

# Analyzing Consumer Behavior: The Role of Gender and Income in Food Delivery Services

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## Abstract

Due to urbanization, changing consumer demands, and technology improvements, the food delivery industry has experienced exponential growth. The impact of gender and income, two important demographic variables, on monthly consumption habits on food delivery services like Uber Eats, Zomato, and Swiggy is examined in this study. The study examines the relationship between income levels and monthly expenses using Spearman's Rank Correlation and uses data from 130 respondents to evaluate the relationship between gender and spending patterns using the Chi-Square Test for Independence.

Results show that there is no significant relationship between consumption and gender, indicating that spending habits are identical for both sexes. Conversely, a robust positive relationship between monthly consumption and income indicates that wealthy users spend more. The aforementioned highlights prospects for meal delivery platforms to implement income-based segmentation tactics, including providing affordable options for low-income demographics and upscale options for high-income customers. The survey also highlights the necessity of appealing to Gen Z and millennials, as younger groups (87.69%) predominate.

These insights help platforms stay competitive and develop over the long run in the ever-changing food delivery business by optimizing marketing efforts, customizing services for various income brackets, and improving customer satisfaction.

**Keywords:** Food delivery services, consumer behavior, gender, income, spending patterns, digital platforms, demographic analysis, customer segmentation.

**JEL Classifications:** D12, J16, L83.

## Introduction

Recent technological developments, changing consumer tastes, and a move toward convenience-focused lives have all contributed to a dramatic overhaul of the food delivery sector. The way that people obtain food has been completely transformed by digital companies like DoorDash, Zomato, Swiggy, and Uber Eats, which put a variety of cuisines at their fingertips. Given the fast-paced nature of modern living and the ease of ordering food from the comfort of one's home, food delivery apps have become indispensable services in both urban and suburban settings. Understanding the elements that influence consumer behavior becomes essential as this industry expands in order to maintain competitive advantage and cultivate client loyalty.

Demographic profiling is one of the best methods for examining customer behavior in food delivery businesses. Food delivery services can gain a deeper understanding of their user base and improve their services by looking at how demographics like gender, income, age, and occupation affect buying habits.

**Gender** and **income** are the two main demographic factors that are the subject of this study since they are crucial in influencing consumer behavior and monthly consumption levels.

### **I. Growth of Food Delivery Services**

Over the past ten years, the worldwide food delivery market has grown at an exponential rate. The market is expected to expand at a compound annual growth rate (CAGR) of 10% between 2023 and 2030, from its 2022 valuation of over \$100 billion, according to latest industry reports. The convenience of ordering food online, the growing use of smartphones and high-speed internet, and the shifting balance between work and life are some of the causes driving this growth. This trend was further pushed by the COVID-19 pandemic, as many customers became increasingly dependent on food delivery services during lockdowns.

Millennials and Gen Z are the main users of meal delivery apps because they appreciate time-saving and convenient options. These platforms serve a wide range of users, including families, senior residents, young professionals, and students. Food delivery services must, however, go beyond basic options and implement data-driven tactics to successfully target particular demographic groups as competition heats up.

### **II. Gender's Influence on Consumer Behavior**

Gender has long been seen as a crucial factor in research on consumer behavior since it affects spending patterns, brand loyalty, and preferences. Marketing and product development methods have frequently been influenced by gender-based inequalities in sectors like retail and hospitality. However, gender roles are still less clear in the context of food delivery services. Due to changing circumstances including dual-income households and a rise in male involvement in food-related activities, traditional societal conventions have positioned women as the main decision-makers when it comes to household food purchases.

This study looks into whether gender has a big influence on how much people spend on meal delivery services. The purpose of the Chi-Square Test for Independence is to ascertain if gender and monthly consumption levels are statistically significantly correlated. According to the findings, food delivery services should think about gender-specific tactics or concentrate on universal strategies that serve all users.

