

“Food at your Doorstep” - Systematic Review of Literature on Online Food Delivery Applications Research

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Abstract

The current study's purpose is to review the literature on the research paper article and publication published on online food delivery applications. The research articles also aim to conduct a thematic analysis of the content published on online food delivery applications to assess the different themes on which the articles are published. To conduct the study Scopus database considered the largest database of academic articles is used to filter and collect the data. The keyword search used to screen the database is “online food delivery”. Articles published only in the subject area of Business Management and Social Sciences are used for the analysis. Out of the total 240 articles scanned through the database, different themes were taken out basis the central idea of the articles. The findings of the study present different articles published on the themes of consumer behavior, the role of price on consumer satisfaction, gig economy, and labor conditions, operational efficiency, platform competition, Eating habits, food wastage, environmental impact, performance management, and accessibility of the platform. The study findings also help to identify the gaps in the literature on online food delivery applications to understand the future scope of research in the domain.

Keywords: Online food delivery application, literature review, Gig economy, Consumer perception, consumer satisfaction.

1. Introduction

With the technological transformation which is been experienced by marketers and consumers, consumption patterns and lifestyles have completely changed. Consumers these days are more aware and changed the way they purchase and consume different goods and services. This change in lifestyle and consumption patterns has been witnessed by the Internet usage index as per the report published by Statista (2022). India is ranked 87 out of 120 nations on the internet usage index. Smartphone technology has played a pivotal role in this paradigm shift from E-commerce to m-commerce which is the term introduced by Kevin Duffey in 1997 and then there has not been the looking back since 2000. Smartphone penetration and adoption have been anticipated to rise to 96 % by 2040. Statista (2022) also reported 27 billion mobile app downloads which confirms that smartphones will become an inevitable part of everyone's life. Amidst the buying and selling transactions of different goods and services online food delivery services are reported to have a global market potential of \$150 billion. The online food delivery market is expected to grow by a CAGR of 11.44 % and is expected to grow by 223.7 billion US by 2027. The online food delivery app market is also expected to reach \$11.57 million by 2023. Due to the high growth potential, there is a lot of competition in this segment making it lucrative for commercial, academic, and applied research. Therefore the objective of the current study is

- To conduct the review of literature on all the research article publications done on online food delivery systems and applications.
- To analyze and discuss the different themes on which academic scholarly articles are published to understand the current status of the publication and identify the future scope of research.

The remaining part of the article is structured in the following section. Section 2- review of literature, section 3- Research methodology, section 4- Data analysis and themes, section 5- Conclusion, section 6- Limitation and Future Scope of the study.

2. Review of Literature

A review of the literature is conducted on different research articles published on online food delivery till 2023. The literature search was conducted by the author on 1st Jan 2024 on the Scopus database and articles were retrieved to conduct the literature analysis. While conducting the literature review multiple documents were analyzed which were published related to the consumer perception towards online food delivery systems. The articles were also published on how consumer behavior was prevalent towards this online food delivery system during COVID-19. The articles were published both for website delivery and application delivery but the majority of the articles were published to incorporate both the interfaces website and application. Other themes that were analyzed on which the publications related to online food delivery were done are the gig economy and labor conditions, platform competition, performance management among the stakeholders, operational efficiency, environmental impact, eating habits, food waste, etc. Agarwal *et al.*, (2023) investigated the enablers and deterrents to use this online food delivery system from the user's and non-users' perspectives. The findings of the study helped the food tech start-ups to understand the strategies for the business. Li & Liang (2022) conducted a study to investigate the adoption of online food delivery services. The study used the stimulus-organism and response theory. The findings of the study confirmed that attitude is the main antecedent of the adoption of such a system. Liébana-Cabanillas *et al.*, (2023) conducted a study to understand the determinants of satisfaction with online food delivery providers and their impact on restaurant brands. The three proposed determinants of satisfaction are service quality, food quality, and the personal aspect of the worker. Raman (2022) conducted a study to determine how to influence the customer journey of mobile food ordering applications. The study investigates how the available information can impact the consumer journey of mobile food ordering applications. The findings of the study confirm that the two types of information the firm-generated information and online customer reviews have an impact on the consumer journey towards mobile food ordering applications. Rani *et al.*, (2023) conducted a study using the trust transfer theory to investigate the trust transfer from online food delivery providers to restaurants and to understand the boundary condition for the trust transfer. Nguyen *et al.*, (2023) conducted a study to understand the factors impacting the implementation of the food delivery system and its impact on the performance of the restaurant. The study also helps to understand the implications of delivery fee and wait time variations on operational efficiency. Kalbus *et al.*, (2023) conducted a study to explore neighbourhood deprivation and exposure to online food delivery platforms. The findings of the study compare the performance of three platforms based on exposure. Munshi & Singla (2022) conducted a study on non-fatal crashes in Vietnam. The study investigated the factors of non-fatal crashes.

