



A Study of West Bengal Customers' Perceptions and level of Satisfactions towards Online Food Delivery

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Abstract

The rise of the Internet in India has given a boost to the e-commerce industry, particularly the online food ordering services. People can now order food online and have it delivered right to their doorstep, which has made it an easy and convenient option for consumers who prefer not to visit eateries. The main objective of this study was to explore the customer perceptions of online food ordering services in developing countries like India. The study had two specific goals: first, to identify the factors that influence customers to order meals online, and second, to understand their preferences for online food ordering services. To achieve these goals, a survey was conducted to gather relevant data. The survey results revealed that consumers find it easy to locate their favorite restaurants, select their desired items from the menu, and place their orders online in just a few minutes.

Keywords: Online Food Ordering, Consumer Perception, E-Commerce, Online Food.

Introduction

Online food ordering has transformed the way people order food. It has facilitated direct communication between sellers and consumers, and enabled round-the-clock customer service. Technology has played a significant role in modernizing the food delivery business, moving it from traditional phone orders to online orders and making it one of the fastest-growing segments in e-commerce. The key difference between conventional food ordering and online ordering is the level of interaction between the seller and the consumer. With the help of hotlines and FAQs, e-commerce has made it easier for consumers to interact with sellers and get their questions answered regarding shipping, payment, policies, and other customer concerns. As technology and internet accessibility continue to improve, more people are relying on the internet for various activities, including ordering food online. The internet has become the primary means of doing business and interacting with customers. Convenience is the most significant factor for customers, who can now order food with just a few clicks on their mobile devices, such as smartphones, tablets, or computers. In summary, modern consumers who value technology and

convenience are increasingly using online food ordering services. Businesses strive to meet customer needs and demands and take advantage of new revenue streams. Online food delivery services are recommended in developing countries where technology and consumer preferences are still evolving. Research shows that 50.8 percent of people use food delivery services to avoid cooking and get food delivered to their homes or offices in under an hour. However, some consumers remain hesitant to engage in online transactions due to concerns about data security and transmission over the internet.

Literature Review

As per Serhat Murat Alagoz and Haluk Hekimoglu (2012), e-commerce is filling quickly on the planet and the grocery market is continually evolving. They used the Technology Adoption Model (TAM) to concentrate on the acceptability of the online meal ordering system in a research paper. Their results show that people's attitudes towards online grocery ordering depend on the convenience and usefulness of the process, data technology development, trust in the store, and different external influences.

As per H.S. Sethu and Bhavya Saini (2016), its point was to find out students' opinion on online food ordering and delivery services, how they behave and their fulfillment level. As indicated by their discoveries, an Internet meal ordering stage helps students better manage their time. We likewise track down that the convenience of enjoying your favorite food consistently and the ease of internet access are the principal reasons to use this service.

According to **Sheryl E. Kimes (2011)**, According to his research, both users and non-users appreciate the perceived controls and conveniences associated with online food ordering services. Non-users need more personal involvement in using the service and have a higher level of technology anxiety.

According to **Leong Wai Hong (2016)**, Many industries are changing their business models due to technological advances. Restaurant creation and productivity can benefit from efficient methods. The sendoff of the online meal delivery system is designed to help restaurants develop their business over time and facilitate significant business exchanges online.

According to **Varsha Chavan, et al, (2015)**, Customers can browse, order, and navigate using smart device-based interfaces that help restaurants manage their orders quickly. Features of wireless correspondence and smartphone technology to enable and improve business management and service delivery. As per their discoveries, the system is viable, efficient, and easy to use, and will drive the entire restaurant industry in the future.

As per Hong Lan, et al, (2016), Internet food delivery is as yet a stub. There are some glaring blemishes, as consumer grumblings have revealed. You can't simply rely on the self-discipline of online food delivery companies or the oversight and control of online food delivery stages to solve these problems. These issues must be managed by legislation and by joining the efforts of online food delivery stages and restaurants, relevant government agencies, consumers and stakeholders. Other social agencies to develop a suitable online dish.

