

**A
PROJECT REPORT
ON
THE IMPACT OF ONLINE FOOD DELIVERY APPS ON
HOTEL INDUSTRIES**



Project submitted to OSMANIA UNIVERSITY

In the partial fulfillment of the requirement of the

**BACHELOR OF COMMERCE
B.COM (COMPUTER APPLICATION)
During The Academic Year 2022-2023**

Submitted by

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**Department of Commerce
GOVERNMENT DEGREE COLLEGE NARSAPUR
(Affiliated to Osmania University)**

DECLARATION

I hereby declare that the project report entitled **“THE IMPACT OF ONLINE FOOD DELIVERY APPS ON HOTEL INDUSTRIES”** Submitted by me in partial fulfillment of **Bachelor of Commerce Osmania University, Hyderabad**, is a bonafide work undertaken by me and it is not submitted to any other University or institution for award of any degree diploma certificate or published any time before.

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CERTIFICATE BY THE PRINCIPAL

This is to certify that B. COM student of this college with worked on the project titled “THE IMPACT ON ONLINE FOOD DELIVERY ON HOTEL INDUSTRIES ” under supervision of the principal **Mr.Dr.P. DAMODAR** of this college during the year 2022-2023

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I wish to express my sincere thanks to almighty for showing his blessing on me to develop this project

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CHAPTER 1
INTRODUCTION

INTRODUCTION

1.1 Introduction

Online food delivery apps are growing in Indian market day by day. It is popular in Telangana too. People are so active while using the apps for ordering food online. It also helps local vendors to connect with people due to which they are able to increase their earning. This type of trading also helps to raise food safety and hygiene considerations.

The recent development of Internet has boosted the extension of online food delivery services by enabling people to search, compare prices and conveniently access these services.

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. Asian country is the sixth largest grocery market in the world, however the organized sector as travel by a number of the net businesses mentioned on top makes up just for 5-8% market share of the grocery business.

The nutrition business in Asian country is simply concerning a pair of decades recent, and remained mostly unorganized. Given the speed at that the organized sector is quickly growing, it is solely a matter of your time and a way larger chunk of world investments before an extremely massive impact is formed on in progress eating house businesses that will not have a delivery-focused format of their own.

The demand of online ordering is real. It conveys to the customer base that you are a modern growing restaurant and very challenging to others that wants to be a convenient and accessible for the entire guest who used to order regularly. The most important is that which will always need to contact the quality of enhancing online food ordering ever is the only one that has to be maintaining the customer as a regular customer. In the sense provides good qualities and quantities of food

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.

1.2 Statement of the problem

This study aims to find out “The impact of online food delivery apps in hotel industries.”

1.3 Objective of the study

- To analyse the impact of online food delivery apps on hotel industry.
- To trace out the constraints faced by the hotel industry due to the impact of online food delivery apps.
- To understand the methods applied by the hotel industry to overcome the problems caused by the food delivery apps.

1.4 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. Internet plays a significant role in the online delivery scenario. The project introduces the advantages, disadvantages, strategies of food delivery apps and the problems face by the hotel industry due to the emergence of online food delivery apps.

1.5 Research design

1.5.1 Nature of Study

This study on impact of online food delivery apps on hotel industry conducted is descriptive and analytical in nature.

1.5.2 Nature of Data

This study is based on information from both primary and secondary data.

1.5.3 Source of data

Primary data are collected through questionnaires. Magazines, journals, internet sites, books etc. are used as secondary sources for collecting data.

Tools for Analysis

In this study, statistical tool percentage analysis is used for analyse the data. Bar diagram, pie charts are used to represent the data.

Limitations of the study

1. Sometimes the respondents may not give answers to all the questions.
2. Online food delivery apps is a new concept. Therefore the respondents have limited knowledge about the topic.
3. There is a chance of bias from the respondents.

Chapterisation

Chapter 1: Introduction - This chapter deals with Introduction, Statement of the problem, Objective of the study, Research design, Limitations of the study, Chapterisation

Chapter 2: Review of literature- This chapter mentions Conceptual literature and Empirical literature.

Chapter 3: Industry profile -This chapter mentions global scenario, Indian scenario, company profile.

Chapter 4: Data analysis and interpretation- This chapter mentions Tables, figures, and interpretation

Chapter 5: Findings, suggestions and conclusion- This chapter contains the Findings, Suggestions and Conclusion.

CHAPTER 2
REVIEW OF LITERATURE

2.1 Conceptual Review

New trends always cause a ripple effect on the market. We are already witnessing the gradual increase in Uber eats like clone apps in the market and they seem to be thriving without any hurdles. Despite following the same business model, the excessive demand of the consumer-driven market is propelling the online food delivery business.

Technology will remain the driving force behind this industry as modern user's expectations continue to grow as the market gets more competitive. Food delivery apps are a new rage, from restaurants owners making their own food ordering app for you to deliver food while sitting on your couch to services like Zomato, Swiggy, Uber eats etc.

Advantages of online food delivery apps:-

1.Makes the ordering process easier: Traditionally, 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 restaurant.

2.Efficient costumer 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

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.Free and cheap marketing: You can invest some time in creating 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.

Disadvantage of online food delivery apps:-

1.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.

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 for you do – and that's the main limitation. We have no control over the driver or how the food is delivered. However accident happens, and there is nothing that we can do to fix them.

3.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, and if it is being handled with care. There will be a chance for un-hygiene food because the customers are not seeing the preparations of the particular food item.

4.Price: One of the largest disadvantages to food delivery systems is the 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. Many food delivery systems cost upwards \$20 per day per person. Some systems cost even more.

2.2 Empirical Review

1.According to **Hong Lan, et al**, (2016), online food delivery market is immature yet; there are some obvious problems that can be seen from consumers' negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.

