

Mapping The Landscape of Online Food Delivery Research: A Bibliometric Review

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Abstract

This study maps the research landscape of online food ordering and delivery by examining 190 Scopus-indexed documents published between 2015 and 2026. It utilizes bibliometric analysis and visual tools to explore publication patterns, key contributors, main themes, and influential papers in the field. The results reveal a fast-growing literature, with India and China as the most productive countries, and a small core of authors contributing substantially to the research. It is supported by three major themes: consumer Behavior, logistics and routing, and data-driven methods of study. The review also indicates a transition from basic descriptive studies to more analytical, technology-based research. This paper synthesizes the intellectual structure of online food ordering research and provides practical and theoretical insights for future research.

Keywords: Online Food Ordering; Food Delivery, Bibliometric analysis, Biblioshiny, Scopus

1. Introduction

E-Commerce has seen unprecedented growth across many sectors owing to affordable technology (both smartphones and internet data), the pandemic aftermath, greater comfort with technology, and demand for convenience. Post-pandemic, e-commerce gained strength. Online food ordering has come a long way, emerging as a significant segment of online commerce and reshaping the way consumers access their meals through platforms, apps, and delivery ecosystems. The rapid diffusion of smartphones, digital payments, and third-party delivery services has driven a surge of academic interest in online food delivery (OFD) and online food ordering (ONLINE FOOD ORDERING) mechanisms, reflected in a growing body of literature on platforms, logistics, consumer Behavior, and policy implications.

1.1. Research Objectives

The paper aims to study the field of Online food ordering in detail through bibliometric analysis. Existing studies have reviewed and mapped the broader online food delivery literature, but the current evidence is fragmented in terminology, disciplinary coverage, analytical scope, and search strategies. Previous bibliometric analyses have studied the overall publication periods and subject fields of online food delivery, and other studies have studied specific fields such as consumer satisfaction, health outcomes, and purchase intention. The present study fills a more specific gap by mapping publications retrieved by the exact Scopus query TITLE-ABS-KEY ("online food ordering") and by focusing on the publication period 2015–2026. This work analyses the evolution of publications, author and country productivity, source distribution, keyword structure, thematic evolution, and highly cited papers in this specific corpus. Therefore, the contribution of this study is not that it is the first bibliometric study of online food delivery, but that it provides a focused and updated mapping of the

online food-ordering literature identified through a transparent and reproducible search strategy.

The research question has been addressed in terms of the identification of the evolution of research in the area of online food ordering, with specific reference to the number of research publications, themes studied, and scientific contributions in the area.

The paper focuses on the following research objectives (RO):

RO1. Extracting trends in publications, most prolific authors, top contributing countries, and most productive journals to map the theme bibliometric profile.

RO2. To systematically examine the thematic structure and temporal shifts in online food ordering literature through visual bibliometric techniques.

RO3. To conduct a citation analysis of the top-cited papers in online food ordering to determine the core seminal literature.

The findings of this study are expected to contribute to the advancement of the field (trend and theme analysis, etc.) and also to guide research interests. The research offers valuable knowledge for researchers who want to study the field of Online Food Ordering.

2. Methodology

To deeply delve into the study of Online Food Ordering, a bibliometric review was conducted to examine the development, intellectual structure, and thematic evolution of the field. Bibliometric mapping analysis is gaining acceptance in varied disciplines (Song et al., 2019). The study's analysis focuses on bibliometric mapping. Bibliometric analysis has emerged as a popular and accepted methodology across disciplines to analyze the trend of publications in the Online Food Ordering field, including the most important journals, prolific authors, highly cited publications, and geographic regions (Song et al., 2019).

Table 1 explains the research plan along with the inclusion and exclusion criteria. This is important to enable the development of the structure of the study.

The Keywords "Online Food Ordering" in the Scopus database yielded 248 (as retrieved on July 7, 2026), with the various exclusions from the study, 190 have been retained and studied.

Table 1: Inclusion and Exclusion Criteria		
Selection criteria	Exclude	Include

Database: Scopus		248
Date of Search: July 7, 2026		248
Search term: Title-abs-key ("Online Food Ordering")		248
Period of Publications: 2015-2026		246
Subject area: Business, management & account, Economics, Econometrics and Finance, Social sciences, Psychology, Arts Humanities, Decision Sciences, Multidisciplinary, Computer Science,	45	201
Publication type: Articles , Conference paper and Book Chapters	10	191
Publication Stage: Final		191
Language screening: English	1	190

Table 1 has been included to clarify the inclusion and exclusion criteria and to inform the development of the present study's structure. For the review, a transparent sequential data collection process was used, including database searching, eligibility criteria, screening, data export, data cleaning, and bibliometric analysis.

The search was performed in the Scopus database (7 July 2026). Scopus was chosen because it contains structured bibliographic records with author information, affiliations, abstracts, keywords, citations, references, sources and subject classifications. The search expression used was: TITLE-ABS-KEY ("Online Food Ordering")

The search was limited to publications from 2015 to 2026. Covered subject areas were Business, Management and Accounting; Economics, Econometrics and Finance; Social Sciences; Psychology; Arts and Humanities; Decision Sciences; Multidisciplinary; and Computer Science. The eligible document types were articles, conference papers, book chapters. Only publications in the final publication stage and in the English language were kept.

The initial search resulted in 248 records. The records were then sequentially screened based on year, subject area, document type, publication stage, and language. The final number of records included was

190. The search was performed on one database and one precise search expression. Therefore, the results are representative of the Scopus-indexed literature obtained by this search strategy and should not be considered an exhaustive inventory of all research on online food ordering or online food delivery.

This data was imported in CSV format from the Scopus database into Biblioshiny for bibliometrics applications.

2.1. Bibliometric Analysis

The bibliometric analysis consisted of two components: performance analysis and science mapping. Performance analysis was used to examine annual publication growth, document types, sources, author productivity, country productivity, citation counts, and average citations per document. Science mapping was used to examine the intellectual and thematic structure of the field.