Factors Influencing Consumer Perception towards Online Food Delivery System

Individual customers' perspectives about ordering meals online shift, and these perceptions are influenced to some degree by acceptable internet connectivity and the accessibility of online food services. A wide range of similarities and differences alters consumer assessment based on individual beliefs. Because of the steady convergence of professionals into the city and the quick urbanization of the area around India, the food delivery and delivery industry is currently blasting. As a result, there has been an increase in the number of PDAs and food delivery applications. Indian technophiles have become particularly fond of food delivery applications [60]. The following are some of the factors that influence consumer perceptions of online food delivery services.

- a. **Price:** Grocery delivery to the consumer's front entryway, different payment choices, attractive limits, incentives and cashback offers all contribute to the quick expansion of online grocery delivery services. Consumers can go to online retail stores and purchase the best deals. In terms of price and value, item price and quality, and nature of service influence customer fulfillment and customer choice. As a result, numerous restaurant owners try not to outsource to food suppliers because consumers have to pay for deliveries, which is a budget burden. Consumers will likewise consider the dietary benefit and cost of the foods they choose to purchase. Studies show that consumers browse a large number of websites, compare costs, and choose the lowest-priced item.
- b. **Timely Delivery:** Customer time awareness is actively associated with the use of online orders, and delivery speed is an important factor in keeping customers happy. Time-saving features and customer time awareness are actively associated with the use of online orders. Delivery delays that exceed the scheduled delivery time will reduce customer satisfaction, regardless of road or weather conditions. Customers attach great importance to the product and its delivery. The majority of users of food delivery apps such as Swiggy and Zomato suffer from delivery problems. All routes need to be informed to ensure timely delivery. Consumers are more likely to spend (conveniently) when time and energy are scarce. Clients prefer the OFD service because of the speed, convenience, and accuracy with which orders are executed. High-income clients have also been shown to evaluate time based on opportunity cost.
- c. **Prior-experience:** One's intention to obtain things from the Internet can be defined as online purchases. Buying things online requires an exchange of time, effort, and money on the Internet. As a result, online purchases are considered riskier than offline transactions due to the lack of features such as direct product connection. Users who have made purchases online are less likely to be uncertain and lead to repeat transactions. In addition, online shoppers who have purchased online before are more likely to make a new purchase due to their trust. Expectations of previous successful online purchases influence repurchase trends. There are two types of online shopping experiences to choose from. The first is a direct item experience that happens when the user interacts with the item directly. The second structure is an indirect web experience when the customer has quite recently interacted with the item advertisement. Post-endorsement happens when a customer interacts with an item directly,

and pre-endorsement happens when a customer connects to an item through advertising. Customers can become more faithful to the online shop through the online shopping experience, especially assuming the assortment organization is acceptable. As a result, previous experience helps drive customer purchases. In addition to previous online experiences, customers seeking sensory stimulation, images, or fun during the checkout process are seeking sensory stimulation, images, or fun throughout the checkout process. Hedonism is a term used to describe the emotional stimuli that occur during the ordering process and serves as a powerful impetus for purchasing and consuming.

- d. **Convenience:** When a person discovers a brand new era, TAM says that a variety of things have an impact on how they adapt and use it. Business picture programs, on line style buying, cell internet, telephone usage, and social media inclusive of immediately messaging services, cell policing, and teleworking are examples of such era. Consumers' cap potential to get entry to numerous era is decided with the aid of using elements inclusive of perceived usefulness and perceived simplicity of use.
- e. **Nutritional Values:** When customers order food on line, their reports with the company's website, features, and product first-class have a massive effect at the ordering process. Food first-class refers to how meals is presented, in addition to variety, wholesome options, flavors, freshness, and temperature. Food first-class is a crucial element in figuring out a client's eating experience, in addition to how clients understand restaurants, institutional foodservice, and on line meals shipping services. A client's selection to go to an eating place is inspired with the aid of using the first-class of the meal. As a result, meals first-class is a crucial element in client happiness. Furthermore, accurate packaging of meals gadgets to be introduced is crucial, because it attracts interest and creates an advantageous emblem image. Packaging continues meals secure from illness, continues food on the proper temperature, and continues beverages from spilling. When completed correctly, packing aids within side the protection of meals first-class and complements the general client experience.
- e. **e-Service Quality:** In the service business, customer fulfillment is largely determined by the level of service provided. Previous studies have viewed e-service quality on online catering systems and websites as a one-way concept and observed that there is a positive relationship between e-service quality and consumer fulfillment. I did it. Perceived control, customer service, practicality, and service delivery are the four elements of online service excellence. Customer service is the main device for the drawn out development of a business. Therefore, customer grievances about unfortunate food quality, bundling errors, delivery delays, delivery errors, and other issues ought to be resolved by a customer service representative quickly. Responding to these online food delivery issues rapidly increases customer steadfastness and fulfillment. As well as dealing with grumblings, online food delivery aggregators should ensure full service fulfillment, and that means orders should be delivered exactly to the customer's entryway.