2. According to **Leong Wai Hong** (2016), the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business online.

3. According to **H.S. Sethu & Bhavya Saini** (2016), their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help According to **Sheryl E. Kimes** (2011), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

4. Research on the changing market for food delivery (Carsten Hirschberg at 2016) indicates that online's penetration of the total food-delivery market broke 30 percent in 2016. We believe penetration rates will grow further as the market matures, eventually reaching 65 percent per year. According to Gloria food the advantage of online ordering and the reasons for the growth of food delivery app industry are Convenience, Simpler menu to manage, significant savings, no hassles etc. Food Panda is an introduction to the newest food sensation that's here to stay (Shiyin Chan, 2015).

5. According to Deepinder Goyal, Zomato CEO and co-founder told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. "We have a sales team of around 300 in India and 5,000-odd advertisers... these partners know the volume we bring to them so it is quite easy for us to launch this new service (2016).

CHAPTER 3
INDUSTRY PROFILE

3.1 Industry Profile

3.1.1 Global scenario

Restaurants are an institution in nearly every country and culture in the world. The restaurant, which emerged during the French Revolution, continues to serve as a place where people come together to eat, drink and socialize. The idea of selling food for profit existed during the earliest civilizations. The need for public eateries was firmly established as far back as the Roman Empire and Ancient China. When peasants and farmers brought their livestock and other goods to urban markets, they needed a place to eat and rest which brought about the earliest form of restaurants, the roadside inn. Within city walls, where living conditions were cramped and many people did not have the means to cook their own meals, vendors sold food from small carts or street kitchens, which is still popular today.

However, the biggest change in the restaurant industry during the 20th century is credited to McDonald's. This led to the advent of the fastest, cheapest food possible by employing low skill workers to assemble it. Another modern trend is local foods, with special emphasis on sustainability. Today, people are more aware than ever of the link between health and nutrition and are more cognizant of what foods they are eating when they dine at restaurants.

3.1.2 Indian scenario

While India has always been a food-loving country with each region having its own special cuisine, Indians have never been very big on eating out. But all that is changing now. The restaurant industry in India has been growing at a rapid pace over the last decade or so and the growth story is set to continue for the next foreseeable future.

In India, the earliest reference of restaurants dates back to early 250 BC when taverns or inns provided food to hungry travellers. Street vendors and small stall owners also sold food in local markets and in most Indian towns and villages. But the modern day restaurants probably started mushrooming with the speed of colonialism, especially with the growth of globalization. However, eating out for leisure remained a fairly rare

phenomenon for majority of the Indian families. As Western influences, lifestyles and food habits of Indian began to change.

There were nearly 22 lakh hotels and restaurant establishments in India in 2002. The food service or restaurant industry was worth a whopping Rs.43000cr in 2010 and growing at a healthy rate of 1520 percent annually, according to the National Restaurant Association of India (NRAI). A study conducted by the Federation of Hotels & Restaurant Association of India (FH&RA) estimated that there were approximately 2.2 million or 22 lakhs hotels and restaurant establishments in India in 2002 and the hungry India wants more. The restaurant industry in the country continues to grow in a faster pace. Studies have shown that the future growth will be driven by the consumer demand and enterprising food service operators. The industry dimensions are changing quickly to suit the needs of the young group of consumers.

3.2 Company profile

3.2.1 Swiggy

Swiggy is India's largest online food ordering and delivery platform, founded in 2014. Swiggy is based in Bangalore, India, and as of March 2019, was operating in 100 Indian cities. In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores. 2013, the two founders, Nandan Reddy and Sriharsha Majety, designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted, and was rebranded to enter the food delivery market. At the time, the food delivery sector was in turmoil as several notable startups, such as Food panda (later acquired by Ola Cabs), Tiny Owl (later acquired by zomato) and Ola Cafe (later closed) were struggling. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy and parent holding company Bundl Technologies in 2014. The company built a dedicated delivery network and grew rapidly, primarily driven by the focus on logistics and locking in key resources.

3.2.2 Zomato

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Pankaj Chaddah and Deepinder Goyal in 2008. Zomato provides information, menus and user reviews of restaurants as well as food delivery options from partner restaurants in selected cities. Zomato also began grocery delivery amid the COVID-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Zomato was founded as Foodie bay in 2008, and was renamed Zomato on 18 January 2010 as Zomato Media Pvt. Ltd. In 2011, Zomato expanded across India to Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata. In 2012, the company expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar and United Kingdom.

3.2.3 Domino's

Domino's Pizza, Inc. branded as **Domino's**, is an American multinational pizza restaurant chain founded in 1960. The corporation is Delaware domiciled and headquartered at the Domino's Farms Office Park in Ann Arbor, Michigan. On May 12, 1983, Domino's opened its first international store, in Winnipeg, Manitoba, Canada. That same year, Domino's opened its 1000th store, its first in Vancouver, Washington. In 1985, the chain opened their first store in the United Kingdom in Luton. Also, in 1985, Domino's opened their first store in Tokyo, Japan. In 1993, they became the second American franchise to open in the Dominican Republic and the first one to open in Haiti, under the direction of entrepreneur Luis de Jesús Rodríguez. By 1995, Domino's had expanded to 1,000 international locations. In 1997, Domino's opened its 1,500th international location, opening seven stores in one day across five continents. By 2014, the company had grown to 6,000 international locations and was planning to expand to pizza's birthplace, Italy; this was achieved on October 5, 2015, in Milan, with their first Italian location. CEO Patrick Doyle, in May 2014, said the company would concentrate on its delivery model there. In February 2016, Domino's opened its 1,000th store in India. Outside the United States, India has the largest number of Domino's outlets in the world.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

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. Here percentage analysis is selected from descriptive statistical tool for describing the data.

4.1.1 Descriptive statistical analysis

Descriptive statistical tools are those tools in which, these are used to describe the characteristics of a single variable like frequency, percentage etc.

Table 4.1 showing the work experience of the respondents

Particulars	No of respondents	Percentage
0-2	8	16
0-4	11	22
0-6	8	16
More than 6	23	46
Total	50	100

(Source: primary data)

Table 4.1 reveals that 46 percentages have 6 and more years of experience, 22 percentage have experience between 0-4, 16 percentage have experience between 0-6 and only 16 percentage of respondents have experience between 0- 2 years.

