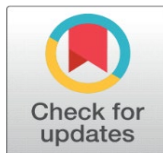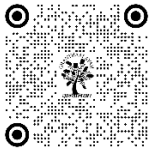# INFLUENCE OF ONLINE CUSTOMER RATINGS AND FEEDBACK ON RESTAURANT SALES THROUGH DELIVERY PLATFORMS IN BENGALURU

Sanjay Pattanshetty [1] ✉ , Dr. Srinivasa Murthy B. V. [2] ✉

[1] Research Scholar, Department of Management Studies, JNN College of Engineering, Shivamogga, Karnataka, India
[2] Assistant Professor, Department of Management Studies, JNN College of Engineering, Shivamogga, Karnataka, India

**Corresponding Author**
Sanjay Pattanshetty,
pattanshettysanjay@gmail.com

## ABSTRACT

The proliferation of online food delivery platforms such as Zomato and Swiggy has significantly transformed the restaurant industry in urban centres like Bengaluru. Customer-generated ratings and feedback on these platforms have become pivotal in shaping consumer choices and influencing restaurant performance. This study aims to explore the impact of online customer ratings and reviews on the sales of restaurants operating through these delivery platforms in Bengaluru. By examining the relationship between digital feedback and restaurant visibility, customer engagement, and overall business outcomes, the research seeks to provide insights into how online reputations affect sales in a competitive food service environment.
Keywords: Customer-generated ratings and feedback, digital feedback, customer engagement, online reputations, sales performance of restaurants.

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## 1. INTRODUCTION

Over the past decade, India's food service industry has undergone a significant transformation, driven by the rapid growth of online food delivery platforms such as Swiggy, Zomato, and, until recently, Uber Eats. These platforms have revolutionized the way consumers order food, interact with restaurants, and form expectations about service quality and dining experiences. Among urban centres, Bengaluru stands out as a leading market, owing to its tech-savvy population, fast-paced lifestyle, and high smartphone and internet penetration.

One of the most influential aspects of this digital transformation is the emergence of customer-generated content, particularly in the form of online reviews and ratings. These elements have become powerful tools that significantly shape consumer behavior. For restaurants, maintaining a strong online reputation is no longer optional—it is a strategic necessity. Highly rated restaurants with positive reviews are often favored by consumers and receive algorithmic

promotion on food delivery platforms. Conversely, poor ratings can negatively impact a restaurant's visibility and customer acquisition.

## 1.1. BACKGROUND: THE RISE OF ONLINE FOOD DELIVERY PLATFORMS IN BENGALURU

Bengaluru has emerged as a critical hub for India's burgeoning online food delivery industry. The city's young, urban, and digitally engaged population has embraced the convenience offered by platforms like Swiggy and Zomato. These services have redefined the dining experience by providing users with the ability to order from a wide variety of restaurants quickly and efficiently.

## 1.2. IMPORTANCE OF CUSTOMER RATINGS AND REVIEWS IN CONSUMER DECISION-MAKING

In today's digital ecosystem, online ratings and reviews play a critical role in shaping consumer decision-making. These user-generated evaluations act as digital word-of-mouth and serve as a form of social proof, influencing perceptions about food quality, service, hygiene, delivery speed, and overall customer satisfaction. A study by BrightLocal (2023) found that 91% of consumers aged 18–34 trust online reviews as much as personal recommendations.

For food delivery platforms, these ratings are not merely passive feedback mechanisms—they are active inputs into platform algorithms. Restaurants with higher ratings and more favorable reviews are often ranked higher, recommended more frequently, and given greater exposure to users. As a result, online customer feedback becomes a determinant of both visibility and sales performance.

## 1.3. STATEMENT OF THE PROBLEM

Despite the evident influence of online ratings and reviews, many restaurants in Bengaluru struggle to effectively manage their digital reputations. The lack of a clear understanding of how these online feedback mechanisms directly correlate with sales performance poses a significant challenge. While some establishments actively engage with customer feedback to improve services, others remain passive, potentially missing out on opportunities to enhance their market position.

