

A Review and Bibliometric Analysis of Online Food Delivery by Using Scopus Database



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ABSTRACT

Objective - Academic research on online food delivery has mainly addressed its economic and social implications. Due to technological advancement, online food delivery services have grown in popularity in Malaysia. The Internet and mobile technology make it easy to use mobile devices to access online food delivery services.

Methodology/Technique - This study aimed to analyse the bibliometric characteristics of worldwide research trends, publication growth, publishing outputs by nations, themes of interest, and author keyword co-occurrences. This article presents a bibliometric analysis of online food delivery services, which was conducted using the VOS viewer software and data retrieved from the Scopus database. The Scopus database yielded around 893 papers published between 1995 and 2022.

Findings – The findings highlighted that medicine accounted for most of the papers, followed by business, management, accounting, computer science, and social sciences. The "COVID-19 epidemic" appears the most frequently in the publications, followed by "e-commerce." The results highlighted the co-occurrences of author keywords, "covid-19 pandemic," has 103 linkages.

Novelty – This supports the claims made in the earlier studies that the COVID-19 pandemic had affected consumer choices for online food delivery services. It can be inferred that future studies may use the findings to explore problems with online meal delivery services.

Type of Paper: Empirical

JEL Classification: M31, M39.

Keywords: Bibliometric Analysis; Scopus Database; VOS Viewer; Online Food Delivery; E-Commerce

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1. Introduction

Nowadays, E-commerce is a platform for customers to purchase online.

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The advancement of online retailing and e-commerce has been significantly impacted by the quick development of wireless and Internet technology (Bressolles et al., 2014) (Amir & Rizvi, 2017). Online meal ordering has been a rapidly growing industry worldwide. Due to the growth and accessibility of the Internet and customers' hectic schedules, businesses are now addressing other consumer needs, such as the requirement for meal delivery at reasonable prices to consumers' front doors (Saad, 2020). A previous study by (Yeo et al., 2017) indicates that customers may browse, compare goods, decide on pricing, and organise product delivery with the availability of e-commerce apps. Moreover, due to the high usage, online food delivery has been the most prominent retail e-commerce in the market sector (Dospinescu et al., 2020). The online food delivery industry has become a trend in the food and beverage industry. This unique marketing channel seeks to increase revenue through collaborations with food service enterprises and a more extensive food and beverage industry share. Online distribution service technology in the catering sector enables the competitive industry to improve order quality, dependability, and customer relationships while expanding its market (See-Kwong et al., 2017).

Furthermore, in response to the COVID-19 epidemic, online food service providers have adopted a contactless delivery system, allowing food to be delivered to customers without physical contact. Concurrently, online food ordering platforms offer users daily supply delivery services. These services have proven effective in maintaining social distance during the COVID-19 epidemic, which can minimise the distance between sales and usage operations (Chen et al., 2020). Moreover, some restaurants need to change their business models to incorporate cutting-edge online food delivery (OFD) services (Gavilan et al., 2021). Since the development of technology in the twenty-first century, delivery services for meals have become a new trend in the food and beverage industry. Customers can interact with a range of regional restaurants and food providers using a smartphone app for food delivery services developed by food delivery platform operators. (Aryani et al., 2022).

Several research on online food delivery bibliometric have been published (Alhammadi et al., 2021) (Badenes-Rocha et al., 2022) (Wahjoedi et al., 2020). However, a study by (Badenes-Rocha et al., 2022) only focused on the business economics area and less explored the other related fields such as personal, sociodemographic and health policies. In addition, a study by (Wahjoedi et al., 2020) did not highlight the customers responses to online food delivery services during COVID-19 outbreak because it only analysed documents from 1962 to 2019. As a result, there has been a general change in traditional buying practises and consumer preferences. A similar study by (Alhammadi et al., 2021) which applied the Web of Science Core Collection suggested that future studies should review documents in other language rather than discuss the events that had already occurred in recent times.

