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

Simon Grima[1]

1 University of Malta

I am pleased to have the opportunity to review this research paper titled: A Study on Consumers' Perception of Food Delivery Platforms. This study attempted to explore the consumers' perceptions and viewpoints concerning the user interface and functionalities of food delivery platforms on mobile devices holds significant importance for e-commerce operators in the present scenario

The paper demonstrates an adequate understanding of the relevant literature in the field and cites an appropriate range of literature sources related to the study itself. The paper clearly express its case, measured against the technical language of the field and the expected Knowledge of the journal's readership.

The article flows well and puts the reader into the context of the subject. The aim and objective are well explained and result from the gaps in the subject. The methodology is well explained and enables replication, while the results and conclusions triangulate with the rest of the paper and are well discussed, highlighting some practical implications.

I believe this paper can be published following the suggested amendments below:

1. It is suggested that the author/s use a theoretical framework and develop this into a conceptual framework - the questionnaire is not related to literature of a framework - one needs to indicate how this questionnaire is developed and the reasons why each question was asked - maybe referencing it to literature.
2. I believe the statistical analysis is simple- for behavioural studies I would suggest SEM
3. For a systematic review of literature I would suggest a more academic approach such as PRISMA