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Food Delivery Applications (FDA): A Review and Research Directions

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ABSTRACT
The study offers an insight of state-of-the-art research on online food delivery applications. The research adopts a review approach and explores the determinants that influence consumer behaviour to use FDAs. To identify the factors that encourage consumers to use FDAs, an in-depth analysis of literature was done from 2017 to 2024. Google Scholar, Scopus and EBSCO databases were used for the search which resulted in 666 articles after screening and using inclusion and exclusion criteria finally 69 publications were considered for this paper. From the analysis of literature, a total twenty (20) factors were identified and the relative importance of each factor was demonstrated by its frequency or citation. The results of the study highlighted that convenience, ease of use, and a variety of options are among the prominent factors that motivate consumers to adopt food delivery applications. This paper contributes theoretically by identifying the major factors that influence consumers' attitude towards the FDAs.

Keywords: Offline vs Online meal delivery, food delivery applications (FDAs), Systematic literature review, Consumer Behavior, Marketing.

INTRODUCTION

The rise of online-to-offline (O2O) platforms has generated significant disruption in the food industry by mixing internet advertising with actual sales of products and services (Talwar et al., 2021). Food delivery apps (FDAs) are a sort of O2O platform that makes use of customers' widespread usage of cell phones, mobile internet, and navigational services (Kaur et al., 2020).

Food delivery applications (FDAs) are mobile applications enabling users to order meals from food-aggregator platforms, a category of online food delivery (OFD) platforms that includes both restaurant-to-consumer and food-ordering platforms. These platforms collectively represent online-to-offline(O2O) services (Belanche et al., 2020; Wang et al., 2022). The utilisation of FDAs for 15 million food deliveries in China and 1 million in India daily illustrates their increasing popularity. Consequently, this has resulted in a rise in smartphones and online meal delivery applications. The continuous influx of professionals into urban areas and the swift expansion of India's economy have led to a significant boom in the food delivery and restaurant sectors. Food delivery applications have gained significant popularity among Indian technology enthusiasts recently.

The term "online food delivery" refers to the process of placing orders for groceries and meals that have already been available online and orders are usually placed via a website or app. There are two distinct delivery service options that are included in the Online Food Delivery market: (1) Meal Delivery and (2) Grocery Delivery. Both of these delivery services are generating income and attracting customers. Included are services that bring non-cooked food and beverage products, household goods, and personal care items (Grocery Delivery), as well as prepared meals and food bought online for immediate consumption (Meal Delivery). Meal delivery encompasses two types of meal delivery: restaurant delivery, which is when restaurants bring meals directly to clients, and online delivery services, which provide customers meals from partner restaurants without having to transport food themselves (Platform Delivery/FDAs). Meal delivery service models consist of two categories: restaurant-to-consumer delivery and internet platform-to-consumer delivery. Quick-service restaurants that prepare food and deliver meals to consumers, such as

McDonald's, KFC, and Domino's, exemplify restaurant-to-consumer delivery companies. Restaurants may utilize their existing staff for self-delivery, such as waitstaff in smaller establishments, or they may engage specialised delivery teams, as exemplified by large restaurant franchises like Domino's, McDonald's, and KFC. Restaurants may utilize outsourced logistics, comprising a network of freelance contractors and delivery personnel, to implement an efficient and cost-effective food delivery strategy (Sun, 2019). Orders may be placed via the restaurant's website or through third-party platforms including Eleme in China, Uber Eats in the United States, Just Eat in the United Kingdom, and Swiggy or Zomato in India. Third-party platforms provide online meal delivery services in conjunction with affiliated restaurants. Partner restaurants may provide delivery services or may not. Online Food Delivery (OFD) services require adaptable and efficient real-time delivery capabilities.

The spread of mobiles and tablets along with accessibility of the internet has enabled instant payments, and the development of physical infrastructure for quick delivery has been an important driver in accelerating e-commerce growth. O2O services have become more prevalent across several sectors, including the procurement of a wide range of items and services such as lodging, real estate and automotive rentals (Roh & Park, 2019). Online food delivery is growing rapidly and becoming a worldwide trend. The market for online meal delivery in India is witnessing tremendous expansion as a result of the growing need for convenience and the extensive variety of cuisines that are accessible. By the year 2028, it is anticipated that the number of users in the Meal Delivery market in India will reach 346.6 million. By the year 2028, it is anticipated that the number of users in the Meal Delivery market in India will reach 346.6 million (Statista Digital Market Outlook, 2024). To finance, marketing and advertising campaigns of O2O services and provide member businesses with incentives, a substantial financial commitment is needed (Pigatto et al., 2017).