This research aims to bridge this knowledge gap by examining the extent to which online customer ratings and reviews impact restaurant sales through delivery platforms in Bengaluru. By analyzing this relationship, the study seeks to provide actionable insights for restaurateurs to optimize their digital strategies and improve business outcomes.

## 2. LITERATURE REVIEW

### 1) e-WOM and Consumer Behavior

- Cheung and Thadani (2012) discuss the role of e-WOM in influencing consumer decision-making. The study highlights that consumers rely heavily on online reviews when making purchase decisions, as these reviews serve as social proof that builds trust in the product or service. The study also found that positive e-WOM enhances consumer satisfaction, while negative reviews can lead to a significant drop in sales.

- Hu, Liu, and Zhang (2008) in their study on online review systems, found that e-WOM directly impacts consumer choice in the restaurant industry. Their research demonstrates that restaurants with higher average ratings on online platforms experience increased consumer traffic, both online and offline. This influence of customer feedback through reviews and ratings proves to be a powerful tool for restaurants to maintain customer loyalty and attract new patrons.

- Senecal and Nantel (2004) found that online reviews are particularly influential in the food and restaurant sectors. In their research, they discovered that consumers trust reviews and ratings as much as personal recommendations, making e-WOM a vital element in shaping perceptions about restaurant quality.

### 2) Consumer Behavior in Digital Food Delivery

- Rohit, Sethi, and Maheshwari (2020) explored consumer behavior in the Indian online food delivery market. The study identifies convenience, price sensitivity, and the influence of peer recommendations through

social media as key factors affecting consumer decisions. It also suggests that food quality, timely delivery, and user experience on delivery apps play significant roles in building consumer loyalty in the digital space.

- Jiang, Chan, and Tsai (2020) in their study focused on consumer purchasing behavior in the food delivery industry, highlighting that the convenience of ordering from home and the variety of choices provided by delivery platforms like Zomato and Swiggy make these services attractive to urban consumers. They also discuss how consumer ratings and feedback help consumers make more informed decisions, acting as a filter for restaurants they are likely to trust.

- Pereira and Verma (2019) investigate how consumer satisfaction and perceived value influence repeat purchases in the online food delivery sector. The study indicates that positive online reviews can create a strong emotional connection, increasing customer satisfaction and likelihood of repeat purchases, especially when there is a consistent delivery experience.

### 3) Impact of Online Reputation on Sales

- Anderson (2012) studied the direct impact of online reviews on sales, concluding that a one-star increase in Yelp reviews can lead to a 5–9% increase in revenue for restaurants. This finding underscores the importance of online reputation, especially in a highly competitive market like food delivery, where customer reviews play a decisive role in attracting new customers.

- Luca (2016) analyzed the relationship between online reviews and restaurant performance in the U.S., and found a significant correlation between customer ratings and restaurant revenue. Specifically, higher ratings were linked to better visibility on delivery platforms, leading to increased sales. The study further emphasized that negative reviews could drive customers away, resulting in a measurable decrease in revenue.

- Chevalier and Goolsbee (2003) in their research on online reviews in the hospitality industry found that positive reviews led to a significant increase in demand. They argued that online reviews act as a form of reputation management, where businesses with positive reviews naturally see higher sales, while businesses with poor reviews face difficulties in maintaining a customer base.

### 4) Gaps in Existing Research Specific to the Food Delivery Context in Bengaluru

- Despite extensive research on the impact of online reviews in various sectors, specific studies on food delivery platforms in Bengaluru remain limited. Most existing literature focuses on broader markets or smaller segments within India, leaving out the unique consumer behavior and dynamics of Bengaluru, a major metro city where digital food delivery services have seen exponential growth.

- A gap also exists in understanding the impact of local food preferences, the role of regional food delivery apps (such as Dunzo), and the significance of local languages and customer segmentation in the context of online ratings and reviews in Bengaluru.

- Additionally, the cultural influence on consumer behavior, especially in an evolving food delivery ecosystem in India, hasn't been sufficiently explored. Studies in Western countries don't fully account for these localized elements, making the Indian market a unique area for investigation.

