

# A Detailed Literature Synthesis And User Sentiment Analysis Of Technology In Food Delivery

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## Abstract

The research on technology such as Online food, grocery, and related meal kit delivery on our table started over two decades ago. The tremendous increase in online and food delivery happened after the pandemic hit the world. This paper investigates the previous literature published on online food delivery from Scopus and the Web of Science database and discusses various avenues for future research. The authors conducted a bibliographic study using R studio and detailed text analysis. Network and citation analysis is done using Vos viewer software. Along with the quantitative bibliometric research, a user sentiment analysis is done to identify the user sentiments of online food and grocery delivery apps in India. Significant research has been done on the gig economy; hence, new avenues of research are proposed in the paper. Overall, the sentiment we received from the reviews was negative, a common phenomenon called polarized negative sentiments on social media.

**Keywords:** Bibliometric review, food aggregators, OFD, Online food delivery, Sentiment Analysis, technology adoption, Customer experience.

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## 1. INTRODUCTION

Food delivery online is ordering food prepared or ready to consume or groceries online, typically through a website or mobile application. In 2024, the market for ready meal delivery online has hit 1 trillion (Statista 2024). Ready-to-eat food and food aggregators providing food on the doorstep have existed in the household for over two decades. Pizza Hut started the first ever online food delivery in 1994, followed by restaurant food delivery in the same year by Worldwide Waiters in 1995 (Wikipedia 2010). The deliveries of household groceries also started around the same era. Online shopping is increasingly widespread in India. A large population now uses different types of aggregators almost daily.

The word aggregate means to combine, amalgamate, or bundle up together. Online aggregators are websites or mobile applications that collect and curate information from various sources according to your preferences. The data processed from the application allows users to compare the costs and features of food, groceries, and other items or services in one space. Google is a website aggregator, Amazon is a commodities aggregator, Spotify is a music aggregator, Uber is a taxi aggregator, and Zomato is a food aggregator. Before search engines, there were aggregators like catalogue sites. Moreover, they did not just disappear; they transformed to the needs of their audience. Eating habits and how people eat are changing vividly.

Conducting a literature review is essential for a researcher as this helps to collect and analyse unsystematic knowledge from the published literature and develop a base for further research. There are various techniques for conducting a review of the literature. Here, the literature analysis is done using bibliometric analysis with the help of R Studio. The food research and the publications were extracted from the citation databases Scopus and Web of Science (Jonkers and Derrick 2012).

Also, text mining and text analysis are done along with the Google Play reviews of food and grocery delivery applications in India from March 2024 to June 2024. The study aims to check the customers' sentiments by checking the online Google Play reviews. The data is secondary data, and it is available on the Web.

The study aims to identify the published literature specifically in the food delivery area and qualitatively present the literature using bibliometric methods. This will help identify future areas of research and propose them. The next objective is to identify the key areas where customers focus on the usefulness of apps on the internet. This brings about the research questions for the present study.

RQ1 What is the growth of research in food delivery services, and how is the previously published literature quantitatively presented using bibliometrics?

RQ2 How do user reviews bring about customers' basic feelings and sentiments using online app reviews?

## 2. REVIEW OF LITERATURE

Eating habits and how people eat are changing vividly. The delivery of pizzas and Chinese food started hardly two decades ago. Now, food delivery is a global market and has created more than \$150 billion, more than triple the revenue in 2017(Ahuja et al., 2021). The market expanded and doubled its size during the 2020s, followed by the pandemic, with a historical growth rate of eight percent. The primary trend of food delivery is a result of convenience. This has increased during, and after the pandemic, the lockdown of cities, and COVID protocols have been practiced worldwide (Mehroliya, Alagarsamy, and Solaikutty, 2021).

Food delivery exclusively by restaurants was established nearly three decades ago. Food ordering through the Internet can be from home, kitchen, or restaurant or ready-to-cook food, including vegetables and other kinds of food (Wikipedia 2010). Pizza Hut in 1994(BAIN n.d.)was the first recorded online food order. Food delivery is like carrier service, where food is brought from the restaurant to the customer either by the employees at the restaurant or the delivery agent. Orders and instructions use mobile applications, the restaurant's private online portals, and mobile applications. Depending on the objectives, four kinds of food order deliveries worldwide (FarEye, 2021): platform to customer model, Full stack model, restaurant to consumer model, and aggregators.

The COVID pandemic helped the aggregators improve their business as the consumers relied more on home deliveries(Muangmee et al. 2021a). A handful of studies have been done on computer-generated food deliveries and the intention to use these services (Kumar & Shah, 2021). Around the globe, the proliferation of food apps on delivery and platforms has modernized how caterers and consumers use these. The FDA App provides a convenient and efficient way to order online and deliver foreign goods and services over the Internet. (Kumar 2021; Muangmee et al. 2021b) In his paper, Kumar analyzed pleasure as a mediator in reusing food delivery apps as aesthetics with the S-O-R and PAD theory, which is the pleasure arousal dominance theory.

With the pandemic outbreak at the beginning of this decade, countries worldwide went into a lockdown, including fishmongers and fish markets, resulting in a dip in fisheries and aquaculture products. Sellers established ways of disseminating their products, including direct sales to customers through online channels and delivery at home. COVID-19 has helped business outlets think differently, grasp new technologies, and try new shopping methods (Mehroliya et al. 2021). Online food delivery started way back in 1994. Many milestones are covered during these three decades of technology adoption, especially in retail. The process flow chart of the methodology is given in Figure 1.

