

A Review Paper On E-Commerce Website

Prof. Mali A.K¹, Suyash Kaspate², Amar Tamboli³, Aniket Ghogare⁴, Ranjit Bhange⁵

¹ Internal Guide

^{1,2,3,4,5} BIT, Solapur

Abstract- *The Food Delivery Website is an online platform that connects customers with nearby restaurants and food outlets. It lets users browse menus, place orders, and receive meals at their doorsteps quickly. The system makes ordering food simple with a user-friendly interface, real-time order tracking, secure online payments, and efficient delivery management. Restaurants can manage their menus, update prices, and handle incoming orders easily through an admin dashboard. The project aims to save time, improve convenience, and reduce communication errors between customers and restaurants. By using modern web technologies, this website provides a smooth, fast, and reliable online food ordering experience for users.*

I. INTRODUCTION

In today's fast-paced world, many people prefer ordering food online instead of going to restaurants because it's convenient and saves time. A food delivery website offers an easy way for customers to browse different restaurants, look at menus, and place orders online. The platform connects customers with restaurants, making the ordering and delivery process simple and dependable.

The website lets users create accounts, find nearby restaurants, pick their favorite dishes, and make secure online payments. Restaurants can also update their menus, change prices, and manage customer orders through the system. Delivery staff receive notifications of new orders and can deliver food to customers quickly.

The main goal of this project is to create a user-friendly and responsive system that provides quick service, precise delivery, and customer satisfaction.

II. LITERATURE REVIEW

In recent years, online food delivery systems have gained popularity thanks to the rise of the internet and smartphones. Many researchers and developers have created systems that make ordering food simpler, quicker, and more convenient for both customers and restaurants.

Previous studies show that online food delivery platforms connect customers and restaurants by offering a digital space

where users can explore menus, compare prices, place orders, and make secure payments online. These systems cut down waiting time, increase order accuracy, and provide convenience through real-time tracking and customer support.

Earlier systems mainly displayed restaurant menus and collected orders manually. In contrast, modern platforms include features like GPS tracking, push notifications, online payment options, and data analytics to improve delivery times and customer satisfaction. Researchers have emphasized the need for a user-friendly interface, efficient database management, and secure payment systems to build reliability and trust with users.

Studies indicate that technologies such as PHP, MySQL, and JavaScript are commonly used to develop these web applications, while mobile apps frequently utilize frameworks like Flutter or React Native. Additionally, artificial intelligence and machine learning are used to suggest dishes or restaurants based on customer preferences and past orders.

Overall, the literature points out that a successful food delivery website should prioritize three main aspects: ease of use, quick and accurate service, and safe online transactions. By implementing these features well, the system can boost customer satisfaction and enhance business efficiency for restaurants.

Social networking:-

What we mean by "social network" in this context

The term covers several related phenomena:

Social media platforms (e.g., Instagram, Facebook, WhatsApp) where users share, recommend, and review food and restaurants.

Social influence among users, with friends and peers affecting each other's ordering behavior.

Network effects on the platform side, where the growth of users and restaurants supports one another and creates value.

Sharing and user-generated content, including photos of meals, reviews, hashtags, and check-ins.

Key findings from literature

Here are some important insights, supported by recent research, about how social networking dynamics affect food delivery systems:

1. Social influence and peer effects

A study in Indonesia found that social influence, such as friends or family recommending a service or sharing their orders, significantly affects consumers' intention to use online food delivery platforms. [ecojoin.org](#)

Another study states that recommendations and reviews from social groups, like friends and peers, likely have a strong effect on users. [JIER](#)

Implication: For your food delivery website, providing features that allow users to easily share orders, recommend to friends, or show what friends are ordering may boost usage.

2. Social media content, brand awareness, and purchase behavior

Research in India shows that social media marketing, which includes engaging content, influencer endorsements, and user-generated posts, positively affects perceptions of food delivery apps and leads to more frequent purchases. [IJFANS](#)

Another paper examined how social networking sites influenced brand awareness and online purchasing intentions during COVID-19. [academic-pub.org](#)

Implication: Building a strong social media presence, encouraging user content (photos of food, stories), and working with influencers or local food bloggers can help your platform gain traction.

3. User-generated content and decision making

A qualitative study found that consumers use social media not only before or after visiting restaurants but also during their visits. They share photos, tag friends, and post status updates, which influence others' dining or ordering choices. [MDPI](#)

The online ordering ecosystem also includes big data and analysis of how people discuss "food delivery" and "delivery food" in online networks, including how sentiment and word networks change. [PubMed](#)

Implication: Incorporate features for reviews, photo uploads, and social sharing buttons. Additionally, monitor sentiment and social discussions to respond quickly to issues.

4. Social and community dimension

Some research highlights how food delivery platforms function as social networks themselves. For example, a study in India explored how home-based food entrepreneurs used delivery platforms, WhatsApp groups, and Instagram to network, share experiences, collaborate, and gain recognition. [Space Frontiers](#)

However, there are concerns that online delivery might reduce in-person shared dining and family or social meal times. This change in how food is consumed can affect community connections. [MDPI](#)

Implication: Consider adding community features, such as forums, recipe sharing, and chef stories, while keeping in mind the trade-offs between convenience and communal dining.

