



# Revolutionizing Convenience: The Rise of Pre-Ordering Food Delivery Apps in the Modern Industry

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## Abstract:

The food delivery industry has undergone a remarkable transformation with the advent of pre-ordering food delivery apps, which have revolutionized how people plan and receive meals. These apps offer unparalleled convenience, flexibility, and customization, enabling users to schedule meal deliveries in advance to suit their busy lifestyles. Unlike traditional food delivery services that often involve immediate orders and long wait times, pre-ordering apps ensure timely delivery, eliminate queues, and provide a seamless dining experience. Key benefits include advanced planning capabilities, tailored orders based on dietary preferences and budgets, and access to exclusive deals and discount. In India, the online food delivery market has grown significantly, reaching a value of US\$ 4.35 billion in 2020. Factors such as increased smartphone usage, high-speed internet access, rising income levels, and a growing working population have fueled this growth. Urban centers like Bangalore, Delhi, and Mumbai dominate the market; however, smaller cities are emerging as strong growth areas. The demand for ready-to-eat meals and quick delivery models continues to escalate, driven further by innovations like contactless delivery services introduced during the COVID-19 pandemic. These advancements highlight the evolving dynamics of the food delivery industry and its increasing emphasis on convenience and safety.

## INTRODUCTION:

In recent years, the food delivery industry has witnessed a significant transformation with the emergence of pre-ordering food delivery apps. These apps have revolutionized the way people order food by offering convenience, flexibility, and advanced planning capabilities. Pre-ordering food delivery apps enable users to schedule their meal orders in advance, providing a seamless dining experience tailored to their preferences and busy lifestyles. Traditional food delivery services typically involve placing orders for immediate delivery, often resulting in long wait times and uncertainty. However, pre-ordering apps address these challenges by allowing users to plan their meals ahead of time, ensuring timely delivery and eliminating the need to wait in queues or rush orders. One of the key advantages of pre-ordering food delivery app-Time Eater, is the convenience they offer to users with busy schedules. Whether it's planning meals for a hectic workday, organizing gatherings with friends, or scheduling meals for special occasions, pre-ordering apps empower users to take control of their dining experiences and alleviate last-minute meal planning stress. Moreover, pre-ordering apps provide users with a wide range of options and customization features to tailor their orders according to dietary preferences, budget constraints, and taste preferences. From selecting specific delivery times to choosing from diverse menus offered by various restaurants, users can personalize their orders to suit their individual needs and preferences. Another significant benefit of pre-

ordering food delivery apps is the ability to access exclusive deals, discounts, and promotions. By planning meals in advance and scheduling orders during off-peak hours, users can take advantage of special offers and savings opportunities, enhancing the overall value proposition of the app.

### **Online Food Delivery Market in India:**

The India online food delivery market reached a worth of US\$ 4.35 Billion in 2020. Online food delivery assists individuals in ordering and receiving the required food products at the doorstep. It involves browsing the online site or application, selecting from an honest kind of cuisines available and making the payment through different methods. The website/application updates the user about the expected duration of food preparation and delivery. These features, in confluence with attributes like ease, speed and precision of delivery, are increasing the demand for these services in India. The market is currently witnessing growth on account of the increasing access to high-speed internet facilities and thus the boosting sales of smartphones. This, in confluence with the growing working population and inflating income levels, is propelling the online food delivery market growth in India. Although the players are mainly concentrated within the urban regions of the country, with Bangalore, Delhi and Mumbai representing the three largest markets, vendors are now also targeting smaller cities, as they have strong growth potential. Moreover, the rising trend of the on-the-go food items and quick home delivery models that provide convenience, ready-to-eat (RTE) and cheaper food delivery options are escalating the demand for online food delivery services within the country. Furthermore, thanks to the rising cases of COVID-19, variety of the leading players like Zomato, McDonald's Corporation and Domino's Pizza Inc. have introduced contactless delivery services. These services confirm that the food reaches the customer without being touched by bare hands and is delivered safely with adequate social distancing measures.