Theoretical Framework

The conceptual framework is a versatile examination device that can be used in a variety of circumstances. It very well may be used in a wide range of areas where an overview is required.

It is used to organize concepts and recognize concepts. Powerful conceptual frameworks capture something real in a manner that is easy to remember and apply.

Consumer perception

Consumer perception is described as the process by which people perceive marketing improvements, organize them, analyze them, and give them meaning. The marketing boost can be anything related to the item or potentially brand, as well as one of the components of the marketing blend. It refers to the customer's perception of your product or brand. It's the opinion they get through every direct and indirect interaction they've had with your organization.

Electronic ordering/ Online ordering system

Restaurant Online Ordering System is software that permits you to receive and manage orders from websites and mobile applications. Most online ordering systems have two principal components. The first is a website or mobile application that permits hungry consumers to browse menus and order online. The second feature is the management interface that permits the restaurant to receive and manage customer orders.

To perform properly, the consumer ordering website or app will typically have several critical criteria. These are the requirements:

- All devices, from tablets to PCs, are compatible.
- Easily search the menu of the restaurant to see what's available.
- Choose if they want their order delivered or picked up.
- They can choose when they want their order to arrive.
- Make online payments using a credit card, a bank transfer, or another method.
- Keep track of the status of any orders they've placed.
- View all of their previous orders and easily reorder their favorites.

An online ordering system's admin administration interface is critical. It's in charge of informing restaurants about new orders and assisting them with the order fulfilment process. The following are the most important requirements:

- Easily accessible on all devices for in-store and on-the-go use.
- Restaurants may see which orders to prepare in real time thanks to a real-time order management interface.
- The ability to create staff accounts in order to limit access for internal use.
- Simple settings and setup choices to fine-tune the system.
- A variety of notification mechanisms are available to keep the restaurant informed about new orders.

Advantages for Online ordering system

There are benefits to both customers and restaurants participating in online orders. First, customers can order whatever they want when they have time. In addition, you can customize your order to your liking without disturbing the communication between you and the ordered. In

addition to the benefit of the customer, the restaurant can receive more orders with less staff. The restaurant does not require a waiter or hostess over the phone to receive orders. Orders can go directly to the kitchen.

Disadvantage for Online ordering system

You may not ask questions about food quality or request special foods. It's difficult to ask for gluten-free or allergy-free foods when ordering online. It also increases the likelihood that a customer will not receive an order when they place an order, which can generate food waste and lose profits.

Food delivery applications

OFD orders and delivers food from a variety of restaurants through a single website or app. The services provided by the various FDAs can be categorized as providing ordering, monitoring, payment, and tracking capabilities, but are not responsible for the actual cooking of food. With the online grocery delivery app, customers can order from a variety of facilities with a single tap on their mobile phone. Order by phone and then go to the restaurant to pick it up or wait for the courier without knowing the exact time it will be delivered.

Major Food Delivery Apps in India

➤ Swiggy

Swiggy is one of the most acclaimed mobile apps for ordering groceries in India. It was awakened by the prospect of providing customers with complete meal orders and transportation from the best hotels nearby. This service offers customers transactions from restaurants that do not have a minimal ordering method and receives money from nearby hotels with which they are affiliated.

➤ Zomato

Zomato Order was launched by the popular restaurant finder Zomato. It operates in all major cities and is very popular in a short period of time. Zomato is Swiggy's biggest rival in India.

➤ Uber Eats

Uber Eats is a well-known online grocery ordering application that works in all significant cities like Mumbai, Chennai, Hyderabad and Delhi. The mobile application is available on Android and iOS devices. It is an organization of Uber Technologies, Inc., which likewise operates its own famous taxi service all over the planet. With this application, users can select their favorite dishes from nearby restaurants and have them delivered to that area immediately.

