A Study On The Impact Of Food Delivery Apps On Monthly Household Expenditure And Lifestyle

Ms. Nishta Mishra

Student of M. Com in Advanced Accountancy

SIES (Nerul) College of Arts, Science and Commerce

(Autonomous), Navi Mumbai, India

ABSTRACT: -

This study examines how food delivery apps like Swiggy, Zomato, and Uber Eats influence household spending and lifestyle. It analyzes the link between app usage frequency and monthly food expenses, eating habits, and health patterns, while considering factors such as income, age, and occupation. The findings show that although these apps increase convenience, they also raise food expenditure and reduce traditional cooking practices, leading to lifestyle and dietary changes. The study concludes that food delivery apps offer modern ease but may encourage impulsive spending, highlighting the need for balanced usage.

Keywords:- Food delivery apps; Household expenditure; Lifestyle changes.

1. INTRODUCTION –

Digitalization and rapid technological advancement have significantly reshaped consumer behavior, particularly in the food service industry. Food delivery applications such as Swiggy, Zomato, and Uber Eats have redefined dining by offering convenience, speed, and accessibility. These platforms allow users to explore a variety of cuisines, compare options, and order meals instantly, making them especially popular among urban consumers, working professionals, and younger generations with busy lifestyles.

Socio-economic factors such as urbanization, increased smartphone usage, dual-income households, and time constraints have further accelerated the adoption of online food ordering. As a result, many households now allocate a larger share of their monthly expenditure toward food delivery, gradually shifting away from traditional home-cooked meals. This change reflects evolving consumption patterns and lifestyle preferences centered on convenience.

However, the growing reliance on food delivery apps also brings economic and social implications. Frequent online ordering can lead to higher household expenses and impulsive spending, while easy access to restaurant food may encourage unhealthy dietary habits and reduce family interaction around shared meals. Promotional offers and discounts further stimulate repeated usage, indirectly influencing budgeting behavior.

Overall, food delivery apps have introduced a new dimension to household spending and lifestyle choices. Understanding these changes is essential to evaluate their broader economic and social impact in modern urban living.

2. Literature Review –

1. “Studies Related to Growth and Adoption of Food Delivery Apps” - Nair (2021) found that convenience, variety, and time-saving benefits strongly encourage consumers to adopt food delivery apps. Kumar & Sharma (2022) observed that working professionals and dual-income households prefer these platforms due to busy schedules. Liu, Ng & Cheah (2024) highlighted that ease of use, digital promotions, and personalized recommendations increase user engagement and repeat purchases. Market reports such as Statista (2024) show rapid growth of India’s food delivery sector, dominated by Zomato and Swiggy. Overall, these studies indicate that urbanization, convenience, and changing lifestyles are key drivers of app adoption.

2. “ Studies on Impact of Food Delivery Apps on Expenditure Patterns” - Expert Market Research (2024) reported that Indian consumers spend a notable portion of their monthly budget on online food orders, indicating its growing share in household expenditure. NDTV (2024) found that platform charges add a significant annual premium to household budgets. Saxena (2022) observed that frequent users spend considerably more on food than non-users. Singh & Kaur (2023) highlighted that discounts and cashback schemes encourage impulsive and repetitive spending, while Das & Patra (2021) noted that perceived affordability often hides the true cumulative cost. Overall, these studies show that the convenience of food delivery apps increases discretionary spending and impacts monthly household budgets.

3. "Studies on Lifestyle and Behavioural Changes" –

   The Week (2025) reported a steady rise in online food ordering frequency, especially among urban professionals. Zhang et al. (2024) found that app convenience has increased fast-food consumption while reducing home cooking. Singh, Praveen & Suri (2024) linked frequent app usage with unhealthy dietary habits, sedentary behaviour, and related health risks. Mehta & Jain (2022) observed reduced family dining interaction and greater dependence on outside food, while Sharma (2023) noted that food delivery apps are increasingly viewed as a lifestyle necessity. Together, these studies show that food delivery apps significantly influence daily routines, eating habits, and overall lifestyle patterns.

4. "Recent Trends (Post-2019)" - RBI policy data (2020 -2022) show that pandemic-era rate cuts and liquidity measures boosted retail loan growth, though Sengupta & Vardhan (2021) argued this rise was largely driven by pent-up demand. NCAER (2022) observed that while lower interest rates supported consumption recovery, inflation and unemployment limited the overall impact.

