

The Impact of Food Delivery Applications on Food Consumption, A Cross-Sectional Online Survey in Saudi Arabia

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ABSTRACT

Background: Food delivery applications (FDAs) have been linked to poor food choices. Considering the massive demand for these applications, we aimed to investigate the pattern, attitude and predictors of using FDAs on consuming fast food.

Methods: A randomized cross-sectional study using an online survey was conducted in Saudi Arabia including participants aged 18 years and older. A convenience sample of eligible participants was used to recruit the study participants. Participants were invited to participate in this study through social media (Facebook, Twitter, Snapchat, and Instagram) using a survey link. Data were analysed using Statistical Package for Social Science (SPSS) software. Categorical variables were reported as frequencies and percentages. A binary logistic regression determined significant predictors using of food delivery services and consuming fast food. A confidence interval of 95% ($P < 0.05$) was applied to represent the statistical significance of the results, and the level of significance was predetermined as 5%.

Results: A total of 989 individuals participated in this study. Most of them are using FDAs (87.5%), most likely to order fast food (86.6%). Binary logistic regression analysis identified that males, those who are aged above 46 years, retired, married, and widowed were less likely to use food delivery services. Males were 157% more likely to consume fast food compared to females. Consuming fast food is 360% more likely among the users of food delivery services.

Conclusion: This study found that unhealthy eating habits is common among people using FDAs and living in Saudi Arabia. Future studies to investigate the impact of FDAs on non-communicable diseases and obesity are warranted.

Keywords: Food delivery applications; Food consumption; Obesity; Saudi Arabia

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