## 3. MATERIALS AND METHODS

The methodology used for the quantitative terms of literature review is bibliometric analysis. R studio software is used for bibliometric analysis. Bibliometric analysis is now a widely used method for quantitative analysis. The published literature from the past twenty-five years was considered for bibliometric analysis. The databases selected for the analysis are Scopus and Web of Science, a set of keywords used to search the databases. The keywords were "food apps," "food aggregators," OR "food delivery."

The results were refined again using language, subject category of business and management, and articles only from the results, and finally, 476 articles were shortlisted for bibliometrics analysis. The journals that published

the food apps research 217 journals, and 1223 authors have contributed to the literature. As per the bibliometrics software, more than one thousand seven hundred keywords are associated with food delivery literature. Further, twenty articles were published, indexed in a citation database, and ABDC index A star-rated and included in FT 50 journals. They were studied in-depth and presented in tabular format to identify and propose new themes for future research.

Sentiment analysis is a technique called text or opinion mining to measure the tone of emotions in 3 primary segments, which are positive, negative, and neutral. Here, the text that is used is the Google Play reviews of apps in India that predominantly serve food and groceries online. The primary aim of the sentiment analysis technique is to understand the User Perception of the developers of apps and providers. In their reviews, the users provide responses that include their conveniences, frustrations, and aspects they enjoy and appreciate in the app experience. The sentiment analysis in this paper will provide the sentiment scores of the user reviews of the four months in Google Play and highlight the most frequent words used by the users. Google Play reviews are considered out of the other reviews available on the internet because they are honest reviews of the app users, and they follow a rating and review mechanism, which is a semi-structured framework on the internet. Also, it is considered a valuable source of feedback by the developers and providers.

#### **CLUBBING PREVIOUS LITERATURE AND SENTIMENT ANALYSIS**

1. Complementary in nature- a literature review is done to identify the gaps in the present literature and propose new research themes. The sentiment analysis is a data-driven analysis in nature, and it will bring about public perceptions and responses. This can be plotted in three contexts.
2. Clear framework: A review of previous literature and a sentiment analysis put forward a clear framework on the research topic. This is an integration of published literature analysis and sentiment analysis of the user reviews that put forward the feelings of the end users of the technology. Hence, this is a clever integration of different kinds of techniques thus helping to get the clear idea of the
3. Balanced integration: The findings from the published literature itself provided a research gap in conducting a sentiment analysis of the same research area.

#### **4. ANALYSIS AND RESULTS**

The paper's analysis is presented as a detailed review, and the graphical visualizations are done with the help of Vos Viewer and the 'Biblioshiny' package supported by R software. The literature review using the bibliometric technique implies that the researcher analyses the scholarly publications with the help of mathematics and statistics. This technique enables the researcher to develop and form knowledge in their respective research domain (Pritchard 1969). Here, the authors are using the R studio bibliometrics package to identify and develop the area of published literature for food delivery apps.

The network diagram of the keywords from Vos viewer software shows specific clusters with significant contributions to the research. The diagram indicates the intentions of food delivery platforms. Also, the COVID-19 pandemic has contributed to the literature as more than fifty research papers have been published based on the pandemic. Attitude, behaviour intention, and perceptions are other concepts associated with using food delivery apps. The articles and information collected from both databases were combined. A standard file was created using R studio, and the metric of the bibliography was done using this combined file. As shown in Figure 1, the collected articles were scrutinized. The articles written in English and from the business and management subject category were selected for further analysis.