Figure 4.1 showing the work experience of the respondents.

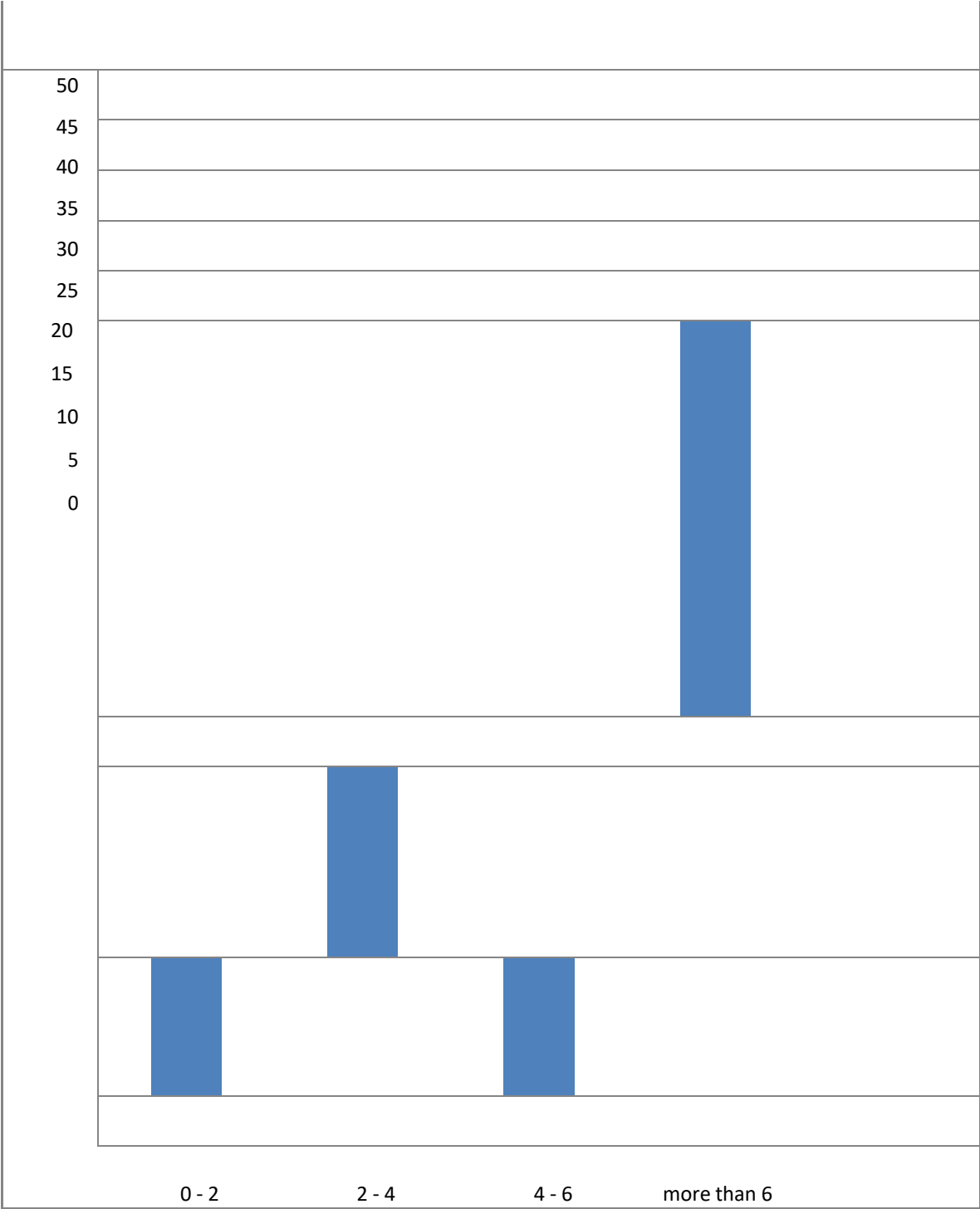


Table 4.2 Showing the availability of Customers. .

Particulars	Number of respondents	Percentage
Always	21	42
Occasionally	18	36
Rarely	11	22
Total	50	100

(Primary data)

The above table reveals that 42 percentages of respondents are always available of customers, 36 percentage of respondents are occasionally available of costumers and 22 percentages of respondents are rarely available of customers.