Although the preceding researches did not particularly investigate FDAs, they did present an overview of online food delivery. Based on the research, this study aims to address the following questions: To present the current state of research on Online Food Delivery Applications using literature? What factors motivates/influence consumer to adopt/use Food Delivery apps? These gaps demonstrated the need for research on FDAs and identify the factors motivating/influencing the use of FDAs. In order to document the expansion of research on FDAs, studies conducted between 2017 and 2023 were chosen and examined for this study. The review contributes to the literature by providing a state-of-the-art literature on FDAs and synthesizing its determinants. This study identifies the factor for adoption of FDAs that will help future researches to validate the same empirically. The implications would be helpful to practitioners and industry in focusing on the identified factors of FDAs to engage customers for the long run.

LITERATURE REVIEW

This section provides a review of literature on the studies focusing on online food delivery platforms. Studies have been conducted to investigate and evaluate the adoption of mobile food applications, which is commonly described as the use of wireless devices such as smartphones to execute electronic commercial transactions. For instance, Abed (2023) explored the role of trust using the UTAUT2 model and the impact of performance expectancy and effort expectancy in the adoption of food delivery apps. Wang et al., (2022) highlighted that consumers utilize the internet platform to buy meals from a number of restaurants and get it delivered at their convenience with just a few clicks, and the OFD industry is no different. Belanche et al., (2020) stated that OFD has made it possible to buy prepared food from restaurants and get it delivered straight to consumers via the logistics network. OFD platforms run on razor-thin margins and rely heavily on customer traffic (Rivera, 2019). Roh and Park (2019) examined the influence of value systems on the decision to utilise O2O food delivery services. Suhartanto et al. (2019) assert that e-service and food quality influence customer loyalty to online meal delivery services (OFDs). Correa et al. (2019) illustrated the influence of traffic conditions on essential performance indicators of OFDs and the progressive quality of food (He et al., 2019).

Yeo et al. (2017) examined customer attitudes and behavioral intentions about OFD services, utilising information system theories of technology adoption and the extended model of IT sustainability. Kang and Namkung (2019) employ the technology adoption model and the elaboration likelihood model to examine consumer decision-making in meal ordering via O2O commerce. Alagoz and Hekimoglu (2012) have similarly demonstrated this using the identical model. The Unified Theory of Acceptance and Use of Technology (UTAUT) was employed to investigate the psychological factors affecting the utilisation of mobile diet applications for online meal ordering (Okumus et al., 2018). Previous studies empirically concentrated on the implementation of technological acceptance theories, including UTAUT 2 (Alalwan, 2020a; Lee et al., 2019a), the technology acceptance model (TAM) (Prabowo and Nugroho, 2019), and the extended technology acceptance model (Lee et al., 2017). Consequently, there exists a restricted number of theoretical studies pertaining to consumer behavior regarding the utilisation of FDAs.

Various studies have been conducted on the drivers of online food delivery platforms (Lee et al., 2019b). Tribhuvan et al. (2020) stated that in recent years many innovations and new technologies have impacted the food and beverage business. Consumer food purchasing behaviors in particular food delivery services have changed due to innovative delivery services (Bresciani, 2017), and new food delivery

options as well as profitable channels for restaurants have increased (Alalwan, 2020a). In the consumers' consumer-centric world, online food delivery services are continuing to widen the consumers' choices of restaurant options (Pigatto et al., 2017;Yeo et al., 2017). Some researchers have focused on the characteristics of mobile applications (Pigatto et al., 2017) while others have studied the behavioral models of mobile applications (Cho et al., 2019a). Thus, consumption patterns indeed affect online food delivery platforms (Alagoz & Hekimoglu, 2012). Schleicher (2020) studied consumer confidence and the traditional values of using online food delivery platforms (Fitch Rating). However, no study of future consumer demand and how it influences the use of online food delivery platforms has yet been conducted (Hasan, 2022). In the future, online food delivery to consumers will intensify the competition in the food delivery market. Therefore, it is important to study the factors that influence consumer behavior regarding online food delivery applications/platforms in India and discovers the factors behind the consumers' decision-making processes when they use online food delivery applications in the future.