Figure 1 The process diagram-authors work

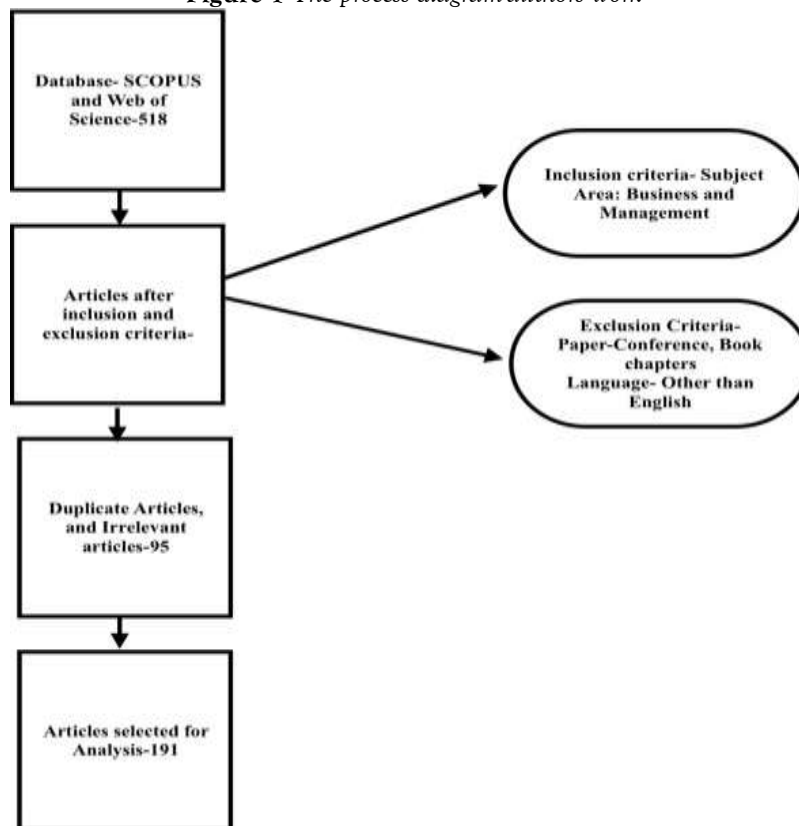


Figure 2 The Most Relevant Journals

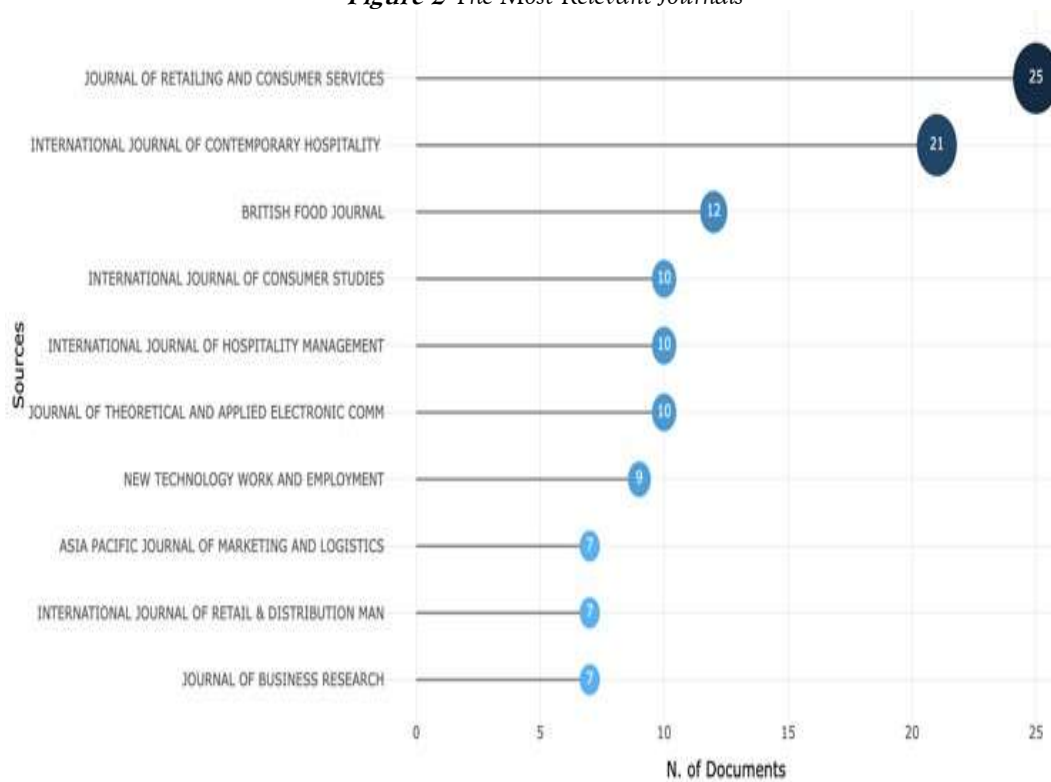


Figure 2 shows the journals with the most articles published in the significant area. The journals are indexed in the citation database Web of Science and SCOPUS. The total number of journals published in the literature and research articles was around 227, out of which the top 10 journals with the most significant production of OFD research are presented in Figure 2. Most publications belong to the hospitality and food sector, and a few belong to the retailing segment.