### **Literature review:**

**(Zeithaml Bitner, 2003)** In food delivery business Service Encounter does not happen frequently because in online food ordering and delivery business there is no direct interaction with restaurants. Consumers usually rely on information updated on restaurant search engine portals. Customer make their choices, perception by reading reviews and ratings given by critics and seasoned customers. Sometime phone encounters happen, but that happens between food ordering & delivery Service Company and customer. According to RedSeer Consulting firm ([www.redseer.com](http://www.redseer.com)- Feb18) states that food delivery sector is continuously increasing 15% per quarter. **Chris (2011)**. Some company believes that some restaurant can promote instantly and customer can book tables overnight but the fact in today's scenario some restaurants are not able to attract customer because there is huge penetration in Indian market especially in urban cities wherein customer is more selective and people don't have enough time to visit restaurant. In such case restaurant owners make alliance with food ordering and delivery services to deliver food to customer. Food delivery services also gives more visibility to restaurants. **Kamran Ahsan et. al (2013)** In food ordering and delivery services cloud services are playing very vital role in food ordering and delivery services such as customer service, relationship management, supply chain management, etc. Due to technological moment food ordering and delivery services wants to ensure that ordered food must deliver at right place at right time and to right person. **Zety Shakila Binti Mohd Yusof et. al (2016)** stated that e-commerce is a aggregator and it is necessary to focus more on service quality. Which is more customer centric. For future conclusion e-commerce will be a major platform for the potential and prospect entrepreneur to starting the business of food delivery service which connects between restaurant and the customers. **S S Sangle et al (2016)**. Customer would be more delighted if online food ordering services gives an option of delivery and confirmation email will be send to customer regarding order status. In current scenario every online food ordering and delivery service firm has mobile app on various app stores and almost many people in urban areas carry smart phone. When order is placed through mobile app, customer can track their order on mobile app itself because of GPS which is already installed in every smart phone. APP also shows the estimated time of the delivery. **Alexandra Rodney et al (2017)** states that women bloggers inspire the make different type of food items. On many case prominent personalities are taken to influence cooking at home. This paper presents illuminates food blogs' paradoxical combination of idealization and lack of

interest in food preparation. The research is strictly limited for women. **V Kanteti (2018)**. The untapped market in food delivery service is home cooked food. This is where the true opportunity lies. Online food delivery firms have truly transformed the way restaurants are doing the business. Nevertheless, packaging cost will always be crucial part for low priced orders as online food serving is an option for daily consumed food. Due to nuclear families in urban cities and fast-moving life people do not have enough time to cook food at home, hence this opportunity lies.

**S Rathore and M Chaudhary. (2018)**. The consumer perception regarding online food delivery differs from person to person. The perception is also built on personal opinion. Mostly young population is more attracted towards online food ordering services as compare to elder people This is due to lack of awareness regarding technology (mobile apps). Also, consumers are keen towards those food delivery services which provide heavy discounts and cashback offers. To identify actual behaviour of consumers` large geographical area with proper segmentation may help companies to target customers in more appropriate way. **Juan C. Correea (2017)**. In urban areas Online food delivery services rely on urban transportation due highly dense traffic in cities. These services exploit user-generated contents to promote collaborative consumption among its members. Researcher has evaluated the impact of traffic conditions (through the use of Google Maps API) which is the key performance indicators of online food ordering and delivery services. From the overall research it is found that traffic conditions exerted no practical effects on transactions volume and delivery time fulfilment, even though early deliveries showed a quality issue association with the number of comments provided by customers after receiving the orders at door step.

## RESEARCH METHODOLOGY

Research methodology has many research dimensions and methods. The scope of research methodology is wider than research method. This is mainly adopted by the researcher in undertaking this research. Methodology is the underlying principles and rules that govern a system method, on the other hand it is a systematic procedure for a set of activities. Thus, from these definitions a methodology encompasses the methods used within a study.

