

Marketing Potential of Homemade Food: a New Entrepreneurial Endeavour

Potencial de comercialización de la comida casera: un nuevo emprendimiento

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Classification: Empirical paper – research

Received: September 12, 2022

Revised: August 2, 2023

Accepted: October 5, 2023

■ Abstract

This study aims to examine the marketability of homemade food and to understand the need for an entrepreneurial venture start-up in Oman. In addition, it explores barriers to buying or selling homemade food. The research is based on a qualitative study using purposive sampling techniques by an in-depth interview with 83 aspirant buyers and sellers of homemade food. The study's findings confirm that the marketability of homemade food can be achieved by developing a unique application for trading these products, that will help to avoid barriers to buying or selling. Most respondents preferred eating homemade food rather than restaurant or commercially prepared food. These research findings provide entrepreneurs with some insight in terms of new venture start-ups for marketing homemade food in niche markets. This research comprises a specific approach to the marketability of homemade food and suggests a unique mobile app for trading homemade food. The data was gathered in Nizwa, Oman, however it could be broadened to encompass more geographic regions, particularly urban areas. The research results, achieved using qualitative methodologies, contribute significantly to the body of existing literature. It enhances value in analysing probable barriers among aspirant buyers and sellers of homemade food.

Keywords: Homemade food, marketability, entrepreneur, venture start-up

■ Resumen

Este estudio tiene como objetivo examinar la comercialización de alimentos caseros y conocer la necesidad de iniciar un emprendimiento en Omán. Además, se exploran las barreras para comprar o vender alimentos caseros. La investigación se basa en un estudio cualitativo utilizando técnicas de muestreo intencional mediante una entrevista en profundidad con 83 posibles compradores y vendedores de alimentos caseros. Los hallazgos del estudio confirman que la comercialización de alimentos caseros se puede lograr mediante el desarrollo de una aplicación única para el intercambio de alimentos caseros que sea útil para evitar las barreras para comprar o vender alimentos caseros. La mayoría de los encuestados prefieren tener alimentos caseros en lugar de comer en un restaurante o alimentos preparados comercialmente. Estos hallazgos de investigación brindan información a los emprendedores en términos de nuevos emprendimientos para comercializar alimentos caseros en nichos de mercado. Esta investigación comprende un enfoque específico desde un nivel base hasta un nivel alto del marco, lo que genera comercialización y barreras en el comercio de alimentos caseros con la ayuda de una aplicación móvil única para el intercambio de alimentos caseros en el desarrollo de una nación. La recopilación de datos se realizó en una ubicación geográfica limitada, Nizwa, y debería ampliarse a áreas geográficas adicionales, incluyendo ciudades

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■ Introduction

Homemade food is cooked with patience, care, and love. Most homemade food involves custom, creativity, inventiveness and talent. Homemade food is much healthier than fast, processed, and restaurant food. Eating homemade food is associated with longer life as it ensures healthy nutrition and diet (Pilař et al., 2021). One of the essential aspects of all life is food; homemade food is better for children (Cupar & Juric, 2019) and allows people to think about a healthy diet (Beinert et al., 2017). People should understand healthy food and unhealthy food and the consumption of quality food cannot be stressed enough (Davison et al., 2017). Currently, because of their uncontrolled daily lives, people suffer from many deadly, chronic diseases and have lowered immunity (Vasconcelos et al., 2021), because the food they consume does not have all the essential vitamins. Homemade food is the healthiest food that anyone can consume (Pilař et al., 2021). The ingredients, nutritional values, and hygiene are more reliable in homemade food than commercially prepared food. For practicality and convenience, people are used to having food with a great deal of sugar, bad fat, and sodium, which is not beneficial for their health. Those consuming homemade food are observed to be healthier and happier. As a result of the current Covid-19 pandemic, people have again recognised the value of immunity (Weitz et al., 2020).

There are multitudes of potential benefits to cooking food at home. Also, housewives want to market or sell their innovative homemade food. They only need a little inspiration and an easy marketing platform (Zhang & Tang, 2018). Some in villages struggle to do business by showing their cooking talents to potential customers. Moreover, customers are also seeking more homemade food than junk food, however buyers and sellers in Oman struggle without a common platform to access (buy or sell) homemade food (Hagiu & Altman, 2017).