The following analyses were conducted:

- Annual publication analysis was used to identify changes in research output over time.
- Author productivity analysis was used to identify authors with the largest number of publications.

- Country analysis was used to examine the geographic distribution of research output.
- Source analysis was used to identify journals, books, and conference proceedings publishing research in the field.
- Keyword-frequency analysis and word-cloud visualization were used to identify frequently occurring terms.
- Tree-map visualization was used to display the relative frequency of keywords.
- Trend-topic analysis was used to examine changes in keyword occurrence over time.
- Citation analysis was used to identify the most frequently cited documents in the final dataset.

The dataset was analyzed using the Bibliometrix package through the Biblioshiny 4.3.2 interface.

3. Data Analysis

Table 2: Presentation of Bibliometric Data		
S. No.	Description	Results
Main Information About Data		
1	Timespan	2015–2026
2	Sources (Journals, Books, etc)	155
3	Documents	190
4	Annual Growth Rate %	16.65
5	Document Average Age	3.57
6	Average citations per doc	11.31
7	References	16,766
Document Contents		
8	Keywords Plus (ID)	1,072
9	Author's Keywords (DE)	721
Document Types		
10	Article	94

11	Book chapter	22
12	Conference paper	74

The data extracted from the Scopus database on Online Food Ordering is represented in Table 2. The Online Food Ordering database consists of 190 documents from 2015 to 2026, as extracted on July 07, 2026, which have been published in 155 publication resources (Journals, Books, Conference proceedings). The dataset consists of three distinct sets. The Annual Growth Rate of the publication is 16.65%, the Average Citations per document is 11.31, and the total references of Online Food Ordering are 16,776. In addition, the 190 documents on Online Food Ordering have 1072 index keywords and 721 author-keywords.

The information gives an immediate macro-level overview of the Online Food Ordering publications' expanse, showing steady growth, citation impact, and thematic richness.

4. Result and Findings

The section on results and findings of the study mainly explains the following :

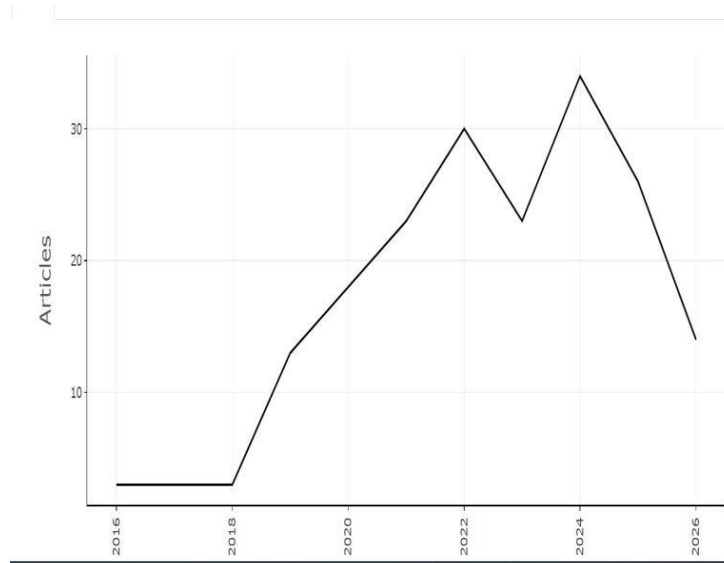
1. Trends in Online Food Ordering with respect to publication trend, author productivity, geographic distribution, and document source distribution.

2. Thematic Visualisation Analysis-Word cloud, TreeMap and Trend analysis.

3. Identifying most cited papers, strengthening the base of study of Online Food Ordering.

4.1. RO1. Extracting trends in publications, most prolific authors, top contributing countries and most productive journals to map the theme bibliometric profile.

4.1.1. Publication Trend in the field of Online Food Ordering



Year	Articles
2016	3
2017	3
2018	3
2019	13
2020	18
2021	23
2022	30
2023	23
2024	34
2025	26
2026	14

Figure 1 : Trends in Publication of Online Food Ordering (The Graph and Table)

Figure 1 displays the publication trend of the Scopus data in the field of Online Food Ordering between 2015 and 2026. Although the first paper pointed out by research is in 2012, "Feeding the hungry surfers: www.justeat.in" by Paul in Emerald Emerging Markets Case Studies.(Paul & Purkayastha, 2012). The volume of publications has been very low till 2018 (3 research papers each in 2016, 2017 and 2018). Post 2018, the publications show a growth trend of 13, 18, 23, 30, 34, 26, and 14 (till July, 2026), indicating consistent interest in online food ordering due to the pace of evolution it has shown across the globe. The increase in publication output indicates growing scholarly attention to online food ordering and its connection with several disciplines. However, publication growth alone does not establish that the field has reached maturity. The dispersion of publications across 155 sources and the absence of a single dominant outlet suggest that the field remains interdisciplinary and relatively fragmented. The trend

is driven by digital Innovation, consumer lifestyles, COVID-19 aftermath and marketing Innovations.

4.1.2. Author Productivity

The purpose of this section is to identify the diverse and active scholarly community contributing to the Online Food Ordering, marking the core contributors along with the occasional contributors. The bibliometric analysis of Online Food Ordering (Figure 2) reveals that the publication aggregation is led by Zhang Y with 6 publications, followed closely by Zou G with 5 and Guo X and Wang S with 4 publications each. The others, Chen J-F, Hao J, Lou J, Tang J, Wang L, and Wang X, contributed 3 publications each, indicative of a low-intensity participation base.

The findings are indicative of only a small core of highly active researchers in the field, Zhang Y, and Zou G.