Figure 3 Significant contributors to the research

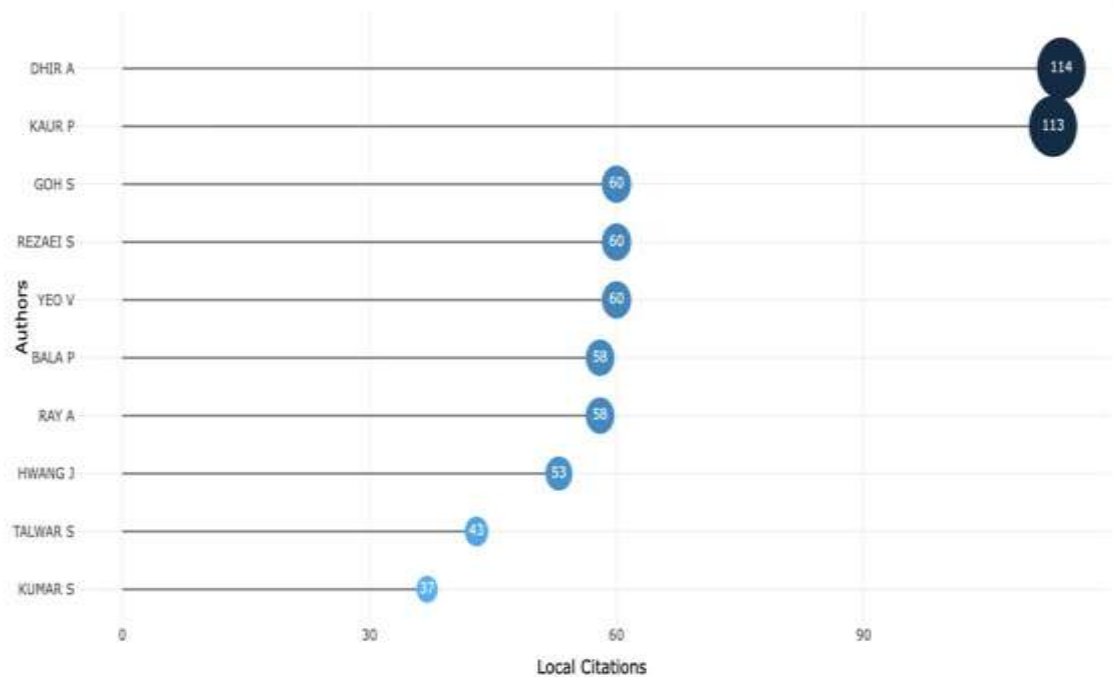
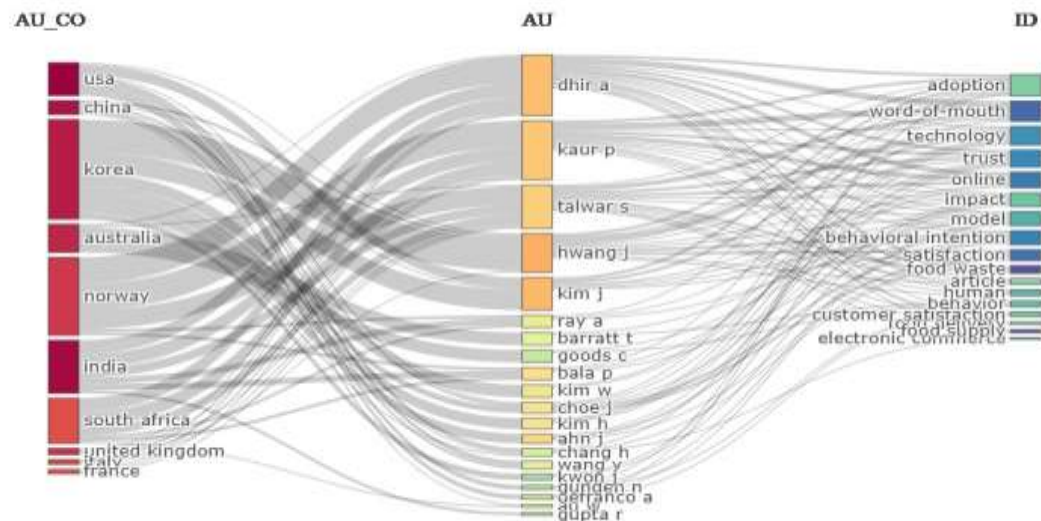


Figure 3 represents the significant contributors to the OFD research. Dhir and Kaur were the most cited contributors to OFD research. The authors identified from this analysis are the significant contributors to food delivery research and technology.