RESEARCH METHODOLOGY

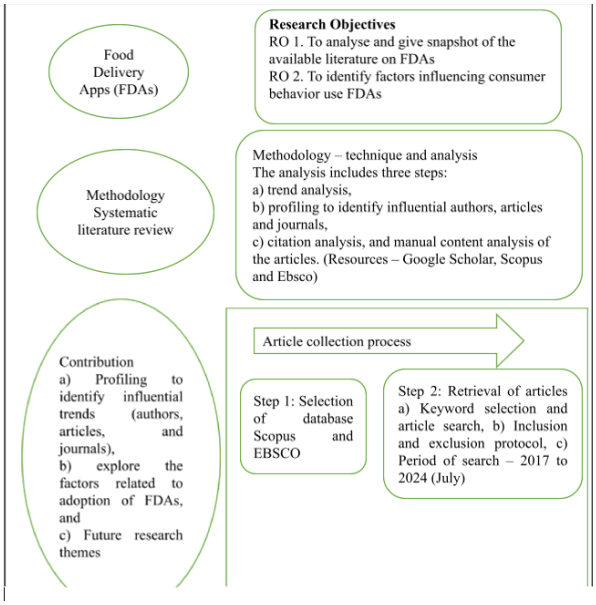

Figure 1: Schema of the systematic literature review

According to Snyder (2019), literature reviews play an important part in building the knowledge base by bringing together key elements of the previous research findings. An SLR is the generally accepted method for conducting such studies, which involves manually examining the articles and categorising them into sub-domains (Paul & Criado, 2021). This study used the secondary data bases such as Scopus and EBSCO for identifying the papers on OFD and in particular discussing FDAs. From the available papers, literature was crystallized and used to explore the factors that influence consumer behavior for using FDAs. The review of the literature was done to address the research question and achieve the objective of the study. Review study is considered best to assess the current state of knowledge in a field and can be usefully summarised (Talwar et al., 2021). The schema of the systematic literature review methodology followed is shown in figure 1.

From 2017 until July 2024, a compiled a list of the total number of articles that were published in each year. SCOPUS, a well-known citation database, was chosen since it contains a huge number of scholarly journals that are published all over the world and because it is utilised extensively in the process of performing review research. In order to successfully complete the collection of 69 articles, that have adhered to the filtration process as outlined by Shroff et al. (2022) and Goyal & Kumar (2021), which is summarised in Figure 2. During the month of July in the year 2024, a manual search was carried out using the following keywords: Apps for food delivery (Ray et al., 2019), online food delivery (Yeo et al., 2017), and food delivery apps.

