RESEARCH PAPER

EXPLORING WORKING WOMEN'S PERSPECTIVES ON ONLINE FOOD DELIVERY: A CASE STUDY IN KERALA'S IT SECTOR

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ABSTRACT

Online food delivery services (OFDSs) have completely changed the way people experience and enjoy food by putting a wide variety of dining alternatives and unmatched convenience at their fingertips. This study examines the perspectives of working women on online food delivery in the Kerala IT sector. Using a mixed method that included surveys and in-depth interviews, it explores the usage habits, motivations, and challenges faced by women balancing professional schedules and personal responsibilities. The research aims to understand the influence of online food delivery experience by merging the advantages of quantitative and qualitative methodologies. Stratified random sampling is used in the study to explore perspectives across demographic characteristics in a representative manner. Stratification ensures proportionate representation by classifying participants according to age, wealth, and education. In this study, using the Statistical Package for Social Sciences software (SPSS), the study conducts correlation, t-test, regression and factor analysis. It suggests that women prefer services that are very fast, safe & secure, and tailored to their preferences. This study concludes that improving delivery efficiency, improving value and personalisation, and secure transactions are essential strategies for online food delivery platforms to better meet the needs of working women in the IT sector. In future studies, it explores how psychological, cultural, and lifestyle is influencing food choices, including health consciousness, dietary restrictions, and environmental concerns.

Keywords: *Working Women's, Online Food Delivery, Convenience, Time Saving, Secure, Customer Satisfaction, Efficiency, Digital Platform.*

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1. INTRODUCTION

Online food delivery platforms have rapidly transformed urban consumption patterns by reshaping how individuals access meals in their daily lives (Aryani *et al.,* 2022). With increasing smartphone penetration, digital payment systems, and expanding internet connectivity, services such as mobile-based food ordering have become an integral part of modern urban lifestyles (Renaldi *et al.,* 2024). These platforms offer convenience, time efficiency, and a wide variety of food choices, making them especially relevant in fast-paced professional environments (Chakraborty et al., 2022). The rise of the gig economy has further supported this transformation by enabling flexible service models that connect consumers, restaurants, and delivery workers in real time (Frederick & Bhat, 2021). In urban and semi-urban regions alike, online food delivery has moved beyond a luxury service to a routine necessity, particularly among working populations who face time constraints due to demanding schedules and commuting challenges (Liu *et al.,* 2024).

Despite this rapid growth, the adoption and continued use of online food delivery services among working women, particularly in India's IT sector, presents several unexplored challenges (Zaheer *et al.,* 2024). While these platforms promise convenience, factors such as service reliability, food quality, delivery delays, privacy concerns, and cost considerations can influence user satisfaction and long-term usage behaviour (Baudens, 2025). Working women often balance professional responsibilities with household and personal commitments, making their decision-making process more complex than that of general consumers (Humbani *et al.,* 2024). Additionally, cultural expectations, safety concerns related to delivery interactions, and concerns about healthy eating habits may further affect their reliance on such platforms (Vasan *et al.,* 2025). In Kerala's IT sector, where work-life balance pressures are significant, there is limited empirical understanding of how these factors shape usage intentions and behavioural patterns among working women (Teo *et al.,* 2024).

To address these challenges, online food delivery services must evolve beyond basic convenience offerings and focus on enhancing user trust, personalisation, and service quality (Han, 2025). Companies can improve customer experience through reliable delivery systems, transparent pricing, healthier menu options, and stronger customer support mechanisms (Liu *et al.,* 2024). Integrating user feedback systems, AI-driven

recommendations, and improved safety protocols for both customers and delivery personnel can also strengthen platform credibility (Parwez, 2022). For working women, features such as scheduled deliveries, subscription meal plans, and nutrition-focused filtering can better align services with their lifestyle needs (Francioni *et al.,* 2022). Policymakers and organisations can also contribute by promoting digital literacy and ensuring fair labour practices within delivery ecosystems, creating a more sustainable and user-friendly environment for all stakeholders involved (Zheng & Wu, 2022).

