

# Siargao Fresh Picks: Optimizing Sustainable Food Product Orders and Delivery System

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**Abstract:** *Siargao Island, renowned for its ecological diversity and tourism, faces unique logistical challenges in food distribution, exacerbated by seasonal variations and limited infrastructure. This study aims to address the critical need for an efficient, sustainable food supply chain in a remote island context. It optimized ordering and delivery system tailored to the island's specific needs, focusing on sustainability, efficiency, and community engagement. By utilizing a mixed-methods approach, the research combines quantitative data analysis of current supply chain logistics with qualitative insights from local stakeholders, including farmers, vendors, and consumers. The results revealed that there is a high agreement among the respondents in terms of the transportation issues, integration of technology, and infrastructure and supply. By proposing a web-based system will not only enhance the efficiency of food distribution but also supports local agricultural practices and strengthens the island's economy. Moreover, this research provides a replicable framework for other remote regions facing similar logistical challenges, contributing to the broader discourse on sustainable food systems and resilient community infrastructures.*

**Keywords:** Sustainable food systems, Supply chain optimization, Eco-friendly logistics, Fresh food delivery, Siargao Island, Local producers, Food waste reduction, Sustainable tourism, Technology integration, Sustainable development

## I. INTRODUCTION

The surge in tourism and development on Siargao Island has brought not only economic benefits but also significant challenges, particularly in the realm of food supply and distribution. As a popular tourist destination, Siargao faces increasing demand for diverse and high-quality food products. However, the island's remote location, limited infrastructure, and environmental vulnerabilities complicate the efficient and sustainable management of food resources. Addressing these challenges necessitates an innovative approach to food product orders and delivery systems, ensuring both sustainability and reliability.

The proposed web-based system called "Siagao", a coined word for Siargao Go, aims to revolutionize the food supply chain on Siargao Island by implementing an optimized system for food product orders and delivery. This initiative focuses on leveraging advanced technology and sustainable practices to streamline the entire process—from farm to table. By optimizing logistics, reducing waste, and promoting local produce, the proposed web-based system strives to support the island's economy while preserving its natural beauty and resources.

The core objective of the proposed web-based system is to enhance the efficiency of food product orders and deliveries, ensuring that businesses and consumers receive fresh and timely supplies. Added to that, it also minimized the environmental impact of these operations through sustainable practices. This includes reducing the carbon footprint associated with transportation, encouraging the use of eco-friendly packaging, and promoting the consumption of locally sourced foods.

The study explored the current challenges faced by Siargao's food supply chain, analyze the potential benefits of an optimized ordering and delivery system, and outline the strategies that Siagao will employ to achieve its goals. Through a combination of technology integration, stakeholder collaboration, and sustainable practices, Siagao seeks to create a resilient and efficient food supply system that can serve as a model for other remote and developing regions.

## **II. OBJECTIVES OF THE STUDY**

The objectives of the study are formulated as follow:

1. To assess the challenges faced by the farmers, local business owners, local producers, and tourists.
2. To propose a web-based application for optimizing sustainable food product order and delivery system in Siargao Island.
3. To formulate recommendations for further improvement of the food product order and delivery in Siargao Island.

## **III. RELATED LITERATURE**

### **3.1 Introduction**

“*Food does not happen by magic. It all begins with our remarkable farmers and growers*” the words of Prince Charles Clarence House [1]. This captivates the idea of having an online food delivery business that have grown rapidly during the past few years. To attract customers, food delivery service providers are forming partnerships with as many restaurants as possible. For restaurant entrepreneurs, the selection of the best service provider is a critical decision that influences their sales. According to Sureeyatanapas et al. [2], the online delivery service feature is useful for buying food that consumers want without having to waste time queuing and traveling. In fact, consumers often experience problems when ordering food via online delivery order [3].

