

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 manuscript titled "A Study on Consumers' Perception of Food Delivery Platforms" delves into a comprehensive investigation that sheds light on consumers' viewpoints regarding the user interface and functionalities of food delivery platforms on mobile devices. This research is poised to provide invaluable insights to e-commerce operators in the contemporary digital landscape, wherein mobile technology has wrought profound changes on consumer habits and lifestyles. Through a meticulously conducted questionnaire-based survey, the authors seek to unravel consumers' perceptions and evaluations of the usability and functionality of food delivery platforms, with a special emphasis on diverse payment methods, promotional offers, efficient product search, flexible refund mechanisms, and the responsiveness of apps to user feedback.

Strengths:

The study tackles a pertinent and timely subject matter, a response to the substantial growth and influence of food delivery platforms, particularly accentuated during the COVID-19 pandemic. In this context, understanding consumer preferences and perceptions is crucial for e-commerce operators aiming to adapt to the evolving landscape of consumer behavior.

The manuscript offers an in-depth and well-organized literature review that encompasses pertinent concepts such as mobile commerce and food delivery platforms. This review serves as a robust foundation for the study, highlighting its contribution to the existing body of knowledge in the field.

Employing a mixed-method approach that combines convenience and snowball sampling techniques, the authors rigorously collected data from consumers in Taiwan. The utilization of an interval-scale questionnaire to gauge consumer perceptions of the platform's interface and features bolsters the study's methodological soundness.

The research findings are lucidly and succinctly presented, facilitating readers' comprehension of how various platform functions are ranked by importance according to consumers. These insights hold significant value for platform operators keen on enhancing user satisfaction and cultivating enduring customer loyalty.

Areas for Improvement:

While acknowledging the limitations of sample distribution through social media, the study's applicability could be widened by adopting a more diverse sampling strategy and considering a broader geographical scope in subsequent research endeavors.

The manuscript's effectiveness could be bolstered by including statistical analyses or tests that validate the significance of consumers' rankings of diverse platform functions. This would provide empirical support to the findings presented in tabular format.

The manuscript does touch upon research limitations and offers future recommendations, yet a more thorough exploration of potential biases or constraints stemming from the sampling methods and questionnaire design would enhance the study's robustness.

Given the involvement of human subjects in data collection, the manuscript should explicitly address ethical considerations, including obtaining informed consent, ensuring anonymity, and safeguarding data confidentiality.

Conclusion:

In summation, the manuscript titled "A Study on Consumers' Perception of Food Delivery Platforms" makes a noteworthy contribution to the realms of e-commerce and consumer behavior. The authors' meticulous exploration of consumer perceptions and preferences concerning food delivery platform functionalities offers indispensable insights for platform operators striving to optimize user experiences and foster unwavering customer loyalty.