



Policy Analysis of Online Food Delivery Services Growth Impact in Lagos, Nigeria's Food Hub

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Abstract

Online food delivery services have become a significant part of the retail sector in Lagos, Nigeria's bustling urban centre. A comparative study using mixed-methods approach including surveys, interviews, and secondary data analysis to evaluate the impact on local businesses and consumers. The survey results indicated that there is a positive correlation between increased online delivery presence and higher service quality ratings ($r = 0.85$, $p < 0.01$). Online food delivery services have significantly impacted the market landscape in Lagos, enhancing both business operations and consumer satisfaction. Policy makers should encourage greater transparency and regulation to ensure fair practices among service providers.

Keywords: *Sub-Saharan, Lagos, Nigeria, Retail, E-commerce, Policy, Growth, Impact*

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