

Thesis Paper

on

“The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service Apps in Dhaka.”

Submitted by

Mohaymanur Rahman

ID: EMBA2402032024

Program: Executive Master of Business Administration (EMBA)

Major: Marketing

Semester: Fall 2025

Submitted to

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Executive
Master of Business Administration



Date of Submission: January 03, 2026

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Supervised by

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“The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service Apps in Dhaka.”

Letter of Transmittal

January 03, 2026

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University

Subject: Submission of Thesis Paper.

Respected Ma'am,

With due respect and humble submission, I would like to inform you that it is indeed a great pleasure to have the opportunity submitting the thesis paper according to your instructions on a study on “The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service Apps in Dhaka”. I have tried my best to submit a good study with as much information as I could gather during the time allotted for writing the report. There might be some errors through oversight in the report, I sincerely apology for such unintentional errors.

I would be grateful to you if you kindly consider my unintentional mistakes. I acknowledge with thanks the heartiest support and kind guidance received from you. So I hope that you would be kind enough to accept my thesis paper and oblige thereby.

Yours Sincerely,

Mohaymanur Rahman

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Student's Declaration

This is Mohaymanur Rahman, a student of Executive Master of Business Administration (EMBA), ID No: EMBA2402032024 from Sonargaon University (SU) would like to solemnly declare here that this thesis report on “The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service Apps in Dhaka” has been authentically prepared by me under supervisor of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this thesis anywhere for awarding any degree, diploma, or certificate.

Mohaymanur Rahman

ID: EMBA2402032024

Program: EMBA

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Semester: Fall 2025

Letter of Authorization

This is to certify that Mohaymanur Rahman, ID No: EMBA2402032024, Department of Business Administration, has completed his thesis report entitled as “The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service Apps in Dhaka” under my supervision as a part of partial requirement for obtaining Executive Master of Business Administration (EMBA) degree in Marketing major. This report can be accepted for evaluation. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper.

I wish him every success in life.

Shakila Yesmin
Lecturer
Dept. of Business Administration
Sonargaon University

Acknowledgement

Nothing can be accomplished alone. Without the help of the number of persons the success remains silent. I am very much fortunate to get the sincere guidance and supervision from a number of people. First of all, I am very much grateful of Almighty Allah who gave blessings, courage and ability to prepare this report.

I am very much grateful to Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) for guiding me to complete my thesis report. I am also highly indebted to her for the scholarly and constructive suggestion, which was of much assistance to prepare this thesis paper on “The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service Apps in Dhaka”. I am deeply grateful to all concerned persons who provide valuable guidance, suggestions and advices in collecting information, analyzing and preparing the thesis paper. I am particularly indebted to those whose efforts and cordial cooperation contributed significantly to the successful completion of this report.

Abstract

In today's world with the rise of technology and e-commerce business and increasing popularity of social media platforms we can observe that reviews are getting so much reliable that around 90% people read online reviews before making any decision of using any app or service. Online reviews are more than information now; it is becoming one of the customer engagement or influencing tool. And reviews for food delivery apps are playing important role as many apps have been developed now as food delivery service, and people consider reviews before using or trying new app or service. The main objective of this study was to identify the factors and types of reviews that influence usage decision of these food delivery apps and as we now most of these apps operates only in Dhaka, the study conducted in Dhaka. This quantitative research with non-probability sampling and judgemental technique has been used to conduct this study. Primary data has been collected through structured questionnaire and conducting descriptive statistics with the help of Microsoft excel data has been analysed. The study found that, there are many factors of online reviews such as review informativeness, review quality, source credibility and trustworthiness that influence usage intention for different food delivery apps. Review pattern such as qualitative and quantitative review and types of review such as positive or negative review have impact on consumer's decision. But past experience also matters along with review. That's why some food delivery apps are still preferable and Facebook has been considered as most popular platform for the reviews of these delivery apps. But most of the users and readers of reviews are young generation. And reviews influence their choice and perception very much. The result was found from the survey done on Dhaka city. But more factors need to find out with large number of samples to understand how factors of online reviews influence consumers' usage intentions.

Keywords: online reviews; social media platforms; consumer usage intention; food delivery apps; review quality.

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Chapter: One

Introduction

1.1. Background of the Study

The advancement of the internet and technology led to one of the most dynamic and revolutionary changes in modern marketing. People are aware of all the benefits of using the internet and being online. In an e-commerce-driven world where customers can't physically experience products before purchasing, many consumers turn to online reviews and feedback. Consumers can make their thoughts, feelings and viewpoints on products and services easily accessible to a global community of internet users. This process is called online reviews or feedbacks when individuals share opinions and experiences on something and create large-scale word-of-mouth networks.

Online consumer reviews, attitudes, and opinions are subjective opinions expressed by consumers. The predominant audience on review platforms are consumers seeking information about a prospective purchase and those writing the reviews. The acceptance of these platforms is undeniable, and their influence on purchasing decisions and communication behaviour is increasing. Besides, the information presented on these sites are not just about product quality but about how they are treated and whether their problems are solved to their satisfaction.

Several previous studies have considered the impact of the virtual communities, but have mainly focused on how consumer reviews of products influence consumer decision making, and they focus on some specific information source. But in this modern era people tend to give fake reviews. Therefore, this study attempts to address the larger picture of source trustworthiness, source credibility and other factors that can impact customer's intention, their usage decision, and final purchase action.

1.2. Scope of the Study

The study aims to discover the massive contribution of online reviews and its promotional practice of marketing communication towards food delivery apps in our country. This study focuses on a better understanding of consumer motivation to read online reviews or feedback and utilize them regarding the delivery apps in Dhaka only. Specifically, the relationship between reading these online reviews and customer's intention towards using the service to determine the strength of those factors that influence usage intention that results in final order placement.

1.3. Significant of the Study

To survive in such a competitive world, it is required to maintain a brand image through positive word of mouth. This study has a great value when it has the effectiveness of the online reviews on different food delivery apps. Different ideas, suggestions found from this study will also help formulate suitable policies taking into consideration. So, the significance of the study is to find out the effectiveness and the factors of the online reviews and feedback that influence peoples' intentions.

From an academic point of view, this study will add to the literature by providing results related to the importance and impact of online reviews and feedback on food delivery apps in Bangladesh. On the other hand, it will help the service providers to understand consumer behaviours, understanding why consumer read reviews online will enable marketers to effectively manage the impact of online reviews on consumer intention to use the apps and also to motivate providing services outside of Dhaka.

1.4 Limitations of the Study

There are several limitations in this study that can be resolved in future research also. The limitations are provided below-

- This study was done with limited time and capabilities due to covid-19 pandemic. So, there were lack of time and resources to complete this study.
- Due to these lacking, reviews from all social media platforms could not be considered. Specific social media platform like Facebook was chosen for conducting survey as it is considered as most used platform. But opinions from other platforms were also necessary for this research.
- No professional tools or attractive additional incentives for survey were available.
- The sample size was rather small to provide accurate data.
- The generalizability is limited as most of the responses were from young generation or students.
- The questionnaire was self-created and so formulations could have been misunderstood and there is a chance that some sample have answered questions without understanding them.

Chapter: Two

Literature Review

2.1. Literature Review

In an interview deputy CEO of HungryNaki said, both online food business and food delivery service apps, especially in Dhaka and few other cities of the country, have witnessed an unforeseen rise, and it is all due to technological advancement and change in peoples' lifestyle. In 2013, the year HungryNaki initiated the business in the country. its market sale was almost nil but now the online food delivery business market hits sales worth \$10 million, and it is expected that the market will cross \$5 billion by 2025. (Ibrahim Bin Mohiuddin, 2019).

A few years ago online food delivery service used to be a new concept and there were very few competitors to compete.

With the change of time, online reviews are considered as highly trusted and more credible than other forms of controlled marketing communication, for example, advertising (Breazeale, 2009) and promotion (Dye, 2000).

As because of Internet-based technology all informal communications directed at consumers are related to the usage or characteristics of particular goods or services, or their sellers, Online reviews are also considered kind of similar to electronic word of mouth (Goldsmith and Pan, 2008).

Most of the people see reviews as important in deciding preference but only a minority of respondents assess them as very important. The study results indicate that review readers use a variety of indications to take into consideration whether they should take reviews into account. Findings suggest that it is very important to provide related information such as information about the reviewer and the action. It is also suggested that review sites have a clear suitability as they provide a great amount of reviews and consumers weigh reviews in the context of other reviews and other performance by the same reviewer. Types of Web site where the review is posted also seems to play a role. Company sites seem to have a disadvantage in this respect. It is difficult to motivate consumers to describe/post their experiences (Dr. Ulrike Gretzel & Kyung Hyan Yoo, 2007).

Attitudes of customers towards online food delivery platforms are fast changing the food retailing landscape. This study focuses on exploring the drivers of consumer behaviour towards online food delivery apps. The outcome shows that there are some factors like Convenience, Control, Technology Anxiety & Ease of Information that significantly affect

Consumer Satisfaction, which in-turn significantly affect the Consumer Intentions. The convenience factor also significantly affects the Consumer Intentions (Dr. Chetan Panse & Dr Sahilesh Rastogi, 2019).

Food delivery apps are basically mobile apps and are very popular. However, this is not true for every app. Where some apps are receiving millions of downloads, other apps are mostly ignored. From a study result it is found that the popularity of apps in terms of downloads are generated by focusing on two salient cues: (a) online recommendations that is presence and valence of online reviews and (b) visual characteristics of app icons that means use of visual metaphors and anthropomorphism. Studies show that both online consumers through their online reviews and app designers through their visual design impact an app's popularity (Christian Burgers, 2016).

According to (Chatterjee and Patrali, 2001) the use of the WWW has been widely reported in the popular media as an area for expressing views, complaints, and recommendations on products or services. However little is known about the fact that how consumers use these reviews and either they subsequently have any influence on evaluations and purchase intentions of products and services or not. Studies researched the effect of negative reviews on retailer appraisalment and support motives given that the consumer has already made a product/brand decision. The results indicate that the scope of word-of-mouth search depends on the consumer's reasons for choosing an online service. What is more than the influence of negative word-of-mouth information on perceived reliability and purchase intentions is intended largely by association with the service providers and disagreed based on whether the service provider is a Pure-Internet or clicks-and-mortar firm.

