# LITERATURE SURVEY

**1.Ali, S., Khalid, N., Javed, H.M.U. and Islam, D.M.Z., 2020. Consumer adoption of online food delivery ordering (OFDO) services in Pakistan: The impact of the COVID-19 pandemic situation.** *Journal of Open Innovation: Technology, Market, and Complexity*, *7*(1), p.10.**

Evolving internet technology has brought about changes in consumer lifestyle and increased online shopping. Grounded in the theory of technology readiness (TR), this study aims to examine the effect of factors such as optimism, innovativeness, insecurity, and discomfort that may motivate consumers' adoption intentions towards online food delivery ordering (OFDO) services. Additionally, this study intends to investigate the moderating role of situational influences (COVID-19) in affecting such an online behavior. By using survey methods, a total of 439 usable responses were gathered through an online survey. Data were analyzed by using Partial least square (PLS) and multigroup analysis (MGA) techniques. The results revealed that optimism and innovativeness have positive influences on adoption intentions while insecurity and discomfort have negative influences on adoption intentions in the use of OFDO services. The results also supported the moderating role of situational influences such as the COVID-19 pandemic. Furthermore, the PLS-MGA results indicate that the effects of optimism and innovativeness are stronger in demographic variables, i.e., young, male, high income, high education, etc. On the contrary, the effects of insecurity and discomfort are stronger for the opposite, i.e., elder, female, low income, low education, etc. Finally, this paper depicts remarkable insights for researchers, practitioners, service providers, and marketers.

**2. Alalwan, A.A., 2020. Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse.** *International Journal of Information Management, 50,* **pp.28-44.**

Mobile food ordering apps (MFOAs) have been widely considered in the restaurant sector as innovative channels to reach customers and provide them with high-quality services. However, there are important questions regarding the impact of implementing MFOAs on customer satisfaction and on customers' intention to reuse such apps. Several studies have examined the outcomes of using MFOAs from the customer's perspective. The fundamental purpose of this study is to identify and empirically examine the main factors predicting the e-satisfaction with MFOAs and customers' intention to reuse such apps in Jordan. This research proposes an integrated model based on the extended Unified Theory of Acceptance and Use of Technology (UTAUT2) and the features of MFOAs: online review, online rating, and online tracking. The data was collected from a convenience sample of Jordanian customers who have used MFOAs. The main results are based on structural equation modelling and support the role of online review, online rating, online tracking, performance expectancy, hedonic motivation, and price value on e-satisfaction and continued intention to reuse. This study provides a theoretical contribution and presents practical implications relevant to academics and practitioners working in areas related to MFOAs.

**3. Yeo, V.C.S., Goh, S.K. and Rezaei, S., 2017. Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services.** *Journal of Retailing and Consumer services, 35,* **pp.150-162.**

Prior research has mostly examined consumer attitudes toward online services/retailing in general and a few researchers have addressed consumer experiences with online food delivery (OFD) services. The purpose of this study is to examine the structural relationship between convenience motivation, post-usage usefulness, hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, consumer attitude and behavioral intention towards OFD services. The study proposes an integrative theoretical research model based on the Contingency Framework and Extended Model of IT Continuance. 224 valid questionnaires were collected to empirically test the research model using the partial least square (PLS) path modeling approach. The results imply that the proposed hypotheses were supported, except for the relationship between prior online purchase experience and post-usage usefulness. Practical implications and limitations are discussed.

**4.. Peng, B., 2021. FACTORS AFFECTING ONLINE FOOD DELIVERY E-COMMERCE: A CUSTOMER SURVEY AND DECISION TREE ANALYSIS. In** *Proceedings of the International Annual Conference of the American Society for Engineering Management.* **(pp. 1-8). American Society for Engineering Management (ASEM).**

The introduction of innovative techniques by e-commerce and courier companies has led to the development of a new business model aimed at

online food ordering and delivery in the last decade. The revenue of this industry increased to $91.4 billion USD in 2018, and is expected to reach $156.8 billion USD in 2023, with an annual growth rate of 11.4%. As in other industries, the ability to understand the customers' experience and how they define value are central to the success of the online food delivery industry. In this study, we developed a conceptual framework which ties together all the intervening factors affecting online food delivery. Additionally, we conducted a customer survey aimed at studying these variables and used statistical tools and decision tree analysis for understanding the influential factors in online food delivery business. This proposed methodology can facilitate decision makers to better understand the most important factors contributing to customer overall satisfaction, and act accordingly to accommodate their needs.