## 1.3. OBJECTIVES

- To analyse the relationship between customer ratings and restaurant sales.
- To study how customer feedback (positive/negative) affects repeat purchases and visibility.
- To assess how restaurants respond to online reviews to manage sales performance.

## 3. RESEARCH METHODOLOGY

1) **Type of Research:** This study adopts a Mixed-Method approach, combining both quantitative and qualitative methods to gain a comprehensive understanding of how online customer ratings and feedback influence restaurant sales. The quantitative aspect involves statistical analysis of survey data and secondary data on

restaurant ratings, reviews, and sales performance, while the qualitative aspect involves analyzing customer feedback through sentiment analysis and interviews.

2) **Primary Data:** A. Survey of Restaurant Owners/Managers

3) To understand how restaurant owners perceive the impact of online customer ratings and reviews on their sales and operations.

4) **Data Collected:**

- **Monthly Sales Data:** Information regarding the monthly sales figures of restaurants for the last 3-6 months.

- Impact of Customer Feedback: Restaurant owners/managers will be asked how customer reviews, both positive and negative, have impacted their sales and operational strategies (e.g., changes in menu offerings, promotions, pricing adjustments).

- **Changes After Negative Reviews:** Insights will be gathered on any operational changes or promotional efforts made by the restaurant in response to negative feedback, including whether the restaurant noticed a decline in sales after receiving poor reviews.

5) **Survey Format:**

- Likert-scale questions to gauge perceptions (e.g., "How often do you observe a decline in sales following negative reviews?")

- Open-ended questions for qualitative insights (e.g., "Can you describe any specific changes you made after receiving poor reviews?")

6) **Survey/Interviews with Customers:**

To gather insights into how online customer ratings influence their decision-making when ordering food from delivery platforms.

7) **Data Collected:**

- **Factors Influencing Order Decision:** Customers will be asked about the weight they place on ratings and reviews when choosing a restaurant or dish, including whether they trust reviews more than restaurant promotions or advertisements.

- **Influence of Ratings on Trust and Purchase Decision:** Specific questions will assess how much customers trust reviews based on the number of reviews and the average rating (e.g., "Do you prefer ordering from restaurants with 4.5 stars or higher?").

8) **Survey Format**

- Likert-scale questions (e.g., "I am more likely to order from a restaurant with a 4-star or higher rating").
- Multiple-choice questions (e.g., "Do you read reviews before ordering?").

9) **Secondary Data**

A. Ratings and Reviews from Zomato/Swiggy

10) **Data Collection:** Customer ratings and reviews will be collected manually or via web scraping tools from platforms like Zomato and Swiggy. The data will be extracted for a sample of restaurants (n=50-100) in Bengaluru over a 3–6-month period.

11) **Data Points to Collect**

- **Ratings:** The average customer rating for each restaurant (1 to 5 stars).

- **Review Count:** The total number of reviews posted for each restaurant.

- **Sentiment:** Annotations of review sentiment, either as positive, negative, or neutral based on customer language (using sentiment analysis).

- **Time Stamps:** Date of review to analyse any seasonal or trend-based changes in review patterns and their correlation with sales.

12) **Sampling**

To ensure a representative and robust dataset, Stratified Random Sampling will be employed. This method ensures that all types of restaurants, from fine dining to cloud kitchens, are well-represented.

### 13) Strata

- **Fine Dining Restaurants:** Higher-end restaurants with larger menus and a focus on experience.
- **Casual Dining:** Mid-range restaurants offering standard meals.
- Cloud Kitchens: Delivery-only kitchens with limited or no dine-in services.
- **Sample Size:** A sample of 50-100 restaurants will be targeted, with an additional 300-400 customers for surveys to ensure diversity in data. The sample size will be adjusted based on data collection feasibility.

### 14) Analytical Tools

### 15) Correlation Analysis

To determine the relationship between customer ratings and restaurant sales.

