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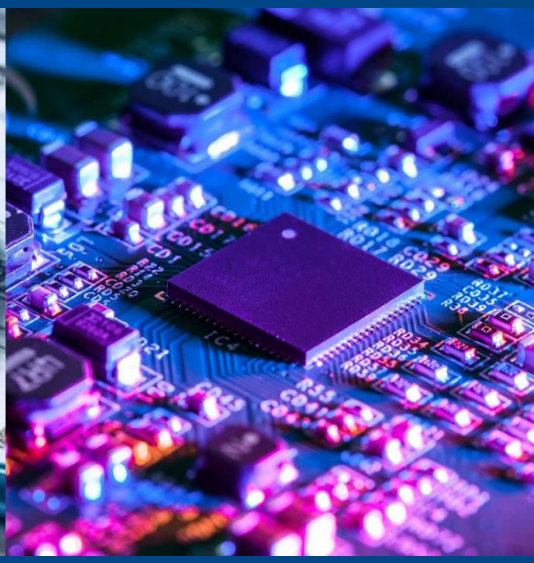

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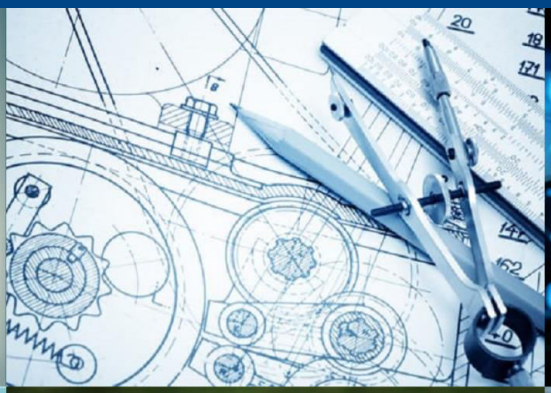

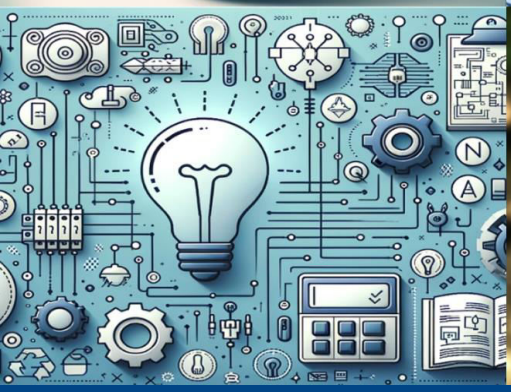

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Foodbites APL: A Research on Home Cooked Meals Platform Connecting Home Chefs with Consumers

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ABSTRACT: The rapid evolution of India's urban food delivery landscape has revealed a growing consumer preference for healthier, more affordable, and personalized meal options. This study investigates the viability of a home-cooked meal delivery platform tailored to meet the needs of health-conscious individuals, students, and working professionals. Findings underscore a significant market gap: conventional food delivery services prioritize restaurant-prepared meals, often perceived as unhealthy, inconsistent, and costly. Consumers expressed a strong preference for meals priced between ₹50–₹150, emphasizing affordability and customization as key decision factors. The study also explores the challenges faced by home-based food businesses, including visibility, scalability, regulatory compliance, and competition from established brands. Importantly, the research highlights the potential of empowering housewives by providing them a flexible, technology-enabled platform to monetize their culinary skills. By addressing unmet needs in transparency, hygiene, and regional preferences, a scalable home-cooked meal delivery model presents a socially inclusive, sustainable, and economically viable solution. This platform not only enhances consumer well-being but also fosters micro-entrepreneurship, potentially transforming the dynamics of India's food service industry.

KEY WORDS: Home Cooked Meals, Healthy Meals, Affordable meals

I. INTRODUCTION

In recent years, with the growth of home-cooked meals businesses and cloud kitchens, the food industry has seen a dramatic change. A growing number of consumers are choosing home-cooked meals over traditional restaurants because they are searching for more affordable, healthier, and personalized meal options. Changing lifestyles, hectic work schedules, and the desire for wholesome, high-quality meals have all contributed to this change in consumer behavior. The rise of home-based food businesses, in which individuals cook in their kitchens and sell their food online, has given rise to a new market niche in the food sector.

