

Assessing the Impact of Food Delivery Apps on Dietary Choices of Young Adults

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ABSTRACT

Introduction: Food Delivery Apps (FDAs) have changed eating habits, offering convenience and variety. The Indian FDA market, valued at ₹766 billion, is expanding due to urbanisation and lifestyle changes. Their role in shaping dietary choices raises concerns, as promotional strategies it often encourages unhealthy consumption patterns. The objective of the study is to assess the impact of food delivery apps and digital platforms on dietary choices adults and the association between the use of food delivery platforms and socio-demographic factors.

Methodology: A cross-sectional study was conducted in Delhi-NCR with 120 participants. Convenience sampling was done to recruit young adults between the age of 18-45years in the study. Data collection was done using structured questionnaires assessing FDA usage and dietary behaviours, sociodemographic parameters were taken using modified Kuppaswamy scale 2024. Anthropometric data (height and weight) was taken using self-reporting. Statistical analysis was conducted using Stata16, applying descriptive statistics, t-tests, chi-square tests, and correlation analysis.

Results: The findings of the study indicate that FDAs are significantly changing food choices, the mean age of participants was 25±9 years; balanced gender ratio. FDAs offer customisable meal options, promotional discounts and app features promote high-calorie consumption. Social media has significantly influenced food ordering. 68% uses FDAs 1-2 times per month; evenings are the preferred ordering time. Women tend to prefer health-conscious selections, whereas men priorities convenience.

Conclusion: FDAs present both opportunities and challenges in dietary behaviours. They enhance accessibility to diverse food options; their marketing strategies can encourage unhealthy eating. A balanced approach involving regulatory measures and consumer awareness is essential. This study provides insights for policymakers, health professionals, and the food industry to promote responsible FDA practices, ensuring healthier food environments.

Keywords: Food delivery apps, Dietary choices, Consumer behaviour, Public health, Digital nutrition

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