### **III. The Influence of Income on Consumption**

It is often acknowledged that one of the most important elements affecting customer behavior is income, especially when it comes to discretionary expenditure categories like meal delivery. People with higher incomes may afford to spend more on quality products, frequent ordering, and convenience services since they usually have more money to spare. Lower-income groups, on the other hand, might become more frugal and restrict their expenditures to value meals or infrequent orders.

This study uses Spearman's Rank Correlation to examine the relationship between monthly consumption and income. We can assess the direction and degree of the association between these two variables using this statistical method, which provides important information about how income levels influence food delivery platform spending patterns. The results emphasize the necessity of unique service offers to accommodate different economic brackets, ranging from affordable low-cost choices to high-end services aimed at affluent consumers.

#### **IV. A youthful, tech-savvy user base**

The demographic data also shows that younger users dominate the food delivery business. According to the report, 87.69% of participants are between the ages of 20 and 25, highlighting how popular food delivery services are with Gen Z and millennial customers. This trend can be explained by their inclination for convenience, a wide variety of eating options, and technology-driven solutions. Younger consumers are also more likely to sample new foods and locations, which adds to the food delivery industry's dynamic nature.

In terms of occupation, students make up the largest user base (44.62%), followed by working professionals (30.77%) and independent contractors (20.77%). These groups have different consumption patterns; professionals are more willing to spend for convenience and high-end experiences, whereas students frequently choose inexpensive meals and deals.

#### **V. Consequences for Food Delivery Services**

The study's conclusions have important ramifications for meal delivery services looking to boost customer retention, increase revenue, and improve user engagement. First, platforms can implement inclusive marketing techniques that appeal to all users, regardless of gender, as there is no discernible correlation between gender and consumption behaviors. Advertisements emphasizing speedy delivery, a large selection of cuisines, and flawless user experiences, for instance, are probably going to strike a chord with everyone.

Second, the significance of income-based segmentation is highlighted by the significant relationship between income and consumption. Platforms can implement tiered service models to accommodate varying economic brackets. For example, they can provide low-income users with affordable meals, loyalty programs, and discounts, while providing high-income customers with special perks like priority assistance, free delivery, and premium menu options.

Finally, the prevalence of younger users offers a chance to create features that appeal to this tech-savvy group. Younger consumers' loyalty can be increased and user engagement increased through gamification, personalized suggestions, and social sharing capabilities. Platforms can also look into joint ventures with businesses and academic institutions to provide customized corporate packages and meal plans.

#### **Conclusion**

Understanding the demographic elements that affect consumer behavior is essential for long-term growth in the cutthroat and quickly changing food delivery sector. This study offers insightful information about the consumption habits of users of meal delivery apps by examining the roles of income and gender. These results form the basis for creating focused tactics that cater to the distinct requirements and inclinations of various user groups, ultimately propelling expansion and prosperity in the food delivery sector.

#### **Literature Review**

Recent technical developments, changing customer habits, and the emergence of digital platforms have all contributed to a dramatic transformation in the food delivery sector. Numerous studies have looked into a range of topics related to meal delivery services, such as how they affect consumer behavior, the

influence of demographic characteristics, and market expansion tactics. With an emphasis on two crucial demographic factors—gender and income—this review of the literature summarizes the body of knowledge regarding consumer behavior in food delivery services. These elements are investigated in light of their impact on spending habits, consumption trends, and the prospects for future expansion of meal delivery applications.

### **I. Consumer Behavior and Gender**

It has long been believed that gender plays a significant role in determining customer behavior, influencing buying patterns, brand engagement, and preference. Because of their differing psychological, social, and cultural impacts, men and women frequently display diverse purchasing patterns (Kotler and Keller, 2016). Women have traditionally been seen as the main decision-makers in the home when it comes to food purchases, and they have a greater inclination for family-friendly and health-conscious options (Homburg et al., 2017). However, because of things like the rise in single-person homes and the greater engagement of women in the workforce, this dynamic has changed dramatically in recent years.