This study is motivated by the growing importance of understanding how digital consumption behaviours intersect with gender and professional life, particularly in high-pressure sectors like information technology. Working women represent a significant yet underexplored consumer group whose experiences can reveal deeper insights into convenience-driven service adoption and lifestyle management. By focusing on Kerala's IT sector, the study aims to contribute context-specific evidence on how online food delivery services influence daily routines, decision-making, and overall satisfaction among female professionals. The findings are expected to enrich existing literature on digital consumption behaviour, gendered usage patterns, and platform-based services. Additionally, the study offers practical implications for food delivery companies seeking to design more inclusive and responsive services that effectively cater to the needs of working women in rapidly evolving urban economies.

2. LITERATURE REVIEW

2.1 Women and Food Delivery Apps: Empowerment and User Satisfaction

Food delivery platforms highlight how consumer behaviour is shaped by convenience, digital trust, and socio-demographic factors, with growing attention to women's empowerment and user satisfaction (Teo *et al.,* 2024). Studies aim to understand continuance purchase intention, technology adoption, and electronic word-of-mouth in online food delivery contexts. Findings consistently show that perceived usefulness, ease of use, service quality, and trust significantly influence satisfaction and repeated usage (Boldureanu *et al.,* 2025). Gender-based differences suggest that women often place a higher value on safety, convenience, and reliability, which enhances their sense of empowerment in managing daily food choices. Digital engagement and positive e-WOM further strengthen loyalty and sustained platform usage, indicating that food delivery apps contribute to both consumer convenience and autonomy in urban lifestyles (Hoang & Le Tan, 2023).

2.2 Consumer Behaviour and Work Environment in Food Delivery Platforms: A Dual Perspective

Food delivery platforms adopt a dual perspective that integrates consumer behaviour with the work environment of gig workers. The main aims are to examine how service quality, ethical perceptions of platform labour, and sustainability practices influence users' recommendation intentions and continued usage, as well as how gig-worker conditions shape platform trust (Serrano-Malebrán & Molina, 2025). Findings indicate that service quality and perceived fairness toward delivery workers significantly affect users' willingness to recommend and continue using apps. Negative perceptions of gig-worker misfortunes can reduce usage intentions, while sustainable and well-managed delivery operations enhance trust and loyalty (Chen *et al.,* 2026). Overall, the literature shows that consumer behaviour is closely linked to labour conditions, highlighting the importance of ethical and sustainable platform management (Chan *et al.,* 2025).

2.3 Sustainability, Labour Conditions, and Consumer Intentions in the Online Food Delivery Ecosystem

The online food delivery ecosystem examines how sustainability practices, labour conditions, and consumer psychology shape usage and reuse intentions. The main aims are to evaluate how sustainable operational strategies, perceptions of gig-worker treatment, and emotional responses influence consumer trust, recommendation behaviour, and potential compulsive use of delivery apps (Chan *et al.,* 2025). Findings reveal that sustainable and well-managed third-party delivery operations enhance platform reliability and long-term consumer engagement. Positive perceptions of labour conditions significantly increase willingness to recommend and reuse services, while negative labour perceptions reduce trust (Serrano-Malebrán & Molina, 2025). Additionally, emotional and aesthetic appeal strongly drives repeated and sometimes compulsive usage, indicating that sustainability, ethics, and user experience jointly shape consumer intentions in digital food delivery platforms (Rejón-Guardia, 2024).