3. Research Methodology

The literature review methodology used for the current study is applied using a search query to screen the academic literature from the Scopus Database. The keyword search that is used to screen the database is "online food delivery" and the data range is fixed till 2023. The keyword search was performed on 1st Jan 2024 to have the inclusion of the latest articles published on the given keyword. Only research articles published in Business management and social sciences subject areas are included in the review. Other grey literature like conference papers, book chapters, and editorial notes were excluded and were not part of the review conducted. Table 1 presents the different search queries performed on Scopus to retrieve the document relevant to the context and the subject area. Table 2 shows the different inclusion and exclusion criteria used to screen the final articles for the review.

Table 1: Showing Search Syntax used to retrieve the documents

Search syntax used to retrieve the document	Number of documents retrieved
TITLE-ABS-KEY ("online food delivery")	469
TITLE-ABS-KEY ("online food delivery") AND (LIMIT-TO (DOCTYPE, "ar"))	321

TITLE-ABS-KEY ("online food delivery") AND (LIMIT-TO (SUBJAREA , "busi") OR LIMIT-TO (SUBJAREA , "soci"))	240
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Source: Developed by the Authors

A review of the literature was performed on 240 articles and different relevant themes related to consumer perception and other themes were analyzed to understand the literature published on online food delivery systems. Other themes of the literature analysis are done in a way that deals with the ideas and subjects unrelated to consumer behavior. The review conducted helps to assess the different themes on which the publications are made. Apart from consumer behavior and perception, other themes were also identified which were analyzed from the different articles published on online food delivery applications. To screen and retrieve the articles for the final analysis different inclusion and exclusion criteria were finalized by the author. Table 2 presents the different inclusion and exclusion criteria used to screen the articles for the systematic review of the literature.

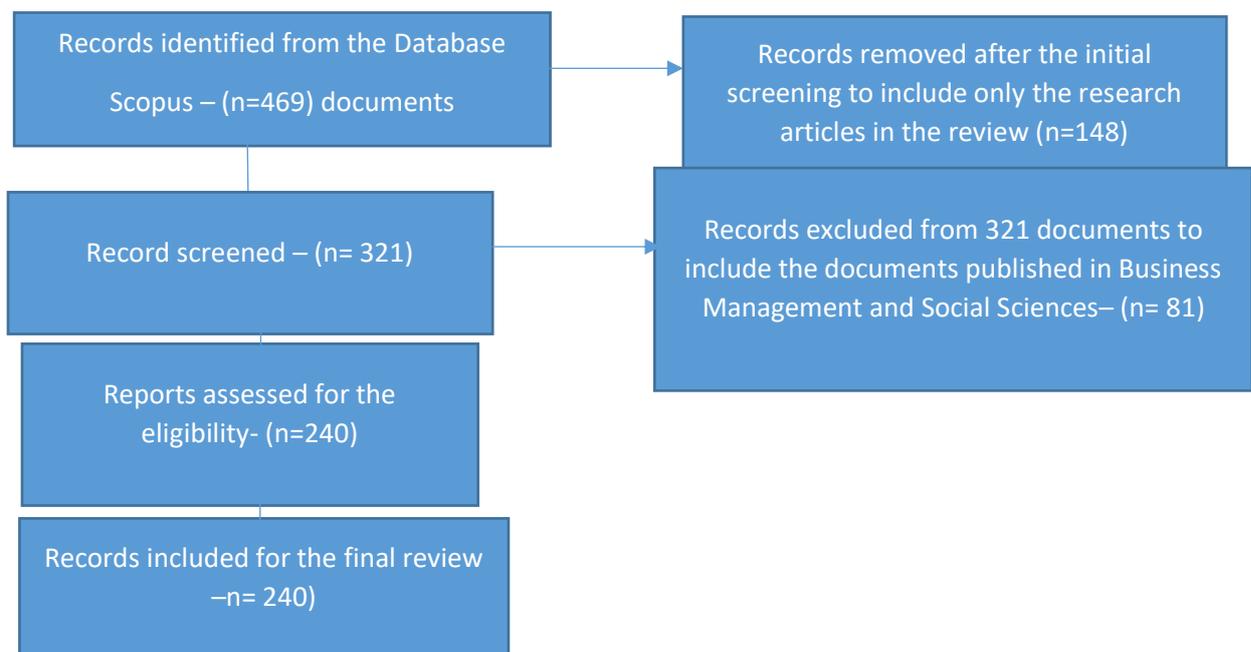
Table 2: Showing Inclusion and Exclusion Criteria