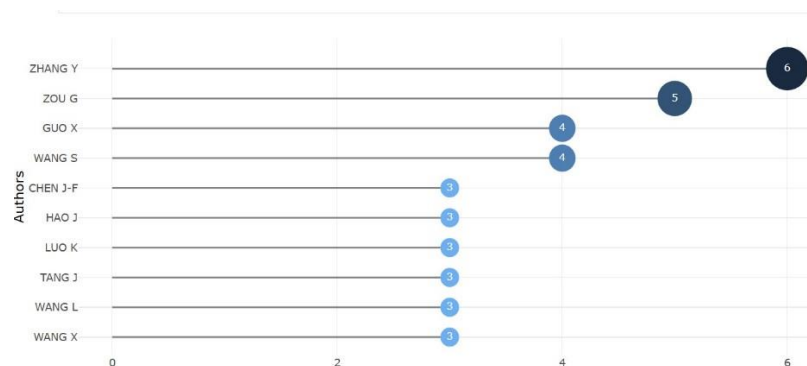


Figure 2: Author Productivity in Online Food Ordering

4.1.3. Most Productive Countries in Publication

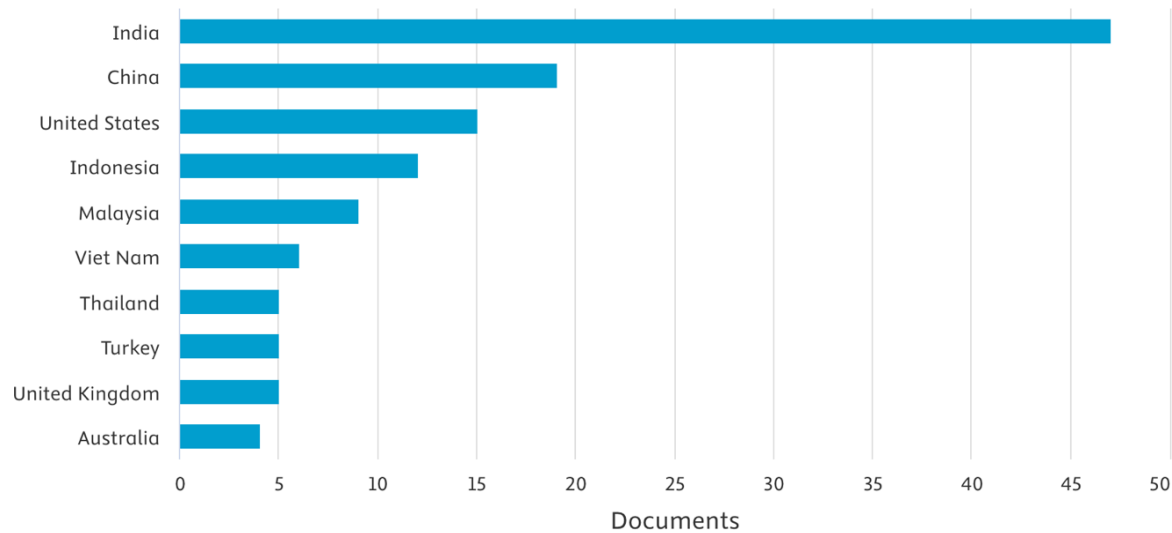


Figure 3: Most Productive Countries in Publication (Source: Scopus Analysis)

The country-wise analysis of the publications in Online Food Ordering presents a clear picture of the geographical distribution of research output in the field. (Figure 3)

India accounted for the largest number of publications in the dataset, followed by China, the United States, Indonesia, and Malaysia. This reflects the high visibility of Asian academic communities in

the Scopus literature that has been discovered using the current search strategy. Nevertheless, productive publishing is not an adequate indicator that India has the largest market for online ordering of food. It only indicates what countries are engaged in research in the field. The factors causing differences in national levels must be investigated empirically.

4.1.4. Journal Productivity

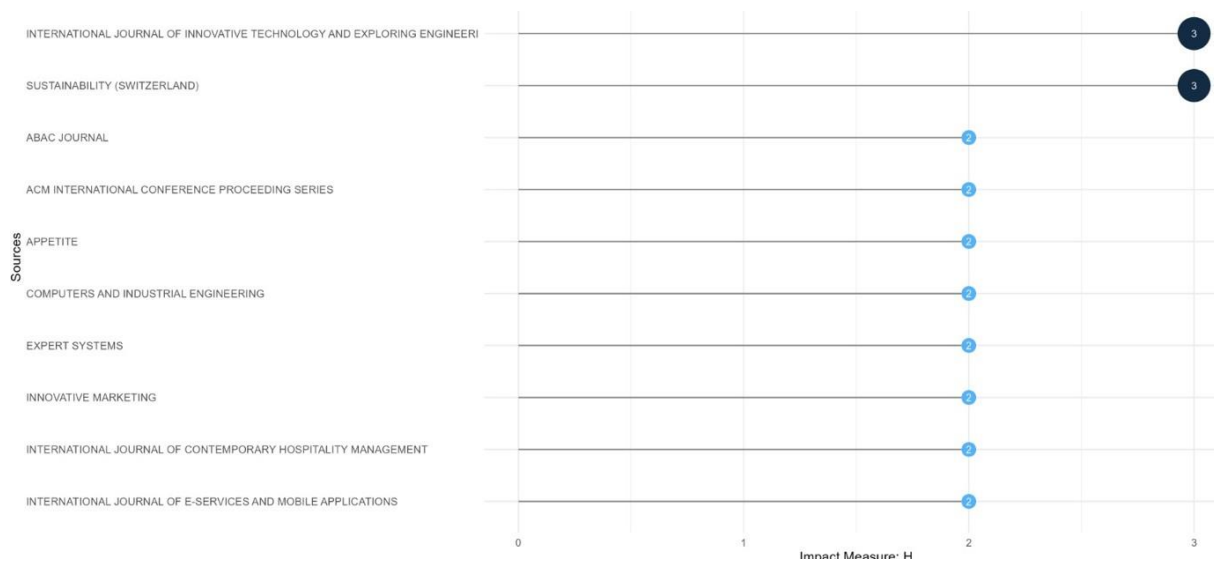


Figure 4: Journal Productivity Online Food Ordering

Figure 4, covering Source analysis, reveals that the literature is not focused on any one particular outlet but is spread across various leading journals and Conference proceedings, making it an interdisciplinary field. Journal of Innovative Technology and Exploring Engineering and Sustainability are the two most prominent journals, with three papers each; other sources like ABAC Journal, ACM International Conference Proceedings series, Appetite Computers and Industrial Engineering Expert Systems, Innovative Marketing, International Journal of Contemporary Hospitality management and International Journal of eservices and Mobile Applications contributed one paper each.

