



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.*

INTRODUCTION

Online food ordering system is developed with the huge arrival of young professionals into online. Many companies have started with this online food ordering system in order to increase their sales and competition. In a busy schedule, working class people can order their food through this food ordering system and delivering food applications. Food can be easily selected from huge range of menu and order can be placed as per their availability. The payment of the selected food items can be easily paid through online or cash on delivery time mode. Eating behaviour is a wide term which includes extensive choices of eating related behaviors such as food choice and motives, dieting, feeding practices, disordered eating. (La Caille, 2013) It is influenced by various factors like personal, cultural, social and environmental. (Larson and Story, 2009)

The changes in the eating behavior may affect long-term health outcomes as a result of unhealthy eating habits such as skipping meals, consumption of nutrient-deficient foods, and lacking intake of the proper diet. These are the results of various nutritional deficiencies and other health issues. (Kabir. et.al, 2018) The needs of a busy individual who lives in the city are satisfied with online food ordering and get their foods within a few minutes. (Kedah, 2015)

The high economic status and more availability of technology and social media usage among young people lead to various eating behavior changes. Ease of ordering, convenience, busy schedule and food temptation while using social media are the major factors which related to the changes in the eating behavior of young people, especially in women. The study aims to understand and identify the various factors associated with the usage of online food ordering applications, eating behavior of working women in hostels.

The objectives of the research are

1. To conduct a survey on the influence of social media and electronic food delivering applications on eating behavior of working women in the hostel.
2. To study the demographic profile of working women.
3. To analyze the influence of electronic food delivering application on the nutritional status and eating pattern among working women in hostels.



4. To understand the various factors associated with the usage of electronic food delivering applications.

METHODOLOGY

STUDY DESIGN:

The Study design employed in this research was descriptive study.

SELECTION OF AREA:

The present study was conducted in a women's hostel located in and around Chromepet, after seeking the permission from the in-charges of the respected hostels for the collection of data. The detail of the study was explained to the respondents before collecting data.

SAMPLE SIZE:

The primary data was collected from a hundred working women who are staying in hostels.

SELECTION OF SAMPLE:

Working women age between 20-30 years from the women hostel was selected as a sample for the study. The women who use electronic food delivering applications are purposively selected as sample.

TOOLS AND TECHNIQUES:

INTERVIEW SCHEDULE:

An interview schedule was formulated and pre-tested by the researcher which includes the socio demographic profile of the working women, general and online food eating behavior, influence of electronic food delivering applications on eating behavior and various factors associated with the usage of electronic food delivering applications.

PILOT STUDY:

Pilot study was conducted with 20 working women of the total study population initially to acquire pre-knowledge concerning the subject matter of a main study to validate the interview schedule and modifications were made accordingly.



ANALYSIS OF DATA:

The raw data was coded, classified, tabulated and analyses were conducted using SPSS Software. For the analysis of data, statistical tools like mean, standard deviation were used for data analysis.

RESULTS AND DISCUSSION

The results were discussed under the following headings

TABLE 1: DEMOGRAPHIC PROFILE OF THE HOSTEL WORKING WOMEN

S. NO	VARIABLE	DESCRIPTION	%
1.	Age	Less than 25 years	82
		Above 25 years	18
2.	Educational qualification	Primary	0
		Secondary	3
		Undergraduate	74
		Postgraduate	23
3.	Income	Rs. Less than 7000	0
		Rs. 7000-13000	8
		Rs. 13000-19000	26
		Rs. 19000-26000	31
		Rs. >26000	35

Table 1 illustrates the socio-demographic profile of the hostel working women. The data concluded that 82 percent of respondents were aged less than 25 years, and the remaining percent of respondents were aged above 25 years. Nearly 74 percent of working women had under graduate and 23 percent of working women had completed their post graduate. The results also exhibits that around 35 percent of working women belong to monthly income of above Rs. 26000 and only 8 percent belong to income Rs. 7000 – 13000. The income level was classified according to modified Kuppuswamy's socio economic status scale.



TABLE 2: BASIC DETAILS OF ONLINE ORDERING

S.NO	VARIABLE	DESCRIPTION	%
1.	Awareness about EFDA	Yes	100
		No	0
2.	Gadgets used for ordering online foods	Smart phone	94
		Tab	2
		Laptop	2
		I pad	2
3.	Frequency of ordering	Daily	6
		Weekly once	23
		Weekly twice	33
		Monthly	38
4.	Occasions	Special occasion	25
		Social	14
		Don't like to eat hostel food	24
		At work	37

Table 2 illustrates the percentage distribution of awareness regarding EFDA, gadgets used for ordering, frequency of ordering and occasions of ordering in online services by hostel working women. From this table it was revealed that all of the respondents have knowledge and awareness about the EFDA. From table 2, it was noticed that the majority of the respondents used a smart phone for ordering foods online. The above table also depicted that the majority of the respondents have used the food delivering applications monthly, whereas 33 percent of respondents used the food delivering applications weekly twice and only 6 percent have daily used it for ordering food. The results concluded that the majority of the hostels working women ordered food online due to their busy schedule at work.