2.4 Research Gap

Despite extensive research on online food delivery platforms, several important gaps remain, particularly in the context of working women in emerging regional economies. Most existing studies focus broadly on consumer adoption, satisfaction, or platform efficiency, with limited attention to gender-specific behavioural patterns and the intersection of professional workload and household responsibilities. While prior research highlights factors such as service quality, sustainability, and gig-worker conditions, there is insufficient empirical evidence on how these dimensions collectively influence working women's decision-making, especially in high-pressure sectors like IT. Additionally, studies rarely integrate psychological,

cultural, and safety-related concerns with technological and service-related variables in a single framework. Another key gap is the lack of context-specific research in regions like Kerala, where socio-cultural norms and work-life balance challenges may uniquely shape usage intentions. Furthermore, the role of empowerment through digital platforms remains underexplored in relation to satisfaction and long-term behavioural change among female professionals.

2.5 Research Objective

- Investigate the impact of delivery time and reliability on working women's choices in OFDSs within the IT sector in Kerala.
- Examining the role of personalised recommendations and customisation in shaping the online food ordering experience for working women in Kerala's IT industry.
- Assessing the perceived value and cost-effectiveness of OFDSs as perceived by female professionals in the IT sector in Kerala.
- Exploring the relationship between online payment security and trust in online food delivery systems among the working women in the IT sector in Kerala.

3. THEORETICAL FRAMEWORK

3.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) explains human behaviour through three main psychological factors: attitude, subjective norms, and perceived behavioural control. Attitude refers to an individual's positive or negative evaluation of performing a behaviour, which influences their intention to act (Ivanov *et al.,* 2024). Subjective norms involve perceived social pressure from important others such as friends, family, or society, which can encourage or discourage the behaviour. Perceived behavioural control reflects an individual's belief about how easy or difficult it is to perform the behaviour, based on available resources and opportunities (Somoray *et al.,* 2024). These three factors collectively shape behavioural intention, which is the most immediate predictor of actual behaviour. The stronger the intention, the more likely the behaviour will be performed, especially when perceived control is high. TPB has been widely applied across different domains such as technology adoption, risky driving behaviour, and sustainable consumption, demonstrating its flexibility in explaining diverse human actions and decision-making processes in real-world contexts (Rodrigues *et al.,* 2023).

4. RESEARCH METHODOLOGY

4.1 Research Design

This study adopts a mixed-method research design to examine the perspectives of working women in the Kerala IT sector toward online food delivery services (OFDSs). Both quantitative and qualitative approaches are employed to gain a comprehensive understanding of usage patterns, motivations, experiences, and challenges. Data are collected through structured surveys and in-depth interviews. A stratified random sampling technique ensures representative participation across age, income, and educational groups. Quantitative data are analysed using SPSS through correlation, t-tests, regression, and factor analysis, while qualitative insights support deeper interpretation of findings. The design enables a holistic assessment of consumer preferences and service expectations.

4.2 Survey Method

The study employs a survey method to collect primary data from working women in the Kerala IT sector regarding their use of online food delivery services (OFDSs). A structured questionnaire is used to gather information on demographic characteristics, frequency of usage, preferences, motivations, satisfaction levels, and challenges experienced while using OFDSs. Respondents are selected through stratified random sampling to ensure adequate representation across different age groups, income levels, and educational backgrounds. The survey data are quantitatively analysed using SPSS software, applying statistical techniques such as correlation, t-tests, regression, and factor analysis to identify relationships, trends, and key influencing factors.

4.3 Participant and Procedure

The study was conducted among working women employed in the IT sector in Kerala who regularly use online food delivery services (OFDSs). Participants were selected using a stratified random sampling technique to ensure adequate representation across different age groups, income levels, and educational qualifications. A total sample was drawn from various IT organisations located in Kerala.

Data collection was carried out through a structured questionnaire designed to assess respondents' usage patterns, preferences, motivations, satisfaction levels, and challenges associated with OFDSs. The questionnaires were distributed either online or in person, and participation was voluntary. To complement the survey findings, in-depth interviews were conducted with selected participants to gain a deeper understanding of their experiences and perceptions. Prior informed consent was obtained from all participants, and confidentiality and anonymity were maintained throughout the study. The collected data were coded, entered into SPSS, and analysed using correlation, t-test, regression, and factor analysis techniques.