Current advanced technology, including rapid e-commerce and online trading, has become an essential marketing strategy in the food industry, however this advanced technology diversi-

urbanas. Los hallazgos de la investigación agregan valor a la literatura actual al explorar la comercialización de alimentos caseros utilizando métodos cualitativos. Mejora el análisis de las posibles barreras entre los posibles compradores y vendedores de alimentos caseros.

Palabras clave: Comida casera, comercialización, emprendedor, inicio de emprendimiento

fication in the marketing strategy could create barriers to entry for new entrepreneurs hoping to enter the food market. Those in the homemade food industry are still struggling to market their innovative products since most are classified as individual households. They also face problems with food safety measures and a lack of marketing infrastructure. Some homemade food households found a massive opportunity to market their creative products via e-commerce platforms to achieve high profits. E-trading homemade food has brought massive convenience to consumers due to the weakness of the present food safety management system (Zhang & Tang, 2018).

The idea of “healthy food” is increasingly ubiquitous within everyday conversation, as well as in medical, governmental, and media discussions (Gaspar et al., 2020). The prevalence and risk of illnesses has risen along with fast food consumption, which is the primary contributor to obesity, diabetes, coronary artery disease, and other health issues (Alhejely et al., 2023). Consumers face several challenges when intending to purchase homemade food. Some of the identified motivational reasons for buying homemade food are curiosity, nutritional value, and tradition, and the taste and curiosity of young people were the key drivers of local food purchases (Kovács et al., 2022). Likewise, it states several regulatory obstacles that hinder the sale of farm products (Kulwiec, 2021). Several barriers need to be overcome for homemade food to be commercially successful. These obstacles include food safety, availability in response to customer demand for fresh homemade food, adoption of new distribution technologies, dispelling con-

sumer myths, and educating customers (Singhvi & Menaria, 2020). The application used for online buying helps to receive market information more quickly, eliminates crowds, and saves time and effort. 'Talabat' and 'Daleel 1010' are two online platforms available in the Sultanate of Oman for ordering food from restaurants (Kumar et al., 2020).

By considering the challenges and difficulties mentioned above, the researchers address the following research questions:

RQ1. Why is homemade food considered important?

RQ2. What drives people to buy handmade food?

RQ3. What are the marketing challenges faced while selling homemade food?

RQ4. What drives the demand for entrepreneurial homemade food start-ups in Oman?

The articles explore the value of homemade food and why consumers enjoy it more. In addition, the authors will examine the factors influencing potential buyers of homemade food and the challenges faced by marketers of homemade food. In addition, the authors attempt to pinpoint the significant forces that motivate start-up businesses in Oman's homemade food sector. The authors of this study want to make the Omani market more aware of the potential and significance of locally produced food businesses. Hence, this study aims to examine the marketability of homemade food and to recognise the need for an entrepreneurial start-up venture in Oman. In addition, it explores barriers to buying or selling homemade food.

■ Literature Review

■ Importance of Homemade Food

Homemade food is part of a country's culture. While homemade food is available, healthier and increasingly popular (Albuquerque et al., 2019), street fast food has been increasing, which constitutes good news for urbanites who are changing their lifestyles. However, it is also essential to consider the nutritional component (Gautam et al., 2022).

Mills et al. (2022) conducted qualitative methods from the UK and the US to investigate the unique notion of "home cooking". Mills et al. (2017) employed a semi-structured interview and a matrix of questions across a purposeful sampling with different sociodemographic features, to investigate home food preparation practices. This highlights the significance of qualitative research in the field of homemade food.

Terlouw et al. (2022) found that homemade hazelnut and walnut extracts are an acceptable substitute for publicly available food allergen concentrates through diagnostic methods used to discover an IgE-mediated allergic reaction to food. Bernal et al. (2021) highlighted the necessity for precise instructions on preparing homemade food and reinforcement of food variety (taste and textures) in homemade food and complementary feedings to meet young children's and infants' nutritional and cognitive requirements.