### Problem Statement:

Busy lives lead to unhealthy last-minute food choices and food waste. Existing apps lack pre-ordering, creating a need for a solution that empowers users to plan meals, reduce impulsive decisions, and minimize waste

### Research objectives: -

1. To understand youth behaviour towards food delivery platforms.
2. To study the spending patterns of the youth via the Pre-Ordering food delivery platforms.
3. To study the demand drivers of online food ordering and understand the top motivations for the youth to order food online.

### Research design:

A Research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. The study is intended to find the youth behaviour towards Pre-ordering food delivery platforms. The study design is Descriptive in nature.

### Methods of data collection:

Although there are various methods of data collection, the researcher chose the two main sources of data collection in carrying out their study.

They are:

1. Primary source
2. Secondary source

The primary source refers to the sources of collecting original data in which the researcher made use of empirical approach such as personal interview. The secondary sources of data for this kind of project cannot be over emphasized. The secondary data were obtained by the researcher from magazines, journals, newspapers and library source.

### Oral Interview

The interview method of data collection can be defined as a systematic way of collecting data or information from a respondent through asking questions directly from the respondent and also collecting information with the aim of facilitating understanding. The oral interview was done between the researcher and the management. Reliable facts were gotten based on the questions posed to the staff by the researcher which help the researcher in starting the work and also helped in the area of solution presentation of the new design.

### Study of Manuals

Manuals and report based on online food services were obtained and studied and a lot of information concerning the system to be produced was obtained.

### Limitations

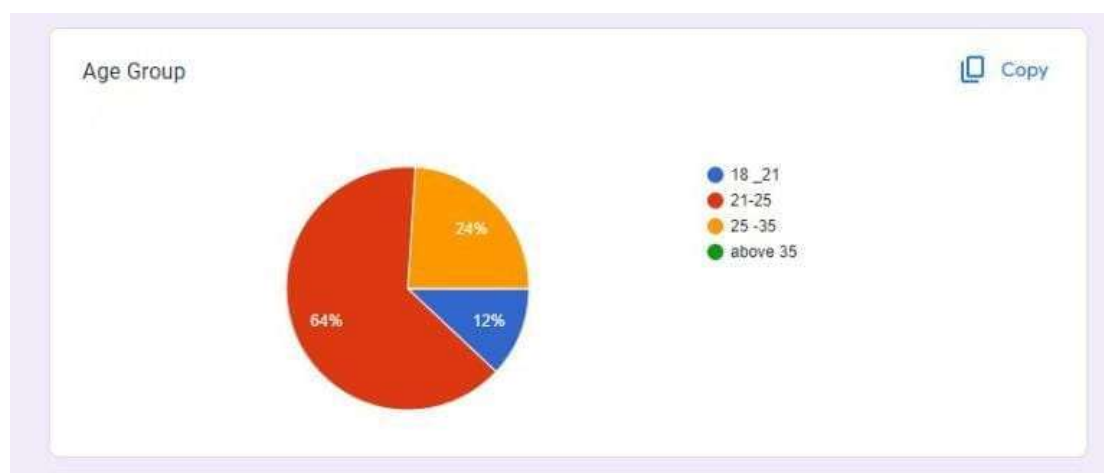
Due to time and financial constraints, the software that is developed covers only the aspect of food ordering and payments.

### Analysis of existing system

Throughout the system analysis, an in-depth, study of end-user information is conducted, for producing functional requirement of the proposed system. Data about the existing ordering system is collected through several fact-finding techniques such as website visit and document review, at the beginning of this stage. The data collected facilities information required during detailed analysis. A study on the current system is performed based on the collected data. As a result, user requirement of the proposed system is determined. At the end of this stage, requirement specification is produced as deliverable.

