

**IMPACT OF ONLINE FOOD DELIVERY APPS ON EATING HABIT –
A STUDY WITH REFERENCE TO SWIGGY*****¹Dr. R. Marisakthi., M. Com (CA), M.Phil., Ph.D., ²Pavithra. G,**

¹Assistant Professor, School of Applied Commerce (PA), AVP College of Arts and Science
(Autonomous), Tirupur.

²III B.com PA, School of Applied Commerce (PA), AVP College of Arts and Science
(Autonomous), Tirupur.

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***Corresponding Author: Dr. R. Marisakthi**

Assistant Professor, School of Applied Commerce (PA), AVP College of Arts and Science (Autonomous), Tirupur.

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ABSTRACT:

This study examines the impact of online food delivery apps on eating habits, with special reference to Swiggy. The primary objective of the research is to understand how factors such as convenience, promotional offers, variety of food choices, and delivery efficiency influence consumer behavior and dietary patterns. The study also analyses how frequent use of food delivery apps affects meal timing, preference for outside food, nutritional balance, and monthly food expenditure. The research is based on both primary and secondary data. Primary data is collected through a structured questionnaire, while secondary data is gathered from academic journals, reports, and reliable online sources. The increasing use of smartphones and internet services has changed the way people purchase and consume food. Online food delivery applications have become popular, particularly among students and working professionals, due to their convenience and accessibility.

KEY WORDS: Convenience, Food Preferences, Consumer Behaviour, Digital Platform, Eating Habit, Health Impact, Customer Satisfaction, Time Management.

INTRODUCTION

One of the most noticeable changes in recent years is the rise of online food delivery applications, which have made ordering food faster, easier, and more convenient than ever before. These applications allow customers to order food from nearby restaurants with just a few clicks and have it delivered to their doorstep within a short time. Among the various



online food delivery platforms operating in India, Swiggy has emerged as one of the leading and most widely used services. Since its launch, Swiggy has expanded rapidly across cities and towns, offering a wide range of food options from local eateries to branded restaurants. Its user-friendly interface, attractive discounts, fast delivery services, and multiple payment options have contributed to its popularity, especially among students, working professionals, and urban households.

This study focuses on understanding the impact of online food delivery apps on eating habits with special reference to Swiggy. It aims to analyze consumers' ordering behaviour, reasons for using the app, frequency of food orders, and the influence of online food delivery on daily meals. The findings of this study will be useful for students, researchers, health professionals, and food delivery companies to gain insights into consumer behaviour and the long-term effects of online food delivery platforms. In conclusion, online food delivery apps have become an unavoidable part of modern life.

REVIEW OF LITERATURE:

1. Amaldev Shabu & Jyothi Shah, (2025) The Effect of food delivery app on spending patterns and lifestyle of college students. The study of the proliferation of food delivery applications (FDAs) in India has profoundly influenced the daily routines, spending habits, and lifestyle patterns of college students. Platforms such as Swiggy, Zomato, and Dunzo provide unprecedented convenience by enabling instant access to a wide variety of meals at competitive prices, often augmented with discounts, cashbacks, and promotional offers

2.Surbi Bhardwaj & Neeraj Kaushik, (2025) from craving to clicking exploring gratification, emotions, and habit formation in online food delivery. This study explores the psychological and behavioural factors that drive user engagement with Online Food Delivery platforms (OFDPs) in India. It aims to understand how various gratifications influence user attitudes and behavioural intentions through analysis of user generated content. The study analyses over five lakh user reviews from leading Indian OFD platforms such as Zomato, Swiggy, and Food Panda, using computational techniques.

OBJECTIVES OF THE STUDY

- To identify the problems faced by swiggy users – issues such as delay delivery, wrong order, quality issues.
- To evaluate the nutritional quality of foods ordered via swiggy.

- This objective aims to understand how advertisement, notifications and app recommendations influence unplanned food orders.

BACKGROUND OF THE STUDY

The rapid advancement of digital technology and the widespread use of smartphones and internet services have significantly transformed consumer lifestyles, particularly in the food service industry. Online food delivery applications have become an essential part of modern living, enabling customers to order food easily and conveniently through mobile apps or websites. In India, platforms such as Swiggy have played a major role in changing traditional food purchasing patterns by connecting customers, restaurants, and delivery partners through a single digital platform. These applications provide several features such as easy menu browsing, real-time order tracking, multiple digital payment options, and quick doorstep delivery, which increase convenience and efficiency for users. In addition, attractive discounts, cashback offers, and promotional deals encourage customers to order food frequently and try different restaurants and cuisines.