To extract the study publications, the researchers used the Scopus database to perform a bibliometric analysis of online food delivery services. The data was collected using the VOSviewer programme. This study aimed to analyse visually and statistically the trend of web publications about food delivery services. This study also offered different points of view for continued research by utilizing bibliometric analytic techniques based on the Scopus database. This paper provided a global perspective by identifying the pattern of academic online food delivery service-related publications by year, type of access, topic area, subject title, nation, document type, citation scores, source type, and keywords. It also analysed and organised crucial historical data on online food delivery services.

Therefore, this study offered new perspectives for future researchers to consider when determining the future paths of online meal delivery service studies and advice pertinent to the present demands. The following section analysed existing research on bibliometric studies of online food delivery services and concentrated on the specific technique employed to fulfill this study's objectives. The following section discusses the findings and the conclusion of the entire study.

2. Literature Review

The procedure by which consumers' online-ordered food is made and delivered to them is known as an "online meal delivery service" (Li et al., 2020). According to (Dazmin & Ho, 2019), eating at a physical store requires more time than making an online purchase. As a result, consumers prefer online food delivery services, which can help them save time by ordering lunch (Hooi et al., 2021). Customers can interact with a range of regional restaurants and food providers using a smartphone app, a new technology model for food delivery services developed by food delivery platform operators.

In recent years, online food delivery services have been the alternative platform for business development due to the widespread use of the Internet (See-Kwong et al., 2017). Previous studies highlighted that OFD services provide customers with convenient, timely access to food from various restaurants at various times and locations (Gupta & Paul, 2016) (Yeo et al., 2017) (Chai & Yat, 2019). Furthermore, it provides customers with accurate information about restaurants, menu options, customers' prior experiences via online reviews, and the status of those orders (Alalwan, 2020).

This technological advancement era is surrounded by high-tech devices such as smartphones, tablets, and laptops. Due to this reason, some restaurants have begun to develop their company websites or mobile applications, allowing people to order food online and use the delivery service rather than relying solely on offline store service (Hooi et al., 2021). According to (y Monsuwé et al., 2004), the degree to which customers believe using the Internet as a medium will improve their performance or productivity, thereby improving the outcome of their shopping experience, which is the usefulness in the context of online shopping. According to (Gefen & Straub, 2000), a website's perceived ease of use heavily influences an individual's willingness to use it. Customers who use mobile applications and online food purchasing platforms showed a similar effect on perceived ease of use (Kang & Namkung, 2019).

Besides that, (Novita et al., 2020) highlighted that customer behaviour had been dramatically influenced by the COVID-19 pandemic, social distancing, and self-quarantine. Most activities have shifted to online activities, and consumers prefer online transactions to ensure safety. This policy has resulted in numerous changes in people's habits and activities; most activities have shifted to online activities, and people prefer to conduct business online. The shift can be seen during the pandemic, in which online transactions are rising. In addition, previous research has concentrated on the causes of OFD use, the attitude mainly from a managerial and customer standpoint (Ray et al., 2019) (Belarmino et al., 2021).

Moreover, past literature also applied frameworks such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance of User Technology (UTAUT) to examine the OFD factors. The integration of prior studies is required because our research issue is still new and the literature is still developing and scattered. (Badenes-Rocha et al., 2022). Hence, bibliometric analysis is used to examine the particular issue and new trends in the study (Verma & Gustafsson, 2020) (Donthu et al., 2021).

Bibliometric analysis is conducted to assess the breadth of scientific literature on online brand-centric connections describing trends and primary issues. Moreover, bibliometric research highlights the most productive authors, the development of publications over time, the most significant studies and authors, and the topics most closely associated with a given study field (Veloutsou & Mafe, 2020). Additionally, this study has conducted two types of bibliometric analysis using Microsoft Excel and VOSviewer, a software platform for analysing bibliometric networks and graphically mapping results through clusters, after sampling scholarly references (Van Eck & Waltman, 2010).