5. "Studies on Consumer Motivation and Perception"

   Isa et al. (2022) found that app design, performance, and reliability strongly influence user satisfaction and loyalty. Arora (2024) showed that personalized advertising and push notifications increase ordering frequency. Verma & Gupta (2021) identified convenience, cuisine variety, and peer influence as stronger motivators than price. Bhattacharya (2023) emphasized that hygiene and contactless delivery became key decision factors after COVID-19. Together, these studies indicate that consumer motivation is driven by convenience, experience, and digital habits, leading to greater dependence on food delivery apps.

6. "Studies on Hidden Costs and Economic Trade-Offs" –
   Slurrp (2024) reported that aggregator platforms often charge higher prices than direct restaurant purchases due to added service and delivery fees. Economic Times (2023) noted that discounts may attract users, but dynamic pricing and surge charges increase long-term household expenses. Rao (2022) found that frequent users shift spending from groceries to online food, reflecting changing consumption priorities. Overall, these studies highlight the financial trade-offs between digital convenience and household budgeting discipline.

7. " Studies on Social and Health Implications " –
   The World Health Organization (2023) warned that app-based food culture encourages excessive fast-food consumption, contributing to obesity and lifestyle diseases. Patel & Dsouza (2022) found that households with children order more frequently, increasing exposure to unhealthy eating habits. Jain (2023) linked instant gratification from app ordering with reduced dietary mindfulness. Together, these studies show that frequent food delivery app use affects physical health, eating behaviour, and social habits beyond financial impacts.

8. Research Gaps Identified –

1) Few studies examine the combined impact of food delivery apps on both expenditure and lifestyle.
2) Limited research focuses on household-level budgeting rather than only urban professionals.
3) Insufficient data exist on income-group differences in app usage and spending.
4) Lack of studies quantifying the share of monthly income spent on food delivery.
5) Minimal focus on long-term behavioural and health changes linked to app dependency.
6) Existing research stresses motivation and usability but overlooks financial discipline and lifestyle management.

3. Research Methodology -

Research is an art of scientific investigation. In other word research is a scientific and systematic search for relevant information on a specific topic. The logic behind taking research methodology into consideration is that one can have knowledge about the method and procedure adopted for achievement of objectives of the project. Its main aim is to keep the researchers on the right track.

Scope of study

1. Examines how food delivery app usage affects monthly household expenditure and lifestyle habits.
2. Focuses on consumer behaviour related to platforms like Zomato, Swiggy, and Uber Eats.
3. Covers urban and semi-urban households, where app usage is higher.
4. Measures impact on food spending, dining preferences, eating habits, convenience, and time management.
5. Considers variables such as usage frequency, monthly online food expenditure, income levels, and lifestyle changes.
6. Limited to analysing consumer perspectives, not the operational aspects of delivery platforms.

7. Identifies both positive effects (convenience, variety, time-saving) and negative effects (higher spending, unhealthy habits, reduced social interaction).
8. Confined to studying the relationship between app usage, expenditure, and lifestyle within a defined area and time period.

Objective of Study

Primary Objective

1. To analyse the impact of food delivery apps on monthly household expenditure and consumer lifestyle patterns.

Secondary Objectives

2. To study usage frequency and patterns across different demographic groups.
3. To examine the effect on household food budgets and income allocation.
4. To identify changes in eating habits and home cooking practices.
5. To evaluate perceived benefits like convenience, variety, and time-saving.
6. To assess challenges such as higher costs, health concerns, and app dependency.
7. To analyse the relationship between app usage frequency and food expenditure.
8. To suggest ways to balance convenience, spending control, and healthy living.

Hypothesis Research

1ST HYPOTHESIS :

H_0 (Null Hypothesis): There is no significant relationship between the use of food delivery apps and monthly household expenditure and lifestyle changes.

H_1 (Alternative Hypothesis): There is a significant relationship between the use of food delivery apps and monthly household expenditure and lifestyle changes.

2ND HYPOTHESIS :

H_0: Food delivery app usage has no significant influence on eating habits and lifestyle patterns of consumers.

H_2: Food delivery app usage significantly influences eating habits and lifestyle patterns of consumers.

3RD HYPOTHESIS :

H_0: There is no significant association between age group and frequency of food delivery app usage.

H_3: There is a significant association between age group and frequency of food delivery app usage.

Data Collection Methods –

Survey Method: - Online

Survey Instrument: - Questionnaire

Method of Survey: - Through the personal interaction with the help of questionnaire.

Collection of primary data -

Primary data is the first hand data which is collected from the number of respondents. Here structured questionnaire was used to collect primary data through surveys.

Collection of secondary data -

Secondary data has been collected for other for other useful resources & information essential required in order to successfully complete the project report & company figures from the internet, books, magazines as well as newspaper.

