

Perception of Delivery Executives in Online Food Delivery System with reference to Zomato, Chennai.

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ABSTRACT

Food Delivery System is very familiar due to increasing Mobile App, People busy with their hectic work & business activities, Increasing income, changing life style pattern, increasing all business & cultural practices run through online. Now it's common after COVID-19 Pandemic.

System of Food delivery providers can be classified viz Restaurant-to-Consumer and Platform-to-Consumer. Restaurant-to-Consumer Delivery providers make the food and deliver it such as KFC, McDonald's, and Domino's. The order can be made directly through the restaurant's online platform or via a third-party platform. These third-party platforms differ from country to country which are Uber eats in USA, Eleme in China, Just Eat in UK, and Zomato, Swiggy in India. Some of the factors are motivating the market expansion includes increasing internet & smart phone penetration in the midst of society and boom e-commerce industry worldwide.

The Delivery executives requires highly efficient and scalable real-time delivery services in Food Delivery System connected through online, In this Article mainly focusing Perception of Delivery executives involved in Food Delivery System.

KEYWORDS: *Food Delivery System, Online Services, Perception of Delivery executive, Online Delivery.*

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I. INTRODUCTION

The rise of Food Delivery System connected with online is a global inclination with many countries in the region of the world having at least one major platform for food delivery, China leads the way in market share for online Food Delivery, followed by the USA with the developing markets of India and Brazil, showing rapid growth. The Food Delivery industry has been practical in the way it develops new markets and cultivates consumers' eating habits.

The format of home delivery or the takeaways have gained plenty additional customers in locations like malls, offices and big-party orders for residential complexes because of their busy schedule, Delivery at remote areas, food pickup from customers choice and there is no additional charges leads to increasing this kind of business.

II. OBJECTIVES

The Primary objectives of the study which are as follows

- To Analyze the market potential of Food Delivery System
- To Analyze the ZOMATO system and their market share, future
- To Evaluate the perception of Delivery Executives working in ZOMATO

TREND IN FOOD DELIVERY SYSTEM & ZOMATO POTENTIAL

The global online food delivery services market size was valued at USD 23,539.40 million in 2018 and is likely to rise at a compound annual growth rate (CAGR) of 15.4% from 2019 to 2025. The increasing use of smart phones and internet penetration are contributing to the market growth. Some of the well-known companies in the online food delivery services market include:

Door dash	Deliveroo	Uber eats	Zomato	Swiggy
Maishoku	Delivery Club	Snap finger	OLO	Yandex
Mr. D	Order in	Jumia food	Rappi	I food

Pedidos Yo	Round menu	Scootsy	Seamless	Eat fit
Faasos	Dunzo	Pizza hut	Delivery.com	Meituan Waimai
Domino's pizza	Grub hub	Food panda	Just eat	Post mates

Table 1.1 Leading Players in Global Level

These above mentioned (Table 1.1) companies occupying maximum market share in the field of Food Delivery System in the International arena with help of online and they may be ranked Top 5 in their respective countries,

Milestones of ZOMATO as follows

- Zomato initially named as Foodie bay was started in 2008 by Mr. Deepinder Goyal. It is a restaurant searching platform providing in-depth details with autonomous reviews and ratings.
- Foodie bay, the pervious name was changed to Zomato in November 2010 to increase their reach among people.
- They plan to expand with 50 countries and more leads to determining success factor are first mover advantage, strong content platform, efficient employees, Good rating mechanism and social platform, funding from experienced source.
- The strategy of Zomato is works with keen interest on achieve their goal. It includes Financial strategy which are To increase their fund and revenue Marketing strategy.
- In September 2017, Zomato acquired a logistics startup named Runnr to strengthen its logistics services and enhance its delivery fleet capacity in India and the UAE.
- In January 2020, Zomato, an Indian food delivery services company, has acquired Indian operations of Uber Eats for \$350 million in an all-stock transaction.
- The combined entity of Zomato and Uber Eats India is expected to corner more than a 50-55% market share in terms of the number and value of orders.

III. DISCUSSION

Simple random used for this study purpose alone and data collected from 50 Delivery executives working in ZOMATO in Chennai areas.

Age Classification

Age classified as Below Age 19, Age 19-25, Age 25-35 and Age 36 and above

S.No	Particulars	No of Respondent	% in Respondent
1	Below Age 19	9	18
2	Age 19-25	26	32
3	Age 26-35	11	22
4	Age 36 & above	4	8
	Total	50	100