■ Motivation Behind Choosing Homemade Food

Sousa et al. (2019) examined the characteristics of homemade street food with its nutritional composition. Vieira et al. (2018) studied the nutritional and microbiological content of blended homemade healthy food and the expected intake for adult patients' in-home nourishing treatment. Mohamed et al. (2020) examined the link between perceived stress and the selection of the right food among undergraduate students. Snuggs and McGregor (2021) intended to determine whether individuals and households in the UK had altered their food-choice motivations due to the lockdown and to identify sub-groups that would particularly benefit from support in the event of further lockdowns. Due to the continued importance of homemade food in the post-pandemic age, motivations, including sensory appeal, taste, and visual appeal, may operate as a one-way street for emotional eating (Skalkos & Kalyva, 2023).

■ Marketing Challenges in Selling Homemade Food

It has been confirmed that the marketing of packaged foods with terms describing custom-

ary and homemade production has distinct connotations. The information included on labels should be precise and reliable to ensure that customers are informed and able to make choices accordingly. It is evidently important to examine consumers' perception of these terms on product labels (Machado et al., 2018). Commercial tomato pastes were manufactured in industrialised environments in contrast with homemade households; commercial tomato paste had a better quality in terms of the total phenolic content, total flavonoid content, and antioxidant values (Katircı et al., 2020). Pilař et al. (2022) discovered that food bloggers most frequently used the hashtags #yummy, #healthy, #homemade, and #vegan in trade via the internet and social media marketing. Griffith et al. (2022) found that the selling price of homemade meals has increased compared to the cost of ready-to-eat food. This has come as a result of the growth in the prevailing market value of secondary workers' time, which takes into account the notion that cooking requires time.

Entrepreneurial Start-ups in the Homemade Food Industry

Kasim et al. (2020) aimed to examine the effect of targeting approaches on purchasing decisions at homemade food stalls. Ghouse et al. (2021) investigated the barriers linked to rural female entrepreneurs in Oman. Women residing in rural areas were aiming to move away from their traditional starring role in the family, looking for opportunities for self-development. Their extended research study also considered numerous barriers that impacted on their prospects (Ghouse et al., 2021). A unique platform for entrepreneurs with limited resources to trade homemade food from their homes was studied by Khan et al. (2020); this unique platform helps improve customer satisfaction with easy delivery and ensures low prices. New start-up entrepreneurs mentioned specific barriers such as seed capital, legal restrictions put in place by local government, incubators, and government support. These barriers imply a need for governmental policy changes in the entrepreneurial system, entrepreneurial development, finance,

technology, and regional balance (Ranasinghe, 2019). Mehtap et al. (2019) found that female entrepreneurs are likely to be motivated by both opportunities and needs. Their primary goal appears to be making a profit and adding to the family's income. Adding to the income of their social circle and to their individual savings, in most cases, marketing was done through online channels or word-of-mouth.

Methodology

The authors firmly believe in the value of qualitative research for comprehending complicated phenomena, exploring subjective experiences, and gaining in-depth understanding. Through qualitative investigation, a researcher develops a rich and detailed knowledge of a specific subject (Lester et al., 2020). Likewise, Mehtap et al. (2019) employed a qualitative study to examine businesswomen who work from home and their entrepreneurial start-ups in Jordan. 25 key Australian food gatekeepers participated in semi-structured online interviews carried out by Ronto et al. (2021) as part of an investigation into how primary Australian food gatekeepers felt about their eating habits amid the COVID-19 pandemic and related lockdowns. Interviewees recorded their conversations which were transcribed verbatim and subjected to empirical thematic analysis. Ten comprehensive interviews with technicians and artisans in Barcelos, Portugal, were the focus of an investigation by Ferreira et al. (2019). They used an ethnographic case study methodology to explore the hypotheses. The primary constructs come from empirical work among artisans, where data analysis was done using a qualitative approach. Further, Khazami et al. (2020) performed an exploratory qualitative study on a sample of 10 agritourism entrepreneurs who were farmers or who initiated their entrepreneurial start-ups in the field of agritourism, to determine the impact of social capital on the growth of the social identity of entrepreneurs.

The current research is based on a qualitative study using purposive sampling techniques. As part of the initial research study, data was

collected from 55 aspiring buyers and sellers of homemade food. Later, the qualitative study was extended by conducting in-depth interviews with another 83 aspiring buyers and sellers. The choice of sample size in qualitative research is pragmatic and somewhat influenced by the scientific framework used for the study (Boddy, 2016). Sandelowski (1995) also recognised that choosing an appropriate sample size in qualitative research eventually comes down to a matter of opinion and experience. This decision is taken when assessing the quality of the data collected against the purposes to which it will be put, the particular approach to research, the purposeful sampling technique employed, and the intended study.