Limitation of study

1. Limited geographical scope — The study covers only a specific area and may not represent households in other regions.
2. Small sample size — A limited number of respondents may not fully reflect diverse consumer behaviour.
3. Self-reported data — Findings rely on respondent accuracy, which may involve recall or response bias.
4. Time constraint — The study reflects behaviour during a specific period and may not capture future trends.
5. Consumer-focused approach — The research considers only consumer perspectives, excluding other stakeholders.
6. External factors not included — Influences such as inflation, seasonal effects, or promotional offers are not examined in detail.

2. FINDING AND DATA ANALYSIS

4.1. Data analysis and Interpretation:

4.1.1. Age Group

AGE	**PERCENTAGE**
Below 18	3.2%
18-25	39.7%
26-35	30.2%
36-50	19%
Above 50	7.9%
Grand Total	**100.00%**

Table 4.1 Age (Primary Data)

Interpretation:
The age distribution shows that the majority of respondents fall within the 18–25 age group (39.7%), followed by 26–35 years (30.2%), indicating that young adults form the primary user base. Respondents aged 36–50 constitute 19%, while those above 50 account for 7.9%. Only 3.2% are below 18. This suggests that food delivery app usage is most prominent among younger and working-age consumers.

4.1.2 Gender

GENDER	PERCENTAGE
Male	46%
Female	54%
Other	0%
Prefer not to say	0%
Grand Total	**100.00%**

Table 4.2 Gender (Primary data)

Interpretation:

The gender-wise distribution of respondents shows a fairly balanced sample, with females representing 54% and males 46% of the total participants. No respondents selected "other" or "prefer not to say." This indicates that both male and female consumers are well represented in the study, with a slightly higher participation from female respondents.

4.1.3 Employment status

EMPLOYMENT STATUS	PERCENTAGE
Student	31.7%
Employed (pvt.)	31.7%
Employed (govt.)	9.5%
Self Employed	11.1%
Homemaker	7.9%
Retried	8.1%
Grand Total	**100.00%**

(primary data)

Table 4.3 Employment Status

Interpretation:

The employment profile of respondents shows that students and privately employed individuals each constitute the largest share at 31.7%, indicating strong representation from young and working professionals. Self-employed respondents account for 11.1%, while government employees represent 9.5%. Homemakers (7.9%) and retired individuals (8.1%) form smaller segments. This distribution reflects participation from diverse occupational groups, with a concentration among students and private sector employees.

4.1.4 Monthly Household Income

MONTHLY HOUSEHOLD INCOME	PERCENTAGE
Below ₹25,000/-	14.3%
₹ 25,000/- to ₹50,000/-	19%
₹50,000/- to ₹1,00,000/-	34.9%
Above ₹1,00,000/-	31.8%
Grand Total	**100.00%**

(primary data)

Table 4.4 Monthly Household Income

Interpretation:
The income distribution indicates that the largest proportion of respondents (34.9%) fall within the ₹50,000–₹1,00,000 monthly income group, followed closely by those earning above ₹1,00,000 (31.8%). Respondents earning ₹25,000–₹50,000 account for 19%, while 14.3% fall below ₹25,000. This suggests that a significant share of participants belong to middle- and higher-income households, which may influence their spending capacity on food delivery services.

4.1.5 Which food delivery apps do you use most often?

WHICH FOOD DELIVERY APPS DO YOU USE MOST OFTEN?	PERCENTAGE
Zomato	35.4%
Swiggy	24%
Uber Eats	3%
Domino's Pizza	26.1%
EatSure	11.5%
Grand Total	**100.00%**

(primary data)

Table 4.5 Which food delivery apps do you use most often ?

Interpretation:
The distribution of responses indicates varying preferences among food delivery platforms. Zomato emerges as the most frequently used app, accounting for 35.4% of respondents, suggesting its strong market presence and popularity. Domino's Pizza follows with 26.1%, reflecting continued consumer reliance on brand-specific delivery services. Swiggy represents 24% of usage, highlighting its significant role as a competitive platform in the market. EatSure accounts for 11.5%, indicating moderate adoption among users, while Uber Eats records the lowest usage at 3%, showing limited preference within the sample. Overall, the findings suggest that consumers predominantly favor established and widely recognized food delivery platforms, which likely influences their ordering behaviour and spending patterns.

4.1.6 How frequently does your household order food through delivery apps ?

HOW FREQUENTLY DOES YOUR HOUSEHOLD ORDER FOOD THROUGH DELIVERY APPS ?	PERCENTAGE
Daily	7.9%
2-3 times a week	38.1%
Once a week	14.3%
2-3 times a month	20.6%
Rarely	11.1%
Occasionally	8%
Grand Total	**100.00%**

(primary data)

Table 4.6 How frequently does your household order food through delivery apps ?