5. Network effects and platform dynamics

Though not always labeled as "social network," the platform effects are crucial. As more users join, more restaurants get listed, and more reviews accumulate, this creates a positive feedback loop.

While research often focuses on technical or logistical systems, studies on "online actions with offline impact" show how social networks can boost user retention, engagement, and even actual behaviors. [arXiv](#)

Implication: Adding social features, such as friends, shares, and referrals, can help accelerate user growth and retention for your food delivery platform.

Analyze the literature

User experience is crucial. Research shows that factors like delivery time, app usability, restaurant variety, and secure payments are key drivers of user adoption and satisfaction.

Logistics and routing present important technical challenges. Many studies focus on courier matching, routing through

various vehicle routing problem (VRP) models, and predicting estimated time of arrival (ETA) as vital for operational efficiency.

Platform economics and power dynamics are significant. Research often examines commissions, dependence on restaurants, and the interactions between platforms and markets, including competition and aggressive discounts.

Social influence and social media increase demand. Elements like social proof from reviews and photos, peer recommendations, and influencer marketing have a strong impact on ordering behavior.

Gig work and ethics are also discussed. Several studies highlight labor issues such as algorithmic management, unpaid waiting time, and safety for delivery workers.

Hybrid methods are common in research. Many combine qualitative approaches like surveys and interviews with quantitative methods like log analysis and modeling; machine learning and artificial intelligence are used for forecasts and recommendations.

The notes on literature review prior to writing your review

1. Purpose of the Literature Review

To understand what research exists on online food delivery systems.

To identify key themes like user experience, technology, marketing, and logistics.

To find research gaps that your project will address.

To build a theoretical foundation for your own food delivery website proposal.

2. Sources to Collect

Make a list of the types of studies or references you'll need:

Academic journals (IEEE, Springer, ResearchGate, Google Scholar).

Industry reports on food delivery trends (Swiggy, Zomato, Statista, Deloitte).

Conference papers on e-commerce, web applications, and logistics optimization.

Online articles and reliable web sources (for recent developments).

Writing the review

The idea of online food delivery has changed how customers engage with restaurants and food outlets. As digital technology and mobile apps have grown, platforms like Swiggy, Zomato, and Uber Eats have become essential to everyday life. Reviewing the current literature helps us grasp the development of food delivery systems, user behavior, technological progress, and the social and ethical issues linked to these platforms.

Scope and Objectives

The Food Delivery Website connects customers, restaurants, and delivery personnel in one system. The project involves creating an easy-to-use and secure website. Customers can browse menus, place food orders online, make secure payments, and get timely deliveries.

This system simplifies the food ordering process for users. It helps restaurants manage online orders efficiently. It also supports delivery agents by offering real-time order details, optimized delivery routes, and tracking options.

To create a user-friendly online platform where customers can browse restaurant menus, place food orders, and make secure online payments easily.

To give restaurants an efficient management system for updating menus, managing orders, and monitoring sales in real time.

To allow real-time order tracking for customers and delivery partners, ensuring transparency and timely deliveries.

Methodology to be used

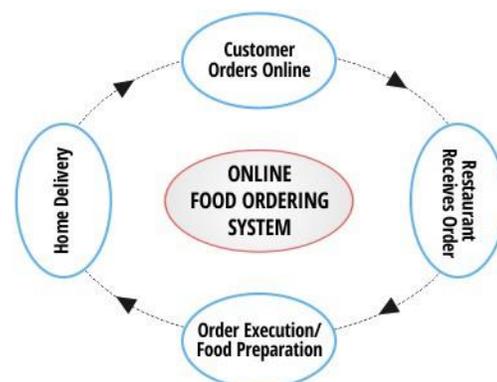


Fig :-

How to work online food ordering system

III. CONCLUSION

The Food Delivery Website is designed to make ordering food easier and more modern. It connects customers, restaurants, and delivery partners in one online space. Users can easily browse restaurants, place orders, make secure payments, and track deliveries in real time.

This project tackles the problems of traditional food ordering, like long wait times, miscommunication, and limited restaurant options. Restaurants benefit from better order management, online visibility, and the chance to gather customer feedback. Delivery agents receive organized order assignments and better routes, which improves their speed and efficiency.

REFERENCES

- [1] Swiggy. (2024). About Swiggy, Online Food Delivery Platform. Retrieved from <https://www.swiggy.com>
- [2] Sharma, R., & Singh, P. (2021). A Study on Customer Satisfaction Towards Online Food Delivery Services in India, with reference to Swiggy and Zomato. *International Journal of Research in Engineering, Science and Management*, 4(5), 45-52.
- [3] Zomato. (2024). About Zomato, Food Delivery and Dining Platform. Retrieved from <https://www.zomato.com>