The increasing popularity of online food delivery services has significantly influenced people’s eating habits and food consumption patterns. Many individuals, especially college students and working professionals, prefer ordering food online due to their busy schedules, limited time for cooking, and the ease of accessing a wide variety of food options. As a result, traditional home-cooked meals are sometimes replaced by restaurant-prepared foods. While these services provide convenience and save time, frequent consumption of outside food may also affect health, nutrition, and spending behaviour. Therefore, studying online food delivery usage is important to understand consumer preferences, lifestyle changes, and the impact of digital platforms on modern eating habits and dietary choices.

DATA ANALYSIS AND INTERPRETATION:

Demographic profile of the respondents

S.NO	PARTICULARS	NO.OF. RESPONDENT	PERCENTAGE
1.	Below 18	11	11%
2.	18- 25	75	75%
3.	25- 30	08	8%
4.	Above 30	06	6%
5.	Male	51	51%
6.	Female	49	49%
7.	Student	72	72%
8.	Employed	23	23%
9.	Home maker	5	5%

10.	School level	9	9%
12.	Undergraduate	71	71%
13.	Postgraduate	18	18%
14.	Others	2	2%
15.	Married	12	12%
16.	Unmarried	88	88%
17.	Rural	21	21%
18.	Urban	75	75%
19.	Semi-urban	4	4%
20.	Below 20000	10	10%
21.	20000-35000	22	22%
22.	35000-50000	3	3%
23.	No income	65	65%
24.	Nuclear family	82	82%

Interpretation:

The demographic profile shows that most respondents (75%) are aged 18–25, indicating that young adults form the largest group. 51% are male and 49% are female, showing nearly equal participation. The majority are students (72%), followed by employed individuals (23%) and homemakers (5%). Most respondents are undergraduates (71%), unmarried (88%), and from urban areas (75%). Additionally, 65% have no personal income, and 82% belong to nuclear families.

CUSTOMER SATISFACTION TOWARDS SWIGGY

STATEMENT	MEAN VALUE (WEIGHTED MEAN)	LEVEL OF INFLUENCE
How satisfied you are with the quality of foods delivered through Swiggy	4.44	Very satisfied
If they are charging reasonable delivery fee	3.74	Satisfied
How satisfied are you with restaurant choice available on Swiggy	3.17	Neutral
Give your satisfaction level for Swiggy app	2.71	Dissatisfied

Interpretation:

The weighted mean analysis shows that respondents are very satisfied with the food quality on Swiggy, which has the highest mean score of 4.44. Customers are also satisfied with the delivery fee (3.74). However, the restaurant choices received a neutral response (3.17), indicating a need for more variety. Overall satisfaction with the app is relatively low (2.71), suggesting that some features and service aspects need improvement.

FINDINGS

- ✓ Majority of respondents stated that time saving is the main reason for ordering food online and they prefer traditional foods through the Swiggy, while expecting better offers and discounts from the platform.
- ✓ Most respondents rated the delivery time as fast, reported no problems while using the Swiggy app, and said they do not place unplanned orders due to ads or notifications.
- ✓ The majority have been using Swiggy for 6 months to 1 year, prefer ordering during dinner time, and mostly choose cash on delivery as the payment method.
- ✓ Most respondents stated that using Swiggy has not changed their home-cooked food consumption and they usually spend ₹200–₹500 per order, showing moderate spending behaviour.
- ✓ The majority rated customer service as good and reported being very satisfied with the quality of food and reasonable delivery charges on Swiggy.

SUGGESTIONS

Swiggy should improve the performance and user-friendliness of its app to ensure a smooth ordering experience. Increasing the variety of restaurants, reducing delivery charges or offering free delivery, and ensuring faster delivery services are important to attract more users. Maintaining food quality and proper packaging, providing discounts and promotional offers, and strengthening customer support services can further improve satisfaction. Additionally, accurate delivery time with real-time tracking, expanding services to rural and semi-urban areas, and regularly collecting customer feedback will help enhance overall service quality.

CONCLUSION

The study on the impact of online food delivery applications with reference to Swiggy shows that digital platforms have significantly influenced consumer lifestyle and eating habits. The convenience of smartphone technology, wide food choices, and attractive promotional offers encourage people to order food online, especially students and young individuals.

The study also highlights that busy lifestyles and easy access to mobile apps contribute to the frequent use of food delivery services. Promotional strategies such as discounts, ratings, and notifications also influence consumer decisions. However, excessive dependence on online food delivery may affect healthy eating habits if not used carefully.

Overall, online food delivery apps have made food ordering more convenient and accessible

but maintaining a balance between convenience and healthy eating is important for consumers.

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