### **3.2 Integrated Food Product Orders and Delivery Services**

The online food-delivery platforms should find the results insightful to better design their food-ordering mobile application. The findings also assist restaurateurs and mobile payment companies with supporting the whole online food delivery process. The food industry, like many others, has also gained from the e-commerce boom [4] by making food accessible on online channels. The growing number of food distribution apps and websites has transformed the landscape of the food industry. Basically, it is called online food ordering to order food through a web page or mobile application. According to Ramesh et al. [5], to reduce the negative impact of delivery delay on consumers' willingness to pay in the online food delivery market, several online food delivery platforms have launched on-time delivery (OTD) services with compensation, in which the platforms will compensate consumers with certain fees when the delivery delay occurs. The increasing use of food delivery services, driven by apps and websites, has significantly changed how food is ordered and delivered in highly urbanized cities across various countries [6]. These services make it easy to obtain food from a variety of sources such as restaurants, fast-food chains, local cafes, and grocery stores [7].

### **3.3 Methods and Technologies in Food Product Orders and Delivery Services**

In this study, the determinants (i.e., social influence, effort expectancy, performance expectancy, trust, and food safety risk perception) affecting customers' purchase intention toward online food delivery services are explored based on the unified theory of acceptance and use of technology [8]. Online food ordering has been an emerging sector globally and also a recent phenomenon in Bangladesh. The development and the availability of the internet, combined with the busy life schedule, has prompted businesses to address another need among consumers as well as the need to deliver foods at consumers' doorsteps. Understanding the consumer landscape better would help realize the full potential of the e-commerce platform as it can influence the economy, businesses and the quality of life of people [9]. The working pattern of the food industry has entirely changed with the emergence of mobile food delivery apps (MFDAs). The app delivers an innovative method to interact with and offer high-quality services to customers. This study pinpoints the imperative factors affecting the customer's attitude and continued intention in light of the Task Technology Fit (TTF) model. The required data were collected from MFDA users and analyzed by the structural equation modelling technique via Amos-23 and SPSS-22. The results confirm that customer rating, ordering review, food tracking, navigational design, and user self-efficacy positively impact [10].

### **3.4 Synthesis**

The rapid growth of online food delivery services has transformed the food industry, significantly altering how food is ordered and delivered. This transformation is driven by the increasing convenience and accessibility of food ordering through mobile apps and websites, which allow consumers to purchase food without the need for physical travel or

waiting in queues. The success of these services hinges on various factors, including effective partnerships between food delivery platforms and restaurants, user-friendly mobile app designs, and reliable delivery performance.

#### IV. METHODOLOGY

##### 4.1 Research Approach

The research approach for this study is a mixed-methods approach. This combines both qualitative and quantitative research methods to comprehensively understand and optimize the sustainable food product orders and delivery system in Siargao Island. The qualitative aspect will explore the perspectives and experiences of stakeholders, while the quantitative aspect will analyze operational data to identify efficiencies and areas for improvement.

##### 4.2 Research Design

The research design includes exploratory and descriptive phase. The exploratory phase includes conducting interviews and focus groups with key stakeholders (farmers, vendors, consumers, delivery personnel, and local government officials) to gather qualitative data on the current system and its challenges. The descriptive phase concentrated on distributing surveys to a broader group of participants to quantify the prevalence of identified issues and gather additional insights.

##### 4.3 Research Instrument

The survey questionnaires include question related to the performance level of existing systems, the feasibility and benefits of digitization, and demographic information of the respondents. The link to the online survey questionnaire was distributed to the selected respondents through Google forms, allowing for efficient data collection and analysis.

##### 4.4 Selection of the Participants

The participants of the study were selected within Siargao Island through convenience sampling method. The farmers are the local food producers on Siargao Island. The vendors who are the market sellers and grocery stores that distribute local produce. The consumers which refer to the residents and tourists who purchase and consume local food products. The delivery personnel that are involved in the logistics of food delivery. The local government officials and authorities involved in regulatory and support roles for sustainable practices and local food systems. The research population includes seventy-two (72) females age 25 years old and above. From Farmers, Local Business Owners, Local Producers, and Tourist of Siargao Island.