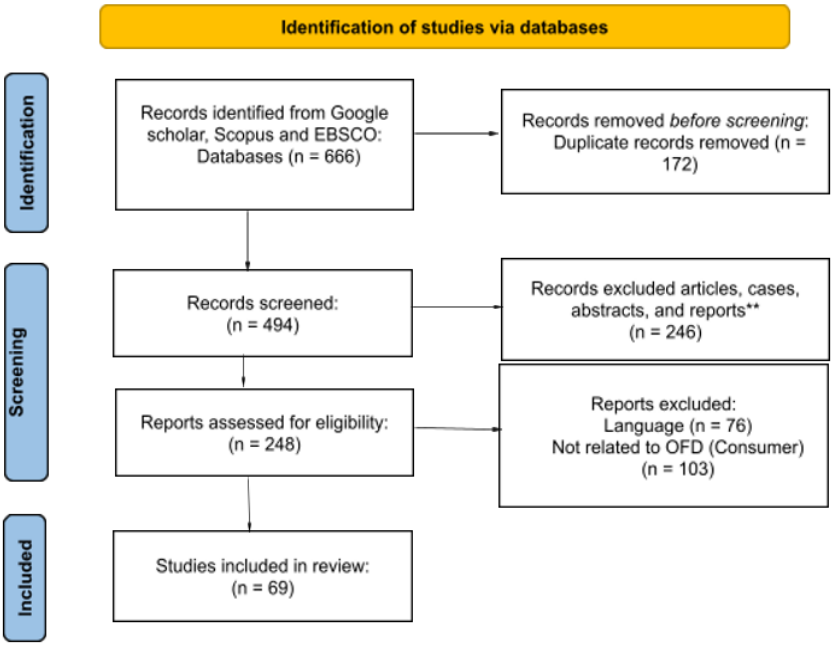

Figure 2: A flowchart of the article retrieval process

Google Scholar, Scopus and EBSCO databases gave the search results of 666 articles. These were narrowed down by scholarly filtering to only "Research papers," language filtering to "English," and topic filtering to "business and management." Bringing it down to 248 articles, out of which 246 articles were taken into consideration for a comprehensive screening of their titles and abstracts, utilising inclusion and exclusion criteria. Duplicate entries were removed from the database. This study covers publications that concentrate on the delivery of freshly cooked meals from restaurants to the location of the client through the use of online food delivery (OFD) platforms (FDAs) such as Ubereats, Food Panda, Zomato, Swiggy, and Dunzo. We did not include any articles that discussed the delivery services that were owned and offered by restaurants such as Domino's and Pizzahut using their platform, unless those restaurants were listed with OFD platforms in addition to their in-house app and delivery operations. The table 3 contains a comprehensive detail of all 69 publications that were incorporated into this review.

RESULTS AND DISCUSSION

Through the use of citation analysis, it was discovered that 69 of the final set's articles were cited 1103 times. Over the course of the study, each publication received an average of 258 citations. The impact of the journals was evaluated using two distinct metrics: the total number of citations gained by the publications that were published in each journal, as well as the number of papers that were published in and published in each journal. A three-dimensional measure was utilised in order to evaluate the influence of authors and publications simultaneously. This measure included the number of articles, the citation count, and the average number of citations each year. When doing a thematic content analysis of the 68 articles, co-keyword analysis was utilised as the method of choice. Co-keyword analysis is based on keywords that prominently indicate the intent and content delivered in each article (Cheng et al., 2018). This analysis performed on each article by counting the number of times each keyword appeared in the article and calculating how important each keyword was in order to discover the article's central idea. 27 of the 392 terms that were retrieved had at least three instances of occurrence. To expand our understanding, we extracted indicators at the article level, such as the number of publications, citations, and average citations per document. There were 68 publications contributed by 191 authors, 228 keywords, and 22 countries that were included in the 33 journals.

Publication trends

From the data, the study analyzed the yearly publication trend of 69 articles on OFD from 2017 to March 2024 (Figure 3). The yearly publications on OFD have been displayed in the figure 3. Finally, 69 articles were used for carrying out the study. The growth in publication can be attributed to the fact that sharing economy models and ecosystems around it are becoming more acceptable. With OFD platforms attracting more capital allocation, understanding a detailed view of orchestrations of various OFD actors has gained tremendous traction from the researcher and practitioner community.

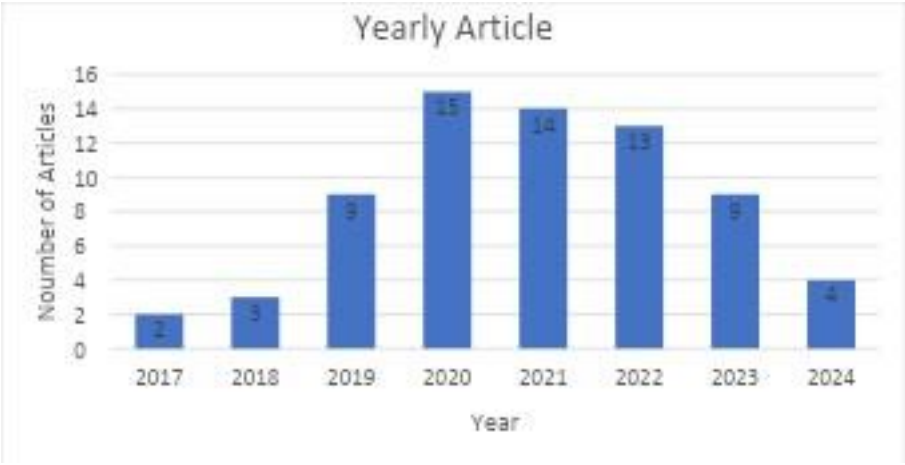

Figure 3: Pattern of articles published

Table 1 gives the list of the most influential journals related to the articles published on FDAs, 36 articles (52.94%) on OFD (FDAs) found a scientific outlet in prominent journals with five articles each from the Journal of Retailing and Consumer Services, International Journal of Hospitality Management, and British Food Journal and three articles each from the International Journal of Contemporary Hospitality Management and Sustainability. By analyzing the total number of citations received by the articles published in the journals, the International Journal of Information Management emerged as the highest average citation per year is 72.18 citations. The higher number of citations in the Journal of Retailing and Consumer Services can be attributed to the initial conceptual work (Yeo et al., 2017), which received 1103 citations.