Service quality measurement has been historically limited by difficulties in collecting customers' opinions but also always been critical for organizations. However, with the rise of user-generated content over the last decade, as well as the sincerity with which online customers can socialize their opinions on providers' websites, online review platforms and social media enable new ways to service quality measurement. Socialized data is information that individuals will share knowingly and willingly. Online reviews are a common form of socialized data, representing effortlessly shared opinions by customers on review platforms (Mudambi and Schuff, 2010).

Online reviews always play an important role in influencing consumers' purchasing decisions by providing necessary information about products and services. Framed by uncertainty reduction theory, to examine consumer perceptions of online consumer reviews and effects on consumer attitudes and usage behaviours concerning individual characteristics was the purpose of the study by Hyun Lee.

Studies found that consumers perceive both benefits and costs from online consumer reviews and that both benefits and costs influenced consumer perception or behaviour or usage intention toward online consumer reviews. Individual characteristics, confidence in the information process, and consumer sensibility to interpersonal influence – were shown to determine how online consumer reviews were perceived (Hyun-Hwa Lee, 2012).

With the growth of the internet and electronic commerce, online consumer reviews have become an important source of information that helps consumers to make purchase decisions. Some systematic factors of online reviews which are characterized by perceived informativeness and perceived persuasiveness, have a significant effect on consumers' purchase intention. And also, source credibility and perceived quantity of reviews considered as part of heuristic factors have direct impacts on purchase intention (Kem Z.K. Zheng and Sesia J. Zhao, 2014).

Chapter: Three

Problem Definition

3.1 Problem Statement

As people use social media more nowadays, they get more information about anything online. Customers are now well informed and check reviews and feedback of everything and compare before they purchase. From previous studies, we know that lack of trust, perceived risk, fear of experiencing something new are some of the limitations. To reduce this there are some factors of online reviews that can influence people and their intention towards using new services. Types of reviews can change peoples' attitudes and purchase intentions also either in a positive or negative way.

3.2 Research Question

For my study purpose following questions are listed in this research-

- 1) Which online platform is most preferable for online reviews or feedback?
- 2) How do the factors of online reviews influence the usage intention of people for any food delivery service app?
- 3) Can the different types of reviews (positive or negative) change a customer's previous perception and change their attitude towards these delivery apps?

3.3 Objective of the study

3.3.1 Primary objective:

To study how online reviews and feedback influence the intention of consumers to use online food service apps and order through that.

3.3.2 Secondary objectives:

- To know if people always check online reviews and feedback before using any food delivery service app or before using their preferred apps.
- To identify preferred online platforms of different reviews for these delivery service apps.
- To identify the factors of online reviews that affect customers' usage intention for these apps.
- To identify the relationship between online reviews and usage intention of online food service apps and customer's preferred apps.

Chapter: Four
Research Methodology

4.1. Research Methodology

Methodology refers to the comprehensive actions of research in thesis papers. To achieve the required results to establish the objective, some methods are used. This section will clarify the methods.

4.2. Type of research design

This study is done under a descriptive research method. Descriptive research is a type of conclusive research that has its major objective the description of something usually market characteristic or function.

As the objective of this research is to analyse the effectiveness of online reviews and feedback towards food delivery apps, it's under a descriptive research method. Collection of data through questionnaires is in a structured way. The research data is quantitative in nature.

4.3. Source of data

The data is collected from both primary and secondary data source and these are given below:

4.3.1 Primary Source: Primary data is collected from surveying questionnaires of the target group and personal observation.

4.3.2 Secondary Sources: Like primary source, secondary source is also a major stream of information for this report. List of Secondary source are-

- Internet
- Social Network sites
- Text Book
- Several others report
- And other sources

4.4. Method of data collection

The data will be collected through an online survey questionnaire that will be provided in different food related groups like Dhaka Foodbank and different social media sites so that data can be collected easily for the study purpose.

4.5. Questionnaire Design

The entire questionnaire was prepared based on analysing the effectiveness of online reviews towards food delivery apps. There were a couple of questions selected focusing on our thesis objectives. This structured questionnaire was the major tool of this thesis paper. The question type is:

- Dichotomous Questions
- Multiple Choice Questions and
- Multiple Choice Grids

4.6. Sampling Design

It is a framework that serves as the basis for the selection of a survey sample as well.

4.6.1 Target Population

The target population is the total group of individuals from which the sample might be drawn. In this study people who use social media and check online reviews around Dhaka city are the target population. Because most of the food delivery apps operate only in Dhaka.

4.6.2 Sampling Technique

Nonprobability sampling technique has been used for collecting data from different food-related groups using self-administered survey questionnaires. Among nonprobability sampling techniques, here has been used judgmental technique. Because judgemental sampling technique has been used in the study because the study is only conducted in Dhaka city and survey questionnaire is provided to Dhaka city. Again, respondents who use social media sites and check online reviews from these site before making any purchase decision can take part on the survey.

4.6.3 Sample Size

The survey was anonymous because most of the people using online are very cautious about privacy for which they do not want to disclose information to other people especially while in a survey. According to a recent article, several industry insiders, the total daily delivery was at 25,000 orders per day in 2019 on average (Ruhul Kader, 2019). But now the number of food delivery apps have increased and so does its demand and the users also. Thus the

population is unknown here. And that's why here in this study I have taken 200 samples from my survey as minimum size.

4.7. Method and tools used for Data Analysis

In this study online questionnaire form/method has been used to collect data. The collection of respondent's responses will be analysed by using Microsoft Excel Sheet.

Bar and Charts: Different types of Bar and chart are used to show the graphical presentation of all questions' answer.

Total score = Number of Respondents * weighted Average

Mean score = Total score/Frequency

Percentage analysis is used to give a tabulated representation of the respondent's view-point.

$$\text{Percentage} = \frac{\text{Number of responses}}{\text{Total number of employees}} * 100$$

Chapter: Five
Quantitative Data Analysis

5.1 Data Analysis

Data analysis is considered as a process that consists from inspecting to modelling data with the goal of discovering useful information, informing conclusions and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains (From Wikipedia, the free encyclopaedia).

For this research, structured data will be placed into rows and columns in a table format for further analysis, through the use of spreadsheet. And descriptive statistics have been used for the analysis.

5.1.1 Respondents who uses social media sites.

Table no 5.1: Users of social media site

Particulars	Frequencies	Percentage
Yes	200	100%
No	0	0%
Total	200	100%

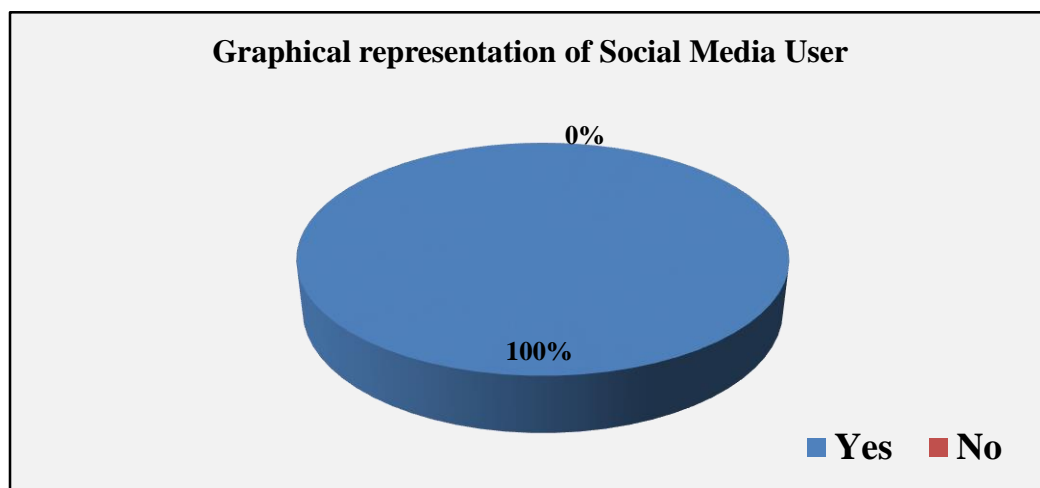


Figure no 5.1 Users of Social media sites

In this table no 5.1 it can be observed that 100% responded positively as user of social media sites. Actually, Respondent who uses social media sites are targeted here. Respondents were

asked if they use social media sites and only those who responded positively were taken as respondent for this survey.

5.1.2 Respondents who check reviews online.

Table no 5.2: Checking reviews and feedback online before making any purchase decision.

Particulars	Frequencies	Percentage
Yes	200	100%
No	0	0%
Total	200	100%

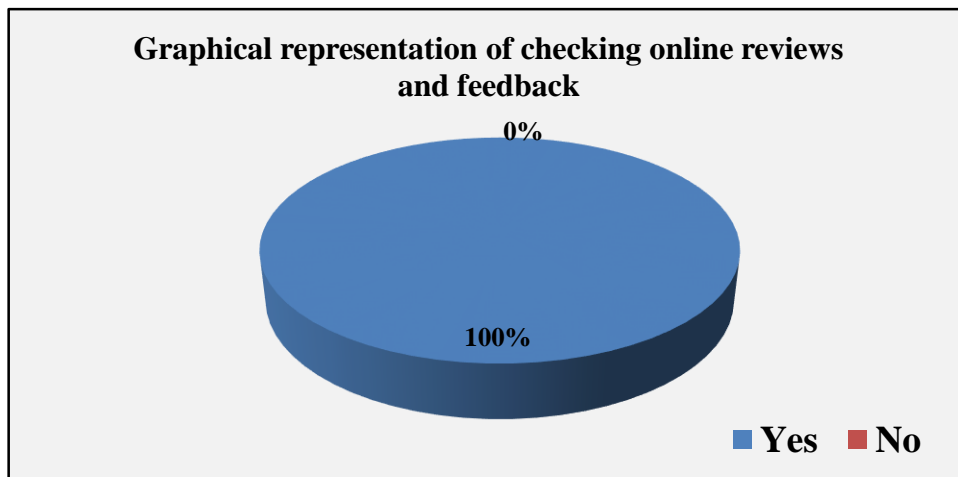


Figure 5.2 Respondents who check reviews online

In table 5.2 we can observe 100% responded positively. Respondents were asked to take part in this survey only if they check reviews online. This study is about finding the influence of online reviews. That's why only respondents who check reviews online could participate on this survey.