Figure 4.2 Showing the availability of Customers

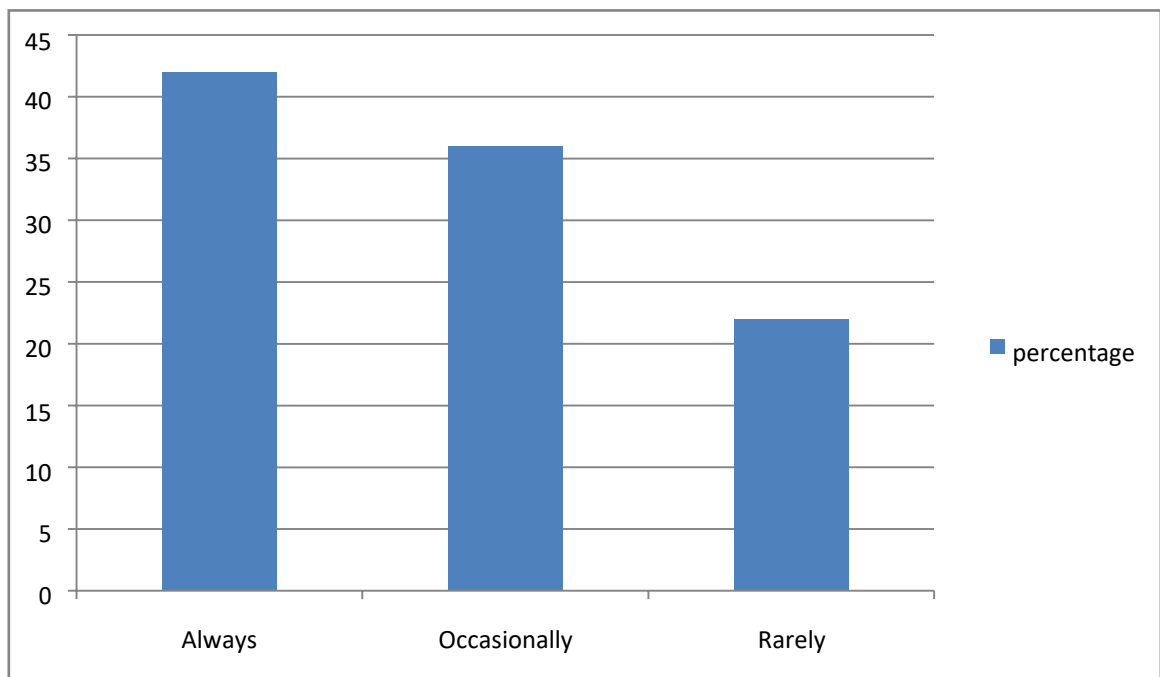


Table 4.3 Showing the source of income of the respondents.

Particulars	Number of respondents	Percentage
From hotel industry	34	68
From real estate	9	18
From hotel and other resources	7	14
Total	50	100

(Primary data)

The above table show that 68 percentage of respondents have their source of income from hotel industry and 18 percentage of respondents have their income from the real estate and 14 percentage of the respondents have their source of income from their hotel and other resources

Figure 4.3 Showing the source of income of the respondents.

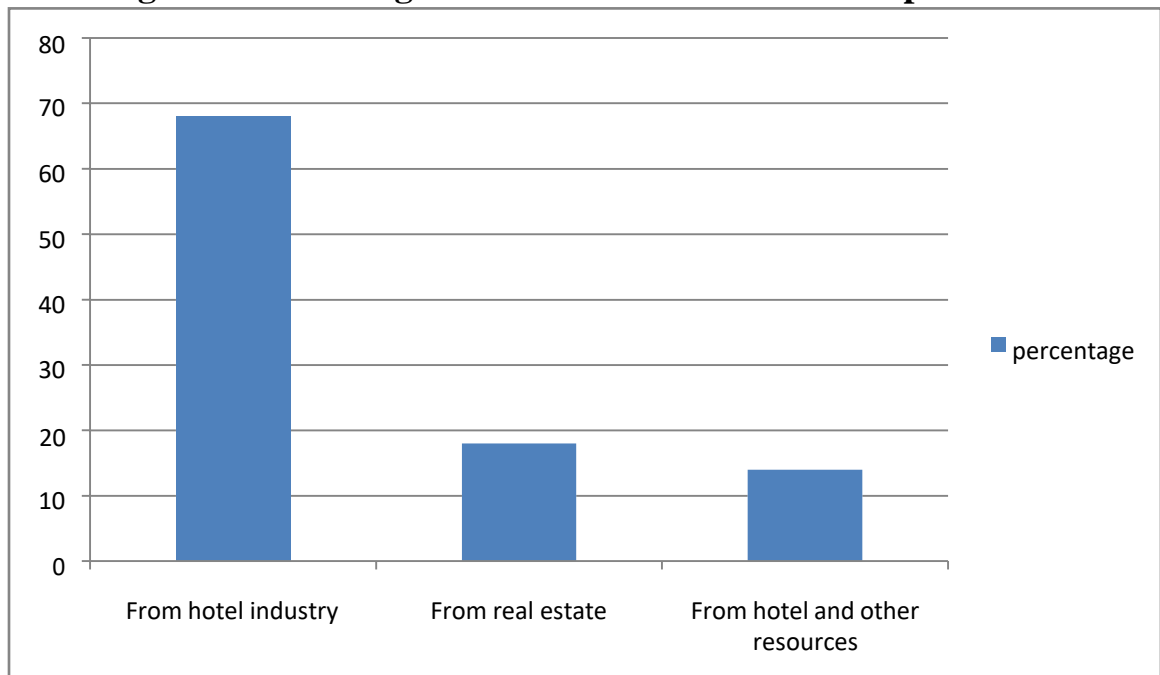


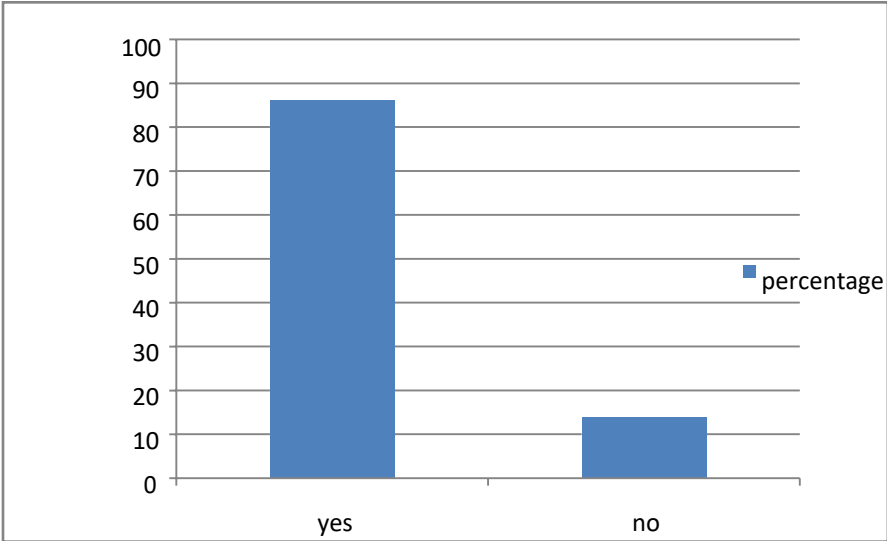
Table 4.4 Showing whether the respondents collect the audience feedback

Particulars	Number of respondents	Percentage
Yes	43	86
No	7	14
Total	50	100

(Primary data)

The table reveals that 86 percentage of respondents collect audience feedback and 14 percentage of respondents do not collect audience feedback.