There are conflicting results from research on food delivery services about how gender affects consumer buying patterns. Men are more likely to use food delivery apps because they desire speed and convenience, whereas women place more importance on things like eco-friendly packaging and nutritional value, according to research by Lu et al. (2019). However, Smith et al.'s (2021) research revealed that as both men and women value the convenience of digital platforms more, the gap between their expenditure on meal delivery services is narrowing. The results of our study, which show no statistically significant correlation between monthly consumption levels and gender, are consistent with these findings. This implies that food delivery services might be able to skip the need for gender-specific advertising and instead concentrate on more general appeals that serve to all users.

### **II. Income and Consumption Patterns**

It is commonly acknowledged that income has a significant role in influencing customer behavior, especially when it comes to discretionary spending categories like meal delivery. While low-income customers are more likely to be price-sensitive and choosy in their purchases, high-income individuals usually have more spending power, enabling them to enjoy frequent orders and premium services. Engel et al. (1995) claim that consumers' buying habits tend to change from fundamental necessities to convenience-based services as their discretionary income rises. Newer research in the food delivery industry supports this view.

Kapoor and Verma's (2020) research emphasizes the relationship between meal delivery consumption and income levels. Higher income groups are more inclined to place frequent orders and choose premium options like gourmet meals and subscription-based services, according to their research. According to research from the National Restaurant Association (2021), patrons with higher incomes spend, on average, 30% more per order than patrons with lower incomes. These results are consistent with our research, which found a significant positive relationship between monthly consumption on food delivery platforms and income. This suggests that people with higher incomes are important sources of income for this industry, which makes them a desirable target for advertising campaigns and service enhancements.

### **III. The Impact of Profession and Age**

Our study was primarily concerned with income and gender, but other demographic characteristics like age and occupation also have a big impact on how people buy. In instance, Gen Z and millennials are now the largest demographics using food delivery services. According to a Deloitte (2022) survey, 72% of meal delivery app users are under 35, and the majority of them cite time savings, convenience, and access to a variety of cuisines as their top motivations. Younger consumers are an important market for food delivery services since they also show greater interest in app features like loyalty rewards, tailored suggestions, and real-time tracking.

According to Kim and Park (2020), the major user segments for food delivery services are working professionals and students. Due to their hectic schedules, professionals emphasize convenience and time-efficiency, whereas students typically prioritize affordability and savings. These variations highlight how crucial it is to modify service offerings to satisfy the unique requirements of various professional groups. Platforms might, for instance, provide affordable meal options for students and subscription-based plans with extra benefits for working professionals.

#### **IV. Behavioral Economics in the Delivery of Food**

Behavioral economics offers additional understanding of the psychological aspects of the use of meal delivery apps. According to research by Thaler and Sunstein (2008), consumer decisions are influenced by convenience, habit formation, and cognitive biases. Platforms that distribute food take advantage of these habits by providing limited-time discounts, tailored suggestions, and one-click ordering. These tactics instill a sense of urgency and lessen the perceived effort required to place an order, which motivates consumers to make snap judgments.

Furthermore, gamification components and loyalty schemes have been shown to be successful in increasing user engagement and retention. Reward points, badges, and milestone accomplishments raise the possibility of repeat orders, especially among younger users who are more open to gamified experiences, according to studies by Johnson et al. (2019). These findings imply that by applying behavioral design concepts to their app interfaces and marketing initiatives, meal delivery services might raise customer satisfaction.

#### **V. Ethical and Environmental Aspects**

The ethical and environmental ramifications of meal delivery businesses have drawn more attention as they expand. Concerns about carbon emissions, excessive packaging waste, and the treatment of gig economy workers are highlighted by research by Green and White (2020). Although customers value the ease of food delivery, many say they would prefer more environmentally friendly and socially conscious methods. For example, according to a Nielsen survey from 2021, 73% of customers are willing to pay more for food delivery businesses that value ethical labor practices and use eco-friendly packaging.

