


# Chapter 3

## Drivers of Customer Adoption for Food Ordering Apps: A Systematic Literature Review

Müzeyyen Gelibolu

 <https://orcid.org/0000-0002-9852-7243>

Mustafa Kemal University, Turkey

### ABSTRACT

*The increasing digitalization of consumer services has significantly transformed the food industry, with mobile food ordering applications emerging as a critical tool for both businesses and consumers. While prior research has explored various factors influencing the adoption of these apps, a comprehensive synthesis of these drivers remains limited. This study conducts a systematic literature review to identify and categorize the key determinants of customer adoption of food ordering apps. Based on a final selection of 52 studies, the review examines technological, psychological, and contextual factors influencing user adoption, drawing on established frameworks such as the TAM, UTAUT, and the Theory of Planned Behavior (TPB). Key adoption drivers include perceived ease of use, trust, security, social influence, and promotional incentives, with demographic factors further shaping user preferences. The findings provide valuable insights for app developers, marketers, and policymakers aiming to enhance user engagement and optimize digital food service platforms.*

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## INTRODUCTION

The rapid pace of modern life, combined with widespread access to digital technology, has fundamentally transformed consumer behavior, particularly in how people purchase goods and services (Belanche et al., 2020; Mouloudj et al., 2025). With the continuous evolution of mobile applications and internet connectivity, digital platforms have become deeply embedded in consumers' daily routines, offering unmatched convenience and value—especially in the realm of online retail (Al Maalouf et al., 2025; Alalwan, 2020). This trend is particularly evident in the food industry, where consumer habits have shifted from traditional in-person dining to digital ordering, largely driven by the adoption of food delivery applications (Alcántara-Pilar et al., 2025). Online food delivery services have revolutionized how consumers access, order, and consume meals, effectively reshaping the modern dining experience (Harun et al., 2025). As part of the broader digital services landscape, food delivery apps represent a growing and highly dynamic segment of online-to-offline (O2O) service platforms (Pal et al., 2021). These apps serve as intermediaries that connect consumers with restaurants, enabling users to browse menus, customize orders, make secure payments, and track deliveries—all from their smartphones.

Over the past five years, the food service industry has experienced a shift: physical restaurant visits have stagnated, while online food ordering has experienced remarkable growth (Arli et al., 2024; Chakraborty et al., 2022; Noh et al., 2024). Accelerated by the COVID-19 pandemic, digitalization has become a core component of the food service sector, further embedding online food delivery as a standard consumer practice (Malik et al., 2024; Teo et al., 2024). These changes are supported by evolving lifestyle patterns, changing dietary preferences, and increasing demand for convenience (Bannor & Amponsah, 2024).

Statista (2025) projects that the global online food delivery market will generate approximately USD 1.39 trillion in revenue by 2025. Looking further ahead, the market is expected to grow at a compound annual growth rate (CAGR) of 7.64% between 2025 and 2030, reaching an estimated USD 2.02 trillion by the end of the decade. Within this ecosystem, food delivery apps—whether direct restaurant-to-consumer or aggregator-based—play a pivotal role in facilitating efficient and user-friendly service experiences (Alalwan, 2020; Kaur et al., 2021).

These mobile platforms allow customers to order their preferred meals anytime, from anywhere, with minimal effort (Belanche et al., 2020; Pitchay et al., 2022). As consumer reliance on such apps grows, user loyalty and satisfaction have emerged as key predictors of continued usage. Arli et al. (2024) found that customer satisfaction and loyalty significantly influence users' intentions to continue using food delivery apps. Similarly, Kwon et al. (2023) revealed that customer satisfaction in

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