Figure 4.4 Showing whether the respondents collect the audience feedback



Table

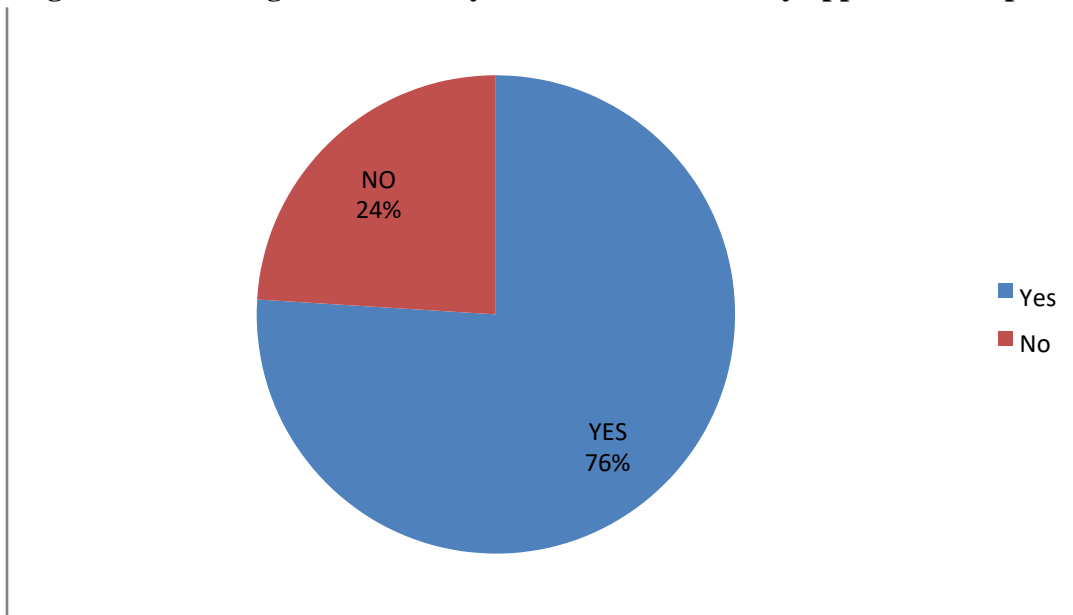
4.5 Showing the familiarity of online food delivery apps to the respondents.

Particulars	Number of payments	Percentage
Yes	38	76
No	12	24
Total	50	100

(Source, primary data)

The above table reveals that 76 percentage of the respondents are familiar with the online food delivery apps and 24 percentage of the respondents are not familiar with the online food delivery apps.

Figure 4.5 Showing the familiarity of online food delivery apps to the respondents.



Table

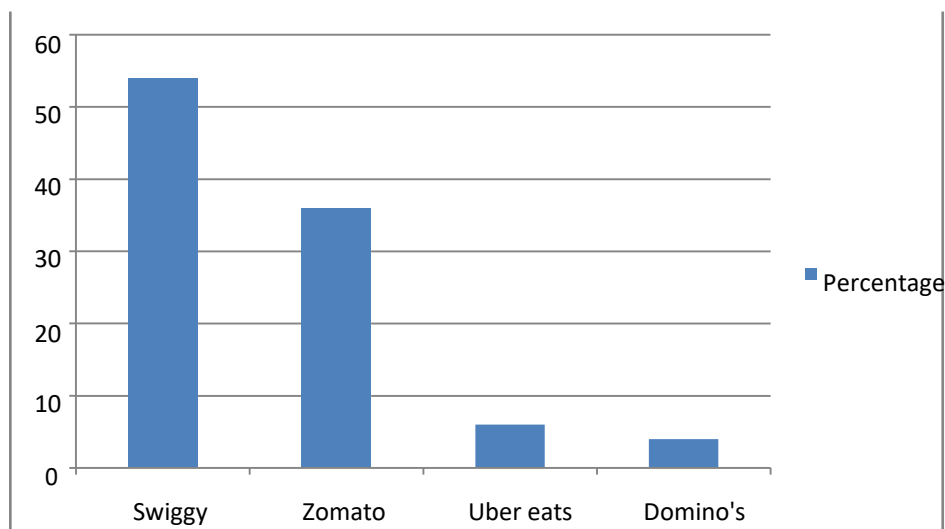
4.6 Showing the familiar food delivery apps for the respondents.

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 percentage of respondents are familiar with Zomato, 6 percentage of respondents are familiar with Uber eats and 4 percentage of the respondents are familiar with the online food delivery app named Domino's.

Figure 4.6 showing the familiar food delivery apps for the respondents.



Table

4.7 Showing whether the respondents are facing any troubles due to the online food delivery apps.

Particulars	Number of respondents	Percentage
Always	26	52
Occasionally	14	28
Rarely	7	14
Never	3	6
Total	50	100

(Source: Primary data)

The above table shows that 52 percentage of the respondents are facing troubles due to the online food delivery apps, 28 percentage of respondents face trouble occasionally, 14 percentage of respondents face trouble rarely and 6 percentage of the respondents are not facing any problems due to the online food delivery apps.

Figure 4.7 Showing whether the respondents are facing any troubles due to the online food delivery apps.

