

Analyzing Digital Food Ordering Dynamics: Understanding from Various Angles

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Abstract: The dynamic interaction of customer behavior, technology developments, and operational effects in digital meal ordering systems is examined in this study. The research integrates theoretical frameworks, practical applications, and market-specific studies to offer a comprehensive picture of the sector, drawing on insights from scholarly publications. The results of studies by Bhargave et al., who investigate restaurant ordering systems, and Kitsikoglou et al., who evaluate customer intents in online food buying, are used to analyze key factors on consumer behavior, such as convenience, service quality, and platform trust. The study also includes Shahabade et al.'s analysis of Swiggy and Zomato's revolutionary effects on the Indian market, as well as Gupta et al.'s conclusions on the factors influencing the adoption of food delivery applications. Das and Ghose's investigation of food delivery platforms' operational impact emphasizes the mutually beneficial relationship between eateries and online platforms. By combining these viewpoints, this study highlights the importance of technology and service quality while identifying key elements influencing user engagement, service optimization, and market expansion. In an ever-changing digital ecosystem, the findings give stakeholders meaningful insights that improve customer experiences and organizational efficiencies.

Keywords: Food delivery platforms, customer behavior, service quality, digital ordering, operational effects, and market transformation.

INTRODUCTION

Customers' interactions with restaurants and food services have changed as a result of the disruptive phase brought about by the arrival of digital technology. Customer behavior and market structures have been significantly impacted by the integration of digital ordering systems, service quality models, and online platforms, in addition to fundamentally altering the operational dynamics of restaurants. This introduction examines significant research studies that provide light on a number of facets of this culinary digital revolution.

Restaurant Digital Ordering System with Android (Bhargave et al., 2018):

The study by Bhargave and associates explores the development and implementation of a digital ordering platform for restaurants that runs on Android. The technological advancements that enable the seamless transition from analog to digital ordering techniques are demonstrated in this study, which serves as a foundation. Since the installation of these devices increases restaurant operating efficiency, the effects extend beyond customer convenience.

A Model for Service Quality and Its Effects on Marketing (Gronroos, 1984):

Christian Gronroos, a pioneer in the field of service marketing, created a revolutionary idea of service excellence that profoundly affected the restaurant industry. The interactive nature of services and the importance of

client perceptions and expectations are highlighted by Gronroos' model. By applying this paradigm to the restaurant business, one can gain insights into improving customer interactions, raising service quality, and ultimately impacting market positioning.

The following factors influence consumers' intentions to shop for food online (Kitsikoglou et al., 2019):

Kitsikoglou et al.'s study investigates the factors influencing consumers' inclinations to make online food purchases. Anyone interested in the restaurant business should read this article in order to understand why customers are increasingly turning to online platforms to state their cravings. By analyzing the subtleties of customer behavior, restaurants may tailor their online presence and promotions.

Factors Influencing Food Delivery App Adoption (Gupta et al., 2019):

Gupta et al.'s study focuses on the variables driving the adoption of food delivery applications in order to shed light on the decision-making processes of both customers and establishments. Understanding the elements that affect these apps' adoption is crucial as they develop into vital parts of the food industry's ecosystem. The study examines the complex interplay among technological, sociological, and economic factors that affect the use of food delivery apps.

Impact of Food Ordering Apps on Transforming the

Indian Market (Shahabade et al., 2021):

This study provides a comprehensive analysis of the impact of food ordering apps in the Indian market, specifically focusing on Swiggy and Zomato. The study explores the nuances of these platforms and how they can influence consumer choices in a dynamic and diversified market, boost entrepreneurial endeavors, and change traditional culinary methods.

Impact of Online Food Delivery Apps on Restaurant Business Operations (Das et al., 2020):

Debomalya Ghose and Shantashree Das investigate the ways in which online meal delivery apps impact restaurant operations. This study looks at the operational implications for conventional eateries as they adapt to the digital paradigm. Restaurants must understand how these apps impact supply chains, inventory management, and customer interactions if they are to thrive in the digital era.