Generally, there are two analyses will be drawn from the VOSviewer software. First, a co-occurrence analysis employing author keywords is utilized to build associations and form clusters depending on how frequently two different keywords are used in the selected articles. The keywords will be represented more closely from a visual standpoint the more regularly they are used together. The second technique is bibliographic coupling, in which the groups of various references are based on these shared characteristics by both sources and authors.

By doing a bibliometric analysis on the Scopus database to characterise the patterns of publications on online delivery services, this study sought to complement the earlier findings. This study looked at a range of publications in terms of accessibility, language, topic matter, and source title, as well as the most widely cited works, publishing patterns, and co-occurrence of the author's keywords.

3. Research Methodology

This study involved bibliometric analysis, which allows academicians to analyse global research trends by looking at Scopus database publication outputs. The database Scopus was used to download information on the references used in the bibliometric study. Currently, it is regarded as one of the highest-quality information aggregators regarding academic papers, Scopus, which Elsevier manages. This database has high-quality data that have been accurately selected and evaluated by an external content selection and advisory board. For most bibliometric analysis, Scopus is the preferred option because of its track record of producing records of high quality (Baas et al., 2020).

Data mining from the Scopus database was performed on April 19, 2022. In this study, many sources were consulted to find synonyms and terms that were conceptually related to "online food delivery" since there were various ways to explain the term. The following set of Boolean expressions was used to limit the study by using the following terms: "online food delivery" OR "food delivery" OR "food delivery mobile application" OR "online food ordering." Finally, (TITLE-ABS (online food delivery)) was the query string used for the search. This search yielded 893 results, with the earliest publication in 1995. The results of the Scopus search were then analysed using the following criteria: access type, year, country, subject area, language, and source title. Aside from that, the researchers looked at the total number of citations for ranking purposes. To extract the citation, bibliographic, and abstract information from the search results, the researchers used the VOS viewer software version 1.6.15. This software allowed the researchers to create a bibliometric map to examine author keywords' co-occurrence.

4. Results

These are the search results in the Scopus database and the bibliometric analysis done using VOS viewer version 1.6.15. Firstly, the analysis of access type, language, subject area, and source title. as previously stated, the Scopus database returned 893 results when searching using the query string. These were the articles that were published from 1995 to 2022. The finding found 616 journal articles, 158 were conference papers, 54 were reviews, and the rest were book chapters, conference views, and others. Most of the articles, 874, were written in English, followed by Chinese (6 documents), German (3 papers), and other languages such as Portuguese, Korean, Spanish, Croatian, French, Japanese, and Russian. The field of medicine (256 documents) was the most prevalent topic area, followed by business, management, and accounting (193 documents), computer science (282 documents), and social sciences (177). These documents are organised by subject area in Figure 1.

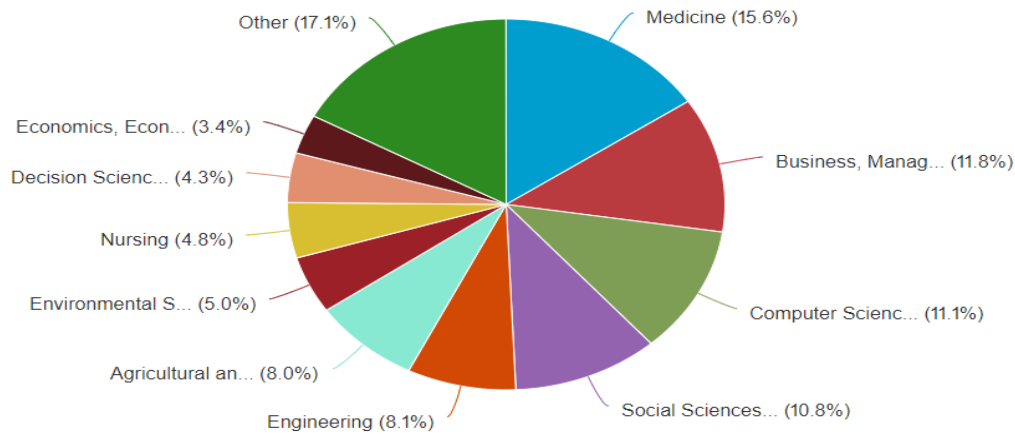


Figure 1. Documents by Subject Area

The documents are organised by source title in Figure 2. British Food Journal (26 documents), Sustainability Switzerland (22 documents), and International Journal of Environmental Research and Public Health (21 documents), are the top three publications.