In comparison to quantitative research methods, qualitative research methods frequently use a smaller sample. This is because qualitative research methods tend to concentrate on meaning (and heterogeneities in the concept of meaning), which frequently focuses on the how and why of a specific issue, process, circumstance, subculture, instance, or set of societal interactions. In-depth interview work tends to be more inductive and emergent in its approach rather than focusing on a larger population of interest and generalizing findings (Dworkin, 2012). In studies using qualitative interviews, the average sample size was 31. However, the distribution was not random, with a significantly higher percentage of studies showing sample sizes that were multiples of 10 (Mason, 2010). Therefore, the sample size of the current research is justifiable and reliable.

Researchers interviewed the target respondents from two perspectives (buyer's and seller's), with two questions each. In the initial stage, researchers were trying to collect demographic information. The researchers then asked specific questions (buyer's perspective) related to what motivates respondents to buy homemade food and the challenges of buying homemade food. Then, questions were asked (seller's perspective) relating to what motivates them to sell homemade food and the associated challenges, which were later considered when interpreting the results.

Asper Rapley (2004) writes that considering practical matters is key to understanding how qualitative methodology generates knowledge worldwide. In graphical terms, inductive reasoning informs qualitative research (Thorne et al., 1997) and builds theory from observed actual existence (Collis & Hussey, 2009). Purposive sampling is generally used in qualitative research (Etikan et al., 2016; Thottoli et al., 2019a; Thottoli et al., 2019b). This study has also employed word clouds to generate semantics and words that identify the intent of the text (Heimerl et al., 2014).

Initial Research Survey

As part of the initial research study, data was collected from 55 aspirant buyers and sellers of homemade food using a convenience sampling approach. After collecting demographic information as detailed in Table I, the interviewees were asked three questions, the responses to which are outlined in Table II.

In the initial research survey, 50 (90.90%) respondents agreed that they enjoy homemade food, 2 (3.63%) replied 'no,' and 3 (5.47%) responded that they 'maybe' enjoy homemade food. 38 (69.09%) respondents liked to buy homemade food using a mobile App, 4 (7.28%) replied 'no,' and 13 (23.63%) responded 'maybe'. 35 (63.63%) respondents liked to sell homemade food using a mobile App, 5 (9.10%) replied 'no,' and 15 (27.27%) responded 'maybe'.

Table I: Demographic Information of Initial Research Survey Respondents (N = 55)

Variables	Frequency	Percentage (%)
Gender		
Male	0	0%
Female	55	100%
Age		
Less than 20	7	12.72%
Between 21-40	47	85.47%
Above 40	1	1.81%
Nationality		
Omani	55	100%
Non-Omani	0	0%

Source: Authors own elaboration

Table II: Initial Research Questions
– Responses (N = 55)

Variables	Frequency	Percentage (%)
<i>Do you enjoy homemade food?</i>		
Yes	50	90.90%
No	2	3.63%
Maybe	3	5.47%
<i>Do you like to buy homemade food using a mobile App?</i>		
Yes	38	69.09%
No	4	7.28%
Maybe	13	23.63%
<i>Do you like to sell homemade food using a mobile App?</i>		
Yes	35	63.63%
No	5	9.10%
Maybe	15	27.27%

Source: Authors own elaboration

The descriptive statistical findings regarding homemade food and mobile app usage in the current study are exciting, and they imply that due to probable cultural and contextual variances, care should be taken when generalising findings. Additional broadened research is recommended.

Extended Research Survey

The positive results of the initial research survey have inspired the researchers to extend their study by using purposive sampling techniques to conduct in-depth interviews with another 83 aspirant buyers and sellers of homemade food. The demographic information of the extended research survey has been outlined in Table III below.