➤ Food panda

Food Panda is a well-known online food ordering website and smartphone app that operates in 44 countries around the world. The service was founded in 2012 by the firm, which is based in

Berlin, Germany. To serve on time, the company has worked with over 40000 local restaurants in various cities.

➤ **Domino's**

Domino's is a well-known pizza delivery app that is available for both Android and iOS. The phone-based pizza ordering business does not have a mobile app for placing orders without having to call. Customers can choose from a variety of coupons and offers to taste with a variety of payment ways from Domino's.

➤ **Pizza hut**

Pizza Hut is a delivery app that operates in a number of countries. Pizza Hut is a chain of restaurants in India that delivers food on time to customers. It gives all most adored arrangements, pasta, pizza, beverages and dessert. The Pizza Hovel app provides easy access and a good deal in the neighborhood.

Objectives of the study

- To examine the factors affecting customer satisfaction in online shopping.
- To understand the attitudes and perception of customers towards online shopping.
- To know the awareness level of the customers towards online shopping.
- To analyze the service quality and service loyalty in online shopping.

Research Methodology

This section discusses the procedure used to direct the current examination. It is in charge of the examination setup, instrument development philosophy, testing plan, data collection, and data analysis techniques.

The Study Design: Survey has been utilized for information assortment.

The Sample Design: The Study of the 200 customer.

- **Population:** Population was to be the customer.
- **Sampling Element:** The sampling was the Customers.
- **Sample size:** Test sizes were to be 200 Customers.
- **Sampling Technique:** Random Sampling technique has been used

Random sampling or probability sampling is a research strategy that takes into account the randomization of test selection. Each example has a similar probability to the various examples chosen to serve as a representation of the entire population. It is considered one of the most well-known and simple methods for sorting information in the field of study (probability and measurement, mathematics, etc.). It takes into account a fair assortment of information that allows research to reach final results without prejudice.

Tools for Data Collection

The data was gathered using the Questionnaire study tool. This investigation was conducted using a structured survey and a self-developed instrument on a Likert scale. It was Qualitative exploration plan and because of the deficiency time limit, it was sufficient. The Sample size was restricted because of the constraint, and these outcomes couldn't be summed up. The Questionnaire overview instrument was utilized to gather the information.

Tools for Data Analysis

Wilks' Lambda is a test statistic used in multivariate ANOVA that tests the difference between the means of a group of identified subjects for a combination of dependent variables.

Rationale of the Study

A very demanding lifestyle forces customers around the world to use internet shopping instead of traditional physical store shopping. Therefore, it is up to practitioners to understand the relationship between a customer's perception of a product and an online purchase decision, and the relationship between a customer's perception of risk when shopping online and an online purchase decision. It will definitely help you design and sell your products effectively and efficiently on the Internet. Acquire more online customers. As the number of people shopping over the Internet continues to grow, it is becoming increasingly important to understand whether consumers are buying their products online or offline.

Research Hypotheses

H1: There is no significant difference between the factors affecting customer satisfaction towards online shopping.

H2: There is no significant difference between attitudes and perception of customers towards online shopping.

Data Analysis

Findings connected with segment attributes of representatives and business information

Table 1: Demographic Survey of respondents

	Sub group	Frequency	Percent
Age	18-30	49	24.5
	30-40	64	32.0
	40-50	58	29.0
	50-60	29	14.5
Qualification	Graduate	62	31.0
	Post-Graduate	92	46.0
	Professional Qualification	29	14.5
	Other Certificate	17	8.5

Average salary	No income	45	15.0
	15000-30000	53	17.6
	31000-60000	62	20.6
	More than 60000	40	13.3
Year of experience	5 year to below	38	12.6
	From 6 to 10 years	15	5.0
	From 11 to 15	26	8.6
	Above 15	121	40.2