5.1.3 Profile of respondents

Survey for research work was conducted in the Dhaka city keeping in mind that most of the online food delivery apps are still a metropolitan phenomenon in the developing country like Bangladesh. Sample of 200 respondents was selected for survey. The questionnaire included a segment on respondent's demographic profile as a classification of some factors such as gender, age, location & occupation. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents. The detailed respondent profile is as follows:

Table no 5.3: Respondents Profile

Serial No.	Particulars	Factors	No. of Respondents	Percentage
1	Age	15-20 Years	3	2%
		21-25 Years	127	64%
		26-30 Years	62	31%
		31-35 Years	3	2%
		Above 35 Years	3	2%
2	Occupation	Student	143	72%
		Self-Employment	15	8%
		Service Holder	33	17%
		Unemployed	9	5%
		Others	0	0%
3	Location	Mirpur	68	45%
		Dhanmondi	33	22%
		Uttara	30	20%
		Savar	19	13%
		Old Dhaka	15	8%
		Bashundhara	39	20%
		Banani-Gulshan	23	12%
		Other	17	9%
4	Gender	Female	95	48%
		Male	105	53%

As seen in this table 5.3, Out of 200 respondents taken from Dhaka city- 72% are students, 8% are self-employed, 17% respondents are service holder and 5% are unemployed. Among them 48% of respondents are female and remaining 53% respondents are male. Only 2% respondents are 15-20 years old, 64% are 21-25 years old, 31% people are 26-30 years old and 2% are 31-35 years old and 2% respondents are above 35 years old. That means maximum respondents who check reviews online are young generation within 21 to 30 year.

And as far as location wise segmentation concerned, from these 200 respondents around Dhaka city, 45% are from Mirpur, 22% are from Dhanmondi, 20% from Uttara, 13% respondents are from Savar, 20% from Bashundhara, 8% from Old Dhaka, 12% from Gulshan and Banani and 9% are from other areas in Dhaka. That means Most of the respondents who took part in this survey are from Mirpur and Dhanmondi areas.

5.1.4 Do you think online reviews are helpful?

Table no 5.4: Online reviews are helpful or not

Particulars	Frequencies	Percentage
Yes	197	99%
No	3	2%
Total	200	100%

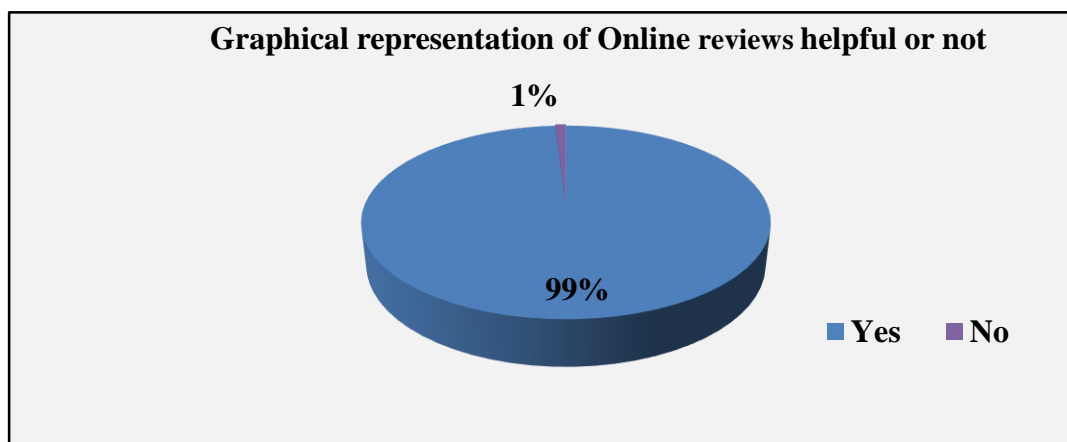


Figure 5.4 Online reviews are helpful or not

From table no 5.4 it is observed that when respondents were asked whether they find online reviews are helpful or not, among 200 respondents, 197 respondents that is 99% respondents agreed that online reviews are helpful where only 1% shown negative response.

But maximum respondents agreed that reviews online are helpful as they found reviews are reliable and informative. And from these reviews they get primary information about the particular service.

5.1.5 Which type of review you prefer most?

Table no 5.5: Preferable types of online reviews

Particulars	Frequencies	Percentage
Qualitative	166	83%
Quantitative	34	17%
Total	200	100%

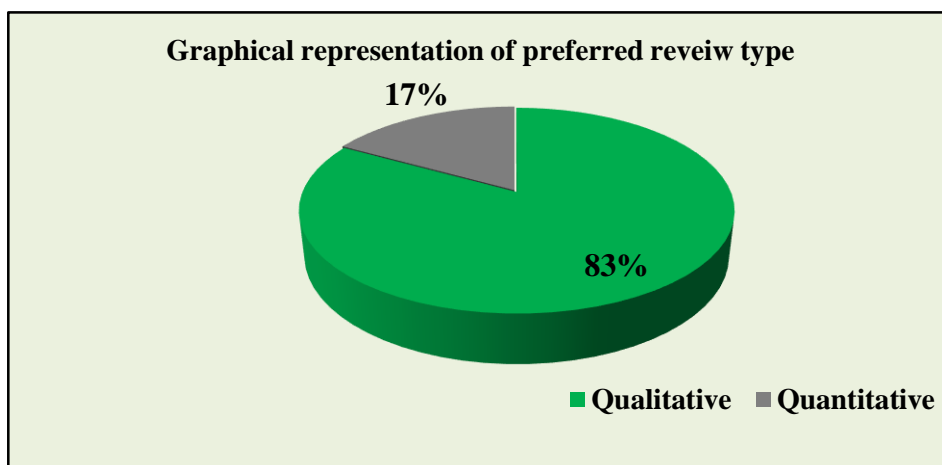


Figure 5.5 Preferred Review Type

In table 5.5, it can be observed that when respondents were asked about their preferred review type between qualitative and quantitative, 83% respondents preferred qualitative reviews that means reviews with detail information with photos and videos. And 17% respondents preferred quantitative reviews that is ratings, stars etc.

But most of the people prefer informative and qualitative review type. Because in qualitative review, there are detailed information about service and reviewers expresses their opinion with details.

5.1.6 How often do you check the online reviews and feedback from different social media sites?

Table no 5.6: Frequency of checking online reviews

Particulars	Frequencies	Percentage
Daily	24	12%
Once in a week	22	11%
Monthly	3	2%
When need any product/Service	151	76%
Total	200	100%

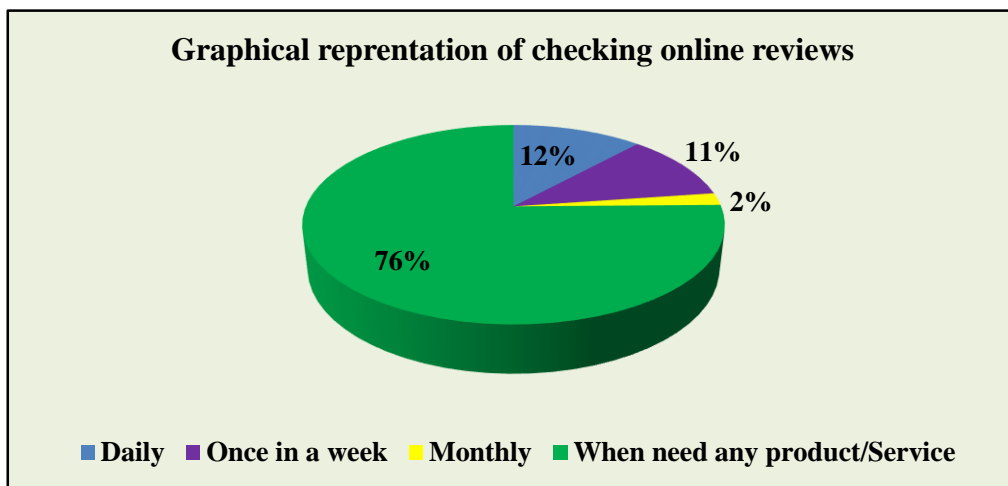


Figure 5.6 Frequency of checking online reviews

Table 5.6 presents the scenario that how much respondents check these online reviews and feedbacks. 2% respondent said they check for reviews monthly, 11% respondents said that they check reviews at least once in a week, and 12% said they check reviews almost daily. But most of the respondents 76% respondents said they check reviews online only when they need any product or service.

That means whenever people think of using any service maximum of them rely on online reviews as it provides enough information with limited resources and in a short time. And customers get quick idea to decide.

5.1.7 Do you look for reviews before using any food delivery app?

Table no 5.7: Checking reviews before using food delivery apps

Particulars	Frequencies	Percentage
Yes	179	90%
No	21	10%
Total	200	100%

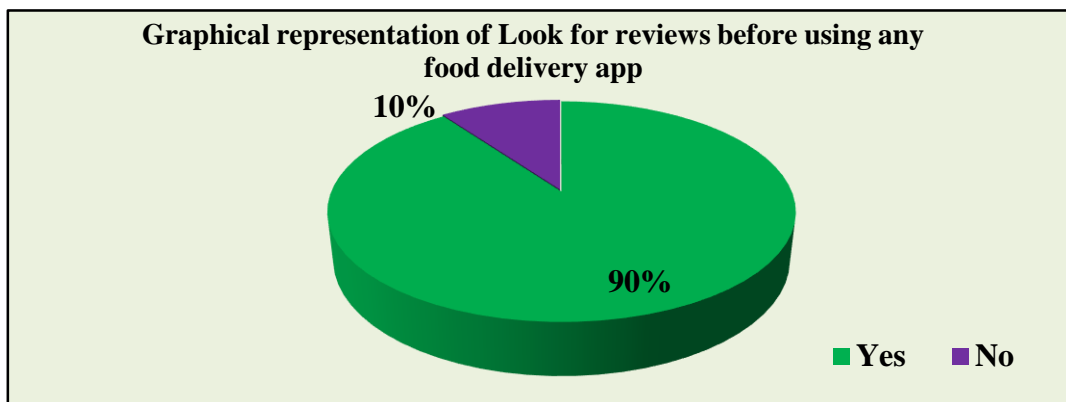


Figure 5.7 Checking reviews before using food delivery apps

From table 5.7 can be observed that when it was asked that whether the respondents look for reviews or check reviews of different food delivery apps before using or usage intention. And 90% respondents agreed that they look for reviews before using any food delivery app. And on the other hand 10% respondents said that they do not look for reviews before using any food delivery app.

Maximum respondents check reviews before using the apps so that they get idea about current condition of delivery services as services change time to time. Also from reviews people get to know about current offers and reviews of real experience so that others can some help in decision making.