##### 4.5 Data Collection

An online survey questionnaire, designed and administered using Google Forms, was utilized to collect the quantitative data on the assess of the respondents on the current online delivery system of Siargao Island along with the feasibility and benefits of digitalization. The link to the online survey questionnaire was distributed to the respondents.

##### 4.6 Data Analysis

This study employed a mixed methods approach to analyze the data collected from both the survey questionnaire and interview. The descriptive statistical methods, such as frequency distribution, weighted mean and standard deviation were computed to show results of the variables and identify trends. Table 1.0 presents the interpretation of the computed weighted mean score for the respondents' level of assessment of the current sustainable food product orders and delivery system in Siargao Island.

TABLE 1.0 INTERPRETATION OF RANGE OF THE WEIGHTED MEAN

Range of the Weighted Mean	Interpretation
4.51 – 5.00	Strongly Agree (for the questions asked)
3.51 – 4.50	Agree (for the questions asked)
2.51 – 3.50	Moderately Agree (for the questions asked)
1.51 – 2.50	Disagree (for the questions asked)

1.50 and below	Strongly Disagree (for the questions asked)
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Meanwhile, the qualitative data from the interviews underwent thematic analysis to identify key patterns and themes related to challenges, gaps and opportunities for improvement in sustainable food product orders and delivery system and operational transactions within the customers. This analysis involved coding the interview transcripts, categorizing the code into themes, and interpreting the finding in the context of the research objectives.

The integration of both quantitative and qualitative findings was achieved through data triangulation, where the results from both methods will be compared and contrasted to provide a comprehensive understanding of the digitalization of sustainable food product orders and delivery system. This integrated analysis will help validate the findings and provide a solid basis for recommendations aimed at enhancing service delivery in the customers.

## V. RESULTS AND DISCUSSION

This chapter presents the results of the study and the discussion of the data gathered from participants' responses in answering the specific questions of the study.

### 5.1 Demographic Profile of the Respondents

TABLE 2.0 PROFILE OF THE RESPONDENTS IN TERMS OF GENDER

Gender	Frequency	Percentage%
Male	20	27.80%
Female	52	72.20%
<b>Total</b>	<b>72</b>	<b>100%</b>

Table 2.0 presents the profile of the respondents according to gender. As can be seen on the table, there are 20 or 27.80% of the respondents are male while 52 or 72.20% are female. This implies that majority of the respondents who participated in the survey are females.

TABLE 3.0 PROFILE OF THE RESPONDENTS IN TERM OF AGE

Age	Frequency	Percentage%
Below 25 years old	52	72.20%
26-36 years old	18	25.00%
37-47 years old	2	2.80%
48 years old and above	0	0
<b>Total</b>	<b>72</b>	<b>100.00%</b>

Table 3.0 shows the profile of the respondents according to age. The table indicates that the largest group is "Below 25 Years old" which makes up 72.20% of the respondents. There are also respondents in the 26-36 years old or 25% and 37-47 years old or 2.80% age groups. There are no respondents above 47 years old. This implies that majority of the respondents is below 25 years old of ages.

TABLE 4.0 PROFILE OF THE RESPONDENTS IN TERM OF CITIZENSHIP

Citizenship	Frequency	Percentage%
Filipino/Local	72	100%
Foreign National	0	0
<b>Total</b>	<b>72</b>	<b>100%</b>

As can be seen on table 4.0 is the profile of the respondents in terms of citizenship. The table shows there are 72 or 100% of the respondents are Filipino or local people. While 0 in foreign national respondents. This implies that majority of the respondents who participated in the survey are Filipino or local people.

TABLE 5.0 PROFILE OF THE RESPONDENTS IN TERM OF CLASSIFICATION

Classification	Frequency	Percentage%
Farmers	27	37.5%
Local Business Owners	11	15.3%
Local Producers	4	5.6%
Tourists	30	41.7%
<b>Total</b>	<b>72</b>	<b>100%</b>

The profile of the respondents according to classification is presented on table 5.0. It shows that there are 30 or 41.7% of the respondents are tourists, 27 or 37.5% of the respondents are farmers while 11 or 15.3% of respondents are local business owners and lastly 4 or 5.6% of the respondents are local producers. This implies that the majority of the respondents who participated in the survey are tourist.