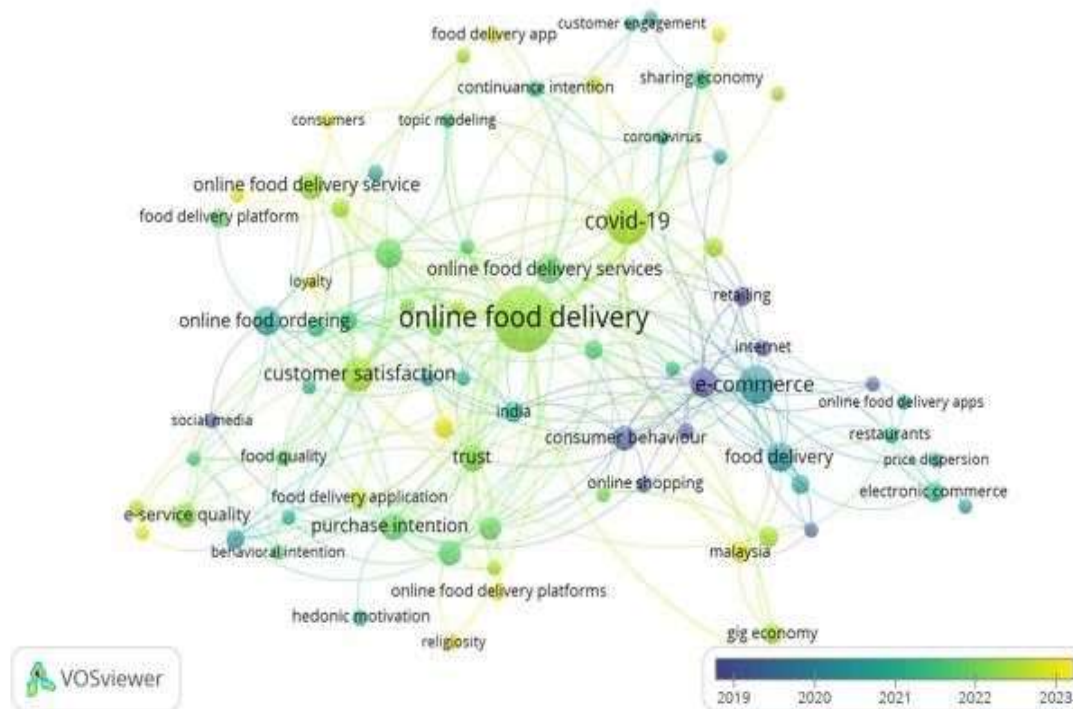
Figure 4 Three filed plot



*Figure 5* Word cloud of author keywords



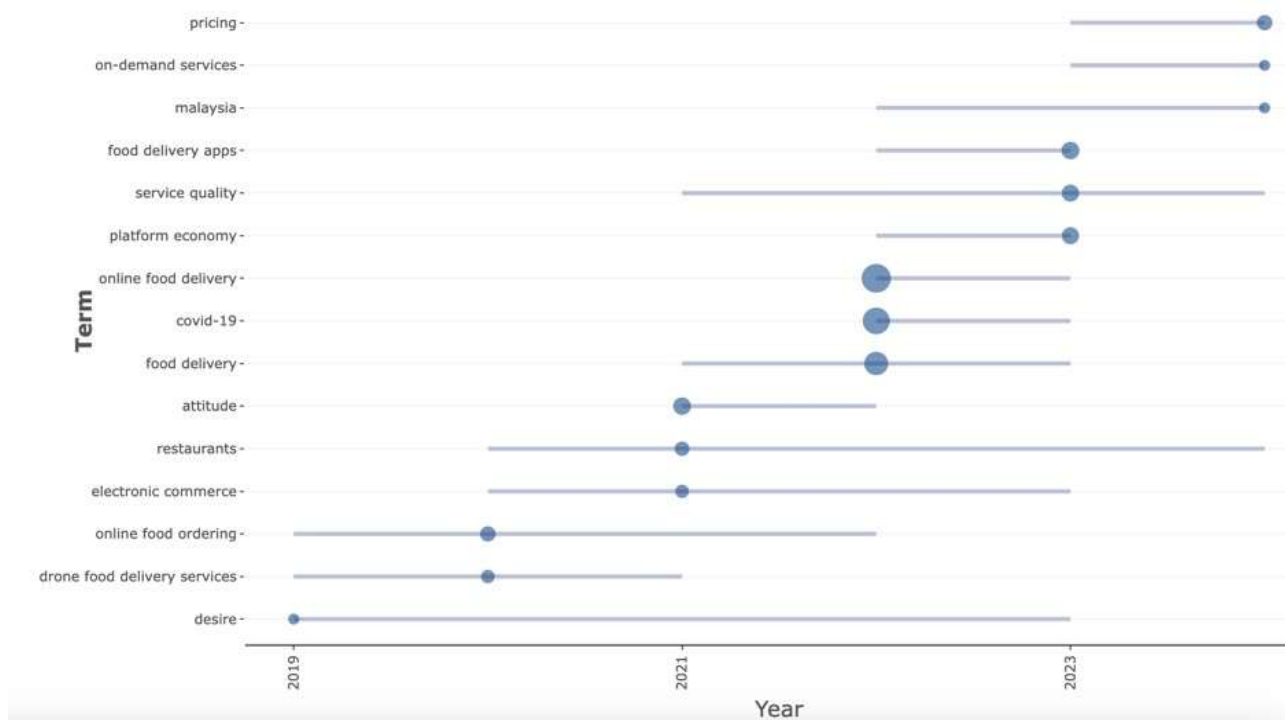
**Figure 6** Network diagram of keywords from the collected articles in Web of Science



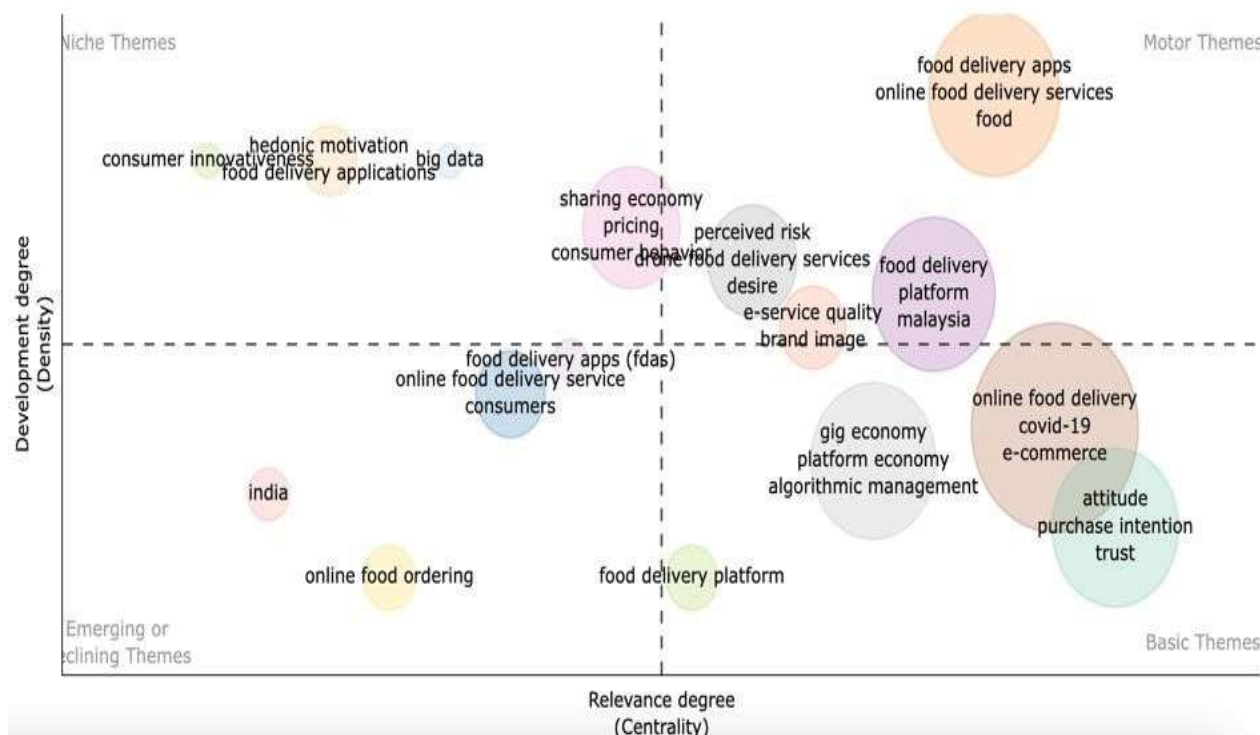
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19 pandemic has contributed to the literature as more than fifty research papers have been published based on the pandemic. Attitude, behaviour intention, and perceptions are other concepts associated with using food delivery apps. The keywords are extracted from articles in Web of Science.