The pattern in the analysis suggests that the topic is interdisciplinary and has attracted interest from the

technology, hospitality management, and service research fields. It also indicates that the field is relatively dispersed, with no single dominant source, which is an indication of an emerging research area.

4.2 RO2. To systematically examine the thematic structure and temporal shifts in online food ordering literature through visual bibliometric techniques.

This section on Thematic Visualisation Analysis depicts the literature on Online Food Ordering from different perspectives. While Word Cloud focuses on the most frequent keywords in the publications, TreeMap highlights themes that are dominant by size and Trend topics reveal how the field has emerged over time.

4.2.1 Word Cloud Visualization



Figure 1: Word Cloud of Online Food Ordering Research

Biblioshiny has produced the word cloud , Figure 5, of the 190 publications on Online Food Ordering. "Food Delivery" emerged as the most dominant keyword, indicating it is a central research focus. Technology is now affordable, and designing an app or a website is simple, but the key differentiator of success and expansion of Online Food Ordering is the food delivery. The next set of keywords reflects the

technological nature of the domain, viz., mobile application, online food ordering, delivery service, and e-commerce. The conspicuous words like "consumer Behavior", "decision making", "customer satisfaction", "consumer attitude" highlight the focus on research in understanding the users via their adoption patterns, post-purchase evaluation and their preferences.

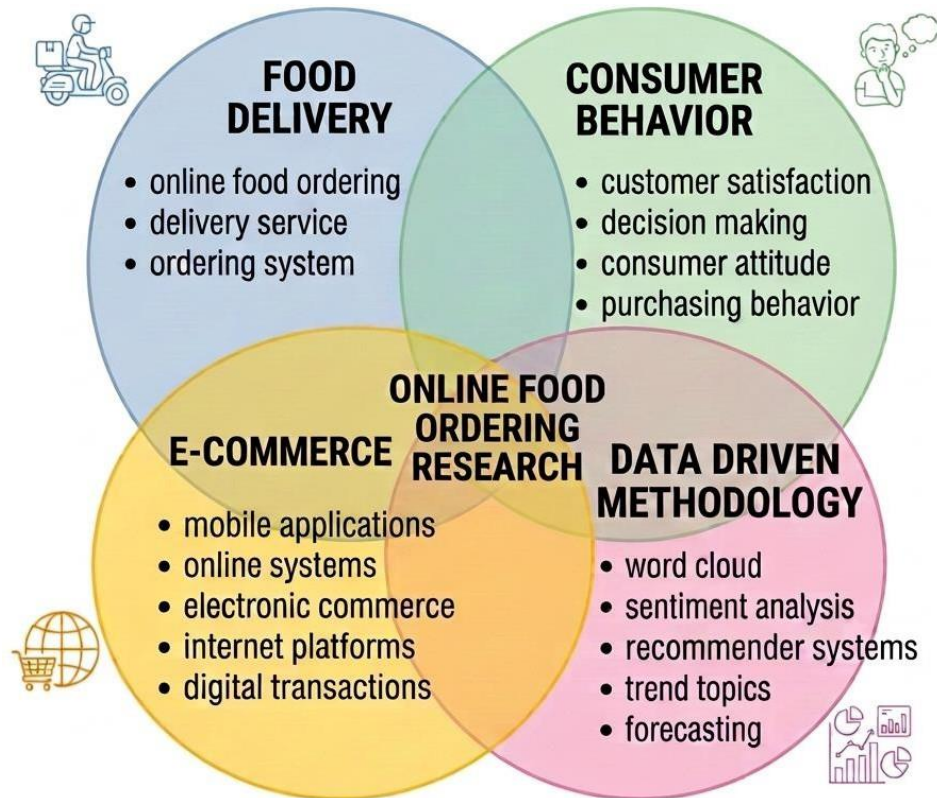


Figure 2: Segments through Word Cloud (Source: Analyzed by Authors)

Figure 6 shows the various segments highlighted by Word Cloud, viz., Food Delivery (Ordering system, Online Food Ordering, delivery service); Consumer Behavior (customer satisfaction, decision making, consumer attitude and purchase behavior, human); E-Commerce (Mobile applications, online systems, electronic commerce, internet platforms and digital transactions, human computer interaction) and Data Driven Methodology to study the field (Word cloud, sentiment analysis, recommender systems, trend topics and forecasting).

4.2.2 Visualization of Trend Topics

The graph (Figure 7) provides evidence of the dynamic evolution of the Online Food Ordering field.

Initial research in the field has focused on general contextual and operational issues such as delivery issues and economic and social impacts. At the same time, recent publications are more focused on food delivery, consumer behavior, online systems, and customer satisfaction. This trend indicates a shift from general service-oriented discussion to more technology-oriented and consumer-oriented research.

The whole timeline consistently talks of "online systems," indicating the centrality of the digital platforms around the studies conducted.

The trend topic analysis over the years suggests that the field of research has shifted from an earlier general field to a literature been more focused on digital platforms, user experience and market results.