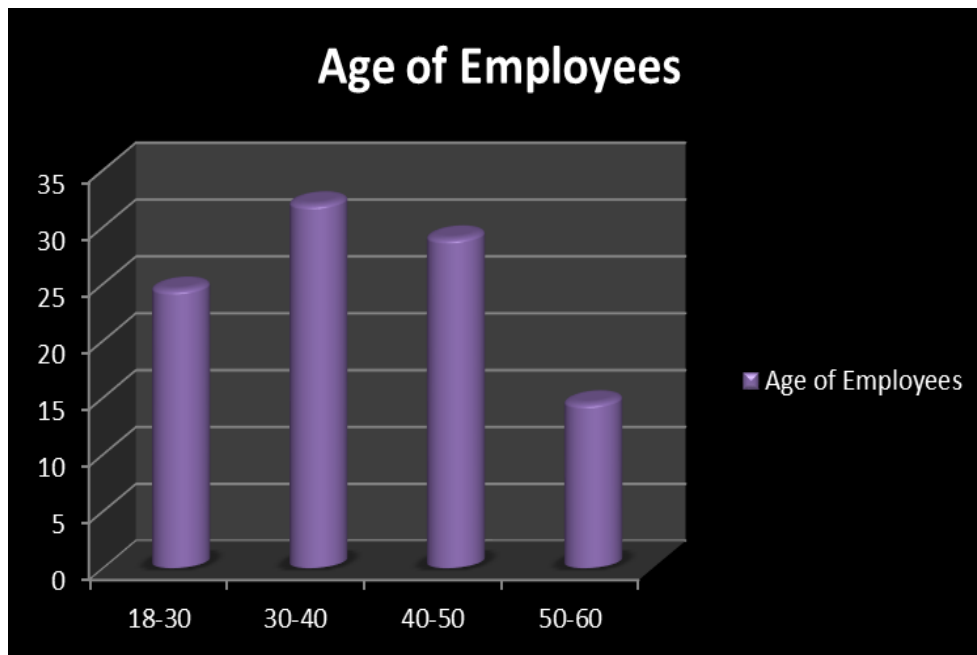


Figure 1: Sample of distribution according to the age

(24.5%) of the respondents have places with the age gathering of 18-30 years. (32%) of the respondents have places with the age gathering of 30-40 years. (29%) of the respondents have places with the age gathering of 40-50 years. (14.5%) of the respondents have a place with the age gathering of 50-60 years are associated with this review.. 30-40 age group is enough portrayed with adequate data and mastery, showing the presence of a serious level of believability among the respondents, who then, at that point, satisfactorily answer the review and help in supporting organization's assessment hypotheses.



Figure 2: Sample distribution according to the Qualifications

Regarding educational status, the strength (approximate 3%) of the respondents has graduated. 46% of the respondent has studied up to Post graduate. as indicated by their ability to respond tentatively to the survey's articulations, which recasts the validity of quantifiable assessment. 14.5% of respondents has Professional Degree.



Figure 3: Sample distributions according to the Monthly salary

In average monthly income 15% respondents described themselves from income group no income, (17.6 percent) respondents from income group (15000-30000), 20.6percent respondents from income group (31001-60000), 13.3 percent) respondents of income group more than 60000.