4.4 Data Analysis

The collected data were coded, classified, and analysed using SPSS. Descriptive statistics, including frequencies, percentages, means, and

standard deviations, were used to summarise respondents' demographic characteristics and online food delivery usage patterns. Inferential statistical techniques were employed to test relationships and differences among variables. Correlation analysis examined associations between key factors, while independent sample t-tests identified significant differences across demographic groups. Regression analysis assessed the influence of service-related factors on customer satisfaction and usage behaviour. Factor analysis was conducted to identify the underlying dimensions affecting online food delivery service adoption and preferences among working women.\

4.5 Industrial Survey

To ensure the validation of the proposed framework hypotheses and understanding the working women's perspectives on online food delivery, a survey is undertaken among the Kerala IT Sector. The survey focused on the examination of real-world challenges and advantages. The questionnaire is formulated based on the existing literature, earlier research results, and best practices adopted in sustainability assessment frameworks. Stratified random sampling is used in the study to explore perspectives across demographic characteristics in a representative manner. Stratification ensures proportionate representation by classifying participants according to age, wealth, and education. This reflects demographic variability for improved generalizability and captures a range of experiences among working women in Kerala's IT sector. The questionnaire is completed via online media such as Google Forms and LinkedIn Surveys. The information gathered is a combination of quantitative and qualitative data. The responses were validated using statistical modelling using SPSS. Table 1 presents a systematic summary of expert responses to key questions regarding sustainable industrial change.

Table 1: Responses on working women's

No	Questions	Response Summary
1	Age	Age 18 to 26, 27 to 35, 36 to 44 and above 45
2	Educational Qualification	Undergraduate, graduate, postgraduate and others
3	Monthly Income	Below 25k, 25k to 50k, 50k to 75k and above 75k
4	How often do you order food online?	Every day, once a week, every two weeks, and rarely
5	What is your preferred device for placing food orders?	Mobile Application, internet browser and alternative option
6	How much do you spend per online food order on average?	Below 200, 200 to 500, 500 to 1000 and above 1000
7	What is the average time it takes for your order to be delivered?	Less than 20 minutes, 20 to 30 minutes, 31 to 45 minutes, 45 to 1 hour
8	Do you receive personalised food recommendations on your food delivery app?	Yes, frequently, occasionally, rarely and never
9	What makes online food delivery convenient for you?	Saves time, a wide range of food choices, availability of discounts and

		offers and delivery to the doorstep
10	Do you feel the quality of food matches the price you pay when ordering online?	Always, often, sometimes and rarely
11	How secure do you feel when making online payments through food delivery apps?	Very Secure, secure, neutral and insecure
12	How much do you trust online food delivery platforms to deliver your orders accurately and on time?	Completely trust, neutral, slightly distrust and do not trust
13	Do you feel food delivery apps are transparent in showing accurate prices, offers, and delivery charges?	Strongly agree, agree, neutral and disagree.
14	Would you recommend your preferred food delivery app to others based on your trust in it?	Definitely, probably, not sure and definitely not
15	What improvements would increase your satisfaction with online food delivery services?	Faster delivery, better food packaging, more healthy options, improved customer support

5. RESULT AND ANALYSIS

5.1. Demographic Distribution

A random sampling, the survey included 100 respondents from Kerala's IT industry, ensuring representation across age groups, income levels, and educational backgrounds. Table 2 shows the demographic statistics, and Figure 1 shows the demographic distribution of participants.