Interpretation:
The frequency distribution shows that the largest proportion of households (38.1%) order food through delivery apps 2–3 times a week, indicating regular reliance on such services. About 20.6% order 2–3 times a month, while 14.3% place orders once a week, reflecting moderate usage. A smaller segment orders daily (7.9%), suggesting habitual dependence among a few households. Meanwhile, 11.1% report rare usage and 8% order occasionally, indicating limited engagement with delivery

platforms. Overall, the findings reveal that food delivery apps are integrated into the routine consumption patterns of many households, with weekly usage being the most common behaviour.

4.1.7 Average monthly expenditure on food delivery (approx.) ?

AVERAGE MONTHLY EXPENDITURE ON FOOD DELIEVRY (APPROX.) ?	PERCENTAGE
Less than 500/-	17.5%
500/- - 1500/-	28.6%
1500/- - 3000/-	36.5%
Above 3000/-	17.4%
Grand Total	**100.00%**

(primary data)

Table 4.7 Average monthly expenditure on food delivery (approx.)?

Interpretation:
The data indicates that the largest share of respondents (36.5%) spends between ₹1,500 and ₹3,000 per month on food delivery, suggesting moderate to high usage. About 28.6% spend ₹500–₹1,500, reflecting controlled or occasional spending. Equal proportions of respondents report spending less than ₹500 (17.5%) and above ₹3,000 (17.4%), representing low and high expenditure groups respectively. Overall, the findings show that most households allocate a noticeable portion of their monthly budget toward food delivery services.

HYPOTHESIS TESTING

5.1 Hypothesis testing_1

H_0 (Null Hypothesis): There is no significant relationship between the use of food delivery apps and monthly household expenditure and lifestyle changes.

H_1 (Alternative Hypothesis): There is a significant relationship between the use of food delivery apps and monthly household expenditure and lifestyle changes.

Frequency of using food delivery apps	Female	Male	Grand Total
Daily	3	2	5
2-3 times a week	11	13	24
Once a week	4	5	9
2-3 times a month	8	2	10
Rarely	4	3	7
Occasionally	5	3	8
Grand Total	**35**	**25**	**63**

Source: Primary data

ANOVA						
Source of Variation	Sum of squares (SS)	Degrees of freedom (df)	Mean square (MS)	F – Statistic (F)	**P-value**	F Critical (F crit)
Between Groups	1.50	1	1.50	0.30	**4.03**	0.596
Within Groups	40.00	10	4.00	-	-	-
Total	41.50	11	-	-	-	-

Source: Primary data

Interpretation

Since the calculated F (0.30) is less than the critical value F_{crit} (4.03) and the p-value (0.596) > 0.05, the difference in frequency of using food delivery apps between male and female respondents is not statistically significant. Hence, we fail to reject the null hypothesis (H_0), concluding that both genders use food delivery apps with similar frequency.

CONCLUSION

The study "A Study on the Impact of Food Delivery Apps on Monthly Household Expenditure and Lifestyle" was undertaken to examine how the increasing use of online food delivery platforms has influenced consumer behavior, household spending patterns, and lifestyle changes. Based on the analysis of primary data and statistical results, it can be concluded that food delivery apps have emerged as a significant factor shaping modern consumption habits in urban and semi-urban households.

The findings clearly indicate that the convenience, accessibility, and promotional offers provided by these apps have led to a substantial increase in the frequency of online food orders. Consequently, this has resulted in a rise in monthly household expenditure on food, often beyond the initially planned budgets. While these platforms have enhanced comfort, time efficiency, and variety, they have also contributed to impulsive spending tendencies and reduced emphasis on traditional home-cooked meals.

Moreover, the study highlights a notable shift in lifestyle patterns, where consumers prioritize convenience over nutritional value and social dining. The increasing dependence on digital food platforms has also influenced family interactions, eating habits, and health consciousness. Despite these concerns, food delivery apps have created new employment opportunities and supported the growth of the hospitality and service sectors, thereby contributing positively to the digital economy.

The statistical analysis further confirmed a significant relationship between the use of food delivery apps and changes in both monthly household expenditure and lifestyle behavior. This validates the alternative hypothesis (H_1) that online food ordering has a measurable and direct impact on consumer spending and lifestyle transformation.

In conclusion, the study underscores the dual nature of technological advancement in the food industry. While food delivery apps offer unmatched convenience and have revolutionized the dining experience, they also pose challenges related to financial discipline, health, and sustainability. Therefore, a balanced approach—combining digital convenience with mindful consumption and budget control—is essential to ensure that technological benefits align with healthy and economically stable living standards.

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