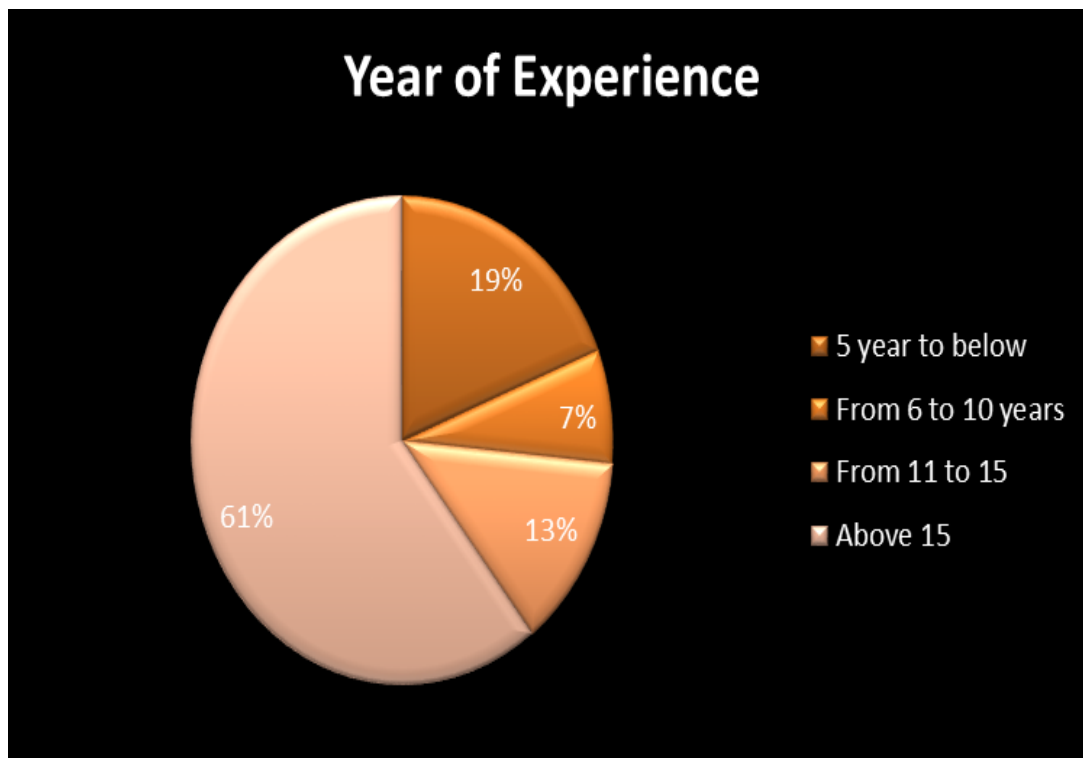


Figure 4: Sample distributions according to the Specialization

The figure demonstrates that the years of experience up to five years added up to (19 percent), while the percentage of years of experience from six to ten years added up to (7percent). The respondents with years of involvement ranging from (11-15) added up to 13 percent, while those with more than 15 years added up to (61 percent). And this implies that most of respondents have adequate experience to finish the review, which expands the instrument's validity.

Reliability of Questionnaire

Reliability analysis is not completely solved by determining the exact amount of variance in the scale. This should be possible by determining the relationships between the assessments received from different scale organizations. In this way, the reliability check relationship is expected to be high. The scale is solid because it provides consistent results.

Table 2: Validity of the variables

Cronbach's Alpha	N of Items
0.856	10

It is considering that the reliability value more than 0.7 is great and it very well may be seen that practically the dependability techniques applied here the unwavering quality worth of the Questionnaire is more prominent than 0.700 .so every one of the things of the Questionnaire are thought of as solid.

Descriptive Statistics

Table 3: Descriptive Statistics

Sr. No	Research Statements	N	Mean	Std. Deviation
To examine the factor affecting customer satisfaction in online shopping				
1	Online Buyer willing to give personal information.	500	4.17	0.486
2	Save time while shopping on the internet.	500	4.14	0.616
3	Save money while shopping on the internet	500	3.41	1.194
4	Shopping on the Internet is easy for customers	500	4.21	0.500
5	Customers worry about the possibility the interception of financial information by an unknown third party.	500	4.17	0.710
6	Internet promotions such as banner ads, sales or free gifts are very attractive for customers.	500	3.72	0.711
To understand the attitudes and perception of customers towards online shopping				
7	Enjoy online shopping.	500	4.04	0.518
8	Want to see and touch products before buying	500	3.37	0.728
9	Online shopping is a way that customers like Spend free time.	500	3.59	0.672
10	When Internet retailers are not fully identified, Customers worry whether they can reliable.	500	4.30	0.596
11	Internet purchasing gives a higher excellent product to Customer	500	4.05	0.379
12	Traditional retail stores provide customers Better service than the online store.	500	2.82	0.732
13	An online store's reputation is all about the customer.	500	4.06	1.005
14	Customers do not want to return postage when back to buy online.	500	4.13	0.337
15	Would be more likely to shop online if more Detailed item description has been included.	500	3.34	1.096

Result & Discussion

Descriptive statistics show that the average ranges from 3.10 to 4.30. This means that the study agreement and standard deviation are in the range 0.337 to 1.005, indicating that the response is close to the mean of the mean and the normal distribution curve.

H₁: There is no significant difference between the factors affecting customer satisfaction towards online shopping.