Table 2: Demographic Statistics

Variables	**Variables**	**No of Responses**	**Percentage**
Age	18-26	20	20%
	27-35	30	30%
	36-44	26	26%
	> 45	24	24%
Educational Qualification	Undergraduate	14	14%
	Graduate	35	35%
	Postgraduate	40	40%
	Others	10	10%
Monthly Income	<25k	12	12%
	25k-50k	28	28%
	50k-75k	30	30%
	75k	30	30%

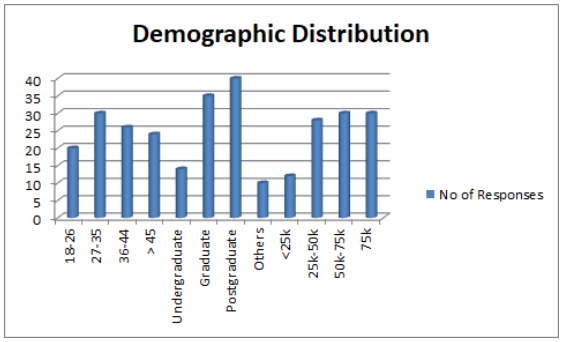


Figure 1: Demographic distribution of Participants

The demographic and behaviour of respondents in online food ordering. The age indicates a relatively small sample, with the highest representation from the 27-35 age group at 30 respondents, the 36-44 group at 26 respondents, the 45- 54 group at 24 respondents, and the 18-26 age group at 20 respondents. It shows that the working population in the IT sector is fairly represented throughout the various age groups. In terms of educational qualification, most respondents are postgraduates (40, graduates (35, an undergraduate is 14 and others (10 indicating a well-educated population. Regarding income levels, respondents are salary of 25k-50k are 28 respondents, 50k-75k is 30 respondents, and above 75k is 30 respondents, and 12 respondents earn below 25k monthly. This equitable income distribution guarantees perspectives from people in the IT industry from a variety of socioeconomic backgrounds.

Conclusion: The majority of the respondents are well educated, middle-aged, representation across other age groups, and hold postgraduate degrees. Income levels are fairly distributed, with many earning 50k-75k or more. This ensures varied insights into online food ordering behaviour.

5.2. Hypothesis Formulation and Testing

Statistical analysis and hypothesis generation were applied to test theoretical models and empirical evidence. Hypotheses for evidence-based research were generated from observed industry patterns, expert opinion, and prior literature. Statistical methods such as regression, t-test, and hypothesis testing allow for the consideration of the interrelationship between drivers of rural entrepreneurs.

i) Hypothesis 1: Measuring the working women's perspectives on online food delivery in Kerala IT Sector. It explores the relationship between to improve delivery time, personalised recommendations, and secure online payment systems positively influence customer preferences and satisfaction in OFDSs. The hypothesis is framed as follows:

H_1 (Alternative Hypothesis): Delivery time, personalised recommendations, and online payment security have a significant positive effect on customer preferences and satisfaction in online food delivery services.

H_0 (Null Hypothesis): Delivery time, personalised recommendations, and online payment security have no significant effect on customer preferences and satisfaction in online food delivery services.

To validate this hypothesis, a structured survey was designed and administered to a diverse group of respondents, including working women in the Kerala IT sector. The survey attempted to establish their opinions regarding working women's perspectives on online food delivery. Table 3 shows the survey questions and responses.

Table 3: Survey Questions and Response

No	Survey Questions	Response
1	What is the average time it takes for your order to be delivered?	Less than 20 minutes, 20 to 30 minutes, 31 to 45 minutes, 45 to 1 hour
2	Would you recommend your preferred food delivery app to others based on your trust in it?	Definitely, probably, not sure and definitely not
3	How secure do you feel when making online payments through food delivery apps?	Very Secure, secure, neutral and insecure
4	Would you recommend your preferred food delivery app to others based on your trust in it?	Definitely, probably, not sure and definitely not

5	What improvements would increase your satisfaction with online food delivery services?	Faster delivery, better food packaging, more healthy options, improved customer support

Statistical Testing: Regression Analysis

In order to predict or comprehend the behaviour of the dependent variable according to changes in the independent variables, regression analysis is employed to model the relationship between one or more independent variables and a dependent variable. It can be used for various purposes, including assessing the strength of a relationship, value prediction, and analysing how independent factors affect the dependent variable. The regression analysis, which was carried out to investigate the connections between important independent factors such as delivery time, personalised recommendations, and online payment security and dependent variables, was informative. Tables 4 and 5 shows that result of the regression and the model statistics summary.