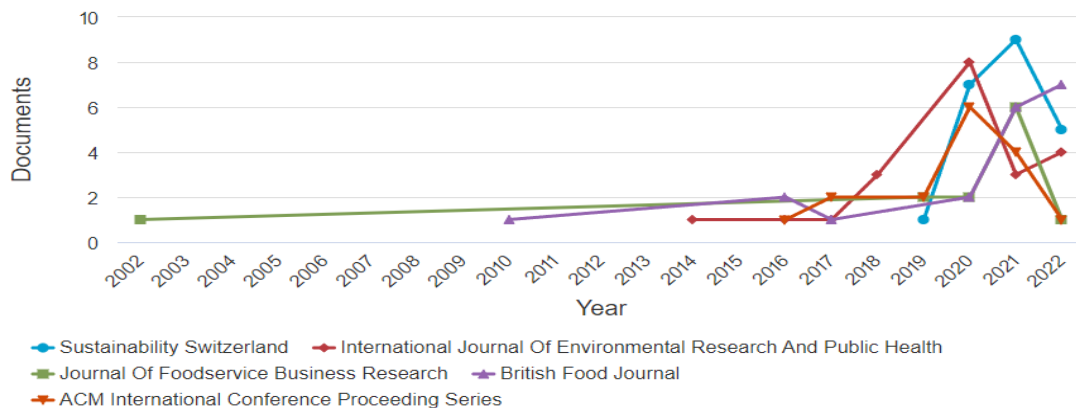


Figure 2. Documents by Source Title

In addition, the researchers assessed the citation rankings for the top five results from the entire search. Its primary goal was to outline the subject of interest in the literature on "internet food delivery." The top five articles with the most citations are shown in Table 1. From the overall search results in the Scopus database and the bibliometric analysis done using VOS viewer version 1.6.15, its primary goal was to define the area of interest within the literature on "online food delivery." The paper by (Ray et al., 2019), cited 108 times, gets the highest citation score. This study aimed to create a psychometrically valid and reliable instrument that could evaluate food delivery applications' various uses and gratifications (U & G). The findings showed that customer experience, restaurant search, ease of use, and listing were the main factors that led people to use online food delivery applications. The second article by (Kapoor & Vij, 2018) has been cited 86 times. This study examined online food aggregators (OFAs) by proposing and testing a mobile app attribute-conversion model. The findings from this study have identified the most important mobile app attributes, such as visual, navigational, information, and collaboration design while choosing a particular online food aggregator (OFA) in India.

Next, the third article by (Mehroliya et al., 2021) has been cited 59 times. The findings revealed that the inter-group differences contributed to purchase frequency, perceived threat, perceived benefit, and product involvement. Customers who bought food through online food delivery during the COVID-19 outbreak had a lower sense of risk and were more likely to buy more food, think the food was better, and be more involved with the product. The fourth article, with 22 citations by (Keeble et al., 2020), reviewed the literature on online food delivery and indicated that online food delivery services had shown a high association with sociodemographic characteristics across countries. Consumers have changed their behaviour because of the COVID-19 pandemic, which has led them to use the online ordering option. Finally, the last article that received 18 citations was authored by (Bates et al., 2020). The article presented three critical health policy choices. Firstly, consumers could make more educated decisions on online food delivery platforms. Secondly, food service operators should present portion sizes. Lastly, creating an awareness program on how to use online food delivery platforms can help people eat better and stay healthy.

