

Literature Review

1) Title : Food tracking system

Author: Zeithaml & Bitner

Year : 2003

Description

In food delivery business service encounter does not happen frequently because in online food ordering and delivery business there is no direct interaction with restaurants. Consumers usually rely on information updated on restaurant search engine portals. Customers make their choices, perception by reading reviews and ratings given by critics and seasoned customers.

2) Title : Food tracking system
Author : William R. King, Jun He
Year : 2006

Description

Many researchers find TAM model very effective to evaluate the acceptance, attitude and behavioural intentions of users towards new technologies. Mobile apps are most convenient ways for ordering food. Due to rapid increase in mobile users, it has been seen that there is exponential growth in online food ordering. Consumers find it very easy to search on websites or apps to choose the food of restaurants they like.

3) Title : Food tracking system

Author : Vaggelis Saprikis

Year : 2010

Description

The rapid increase of internet usage, as well as, the progress of information technology have changed the way goods are purchased and sold, resulting to the high growth in the number of online shoppers. However, a lot of differences regarding online purchases have been revealed due to the various consumer's characteristics and the types of provided products and services.

4) Title : Food tracking system

Author : chris

Year : 2011

Description

Some company believes that some restaurant can promote instantly and customer can book tables overnight. But the fact is today's scenario some restaurant are not able to attract customer because there is huge penetration in Indian market especially in urban cities whereas customer are more selective and people don't have enough time to visit restaurant.