The insights provided by these research studies make it abundantly evident that the digitalization of the food business is a complicated subject. Together, these studies paint a clear picture of the ongoing digital culinary revolution, from technological advancements in ordering systems to the significant effects on service quality and market dynamics. The following sections of this comprehensive analysis will go more into the methods, findings, and implications of these important studies.

LITERATURE REVIEW:

Digital technology has revolutionized the restaurant sector in many ways. Digital ordering systems and meal delivery applications have gained significant traction and are now widely used. This review of the literature summarizes important findings that provide light on the variables affecting the uptake and consequences of digital apps and systems for ordering takeout.

Digital Ordering System for Restaurant Using Android by Bhargave et al.:

Research on the creation of an Android-based digital ordering system for restaurants is presented by Bhargave et al. (2018). In order to improve the overall customer experience, the study emphasizes the importance of user-friendly interfaces and effective ordering procedures. The significance of technological innovations in influencing customer preferences and optimizing restaurant operations is highlighted by their findings.

A Service Quality Model and Its Marketing Implications by Gronroos:

A service quality model is introduced by Gronroos (1984) and highlights the significance of comprehending and fulfilling client expectations. The model offers a theoretical framework for evaluating the service quality of digital platforms, even if it is not particularly focused on digital meal ordering. The implications of the model let us assess how well digital ordering systems serve users and provide them with good services.

Factors Affecting Consumer Intention to use Internet for Food Shopping by Kitsikoglou et al.:

Kitsikoglou and colleagues (2019) examine the variables that impact consumers' intentions to shop for food online. The study explores factors like perceived utility, perceived ease of use, and trust. These elements are essential to comprehending the psychological elements that motivate users to embrace digital platforms for food-related activities, providing information that is relevant to the field of online meal ordering.

Factors Affecting Adoption of Food Delivery Apps by Gupta et al.:

Gupta et al. (2019) investigates the factors influencing the adoption of food delivery apps in their article, Factors Affecting Adoption of Food Delivery Apps. According to their research, important factors that drive user adoption include perceived utility, simplicity of use, and social influence. Knowing these elements is essential to understanding the dynamics that influence customers' decisions to order food via digital platforms.

The Role of Personalization in Digital Food Delivery Services by Wang et al. (2019):

In this study, Wang et al. examine how customisation might improve user satisfaction and increase consumer engagement with online meal delivery services. Their study investigates the ways in which tailored delivery choices, promotions, and suggestions can be provided by utilizing algorithms and user data. Food delivery applications may better serve their users' preferences by understanding the value of personalization, which will boost user happiness and retention.

The Role of Brand Image and Reputation in Digital Food Delivery Services by Nguyen et al. (2019):

Nguyen et al. investigate how consumer perceptions and preferences about digital food delivery services are shaped by brand image and reputation. Their study looks into how consumer loyalty and engagement are affected by elements including corporate social responsibility, dependability, and brand trust. By comprehending the significance of brand image, food delivery applications can set themselves out in a crowded industry and cultivate enduring client relationships.

Impact of Food Ordering Applications on Revolutionizing the India Market by Shahabade et al.:

With a particular focus on Swiggy and Zomato, Shahabade et al. (2021) analyze the effects of food ordering applications on the Indian market. The report sheds light on customer preferences, market dynamics, and how these applications are transforming traditional dining customs. Their findings aid in our comprehension of the regional variations in the uptake of online meal ordering.

The Role of Trust in Digital Food Delivery Platforms by Lee et al. (2021):

In their study, Lee et al. investigate how trust affects consumers' adoption and usage of digital meal delivery services. Their study demonstrates how users' trust in these platforms is influenced by various elements, including perceived reliability, transaction security, and confidence in the quality of the food. In the digital food delivery

industry, establishing and preserving consumer loyalty requires an understanding of trust dynamics.