Table 4: Result of Regression

Independent Variables	**Regression Coefficient (Beta)**
Perceived Value	0.32
Delivery time	0.45
Personalized Recommendations	0.28
Online Payment Security	0.21

Table 5: Model Statistics Summary

Model Fit	
R-Squared	0.67
P-values for Coefficients	< 0.05 (Statistically Significant)

The outcomes of the regression analysis, is investigate the connections between important and dependent and independent variables. The regression coefficients show how each independent variable and the dependent variable, customer preferences and satisfaction relate, both in terms of strength and direction. The regression analysis is the factors influencing the dependent variable, with an R-squared value of 0.67 indicating that 67% of the variation is explained by the factors, demonstrating a strong fit. All four independent variables, including perceived value, delivery time, personalized recommendations, and online payment security, have statistically significant p-values less than 0.05. Among these, the delivery time has the highest regression coefficient, $\beta = 0.45$, the most influential factor. This is followed by perceived value, which is $\beta = 0.32$, personalised recommendations, which is $\beta = 0.28$, and online payment security, which is $\beta = 0.21$, all of which positively impact the dependent variable. The results suggest that improving delivery efficiency, enhancing value perception, offering personalised recommendations, and ensuring secure online payments are all important strategies for positively influencing customer behaviour or satisfaction.

***Conclusion*:** Reject H_0 and accept H_1: Delivery time, personalised recommendations, and online payment security have a significant positive effect on customer preferences and satisfaction in online food delivery services.

ii) Hypothesis 2: Measuring the working women's perspectives on online food delivery in Kerala IT Sector. It explores the significant difference in the average amount spent per order between users who frequently order food online and those who order less frequently. The hypothesis is framed as follows:

H_1 (Alternative Hypothesis): There is a significant difference in the average amount spent per order between users who frequently order food online and those who order less frequently.

H_0 (Null Hypothesis): There is no significant difference in the average amount spent per order between users who frequently order food online and those who order less frequently.

To validate this hypothesis, a structured survey was designed and administered to a diverse group of respondents, including working women in the Kerala IT sector. The survey attempted to establish their opinions regarding working women's perspectives on online food delivery. Table 6 shows the survey questions and responses.

Table 6: Survey Questions and Response

No	**Survey Questions**	**Response**

1	How often do you order food online?	Every day, once a week, every two weeks, and rarely
2	How much do you spend per online food order on average?	Below 200, 200 to 500, 500 to 1000 and above 1000

Statistical Testing: t-test

A statistical test called a t-test is employed to compare two groups' means and identify which ones differ significantly from one another. When sample sizes are small and population standard deviations are unknown, it is frequently employed. The t-test aids in identifying whether the observed variations in sample means reflect a true population difference or if they are more likely to have occurred accidentally. Numerous types of t-tests exist, including the independent t-test, which compares means from two different groups, and the paired t-test, which compares means from the same group at different times. By comparing a critical value from the t-distribution with the test's calculated t-value, the p-value can be determined. If the chosen significance level—typically 0.05—is exceeded by the p value, the null hypothesis—which maintains that there is no difference between the groups—is rejected. This suggests that the groups differ from one another significantly. Table 7 shows the results of the t-test.

Table 7: Result of t-test

One-Sample Statistics

	Mean	**Std. Deviation**	**Std. Error Mean**	**t-Value**
Frequency of food order	1.12	.328	.046	24.128
Spend order time	2.16	1.077	.152	14.196

The results of the one-sample t-test are statistically significant for both variables assessed. For the frequency of food orders, the mean score is 1.12 with a standard deviation of 0.328 and a standard error of 0.046. The t-value of 24.128 represents a strong preference among the respondents, suggesting that the frequency of food order in online. A t-value of 14.196 was also found for the spend order time, which had a mean of 2.16, a standard deviation of 1.077, and a standard error of 0.152. This also reflects a statistically significant result; the average amount spent per order between users who frequently order food online and those who order less frequently.