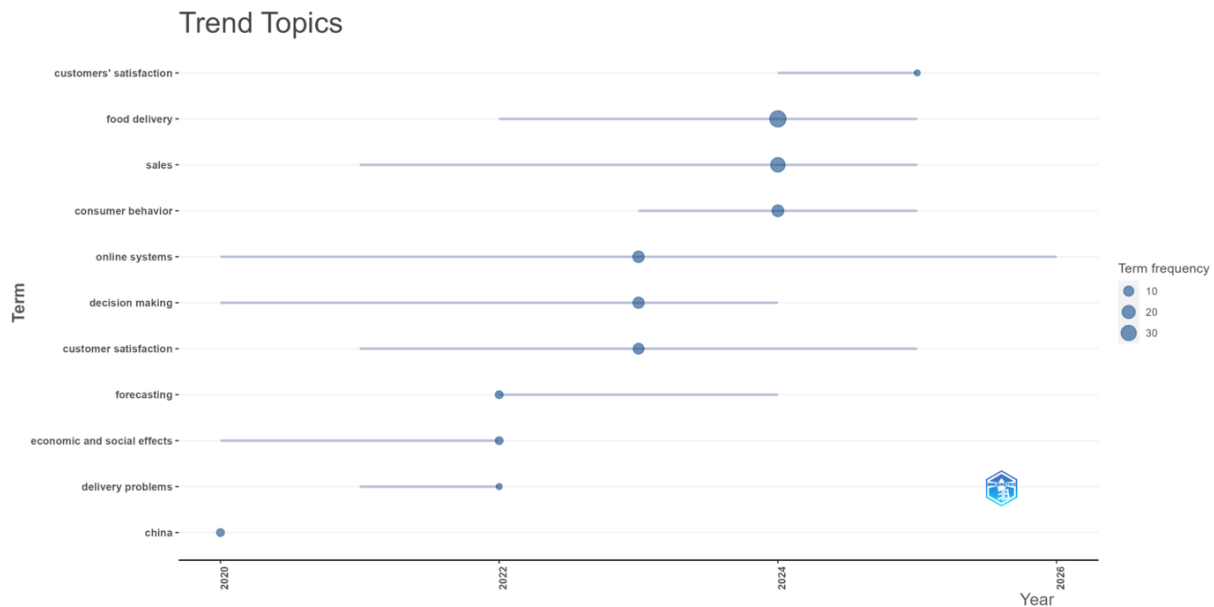


Figure 3: Trend Topics in Research on Online Food Ordering

Though the time span of the study is 2015-2026, the trend topic analysis begins from 2020. This is because of the lack of keyword occurrences to show meaningful patterns in the earlier years of research. As a result, the visualisation focuses on the period where the literature becomes dense enough to reveal clear topic evolution.

The visualisation through TreeMap focusses on the dominant themes in the area of research. In Figure 8, Online Food Ordering research is centred on food delivery and sales. Next in line are the customer experiences and online platform studies with "consumer behavior", delivery service, online systems, decision making, online food ordering and customer satisfaction. The lesser-dominant but growing area is technology- and data-driven methods, including e-commerce, mobile applications, and human-computer interaction, followed by research-focused applications like deep learning, forecasting, sentiment analysis, and recommender systems.

4.2.3. TreeMap Visualization



Figure 4: TreeMap on Online Food Ordering

The TreeMap reiterates that the literature of Online Food Ordering is an interdisciplinary combination of studies focusing on delivery operations, consumer Behavior, and digital marketplaces.

The word cloud has highlighted the most frequently used terms supported by TreeMap which shows the dominance of similar fields like food delivery, sales and consumer behavior, and the trend topics have revealed how these evolved from simple empirical studies to analysis of technology and consumer behavior. Taken together, the research is focused on delivery-related services, consumer decision-making, and a data-driven approach.

4.3 RO3. To conduct a citation analysis of the top-cited papers in online food

ordering to determine the core seminal literature.

Citation analysis was conducted using citation counts reported in the Scopus export retrieved on 7 July 2026. Documents were ranked according to total Scopus citations. The ten documents with the highest citation counts were identified, and the five highest-ranked documents were examined in greater detail. The selection criterion was therefore total citation count within the final dataset, rather than author

reputation, journal ranking, methodological quality, or relevance determined by the authors.

Citation counts are affected by publication age, field differences, database coverage, document type, and the time required for newer publications to accumulate citations. Accordingly, the citation results are interpreted as indicators of visibility and influence within the retrieved Scopus dataset, not as definitive measures of scholarly quality. Because the dataset includes publications from 2015 to 2026, older publications have had more time to accumulate citations than recent publications.

4.3.1 Most-Cited Papers on Online Food Ordering Apps Globally

This section highlights the most cited papers in the field of Online Food Ordering. The selected studies show that the global literature on online food ordering apps is concentrated around consumer purchase intention, platform adoption, service quality, customer satisfaction, operational efficiency, and sustainability impacts.

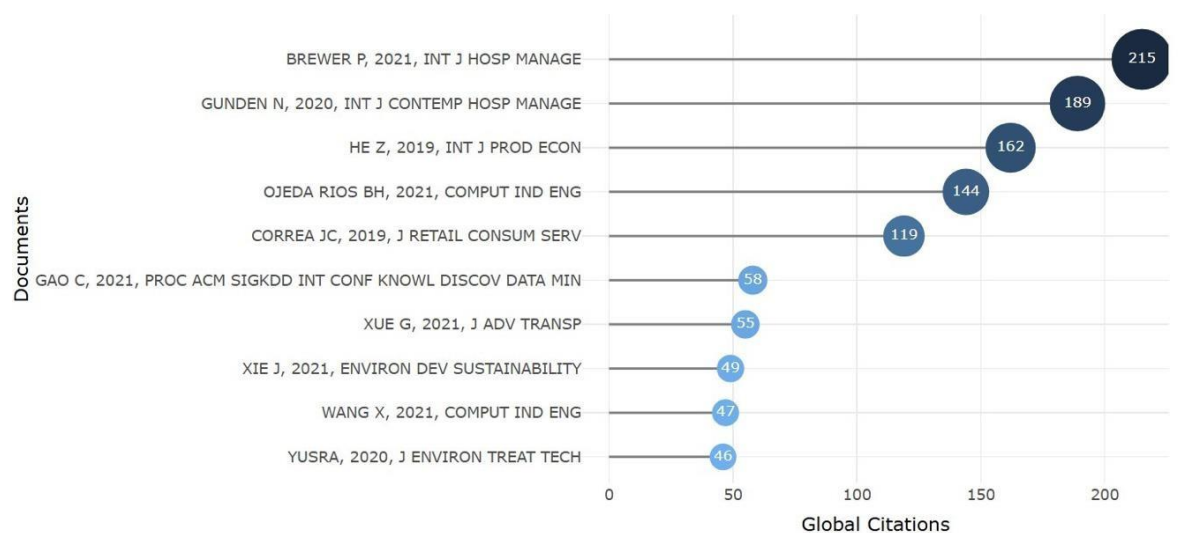


Figure 5: Global Citations of the Publication

Figure 9 shows the top 10 most cited publications in the field of Online Food Ordering. The section further focuses on the detailed analysis of the most cited papers by discussing the papers with more than 100 citations. In this case, the top five publications fit the bill and are examined. The detailed analysis of the top-cited publication in any field reveals the intellectual