The descriptive statistics of the current study's second targeted sample size lacked generalization. The researchers used purposive sampling to interview 83 prospective customers and sellers of homemade food in-depth to address this. According to the extended in-depth interview survey's demographic data (N=83), there were 34.94% men and 65.06% women, 91.56%

Table III: Demographic Information of Comprehensive Research Survey Respondents (N = 83)

Variables	Frequency	Percentage (%)
<i>Gender</i>		
Male	29	34.94%
Female	54	65.06%
<i>Age</i>		
Less than 20	4	4.81%
Between 21-40	76	91.56%
Above 40	3	3.63%
<i>Nationality</i>		
Omani	76	91.56%
Non-Omani	7	8.44%
<i>Employed</i>		
Yes	34	40.96%
No	49	59.04%

Source: Authors own elaboration

of whom were between the ages of 21 and 40, and 91.56% of whom were Omani. In addition, 40.96% of people had jobs, whereas 59.04% did not.

Discussion

People generally associate healthy food with a healthy lifestyle and fitness. Foods linked with a hashtag, such as homemade, vegan, and organic, have been prioritised in the selection of healthy food (Pilař et al., 2021). Most school teenagers enjoy eating homemade food instead of packaged/junk food (Acharya et al., 2021). These recent studies validate the current study, in which the respondents were asked to express their broad perspectives on the importance of homemade food. Most respondents commented that homemade food is healthy, hygienic, tasty, delicious, fresh, and contains fewer preservatives. For example, some of the ideas expressed stated: R3 “[...] because it is a very healthy and reliable food that is free of any preservatives and made with clean hands”; R9 “[...] it is healthier and more hygienic. Also, it is tastier, and we feel more comfortable because we know that it is made with what we like, and ‘halal’ to eat”; R13 “[...] home-cooked food is prepared

in a cleaner environment than restaurants and prepared with care, unlike food preparation in restaurants, it is prepared quickly to provide quick service to customers. Homemade food is tastier because it does not contain preservatives [to the extent] that we see in restaurant food”; R25 “[...] provides vitamins; healthy food, food in which there are no added preservatives; Tasty and fresh. Helps maintain the health of the body”; R31 “[...] when you prepare your meals, you can better control the ingredients. You can ensure that you and your family eat fresh, wholesome meals by cooking your meals. This can help you look and feel healthier, boost your energy, stabilize your weight and mood, and improve your sleep and resistance to stress”; R46 “[...] Because we can control the cleanliness, healthiness, and freshness of the meal; basically, homemade is the [healthiest food]”, R53 “[...] Eating at home carries more benefits on the human body and health than eating in restaurants and helping maintain a healthy weight and reduce weight for those who wish to do so, as homemade food is characterised by low calories and free from high levels of fat that are harmful to the body and health. Decreased risk of diabetes because the mother can control the ingredients she uses to prepare food. Eating more quietly, and this helps to feel full compared to eating in a restaurant, and this, in turn, facilitates the work of the digestive system”, R75 “[...] Because it is healthy and contains many vitamins”; and R83 “[...] it provides vitamins; healthy food; hygienic food; no preservative added; tastier and fresher”.

Figure 1: Importance of homemade food



Source: Authors own elaboration

A summary of all 83 respondents is depicted in the word cloud. Accordingly, the above Figure 1 shows that homemade food is seen as healthy, hygienic, tasty, delicious, fresh, and contains fewer preservatives.

Homemade Food: Buyer's Perspective

Motivation for Buying Homemade Food

The respondents were asked to express their broad perspectives on what motivates them to buy homemade food. Married females with babies are interested in buying organic food products (Jose et al., 2020), while the buyers of small regional organic box schemes are hedonistically and altruistically encouraged (Hashem et al., 2018). Motivation aspects are essential for tourists and citizens concerning fostering loyalty to specialty foods (Suhartanto et al., 2018). Most respondents commented that they buy homemade food for a change some are lazy in self-cooking, too busy to cook, and expecting a healthy diet. For example: R4 expressed “[...] I cannot cook because it takes me a lot of time, and sometimes we need these foods when someone visits us”; R13 said “[...] because I cannot cook, so I buy food from restaurants. Because of my work and lack of time to learn to cook at home. For a change, I love to change and taste more than one flavour”; R26 stated “[...] cooking takes time or is some kind of change”; R42 said “[...] because I am a working lady, and I do not have time to cook. Also, sometimes as a change from routine”; R 66 commented “[...]”

Figure 2: Motivation for Buying Homemade Food



Source: Authors own elaboration

for a change”; and R75 expressed “[...] just for a change”.

A summary of all 83 respondents has been depicted in the word cloud. Accordingly, the above Figure 2 shows they are motivated to buy homemade food for a change; some are lazy in self-cooking, too busy to cook, and expecting a healthy diet.