S. No.	Journals	Articles	No. of Articles	Average no. of Citations per articles	Average Citation per Year
1	Journal of Retailing and Consumer Services	Yeo et al. (2017), Kapoor et. al. (2018), Ray et. al. (2019), Correa et al (2019), Kumar et al (2021), Tandon et al (2021) and Meena et al. (2022),(Anbumathi et al., 2023),(Tsai et al., 2023)	9	312	39
2	International Journal of Hospitality Management	Cho et. al. (2018), Okumus et al (2018), Cai and Leug (2020), Zhao et al (2020), Sharma et al (2021) and Song et al (2021),(Hong et al., 2023)	7	277.85	34.73
3	Sustainability	Lee et al. (2019), Belanche et al. (2020), Chen et al. (2020), Tran et al (2021), Intong et al (2022) and An et al. (2022)	6	132.16	22.026
4	British Food Journal	Pigatto et al. (2017), Bresciani et al. (2017), Troise et al. (2021), Ramos et al. (2022),	6	128.5	21.41
		Wen et al. (2022) and Pandey et al. (2022)			

5	International Journal of Contemporary Hospitality Management	Gunden et al. (2020), Kaur et al. (2020) and Ahn et al. (2021)	3	176.33	22.04
6	Journal of Food Service Business Research	Chandrasekhar et al. (2019) and Suhartanto et al. (2019),(Krishna et al., 2023)	3	199.66	24.95
7	International Journal of Information Management	Roh et al. (2019) and Alalwan et al. (2020)	2	577.5	72.18
Notes: We have reported the journals with at least two articles published from the data set. The supplemental data file contains all relevant information about the articles. The citations were extracted in July 2024 for the period January 2017 to July 2024					

Table 1. Most influential journals

The table 2 delineates the factors with their corresponding frequency of occurrence in the studies. This elucidates the significance of many elements and indicates which are being closely evaluated by the researchers. Based on the evaluation, factors like convenience, ease of use, variety of options, trust, perceived usefulness, and time and cost efficiency have been identified in over 10 research. Discussion on these factors posits that FDAs facilitate the meal-ordering process, enabling individuals to access diverse restaurants and cuisines without going outside. This convenience is particularly advantageous for busy folks, offering meals without the necessity for preparation or travel. Ease of use highlight that user experience must be seamless and intuitive for food delivery applications to achieve widespread acceptance. Features such as intuitive navigation, uncomplicated ordering procedures, and dependable customer assistance facilitate user engagement, resulting in increased app utilization. Variety of options on FDAs provide a wide array of cuisines and restaurants, accommodating various tastes and dietary requirements. This diversity also provides small and independent restaurants the opportunity to expand their consumer base, so increasing their market presence. Trust is crucial for users who depend on applications to execute requests with precision, punctuality, and security. Elements that foster trust, such transparent pricing, dependable customer reviews, and safe payment options, promote user comfort with the app. Perceived usefulness regarding meal delivery applications as beneficial when the service offers significant advantages, such as time savings and access to diverse food selections. When users perceive these advantages, they recognize increased value in the application. Customers utilize meal delivery applications for the prospective savings in time and, at times, financial expenditure (via promotions or loyalty initiatives). By reducing meal preparation and travel, these applications liberate time for alternative pursuits, enhancing their attractiveness.

S.No.	Factors that influence Customers	Articles	Frequency
1	Convenience	(Tandon et al., 2021), (Raina et al., 2019) ,(Silva et al., 2022),(Cho et al., 2019b),(Troise et al., 2021), (Wen et al., 2022),(Song et al., 2021), (Hasan, 2022),(Hwang et al., 2021),(Kapoor & Vij, 2018a),(Karamshetty et al., 2020),(Ahmed et al., 2020),(Muangmee et al., 2021),(Pigatto et al., 2017),(Ray et al., 2019),(Yeo et al., 2017),(Roh & Park, 2019),(Ali et al., 2021),(Saxena, 2019),(Kumar & Shah, 2021),(Tribhuvan, n.d.),(Wiastuti et al., 2022),(Puriwat & Tripopsakul, 2021),(Yusra et al., n.d.-a),(Zhao & Bacao, 2020),(Hong et al., 2023),(Krishna et al., 2023),(Oh & Yi, 2023),(Chiu et al., 2024)	29
2	Ease of Use	(Alalwan, 2020b),(Fakfare, 2021), (Inthong et al., 2022),(Troise et al., 2021),(Wen et al., 2022),(Hasan, 2022), (He et al., 2019), (Jaroenwanit et al.,	20