## DATA INTERPRETATION

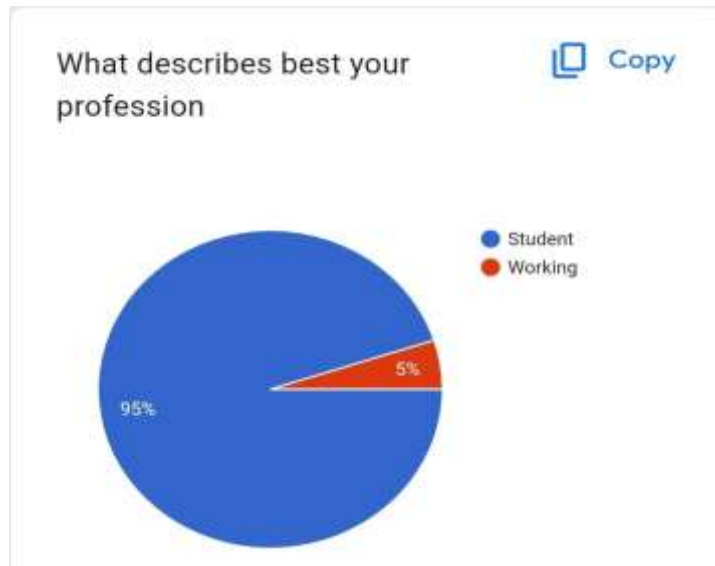
### 1.AGE GROUP



**INTERPRETATION;** It looks like a good portion of the users, 64%, are between 25-35 years old. That means a significant number of people on this platform are around your age (assuming you fall within that range).

On the other hand, if you're above 35, this user base might be a bit younger than you. This could be a positive if you're looking to connect with a younger demographic, but keep in mind the content and interactions might skew towards that age group.

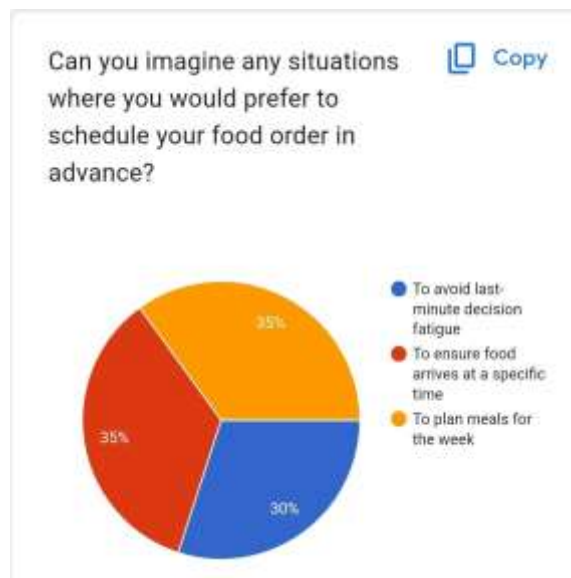
## 2. Profession



**INTERPRETATION** The pie chart shows that 95% of the respondents identify as students, while only 5% are working professionals. This indicates a strong skew towards a student demographic, suggesting the survey was conducted in an academic environment. The findings are therefore most relevant to student populations, and the limited representation of working individuals means the results may not be widely generalizable.



**INTERPRETATION** Analyzing user preferences within a food ordering system with scheduling capabilities, we discovered that precise delivery time specification was paramount (35%). This highlights users' desire for control over when their food arrives. Interestingly, order confirmation reminders (30%) were also significant, indicating a need for assurance. Modifying scheduled orders (15%) and estimated delivery windows (20%) held less weight, but still catered to a user segment. While the sample size necessitates further research, these insights offer valuable direction for optimizing scheduled food ordering systems.



**INTERPRETATION** The pie chart illustrates preferences for scheduling food orders in advance, with respondents evenly split between wanting to ensure food arrives at a specific time (35%) and planning meals for the week (35%). Meanwhile, 30% prefer scheduling to avoid last-minute decision fatigue. This indicates a strong preference for convenience and planning among users, highlighting the importance of precise timing and weekly meal preparation in food ordering habits.



