

Problems And Prospects Of Hotel Owner While Using Online Food Delivery Platforms in South Tamil Nadu

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Abstract: The online food ordering system is one of the latest services most fast food restaurants in the western world are adopting. Another method, food is ordered online and delivered to the customer. In such case the application, all items in the order are displayed, along with their corresponding options and delivery details. Although they are concise and easy to read manner. It is also the highlighted feature of the system which does not limited the ordering procedures to desktop based as portable and mobility is the current trend. The challenges identified are categorized for themes will be added for technology and communication apps, time pressure, service quality, and competitive dynamics. Besides that, with this feature it also provide a degree of level of self service for targeted users' consumers, as they can place order themselves through using the mobile application. Furthermore, the system is a cross platform system which involve desktop based and mobile phone based which is in Android operating system. This review paper is grounded on data obtained from articles, journals, and news sources. This research offers valuable insights into the dynamics of the online food delivery supply chain and provides practical recommendations for fostering a more efficient and customer – centric system. The literature indicates that the reasons for its adoption and popularity include convenience, home delivery, time and effort savings, a wide variety of choices, evolving lifestyles and demographics, improved promotional deals, simple payment methods, social media presence, and efficient customer relationship management.

Introduction

Online food delivery apps are growing in Indian market day by day. It is a popular in Madurai city too. There are forecast the people are to make the active while using the apps for ordering food online. The recent development of internet has boosted the extension of online food delivery services by enabling people to search, to accomplish compare prices and conveniently access these services. To achieve they are focus into organize the information logically, putting the most important details first, and using short sentences with only necessary information. In just as fresh, tasty, and warm as it would be if they were eating in a restaurant. As a result of the significant rise in awareness of the internet and its related technologies, numerous opportunities are emerging online. A multitude of businesses and companies now embark on their enterprises effortlessly due to the internet. One type of business that the internet brought forth is a system for ordering food online. Traditional hotels around the world are being impacted by the global phenomenon of the rise of online food delivery services. This study intends to offer insights into the global implications of this trend and identify methods for hotel business across various contexts.

In the current era of fast food and takeout, numerous restaurants have opted to prioritize rapid meal preparation and quick order delivery instead of providing a lavish dining experience. Until just recently, the majority of these delivery orders were made by phone, yet this system has many drawbacks. After an order is submitted on the designed webpage, it is entered into the database and subsequently accessed almost in real-time by a desktop application at the restaurant's location. The expansion of internet meal delivery services has a big impact on traditional hotels revenue sources. The influence of revenue on traditional hotels is examined in this study, it focus to hotels initiatives to reduce these losses and maintain profitability. Since the technology is developing

day to day the online food delivery app is also developing. The number of people depending upon the online food delivery app is also increasing in a large quantity. This may adversely affect the hotel industry. The hotel owners are pretended to increase the facilities in order to enhance the commercial acceptance. Singh et al. (2024)

Literature Review

1. According to a study by (Jeneefa H, March 2019), The main objective of this study is to know the level of consumers towards online food ordering applications. This study found that majority of the respondents are belonging to age group of 21-40 years and majority are spending around. This study suggests that restaurants operators should increase online ordering simple addition of new distribution channels to attract the customer and the quality and quantity services should be maintained correctly. This study concludes that the online food ordering app system will be helpful for the hotels and restaurants to increase the scope of the business and the service rendered by the food ordering app is the major behind its success.
2. According to a study by (Gupta, 2020), the use of technology in online food delivery systems, such as mobile apps and online ordering platforms, has made it easier for customers to order food and has led to an increase in the number of orders placed. The study also found that the use of technology has led to an increase in the efficiency and speed of food delivery, which has further enhanced the customer experience.
3. Another important aspect is that the online food delivery systems have led to the increase in sales and revenue for hotels. (Rastogi, 2021), has found that hotels that have embraced online food delivery systems have seen a significant increase in their sales and revenue. This is because online food delivery systems have enabled hotels to reach a larger customer base and sell more food than they would be able to through traditional dine – in services.

Objective

1. These create a user-friendly atmosphere between the customer and employee, thereby enhancing the effectiveness of the food ordering system.
2. The platform interfaces in challenges for users to real time and check the quality of the food.