5.1.8 Which online platform do you prefer most to check reviews of food delivery service apps?

Table no 5.8: Preferred online platform for checking reviews

Particulars	Frequencies	Percentage
Reviews from Apps Brand page or website	34	17%
Reviews/ratings from App store/play store	17	9%
Food related Groups/Blogs	133	67%
YouTube reviews	13	7%
Instagram page reviews	1	1%
Other	2	1%
Total	200	100%

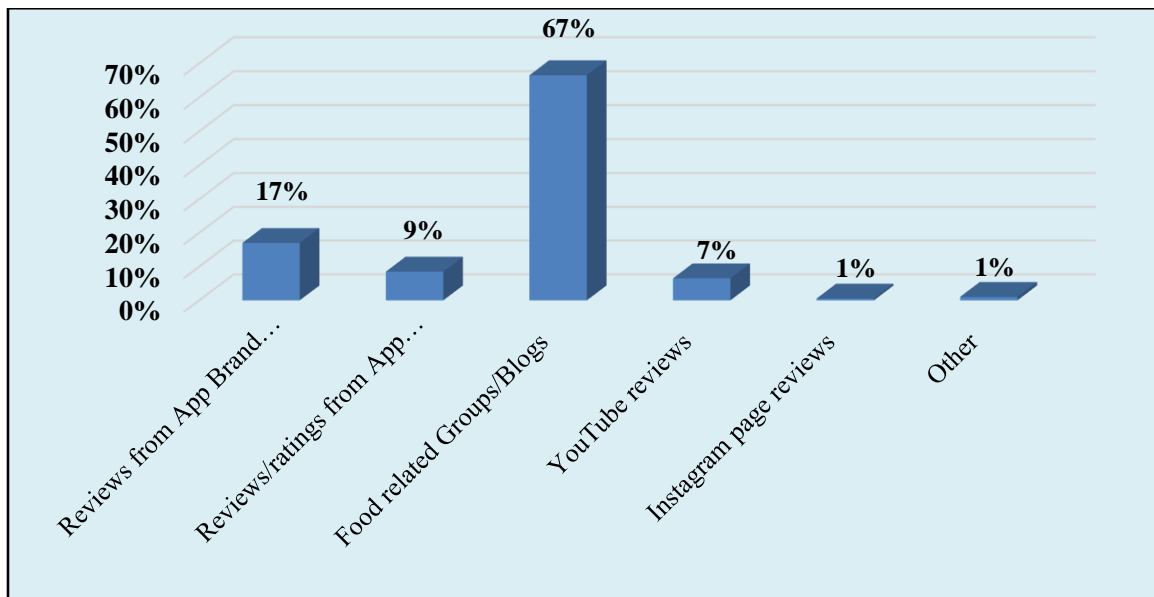


Figure 5.8: Preferred online platform for checking reviews

In table 5.8 we can see preferred online platforms according to respondents. Respondents were asked which online platform they prefer to check for reviews for this food delivery apps. Maximum respondents preferred food related groups/blogs with 67% response. Following that 17% respondents prefer reviews from Apps Brand page or website, 9% prefers reviews/ratings from App store/play store, 7% respondents prefers YouTube reviews and 1% Instagram page reviews and others.

Maximum people preferred reviews from different food related groups/blogs and App's brand page. And both of these are part of Facebook media. As we all know Facebook is the most popular media platform considered in our country, reviews on these sites reach more people than other platforms.

5.1.9 Have you ever experienced the service from these food delivery apps?

Table no 5.9: Experienced food delivery app service

Particulars	Frequencies	Percentage
Yes	173	87%
No	27	13%
Total	200	100%

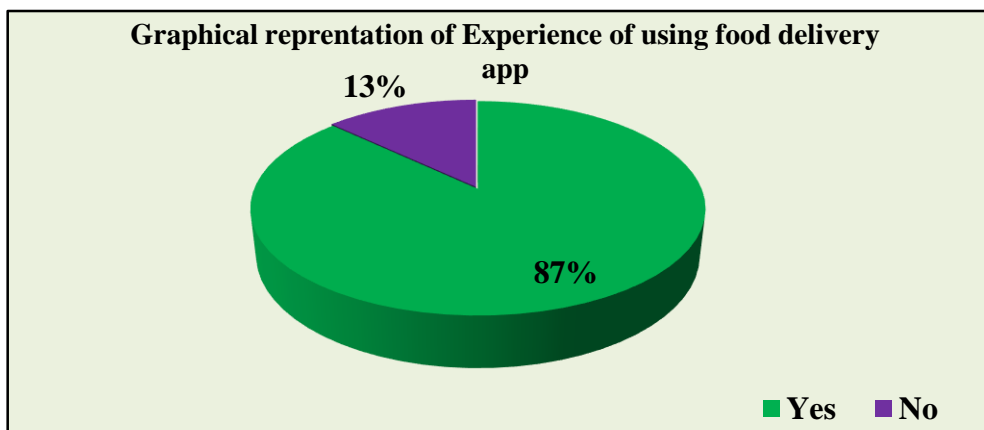


Figure 5.9 Experience of using food delivery app

In table 5.9 it is observed that how many respondents from 200 sample population have experienced the service of any food delivery app. 87% respondents from different areas of Dhaka city have experienced the service of these food delivery apps at least once till now. But 13% respondents despite living in Dhaka city still never experienced any food delivery app service.

Almost all current food delivery apps operate in whole Dhaka and provide lots of offers. Still there are 13% people who did not use these apps. There can be many reasons such as lack of internet access, lack of information, uncomfortable to use mobile apps etc.

5.1.10 Did you take service from multiple Food delivery service Apps?

Table no 5.10: User of multiple food delivery apps

Particulars	Frequencies	Percentage
Yes	127	63%
No	73	37%
Total	200	100%

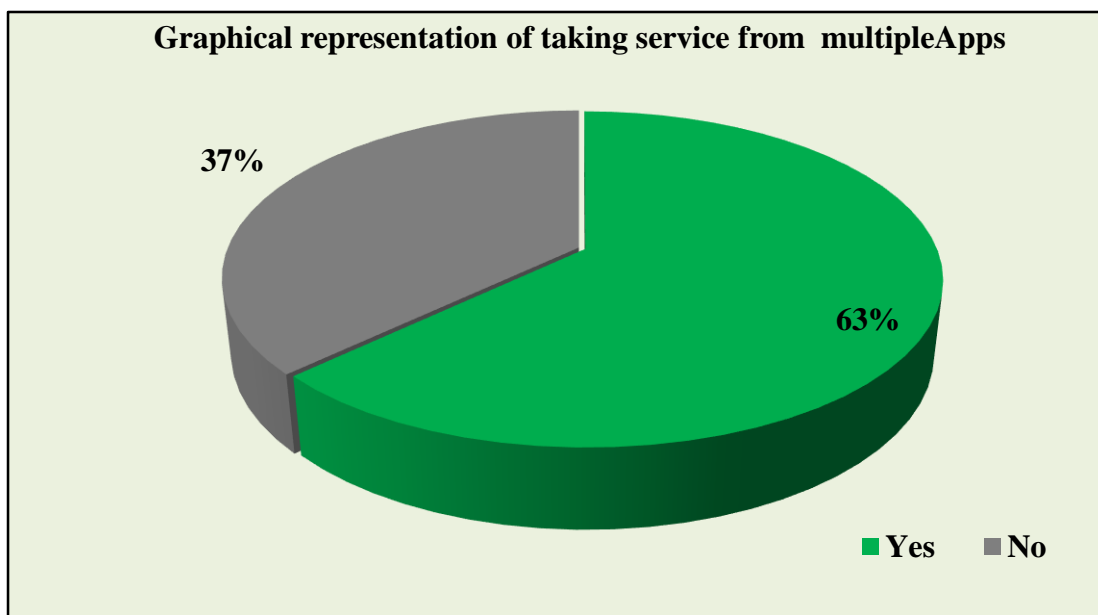


Figure 5.10 User of multiple food delivery apps

In table 5.10 it is observed that, when respondents were asked whether they experienced services from multiple food delivery apps or not. 63% respondents responded positively that they took services of different food delivery apps and 37% respondents said they did not. But it can be said that most of the people tried different food delivery apps.

People who used multiple services either used to experience different services or want to try better services that can satisfy them. Trying multiple app or service can help consumer to compare the quality of service with reviews they get to know from different platforms.

5.1.11 Preferred food delivery apps

Table no 5.11: Preferred food delivery app

Particulars	Frequencies	Percentage
Foodpanda	183	92%
HungryNaki	20	10%
Pathao Food	124	62%
Sohoz Food	41	21%
Cookup	2	1%
Kludio	7	4%
Other	5	3%
Total		100%

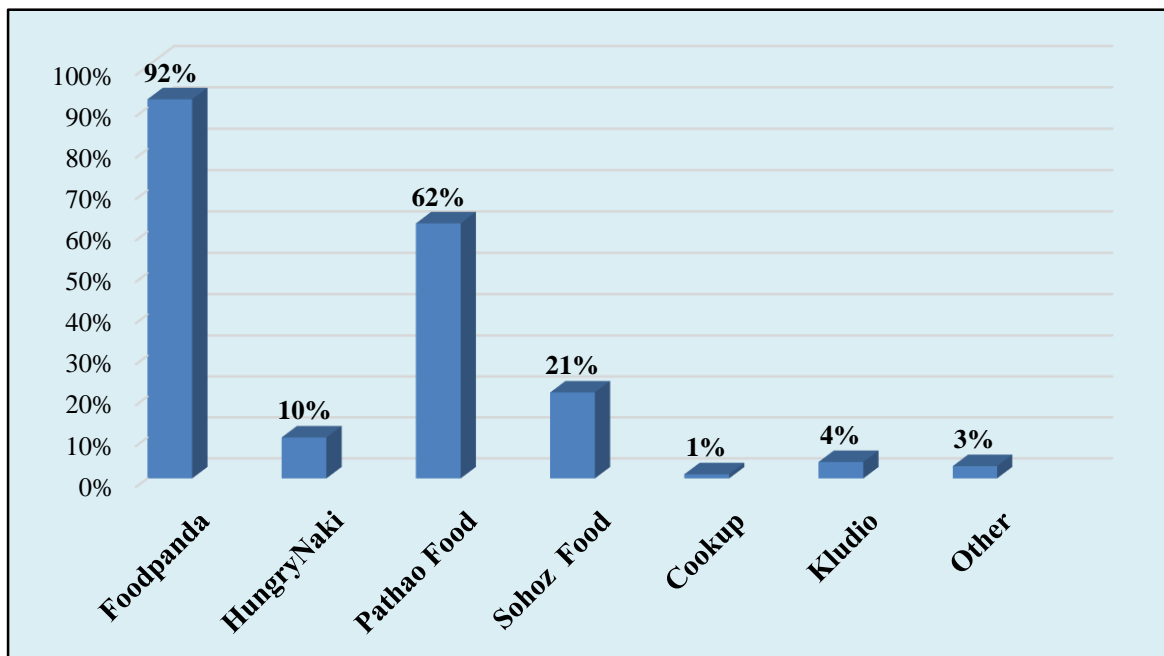


Figure 5.11 Preferred food delivery app

From table 5.11 respondents' preferred food delivery apps can be identified. 92% respondents preferred Foodpanda, following 62% respondents preferred Pathao Food, Sohoz food preferred by 21%, HungryNaki 10%, Kludio a new delivery app got 4%, Cook up 1% and other food delivery apps like efood, Foodfex, Sheba Food etc. got 3% response.