		2022),(Zanetta et al., 2021),(Muangmee et al., 2021),(Raman, 2022),(Roh & Park, 2019),(An et al., 2023),(Kumar & Shah, 2021),(Gupta & Duggal, 2021),(Wiastuti et al., 2022),(Okumus et al., 2018),(Tsai et al., 2023),(Sabilaturrizqi & Subriadi, 2024),(Chiu et al., 2024)	
3	Variety of Options	(Silva et al., 2022),(Cho et al., 2019b),(Troise et al., 2021), (Wen et al., 2022),(Kapoor & Vij, 2018a),(Ahmed et al., 2020),(Meena & Kumar, 2022),(Fernandez & Raine, 2021),(Pigatto et al., 2017),(Ali et al., 2021),(Saxena, 2019),(Wiastuti et al., 2022),(Krishna et al., 2023),(Tsai et al., 2023),(Jadhav et al., n.d.)	15
4	Trust	(Shankar et al., 2022),(Inthong et al., 2022),(Cho et al., 2019b),(Troise et al., 2021), (Wen et al., 2022),(Jun et al., 2022),(Muangmee et al., 2021),(Sharma et al., 2021),(An et al., 2023),(Tran, 2021),(Zhao & Bacao, 2020),(Hong et al., 2023),(Sabilaturrizqi & Subriadi, 2024),(Li et al., 2024),(Chiu et al., 2024)	15
5	Perceived Usefulness	(Alalwan, 2020b),(Silva et al., 2022),(Hasan, 2022),(He et al., 2019),(Jun et al., 2022),(Zanetta et al., 2021),(Roh & Park, 2019), (An et al., 2023),(Tran, 2021),(Zhao & Bacao, 2020),(Sabilaturrizqi & Subriadi, 2024),(Chiu et al., 2024)	12
6	Time and Cost Saving	(Alalwan, 2020b), (Silva et al., 2022),(Fakfare, 2021),(Troise et al., 2021),(Ramos, 2022),(Ray et al., 2019),(Yeo et al., 2017),(Ali et al., 2021),(Kumar & Shah, 2021),(Yusra et al., n.d.-b),(Chiu et al., 2024)	11
7	Subjective Norms	(Shankar et al., 2022),(Belanche et al., 2020), (Troise et al., 2021), (Wen et al., 2022),(Kim & Hwang, 2020),(Roh & Park, 2019),(Tran, 2021),(Sabilaturrizqi & Subriadi, 2024),(Li et al., 2024)	9
8	Social Influence	(Jun et al., 2022),(Wiastuti et al., 2022),(Muangmee et al., 2021),(Okumus et al., 2018),(Puriwat & Tripopsakul, 2021),(Zhao & Bacao, 2020),(Hong et al., 2023),(Anbumathi et al., 2023),(Sabilaturrizqi & Subriadi, 2024)	9
9	Price	(Alalwan, 2020b), (Chandrasekhar et al., 2019),(Cho et al., 2019b),(Ahmed et al., 2020), (Meena & Kumar, 2022),(Kaur et al., 2020),(Sharma et al., 2021), (Tsai et al., 2023)	8
10	Service Quality	(Chandrasekhar et al., 2019),,(Mantik et al., 2022),(Muangmee et al., 2021),(Suhartanto et al., 2019),(Tribhuvan, n.d.),(Zhao & Bacao, 2020),(Anbumathi et al., 2023),(Oh & Yi, 2023)	8
11	Information Quality	(Mantik et al., 2022),(Lee et al., 2019b),(Lee et al., 2019b),(Meena & Kumar, 2022),(Sharma et al., 2021),(Kumar & Shah, 2021),(Sabilaturrizqi & Subriadi, 2024)	7
12	Quality of food	(Chandrasekhar et al., 2019),(Meena & Kumar, 2022),(Fernandez & Raine, 2021), (Ray et al., 2019),(Suhartanto et al., 2019),(Krishna et al., 2023),(Oh & Yi, 2023)	7
13	Food Safety Concern	(Silva et al., 2022), (Cai & Leung, 2020),(Meena & Kumar, 2022),(Kaur et al., 2020),(Tran, 2021),(Hong et al., 2023)	6