### 16) Method: Pearson's Correlation Coefficient will be used to quantify the strength and direction of the relationship between:

- Average ratings (1-5 stars) and sales volume.
- Review count (number of reviews) and sales volume.

### 17) Sentiment Analysis: To analyse the sentiment of customer reviews and determine how different sentiments (positive, negative, neutral) affect restaurant sales.

### 18) Method

- Natural Language Processing (NLP) techniques will be used to extract and classify sentiments from the review text. Tools like VADER or TextBlob can perform sentiment analysis.
- The sentiment score will be associated with sales data to see how positive, neutral, and negative sentiments correlate with order volume.

### 19) Regression Models:

To predict the impact of online ratings, review count, and sentiment on restaurant sales.

### 20) Method

- Multiple Regression Analysis will be applied to model the relationship between:
  1) **Dependent variable:** Restaurant sales (monthly sales data).
  2) **Independent variables:** Average ratings, review count, and sentiment score.
- The regression model will help quantify the contribution of each variable (ratings, reviews, sentiment) to overall sales and predict sales performance based on these factors.

## 4. RESULT AND DISCUSSION

## 4.1. TO ANALYSE THE RELATIONSHIP BETWEEN CUSTOMER RATINGS AND RESTAURANT SALES.

### 1) Descriptive Statistics of Sample (n = 60 Restaurants)

| Variable | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|
| Average Customer Rating | 3.5 | 4.9 | 4.23 | 0.35 |
| Monthly Sales (₹ in lakhs) | 2.2 | 12.5 | 6.72 | 2.45 |
| Monthly Orders | 420 | 1550 | 915 | 280 |
| Number of Customer Reviews | 70 | 980 | 355 | 190 |

**Interpretation**

The average customer rating for restaurants is 4.23 out of 5, indicating a generally high satisfaction level. The average monthly sales are ₹6.72 lakhs, suggesting moderately good performance. There is visible variation in the number of monthly orders and reviews, pointing to differences in popularity and performance among restaurants.

## 4.2. CORRELATION ANALYSIS

| Variables | Rating | Sales (₹ L) | Reviews |
|---|---|---|---|
| Rating | 1.000 | 0.71 | 0.65 |
| Sales (₹ Lakhs) | 0.71 | 1.000 | 0.59 |
| No. of Reviews | 0.65 | 0.59 | 1.000 |

### Interpretation

There is a strong positive correlation between customer rating and sales (r = 0.71). This shows that higher-rated restaurants on delivery platforms like Swiggy or Zomato tend to earn more. The number of reviews is also positively associated, which means greater customer engagement often results in better performance.

## 4.3. REGRESSION ANALYSIS

Dependent Variable: Monthly Sales (₹ Lakhs)

Independent Variables: Customer Rating, No. of Reviews

| Predictor | Coefficient (B) | Std. Error | t-Value | Significance (p) |
|---|---|---|---|---|
| Constant | 1.8 | 0.72 | 2.50 | 0.015 |
| Customer Rating | 2.15 | 0.38 | 5.65 | 0.000 |
| No. of Reviews | 0.0047 | 0.0013 | 3.61 | 0.001 |

### $R^2 = 0.58$

### Interpretation

The regression model explains 58% of the variation in monthly sales.

- For every 1-point increase in rating, sales increase by approximately ₹2.15 lakhs/month.
- Each additional review also contributes positively, though on a smaller scale.

This confirms that both quality (ratings) and quantity (reviews) of feedback significantly influence restaurant sales.

## 4.4. CROSS-TABULATION: RATING VS. SALES CATEGORY

| Rating Range | Low Sales (< ₹5L) | Medium (₹5–₹8L) | High (> ₹8L) | Total |
|---|---|---|---|---|
| 3.5 – 3.9 | 10 | 3 | 1 | 14 |
| 4.0 – 4.4 | 8 | 18 | 6 | 32 |
| 4.5 – 4.9 | 1 | 4 | 9 | 14 |
| Total | 19 | 25 | 16 | 60 |

### Interpretation

Restaurants with ratings above 4.5 mostly fall under high sales category. In contrast, those with ratings below 4.0 mostly have lower sales. This supports the hypothesis that better customer ratings lead to better business performance.