In response to these worries, a number of food delivery services have put sustainability measures into place, like allowing reusable containers, streamlining delivery routes to cut down on emissions, and offering benefits and insurance to delivery staff. These initiatives not only improve the reputation of the business but also draw in eco-aware customers who are likely to become devoted platform supporters.

#### **Existing Literature Gaps**

There are still a number of gaps in the literature, despite the fact that it offers insightful information on many facets of food delivery services. First, little is known about how several demographic factors interact, such as how income, gender, and age all affect consumption patterns. Second, while food delivery services are steadily growing in rural and semi-urban areas, the majority of studies concentrate on metropolitan populations. Third, hardly many studies examine how promotional tactics like loyalty programs and discounts affect customer retention and profitability over the long run.

By addressing these gaps, businesses may be able to create more comprehensive strategies for market expansion by gaining a more thorough understanding of consumer behavior in meal delivery services. In example, in different markets like China, India, and the US, future studies should examine how regional and cultural preferences influence food delivery patterns.

## **Conclusion**

Consumer behavior is significantly influenced by demographic parameters including income and gender, according to the literature on food delivery services. Although gender seems to have little effect on shopping habits, income stands out as a crucial factor that affects the quantity and value of orders. Additional factors that add to the complexity of consumer behavior in this industry include age, occupation, and behavioral patterns. Food delivery platforms may improve user engagement, maximize income, and maintain long-term growth by combining these information to create focused plans. Addressing current deficiencies and investigating new trends in this dynamic and quickly changing business should be the goals of future study.

## **Research Methodology**

The study's methodology centers on examining the demographic variables—specifically, income and gender—that impact meal delivery app consumption patterns and how they relate to monthly spending. Accurate data collection, thorough analysis, and trustworthy results were ensured by a methodical and thorough methodology. The research design, sample selection, data collection procedures, statistical instruments, and analysis strategies used in the study are described in this section.

## **Research Design**

In order to investigate the connection between demographic characteristics and food delivery service use patterns, this study uses a quantitative research approach. Analyzing numerical data and determining trends, patterns, and correlations between variables are appropriate uses for quantitative research. Additionally, the study uses an analytical method to assess the relationship between gender, income, and monthly consumption using statistical tools, as well as a descriptive design to describe the demographic profile of respondents.

### **I. Sample Selection**

#### **Population**

The study's target group consists of people who use meal delivery applications like Uber Eats, Swiggy, DoorDash, and Zomato. The target audience is people who frequently utilize these sites to order food.

#### **Sample- size**

For the study, 130 respondents in all were chosen. By guaranteeing adequate population representation, this sample size offers trustworthy data for statistical analysis.

#### **Sampling Technique**

The non-probability convenience sampling method is used in this study since it is convenient for participants. Quick data gathering from people who are available and willing to participate—such as professionals, students, and independent contractors—is made possible by this approach. Convenience sampling offers important insights into the chosen demographic group, notwithstanding the possibility that it will restrict generalizability.

## II. Demographic profile of Respondents:

The respondents were divided into groups according to:

**Genders:** Female (29.23%) and male (70.77%).

**Age:** There are four age categories, with the majority (87.69%) being between the ages of 20 and 25.

**Profession:** Self-employed people (20.77%), working professionals (30.77%), and students (44.62%).

**Income Levels:** Four categories ranging from Rs. 10,000 to Rs. 20,000 and to above Rs. 50,000.

**Consumption:** Divided into five spending categories, ranging from under Rs. 1000 to over Rs. 5000 per month.

This demographic profile is clearly shown in Fig.-1 below:

| Category          |                   | Number     | Percentage  |
|-------------------|-------------------|------------|-------------|
| <b>Gender</b>     |                   |            |             |
|                   | Male              | 92         | 70.77%      |
|                   | Female            | 38         | 29.23%      |
|                   | <b>TOTAL</b>      | <b>130</b> | <b>100%</b> |
|                   |                   |            |             |
| <b>Age</b>        |                   |            |             |
|                   | 20-25 years       | 114        | 87.69       |
|                   | 25-30 years       | 9          | 6.92        |
|                   | 30-35 years       | 5          | 3.85        |
|                   | 35 years and more | 2          | 1.54        |
|                   | <b>TOTAL</b>      | <b>130</b> | <b>100%</b> |
|                   |                   |            |             |
| <b>Profession</b> |                   |            |             |
|                   | Un-employed       | 5          | 3.85        |
|                   | Students          | 58         | 44.62       |
|                   | Working           | 40         | 30.77       |
|                   | Self- employed    | 27         | 20.77       |
|                   | <b>TOTAL</b>      | <b>130</b> | <b>100%</b> |
|                   |                   |            |             |

| Income      | ( in Rs.)           |            |             |
|-------------|---------------------|------------|-------------|
|             | 10,000-20,000       | 59         | 45.38       |
|             | 20,000- 30,000      | 37         | 28.46       |
|             | 30,000- 50,000      | 15         | 11.54       |
|             | Above 50,000        | 19         | 14.62       |
|             | <b>TOTAL</b>        | <b>130</b> | <b>100%</b> |
|             |                     |            |             |
| Consumption | (Month-wise in Rs.) |            |             |
|             | Less than 1000      | 74         | 56.92       |
|             | 1000-2000           | 28         | 21.54       |
|             | 2000-3000           | 12         | 9.23        |
|             | 30000-5000          | 10         | 7.69        |
|             | More than 5000      | 6          | 4.62        |
|             | <b>TOTAL</b>        | <b>130</b> | <b>100</b>  |

**Fig.-1 : Demographic profiles of Respondents.**

### III. Data Collection Methods

#### Primary Data Collection

A structured survey was given to the chosen respondents in order to gather the primary data for this investigation. Both closed-ended and multiple-choice questions were included in the survey in order to collect:

1. Information on demographics (gender, age, occupation, and income).
2. Spending trends for meal delivery services each month.
3. The frequency and preferences of meal delivery app users.

#### Survey Design

These were the sections that made up the survey:

1. **Demographics:** Questions about gender, age, occupation, and income are part of it.
2. **Spending Patterns:** How much food is consumed each month using meal delivery apps.
3. **Usage Preferences:** Inquiries regarding ordering schedules, favorite food varieties, and frequency of app usage.

Google Forms was used for the online distribution of the survey in order to guarantee anonymity and accessibility, which improved the caliber of answers.

#### Secondary Data Collection

To support the analysis and interpretation of findings, secondary data was collected from academic journals, industry papers, and earlier research investigations. Publications from Deloitte, the National Restaurant Association, and peer-reviewed consumer behavior magazines were among the sources.

#### Data Analysis Techniques:

The statistical techniques listed below were used to examine the gathered data:

#### 1. Descriptive statistics:



The demographic profile of respondents was constructed using descriptive statistics. Important statistics were computed for gender, age, occupation, income, and monthly consumption, including percentages and frequencies.

## 2. Chi-Square Test for Independence:

Using a Chi-Square Test for Independence, the association between monthly consumption levels and gender was investigated. By using this test, one can ascertain whether there is a substantial relationship between the two categorical variables.

**Null hypothesis ( $H_0$ ) :** Monthly consumption levels and gender are unrelated.

**Alternative Hypothesis ( $H_1$ ) :** Monthly consumption levels are related to gender.

Using a contingency table with the observed and expected frequencies and a significance level of 0.05, the test was carried out.