Foodpanda is on top for past many years as they are more popular. Foodpanda covers maximum areas not only in Dhaka but also in whole country. So this app always gets more reviews than other apps and continuous reviews from different people and promotions also

created position in people’s mind. That’s why it is said that, more reviews catch customer’s attention.

5.1.12 Last time when you experienced these delivery service apps after checking the reviews is-

Table no 5.12: Detail of time frame of checking reviews for food delivery apps

Particulars	Frequencies	Percentage
In last Few days	46	23%
In Last week	27	14%
In last one Month	58	29%
In last 6 months	26	13%
More than 6 Months	43	22%
Total	200	100%

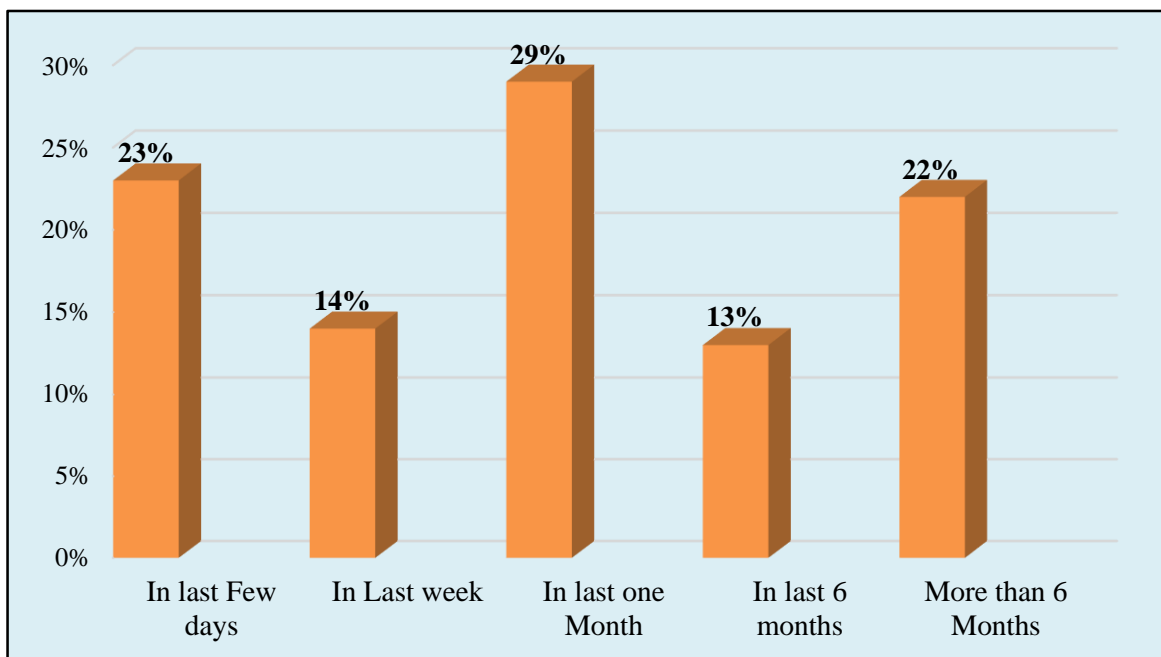


Figure 5.12 Time frame of checking reviews for food delivery apps

Respondents were asked when was the last time they have checked online reviews for using these food delivery apps. From table 5.12 it is observed that 29% of respondents checked for online reviews for these delivery apps in last month, 23% respondents checked it in last few

days of the survey, 22% respondents for more than 6 months, 14% in last week and 13% responded that they checked reviews in last 6 months before using or their intention of using these food delivery apps.

5.1.13 Do you compare the reviews and feedback of all the food delivery apps?

Table no 5.13: Comparing reviews of all food delivery apps

Particulars	Frequencies	Percentage
Yes	114	57%
No	86	43%
Total	200	100%

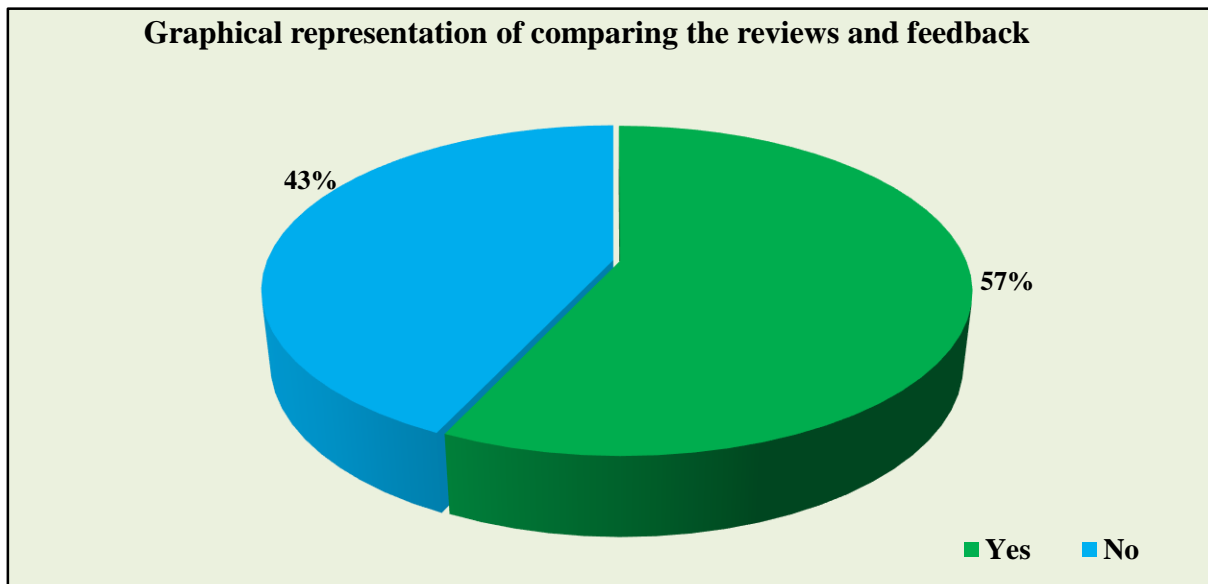


Figure 5.13: Comparing reviews of all food delivery apps

From table 5.13 it is observed that respondents shared their opinion when it was asked that whether respondents compare the reviews and feedbacks online among the respective food delivery apps while checking them or before any usage intention. 57% respondents agreed positively that they do compare the reviews of different food delivery apps before choosing their service and 43% respondents denied that they do not compare the online reviews of different food delivery apps.

5.1.14 Do you check reviews online even ordering from your preferred App also?

Table no 5.14: Checking reviews online for Favourite App/service

Particulars	Frequencies	Percentage
Yes	80	40%
No	21	11%
Sometimes (If there's any confusion/negative reviews)	99	50%
Total	200	100%

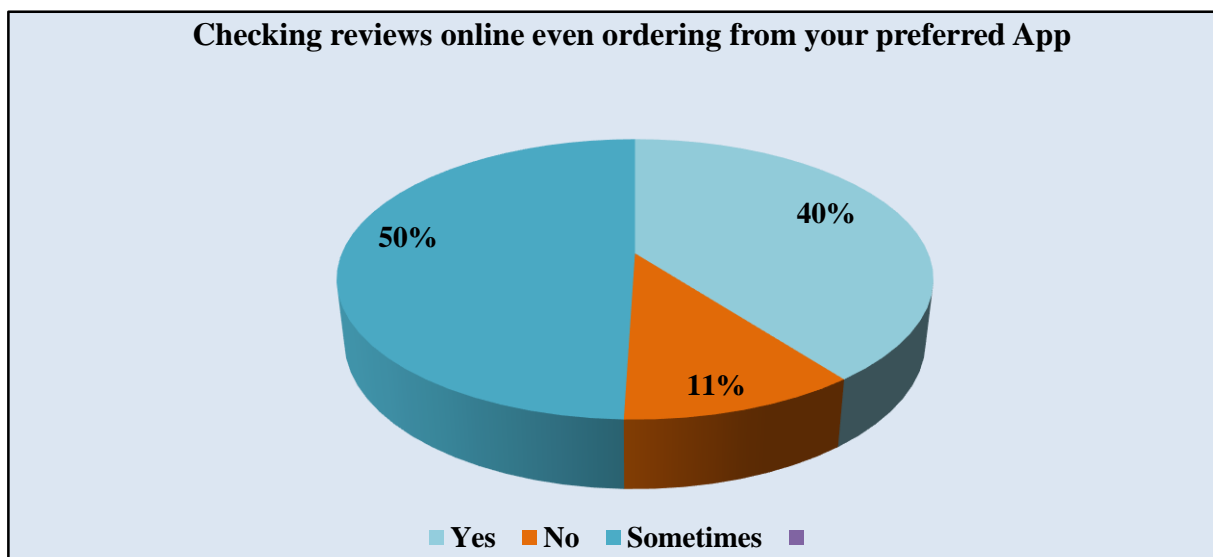


Figure 5.14 Checking reviews online for Favourite App/service

Respondents were asked whether they check reviews online even if ordering from their preferred or favourite food delivery app. Here in table 5.14 it is observed that, 11% respondents do not check reviews for their preferred service app as they are confident on their past experiences. But 40% respondents still check those reviews even if ordering before and 50% respondents checks reviews as they have confusion or sees negative reviews.