foundation on which the area of study is evolving. These papers help in deciding the future course of study by identifying research themes, relevant authors and publications in the field. In a nutshell, this section would help in a better understanding of the development of the Online Food Ordering discipline over time.

Table 3: Details of the Top 5 Most Cited Publications

	Name of the Paper	Author(s)	Methodology	Key findings
1	The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic (<u>Brewer & Sebbby, 2021</u>)	Prawannarat Brewer and Angela G. Sebbby	Extended the Stimulus-Organism-Response (S-O-R) framework/Online Store Environment Framework (OSEF) to an online food. Online data collection of 420 US adults (21 years and older) through Conducted online via Amazon Mechanical Turk(MTurk)	Online restaurant menus drive purchase intentions through indirect pathways—visuals trigger affective states (craving/hunger), while detailed descriptions satisfy cognitive processing needs (perceived convenience and reduced uncertainty). for food and perceived convenience.
2	Consumers' intentions to use online food delivery systems in the USA (2020)(<u>Nefike Gunden et al., 2020</u>)	Nefike Gunden, Cristian Morosan, Agnes DeFranco	Survey of 605 U.S. respondents, analyzed with confirmatory factor analysis and structural equation modeling based on UTAUT2 extended with impulse buying tendency, self-image congruity, and mindfulness.	Performance expectancy was the strongest predictor of intention to use OFDS, followed by congruity with self-image; habit and mindfulness had smaller positive effects, while impulse buying tendency had a negative effect.]
3	Evolutionary food quality and location strategies for restaurants in competitive online-to-offline food ordering and delivery markets: An agent-based approach (2019)(<u>He et al., 2019</u>)	He Zhou, Han Guanghua, T. C. E. Cheng, Fan Bo, Dong Jichang	Agent-based modeling of restaurant competition in online-to-offline food ordering and delivery markets.	The study models how restaurants adjust food quality and location strategies under competitive O2O conditions, showing the strategic importance of spatial positioning and quality choices in

				platform markets.
4	Recent dynamic vehicle routing problems: A Survey (2021)(Ojeda Rios et al., 2021)	Brenner Humberto Ojeda Rios , Eduardo C. Xavier, Flávio K. Miyazawa , Pedro Amorim , Eduardo Curcio , Maria João Santos	Conducted a comprehensive, structured review of 80 papers published over a 7-year timeframe (2015–2021).	Reviews recent routing models and shows that most research focus has shifted to real-time, unpredictable deliveries like online food delivery.
5	Evaluation of collaborative consumption of food delivery services through web mining techniques(Correa et al., 2019)	Juan C. Correa, Wilmer Garzón, Phillip Brooker, Gopal Sakarkar, Steven A. Carranza, Leidy Yunado,, Alejandro Rincón	The authors integrated platform-level web scraping with Facebook geocoding and real-time Google Maps API travel estimates to analyze 19,934 delivery routes across 787 food providers in Bogotá during Saturday rush hours	Early deliveries significantly motivated customers to leave post-purchase comments on the platform

The most cited paper, "The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic" with 215 citations, concludes that online restaurant menus drive purchase intentions through indirect pathways—visuals trigger affective states (craving/hunger), while detailed descriptions satisfy cognitive processing needs (perceived convenience and reduced uncertainty). It suggests that future studies in the field can focus on a similar pattern and study the post-pandemic scenario and if possible, evaluate real-world restaurant ordering platforms, a step above the static mock website scenarios.(Brewer & Sebbby, 2021)

The second most cited paper), "Consumers' intentions to use online food delivery systems in the

USA" from 2020, foundational paper analysing consumer technology adoption in the U.S. online food ordering context ((189 citations). (Nefike Gunden et al., 2020). The study extended the UTAUT2 framework to examine U.S. consumers' adoption of online food delivery systems. Utilizing Structural Equation Modeling (SEM), the authors demonstrated that Performance Expectancy and Congruity with Self-Image served as the primary determinants of adoption. Their findings highlighted that utility and identity alignment drive system usage, while impulsive tendencies negatively affect adoption, thereby providing a foundational theoretical reference point for subsequent consumer behavior literature in food service."

The third most cited paper (162 citations) is "Evolutionary food quality and location strategies for

restaurants in competitive online-to-offline food ordering and delivery markets: An agent-based approach" (He et al., 2019). The paper utilised Agent-Based Modeling (ABM) approach to simulate interactions among customers, restaurants, and platforms within Online-to-Offline (O2O) food delivery markets. The study found that customer expectations are a strong driver of restaurants maintaining high food quality, while the strategic importance of a physical restaurant location decreases due to platform delivery logistics. Ultimately, the results show that the secret to success in O2O supply chains lies in balancing food preparation times with operational efficiency and not on prime real estate. Rios et al. (2021) 's paper "Recent dynamic vehicle routing problems:A Survey" (2021)(Ojeda Rios et al., 2021) conducted a systematic literature survey on the Dynamic Vehicle Routing Problem (DVRP) published between 2015 and 2021, and proposed dual taxonomies for the problem variants and the solution approaches. The paper has 144 citations. Their analysis showed that 65% of recent studies target

dynamic and stochastic environments, with goods delivery and real-time B2C platforms such as online food delivery as major application drivers. The study also highlights that the main approaches used to solve complex and time-sensitive routing decisions are heuristics and metaheuristics. Finally, the paper presents a foundational roadmap for operations research in modern, technology-driven logistics ecosystems.