**5.2 The Challenges Faced by the Respondents**

TABLE 6.0 THE CHALLENGES FACED BY THE FARMERS, LOCAL BUSINESS OWNERS, LOCAL PRODUCERS, AND TOURISTS IN SIARGAO ISLAND

Factors	Question Statements	WM	Category Value	Description
Infrastructure/Supply	There are only few suppliers of organic food in Siargao.	4.42	4.42	Agree
	There are only few facilities that can produce organic food in Siargao.	4.42		
Transportation Issues	There are limited food deliveries options exist on Siargao Island due to a lack of online or traditional delivery services.	4.46	4.48	Strongly Agree
	Seasonal changes in transportation in the Siargao Islands, especially during adverse weather conditions, may affect the timely delivery of food products.	4.51		
Market Difficulties	Poor internet connectivity hinders the smooth process of placing food orders online in Siargao.	4.40	4.36	Agree
	There are limited number of local vendors participate in online platforms for food product sales and delivery.	4.33		
Collaboration with Local Producers	There are inconsistencies in the quality of products supplied by local producers.	4.32	4.32	Agree
	Local producers often fail to communicate effectively regarding product availability and delivery schedules.	4.32		
Integration of Technology	Local traditional food establishments are struggling to compete with tech-based delivery services, leading to loss of cultural identity.	4.39	4.42	Agree
	Increased Dependence on Technology, Potentially excluding segments of the population without access.	4.46		
Enhanced Marketing Strategies	Traditional markets and local vendors may suffer from decreased foot traffic and sales as more customers opt for online ordering, leading to	4.39	4.33	Agree

Factors	Question Statements	WM	Category Value	Description
	economic strain on these businesses.			
	Increased delivery activity could contribute to traffic congestion on the island, especially during peak hours, affecting both locals and tourists.	4.28		

Table 6.0 presents the challenges faced by the farmers, local business owners, local producers, government, and tourists in Siargao Island according to the statements that grouped into five categories: Infrastructure/Supply, Transportation Issues, Market Access Difficulties, Collaboration with Local Producers, and Integration of Technology, Enhanced Marketing Strategies. The survey results are based on a 5-point scale, with 1 being "Strongly Disagree" and 5 being "Strongly Agree."

Based on the results, transportation issues rank as having the high level of agreement (WM = 4.48) which indicates that there are limited food delivery options due to a lack of online or traditional delivery services. Added to that, the seasonal changes in weather can also disrupt deliveries. The Integration of Technology (WM=4.42) means that there is a concern that local traditional food establishments may struggle to compete with tech-based delivery services, potentially leading to a loss of cultural identity. An increased dependence on technology could also exclude those without internet access. There is a general agreement of WM = 4.42 for the Infrastructure and Supply which specifies that here are few suppliers and facilities on the island that can produce organic food. The Market Access Difficulties with a WM = 4.36 shows that poor internet connectivity and a limited number of vendors selling food online make it difficult for customers to find and order food. While increased marketing could be beneficial, there is a concern that traditional markets and local vendors may suffer from decreased foot traffic as more customers opt for online ordering. This is the Enhanced Marketing Strategies (WM = 4.33). Additionally, increased delivery activity could contribute to traffic congestion on the island. Lastly, the Collaboration with Local Producers (WM = 4.32) means that there is some agreement (around 4 on the scale) that there are inconsistencies in the quality of products supplied by local producers and communication issues regarding product availability and delivery schedules.

Overall, the table suggests that there are challenges that would need to be addressed to create a successful food product delivery system in Siargao. These challenges include limited availability of organic food products, a lack of delivery options, difficulty accessing online markets, and potential negative impacts on local businesses and traffic congestion.