5.1.15 Informativeness

Table no 5.15: Informativeness of online reviews

Particulars	Get relevant information		Get Sufficient and valuable information		Get Sufficient and valuable information		Easy to read information	
	F	%	F	%	F	%	F	%
Strongly agree	42	21%	26	13%	42	21%	54	27%
Agree	128	64%	130	65%	97	49%	115	58%
Neutral	23	12%	37	19%	46	23%	29	15%
Disagree	7	4%	7	4%	13	7%	2	1%
Strongly disagree	0	0%	0	0%	2	1%	0	0%
Total	200	100%	200	100%	200	100%	200	100%

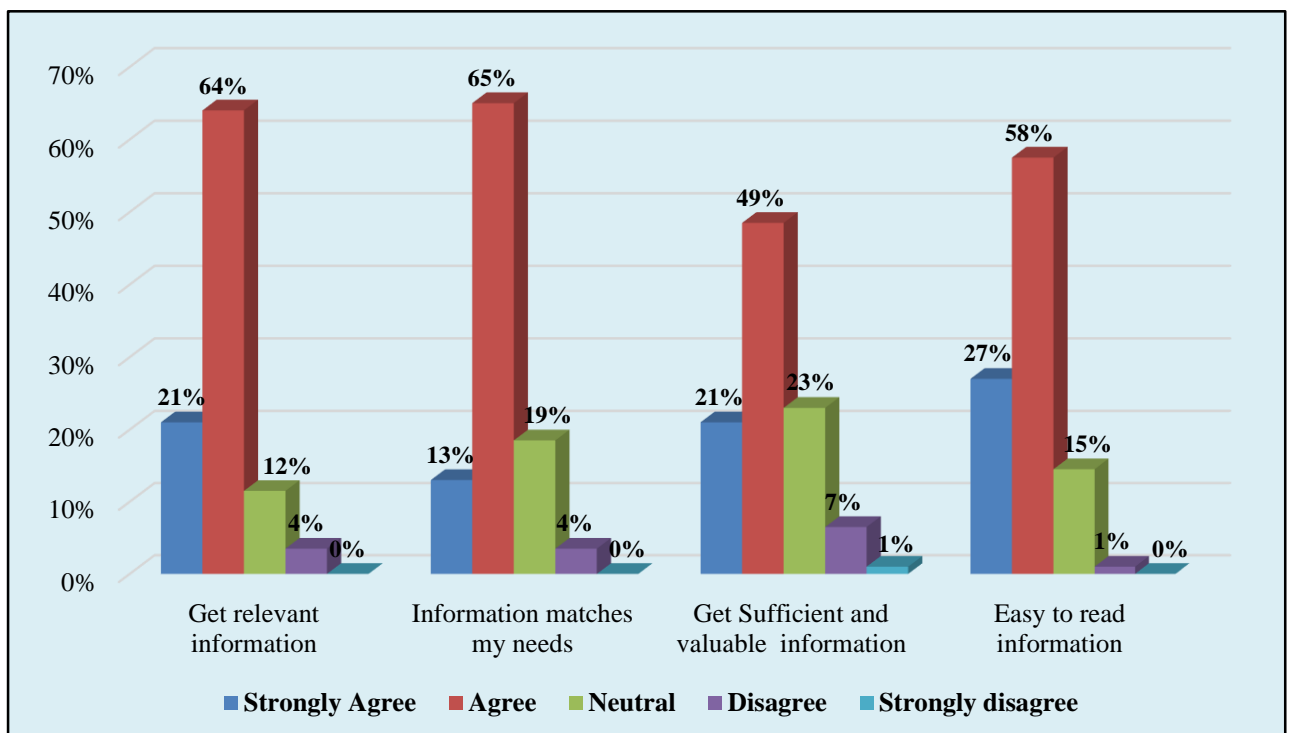


Figure 5.15: Informativeness of online reviews

Table 5.15 shows respondents' opinion towards informativeness of online reviews and feedbacks. 21% respondents showed strong agreement that they get relevant information

from these reviews, 64% respondents agreed to this fact, 12% stayed neutral and 4% respondents showed disagreement but nobody strongly disagreed. Next question was if the information found in online reviews matched customer's need. 13% respondents strongly agreed to this and 65% respondent showed agreement. On the other hand, 19% respondents stayed neutral and 4% showed disagreement. For the question if online reviews provide sufficient and valuable information, 21% respondents strongly agreed and 49% respondents agreed, On the other hand 23% stayed neutral. But 7% respondents disagree with this and 1% respondents showed strong disagreement.

When respondents were asked if they find information from online reviews and feedback easy to understand, 27% respondents showed strong agreement and 58% agreed to this fact. And where 15% respondents stayed neutral only 1% respondents disagreed but nobody showed strong disagreement. That means majority of the respondents think online reviews are informative enough.

5.1.16 Trustworthiness

Table no 5.16: Trustworthiness of online reviews

Particulars	I always read others reviews and experience		Reviews help me to make right decision		I only consider the reviews that seems honest and trustworthy		I trust in online reviews more than brand promotion	
	F	%	F	%	F	%	F	%
Strongly agree	46	23%	65	33%	89	45%	48	24%
Agree	117	59%	100	50%	81	41%	89	45%
Neutral	30	15%	33	17%	27	14%	53	27%
Disagree	7	4%	2	1%	2	1%	8	4%
Strongly disagree	0	0%	0	0%	1	1%	2	1%
Total	200	100%	200	100%	200	100%	200	100%

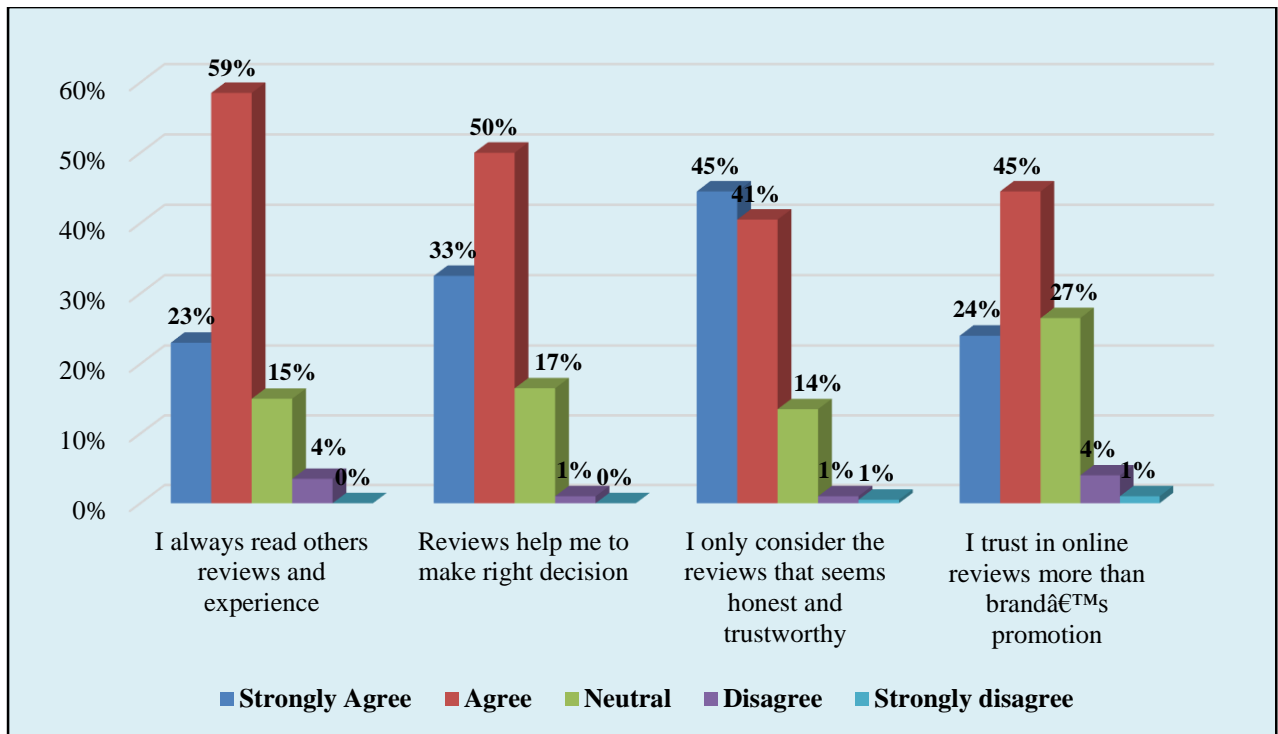


Figure 5.16 Trustworthiness of online reviews

Table 5.16 represents the trustworthiness of online reviews for these food delivery apps. Respondents were asked some questions to measure how trustworthy online reviews are according to respondents. 23% respondents strongly agreed that they always read others reviews and experience before using food delivery apps and also 59% agreed. Though 15% respondents remained neutral, only 4% showed disagreement. That means maximum always reads reviews as they trust in those.

Then when they are asked if reviews help them to make right decision, 33% showed strong agreement and 50% agreed that reviews helped them in making right decision. And only 1% respondents showed disagreement and 17% stayed neutral. Again 45% respondent said with strong agreement that they only consider the reviews that seems honest and trustworthy according to them and also 41% respondent agreed with this. 14% people have neutral point of view, 1% strongly disagreed and 1% respondents disagreed. But most of the respondents consider honest and trustworthy reviews.

Again when it was asked that if respondents trust in online reviews more than Brand's promotional activities, 24% showed strong agreement and 45% respondents agreed. 27% remained neutral and 4% and 1% showed disagreement. That means online reviews are more

reliable than promotional activities. So, maximum response express that online reviews are trustworthy in terms of these food delivery apps.