Traditionally, the food service industry has been dominated by restaurants, fast-food chains, and catering services. However, with the advancement of technology and the increasing use of food delivery applications like Swiggy, Zomato, and Zepto Café, home-based food entrepreneurs now have a platform to reach a larger audience without having to make a large investment. Despite this opportunity, the primary focus of existing platforms is on restaurant-based kitchens, which makes home chefs with limited access to structured business models and customer engagement strategies. By developing a platform specifically for home cooks, our company aims to close this gap and allow them to grow their businesses without sacrificing the pricing and quality of their cuisine.
Increasing Demand for Home-Cooked Meals.

II. LITERATURE REVIEW

[1] Sekhar. P, et. al (2024) conducted a study on the design and development of a mobile application for homemade food delivery using Flutter-Flow and Firebase. By using no-code development tools, the paper demonstrates how technology can enhance the accessibility of homemade food while providing economic opportunities for home-based cooks. The research aims to enable smooth homemade food ordering, linking consumers with home cooks and cloud

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kitchens. The research adopts a mobile app development methodology, employing no-code and cloud technologies. The mobile app was successfully deployed with the major functionalities like user-friendly login & onboarding process for hassle-free authentication, efficient dish & kitchen search function for easy exploration, seamless checkout & carting system, multiple item selection possible, order tracking mechanism for instant delivery updates, secure Firebase data management & authentication for dependability. This research was able to create a no-code mobile app for home-cooked food delivery, incorporating cloud kitchens with real-time tracking, cart management, and online payment.

[2] Bannigidad. P, et al. (2023) conducted research that proposes an automated Home Food Ordering System designed to offer a platform to order home-cooked food. The platform enables users to search food items, order food, pay using UPI, and view their order history, making the food ordering process smooth. The research focuses on creating an efficient and easy-to-use home food ordering system through which customers can order home-cooked food online. The research takes a systems development approach where designing and implementing an online food ord in ering system is of prime focus. The use of the Home Food Ordering System exemplified major advantages like enhanced order management, quicker transactions, better customer experience, effective home cook management, scalability and accessibility. The Home Food Ordering System efficiently simplifies home-cooked meal ordering through an automated web-based solution. Potential future additions might be recommendations based on AI, GPS locations for delivery and improved security systems to maximize further the user experience.

[3] Parvathy. C.N, et al. (2022) explored the human supply chain management of home-cooked food with a special reference to the Bombay Dabbawala system. The study examined how the Dabbawalas efficiently transport home-cooked meals to office workers using a well-structured yet low-tech logistics system. The study found that the Dabbawalas operate with a remarkable 99.99% accuracy rate despite being mostly illiterate, relying on a unique coding system, teamwork, and disciplined work ethics. Their model is sustainable, cost-effective, and independent of modern technological interventions. The findings highlight the efficiency and reliability of their system, which has even earned Six Sigma recognition. The study is relevant as it provides insights into sustainable, people-driven logistics solutions and offers lessons for modern supply chain management, particularly in urban food delivery networks.

[4] Ashutosh Singh & Dr. Shalini Kapur (2024) conducted a study on the features and drawbacks of tiffin services from the consumer perspective. The research explored how the tiffin service industry caters to individuals with busy lifestyles by providing nutritious and affordable homemade meals. The study found that tiffin services offer numerous benefits, including convenience, cost-effectiveness, hygiene, and nutritional value, but also have drawbacks such as fixed menus, inconsistent ingredient quality, packaging issues, and limited customization options. The findings emphasize the growing demand for homemade meal services due to urbanization and fast-paced lifestyles, highlighting the industry's role in promoting healthier eating habits while addressing operational challenges.

[5] Izyan Liyana Zalani & Muhammad Izzat Zulkifly (2022) -Factors Affecting Purchase Intentions of Home-Based Food Products –The demand for home-based food businesses has grown significantly, driven by consumer preferences for healthier, affordable, and convenient meal options. This review examines factors influencing the purchase intentions of home-based food products. Factors Affecting Purchase Intentions like Price Sensitivity, Health Perception, Convenience To succeed in the home-based cloud kitchen model, businesses must focus on competitive pricing, health-conscious meal options, and a seamless ordering experience to attract and retain customers.