Table 1: The top five highest cited publications

Document title	Year	Source	Citation Score
Why do people use food delivery apps (FDA)? A uses and gratification theory perspective (Ray et al., 2019)	2019	Journal of Retailing and Consumer Services	108
Technology at the dinner table: Ordering food online through mobile apps (Kaapor and Vij, 2018)	2018	Journal of Retailing and Consumer Services	86
Customers response to online food delivery services during COVID-19 outbreak using binary logistic regression (Mehroliya et al., 2021)	2021	International Journal of Consumer Studies	59
Use of online food delivery services to order food prepared away-from-home and associated sociodemographic characteristics: A cross-sectional, multi-country analysis (Keeble et al., 2020)	2020	International Journal of Environmental Research and Public Health	22
A narrative review of online food delivery in Australia: Challenges and opportunities for public health nutrition policy (Bates et al., 2020)	2020	Public Health Nutrition	18

5. Discussion

From the findings, the primary area of interest is the literature on the antecedents for the use of OFD, typically framed in the consumer service literature and includes sociodemographic characteristics, perceptions, and potential benefits using gratification theory (Ray et al., 2019). The analysis revealed that customer experience, restaurant search, ease of use, and listing were the main factors that led people to use online food delivery applications. Moreover, the customer's decision to continue using OFD services after initially using them is another significant result of interest and technological factors (Kaapor & Vij, 2018) (Keeble et al., 2020).

Using the VOS viewer version 1.6.15, a visualised bibliometric map for "online food delivery" was generated to track the co-occurrence of keywords. The bibliometric map for author keyword co-occurrence is shown in Figure 3. The researchers set the minimum keyword co-occurrence criterion at 5. The author's keyword co-occurrence covid-19 pandemic has the most vital link with online food delivery, as it has the brightest colors compared to other keywords. Due to the pandemic, there was a significant shift in consumers' spending on products and services and a further boost in e-commerce sales. This happened because small

restaurants and enterprises have temporarily closed during movement control orders (MCO). Hence, "online food delivery" links most with the "covid-19 pandemic" among the author's keyword co-occurrences. Consumer spending patterns changed dramatically when the government imposed MCO to halt the virus's spread.