Inclusion criteria for retrieving the document	Exclusion criteria for retrieving the document.
Research articles published till 2023, the search query was performed on 1 st Jan 2024	Grey literature like conference papers, editorials, viewpoints, book chapters, etc.
Documents in the category of articles are published rest are excluded from the review	Articles published in non-English language were excluded from the review.
Research articles published in the subject area of Business Management and Social Sciences.	Articles published in other subject areas are excluded from the review.

Source: Developed by the Authors

Figure 1 explains the PRISMA framework used to systematically screen and retrieve the data from the Scopus database to conduct the review.

Figure: Showing PRISMA Framework

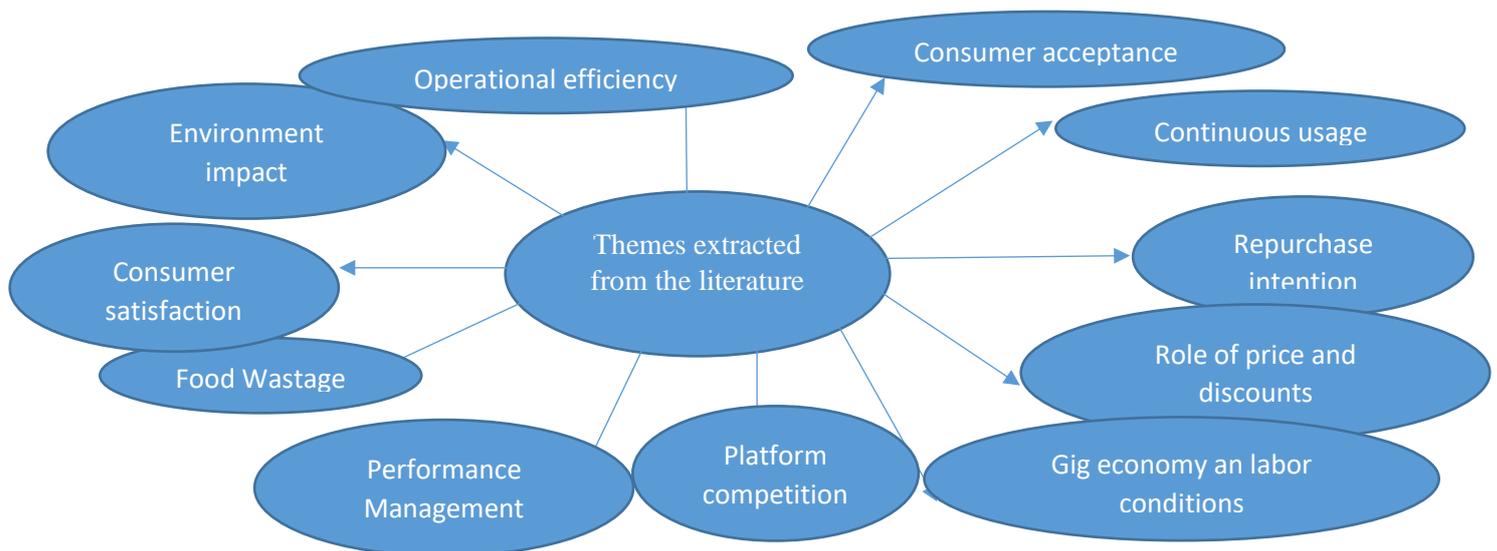


Source: Developed by the Authors

4. Data Analysis and Discussion

Data analysis of the current study is based on the Thematic Analysis Approach. 240 documents are published in the context of online food delivery applications as per the Scopus search performed on 1st January 2024. These 240 documents are published in the subject domain of Business Management and Social Sciences. 240 documents were reviewed through abstract reading and full-text reading and different themes were extracted and analyzed following the content analysis process. While analyzing the literature it was found that out of 240 documents published on online food delivery applications only 104 documents are published on the themes and ideas of consumer behavior and perception. The rest of the 136 documents have altogether different central ideas of research. This section of the paper explains different themes derived from the literature review and analysis.

Figure 2: Showing Themes derived from the literature review



Source: Developed by the Authors

4.1 Consumer Acceptance: Consumer acceptance is defined as the first-time adoption of the services of the online food delivery platform. (Ambad *et al.*, 2022) investigated the role of reference groups, positive online comments, perceived risk, perceived benefit, and food safety consciousness on online food delivery ordering applications. The findings of the study present that reference groups, perceived benefits, and positive online comments have a significant impact on the adoption of the online food delivery ordering application. Amongst all the factors incorporated perceived benefit has the most significant impact on online food delivery application adoption. (Koay *et al.*, 2022) investigated the factors affecting the consumer perception and acceptance of online food delivery services in China. Hedonic motivation, navigation design, information quality, privacy security, perceived ease of use perceived severity, and restaurant credibility positively impacted the intention to use of the consumer which indirectly impacted the actual use of the services. (Agarwal *et al.*, 2023) conducted a study using the framework of technological readiness to understand the factors impacting adoption of the online food delivery services. The study proposed that optimism, innovativeness, insecurity, and discomfort may motivate consumers' adoption intentions toward online food delivery ordering (OFDO) services. The findings of the study reveal that optimism and innovativeness have a positive impact on adoption of the online food delivery services.