Challenges when Buying Homemade Food

The respondents were asked to express their broad perspectives on the possible challenges of buying homemade food. Most of the respondents commented that they have not found any shop for buying homemade food, they don't know who sells homemade food, they do not know what type of homemade food is available on the market, finding sellers is complex, or they could not find any Application for buying homemade food. For example: R3 expressed “[...] I [could] not find any application, and I do not know where this type of food is available”; R10, “[...] finding seller is difficult”, R22, “[...] there is no application available to order from it. Limited of people who have this business. Sometimes delivery not available”; R38 responded “[...] I [couldn't] find any APP to buy homemade cookies”; R54, “[...] I [could] not find any shop to buy homemade food, I don't know what type of homemade food [is] available [on] the market; finding sellers is difficult, I [could] not find any App to buy homemade food”; R66 said “[...] I don't know what type of homemade food [is] available [on] the market”; R79, “[...] I don't know who sells homemade food”; and R83 replied “[...] I don't know who is selling homemade food”.

A summary of responses has been depicted in the word cloud. Accordingly, the above Figure 3 shows respondents do not find shops for buying homemade food, they don't know who sells homemade food, they do not know what type of homemade food is available on the market, finding sellers is complex, and they could not find any Application to buy homemade food.

Figure 3: Challenges when Buying Homemade Food



Source: Authors own elaboration

Homemade Food: Seller's Perspective

Motivation for Selling Homemade Food

The respondents were asked to express their broad perspectives on what motivates them to sell homemade food. An application allows cooking aspirants to sell their proper home-cooked food to customers (Tajvidi & Tajvidi, 2021). The majority of respondents commented that they can earn money, cooking is their passion, and their cooking is innovative. For example, R2 expressed “[...] I can earn money”, R5 said “[...] cooking is my passion”, R13, “[...] it is an additional source of income, does not require large capital, [makes you well known] among people and guarantees quick and good income”, R21 commented “[...] because some women work, they need homemade [food] for a child”, R31 stated “[...] I don't have a job, I sell homemade food, and I need money”, R47, “[...] the main motive for me is to show people my experience and talents [in] cooking”, R56 expressed “[...] spend my time and earn money”, R67 said “[...] cooking is my passion, and I can earn money”, R79 responded “[...] I can earn money, and I know innovative cooking [methods]”, and R82 commented “[...] earn money and learn to cook”.

A summary of the 83 respondents has been depicted in the word cloud. Accordingly, the above Figure 4 shows that they can earn money, cooking is their passion, and their cooking is innovative.

Figure 4: Motivation for Selling Homemade Food

Source: Authors own elaboration

Challenges to Selling Homemade Food

The respondents were asked to express their broad perspectives on the possible challenges of selling homemade food. Customers' beliefs, perceptions, and insights must be considered for the food business' growth. Innovation is necessary in the area of nutritious meat replacements and clean brand names (Aschemann-Witzel et al., 2021). Most respondents commented that they don't know who will buy their homemade food, nor how to market their homemade food, finding a customer is complex, and they could not find any App for selling homemade food. For example, here is a selection of comments from respondents: R1 said "[...] I wonder if anyone [is] interested [in buying] my food. I worry if the price that I charge is affordable or not"; R14, "[...] difficulty marketing, lack of marketers, and difficulty reaching customers"; R16, "[...] delivery and lack of knowledge of the market"; R22, "[...] No application to sell the food. Different people with different needs"; R30, "[...] need [for] packaging and smart ways to market [products]"; R44, "[...] finding customers is difficult"; R47, "[...] I don't have the marketing abilities, [there are] challenges to entering the competitive market, the time needed to capture the customers confidence"; R53, "[...] need for the product, finding the perfect price, product selling site, and creating a promotional plan"; R55, "[...] delivery and lack of knowledge of the market"; R61; "[...] I don't know who will buy my homemade food"; R70, "[...] I [could] not find any App to sell homemade food

Figure 5: Challenges when Selling Homemade Food

Source: Authors own elaboration

and finding customer is difficult"; R80, "[...] competition from restaurant owners"; and R83, "[...] I don't know how to market my homemade food".

