

# Review of: "A Study on Consumers' Perception of Food Delivery Platforms"

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**Potential competing interests:** No potential competing interests to declare.

The paper is focused on a practical aspect, related with user experience, mobile platforms, and consumer behavior, particularly food delivery platforms. The text is written in proper English, it is informative and pleasant to read. However, some modifications could be done in order to raise its overall quality.

Suggestions and comments:

- 1) On page 5, when describing MC key characteristics, namely U, L, P, and C, it would seem appropriate to define them from 1-4 in the same order.
- 2) The Authors is strongly advised to extend the number and scope of cited references. Do focus on conference and journal papers focused on: mobile platforms, multimedia content, current trends as well as user expectations surveys.
- 3) How many individuals participated in this study, including both methods – convenience sampling and snowball sampling. What was the age distribution, how many of them filled in all the questions? What was their background and education, previous experience with mobile technologies, e-commerce, apps, etc.? At least principle information should be provided in the form of a table.
- 4) Why did the Author decide to use a 7-step scale? What is the name of this method? Why not a standard 5-step MOS scale instead? Additional comments seem necessary.
- 5) To be honest, I would expect more feedback and results from this study. It has potential, and the fact of using mobile platforms and social media brings a wide range and population of participants. Do provide additional tables, graphs, plots, etc., summing up your results.

To sum up, this paper is very short, it may be considered as a preliminary study and a beta version of the full paper that will be prepared in the nearest future.