Statement of The Problem

The traditional approach of visiting local food sales points to buy food is becoming outdated and increasingly burdensome. Food can be ordered online, with payment processed without needing to visit the restaurant or vendor. Thus, there is a necessity for extensive advertising and the facilitation of direct ordering, processing, and delivery of food via an online platform. In this system, a system administrator will possess the authority to access the menu containing the current prevailing prices. Jyoti et al. (2024)

Significance Of The Study

The study is aimed to find the impact of online food delivery apps on hotel industry with the rapid development of technology. They can be accomplished to Internet plays a significant role in the online delivery scenario. The project introduces the advantages, disadvantages, strategies of food delivery apps and the problems faced by the hotel industry due to the emergence of online food delivery apps.

Regulations For E-Commerce Food Business Operators

FSSAI noted with serious concern that the compliance to these guidelines was patchy and there were complaints of restaurants / hotels without FSSAI license being listed and allowed to offer/ sell food products on e-commerce food service platforms. There were also several complaints of sub – standard food being delivered to consumers through online market aggregators, Food cloud, Foodmingo, Foodpanda, JusFood, LimeTray, swiggy, UberEats and Zomato. Arya et al. (2024)

1. The sellers / brand owners / manufactures on the e-commerce platforms shall be required to display their license / Registration obtained under the FSS Act and Regulations and hygiene grading of FBO a may be assigned by FSSAI.
2. The sellers / brand owners / manufacturers shall ensure that a legible and clear picture of principal display panel is made available for viewing by the consumers.
3. Any food article delivered to consumer by ecommerce FBO shall have shelf life of 30% or 45 days before expiry at the time of delivery to the consumer.
4. The food products offered for sale by the ecommerce FBO shall be liable to sampling at any point of the supply chain.
5. It shall be ensured by the e-commerce FBOs that the last mile delivery is undertaken by trained delivery personnel and the safety of the food product is not compromised at the time of delivery.
6. E-commerce FBO shall ensure that no misleading information / false claims to the product or misleading images of food products are made available or shown on their platforms
7. E-commerce entities providing listing / directory of FBO / Food products on their platforms shall list the rating/ ranking of FBO, voluntary or mandatory, as may be specified by food authority.

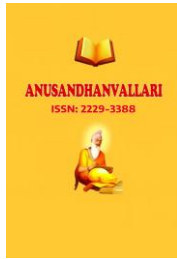
Opportunities And Threats In The Online Food Delivery Market

1. The online food delivery sector offers a diverse array of growth prospects fueled by technological advancements, regional expansion, and changing consumer demand trends.
2. One of the most significant untapped opportunities in the semi-urban and rural delivery expansion, The historically concentrated their operations in Tier 1 cities but are increasingly extending networks into Tier 2 and Tier 3 markets.
3. The consequences of inaccurate orders are for – reaching customers who receive incorrect or incomplete orders are likely to feel reviews on social media and review platforms, which can damage the restaurants reputation.
4. The bundling of food delivery subscriptions with streaming services, ride – hailing memberships, and digital banking products, as pursued by Amazon, Uber, and DoorDash through their respective super – app strategies, creates sticky multi- service ecosystems where the marginal cost of retaining a food delivery subscription user approaches near zero.
5. Despite the robust growth the online food delivery market faces significant structural threats that could dampen growth, compress margins, or shift competitive dynamics in unfavorable directions over the forecast period.
6. The global online food delivery market exhibits a highly concentrated competitive structure at the regional level, with market leadership landscape remains fragmented across regional champions with limited true global platforms.
7. The evolving consumer preference for diverse food experiences has also categories on delivery platforms. The rapid growth of ice cream toppings and dessert categories with in food delivery apps reflects the average order basket beyond main courses, with dessert into food delivery platforms as companion items and standalone convenience orders has expanded average order values and contributed to platforms revenue diversification.

PESTEL Analysis of online Food Delivery Market

1.Political Factors :

The online food delivery market can be influenced by a country's political environment. For example the government may restrict the use of certain technologies that are necessary to provide online food delivery services.



2.Economic Factors :

The economic situation of a country can have a major impact on the online food delivery market. The income to spend on online food delivery services, The exchange rate between different countries can also affect the cost of online food delivery services.

3.Social Factors :

The online food delivery market can also be influenced by a country's social environment. Additionally, the preferences of customers for different types of food can also influence the demand for online food delivery services.

4.Technological Factors :

The technological environment of a country can have a major impact on the online food delivery market. Furthermore, the technology employed can also influence the speed and efficiency of the delivery process.