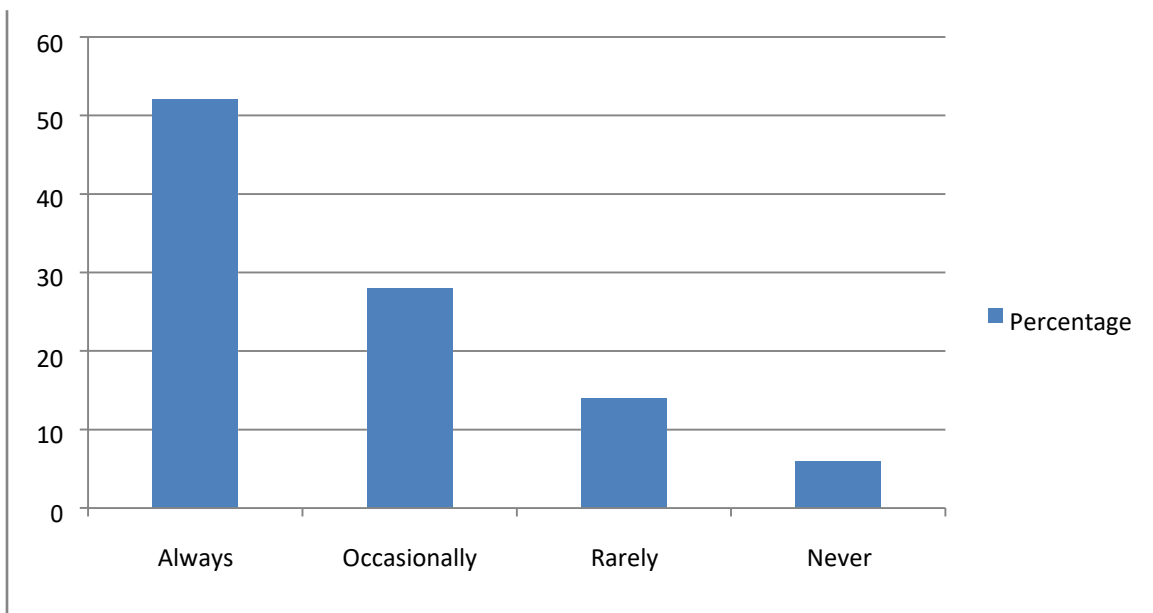


Table 4.8 Showing the constraints that are faced by the respondents due to the arrival of online food delivery apps.

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

Figure 4.8 showing the constraints that are faced by the respondents due to the arrival of online food delivery apps.

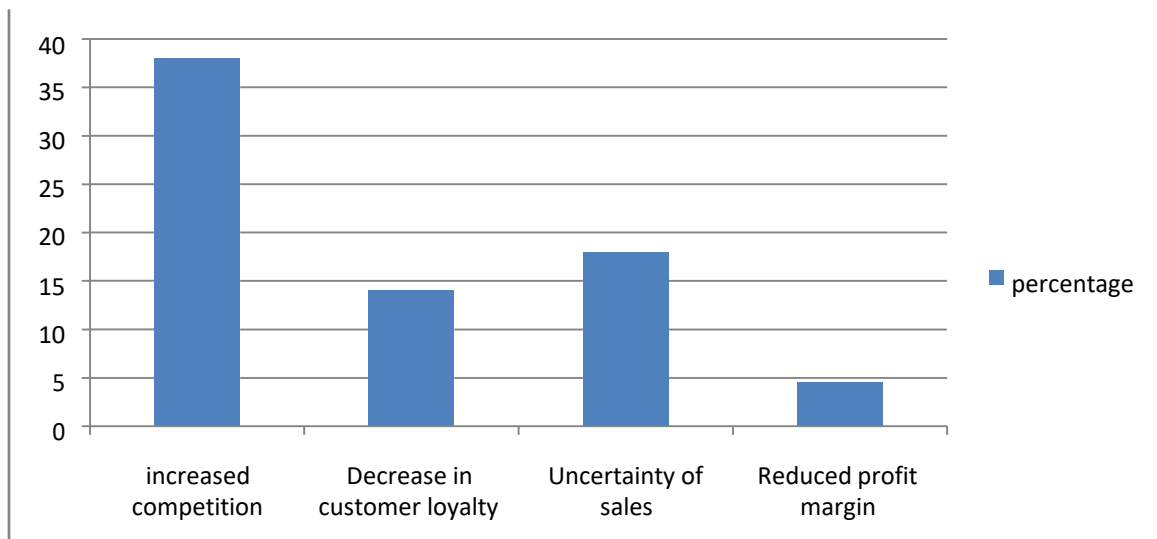


Table 4.9 showing the methods applied by the respondents to overcome the problems.

Particulars	Number of respondents	Percentage
Increase advertisement	14	28
Provide offer and discounts	23	46
Increase facilities	8	16
Nil	5	10
Total	50	100

(Source: Primary data)

The above table reveals that 46 percentage of the respondents are providing offers and discounts as the method applied to overcome the problems emerged due to the arrival of online food delivery apps, 28 percentage of respondents are increasing advertisement and 16 percentage of respondents are increasing facilities in order to overcome the problems emerged by online food delivery apps.10 percentage of the respondents are not using any method to overcome the problem emerge due to the arrival of online food delivery apps.

Figure 4.9 showing the methods applied by the respondents to overcome the problems.