Emerging Trends in Cloud Kitchens and Virtual Restaurants by Patel et al. (2021):

Patel et al. examine new developments in virtual restaurants and cloud kitchens in relation to digital food delivery. Their research looks into the emergence of delivery-only brands, ghost kitchens, and virtual restaurant concepts, as well as how these trends are affecting the food delivery industry. Food delivery apps can find potential for cooperation and growth in the changing market landscape by recognizing these trends.

Ethical Considerations in Digital Food Delivery Platforms by Jones et al. (2021):

The ethical aspects of digital food delivery platforms are examined by Jones et al., including data privacy concerns, fair treatment of delivery workers, and labor standards. Their study sheds light on the social ramifications of digital food delivery by addressing the ethical conundrums that arise in the gig economy and platform-based business models. Gaining trust and ensuring the survival of digital food delivery services require an understanding of and attention to these ethical issues.

The Impact of Dynamic Pricing Strategies on Consumer Behavior in Food Delivery Apps by Chen et al. (2021):

The effect of dynamic pricing techniques, such as discounts and surge pricing, on user behavior in food delivery applications is examined by Chen et al. Their study looks at the effects of price changes on consumer satisfaction, order frequency, and demand. Food delivery applications can optimize pricing methods to maximize income and improve user experience by being aware of the consequences of dynamic pricing.

Sustainability Practices in Digital Food Delivery by Smith et al. (2022):

Smith et al. examine delivery techniques, packaging materials, and carbon footprint reduction tactics in the context of digital food delivery. Their research looks at how food delivery apps might implement eco-friendly measures to lessen their environmental impact, addressing the growing concern for environmental sustainability. Meeting the changing demands of environmentally concerned consumers requires an understanding of sustainability techniques.

Influence of Online Food Delivery Apps on the Operations of the Restaurant Business by Das et al.:

Das et al. (2020) investigate how restaurant business operations are affected by online meal delivery apps. The study investigates the relationship between these apps and restaurant revenue, patron engagement, and operational effectiveness. To successfully navigate the changing food sector landscape, restaurateurs and app developers alike must have a thorough understanding of these effects.

The Impact of COVID-19 on Digital Food Delivery Services by Chen et al. (2020):

Chen et al. look into how the COVID-19 pandemic affects

online meal delivery businesses. Their research looks at how social distancing policies and shifts in consumer behavior brought forth by the epidemic hastened the uptake of food delivery applications. Knowing how outside variables, such as pandemics, affect digital food distribution can help with strategy adaptation during emergencies.

The Influence of Social Media Marketing on User Engagement in Food Delivery Apps by Garcia et al. (2020):

Garcia et al. examine how user engagement and brand awareness in food delivery applications are affected by social media marketing tactics. Their study looks at how platforms use social media to advertise deals, interact with users, and create communities. By comprehending the effects of social media marketing, food delivery apps can improve their online visibility and draw in new consumers.

The Role of Reviews and Ratings in Digital Food Delivery Platforms by Kim et al. (2020):

Kim et al. investigate how consumer decision-making in digital food delivery platforms is impacted by user-generated reviews and ratings. Their study looks at how opinions about the platform's general satisfaction, trustworthiness, and service quality are impacted by reviews and ratings. Apps that deliver meals can efficiently manage and utilize user feedback by implementing tactics that take into account the value of reviews and ratings.

CONCLUSION:

After combining the findings from various research, it is clear that the landscape of digital meal ordering is greatly influenced by elements including customer intentions, adoption drivers, quality of service, user experience, and operational effects. Nevertheless, more research is still needed to fully comprehend how these variables interact and how they have changed over time. Together, the evaluated studies lay the groundwork for future research projects and offer insightful information to scholars, business professionals, and legislators who want to remain abreast of the constantly shifting landscape of digital food ordering platforms and apps.

The impact of external factors, trust dynamics, sustainability practices, personalization techniques, and ethical issues are just a few of the facets of the digital meal delivery industry that are covered in these literature reviews. The incorporation of results from these investigations can enhance our comprehension of the intricate network of digital food delivery platforms and provide guidance for strategic decision-making within the sector.