Table 2.1 Age of the Respondent

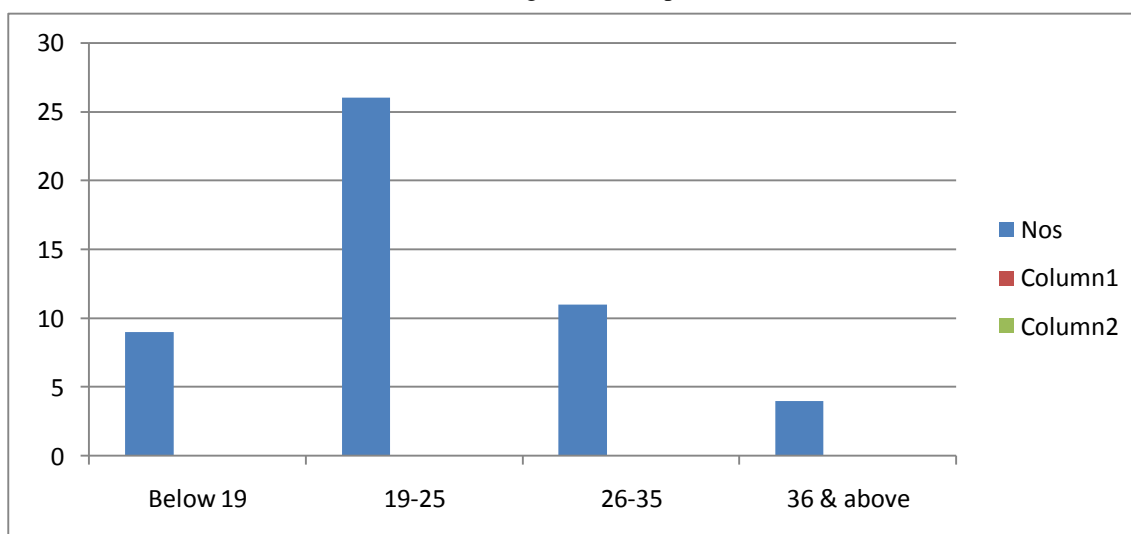


Figure 2.2 Age of the Respondent

For Education of the Respondent classified as below 12th std, 12th & Diploma, UG and PG & Above

S.No	Particulars	No of Respondent	% of Respondent
1	Below 12`th Std	5	10
2	12`th & Diploma	8	16
3	UG	31	62
4	PG & Above	6	12
	Total	50	100

Table 3.1 Education of the Respondent

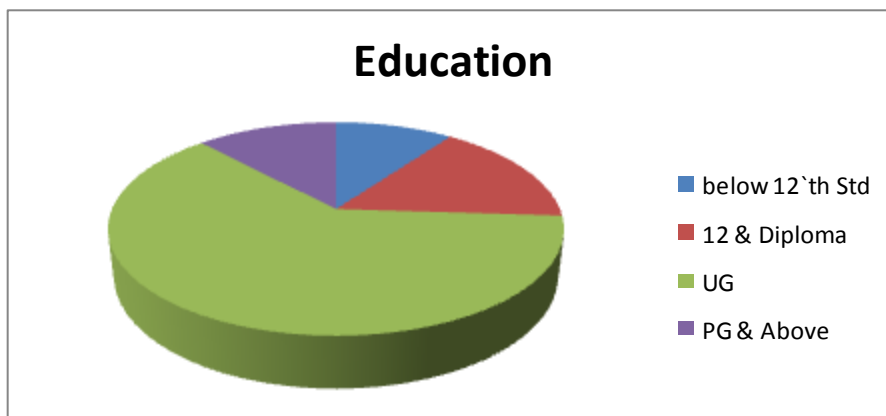


Figure 3.2 Education

Regarding Perception about Employment among the delivery executives which are classified as Passion, No risk in closing business, Alternative for other Job, Attractive Remuneration and Part time \ Convenient time.

S.No	Particulars	No of Respondent	% of Respondent
1	Passion	2	14
2	No risk in closing business	27	54
3	Alternative for other job	3	6
4	Attractive Remuneration	7	14
5	Part time/ Convenient time	11	22
	Total	50	100

Table 4.1 Perception of Employment

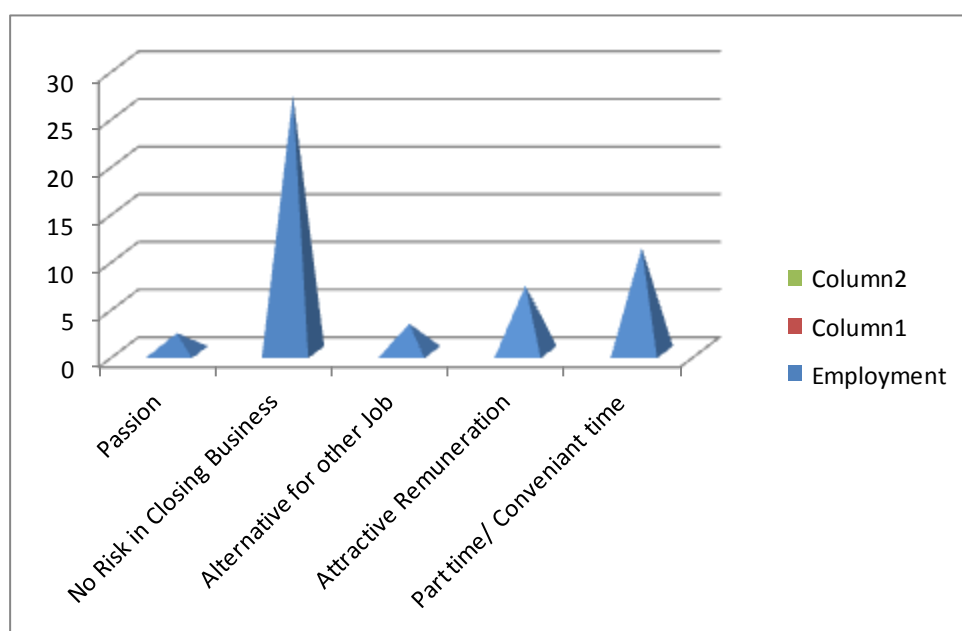


Figure 4.2 Employment

IV. FINDINGS

The Findings are

- The majority of the respondent belong to Age 19-25
- 62% of the respondent completed UG Degree
- Most of the respondents i.e 54% are revealed that there is no risk in closing business
- There is no Female in Delivery of Food
- This Industry offering more employment opportunity

V. CONCLUSION

In addition to several changes in user preferences are also contributing to the growth of the market. For example, the demand for fresh food, quick home delivery, and easy accessibility is augmenting the adoption of online food delivery services. The increasing use of smart phones and internet penetration are contributing to the market growth. The growth of the overall food delivery industry that allows customers to order food from an array of restaurants is playing a pivotal role in driving the market growth and not only that immediate job opportunity with their convenient time, very important perception is that there is no additional strategy for improving business by the delivery people its lies with company only not for delivery executives.

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