ● Availability of more cuisine choices
- ● Service Quality

Figure 8: Questionnaire: What is more important to you during food delivery?

When asked about what is the most important factor that they focus on while ordering food online, 34% preferred it for their Service Quality, 34% said availability of various cuisines, 16.3% voted for speedy delivery and 15.7% found it more convenient.

RESULTS AND DISCUSSION

On the basis of different observations, the online Food delivery affects a range of stakeholders based on various factors, these factors are summarized in Table 1 and Table 2.

z				
Sustainability	Impacts	Stakeholders impact		Difficult to Categorise
		Positive	Negative	
Economic	Increased job opportunities	√		
	Relatively low job satisfaction		√	
	Impacts on traditional restaurants but new business models evolve			√
	Opportunity for small startup business to expand	√		
Social	Changing human-food and human-human relationship			√
	Convenient urban life	√		
	Challenges to public health		√	
	Impact on public traffic		√	
	Lifeline in 2020 SAR-CoVid-2 outbreak, but moral concerns around the safety of delivery people			√
Environmental	Plastic waste		√	
	Food waste			√

Table 1: Impact of Online Food Delivery System basis on Sustainability

Table 2: Behavioural impact on Online Food delivery System				
Behaviour	Impacts	Stakeholders impact		Difficult to Categorise
		Positive	Negative	
Consumer	Seamless Ordering	√		
	Inaccurate service		√	
	Real-time Updates	√		
	2020 SAR-CoVid-2 Protocols/Precautions	√		
	Peek-time delivery		√	
	Hassle-Free Payment Options	√		
	Satisfaction			√
	Multiple/Variety of food Choices	√		
	Star Ratings and Reviews			√
	Minimal Contact in 2020 SAR-CoVid-2	√		
Restaurant-owner	Increased Revenue	√		
	Increased Exposure			√
	Type of Cuisine	√		
	Convenience Factor	√		
	Customer affordability			√
	Promotion discount, offers		√	
	2020 SAR-CoVid-2 Protocols/Precautions	√		
	Customer Reach			√
	Market Competition		√	
	Strategic location	√		

Table 2: Behavioral Analysis

The Indian online food industry is expected to grow up to $12.3 billion by 2023. The global growth is 9.01%, the online food delivery market in India is growing at a rate of 15%. The Economic impact on food delivery system states the unit economics of our food delivery business have improved consistently over the last

18 months. In Q1 FY20, System used to contributea margin of −□ 47 per order; in Q1 FY21, System contributed margin of +□ 27 per order.
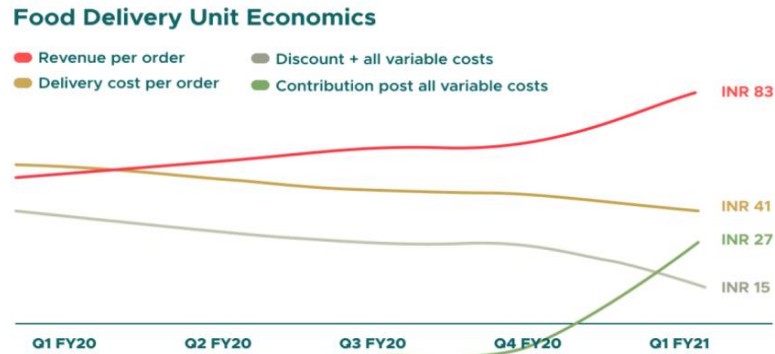

Figure 9: Food Delivery Unit Economics, (SMathur., 2021)

CONCLUSION

In recent years, the number of double income families have risen. It is difficult for people to find time and energy to cook at home while both partners work and maintain hectic work schedules. Moreover, the dual income scenario has increased the overall spending capacity of the families. Also, the online food delivery system keeps on announcing lucrative offers for the customers, both existing and new, in order to keep up the stiff competition in the online food ordering market. This in turn is leading towards people's preference towards ordering food online and enjoying their favorite cuisine at home at an affordable price, thereby increasing the overall value and user base of the online food ordering market in India.

Even though ordering food online lists a number of benefits and drawbacks for consumers as well as business owners, we concluded that Ordering food Online is an extremely viable option in today's era. As an added advantage, we suggest restaurants can have their individual Self-Delivery Applications that will satisfy user's expectations, and cancel the certain negatives associated with respect to the perspective of business owners. Considering the charges, the Restaurant will be bound to, we suggest a model that allows businesses to grow by means of partnered food ordering applications first, and then launch their individual self-delivery apps simultaneously once the business is well established and the customer base becomes more loyal towards the brand.

FUTURE SCOPE

One of the most significant enhancements would be that Self-Delivery Apps could become self-sufficient, and even more convenient. The food delivery apps should train their delivery executives to be more professional and knowledgeable. They should be aware of all the busiest streets and the shortest routes to deliver customers' orders for speedy delivery. Delivery to remote locations in a country like India is also another necessity, to make online food delivering available in small towns.

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