



INFLUENCE OF ELECTRONIC FOOD DELIVERING APPLICATIONS ON EATING BEHAVIOUR OF WORKING WOMEN RESIDING IN HOSTEL, CHENNAI

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ABSTRACT

The research is focused on analyzing the influence of electronic food delivering applications on eating behaviour of working women residing in hostel, Chennai. In India, the rapid development of technologies plays a huge role in the usage of e-commerce among young professionals. This technology development in society brings various changes among young individuals, which include social and behavioural changes, etc. Now days, behavioural attitudes bring and come up with different new applications and technology. One among them is electronic food delivering applications which influences the eating behaviour of the young generation. The aim of this study is to understand and identify the various factors associated with the usage of electronic food delivering applications and eating behavior changes of working women in hostels. Purposive sampling method was used for data collection. Data was collected from different women's hostel located in and around Chromepet, Chennai. Hundred hostel working women aged between 20-30 years residing in the hostel were selected as a sample. In this study, self-developed pre-tested interview schedule was administrated to working women to collect information on the demographic profile, anthropometric data, eating behaviour of the participants and influence of electronic food delivering application on eating behaviour. Statistically, the data was analyzed using mean and standard deviation (SD). The results revealed that the electronic food delivering applications were mostly used by the young age group (less than 25 years) and high-income level of hostel working women. Age and economic status are two primary factors which result in the usage of this electronic food delivering applications. Awareness about these applications, more usage of smart phones and internet among young female individuals are the major causes which associated with the use of this electronic food delivering applications. More than 50% of hostel working women ordered foods



in online due to the temptation caused while scrolling social media. Therefore, it can be concluded from the survey that electronic food delivering applications have negatively influenced the eating behavior of hostel working women who use online services frequently and who leads to life style modification diseases in future.

KEY WORDS: *Electronic food delivering applications, eating behaviour, working women, smart phones.*