### 5.3 The Proposed Food Product Order and Delivery System

Table 7.0 emphasizes the important of sustainability in the food product order and delivery system according to classification of very important, somewhat important, neutral, not very important and not important at all. Based on the table, most respondents' 91.7% or 66 people consider classification to be very important. While a small number of respondents 6.9% or 5 people find classification somewhat important and only 1 respondent 1.9% is neutral on the importance of classification. lastly no respondents consider classification to be not very important or not important at all.

In conclusion, the overwhelming majority of respondents believe that it is important of sustainability in the food product order and delivery system

TABLE 7.0 THE IMPORTANCE OF SUSTAINABILITY IN THE FOOD PRODUCT ORDER AND DELIVERY SYSTEM

Classification	Frequency	Percentage%
Very Important	66	91.7%
Somewhat Important	5	6.9%
Neutral	1	1.9 %
Not very Important	0	0
Not Important at all	0	0
<b>Total</b>	<b>72</b>	<b>100%</b>



**TABLE 8.0 PAY FOR PREMIUM OF SUSTAINABLY SOURCED FOOD PRODUCTS**

Classification	Frequency	Percentage%
Yes	65	90.30%
No	7	9.7%
<b>Total</b>	<b>72</b>	<b>100%</b>

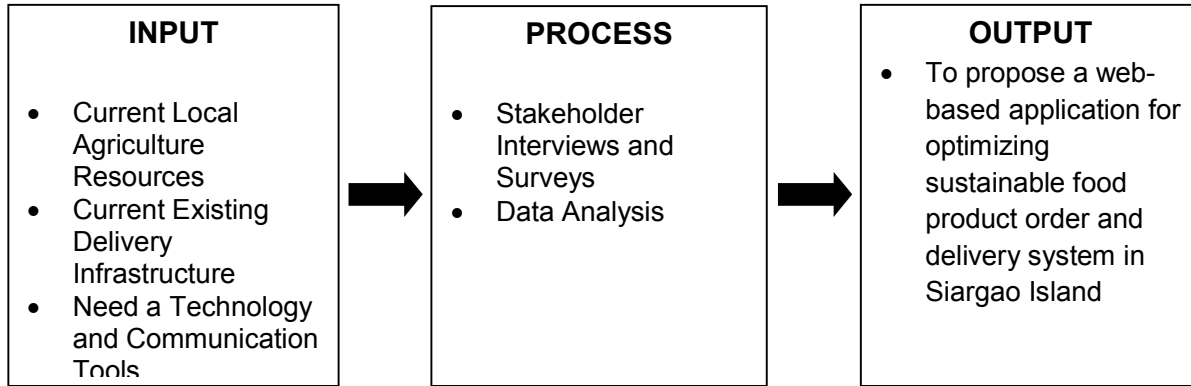
The table 8.0 shows the results of a survey on people's willingness to pay a premium for sustainably sourced food products. There are 65 or 90.3% of respondents said they are willing to pay a premium for sustainably sourced food products. While 7 or 9.7% of respondents said they are not willing to pay a premium for sustainably sourced food products. This implies most of the respondents are willing to pay premium for sustainably sourced food products.

**TABLE 9.0 THE FEATURES AND FUNCTIONALITIES OF THE WEB-BASED REFERENCE MANAGEMENT SOFTWARE.**

Features and Functions	Frequency	Percentage%	Rank
The system can be user-friendly.	54	75%	1
Assist the customers through live chat, email, or phone assistance, to address inquiries, resolve issues.	53	73.6%	2
Provide listing of local vendors and restaurants on the platform, showcasing their menus, specialties, operating hours, and delivery areas.	52	72.2%	3
The system is easy to understand and not complicated.	51	70.8%	4
Provide real-time tracking of orders and deliveries.	50	69.4%	5
Support for various payment methods, including cash on delivery, credit/debit cards, mobile wallets, or online payment.	50	69.4%	6
Make feedback mechanism for customers to rate their orders and leave reviews for vendors.	47	65.3%	7
Capability for customers to schedule deliveries in advance.	45	62.5%	8
Provide to customize their orders, such as specifying dietary preferences, portion sizes, or special requests.	44	61.1%	9
The system connects restaurants and businesses with local suppliers and distributors.	50	60.4%	10