The paper, "Evaluation of collaborative consumption of food delivery services through web mining techniques" (Correa et al., 2019) has been cited 119 times. This paper shows that traditional surveys can be replaced by web mining and API integrations (Google Maps and Facebook) as a Big Data-driven approach to evaluate online food delivery in collaborative consumption platforms. The research finds that urban traffic congestion has little practical impact on fulfilment, because restaurants actively use heavy time buffers, and early deliveries actively drive post-purchase customer feedback.

The crux of the findings of the most cited papers is described in Figure 10

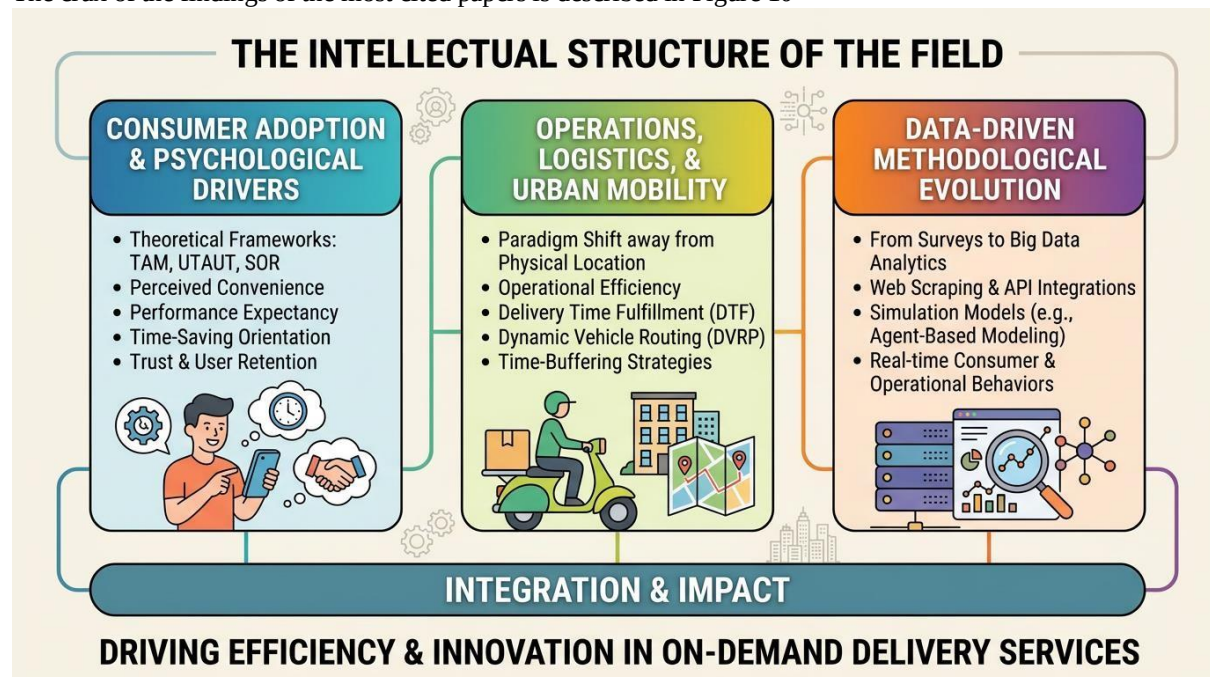


Figure 6: Findings from the Most cited Publications (Source: Adobe Firefly)

The main Intellectual structure of the Online Food Ordering field has been divided into Consumer Behavior, Logistics and Data-driven methodological evolution. This can serve the basis for future studies. The figure explains the theoretical frameworks adopted by the studies, along with the findings from the consumer behavior in terms of convenience, performance, time saving and trust. The research also

focuses on the Logistics and mobility in cities, where the location of the food outlet is of little consequence, the Delivery time fulfilment and the routing of the vehicles to increase efficiency and productivity need to be factored in. The last segment is of great value to the future researchers where the shift is from basic research techniques to the data-driven methodologies.

These documents were selected because they received the highest citation counts in the dataset. Their inclusion does not mean that they are the only seminal works in the field, nor that citation frequency proves methodological or theoretical superiority. Instead, they indicate the topics that have received the greatest visibility within the defined Scopus corpus.

*"Citation counts refer to the Scopus data downloaded on 7 July 2026 and may change as databases are updated."

5. Conclusion

5.1.1. Practical and Managerial Implications

The paper identifies a few actionable strategic insights for app/website operators, restaurant managers, logistics providers and Marketing managers. Figure 11 depicts the constituents of the implications:

- For Platform Operators: The Nudging focus can prove to be a good investment for them, along with refining time expectations based on routes, traffic, etc., rather than just delivery speeds. Platform developers should balance affective triggers (e.g., high-quality menu imagery) with cognitive assurances (e.g., transparent pricing, order tracking, and clear item descriptions) to reduce consumer uncertainty and boost conversion rates.
- exceeds time expectations.

