

# **The Social Impact of Online Food Delivery Services on Local Restaurants and Communities: Challenges and Opportunities**

A Research

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by

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## **Strengths, Weaknesses, and Contributions**

### **Strengths:**

- Together, the evaluated articles offer a thorough grasp of the economic, environmental, social, and technological aspects of the online food delivery (OFD) industry.
- The analysis is made more relevant by the fact that many research are current, reflecting current worries about consumer behavior, sustainability, and the effects of the COVID-19 epidemic.
- The research methods employed, such as mixed-method approaches and quantitative analysis, enable thorough exploration of consumer behavior, sustainability practices, and market dynamics.

### **Weaknesses:**

- Some studies, especially those focusing on specific regions or platforms, may lack broader applicability to different geographic or cultural contexts.
- A few articles, while highlighting sustainability issues, do not provide concrete frameworks for policy or practical implementation, limiting their utility for stakeholders.

### **Contributions:**

- The literature offers valuable insights into the OFD industry's operational and environmental challenges, suggesting sustainable practices and potential policies. Studies like Cabije (2024) contribute localized strategies, while Rayhan (2023) discusses the integration of personalized marketing and technology, which could benefit future industry growth.

## **Critical assessment of the research methods and data analysis**

- The studies use a variety of research techniques, including as surveys, mixed methods, case studies, and cross-sectional analyses, which enable a thorough examination of the variables influencing the OFD industry.

- **Data Analysis:** While Cheng et al. (2024) use quantitative methods to investigate the collaborative consumption model, studies such as Keeble et al. (2020) use statistical methods for demographic analysis. The quality of data analysis varies throughout studies, though; for example, some do not have longitudinal data, which makes it more difficult to monitor long-term trends.

### **Identification of any methodological flaws or biases**

- **Methodological Flaws:** The literature highlights that several studies focus heavily on consumer perspectives, occasionally overlooking the perspectives of delivery workers and small business owners affected by OFD platform policies.
- **Biases:** Regional bias may exist in studies like Lin et al. (2021) and Kee et al. (2021), which focus on specific countries. This could impact the generalizability of findings across different cultural or economic contexts. Additionally, some studies primarily use self-reported data, which may introduce social desirability bias, particularly in studies evaluating consumer attitudes toward sustainability.

### **Discussion of the limitations of the findings**

- **Geographical Limitations:** Findings may not apply universally due to cultural, economic, and regulatory differences across regions.
- **Scope Limitations:** While the studies provide comprehensive coverage of consumer and environmental aspects, there is limited exploration of other critical areas, such as the impact of OFD services on public health and their economic effect on rural areas.
- **Short-Term Focus:** Many studies focus on short-term impacts, particularly the immediate effects of the COVID-19 pandemic. This limit understanding of potential long-term consequences and adaptations within the OFD industry.

## **Evaluation of the theoretical frameworks used**

- Research often utilizes frameworks from sustainability and consumer behavior. Cheng et al. (2024), for example, evaluate buying patterns on OFD platforms using the collaborative consumption triangle, clearly illustrating the importance of social influence and trust.
- Some articles, like those by Poon & Tung (2022) and Rayhan (2023), use the COVID-19 pandemic as an implicit framework to examine how it affected OFD industry adjustments and consumer intents. Although useful, the dependence on this paradigm could obscure other underlying elements that affect OFD platforms other from the epidemic, such as advancements in technology or changes in the economy.