All 83 respondents' answers have been depicted in the word cloud. Accordingly, the above Figure 5 shows they don't know who will buy their homemade food, nor how to market their homemade food, finding customers is complex, and they could not find any App to sell homemade food.

Implications

The study shows the necessity to start an entrepreneurial start-up venture for aspirant buyers and sellers of homemade food. The study indicates that buyers and sellers of homemade food do not visit specified stores, mainly for homemade food, for this reason using a unique mobile application would help both buyers and sellers to trade homemade food. This is an imperative factor to focus on, in order to continue sustainable development in times to come. Furthermore, the differing conceptions held by buyers and sellers regarding the importance of homemade food, motivation, and probable challenges to buying or selling homemade food must be conveyed. All transactions, including payment, would be made through this app, providing homemade food to doorsteps and good relationships between buyers and sellers. This ultimately ensures one's family eats fresh, wholesome meals and would help anyone consuming homemade food to look and feel healthier, boost energy, stabilise

weight and mood, and improve sleep and resilience to stress. This study contributes to women's empowerment and is a great opportunity for young students to start innovative businesses using a mobile app.

Successful marketing of homemade food is a big boon in any emerging country, along with substantial employment opportunities, especially female entrepreneurs associated with the food industry. This research comprises a specific approach from a base level to a high level of the framework, which highlights marketability and barriers in the trade of homemade food with the help of a unique mobile app for trading homemade food in the development of a nation.

The findings presented here draw from the literature of the food industry field. Therefore, this study can assist both academics and small-scale or female entrepreneurs. This study focuses on perceptions and realities in Oman, in comparison with other developing or developed countries, hence broadening its scope of implications for advancing a robust economic system through entrepreneurship.

These research findings add value to the current literature by exploring the marketability of homemade food using qualitative methods. It enhances value in analysing probable barriers among aspirant buyers and sellers of homemade food. This research provides insights into starting an entrepreneurial venture solely for trading homemade food.

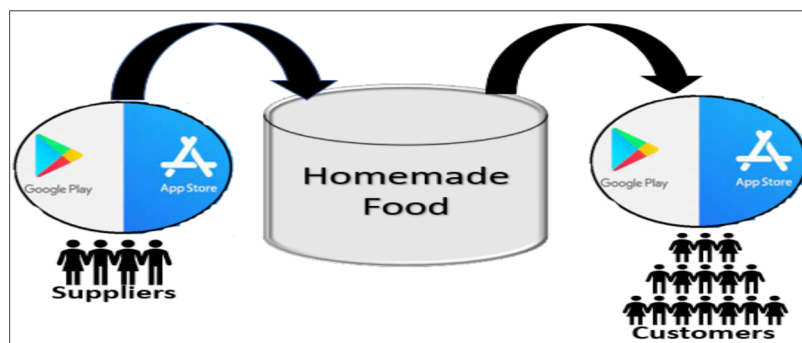
Conclusion

Most existing food apps provide possibilities to buy junk food. As per the researchers' limited knowledge, there is no unique mobile app for trading homemade food in Oman. Such an app could be developed after considering the applicable compliance of Oman. Many women who stay at home like to start a small business by selling their innovative homemade food. They find buying or selling homemade food difficult using a common platform. A unique mobile app with well-managed trading would be helpful, especially for local Omani women conduct business efficiently. It would also ensure timely and healthy homemade food for all customers, including tourists, who could access cultural or traditional food. This would help to increase individual per capita income and ensure sustainable economic development. Thus, the study's findings confirm that the marketability of homemade food can be achieved by developing a unique application for trading homemade food which could help avoid barriers when buying or selling homemade food, as depicted in Figure 6 below. Most respondents preferred to have homemade food rather than restaurant or commercially prepared food.

Limitations and Future Research

Data was collected in a limited geographical location, Nizwa, and should be broadened to further geographical areas, including urban cities. Hence, generalisations should mainly focus

Figure 6: Trading Homemade Food



Source: Authors own elaboration

on Omani consumers. The constructs used in this study may have varied definitions and are assessed in distinct ways. For this study, prospective mothers who own their homemade food businesses were not notably interviewed about their difficulties. Future studies could extend to interviews with aspirant consumers of homemade food living in urban cities and other geographical areas worldwide. For instance, this research did not consider questions about lifestyle and value. Factors that affect consumer choices could be crucial aspects for future studies.

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