**Figure 7** Trend Topics



The trend topics diagram is downloaded from the R studio biblioshiny graphical interphase. *Figure 8* Thematic map identified from Biblioshiny



The thematic map derived from the biblioshiny app in the software is shown in Figure 8. The left quadrant shows the niche themes and emerging themes. Here, themes such as food ordering motivation, sharing economy, and other themes are included. The right quadrants are the themes that belong to basic themes and motor themes. Basic themes are the themes that are predominantly part of the existing literature. Similarly, covid was one of the topics covered in a significant amount of literature. Risk, trust, and service quality are a few other themes considered by the authors recently.

#### 4.1 Major Concepts

The discussion on OFD research has been in the research arena since the 1990s. (Murphy 2002) takes a stakeholder approach when discussing online food delivery research in New Zealand. The author discusses the stakeholders associated with the 'home shopping encounters.' Further, most of the studies on OFD deliveries are based on customers' experiences and expectations of the channels and intermediaries and the whole shopping experience. (Yeo, Goh, and Rezaei 2017) is one of the significant studies on online food OFD services, which examines the continuance of usage intentions with the help of an empirical model. (Kapoor and Vij 2018) has done another empirical study on aggregator apps and technology in food at home. They asserted continuance intention and how important this is to food aggregators for delivering value—a topic-mining approach (Heng et al. 2018) concerning the food reviews done by users. Collaborative consumption is another concern associated with food deliveries (Correa et al. 2019) using web mining, food delivery apps, and the mobility of the urban population concerning five different indicators. The study was a novel perspective on food delivery ratings and engagement. Nutrition is a significant indicator of online food shopping (Zou & Liu, 2019) and decisions regarding food ordering.

A comprehensive UTAUT 2 model (Gunden, Morosan, and DeFranco 2020) revealed performance expectancy as the strongest indicator for the intention to use online food delivery aggregators. (Kaur et al. 2020) The theory of consumption values is used to find the drive in food delivery applications and aggregators. It further suggests that propositions like visibility, affordability, and prestige are the main drivers for intentions. The adoption and intention to use the apps and aggregators are of a handful now. (Kaur et al. 2021) studies about the resistance to the use of the FDA, and the authors use the Innovation Resistance Theory to undertake the research here. There are various studies on impulsive buying behaviours relating to impulsive buying and aesthetic appeal for buying behaviours. (Kumar and Shah 2021) Kumar uses the stimulus-organism-response (SOR) and pleasure arousal dominance (PAD) theory to check the revisiting intentions of FDA app users. (Wang, Zhou, and Zhang 2022) has identified online food delivery as one of the modern business models.

Table 1 represents the few selected articles with online delivery as their central theme, identified based on specific search criteria. These are articles identified from the citation database. The journals are ranked as A stars by the ABDC council and are part of the fifty journals of the Financial Times.

*Table 1 Top-tier papers from the collected literature*

Author	Methodology and theory	Summary
	A Leads-And-Lags Difference-In-Differences Model	online food delivery experience, such as time efficiency and the quality of electronic services, also influence the involvement of women in these platforms. It is imperative for policymakers to tackle these concerns and guarantee equitable working conditions for all delivery personnel, especially women (Abdulkader et al., 2025), in the progressing gig economy.



Sun et al. 2023)	Finding a balance between cost and quality of service of OFD platforms.	The strength of the network is a strong determinant of pricing and service strategies
Chen, Hu, and Wang 2022)	Studying two model of restaurant and dining. How restaurants are catering the needs of different kinds of customers with varying level of technology use without investing too cost	Two groups of customers, tech savvy and. Non tech savvy and engaging them in food and food delivery services.
...	nutrition information while selecting online food. Also analysing the interaction effect between seller and nutrition information. Methodology used is eye tracking experiment	Depending on the product category, nutrient information and sales varies. There is an influence of NI on sales.
Simon, Miree, and Dule	It is a case report on a local business which delivers organic food.	The owner finds ways for generating profits.
Le Breton and	The work is done after 2years and 2 months online and offline ethnography	sharing, symphonizing and shaping mechanisms using online peer discussion.
Agarwal et al. 2024)	The data breach and financial and other information breaches on	This paper shows an outcome that the convenience has outweighed the payment security and data breaches. Even security breach happens, the
	internet and food delivery platforms.	second panel continued the convenience over privacy.
Kathuria, Karhade, and Konsynski 2020)	attempt to explain the digital delivery platform through multilevel theorizing.	The paper identified digital platform with certain common characteristics. The study is dined in India and a decision tree induction methodology is followed. The paper suggests for service providers and helps in more platform participation.
Wang et al. 2023)	The paper focuses on user reviews and linguistics nuances. NLP coding is done for identifying variables	Econometric models. The results - The product reviews on pre-purchase phase are as important as post purchase stage.