**5. Kumar, H., Jain, M. and Bajwa, M.S., 2021. Online Food Delivery App 'Foodie'. *Journal of University of Shanghai for Science and Technology*.**

With the rapid development of mobile technology, mobile application is connecting every field all together. Therefore, food industry is using this technology in connecting with vast public through online food ordering. Online food ordering may be a process that delivers food from local restaurants and other food co-operatives through a mobile application or an internet site. This type of food delivery is gaining popularity with more and more people especially the younger generation turning to mobile food ordering apps, thereby changing the way food is delivered and picked up [1]. Customers prefer using the food ordering app as they will generate an order without having to elucidate it to a special person and have the food delivered at his doorstep. Moreover, online payment makes this process easier and faster. Some popular online food ordering companies are "Swiggy", "Zomato". Popular machine learning algorithms like Decision Tree were applied over a dataset of lakhs of records. For the customer, this application provides a view of food information like category, name, image, price, description etc. on the application. For the administrator in any particular restaurant, this application offers a series of operations to add,

update, delete and query the information of food, food order, customer and employees. The typical mechanism behind food delivery is as follows: the user on the food delivery application chooses a restaurant to order food from, checks the menu list, select food to order and proceed to payment. Once payment is done, an employee i.e., the rider nearby the location picks food from the restaurant and delivers to the user's home . This also increases employability as a platform is provided to deliver food to the houses. The basic features that are needed by the customers in an application are making order, food review, order history, restaurant profile, profile setting, order status, and track order.

**6. Saqib, S., 2018. Automated Food Ordering System.** *Lahore Garrison University Research Journal of Computer Science and Information Technology*, *2*(4), pp.21-30.

The aim of the project is to develop an efficient food ordering system that can be used in the food industry which can help the restaurants to easily and effortlessly manage daily food orders and their menus. There are numerous restaurants which are using traditional customer strategies for food ordering process particularly when customer doesn't prefer to appear to the venue.In this era the computer has turned into a key part of our daily life as a result of the progression innovation of World Wide Web that becomes an internet. It permits people to share information with the whole world and save their energy and time. It also applies on the food industry and a lot of stakeholder has started working on online food system. Some big restaurants have budgets and can make their own systems for customers to receive and deliver food orders. But for some restaurants it is not feasible cause of expenditure on developing a complete online food order system[1]. They understand the need of online system which can lightens the work load on restaurant's staff. By using the traditional customer strategy there are considerable chances of human errors while the restaurants deal with the extensive measure of clients and this issue can impact the reputation of the restaurant. This project is to propose a suitable food ordering system for food industry to take care of the issue that specified formerly. The system can turn into a vital tool for restaurant to

enhance the administration quality and performance. The restaurant can directly take the food order from the client rather than any third party. Each and every food ordering transaction can help the restaurant to analyze and make menu which is suitable for online customer to increase his interest in the restaurant's food.

**7. Adak, A., Pradhan, B. and Shukla, N., 2022. Sentiment Analysis of Customer Reviews of Food Delivery Services Using Deep Learning and Explainable Artificial Intelligence: Systematic Review. *Foods*, *11*(10), p.1500**.

During the COVID-19 crisis, customers' preference in having food delivered to their doorstep instead of waiting in a restaurant has propelled the growth of food delivery services (FDSs). With all restaurants going online and bringing FDSs onboard, such as UberEATS, Menulog or Deliveroo, customer reviews on online platforms have become an important source of information about the company's performance. FDS organisations aim to gather complaints from customer feedback and effectively use the data to determine the areas for improvement to enhance customer satisfaction. This work aimed to review machine learning (ML) and deep learning (DL) models and explainable artificial intelligence (XAI) methods to predict customer sentiments in the FDS domain. A literature review revealed the wide usage of lexicon-based and ML techniques for predicting sentiments through customer reviews in FDS. However, limited studies applying DL techniques were found due to the lack of the model interpretability and explainability of the decisions made. The key findings of this systematic review are as follows: 77% of the models are non-interpretable in nature, and organisations can argue for the explainability and trust in the system.

DL models in other domains perform well in terms of accuracy but lack explainability, which can be achieved with XAI implementation. Future research should focus on implementing DL models for sentiment analysis in the FDS domain and incorporating XAI techniques to bring out the explainability of the models.

8. **Kim, M., Kim, E.J. and Busser, J.A., 2022. Food delivery now or later: The match-up effect of purchase timeframe and review recency. *International Journal of Hospitality Management*, *102*, p.103143.**

This research investigates the effects of information obtained from online reviews on purchase decisions made on online food delivery platforms. Drawing on construal level theory, this research examines the interplay of review recency and review valance on perceived review helpfulness and order intention, varying across purchase timeframes. Using an experiment with 311 participants, this research showed that review recency was positively associated with perceived review helpfulness only when the review valence was negative. This positive recency effect was more prominent in near- versus distant-future decisions. Review recency was also found to influence consumers' intention to accept negative reviews, but not positive reviews. After reading a recent negative review (versus outdated one), order intention significantly decreased, and more so, for the near rather than distant-future purchase conditions. Thus, we investigate the mechanism underlying psychological distance to judge online reviews in the OFD setting to form customer decisions, employing an experimental study. The findings aim to provide applicable guidelines for restaurant

operators and marketers to utilize information available in the OFD setting to produce desirable outcomes.