***Conclusion*:** Reject H_0 and accept H_1: There is a significant difference in the average amount spent per order between users who frequently order food online and those who order less frequently.

5.3. Factor Analysis

To find the latent elements driving consumer satisfaction and preferences, factor analysis was used. The results are displayed together with exaggerated factor loadings and an explanation of variance. Table 8 presents the results, which show three different factors with inflated factor loadings and the percentage of variance explained by each component.

Table 8: Factor Analysis

	Factor 1 (Convenience and Timeliness)	**Factor 2 (Recommendation Impact)**	**Factor 3 (Payment Security and Trust)**
Variables	**Factor Loadings**		
Delivery Time	0.75		

Convenience	0.68		
Personalized Recommendations		0.82	
Perceived Value		0.61	
Online Payment Security			0.77
Trustworthiness			0.69
Variance Explained	45%	32%	23%

Factor 1 (Convenience and Timeliness): There is a considerable correlation between delivery time (0.75 and convenience (0.68 with Factor 1, as indicated by their high factor loadings. Half of the variation in customer satisfaction and preferences can be accounted for by this component. Customers emphasise the timeliness and convenience of online meal delivery services a lot, indicating that prompt delivery and convenience in general greatly add to their pleasure.

Factor 2 (Recommendation Impact): Personalised recommendations' value is 0.82, and perceived value is 0.61. Inflated factor loadings indicate a strong correlation with Factor 2. A third of the variation in customer satisfaction and preferences can be attributed to this component. Personalised recommendations have a significant influence on customers' decisions since they are highly valued by them and they are seen as important factors influencing their pleasure.

Factor 3 (Payment Security and Trust): Factor 3 is strongly associated with the Online Payment Security value of 0.77, and trustworthiness is 0.69, by their considerable factor loadings. A quarter of the variation in customer satisfaction and preferences can be attributed to this component. Consumer preferences are influenced by payment security and reliability, highlighting the significance of safe online transactions and fostering confidence in online food delivery services.

This analysis offers a detailed comprehension of the fundamental elements that influence customer satisfaction and preferences. It identifies unique aspects about payment security and trust, convenience and timeliness, and recommendation impact. These findings contribute to a comprehensive knowledge of the different elements influencing consumers' choices regarding online meal delivery services.

5.4 Case Studies and Thematic Analysis

5.4.1 Case Study in Kerala's IT Sector

This case study explores the perspectives of working women employed in various IT sectors on their usage and experiences with online food delivery platforms like Zomato, Swiggy, and Uber Eats. The questionnaire was collected from the working women in the Kerala IT sector. Group A, women who order food online at least two to three times a week, during lunch and dinner hours, and their perception is that they manage busy schedules and maintain better work-life balance, particularly during high-pressure project periods. Group B, Women ordered food in two weeks, once their perception is waste of money and a few experienced weight gain. Group C Women ordered food monthly, once their perspective is health concerns related to hygiene, and the consumption of unhealthy food. The responses across these groups highlight varying attitudes shaped by lifestyle, health consciousness, financial priorities, and perceptions of convenience. Table 9 shows the selected groups and their perspectives.

Table 9: Selected Groups and their Perspectives and Challenges

Group	Perspectives	Challenges
Group A	Its help to manage busy work schedules and a better work-life balance.	The risk of dependency on fast food and reduced motivation for home-cooked meals, it may affect long-term health and dietary habits.
Group B	Online food delivery is often	Weight gain, unhealthy food

	a waste of money.	choices, and waste of money.
Group C	Health concerns related to hygiene, the consumption of unhealthy food	The lack of trust in food safety (healthy) and a preference for home-cooked meals and hygiene.