Kozinets, Patterson, and Ashman 2017)	The previous research shows that technology reduces the desire, but this paper intends to prove otherwise.	findings says that the proposed topic is true. Used ethnography to study the food image on internet with ethnography methodology.
Anicich 2022)	methodology- autoethnographic field study on channel partners in delivery.	impact of gig workers work arrangement in on demand economy. The sense of community and support work in Favors of these employees
Heiland 2022)	The study is set in Germany's food delivery platforms. Labour process t theory's analytical process is used.	gig workers time of work have a coordinated as well as controlling effect on theory regimes. It also contributed to the socio-specific structures along with techno-cultural systems.
Liu, He, and Max Shen 2021)	The study is based on delivery data to help improve the performance of services such as last mile delivery.	Stochastic and robust optimization model. The authors propose a superior order assignment model as well and work well in real word testing too.
Feldman, Frazelle, and Swinney	The paper addresses the channel conflicts between restaurants and delivery providers and commission contract.	paper proposes a solution through which the contract and conflict can be reduced- a fixed fee and a certain percentage of revenue.
Li and Wang 2024)	The paper empirically checks the regulations of platform fee in USA.	The finding says that the platform fee intended to support single owners, are supporting chain restaurants and the single owners are not benefitting from the regulations. It is even set to impact the consumer choices as well.
Li and Wang 2024)	The focus was on delivery time and how time is affecting the user's intention to stay with the platform.	survey-based experiment on Amazon Mechanical Turk. The finding suggest that the future demand indeed related to the current delivery experience.
Chen and Hu 2024)	sensitivity to delay in services. The paper investigates the impact of dispatching problems when customers are low patient in waiting.	The optimal strategy on delivery depends on multiple factors such as size of region, patience of customers and so on.

## 5. SENTIMENTAL ANALYSIS OF USER REVIEWS

Online food delivery application reviews are very critical for the restaurants as well as the platform owners. These reviews are crucial in consumers' purchasing decisions (Medhat, Hassan, and Korashy 2014). Opinion mining is considered a social interaction of consumers about the product and their opinion dimensions (Cortis and Davis 2021). Very little customer sentiment analysis of food ordering and grocery applications and platforms exists. The current citation database search had only five results in total. Hence, the research gap in this area is critical, and the authors are proposing new areas for research along with bibliometric data analysis and sentiment analysis results in this paper. This brings a two-fold approach for future research directions, as this is the blend of existing

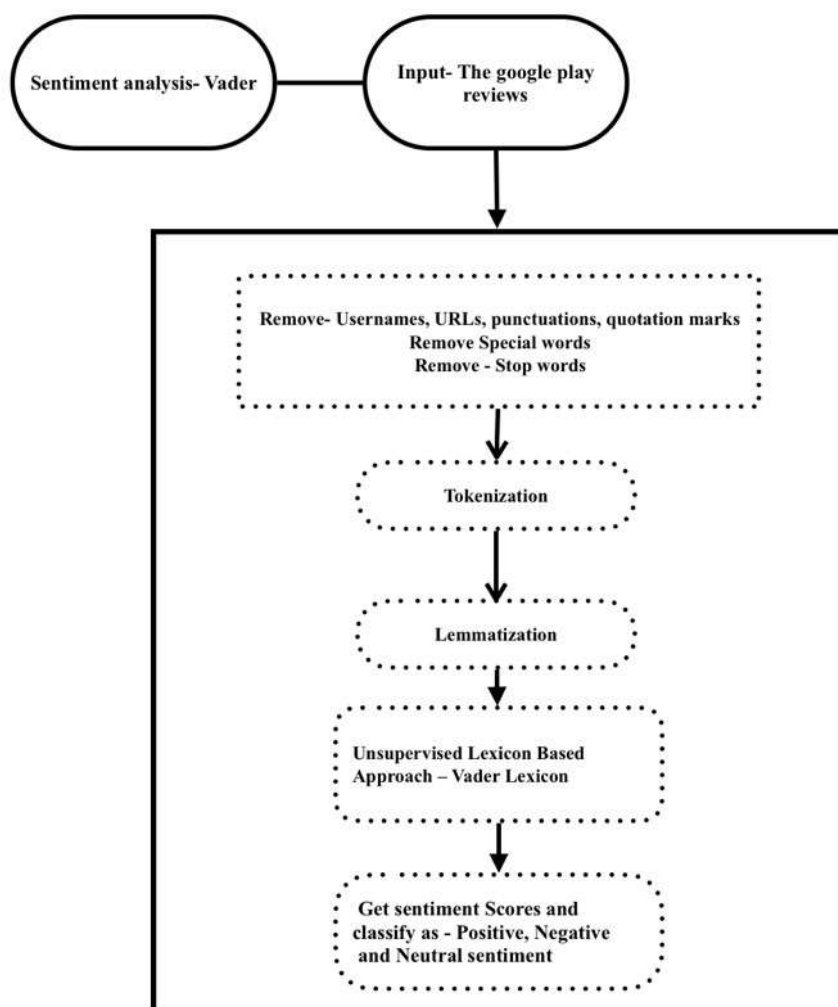
literature, and the reviews of users will bring about robust research gaps. The selection criteria are fixed based on the rating of the superiority of the literature they produce and the citation metrics.