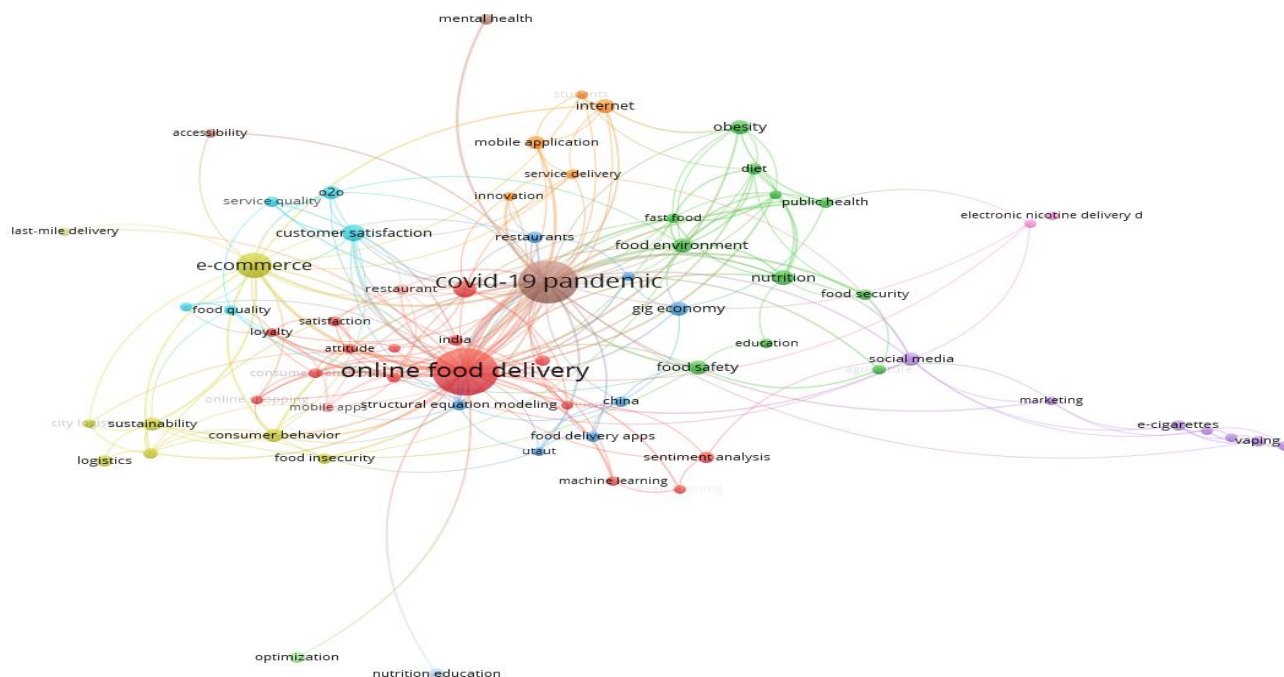


Figure 3: Bibliometric Map by VOS viewer

Table 3 summarises the connection strength for online meal delivery's chosen area of interest. According to (Khudzari et al., 2018), when the value of the goods is high, the link between them is vital. The finding shows that the keyword "online food delivery" appears the most in the articles, with 140 times, followed by "covid-19 epidemic," which appears 103 times. Finally, the keyword "e-commerce" has been mentioned 40 times. Besides that, the links between "online food delivery" and "fast food" (21 total links), "nutrition" (19 total links), and "diet" (14 total links) have also been discovered. These findings show that consumers' expenditure on online food delivery, regardless of healthy food, has affected their unhealthy lifestyle. However, it appears that previous studies on consumer behaviour have placed less emphasis on service quality (9), service delivery (8), and customer happiness (17). This revealed that consumers preferred making purchases rather than ordering through a food delivery service.

Table 2: Summary of Selected Topic of Interest for Online Food Delivery Service

No	Item	Link Strength
1.	Online Food Delivery	140
2.	Covid-19 Pandemic	103
3.	E-Commerce	40
4.	Food Environment	25
5.	Fast Food	21
6.	Nutrition	19
7.	Customer Satisfaction	17
8.	Consumer Behavior	17

9.	Diet	14
10.	Restaurant	14

6. Conclusion

Bibliometric analysis is a cutting-edge tool for determining previous research's present structure and trend. This article examined online food delivery service research, considering all the related articles. As a result, a bibliometric analytic approach might show how online food delivery service research has been developed from 1995 through 2022. This study is valuable because it delves into the academic literature on online food delivery, which identifies critical issues from various field studies such as medicine, environmental, business, management, and others.

In addition, insightful conclusions were also drawn from the binary logistic regression analysis, which examined the customers' responses to online food delivery services during the COVID-19 outbreak. These services have proven to be effective in maintaining social distance during the COVID-19 epidemic and have a lower sense of risk for the disease (Mehroliya et al., 2021). One was focused more on the customer perspective journals in those fields, such as the Public Health Nutrition Journal, which discussed the challenges and opportunities for public health nutrition policy of interaction with OFD (Bates et al., 2020). The guidelines suggested that customers would have more knowledge to make wise choices while using online meal delivery services when operators of food services displayed portion sizes. Lastly, by developing an awareness programme on online meal delivery platforms, people may eat better and maintain a healthy lifestyle. As a result, these findings have contributed to the advancement of knowledge in new perspectives that have been underserved by previous literature.

There are limits to the current study. First, the findings of this study could not be generalized because it only looked at articles in the Scopus database. Thus, future research can use more comprehensive databases, such as Google Scholar or Web of Science, to gather fascinating insights. Second, the references may not have been sufficient to produce conclusive results due to the topic's novelty. Therefore, further research is able to examine any discrepancies while also developing a timeline of the development of OFD research during pre-and post-COVID-19 worldwide. In this regard, it would be interesting to compare the outcomes before and after COVID-19. Finally, these findings could be strengthened by a separate co-occurrence study that uses citations as a unit of analysis, allowing us to confirm which standard references the examined publications are based on, and it will be helpful for future researchers as a reference in exploring new themes.

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