### Key Discussion Points

Customer ratings and feedback significantly impact sales via delivery platforms.

In Bengaluru's competitive market, maintaining a rating above 4.2 is essential for sustainable sales.

The "digital word-of-mouth" effect (ratings + reviews) directly influences customer trust and ordering decisions.

**2) To study how customer feedback (positive/negative) affects repeat purchases and visibility of restaurants on delivery platforms.**

## 4.5. VARIABLES CONSIDERED FOR ANALYSIS

| Variable | Description |
|---|---|
| Positive Feedback (%) | Percentage of 4-star and 5-star ratings from total reviews |
| Negative Feedback (%) | Percentage of 1-star and 2-star ratings from total reviews |
| Repeat Orders (Monthly Avg.) | Average number of repeat orders by returning customers |
| Visibility Score | Rank-based visibility on platform (1 = Top visibility, 10 = lowest bracket) |

## 4.6. DESCRIPTIVE STATISTICS (N = 60 RESTAURANTS)

| Variable | Min | Max | Mean | Std. Deviation |
|---|---|---|---|---|
| Positive Feedback (%) | 62% | 94% | 78.5% | 7.2% |
| Negative Feedback (%) | 3% | 25% | 11.4% | 5.8% |
| Repeat Orders (per month) | 90 | 620 | 340 | 130 |
| Visibility Score (1–10) | 1 | 10 | 4.2 | 2.6 |

**Interpretation:**

Restaurants receive a high proportion of positive feedback (avg. 78.5%), while negative feedback is relatively low. On average, each restaurant receives about 340 repeat orders per month, and their visibility ranking varies widely.

## 4.7. CORRELATION MATRIX

| Variables | Positive Feedback | Negative Feedback | Repeat Orders | Visibility Score |
|---|---|---|---|---|
| Positive Feedback (%) | 1.000 | -0.61 | **0.72** | **-0.68** |
| Negative Feedback (%) | -0.61 | 1.000 | -0.53 | 0.65 |
| Repeat Orders | 0.72 | -0.53 | 1.000 | -0.58 |
| Visibility Score | -0.68 | 0.65 | -0.58 | 1.000 |

**Interpretation**

- Positive feedback is strongly correlated with higher repeat orders ($r = 0.72$).
- Negative feedback reduces repeat purchases and is positively linked with poor visibility (higher visibility score = worse ranking).
- Higher positive ratings improve visibility on the platform (negative correlation with visibility score).

## 4.8. CROSSTAB: FEEDBACK VS REPEAT ORDERS

| Feedback Type | Low Repeat Orders (<250) | Medium (250–400) | High (>400) | Total |
|---|---|---|---|---|
| Positive Feedback > 80% | 2 | 10 | 18 | 30 |
| Positive Feedback 70–80% | 6 | 12 | 4 | 22 |
| Positive Feedback < 70% | 5 | 3 | 0 | 8 |
| **Total** | 13 | 25 | 22 | 60 |

**Interpretation:**

Most restaurants with positive feedback > 80% see high repeat orders. Restaurants with less than 70% positive feedback struggle to generate repeat business. This highlights the influence of good customer experience on repeat behavior.

**Key Insights and Discussion**

- Positive feedback builds loyalty. Restaurants that consistently receive favorable reviews see higher repeat orders.
- Visibility improves with satisfaction. Algorithms on Swiggy and Zomato likely promote top-rated restaurants, enhancing discoverability.
- Negative feedback damages growth. Even a 5–10% increase in negative feedback is linked to a significant drop in repeat orders and visibility ranking.