5.Environmental Factors :

The environmental environment of a country can also affect the online food delivery market. Additionally, the environmental regulations of a country can also affect the cost of providing online food delivery services.

6.Legal Factors :

The legal environment of a country can also have a major impact on the online food delivery market. Additionally, the laws regarding intellectual property can also affect the cost of providing online food delivery services.

PROBLEMS OF EXISTING SYSTEM

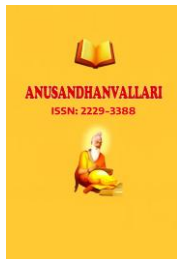
Due to manual means being employed by the fast food restaurants, it is very difficult to satisfy the wants and needs of the customers. Most of the problems include:

1. Mistakes are made when taking the orders of the customers
2. The process of collecting customers' purchases order is very tedious. This make it not possible to deliver goods on time.
3. The record keeping system is poor. Losses of very important records have been reported in the past consequently.
4. Besides, protecting the file system from unauthorized access is a problem that has defiled solution.
5. Unnecessary time is wasted conveying information through the ladder of authority. Management at times seeks to get a copy of the customer's order form and this may take a lot of time to obtain it.
6. It causes reduction of production flow.
7. These are the major problems facing the existing system and would be corrected with the help of the proposed system.

Advantages of online food delivery apps:

1.Efficient customer and order management :

An online ordering system for restaurants helps to enhance the customer restaurant relationship by providing end to end customer Relationship Management (CRM) system. Such software is also equipped with GPS systems that in turn ensure timely and fast deliveries.



2.Free and cheap Marketing:

A strong company profile a Google. Having a dedicated team that can post on social media regularly and engages with your customers will prove to be a good investment to drive traffic and sales on the websites.

3.Monitor your expenses incurred in real times:

It gives precise information about the cash flow in restaurant. In a day when you receive hundreds of orders, an online ordering system will give you an accurate monetary transaction on each order without having you into cash registers.

4.Makes the ordering process easier:

The people had to make calls to place orders to drive to the restaurants for a take – out and then wait for the food to be prepared and delivered. Having an online ordering system can make the day – to – day operations more efficient for a restaurants.

Disadvantages of online food delivery apps:

1.Monitoring the third party service:

The customer is required to make sure that they are getting hygiene food. They also need to monitor how long it takes their drivers to deliver food. There will be a chance for un-hygiene food because the customers are not seeing the preparation of the particular food item.

2.Control and accountability :

Once the customer's food is in the hands of the particular food delivery app driver say Uber driver, there is nothing left. We have no control over the driver or how the food is delivered. Even if accident happens, and there is not anything that we can do to fix them.

3.Price :

One of the major disadvantages to food delivery systems is price. When the food is ordered for more than one person, the expense is typically equal to eating out at a nice restaurant every night.

4.The cost of a food delivery app :

Everyone has to make money even through online services. The cost of using services like Uber eats will change you how you price your meals. In the end your customers end up paying more.

COMMON MISTAKES ONLINE FOOD DELIVERY BUSINESS MUST AVOID

1.Quality of food :

The customer fulfillment which turn results in customer maintenance. The quality food and customer satisfaction should be the crucial goal in your online delivery business.

2. Real – Time food delivery :

It is very hard to wait for food delivery is the largest factor in customer's satisfaction. The most favorable wait time should not be more than 30 minutes. Real- time notifications be able to help you to organize the food delivery business in a improved way.

3.Right time for launching the app:

Here is no advantage of jumping in battle without weapons. Meeting customer prospect and delivery necessities have to be the main concern for your online food delivery business. The joyful customer stand then this is a good time for launching on demand food delivery app to make more efficient your business.

4.Marketing :

Marketing for your product and service gives the glow to your possible customers about why your brand is superior than other competitors brand. When you have a wealth of information to share about your restaurant and fresh offers to pop up your customers, can utilize the on- demand delivery app to boost customer loyalty and maintenance. Still promotional campaign on social media channels can assist to in quick customer engagement with additional business leads.

5.Business planning :

The business of serving of food has been receiving quick changes as new online player's race is going to take into custody the markets and good customer base. Planning is a very important tool in online food delivery business, modify your traditional business model into uber for food delivery model.