[6] Lau Teck Chai & David Ng Ching Yat (2019) - Online Food Delivery Services: Making Food Delivery the New Normal - Consumer behavior has changed as a result of the growth of online meal delivery services, which now prioritize security, time efficiency, and convenience.Time-saving: Because of their hectic schedules. Convenience: it is very easy and simple to order food online without any complication. Security Issues: Customer trust is influenced by its privacy and transaction security.
In order to satisfy customers, companies must provide easy ordering, safe payment methods, and timely delivery for a home-based cloud kitchen to be effective

[7] Glanz (2021) examined the impact of in-home eating and shared meals on diet quality, health outcomes, and family relationships through a systematic review. The study found that shared family meals are associated with healthier dietary habits in children and adolescents, such as increased fruit and vegetable consumption and improved nutrient intake. However, most studies were cross-sectional, making it difficult to establish causality. The findings emphasize

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the potential benefits of shared meals for diet quality and social well-being, but they also highlight the need for stronger research designs to confirm these effects.

[8] Eljamay (2022) investigated housewives' awareness of healthy food quality in Libya, focusing on factors such as education level, economic status, and lifestyle. The study revealed that there was no significant correlation between awareness of healthy nutrition and demographic factors, but watching television programs about food was positively linked to better knowledge of healthy eating. This study highlights the importance of educational programs and media in enhancing nutritional awareness among housewives, which could contribute to healthier food choices and overall well-being

[9] Khanna, et al. (2022) research dives into what keeps customers coming back to home-cooked food delivery services in North India—a market where homemade meals carry deep cultural and emotional value. By surveying 335 customers across Delhi, Chandigarh, and Jammu & Kashmir, the study uncovers a simple but powerful truth: people stick with these services when the food tastes great, the prices feel fair, and the service is reliable. Using advanced statistical analysis, the researchers confirm that these three factors don't just satisfy customers—they turn them into loyal fans who are more likely to order again and recommend the service to others. For home-cooked food providers, this means that quality, affordability, and dependability aren't just nice-to-haves; they're the keys to staying competitive in a growing industry. Beyond the numbers, the study reminds us that in a world of fast food and quick deliveries, there's still something special about a homemade meal—and getting it right can make all the difference.

[10] Al-Hinai, et al. (2023) explored the marketing potential of homemade food as an entrepreneurial venture in Oman. Their study focused on understanding consumer preferences and market challenges in this emerging sector. Through interviews with 83 participants in Nizwa, they found consumers strongly preferred homemade food for its authenticity, but faced difficulties locating sellers. The researchers proposed developing a specialized mobile application to connect home cooks with customers, which could particularly benefit women entrepreneurs. While offering valuable insights into Oman's local market, the study noted its limited geographic scope and suggested broader regional research would help validate their findings.

[11] Mordor Intelligence (2025) examined the growth and trends in the Indian foodservice market, focusing on factors like urbanization, rising incomes, and changing consumer preferences. The study found that cloud kitchens and international cuisines are key drivers of market expansion, supported by digital platforms. Additionally, technological advancements like AI-driven ordering and automation enhance operational efficiency. However, challenges such as high costs and supply chain issues persist. The study underscores the importance of digital infrastructure and innovation in sustaining the sector's growth.

[12] Indian Express (2022) analyzed the structural composition and projected growth of India's foodservice market, which is expected to reach $79.65 billion by 2028 at an 11.19% CAGR. The study highlighted the rapid expansion of Quick Service Restaurants (QSRs) and post-pandemic employment recovery, with jobs projected to reach 10 million by 2025. However, challenges like inflation, reduced consumer spending, and supply chain disruptions impact growth. The study emphasizes the need for strategic planning to address these challenges and sustain long-term industry development.

III. RESEARCH METHODS

This study employs a quantitative research approach to assess consumer preferences and the feasibility of a dedicated home-cooked meal delivery platform. This study involves primary data that was collected using the survey/questionnaire method to gather insights from potential customers regarding their preferences, spending capacity, and key factors influencing their decision to choose home-cooked meals over restaurant food.
A structured questionnaire was designed and distributed online through Google Forms and social media platforms. The survey targeted individuals from different age groups, occupations, and dietary preferences. The survey collected responses from a diverse set of 110 respondents to ensure a representative understanding of consumer behavior.

