

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

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Potential competing interests: No potential competing interests to declare.

- **Introduction:** The research paper offers a clear and relevant background to the study, discussing the evolution of consumer purchasing behavior with the rise of technology and the impact of the digital era on the foodservice industry.
- **Literature Review:** It explains the key characteristics of mobile commerce and how food delivery platforms have become an integral part of consumers' lives. The information is well-cited and supports the research's focus.
- **Methodology:** The study's methodology is well-defined, explaining the questionnaire design, sampling methods, and data collection process. The use of convenience and snowball sampling is justified for the research context. The questionnaire items are relevant and aligned with the research objectives.
- **Results and Discussion:** The results and discussion section presents the research findings in a clear and structured manner. It addresses the characteristics of food delivery platform consumers and their perceptions of platform features. The presentation of statistical data in tables enhances clarity and understanding.
- **Conclusion and Recommendations:** The conclusion effectively summarizes the key findings and offers practical recommendations based on the research results. The recommendations are relevant and provide actionable insights for food delivery platform operators.
- **Overall,** the research paper is well-written and provides valuable insights into consumers' perceptions of food delivery platforms on mobile devices. The methodology is appropriate for the research objectives, and the findings are well-supported by the data.
- **Recommendation:** Based on the quality of the research and its relevance to the field, I recommend accepting this paper for publication. The study provides valuable information for e-commerce operators and food delivery platform operators, and it aligns with the scope of the journal.