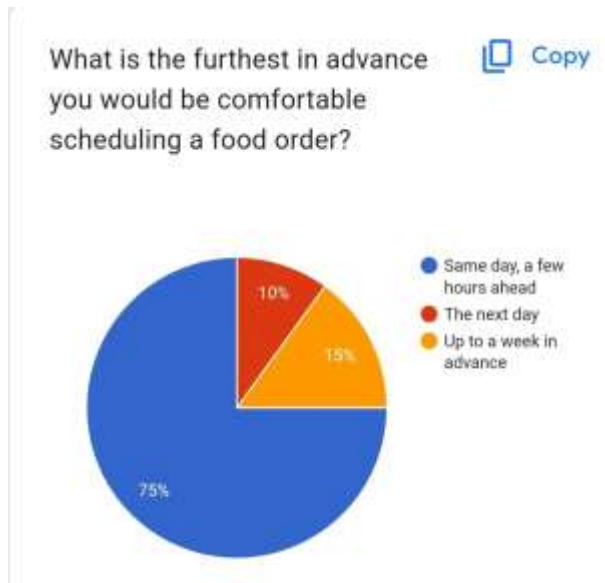
**INTERPRETATION** The pie chart depicts consumer preferences for food delivery arrival times. A significant majority, 68.4%, are open to scheduling deliveries for later, whereas 31.6% prefer immediate delivery. This data suggests that convenience may not be the sole factor influencing food delivery choices. Consumers who choose delayed deliveries might prioritize aspects like cost savings through scheduling incentives or the ability to plan meals around delivery arrival times.



**INTERPRETATION** The pie chart shows how often people typically order food for delivery or takeout. The largest segment (45%) represents people who order a few times a month. This suggests that food delivery or takeout is a regular but not everyday occurrence for most people. Another interesting insight is that a combined 45% (25% daily + 20% several times a week) order food delivery or takeout quite frequently. This indicates that a significant portion of the population uses these services on a regular basis.



**INTERPRETATION** The pie chart shows that the biggest concern about pre-ordering food (45%) is uncertainty about food quality. This suggests people worry that food prepared too far in advance might not taste fresh. Another concern is limited menu options (25%). This indicates people might be discouraged if they can't get their preferred selections.



**INTERPRETATION** The pie chart indicates that scheduling food orders well in advance is preferred by most people (75%). Only a small portion (25%) would prefer immediate delivery. This suggests that convenience might not be the top priority for everyone when it comes to food delivery. Perhaps users prioritize planning meals, ordering in bulk, or taking advantage of discounts offered for scheduled deliveries.



**INTERPRETATION** The pie chart depicts a strong interest (100%) in a service that allows pre-ordering food across various restaurants. However, due to the nature of pie charts not being ideal for representing a single categorical variable, it does not provide insights into the strength of that interest or the frequency of use.

## Conclusion:

In conclusion, the emergence of pre-ordering food delivery apps like Timely Eats has not only revolutionized the convenience and flexibility of food delivery but has also had significant ripple effects across various facets of the industry. Beyond addressing traditional inefficiencies, these apps streamline restaurant operations, promote health and safety through contactless delivery options, and contribute to environmental sustainability by reducing emissions and food wastage. Moreover, they harness the power of data analytics to offer personalized experiences, support local businesses, and foster a sense of community. Additionally, the integration of pre-ordering apps with other services provides users with comprehensive solutions for their daily needs while also serving as educational platforms that enrich culinary experiences. As these apps continue to evolve and innovate, they underscore the transformative potential of technology in reshaping how we think about and interact with food delivery services in the modern age. The rise of pre-ordering food delivery apps has transformed the way people order food, offering

a convenient, flexible, and personalized dining experience. By allowing users to schedule their meal orders in advance, these apps eliminate the need for long wait times and last-minute meal planning stress. With features such as customization options, exclusive deals, and promotions, pre-ordering apps have become an essential tool for individuals with busy lifestyles, providing a seamless and cost-effective way to enjoy their favorite foods.

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