The contingency table (Tab.-1) is given below :

| Monthly Consumption (Rs.) | Male (Observed) | Female (Observed) | Male (Expected) | Female (Expected) |
|---------------------------|-----------------|-------------------|-----------------|-------------------|
| Less than 1000            | 52              | 22                | 52.34           | 21.66             |
| 1000-2000                 | 19              | 9                 | 19.82           | 8.18              |
| 2000-3000                 | 9               | 3                 | 8.49            | 3.51              |
| 3000-5000                 | 8               | 2                 | 7.07            | 2.93              |
| More than 5000            | 4               | 2                 | 4.27            | 1.73              |

**Table-1 : Expected Fequency table.**

## 3. Spearman's rank Correlation

Spearman's Rank Correlation analysis was employed to assess the connection between monthly consumption and income. The degree and direction of the relationship between two ranking variables are assessed by this non-parametric test.

A significant connection would suggest that monthly spending on food delivery services is positively correlated with income levels.

## 4. Cross-Tabulation Analysis

To better understand how various demographic characteristics interact and affect purchasing behavior, cross-tabulation was used to examine the joint distribution of two categorical variables, such as income and occupation.

## Software and Tools Used:

The software and technologies listed below were used to make data analysis easier:

**1. Microsoft Excel:** For organizing, entering data, and performing simple statistical computations.

**2. The Statistical Package for the Social Sciences, or SPSS,** is used to create descriptive statistics and visualizations in addition to conducting Spearman's Rank Correlation and Chi-Square tests.

### **3. Google Forms:** For data collecting and survey delivery.

#### **Research Interpretation**

##### **1. Gender and Monthly Consumption Patterns:**

To find out if there is a significant correlation between gender and monthly food delivery app utilization levels, the Chi-Square Test for Independence was used.

#### **Findings**

I. The test produced a p-value of 0.40 and a Chi-Square value of 0.71, both of which were higher than the significance level of 0.05.

II. This finding suggests that there is no statistically significant correlation between monthly consumption levels and gender.

#### **Interpretation**

I. The spending trends of male and female respondents on meal delivery services are comparable.

II. This result casts doubt on the conventional wisdom that gender has a major impact on food-related spending. It implies that food delivery services can launch inclusive ads aimed at a wider audience rather than creating gender-specific marketing tactics.

III. Discounts, loyalty benefits, and tailored suggestions are examples of gender-neutral marketing strategies that are probably just as successful with male and female users.

##### **2. Monthly Consumption Trends and Income**

Spearman's Rank Correlation was used to evaluate the relationship between monthly consumption and income levels.

#### **Findings:**

I. With a Spearman correlation coefficient of 0.87, monthly consumption and income were shown to be strongly positively correlated.

II. The statistical significance of this link was confirmed by the p-value, which was less than 0.01.

#### **Interpretation:**

I. When it comes to meal delivery services, individuals with higher incomes typically spend more than those with lower incomes.

II. This is consistent with economic theories that contend that as disposable income rises, so does discretionary spending on things like meal delivery.

III. For example, people with monthly incomes between Rs. 10,000 and Rs. 20,000 often spend less than Rs. 1000, but people with monthly incomes beyond Rs. 50,000 show noticeably larger spending trends.

#### **Implications for Food Delivery Platforms:**

I. By dividing up their user base according to income and providing specialized services, platforms can take advantage of this data.

II. Discounts, package deals, and inexpensive food alternatives may draw in low-income users.

III. Premium services like gourmet meals, special menus, or subscription-based delivery plans with extra benefits like free delivery and priority support could be marketed to high-income individuals.

### **3. Perspectives on Age and Profession:**

The demographic information regarding age and occupation offered extra insights, even if it wasn't the main focus.

#### **Findings :**

I. A sizable fraction of responders (87.69%) are between the ages of 20 and 25, suggesting that the market for food delivery services is dominated by young people.

II. The majority of professionals are students (44.62%), followed by working professionals (30.77%) and independent contractors (20.77%).

#### **Interpretation:**

I. Younger consumers, particularly students, who lead hectic lives and value expediency, rely significantly on meal delivery services.

II. Professionals respect time-efficiency and are prepared to pay more for faster and more convenient services, but students are inclined to prefer money.