On table 9.0 are shown the features and functionalities of the web-based reference management software, according to ranking the features and functionalities of the web-based. There are 54 or 75% user – friendly system: most users indicated that the system was easy to use. There are 53 or 73.6% Customer support A large portion of users found the system's customer support helpful, whether through live chat, email, or phone. There are listing of local vendors and restaurants 52 or 72.2%: This feature seems irrelevant to web-based, reference management software, and may indicate the user survey was intended for different software. Easy to understand system 51 or 70.8%: Again, this response suggests ease of use was a major factor in user satisfaction. Real-time tracking 50 or 69.4%: Nearly 70% of users found the real-time tracking of orders and deliveries to be a valuable feature.

**5.4 The Conceptual Framework of the Proposed Food Product Order and Delivery System**



**Figure 1.0 A Conceptual Framework of the Proposed Food Product Orders and Delivery**

As depicted in Figure 1,0, the Input stage is the initial phase that identifies the need analysis of the system including current local agriculture resources, current existing delivery infrastructure, need a technology and communication tools. The Process is the second stage in this phase, where the process begins with stakeholder interviews and surveys, data analysis. Once the Process stage assesses the challenges and opportunities faced by the Farmers, Local Business Owners, Local Producers, Tourists, and Government, and National Government Organizations, the Output is to propose a web-based application for optimizing sustainable food product order and delivery system in Siargao Island that would address the needs.

**VI. CONCLUSIONS AND RECOMMENDATIONS**

In conclusion, the integration of advanced food products with an efficient delivery system plays a crucial role in enhancing customer satisfaction, streamlining operations, and promoting sustainability within the food industry. The research highlighted several key findings: the increasing consumer demand for fresh and healthy food options, the importance of timely and reliable delivery services, and the significant impact of technological advancements on the food supply chain. The analysis underscores that a robust delivery system not only boosts customer loyalty but also contributes to reducing food waste and optimizing inventory management. Therefore, the synergy between innovative food products and an effective delivery infrastructure is essential for the sustained growth and competitiveness of businesses in the food sector.

Therefore, the following recommendations are proposed:

- **Adopt Advanced Technologies:** Businesses should invest in emerging technologies such as artificial intelligence and machine learning for predictive analytics, which can enhance inventory management and forecast consumer demand more accurately. This can lead to better resource allocation and minimized food wastage.
- **Enhance Delivery Efficiency:** Implementing automated delivery systems, including drones and autonomous vehicles, can significantly reduce delivery times and improve reliability. This not only meets the growing consumer expectation for faster service but also optimizes logistical operations.
- **Focus on Sustainability:** Companies should adopt sustainable practices by utilizing eco-friendly packaging materials and optimizing delivery routes to reduce carbon footprints. Additionally, partnerships with local farmers and producers can help ensure a fresh supply chain while supporting the local economy.
- **Expand Healthy Food Options:** With the rising consumer preference for healthy and organic food, businesses should diversify their product offerings to include a wider range of nutritious options. This can be coupled with transparent labeling and information about the origin and nutritional value of food products.
- **Leverage Customer Feedback:** Establishing a robust feedback mechanism to gather customer insights can drive continuous improvement in both food products and delivery services. Utilizing customer feedback to refine offerings and service quality can lead to higher customer satisfaction and loyalty.



- Invest in Employee Training: Regular training programs for staff on the latest technologies and best practices in food handling and delivery can improve efficiency and service quality. Skilled employees are crucial to maintaining high standards in both product quality and customer service.
- Future Research Directions: There is a scope for further research on the impact of emerging technologies like blockchain in enhancing transparency and traceability in the food supply chain. Additionally, exploring consumer behavior trends in different demographics can provide deeper insights into tailoring products and services to meet diverse needs.

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