4.2 Consumer Continuous Usage: (Francioni *et al.*, 2022) conducted a study to identify the main antecedent of continuance intention of males and females toward online food delivery services. The findings of the study explain the significant role of perceived healthiness, quarantine procedures, perceived hygiene, perceived ease of app use, and attitude significantly influencing continuance intention. (Pourrahmani *et al.*, 2023) conducted a study to understand the factors impacting the continuous usage of online food delivery applications during COVID-19. The study tested the integrated model proposed with the help of the technology acceptance model, expectation confirmation model, fear of coronavirus, and health anxiety. (Simoni & Winkenbach., 2023) conducted a study to understand the continuance behavior of consumers

using the theory of planned behavior during COVID-19. The study confirmed the role of social isolation, food safety, and food delivery in positively impact behavioral intention. These factors also impacted the continuous usage of the consumers.

4.3 Repurchase intention: (Lin et al., 2022) conducted a study using the m SERVQUAL model and spill over theory to understand the online food ordering mobile app satisfaction, food satisfaction, and repurchase intention.

4.4 Consumer Satisfaction: (Lin et al., 2022) investigated the role of novelty-seeking attitudes on consumer satisfaction using online food delivery applications. The study utilized the well-accepted theoretical framework of service quality and expectation disconfirmation model to study the impact on consumer satisfaction. The findings of the study revealed that reliability and responsiveness have the most positive and significant impact on consumer satisfaction. (Koay et al., 2022) investigated the role of service quality on consumer satisfaction and consumer loyalty. Necessary condition analysis (NCA) is also used to analyze the necessary condition which is used to be there for consumer satisfaction and loyalty. The findings of the study confirmed that five important factors of service quality including assurance, maintenance of meal quality, hygiene, reliability, security, and system operation, are significant to customer satisfaction. (Macías-Rendón et al., 2021) conducted a study of qualitative and quantitative analysis for the factors impacting consumer satisfaction. Three factors-e-service quality, delivery workers' aspects, and food quality were tested to see the changes in consumer satisfaction toward online food delivery service providers.