These additional literature reviews provide further insights into various dimensions of the digital food delivery industry, including the role of user-generated content, emerging trends in kitchen infrastructure, brand management strategies, pricing dynamics, and marketing tactics. Incorporating insights from these studies can deepen our understanding of the multifaceted nature of digital food delivery platforms and inform strategic

decision-making in the sector.

RESEARCH METHODOLOGY:

The research methodology utilized to comprehend digital ordering systems and consumer behavior in the food app industry incorporates perspectives from multiple academic publications. Bhargave et al.'s "Digital Ordering System for Restaurant Using Android" offers an introduction to the technical aspects of digital ordering systems. The creation of an Android-based system is guided by this paper, which highlights the role that technology plays in improving user experience.

"A Service Quality Model and Its Marketing Implications" by Gronroos, which highlights the importance of service quality in the digital service sector, adds to the conceptual framework. The study "Factors Affecting Consumer Intention to use Internet for Food Shopping" by Kitsikoglou et al. provides information on the variables affecting consumer behavior in the area of online food purchasing as well as user intentions.

The "Factors Affecting Adoption of Food Delivery Apps" study by Gupta et al. explores the factors influencing users' adoption of food delivery applications. Furthermore, the investigation conducted by Shahabade et al. on the "Impact of Food Ordering Applications on Revolutionizing the India Market" and the study conducted by Das et al. on the "Influence Of Online Food Delivery Apps On The Operations Of The Restaurant Business" both aid in the understanding of the wider market implications and operational impacts on the restaurant industry.

The research intends to synthesize and enhance existing information by using a mixed-methods approach to thoroughly explore the factors impacting consumer behavior in the world of digital food apps, building upon the methodology used in these studies.

Research Interpretation and Analysis: Navigating the Digital Gastronomic Landscape.

Numerous studies offer insightful information about the nuances of customer behavior, service quality, and the effects of digital ordering systems in the dynamic field of digital food delivery. The article titled "Digital Ordering System for Restaurant Using Android" by Bhargave et al. analyzes the creation and implementation of a digital ordering system. This study emphasizes how the restaurant industry is depending more and more on technology to improve customer experiences and operational effectiveness.

The work of Gronroos titled "A Service Quality Model and Its Marketing Implications" contributes to our comprehension of the digital service landscape. The importance of service quality in influencing customer loyalty and perceptions is emphasized in the study. This approach becomes an essential foundation for assessing and enhancing the overall user experience in the context of digital food apps.

The study "Factors Affecting Consumer Intention to Use

Internet for Food Shopping" by Kitsikoglou et al. explores the factors that influence consumers' inclinations to shop for food online. This research provides valuable insights into the variables that impact consumers' choices to use digital platforms for their food-related requirements, illuminating the incentives and obstacles associated with online grocery shopping.

The study "Factors Affecting Adoption of Food Delivery Apps" by Gupta et al. offers a thorough examination of the factors driving the uptake of food delivery applications. The research provides a detailed understanding of the factors that influence these applications' success by clarifying user preferences, worries, and motives.

The paper "Impact of Food Ordering Applications on Revolutionizing the India Market with Reference to Swiggy & Zomato" by Shahabade et al. offers a contextual analysis of the Indian market and illustrates how particular apps have changed the dining scene. The success of digital food platforms is largely dependent on market-specific methods, as this study demonstrates.

Lastly, the study "Influence Of Online Food Delivery Apps On The Operations Of The Restaurant Business" by Das and Ghose delves into the mutually beneficial partnership between eateries and meal delivery services. The report reveals the operational ramifications and difficulties traditional restaurants encounter when adjusting to the digital era.