5.1.17 Source Credibility

Table no 5.17: Source credibility

Particulars	I think reviewer on online is dependable		I consider if the reviewer profile is reliable		I follow reviews posted by people similar to me		I follow reviews by people who use such apps or post related reviews always	
	F	%	F	%	F	%	F	%
Strongly agree	21	11%	43	22%	36	18%	25	13%
Agree	96	48%	114	57%	116	58%	106	53%
Neutral	71	36%	37	19%	42	21%	63	32%
Disagree	12	6%	5	3%	5	3%	5	3%
Strongly disagree	0	0%	1	1%	1	1%	1	1%
Total	200	100%	200	100%	200	100%	200	100%

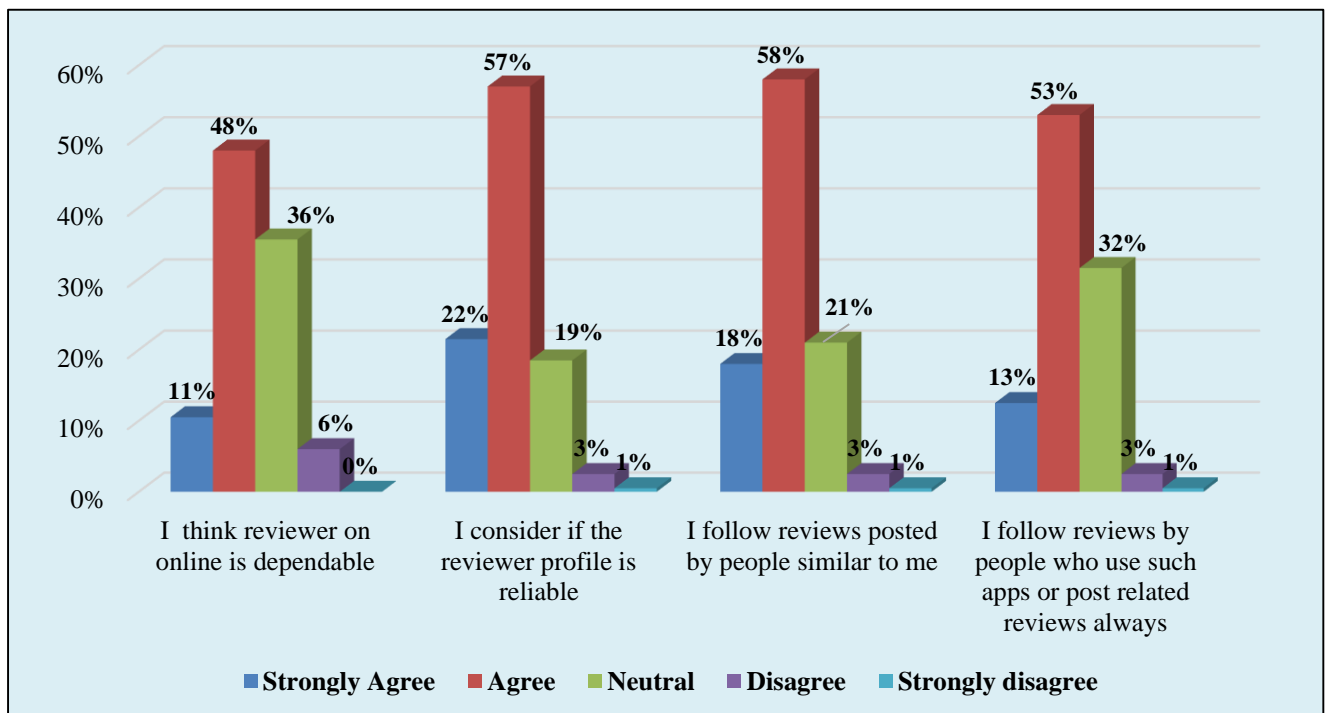


Figure 5.17: Source credibility

Table 5.17 represents source credibility of online reviews and feedback for food delivery apps. When respondents were asked do they think reviewers online is dependable, 11% showed strong agreement, 48% responded agree, 36% have no opinion or neutral, and 6% disagreed. But maximum responded positively.

Respondents were asked if they consider reviewer profile is reliable, where strong agreement showed 22%, agreement showed 57%, 19% were neutral. But 3% respondents disagreed that reviewers are reliable and 1% showed strong disagreement.

When respondents were asked if they follow reviews post by people similar to them, 58% agreed with that and 18% showed strong agreement. Here, 21% respondents had no opinion, 3% disagreed with this point and 1% showed strong disagreement. Then respondents shared their opinion on whether they follow reviews by people who use such apps or post related reviews always and 53% respondents agreed, 13% strongly agreed, 32% were neutral, 3% showed disagreement and 1% was strongly disagreed. So, Maximum respondents showed positive responses towards source credibility for online reviewers.

5.1.18 Quality

Table no 5.18: Quality of online reviews

Particulars	Detailed reviews with pictures or videos		Simple review that is written in a friendly manner		Reviews that received high ratings		I consider the apps with large number of reviews and feedback	
	F	%	F	%	F	%	F	%
Strongly agree	91	46%	38	19%	34	17%	56	28%
Agree	80	40%	97	49%	97	49%	81	41%
Neutral	26	13%	55	28%	56	28%	50	25%
Disagree	3	2%	9	5%	9	5%	12	6%
Strongly disagree	0	0%	1	1%	4	2%	1	1%
Total	200	100%	200	100%	200	100%	200	100%

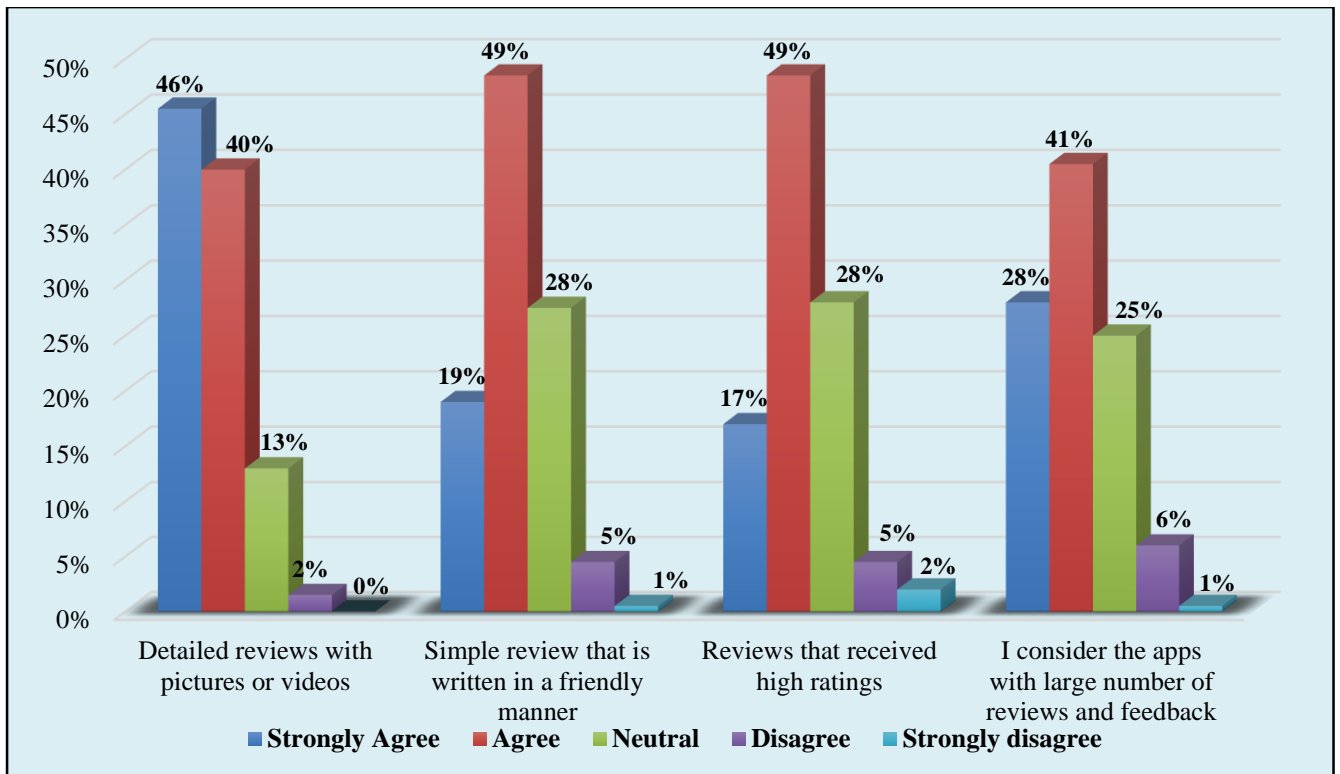


Figure 5.18: Quality of online reviews

From table 5.18 it is observed that most of the respondents with 46% strong agreement and 40% agreed positively with detail reviews with pictures or videos. 13% neutral, And 2% disagreed. For simple reviews written in a friendly manner, 19% agreed to this, 49% showed strong agreement, 28% was neutral. But 5% respondents disagreed with this fact and 1% strongly disagreed and did not prefer simple reviews written in a friendly manner.

Then 17% people showed strong agreement or preference for reviews that receives high ratings, 49% also showed positive response, 28% responded neutral, and 5% disagree with higher ratings reviews and also 2% respondents showed strong disagreement.

Respondents were asked whether they consider the apps with large number of reviews and feedback and 28% respondents agreed, 41% strongly agreed. But 25% showed neutral response, 6% respondents disagreed and 1% strongly disagreed with this. That means if the reviews have above qualities, people consider such reviews.

5.1.19 Usage/Order Intention towards food delivery apps based on online reviews

Table no 5.19: Usage and order intention towards food delivery apps

Particulars	Some of my order decision was based on online reviews		I intend to try the service discussed in the online review		I consider using service after reading online reviews and ratings		Positive reviews make me desired for ordering		Negative reviews change my intention to order		I do not consider negative reviews for my preferred delivery app		I believe in past experience or brand image more than online reviews	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Strongly agree	51	26%	31	16%	27	14%	60	30%	64	32%	23	12%	54	27%
Agree	118	59%	106	53%	118	59%	102	51%	97	49%	57	29%	83	42%
Neutral	24	12%	56	28%	47	24%	37	19%	34	17%	53	27%	45	23%
Disagree	7	4%	7	4%	8	4%	1	1%	4	2%	41	21%	15	8%
Strongly disagree	0	0%	0	0%	0	0%	0	0%	1	1%	26	13%	3	2%
Total	200	100%	200	100%	200	100%	200	100%	150	100%	150	100%	200	100%