There is previous research on sentiment analysis of social media and reviews on social media, and the findings of research indicate that negative sentiment on social media affects multiple facets of the business. The reviews themselves indicate the user engagement and user experience of the product or process. Hence, a negative response calls for a strategic restructuring of the unit as these are coming from the customers and users of the product.

#### 4. 1 Process of Sentiment Analysis

The sentiment analysis procedure starts with the collection of raw data. Data is downloaded from the Google Play. The food delivery app that delivers ready-to-eat food and ready-to-cook food from India has been selected with over 100 million downloads and 8.2 million reviews. Free software for scraping data is used. One thousand four hundred app reviews from February 2024 to October 2024 have been scraped for analysing sentiment. The process of sentiment analysis is depicted in Figure. The process flow chart is the author's creation of a flow chart of the steps in sentiment analysis. The flow of activities is done both manually and with the help of machine language.

*Figure 9 Process of Sentiment Analysis: Author creation*



Vader sentiment analysis package in Python software is used for the sentiment analysis. This script is designed to analyse the sentiment of text data, which means it evaluates whether the text is positive, negative, or neutral. It works by reading text data from a CSV file, which is used to store tabular data. The script uses a specific tool

called Vader Sentiment to calculate sentiment scores for each piece of text. Additionally, it cleans the text by removing common English words that do not contribute to sentiment (like "and," "the," etc.) to improve the analysis's accuracy. The results of this analysis are then saved into two separate text files. The script also includes a feature to log (record) its operations, including any critical information or errors, which helps monitor its performance and troubleshoot issues.

The Vader sentiment analysis package and the necessary codes to conduct the analysis are freely available on the web. However, the authors have edited the codes that were used as per the current requirements. We authors acknowledge the coder who has helped to edit and use the codes as per the context.

## 5.2 Results of Sentiment Analysis

The user review sentiment analysis results are positive, neutral, or negative from the cleaned text. The positive sentiments are derived from the words in the Vader dictionary that match the user sentiments. Same as neutral sentiment and negative sentiment.

Here, most of the reviews are negative. The results are interpreted, and the same is shown in Table 2 as monthly sentiment, as it is challenging to show the entire sentiment in this paper. The overall monthly sentiment is also unfavourable, as most reviews were negative or neutral.

*Table 1 Monthly sentiments of Google apps*

Sentiment	Count	Month	Sentiment
Negative	902	2024 February	Positive
Positive	442	2024 April	Negative
Neutral	56	2024 June	Negative
Grand Total	1400	2024 March	Negative
		2024 May	Negative

## 5. FUTURE RESEARCH THEMES BASED ON BIBLIOMETRIC ANALYSIS AND SENTIMENT ANALYSIS

### ■ Sentiment findings and correlation with the literature

- The sentiment Analysis revealed an overall negative sentiment towards the food delivery platforms. This calls for a detailed study in this sector. Why customers write negative reviews on application platforms. A few studies discuss negative reviews and polarized opinions (Lee, Park, and Han 2008). However, the studies were based on opinion websites or possibly paid review websites. This study was conducted based on app user reviews. Hence, it is comparatively more credible than the opinions of people published on several websites.
- The data set used for sentiment analysis is comparatively short, as the process of collection and cleaning data is tedious work and needs more human resources.
- Also, an inquiry must be made to check whether the increase in negative reviews and polarized sentiment affects the intention of users to use the mobile application or shift to other platforms. As rightly said (Quinton, 2013), the interaction of brand and consumer is now based on social media sentiment along with purchase and consumption.
- The importance of e-WOM(Yang 2017) in restaurant industries must be explored in terms of the indulgence of technology and technology-driven factors. Hence, this is a proposed area of research in this domain.
- The detailed review of the selected papers primarily focuses on delivery delays and pricing issues. The same can be extended to the customer perception of platform fees and the selection of restaurants for further studies. This will even help platform users strategize costs and retain more customers.

## 6. DISCUSSION

The authors have manually synthesized the literature/articles selected and proposed the themes for future research. The future themes derived from the previous literature put forward an undisclosed area of research as well. The user sentiment of food and delivery applications. A sentiment analysis of the users' published and

accessible reviews is also included in this paper. Also, the sentiment Analysis focuses on proposing certain areas that need to be enquired about for better customer experience. The future research themes identified focus more on customer perspective and retaining users in the platform. Also, the impact of E WOM on the continuance intention to use these platforms is a creative area for future research. A detailed analysis of user sentiment will bring about major revelations in customer feedback, which will help managers and future researchers with various future implications. Research on negative sentiment on the web and in the media will help businesses and managers protect against anticipated damage to brands in various situations.

#### CREDIT AUTHORSHIP CONTRIBUTION STATEMENT:

Dhanya Mohan P: Writing – review & editing, Writing – original draft, Methodology, Investigation, Conceptualization.

Rakesh Krishnan M: review & editing, Writing – original draft, Methodology, Investigation, Conceptualization and Supervision

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