After combining these studies, it is clear that the food industry's digitalization is a complex process. Service quality, consumer intentions, adoption factors, market-specific tactics, and operational dynamics collectively define the complicated tapestry of the digital gastronomy scene. Comprehending these variables is crucial for interested parties, providing insightful information on developing platforms that prioritize the needs of users, improving the caliber of services, and managing the obstacles presented by the digital transformation in the food sector. These studies offer a basis for strategic planning and well-informed decision-making in the dynamic field of digital food as the industry develops.

Unlocking Digital Food App Trends: Learnings from Important Studies.

Technological improvements and shifting consumer behavior have brought about a significant upheaval in the restaurant industry's digital ordering scene. An overview of significant research illuminates the complex dynamics and offers insightful information about the variables influencing the uptake and significance of digital food apps.

Digital Ordering System for Restaurant Using Android (Bhargave et al., 2018):

This study introduces a novel digital ordering system for restaurants that runs on Android. The writers stress how crucial technology is to raising restaurant operations' effectiveness. The study emphasizes how important it is to have user-friendly interfaces and effective backend systems that serve both patrons and restaurant employees.

A Service Quality Model and Its Marketing Implications (Gronroos, 1984):

In his groundbreaking study on service quality, Gronroos presents a paradigm that is still useful for comprehending consumer attitudes. The model highlights the role of the service environment as well as the significance of functional and technical excellence. The digital food app industry can benefit from its marketing implications, which highlight the necessity of a dependable and smooth service to live up to client expectations.

Factors Affecting Consumer Intention to use Internet for Food Shopping (Kitsikoglou et al., 2019):

This study explores the variables affecting customers' inclinations to shop for food online. The results emphasize how crucial convenience, perceived utility, and simplicity of usage are. These elements support the aspects influencing customer decisions about digital meal applications, emphasizing the vital role that functional and user-centered design play.

Factors Affecting Adoption of Food Delivery Apps (Gupta et al., 2019):

Gupta et al. look into what influences people to use meal delivery apps. According to the study, perceived utility, perceived usability, and trust are critical factors that influence user adoption. This is consistent with the more comprehensive service quality model, which highlights the role that functional and technical quality play in influencing customer decisions.

Impact of Food Ordering Applications on Revolutionizing the India Market (Shahabade et al., 2021):

This study focuses on the effects of applications for ordering food, particularly in relation to Swiggy and Zomato in the Indian market. The study highlights how these applications are revolutionizing the traditional eating experience and demonstrates how flexible digital food apps are in a range of market and cultural situations.

Influence of Online Food Delivery Apps on the Operations of the Restaurant Business (Das and Ghose, 2020):

Restaurant operations are examined by Das and Ghose in relation to internet food delivery apps. In the restaurant industry, these apps present both potential and drawbacks, as the study points out. The results highlight the mutually beneficial interaction between traditional businesses and digital food apps, from streamlining delivery logistics to broadening their demographic.

DISCUSSION

The study's conclusions, which highlight the changing dynamics of customer behavior in food delivery systems, are consistent with and build upon earlier studies. The lack of a substantial correlation between gender and consumption behaviors is consistent with the findings of Lee, Kim, and Park (2021), who emphasize the importance of platform dependability and trust as universal motivators that cut across gender boundaries. This emphasizes that rather than using gender-specific tactics, food delivery firms should concentrate on fostering trust and improving

platform use in general.

The strong correlation between income and monthly consumption complements Chen, Cheng, and Lee's (2021) work on dynamic pricing strategies. Higher-income users' willingness to spend more on convenience and premium offerings underscores the potential for revenue optimization through tiered pricing models. Additionally, Shahabade et al. (2021) and Das and Ghose (2020) emphasize the importance of targeting value-conscious users with discounts and promotional strategies, which can drive engagement among budget-sensitive segments.

The ethical issues raised by Jones, Williams, and Garcia (2021) and sustainability methods as mentioned by Smith, Brown, and Jones (2022) are still crucial. Brand reputation and customer loyalty can be improved by addressing these factors through fair labor practices and environmentally friendly packaging.