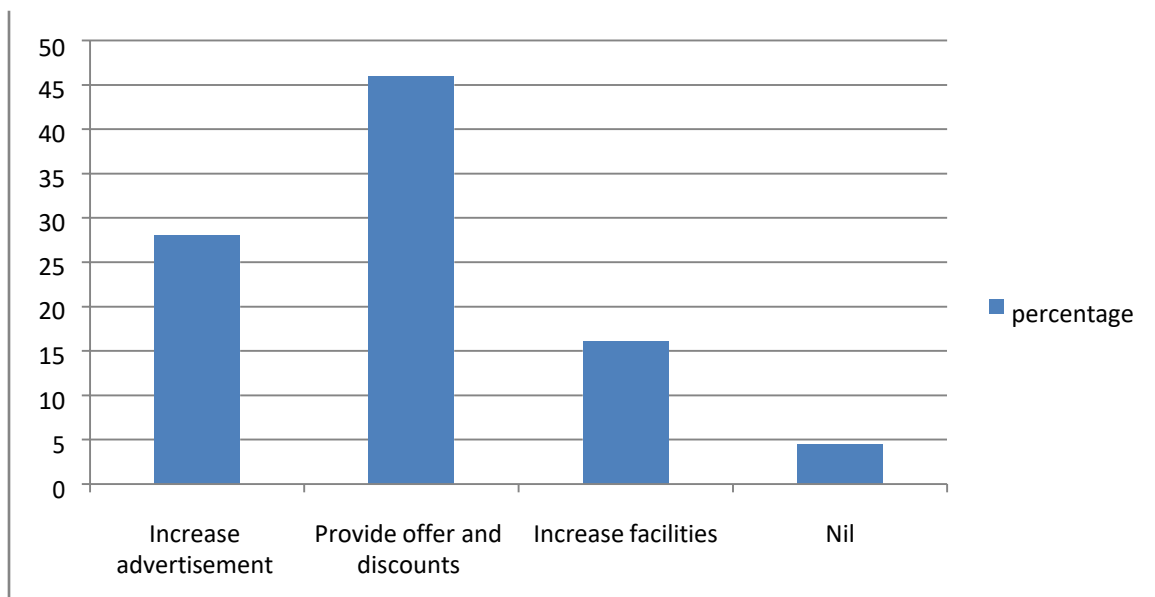


Table 4.10 showing the opinion of the respondent that on merging online food delivery apps with their hotel brings profit.

Particulars	Number of respondents	Percentage
Yes	37	74
No	13	26
Total	50	100

(Source: Primary data)

The above figure reveals that 74 percentage of the respondents have an opinion that merging the online food delivery apps with their hotel brings more profit and 26 percentage of the respondents disapproved that merging the online food delivery apps with their hotel will not bring any profit.

Figure 4.10 showing the opinion of the respondent that on merging online food delivery apps with their hotel brings profit.

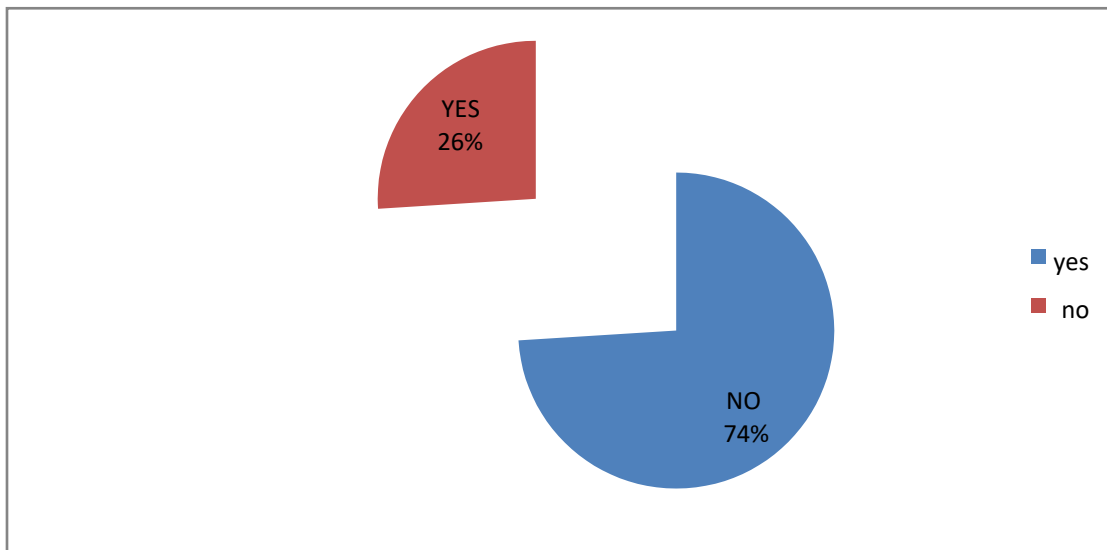


Table 4.11 Showing whether the respondent have a plan to make use of online food delivery industry with their hotel in future.

Particulars	Number of respondents	Percentage
Yes	7	14
No	15	30
May be	28	56
Total	50	100

(Primary data)

The above table reveals that 56 percentage of the respondents may be make use of online food delivery apps in future, 30 percentage of respondents have no plan to make use of online food delivery industry with their hotels in future and 14 percentage of the respondents will make use of online food delivery apps with their hotel in future.

Figure 4.11 Showing whether the respondent have a plan to make use of food delivery industry with their hotel in future.