6.Working with best technology partner :

Manufacture food delivery app then it's the first fault in a business. The food delivery app expansion company to get online food ordering system. Peak mobile app developers know how to translate the business vision into a seamless, bug – free and scalable quality product.

7.Expand your geographical shop visibility:

The customer is due to geographical issue then the need to set up the delivery stores in multiple locations in the same city.

Results And Discussion

Data analysis is a process used to inspect clean, transform and remodel data with a view to reach to a certain conclusion for a given situation. It is a process for obtaining raw data and converting it into information useful for decision making by users. In this study, data is analysed with the help of both descriptive and inferential statistical tools.

Showing the familiar food delivery apps for the respondents

Particulars	Number of respondents	Percentage(%)
Swiggy	27	54
Zomato	18	36
Uber eats	3	6
Domino's	2	4
Total	50	100

Source: primary data

The above table shows that 54 percentage of the respondents are familiar with swiggy. 36 percentages of respondents are familiar with Zomato, 6 percentages of respondents are familiar with Uber eats and 4 percentages of the respondents are familiar with the online food delivery app named Domino's.

Showing the constraints that are faced by the respondents due to the arrival of online food delivery apps

Particulars	Number of respondents	Percentage
Increased competition	19	38
Decrease in customer loyalty	7	14
Uncertainty of sales	9	18
Reduced profit margin	15	30
Total	50	100

Source: Primary data

The above table reveals that 38 percentages of the respondents are facing increased competition. 18 percentages of respondents facing uncertainty, 30 percentages of respondents are facing reduced profit margin and 14 percentages of the respondents are facing decrease in customer loyalty as the constraints that they are facing due to the online food delivery apps.

Opinion about present demonetization by owners through online platforms

SI. No	Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	The government move towards demonetization is appreciated	3	9.4	13	40.6	0	0	8	25.0	8	25.0	32	100
2	The step of demonetization is required to eliminate corruption, black money and terrorism	3	9.4	11	34.4	9	28.1	5	15.6	4	12.5	32	100
3	Cashless economy will help in economic growth	3	9.4	10	31.2	7	21.9	9	28.1	3	9.4	32	100
4	Demonetization may bring cash crunch in short term but will help in long run	4	12.5	8	25.0	11	34.4	5	15.6	4	12.5	32	100



5	Demonetization has been success	2	6.2	3	9.4	8	25.0	11	34.4	8	25.0	32	100
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Source : Field survey

The above table depicts the general opinion of the owners of Madurai city. 13 hotels appreciate the demonetization move constituting around 40.6 percent, 11 hotels agree that the demonetization step help to eradicate corruption. black money and terrorism constituting around 34.4 percent, 5 hotels are cashless help in economic growth for stand demonetization.10 hotels are not aware about the cash crunch caused by the demonetization in short term and may help in the long run constituting around 34.4 percent. 11 hotels owners disagree with the success of demonetization in Indian economy constituting around 34.4 percent.

Findings

1. Majority of the respondents are familiar with the swiggy food delivery app.
2. Increased competition is the major constraint that is faced by the respondents due to the emergence of online food delivery apps.
3. The short term and Indian economy consistency for periodical level.

Suggestions

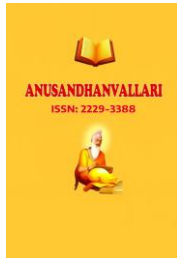
1. There should be a hand relationship between online food delivery apps and hotel owners in handling business.
2. Due to the digital divide, most of the hotel owners are Un ware about new media. So they should make use of new media to increase the commercial acceptance.
3. Keeping an eye on the accuracy of information about food items on company websites and apps is essentials because respondents do not seem to be happy with the information offered.

Conclusion

Online food ordering refers to the act of placing food orders through a website or alternative application. This is achieved via online food delivery applications. As we are aware, the expansion of the digital realm has led to a daily rise in online food ordering, negatively impacting the hotel sector. The hotel sector is currently influenced by numerous external factors like flooding and deflation. A significant portion of our demographic, particularly young people, rely on food delivery apps, resulting in a reduced number of customers at hotels. This forces the hotel owners to increase the facilities in order to cope up the situation. The relationship between both to enables a better form of business enterprise. However the study focused specifically on Zomato and swiggy, two popular online food delivery services in tamil nadu. Further research in the exploration of the food delivery applications of individual restaurants in more depth would be intriguing and expanding these studies to include a broader selection of cities would offer numerous benefits.

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