4.5 Role of Price in Usage of Online Food Delivery Application: (Hasbi et al., 2022) investigated the role of discounts on interest, selection, usage, and satisfaction of online food delivery service applications. PLS-SEM is used to analyze the data and the findings of the study confirm the positive and significant role in the interest, selection, and usage of online food delivery application services. (Sharma et al., 2023) investigated the role of price promotion on consumer engagement and advocacy relationships in the context of online food delivery application services. The findings of the study confirmed the positive significant relationship between in-app promotion and consumer advocacy. Consumer advocacy fully mediated the relationship between consumer engagement and advocacy.

4.6 Gig Economy and Labour Condition: (Saydam et al., 2023) investigated and studied the main themes highlighted in the online reviews shared by the drivers of online food delivery services. The outcome of the study categorized these reviews into positive and negative reviews and sentiments. The seven themes that emerged from the data analysis are – eating, orders, tips, consumers, flexible schedules, and app navigation. Positive themes are associated with eating, order, and tips and negative themes are associated with app navigation. (Huang, 2023) investigates the condition of food delivery riders in China on the platform economy. The determinants contribute towards low-paid, uncertain, and insecure work environments which employees cannot resist at the individual or the collective level. (Nguyen et al., 2023) studied the prevalence of non-fatal crashes amongst the riders of food delivery riders. The findings of the study reported that at least 50 % of the riders involved in these crashes in the last 1 year may be due to negligence of the signal, using mobile phones while driving, etc. investigated the flexible time concept with the help of three temporal themes as – daily time, event time and poaching time of different actors.

4.7 Environmental impact: (Chen & Lee, 2022) applied legitimacy theory and self-identity theory to online food delivery applications. The study also aims to investigate the green brand legitimacy and biosphere value orientation on eco-friendly behavior. Trust in green brands, green product usage impacts the perceived benefits which in turn impacts the eco-friendly behavior and service. (Liu et al., 2021) conducted a study to investigate the impact of the amount of consumer waste and food waste during COVID-19. The study is conducted in Bangkok with the perspective of online food delivery, the ordering quantity and the requirement, the material used for the ordering, plastic ordering containers usage, etc.

4.8 Operational Efficiency: (Simoni & Winkenbach, 2023) conducted a study on order batching and assignment algorithms for online food delivery platforms. Online food delivery platforms have revolutionized the food ordering industry. Many times to organize the demand and supply of orders, routing of the crowdsourcing couriers becomes an issue in real-world scenarios. The current study employed the graph-based approach and clustering approach to divide the problem into small traceable sub-problems (Li & Liang, 2022) and conducted a study to explore the pricing strategy using the demand-supply interaction model. The study also investigated the relationship between the order and the courier supply,

and price variation per order amongst the platform profit. (Nguyen, 2023) conducted a study to examine the wait time variation and delivery fee in the context of food delivery through online food delivery applications in the US. The findings of the study confirmed that delivery fees are insignificant across the time of day. Delivery distance on the contrary significantly impacts the delivery fees across the delivery applications.

4.9 Platform Competition: (Meena & Kumar., 2022) conducted a study to explore the social media data for online food delivery companies' performance and expectations in India and the US. Machine learning methodology is used to conduct the study. The result of the study confirms that Indians are more concerned about social responsibility and the US is more concerned about the organization's financial aspects. (Yao et al., 2022) conducted a study to introduce cross-network externalities to bilateral platforms to understand the competition amongst the platform business model. The results of the study confirmed that when two platforms are in a competitive relationship intrinsic growth rate can be ignored but the monopoly growth rate is very high. (Nguyen, 2023) build a probabilistic theory model to evaluate the online food delivery platform to reduce the problems created during the delivery services.