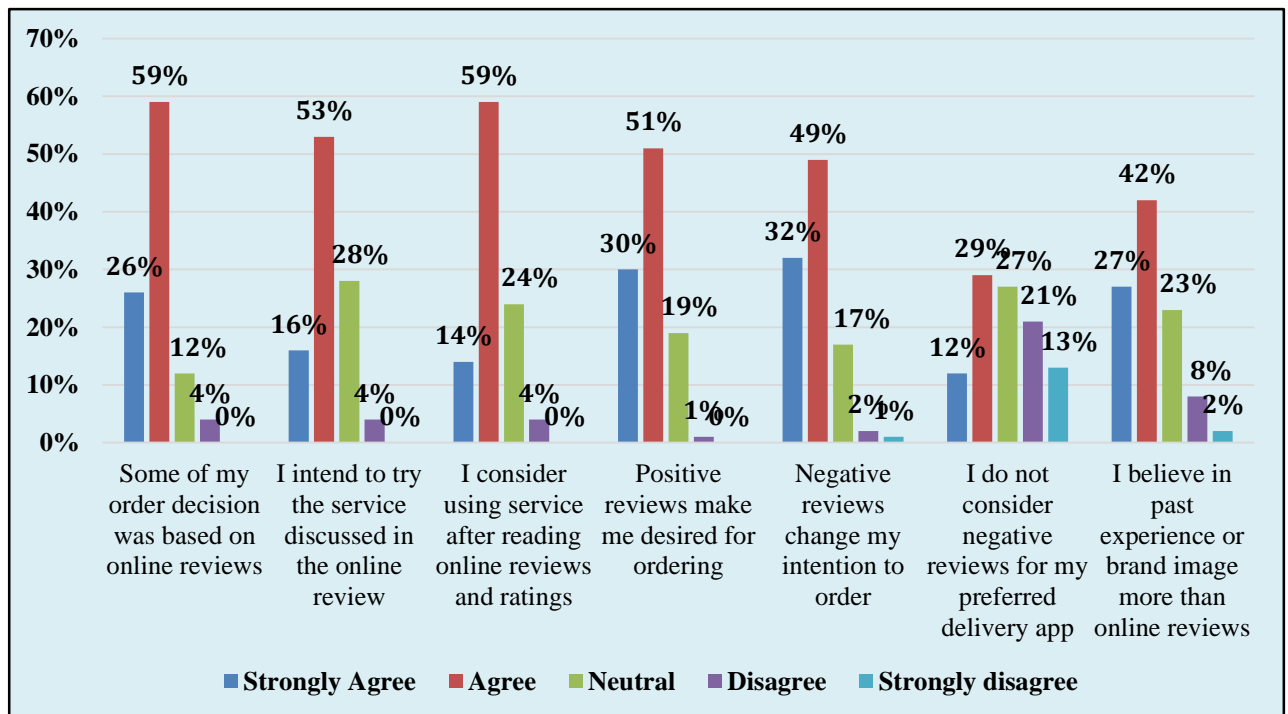


Figure 5.19 Usage and order intention towards food delivery apps

Here respondents were asked if some of their purchase or order intention was based on online reviews 26% respondents strongly agreed and 59% agreed this. But 12% respondents are neutral here and 4% denied that they do not ordered or purchase anything based on online reviews. Respondents were asked if they intend to use service discussed on online reviews where 16% respondents strongly agreed, 53% showed positive agreement, 28% responded neutrally and 4% showed disagreement.

When respondents were asked whether they consider using service after reading online reviews and ratings and there it is observed that 14% strongly agreed, 59% agreed and 24% remained neutral. But 4% people denied this. So it seems that people consider reviews and ratings before taking any service. Another question that was if positive reviews make people desired for ordering or taking any service. And here responded response with 30% strong agreement, 51% agreement, 19% neutral response and only 1% disagreement. That means positive reviews influence people's intention.

When it was mentioned that negative reviews can change order intention 32% people responded that they strongly agreed and 49% agreed to this point. But 17% remained neutral with no opinion, 2% disagreed and only 1% strongly disagreed.

A question was asked to respondents that whether they do not consider negative reviews for their preferred delivery app. 12% respondents strongly agreed and 29% agreed that they do not consider negative reviews in terms of their preferred delivery app. 27% did not give any opinion and remained neutral. But 21% disagreed and 13% strongly disagreed this point that means they still consider negative reviews even if those are their preferred food delivery apps.

And lastly when we asked respondents that whether they believe in their past experience and brand image more than online reviews and respondents shared their opinion. 27% respondents and 42% respondents showed positive agreement that past experience and brand image matter to them. 23% respondents did not share any positive or negative response. 8% respondents said they do not consider past experience more that online reviews and 2% strongly disagreed. But here it is observed that most of the people believe their past experiences and brands image sometimes more than their reviews.

5.2 Major Findings of the study

Purpose of this study was to identifying the reasons that influences consumers' usage intentions based on online reviews. Findings that generated from survey analysis are given below-

- Most of the people follow reviews online whenever they need to use food delivery apps and prefers detailed or qualitative reviews. That means online reviews can influence their decision.
- People use multiple food delivery apps and experience the service and also compare reviews of these delivery apps especially from different food related groups/blogs in social media are preferred for this.
- According to this survey held in Dhaka city, most of the people prefer Foodpanda following Pathao Food delivery app in second position. But it seems that new food delivery app is becoming popular fast. For example, Kladno being a new app already grabbed attention of many people.
- There are some factors of online reviews for food delivery apps that influence consumers' intention of use or order these apps. Most of the people think online reviews are informative because people can get foods and services related reviews and feedback easily with sufficient details that help them to make decisions.
- Maximum people read all the reviews as per their requirements and compare those reviews because they find reviews trustworthy when there are many reviews for particular service and they trust reviews more than ad or promotional activities to make decision.
- People who follow different review pages easily finds out if reviewers post is trustworthy or not. Reviewers who experience different services and share them are most credible for consumers as they believe those are not paid or fake reviews.
- Review quality also influences consumer's intention. Simple but detailed reviews attract people and large number of reviews, feedback about an app, higher rating scale and stars help consumers to choose whether they will order from or use that particular app.

- Maximum people shared that their past orders were based on the reviews. Where positive reviews encourage them to use some food delivery apps, sometimes negative reviews change their intention also. But when it comes to their preferred app or past good experience, negative reviews have not much impact. Although people check reviews for their preferred app also, still more than reviews people trust their experience.
- People consider Apps brand image and experience also, but online reviews create much impact on people's mind about their service quality by positive or negative reviews and that's why online reviews influence consumer's intention of using or ordering these apps.

Chapter: Six

Recommendations & Conclusion

6.1 Recommendations

After analysing the data and result found from this study it is observed that some recommendations are needed-

- This research shows that reviews are considered helpful and popular among consumers, especially the young generation considering their final decision. According to the survey 90% of the sample population check online reviews for food delivery apps. So, concerned food delivery should take these e-reviews in their concern for future strategy and planning.
- Growing popularity of online reviews among consumers can affect management activities of companies. So, from here they can identify different points to improve their service.
- For achieving customer satisfaction online reviews are helpful. To do this effectively, types of review consumer prefers like qualitative review, different factors such as trustworthiness, credibility, informativeness, quality that influence usage decision, or to analyse the effects of positive or negative review are utmost priority.

6.2 Conclusion

Online reviews help both consumer and organization to understand the service scenario. Reviews have many characteristics and factors that influence customers and also help companies to understand consumer's wants better and gain more power to manipulate. As all the factors discussed in this study that influence peoples' usage intention are important, more factors that can affect people's purchase decision should be identified to keep focus on different reviews in different social media platform. Because reviews can create more impact than other promotional or traditional marketing tools as they are more trustworthy.

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Appendix

Survey Questionnaire

Dear Respondent,

I am a Student of Department of Business Administration, Sonargaon University. I am conducting a survey for my EMBA thesis purpose and the topic entitled as **“The influence of online reviews and feedback on customers’ usage and order intention: A study on online Food Delivery Service App in Dhaka city.”**

If you are a user of social media and have interest in checking reviews online before purchasing anything or ever using any food delivery app, kindly take part in this survey. Your information will be used only for academic purpose and strictly kept private and confidential. Your wholehearted cooperation will help me to complete this survey. Thank you for your valuable efforts.

Question 1. Do you use any social media site?

- Yes
- No

Question 2. Do you check reviews and feedback online before making any purchase decision?

- Yes
- No

If ‘yes’ kindly go to the next page.

Part 1: General Information

Question 3. Age

- 15-20
- 21-25
- 26-30
- 30-35
- 36 to above

Question 4. Occupation

- Student
- Service Holder
- Self employed
- Unemployed
- Other

Question 5. Gender

- Male
- Female

Question 6. Location

For Example: Panthapath, Dhaka.

Part 2: Topic Related Questions

Question 7. Do you think online reviews are helpful?

- Yes
- No

Question 8. Which type of review you prefer most?

- Qualitative (Written description with photos and videos)
- Quantitative (Stars, scales or ratings)

Question 9. Do you look for reviews before using any food delivery app?

- Yes
- No

Question 10. How often do you check the online reviews and feedback from different social media sites?

- Daily
- Once in a week
- Monthly
- When I need any Service

Question 11. Which online platform do you prefer most to check reviews of food delivery service apps?

- Re views from App's Brand page or website
- Reviews/ratings from App store/play store
- Food related Groups
- YouTube reviews
- Instagram page reviews
- Others

Question 12. Have you ever experienced the service from these food delivery apps?

- Yes
- No

Question 13. Do you compare the reviews and feedback of all the food delivery apps?

- Yes
- No

Question 14. Last when you experienced these delivery service apps after checking the reviews-

- Few days ago
- Last week
- In last one Month
- In last 6 months
- More than 6 Months

Question 15. Did you take service from multiple Food delivery service Apps?

- Yes
- No

Question 16. Preferred food delivery apps (Multiple option can be chosen)

- Foodpanda
- HungryNaki
- Pathao Food
- Shohoz Food
- Cookups
- Kludio

Question 17. Do you check reviews online even ordering from your preferred App also?

- Yes
- No
- Sometimes (if there is any confusion or negative reviews)

There are some factors of Online Reviews that influence the usage intention of the customers to use these food delivery apps. Kindly answer the questions below based on your perception and experience.

This section asks questions that use rating scales. Kindly select the box that best describe your opinion from the following scale.

Question 18. Informativeness

Criteria	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Get relevant information					
Information matches my needs					
Get Sufficient and valuable information					
Easy to read information					

Question 19. Trustworthiness

Criteria	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I always read others reviews and experience					
Reviews help me to make right decision					
I only consider the reviews that seems honest and trustworthy					
I trust in online reviews more than brand's promotion					

Question 20. Source Credibility

Criteria	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I think reviewer on online is dependable					
I consider the review if the reviewer profile is reliable					
I follow reviews posted by people similar to me					
I follow reviews by people who use such apps or post related reviews always					

Question 21. Review Quality

Criteria	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I trust detailed reviews with pictures or videos					
I like simple review that is written in a friendly manner					
I consider reviews that received high ratings					
I consider the apps with large number of reviews and feedback					

Question 22. Usage/Order Intention

Criteria	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Some of my order decision was based on online reviews					
I intend to try the service discussed in the online review					
I consider using service after reading online reviews and ratings					
Positive reviews make me desired for ordering					
Negative reviews change my intention to order					
I do not consider negative reviews for my preferred delivery app					
I believe in past experience or brand image more than online reviews					