Table 4: Multivariate Test. Age-Wise. Gender-Wise. Income-Wise

Effect		Value	F	Hypothesis df	Error df	Sig.
1.Age	Pillai's Trace	0.020	0.808	12.000	976.000	0.642
	Wilks' Lambda	0.980	0.809	12.000	974.000	0.641*
	Hotelling's Trace	0.020	0.810	12.000	972.000	0.640
	Roy's Largest Root	0.018	1.459	6.000	488.000	0.191
2.Gender	Pillai's Trace	0.015	1.210	6.000	487.000	0.299
	Wilks' Lambda	0.985	1.210	6.000	487.000	0.299*
	Hotelling's Trace	0.015	1.210	6.000	487.000	0.299
	Roy's Largest Root	0.015	1.210	6.000	487.000	0.299
3.Income	Pillai's Trace	0.054	1.121	24.000	1960.000	0.311
	Wilks' Lambda	0.947	1.120	24.000	1700.150	0.312*
	Hotelling's Trace	0.055	1.119	24.000	1942.000	0.313
	Roy's Largest Root	0.027	2.237	6.000	490.000	0.039

a.Design:1.Age+2.Gender+3.Income

Multivariate test age-wise gender-wise income-wise state to the affirmation of the hypothesis (H₁) by majority of respondents across categories, it is indicated that there is no significant difference in respondent opinion (Age-wise, gender-wise and income-wise) agreement with the research statements (p-value is greater than 0.05).

According to age wise significant value is 0.641, gender wise significant value is 0.299 and income wise significant value is 0.312.

Statistically, he concludes that all categories (age, sex and income) accept the null hypothesis "There is no significant difference between respondents' opinions on the factors affecting customer satisfaction for online shopping. H₁ is therefore accepted.

H₂: There is no significant difference between attitudes and perception of customers towards online shopping.

Table.5: Multivariate Test Age-Wise, Gender-Wise, Income-Wise

Effect		Value	F	Hypothesis df	Error df	Sig.
1.Age	Pillai's Trace	0.098	2.490	20.000	968.000	0.000
	Wilks' Lambda	0.904	2.509	20.000	966.000	0.000*
	Hotelling's Trace	0.105	2.527	20.000	964.000	0.000
	Roy's Largest Root	0.084	4.085	10.000	484.000	0.000
2.Gender	Pillai's Trace	0.040	2.015	10.000	483.000	0.030
	Wilks' Lambda	0.960	2.015	10.000	483.000	0.030*
	Hotelling's Trace	0.042	2.015	10.000	483.000	0.030
	Roy's Largest Root	0.042	2.015	10.000	483.000	0.030
3.Income	Pillai's Trace	0.209	2.679	40.000	1944.000	0.000
	Wilks' Lambda	0.804	2.711	40.000	1833.335	0.000*
	Hotelling's Trace	0.227	2.737	40.000	1926.000	0.000
	Roy's Largest Root	0.126	6.147	10.000	486.000	0.000

a.Design:1.Age+2.Gender+3.Income

Multivariate test.age-wise. gender-wise. income-wise state to the affirmation of the hypothesis (H₂) by majority of respondents across categories, it is indicated that there is significant difference in respondent opinion (Age-wise, gender-wise and income-wise) agreement with the research statements (p-value is less than 0.05).

According to age wise significant value is (0.000), gender wise significant value is (0.030) and income wise significant value is (0.000).

Statistically, he concluded that respondents across all categories (age, sex, and income) rejected the null hypothesis "There was no significant difference between respondents' opinions and about customers' attitudes and perceptions towards online purchases". So H₂ is eliminated.

Conclusion

Consumer perception of online food ordering varies from one person to another and perception is influenced to some extent by the accessibility of connectivity and exposure to online food services. Consumer attitudes fluctuate by similarities and differences depending on their specific preferences. As indicated by the report, most youngsters are hooked to online meal ordering, thus older people don't utilize these online services as much as younger people. The review reveals that youngsters are more likely to use online meal ordering services. The survey likewise found that item prices, limits, and special offers have the greatest effect on online food ordering. The convenience factor is the second most influential variable, while on-time delivery is the third most influential aspect. According to the findings, respondents prefer to order meals on a weekly basis, with snacks being the most popular choice, followed by dinner. In terms of cuisine preferences, the majority of respondents preferred fast food. According to the research, a large percentage of respondents utilize Uber Eats or Zomato to get food online. It was also discovered that Swiggy and Food Panda were used by a smaller percentage of respondents.

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