14	Offers/Discounts	(Fakfare, 2021),(Jaroenwanit et al., 2022),(Kapoor & Vij, 2018a),(Saxena, 2019),(Gupta & Duggal, 2021),(Oh & Yi, 2023)	6
15	Effort Expectancy	(Ramos, 2022),(Okumus et al., 2018),(Puriwat & Tripopsakul, 2021),(Hong et al., 2023),(Anbumathi et al., 2023)	5
16	Hygiene and Cleanliness	(Chandrasekhar et al., 2019),(Fakfare, 2021),(Sharma et al., 2021),(Tran, 2021)	4
17	Online Tracking	(Alalwan, 2020b),(Kumar & Shah, 2021),(Wiastuti et al., 2022),(Krishna et al., 2023)	4
18	Desire	(Belanche et al., 2020), (He et al., 2019), (Zanetta et al., 2021)	3
19	Perceived Enjoyment	(Ahn, 2022),(Jun et al., 2022)	2
20	Product Information	(Mantik et al., 2022),(Wiastuti et al., 2022)	2
21	Impulse Buying Tendency	(Gunden et al., 2020),(Kumar & Shah, 2021)	2
22	Online Reviews	(Alalwan, 2020b),(Fakfare, 2021),	2
23	Health Consciousness	(Cai & Leung, 2020)	1
24	Shopping routine	(Shankar et al., 2022)	1
25	Delivery Service	(Chandrasekhar et al., 2019)	1

Table 2: Factors that influence consumer behavior for using Online Food Delivery (FDAs)

CONCLUSION

The purpose of this study was to conduct a literature review and identify the factors that influence the use of FDAs and could be used in future researches to conduct an empirical investigation. This was accomplished by undertaking a manual content analysis of the 68 papers from the current literature. From the literature review, 25 factors were explored that stimulate consumers to use OFD services for ordering food. In regard, to each of the factors the study presented the list of references in different papers cited in Table 2. From the analysis, it could be observed that convenience, ease of use, variety, trust, perceived usefulness and time & cost saving emerged as the most prominent factors based on their frequency in the literature. Consumer perceptions of online food ordering using OFD apps are different as they are limited to some extent by the availability of adequate internet access and the availability of online food services. The popularity of online ordering of food is gradually growing at a steady rate. This is due to one of the prime factors enjoyed by the customer is convenience, orders can be placed with just a few clicks from any mobile device and are delivered as per the requirement of the customer. From the review and analysis, customer convenience is found to be one of the key motivating factors for users of online food delivery. OFD apps provide convenience with which consumers may place food orders from their current location, typically with a few simple clicks on their digital devices. (Zhao & Bacao, 2020; Hong et al., 2023; Krishna et al., 2023; Oh & Yi, 2023; Chiu et al., 2024; Cho et al., 2019). Studies have shown that customers' insight on the ease and simplicity of using online food delivery apps influence customer intention to use the app. Ease of use makes it easy for users to place orders through the app and customers are more inclined to stick with apps which are easy to use. (An et al., 2023;Kumar & Shah, 2021; Gupta & Duggal; 2021; Wiastuti et al., 2022; Okumus et al., 2018; Tsai et al., 2023; Sabilaturrizqi & Subriadi, 2024; Chiu et al., 2024; Yeo et al., 2017). The variety of options available on an OFD apps is one of the factors that influence, attract and keep users engaged. A user's chances of finding something that meets their preferences increase as the diversity increases on these OFD platforms which is directly related to the variety of meal options it offers (Ali et al., 2021;

Saxena, 2019; Wiastuti et al., 2022; Krishna et al., 2023; Tsai et al., 2023; Alalwan, 2020). Two orders from different restaurants should be able to combine. This will not only provide the consumer with more options but also more freedom and power (Goel et al., 2020). Customers must have trust in the app, its payment methods, and the shipping procedure. Building trust lowers the perceived danger and boosts the chances of continuous use.

Therefore, trust is also considered as the key factor in using OFD apps. (Sharma et al., 2021;

An et al., 2023; Tran, 2021; Zhao & Bacao, 2020; Hong et al., 2023; Sabilaturrizqi & Subriadi, 2024; Li et al., 2024; Chiu et al., 2024; Kim et al., 2008) Perceived usefulness highlights the degree to which a user thinks the app will improve their online food ordering experience, whether by saving time or giving better offers, and always act as the motivator to influence customer to use OFD apps for ordering. (An et al., 2023; Tran, 2021; Zhao & Bacao, 2020; Sabilaturrizqi & Subriadi, 2024; ,Chiu et al., 2024). One of the customers' abilities to save money and time by not having to cook or travel and by taking advantage of sales and promotions is a common reason why people love online meal delivery applications (Ali et al., 2021; Kumar & Shah, 2021; Yusra et al., n.d.-b; Chiu et al., 2024; Ray et al., 2019).