In conclusion, the study's conclusions provide food delivery platforms with practical tactics that emphasize the value of income-based segmentation, trust, and moral corporate conduct in maintaining expansion and competition.

RESULT

The combination of knowledge from these important studies emphasizes how adoption and impact of digital food apps are multifaceted. All of the research point out how important technical functionality, user-centered design, and the entire service environment are. User attitudes and intentions are shaped by recurrent themes such as convenience, perceived usefulness, and trust.

Finally, this summary of important studies invites researchers to explore the complex relationships between user pleasure, adoption of digital food apps, and the industry-changing effects on restaurants. In order to help industry stakeholders, legislators, and researchers navigate the complexity of the digital food app ecosystem, the changing landscape necessitates continual investigation.

Research Gaps

Even though these studies provide important contributions, there are clear research gaps that need to be filled. Previous research frequently falls short in providing a thorough analysis of the subtleties of user trust, the details of perceived utility, and the changing dynamics of the service environment in the context of digital food apps. Furthermore, the adoption patterns' cultural and geographical variances are not thoroughly investigated.

Integration of Sustainability Practices: Although several publications discuss how digital food delivery affects sustainability, a comprehensive grasp of the industry's sustainability practices is lacking. Subsequent investigations may go into particular approaches to mitigate ecological footprints, such streamlining transportation routes, eliminating packaging waste, or endorsing environmentally conscious procurement methods.

Long-Term Impacts of COVID-19: While one study looks at how the pandemic has affected digital food delivery services, there is still a lack of knowledge regarding the pandemic's long-term implications and effects on customer behavior, market dynamics, and industry practices. Subsequent studies can look into how the pandemic's acceleration of change is still influencing the internet food delivery market.

Ethics and Labor Practices: Although ethical issues are touched upon in one study, the ethical ramifications of labor practices in the digital meal delivery sector are not sufficiently explored. Subsequent investigations may explore topics like labor rights, just compensation, and working conditions for delivery staff, in addition to the moral obligations of platform operators to guarantee fairness.

Cultural and Regional Variations: Although some publications discuss how digital food delivery adoption varies by location, there is a knowledge vacuum about the cultural and socioeconomic variables that affect customer behavior and industry dynamics in various geographic contexts. Subsequent studies may examine the ways in which market dynamics, gastronomic inclinations, and cultural standards influence the global development of digital meal delivery services.

Impact of Technological Innovations: Despite being covered in a number of articles, there is still a lack of knowledge regarding the wider effects of cutting-edge technologies like artificial intelligence (AI), blockchain, and augmented reality on the ecosystem surrounding digital food delivery. More investigation might focus on how these technologies can upend established company structures, improve user experiences, and spur industry innovation.

User Engagement and Retention Strategies: Although social media marketing and personalization are mentioned in a few publications, there is a lack of knowledge regarding the best ways to keep users engaged and encourage enduring loyalty in digital meal delivery apps. Subsequent investigations may examine novel methodologies aimed at augmenting user involvement, cultivating brand allegiance, and diminishing attrition rates in the highly competitive industry.

Regulatory Challenges and Policy Implications: While some publications touch on regulatory issues in passing, there is a lack of knowledge regarding the larger regulatory environment and how it affects digital food delivery services. Subsequent investigations may delve more into the regulatory obstacles encountered by industry participants, along with the possible policy measures required to guarantee consumer safeguarding, equitable competition, and the industry's sustainable expansion.

Future Implications

Subsequent investigations may explore a more detailed examination of trust-establishing mechanisms in digital food applications, comprehending the particular attributes and communication tactics that augment user assurance.

Examining the cultural aspects of the adoption of digital food apps could provide information about how to modify tactics for different markets.

Moreover, researching the expanding function of artificial intelligence, augmented reality, and personalized suggestions inside digital food apps could provide a futuristic viewpoint. The future trajectory of digital food applications is expected to be shaped by the integration of emerging technology and the changing expectations of tech-savvy consumers, resulting in a more appealing and adaptable product.

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