- For Restaurant Operators: Expensive physical locations can be avoided, and the expected time of arrival can be conveyed to as much precision as possible since early order fulfillment enhances post-purchase customer reviews and good word-of-mouth.
- For Logistics Providers: Buffer-based routing is a good idea, especially in larger cities, where traffic conditions can worsen at any time. Research suggests that fleet managers should focus on dynamic vehicle routing algorithms (DVRP) that prioritise route batching and order-clustering within specific radial zones rather than attempting real-time re-routing. Prompt, proactive delay communication can mitigate the damage of late delivery if the delay is within or slightly outside the buffer timeline provided to the customer.
- For Marketing & Customer Relationship Managers (Review Drive & Retention): It is a good idea to put a loop on the early delivery through Post-purchase feedback mechanisms that should be contextually automated. Delivery apps should prompt users for reviews immediately following an early order fulfillment, as consumers exhibit a higher psychological propensity to leave positive comments and ratings when service

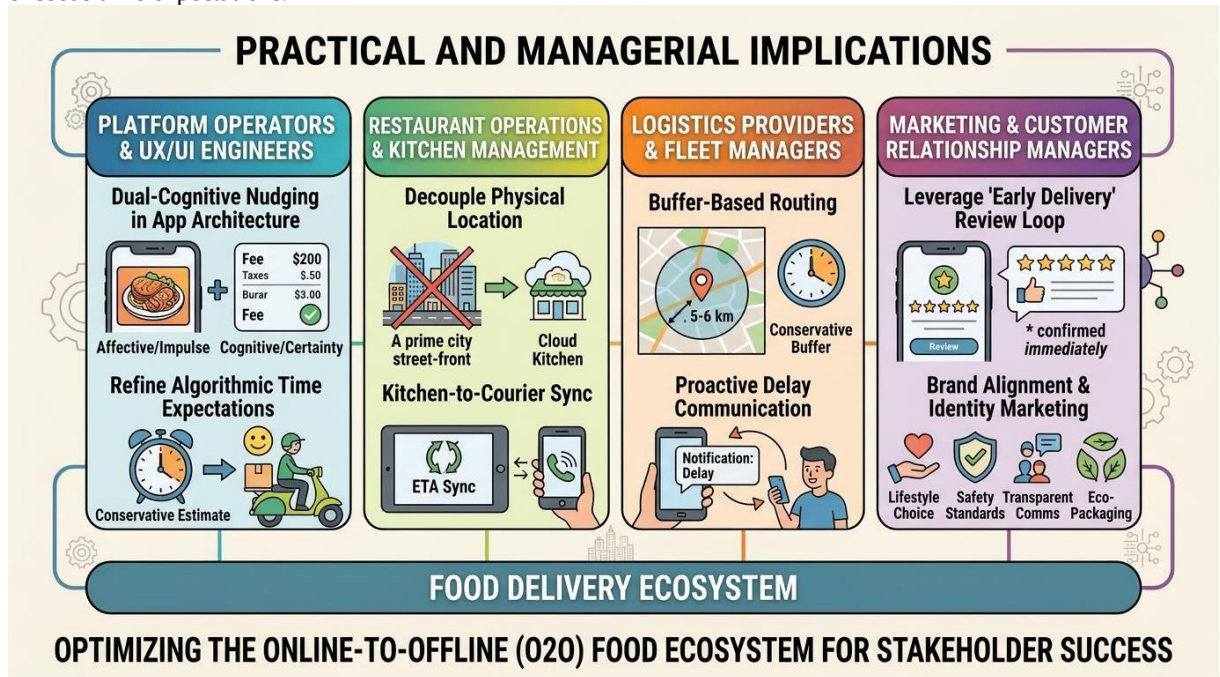


Figure 7: Practical and Managerial Implications (Source: Adobe Firefly)

5.1.2. Theoretical Contributions

This paper contributes to the literature by quantifying the structural shifts in Online Food Ordering research over time. It synthesizes fragmented streams from operations research, hospitality management, information systems, and consumer Behavior into a unified conceptual framework, highlighting how exogenous shocks (e.g., the post-COVID-19 environment) accelerated platform reliance and reshaped consumer expectations around safety, speed, and digital convenience. It synthesizes fragmented streams from operations research, hospitality management, information systems, and consumer behavior into a unified conceptual framework, highlighting how exogenous shocks (e.g., the post-COVID-19 environment) accelerated reliance on platforms and reshaped consumer expectations regarding safety, speed, and digital convenience.

5.1.3. Final Conclusion

Online food ordering is an offshoot of digital commerce that has been evolving since its inception. The online food ordering landscape started with the objective of providing information about the existing food outlets for example Zomato the food supplier the restaurants were convinced to share their menus on the websites or apps the journey then continued to enabling a platform that delivers food to the customer giving best deals to the customer and sales volume to the businesses the timely delivery has been one aspect that has been of utmost importance to the customer and to top it in the countries like India quick commerce has been added delivering food within 10 to 15 minutes.

The research publications in the field have been evolving from empirical studies studying wider areas as to increase sales and exploring the digital space, and from there to studying how consumers are evolving with respect to their perception choices, demands etc. The word cloud emphasizes delivery systems as being the most prominent word and rightly so supply chain management that is right foot product of right quality at the right time in the right condition and of the right quality has been of prime importance for online food ordering lower cost of manpower in countries like India and China see more evolution and dynamic online food industry and delivery systems are rich and productive India and China also lead in the publication. The visualization techniques of word cloud, tree map, and the trend topic clearly convey that there is a focus on delivery, consumer behavior, and a data-driven analytical approach.

The most cited research simplifies the field in terms of consumer Behavior aspects like Menu designs influencing purchases. The simplest of the

tricks is to understand that online menus persuade customers to make purchases in two ways: tempting photos that make customers hungry, and clear item descriptions that make ordering simple and predictable. Another aspect is the basics of providing utility and identity: people primarily use delivery apps when the service is useful, matches their personal style/image, and enhances their performance. Physical location is now far less important as the delivery platforms handle the travel. The success of a restaurant is now based on fast kitchen prep and a smart delivery setup. Restaurants build large extra time buffers into their estimates, so traffic jams don't delay deliveries much. The most-cited papers also indicate a shift from basic research techniques, such as surveys, to data-driven methodologies.

6. Limitations

Despite careful analysis and its contributions to Online Food Ordering, this study is subject to inherent bibliometric limitations: data were collected from the Scopus database, which excludes Web of Science, PubMed, and other databases, and may have inadvertently missed relevant publications in the field. Another is the citation delay of the recent publications. In general, older publications have a greater chance of being cited than recent ones, so the citation analysis may not reflect the full citation impact.

7. Bibliography

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