Practical Implications

This study offers essential insights for online meal delivery partners, marketplace, and platform

management seeking to engage clients and encourage the utilization of food delivery applications (FDAs). The analysis identifies critical factors that affect customer utilization of OFD, primarily convenience, ease of use, variety of options, trust, perceived utility, and time and cost efficiency. Market survey also indicated that user penetration would reach 18.4% by the end of 2024, with the number of users projected to attain 346.6 million by 2028 (Statista, 2024). Therefore, the study's findings will assist FDA aggregators and managers in analyzing customer-focused criteria and formulating key performance measures based on these factors. Customers like the convenience of food delivery applications, since they allow for order placement at any time and from any location. Consequently, urban residents can savor many cuisines without leaving their residences, significantly impacting their lifestyle. Convenience, ease of use, variety of options, trust, perceived usefulness, and time and cost savings are identified as key factors for customers that must be dealt with carefully while looking to expand the operations of the business.

Theoretical Implications

This research will fill a gap in the literature by examining what drives people to utilize FDAs from a different angle. Various ideas of consumer behavior, technology, and psychology formed the basis of 69 publications that were considered for the review process and pertained to FDAs. The paper details the theories, statistical tools, methodology, and factors that were utilized. Many theories of consumer behavior center on the idea that convenience is a key factor in determining the value and satisfaction of a product or service. For example, time allocation models show that people prefer to do things that don't require a lot of effort, which helps to explain why convenient services are so appealing. In the Technology Adoption Model (TAM), ease of use is one of the most important factors in the wide use of technology. Variety of options might enhance users' perceived autonomy and contentment. According to theories on consumer behavior, trust is established when customers have a positive and consistent experience. People are more likely to stick with apps they have a good impression of for the most part. Researchers in the future will be able to use this study to better understand FDAs and their components.

An extensive literature review has been conducted to elucidate the current state of research on FDAs, thereby fulfilling the initial research purpose. The study has methodically incorporated literature from 2017 to 2024, utilizing appropriate inclusion and exclusion criteria. A total of 68 papers were evaluated for the study, analyzing the annual publishing pattern and the average amount of citations per journal. This review offers a comprehensive examination of articles concerning food delivery applications as presented in Table 3. Prior studies have indicated the necessity of performing a comprehensive literature evaluation and identifying potential avenues for future research. Additionally, the study examined the motivators and elements that encourage users to utilize meal delivery applications for placing orders. The study's results indicate that multiple motivators impact customers, with twenty-two elements identified in the literature, as presented in Table 2. The identification of these characteristics underscored the most influential ones according to the literature, based on their frequency: convenience, ease of use, variety of options, trust, perceived utility, and cost and time, which have been regularly cited in studies. The study in Tables 2 and 3 has achieved the second purpose of the paper, which is to identify the reasons and motivators for the utilization of FDAs. The results also support the existing literature and enhance research on FDAs for the future.

Research Directions

The research output on the FDAs is growing rapidly as these platforms are receiving an increasing number of orders day by day. Although we tried to cover most of the studies, there are still some limitations of this study. First, a limitation lies in the inclusion and exclusion criteria, which might have rendered some articles out of scope, leading to a review of 68 articles. For relatively new topics like OFD/FDAs with increasing interest among the scholars, we find literature support to perform SLR with a limited collection. Second, the review included journal articles only, which narrowed the focus of our study. Third, the article search process was limited because of the usage of the subject filter “business and management” and language filter “English”. We urge future researchers to be more inclusive in their article collection criteria in future reviews. In sum, the study highlights the pertinent need to deep-dive into OFD research, particularly concerning the complex relationship among the stakeholders and the intricate issues to promote the growth of OFD into a sustainable business. The study will direct future research toward the anticipated theoretical contributions derived from the review. However, there is a need to empirically assess the impact of these factors on FDAs to explore the linkages. The future studies can be conducted on the basis of geographical territory, urban and rural areas to understand the differences in consumption pattern as well among the different generations on the basis of age.

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