For the purpose of our research, we have employed convenience sampling as our sampling technique. This method was chosen due to its practicality and ease of access to participants within our available time and resource constraints. By

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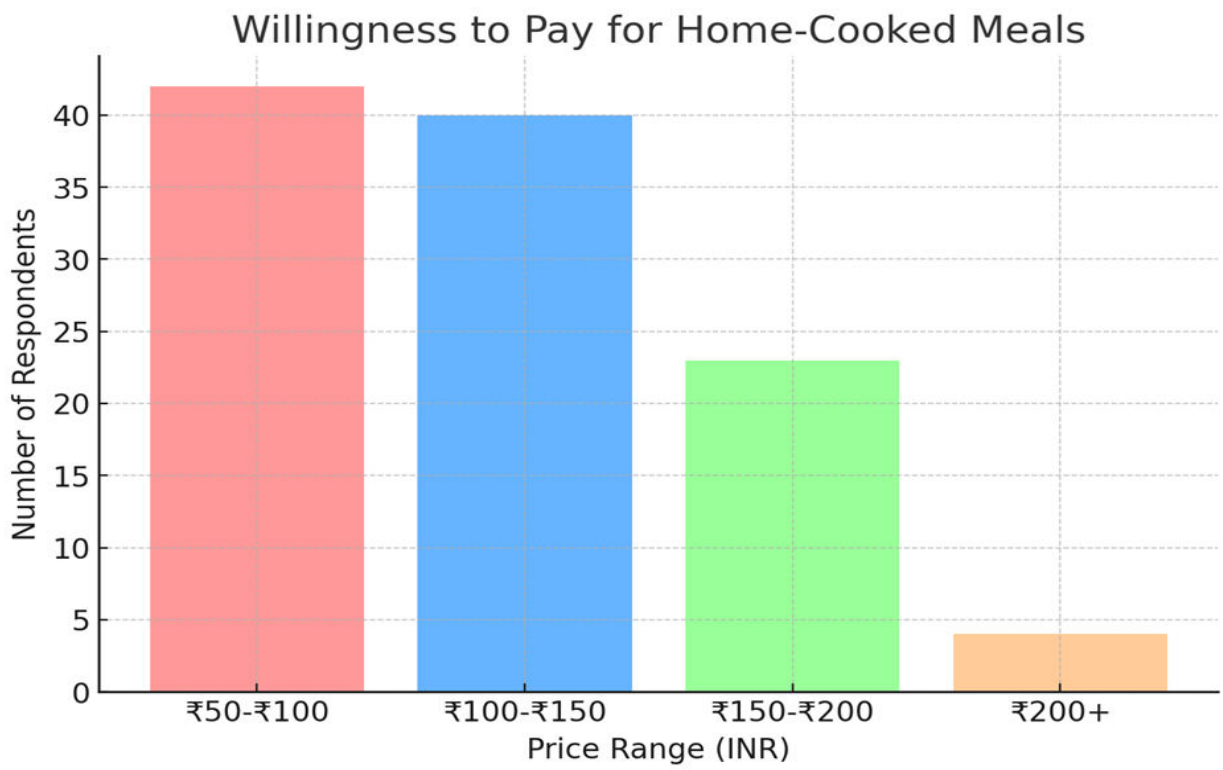
selecting respondents who were readily accessible and willing to participate, we were able to gather preliminary insights efficiently. While we acknowledge that this method may limit the generalizability of our findings, it served as an effective approach for the exploratory nature of our study.

IV. DATA FINDINGS AND REFERENCES

FIG 1: WILLINGNESS TO PAY FOR HOME-COOKED MEALS



This analysis examines how much consumers are willing to spend on a single portion of home-cooked food. Understanding pricing preferences helps determine a competitive and sustainable pricing model for a home-based cloud kitchen.