5.4.2 Thematic Analysis of Working Women's Perceptions on Online Food Delivery in Kerala's IT Sector

The in-depth interviews' thematic analysis provided important new information about the opinions of working women in Kerala's IT industry about online food delivery services. A recurrent theme that emerged was the significance of *Trust in Online Platforms.* The significance of having faith in online payment methods was emphasised by participants on a regular basis, underscoring its noteworthy influence on their general contentment and pleasure with the platform. During the qualitative research, *Customization for Personalization* emerged as another important theme. According to the participants, personalising recommendations based on individual preferences was essential in improving their overall user experience. A major element influencing happiness was found to be platforms' capacity to understand and adjust to users' individual preferences. One theme that stood out was *Delivery Experience*, which represented the preferences of the participants for consistent and timely delivery. Emphasising the significance of a positive and effective delivery experience, the dependability and promptness of the delivery service were shown to be critical factors that influenced the working women's overall happiness.

6. LIMITATION & IMPLICATION

6.1 Limitation

This study has several limitations. First, the research focuses exclusively on working women in the Kerala IT sector, which may limit the generalizability of the findings to other professions, regions, or demographic groups. Second, the study relies on self-reported data, which may be influenced by response bias or inaccurate recall of online food delivery experiences. Third, the cross-sectional nature of the study captures perceptions at a single point in time and does not account for changes in consumer behaviour over time. Additionally, factors such as cultural influences, psychological preferences, and health-related concerns were not examined in detail.

6.2 Implication

The findings of this study have important implications for online food delivery service providers and policymakers. The results highlight the need for platforms to prioritise fast and reliable delivery, secure payment systems, and personalised services to enhance customer satisfaction among working women. Service providers can use these insights to develop targeted marketing strategies and improve user experience through customised recommendations and value-added features. The study also contributes to academic literature by providing evidence on consumer behaviour within the Kerala IT sector. Furthermore, the findings can guide future research on food delivery preferences, lifestyle factors, and technology-driven consumption patterns.

7. DISCUSSION

This study differs from existing research on online food delivery services (OFDSs) by specifically focusing on working women in the Kerala IT sector, a demographic that has received limited scholarly attention (Al-Oraibi *et al.,* 2022). While previous studies have generally examined consumer behaviour across broad populations, this research investigates the unique experiences of women balancing professional responsibilities and household commitments. The findings reveal that convenience alone does not determine OFDS usage; factors such as delivery speed, transaction security, personalisation, and reliability significantly influence user satisfaction. By employing a mixed-method approach, the study provides deeper insights into the practical and contextual factors shaping food delivery preferences among working women (Reynolds *et al.,* 2022).

Another distinctive contribution of this study is its integration of quantitative and qualitative analyses to explore OFDS experiences comprehensively. Existing studies have often relied primarily on survey-based methods and focused on general determinants such as price, convenience, and service quality (Lee *et al.,* 2022). In contrast, this research combines statistical techniques, including correlation, regression, t-tests, and factor analysis, with in-depth interviews to capture nuanced consumer perspectives. The study identifies the importance of personalised services and secure transactions as critical determinants of satisfaction, extending existing knowledge on OFDS adoption. These findings provide a more context-specific understanding of digital food consumption behaviour in the Kerala IT sector.

8. CONCLUSION

This study examined the perspectives of working women in the Kerala IT sector regarding the use of online food delivery services (OFDSs).

The findings indicate that OFDSs have become an essential part of their daily lives by offering convenience, time savings, and easy access to a wide range of food options. The study revealed that factors such as delivery speed, service reliability, transaction security, value for money, and personalisation significantly influence customer satisfaction and continued usage. The results also highlight that working women prefer platforms that can effectively accommodate their busy professional and personal schedules. Through the use of both quantitative and qualitative methods, the study provides a comprehensive understanding of consumer behaviour and service expectations. The findings suggest that online food delivery companies should focus on improving operational efficiency, enhancing security measures, and offering customised services to strengthen customer loyalty. Overall, the study contributes to the growing literature on digital food consumption and provides valuable insights for practitioners and researchers in this field.

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