4.10 Food Wastage: (Trivedi et al., 2023) conducted a study on the vagueness of the plate size information mentioned on the online food delivery application. The study also investigated the underlying psychological reasons impacting food ordering through this application. The findings of the study confirm that when consumers anticipate the uncertainty in the quantity, and plate size information, they tend to order more which might lead to food wastage. (Varese et al., 2023) conducted a study to investigate online food delivery in Italy and Poland. The study also ascertains whether such methods of consumption have some impact on the environment and food wastage. The findings of the survey confirm that there is a negative impact of such food ordering on the environment and food wastage. Food wastage and sustainability have been given important consideration in the United Nations Sustainability Goals (Shankar et al., 2022) investigated the food wastage perspectives from the angle of food delivery in both in-home and out-of-home settings. The study was conducted to understand the ordering behavior and its impact on food wastage as food delivery apps remain under-researched in the academic literature. The study used the seminal framework of the theory of planned behavior to investigate the ordering mechanism of consumers who tend to order more than required. The findings of the study confirm the positive association between attitude and subjective norms with usage intentions. There was a significant association was confirmed between trusts, intentions, and leftover reuse routine.

4.11 Performance Management: (Huang & Siao., 2023) investigated the impact of online food delivery platforms on restaurant performance. The study investigated how the restaurant implemented an online food delivery platform during COVID-19 and how this implementation impacted the performance of the platform using service innovation theory. The findings of the study confirm that the perceived benefit of increasing the firm's reach is one of the key drivers of online food delivery implementation. It has an impact on both financial and non-financial performance of the firm. (Bivona., 2022) conducted a study to demonstrate the dynamic management system integrating the performance management system of the food delivery platform. The significance of the study is to utilize the dynamic performance management model to develop sustainable strategies preventing platform failure. (Jiao et al., 2022) conducted a study to understand the interaction between the different stakeholders of the three-sided market- the platform, the consumer, and the restaurant. The author adopted unified metrics based on the time duration to assess the service performance of all the stakeholders. (Ma et al., 2024) conducted a study to evaluate the performance of online food delivery platforms. The study methodology incorporated the evaluation of user-generated content online reviews to understand the consumer quality perceptions about the online food delivery aggregator. The author used the machine learning algorithm to formulate the quality criteria which turns out to be more robust than the traditional methods. The findings of the study highlighted the importance of parameters like corporate social responsibility, and personalization experience as important criteria defining quality perception. (Munshi & Singla., 2022) investigated the key growth drivers and challenges faced by the online food delivery platform and suggested strategies for increasing the performance. The findings of the study highlight the key growth drivers as personalization & and focused marketing, quality assurance, extended convenience, and consumer value.

5. Limitation and Future Scope

Analogous to other research articles the current article also has certain limitations which are important to highlight. The research articles selected for the current study are selected from the Scopus Database with the specific keyword “online food delivery application”. For future study, other academic databases like Google Scholar, Emerald Insights, Science Direct, etc. can also be used to screen the academic literature on online food delivery applications. The screening of the database can also be done using different keyword searches like, “online food delivery system”, “online food delivery aggregators”, “online food delivery platforms” etc. The current study methodology incorporates the thematic analysis of the available literature on online food delivery applications. Studies can conduct a systematic review of the literature using different literature review frameworks like theories, context, and methods (TCM), theories, context, characteristics, methods (TCCM), Analyzing antecedents, decisions, and outcomes (ADO) to have different analytical perspectives

6. Conclusion

The current research study attempts to understand the current status of literature available on online food delivery applications. The Scopus database is reviewed for the initial data collected. Initial search screening on the Scopus database gave 337 publications on online food delivery applications. In the second search, the publications in the subject areas of business management and social sciences are taken for the final analysis which are 240 in numbers. 11 themes were extracted using the abstract screening and full paper review which are – consumer acceptance of online food delivery applications, repurchase intentions, consumer satisfaction, role of price and discounts on the perceptions, consumer continuance, gig economy and labor condition, platform competition, performance management of the different stakeholders in three-sided markets, Food wastage, operational efficiency, environmental impact. Future studies can be conducted to understand the theoretical framework testing and evolution in the context of online food delivery applications. The role of pricing, surge pricing, and governance norms towards these online food delivery aggregator’s applications are still under-researched.

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