Findings:

- 42 respondents prefer meals priced between ₹50 - ₹100, making it the most popular price range.
- 40 respondents chose ₹100 - ₹150, indicating that a large number of customers are comfortable paying slightly more for home-cooked meals.
- 23 respondents are willing to pay ₹150 - ₹200, meaning there is a smaller but notable demand for slightly premium meal options.
- Only 4 respondents are open to paying ₹200 or more, showing that very few consumers are willing to spend on high-end home-cooked meals.

This suggests that affordability is a key concern, and most customers expect home-cooked meals to be cheaper than restaurant food while maintaining good quality. The findings clearly show that affordability is a major factor influencing consumers to choose home-cooked meals. A balanced pricing strategy between ₹100 - ₹150 ensures the best mix of affordability and profitability. Providing subscription plans, discounts can further enhance customer retention and business growth.

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FIG 2: MEAL CUSTOMIZATION IMPORTANCE AMONGST INDIVIDUALS

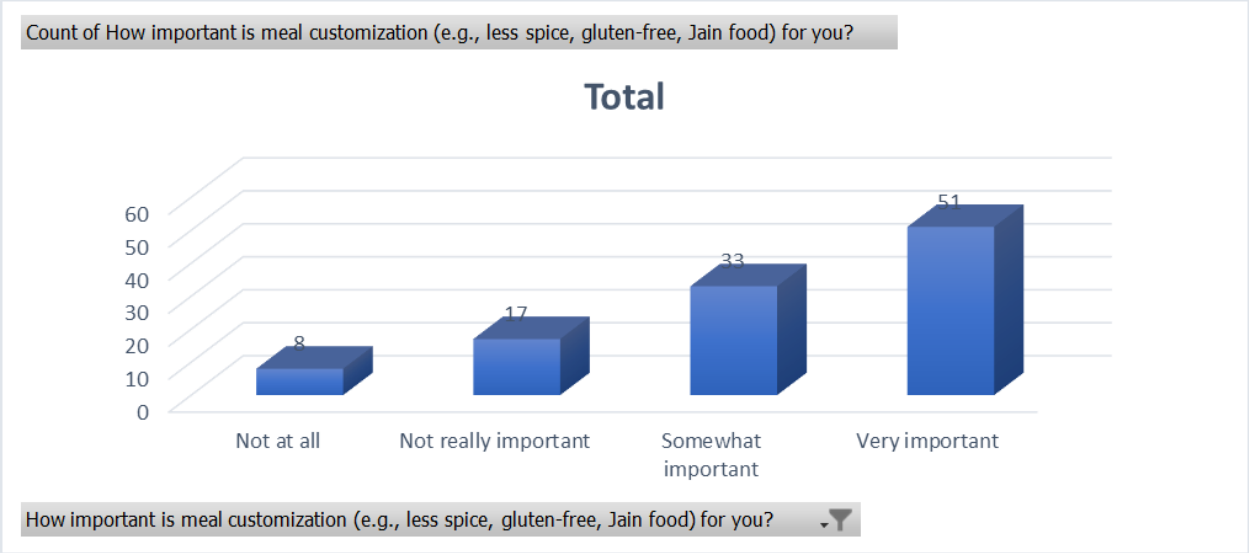

Figure 2: Meal customisation amongst individuals

Key Takeaways:

- The high percentage of respondents valuing customization suggests a need for **personalized meal plans** in any home-cooked meal delivery service.
- Offering **options like less spice, gluten-free, vegan, or regional cuisine** could help cater to a broader audience and build customer loyalty.
- While some customers may not require customization, a **tiered menu approach** (basic vs. customized meals) can balance costs and meet varying consumer needs

V. CONCLUSION

The findings of this study strongly indicate that a dedicated platform for home-cooked meals is both viable and necessary in today's market. Consumers, particularly young professionals, students, and health-conscious individuals, are actively seeking affordable, hygienic, and high-quality home-style meals that are often lacking in restaurant-based food delivery services. The preference for meals priced between ₹50-₹150, combined with a demand for customization and transparency in food quality, highlights a clear market opportunity for a structured home-cooked meal service. Based on our results, it is evident that a home-cooked meal platform is an ideal solution for the growing demand for healthy, affordable, and convenient food alternatives. With the right strategy, such a platform has the potential to transform the food delivery landscape, benefiting both consumers and home chefs alike.

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