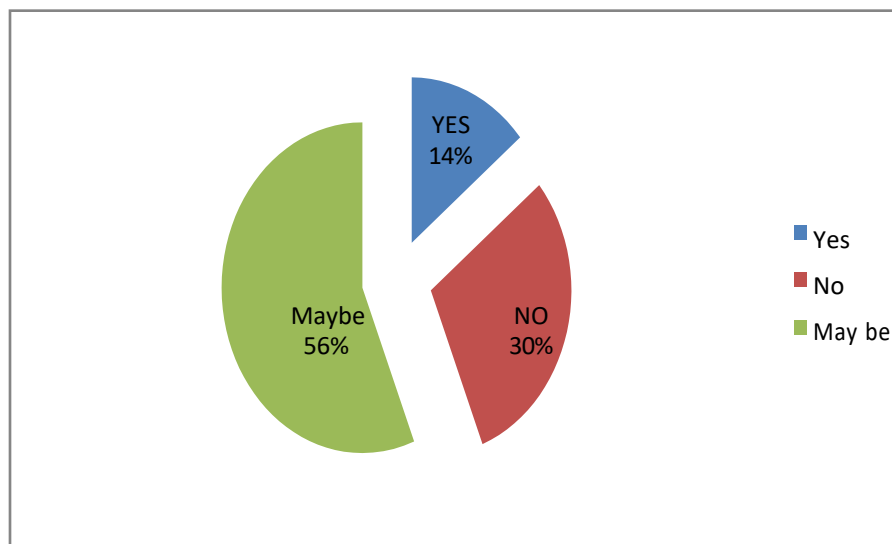


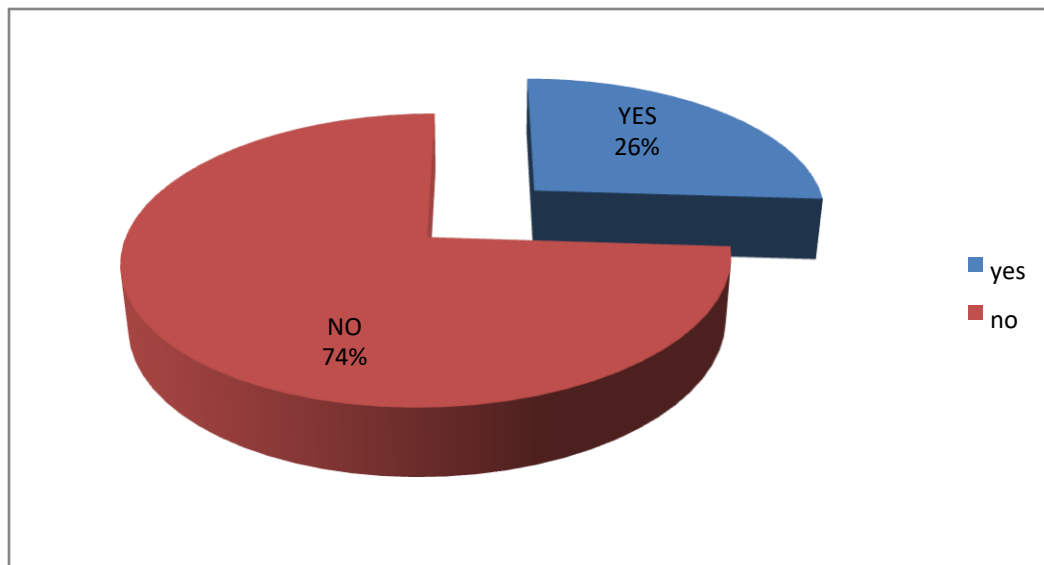
Table 4.12 Showing the nature of belief of respondents to survive in competitive field of hotel industry.

Particulars	Number of respondents	Percentage
Yes	13	26
No	37	74
Total	50	100

(Source: Primary data)

The above table reveals that 74 percentage of the respondents have a belief that they cannot survive in the competitive field of hotel industry and 26 percentage of the respondents have a belief that they can survive in the competitive field of hotel industry.

Figure 4.12 showing the nature of belief of respondents to survive in competitive field of hotel industry.



CHAPTER 5
FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 Findings

1. Most of the respondents have more than six years of experience.
2. Majority of the respondents have availability of customers.
3. More than half of the respondents have their source of income from the hotel industry.
4. Almost all the respondents collect the audience feedback.
5. Most of the respondents are familiar with the online food delivery apps.
6. Majority of the respondents are familiar with the Swiggy food delivery app.
7. Most of the respondents are facing troubles due to the online food delivery apps.
8. Increased Competition is the major constraint that is faced by the respondents due to the emergence of online food delivery apps.
9. Providing offers and discounts is the method applied by the majority of the respondents to overcome the problems emerged due to the arrival of online food delivery apps.
10. More than half of the respondents have an opinion that merging the online food delivery apps with their hotel industry brings profit.
11. Most of the respondents may be make use of online food delivery apps in future.
12. More than half of the respondents have a belief that they cannot survive in the competitive field of hotel industry.

5.2 Suggestions

1. There should be a hand in hand relationship between online food delivery apps and hotel owners in handling business
2. Unless the hotel owners enhance the facilities to the customers, soon they can be easily exterminated from the competitive field of marketing.

3. Due to the digital divide, most of the hotel owners are unaware about new media. So they should make use of new media to increase the commercial acceptance.

4. In future, there is a possibility of merging hotels with online food delivery systems by the hotel owners to withstand the competitive field. So better digital awareness should be ensured among the hotel owners for more security.

5.3 Conclusion

Online food ordering is the process of food ordering from a website or other application. The product can be either ready-to-eat or food that has not been specially prepared for direct consumption. This is accomplished through online food delivery apps. As we all know due to the growth of digital world, online food ordering is increasing day by day which adversely affects the hotel industry. The hotel industry is already being affected by a lot of external factors such as flood, deflation etc. Along with these factors, they are struggling hard for their existence due to the online food delivery apps. Most of the people, especially youngsters which form a major part of our demography access the food delivery apps, hence lead to a minimal availability of customers in hotel. This forces the hotel owners to increase the facilities in order to cope up the situation. Thus there should be a hand in hand relationship between both to enable a better form of business enterprise.

ANNEXURE

QUESTIONNAIRE

Dear Sir/Madam,

We are pursuing Bachelor of commerce in Govt.Degree College, Narsapur.We have undertaken a project work on the topic “The Impact of online food delivery apps on hotel industries”. Kindly spare your valuable time for answering the following questions.

Name:

Age:

Gender:

Name of the Hotel:

1. How long you have been working in this sector?

- (A) 6 and more years
- (B) 0-4 years
- (C) 0-6 years
- (D) 0-2 years

2. How often do you get customers?

- (A) Always
- (B) Occasionally
- (C) Rarely

3. What is your major source of income?

- (A) From hotel industry.
- (B) From real estate.
- (C) From hotel and other sources

4. Do you collect audience feedback?

(A) Yes

(B) No

5. Are you familiar with any food delivery apps?

(A) Yes

(B) No

6. If yes; which are they?

(A) Swiggy

(B) Zomato

(C) Uber eats

(D) Domino's

7. Do you face any troubles due to the online food delivery apps?

(A) Always

(B) Occasionally

(C) Rarely

(D) Never

8. What are the constraints that you have faced?

(A) Increased competition

(B) Decrease in customer loyalty

(C) Uncertainty of sales

(D) Reduced profit margin

9. What are the methods applied to overcome the problems

(A) Increase advertisement

(B) Provide offers and discounts

(C) Increase facilities

10. Do you think merging with online food delivery apps with your hotel industry brings more profit? (A) Yes

(B) No

11. Are you planning to make use of food industry apps with your hotel in future?

(A) Yes

(B) No

(C) May be

12. If no; why do you think so?

(A) Digital divide

(B) Interest

(C) Interest to behold traditional way

(D) Difficulty to manage

13. Do you believe that you can survive in this competitive technological arena of hotel industry with your existing mode of business?

(A) Yes

(B) No