#### **Implications:**

I. Platforms may create student-friendly plans with loyalty discounts and cheaper meals.

II. Features like corporate meal plans, pre-scheduled delivery, or collaborations with workplaces could improve user pleasure and engagement for professionals.

### **Research Analysis**

#### **1. Gender-Based Consumption Trend Analysis**

The fact that there is no discernible correlation between gender and consumption emphasizes how popular food delivery services are everywhere. This pattern is further examined in the points that follow:

**I. Market Growth Opportunities:** Marketing campaigns should highlight common values like convenience, variety, and user-friendly app interfaces because both sexes have comparable consumption patterns.

**II. Cultural Shifts:** As social norms change, food delivery services—which emphasize collaborative decision-making when ordering meals—are becoming an essential component of both male and female lifestyles.

#### **2. Analysis of Consumption Trends by Income**

There is a clear correlation between spending on food delivery apps and purchasing power, as evidenced by the high connection between income and consumption. This pattern indicates:

**I. Stratification of Income:** While users with lower incomes show price sensitivity, those with higher incomes are more inclined to place frequent orders and choose premium services.

**II. Revenue Maximization:** By carefully targeting high-income customers with premium offerings and exclusive services, platforms can increase their revenue.

### 3. Age and Profession-Based Behavioral Analysis

**I. Youth-Oriented Conduct:** The prevalence of younger users emphasizes how crucial technology-driven solutions are. Real-time tracking, tailored suggestions, and gamified loyalty programs are valued by younger generations.

**II. Professionals in the workforce:** Upselling chances arise from this group's propensity for time-saving solutions, such as meal subscription programs catered to their hectic schedules or quicker delivery alternatives.

### 4.Strategic Implications for Food Delivery Platforms

The following strategic recommendations are put out in light of the findings:

#### Marketing Based on Segmentation:

- I. Create offerings that are affordable for people with limited funds.
- II. Provide upscale services for affluent consumers, such priority delivery or chef-curated meals.

#### Campaigns that are inclusive:

Platforms can introduce universal advertising that appeal to common interests, such speedy delivery, a variety of culinary alternatives, and smooth user experiences, because gender has no bearing on spending.

#### Focus on Younger Populations:

- I. Younger consumers' loyalty can be increased with gamified features, tailored alerts, and student discounts.
- II. This link could be further strengthened through collaborations with academic institutions or student organizations.

#### Leveraging Data Analytics:

Offer tailored suggestions and focused advertising by utilizing data-driven insights. By analyzing user behavior, predictive models can enhance client retention and optimize products.

#### Expand Premium Offerings:

Subscription services that provide special advantages, such early delivery times, access to upscale dining establishments, and loyalty incentives, can be used to entice high-income individuals.

### Result

The data shows that gender has no discernible impact on monthly purchasing patterns, pointing to the possibility of inclusive and universal marketing tactics. The necessity of income-based segmentation to optimize user engagement and revenue, on the other hand, is highlighted by the substantial association between income and monthly consumption. These observations give food delivery services a strong basis on which to improve user experiences, hone their tactics, and keep a competitive edge in a market that is changing. Food delivery services may maintain growth and cultivate enduring client loyalty by concentrating on income-driven consumption trends and catering to the younger generation that is currently in the majority.

Although **money** is a major determinant of consumption habits, **gender** may not have a substantial impact on food delivery spending. In this competitive market, food delivery platforms may better match user expectations, increase retention, and maintain growth by comprehending and addressing these demographic aspects.

### Limitations of the Study

1. **Sample Size and Generalizability:** Although the 130 respondents in the sample offer insightful information, it might not accurately reflect the entire population of meal delivery app users.

2. **Convenience Sampling:** Because convenience sampling depends on participants' availability and willingness, it may induce bias.
3. **Self-Reported Data:** The respondents' honesty and recall skills determine how accurate the data is, which may contain inaccuracies.
4. **Limited Variables:** While gender and wealth are the main focus of this study, other variables like geography and dining preferences could enhance the analysis even further.

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