TABLE 3: ONLINE ORDERING BEHAVIOUR OF HOSTEL WORKING WOMEN

S. NO	VARIABLE	DESCRIPTION	%
1.	Type of cuisines	North Indian	15
		South Indian	67
		Chinese	17
		American	1
2.	Money spent for ordering (per week)	Less than 500	52
		500-1000	31
		1000-2000	13



		More than 2000	4
3.	Choices of above company services	Best offers	41
		On-time delivery	25
		Easy to order	34
		Good packaging	0
4.	Reasons for ordering	Cash pack and coupons	40
		Discounts	16
		Sensory aspects	9
		Mood changes	35

From table 3, it was summarized that about 67 percent of the respondents selected South Indian cuisine. Regarding money spent for ordering, about 52 percent of respondents spent less than Rs. 500 per week; whereas, 4 percent of respondents spent more than Rs. 2000 per week. It was noticed from the above table that about 41 percent of respondents ordered online food due to the best offers provided by the companies and 34 percent of chosen online delivery due to the ease of order. Regarding reasons for ordering online foods, the results illustrated that the majority of the respondents ordered due to various offers & discounts offered by the company and followed by mood swings.

TABLE 4: INFLUENCE OF ONLINE ORDERING ON MEAL CONSUMPTION AND HEALTH

S. NO	VARIABLE	DESCRIPTION	N (%)
1.	Meal consumption pattern after the introduction of EFDA	More than 4 meals	5
		3-4 meals	28
		2-3 meals	44
		Less than 2 meals	22
2.	Food temptation while scrolling social media	Yes	70
		No	30
3.	Implications on weight	Yes	33
		No	67
	If yes,	1-4 Kg	60.6
	Gain	5-10 Kg	39.39
4.	Health issues	Yes	26
		No	74
	If yes	Vomiting	33.3
		Diarrhoea	37.5
		Bloating	37.



Table 4 highlights that online foods brought both positive and negative changes on the meal consumption pattern of the hostel working women. From table 4, it was evident that around 70 percent of the respondents had food temptation while scrolling social media. The data also concluded that around 33 percent of respondents had weight changes due to the consumption of online foods and around 26 percent of hostel working women had health issues after the consumption of online foods. It was also noticed from the study that the hostel working women were fascinated with the online services, and there is a noticeable change in eating behavior in terms of meal consumption pattern, frequent consumption of junk foods and decrement in consumption of wholesome food like cereals, fruits, vegetables and dairy products.

**TABLE 5: VARIOUS FACTORS ASSOCIATED WITH THE USE OF ELECTRONIC FOOD
DELIVERING APPLICATIONS**

S. NO	VARIABLE	DESCRIPTION	%
1.	Factors responsible to select new foods in application	To try new foods	52
		Peer recommendations	19
		Appearance of food	13
		Ratings of the food	16
2.	Consumption of junk foods	Sometimes	29
		Rarely	42
		Often	15
		Never	14
3.	“Healthy food” claim by the companies	Yes	32
		No	68
4.	“Freshly prepared” claim by the companies	Yes	20
		No	15
		Sometimes	27
		Based on food	38
5.	Factors restraining users	Self cooking	24
		Health concerns	25
		Prefer homely foods	31
		Hygiene & quality concerns	20

From the above table it can be concluded that 52 percent of working women ordered in online as they want to try new foods whereas 19 percent of working women ordered due to peer recommendations. Around 13 percent of respondents ordered for the appearance of food and 16 percent ordered based on the ratings of the food. The results



illustrated that 29 percent of respondents ordered junk foods sometimes, and 14 percent of respondents never ordered junk foods.

It was noticeable from the results that around 32 percent of respondents mentioned that they ordered online food due to “healthy food” claims provided by the companies whereas 68 percent of respondents stated that the claims are false. The above table highlights that only 20 percent of respondents mentioned that their ordered food as it had a “freshly prepared” claim, whereas 15 percent of respondents stated that the claims are false and just an eye wash. Nearly 31 percent of users restrained from ordering due to the preference of homely foods, and only 20 percent did not prefer online food due to health concerns.

CONCLUSION

Electronic food delivering applications strongly influences the eating behavior of working women residing in the hostel. The study reveals that mostly the youngsters are using online food ordering services. The results concluded that there is a noticeable change in eating behavior of working women in terms of meal consumption pattern, frequent consumption of junk and fried foods and decrement in consumption of wholesome food like cereals, fruits, vegetables and dairy products. The study also reveals that the price of the products, discounts and special offers are the most influencing factor on electronic food delivering applications. The second most influencing factors are convenience and on-time delivery. In a recent scenario, more usage of electronic food delivering applications resulted in a decline in consumption of wholesome food which may leads to life-style modification diseases in the future.

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