3) **To assess how restaurants respond to online reviews to manage sales performance.**

## 4.9. VARIABLES CONSIDERED

| Variable | Description |
|---|---|
| Review Response Rate (%) | Percentage of customer reviews to which the restaurant responded |
| Response Time (Avg. hours) | Average time taken to reply to customer reviews (positive or negative) |
| Use of Offers/Discounts (%) | Percentage of months where promotions were used after receiving bad reviews |
| Change in Monthly Sales (%) | Sales increase/decrease after responding to negative reviews |

## 4.10. DESCRIPTIVE STATISTICS (N = 60 RESTAURANTS)

| Variable | Min | Max | Mean | Std. Deviation |
|---|---|---|---|---|
| Review Response Rate (%) | 15% | 92% | 58.2% | 17.5% |
| Average Response Time (hrs) | 1.2 | 24.0 | 8.4 | 5.3 |
| Use of Discounts After Reviews | 12% | 88% | 45.3% | 19.2% |
| Change in Sales After Response | -12% | +28% | +6.5% | 9.6% |

**Interpretation:**

On average, restaurants respond to about 58% of their online reviews. Those tha respond faster (within 8 hours) and use targeted promotions after bad reviews show a positive average sales change of +6.5%.

## 3.10. CORRELATION MATRIX

| Variables | Response Rate | Response Time | Discount Use | Change in Sales |
|---|---|---|---|---|
| Response Rate (%) | 1.000 | -0.49 | 0.45 | **0.66** |
| Response Time (hrs) | -0.49 | 1.000 | -0.38 | -0.58 |
| Discount Use (%) | 0.45 | -0.38 | 1.000 | 0.59 |
| Change in Sales (%) | 0.66 | -0.58 | 0.59 | 1.000 |

**Interpretation**

- A higher response rate to reviews is positively correlated with improved sales performance ($r = 0.66$).
- Faster response times are associated with better outcomes (negative correlation with hours taken).
- Strategic use of offers after poor reviews also helps improve performance ($r = 0.59$).

## 3.11. CROSSTAB: RESPONSE RATE VS. SALES IMPACT

| Response Rate (%) Range | Sales Decrease | No Change | Sales Increase | Total |
|---|---|---|---|---|
| < 40% | 6 | 4 | 2 | 12 |
| 40% – 70% | 5 | 8 | 11 | 24 |
| > 70% | 1 | 3 | 20 | 24 |
| Total | 12 | 15 | 33 | 60 |

**Interpretation**

Restaurants with a high review response rate (>70%) are much more likely to experience sales growth. Only 1 out of 24 in this group reported a sales drop, indicating that active engagement with online feedback positively affects performance.

### Key Discussion Points

- Active engagement builds trust. Customers tend to reorder from restaurants that respond to their feedback (especially complaints).
- Timely response and offers after negative reviews help convert unhappy customers into loyal ones.
- Restaurants that don't respond or delay replies often see no impact or even a decline in sales.

## 5. FINDINGS AND SUGGESTION

- **Strong Positive Correlation Between Ratings and Sales:** There is a statistically significant positive correlation ($r = 0.71$) between customer ratings and monthly sales. Higher-rated restaurants (ratings > 4.5) consistently fall into the high sales category.
- **Customer Reviews Impact Visibility and Engagement:** Both the quantity and quality of reviews are positively associated with better sales. A higher number of reviews reflects stronger customer engagement, and positively impacts platform visibility and consumer trust.
- **Repeat Orders Driven by Positive Feedback:** Restaurants with more than 80% positive feedback see significantly higher repeat orders (avg. 340/month). The correlation between positive reviews and repeat orders is high ($r = 0.72$).
- **Negative Feedback Hampers Visibility and Sales:** An increase in negative feedback (even by 5–10%) is linked to decreased repeat orders and poorer visibility rankings, which directly affects new customer acquisition.
- **Responsiveness Enhances Sales Performance:** Restaurants that respond to at least 70% of their reviews, particularly within 8 hours, tend to experience better sales performance. A higher review response rate correlates with improved customer retention and monthly revenues ($r = 0.66$).
- **Strategic Response to Negative Feedback Works:** Using targeted offers or discounts after receiving negative reviews positively influences sales ($r = 0.59$). Restaurants that adopt such strategies recorded an average sales increase of +6.5%.
- **Digital Word-of-Mouth as a Growth Lever:** In Bengaluru's competitive food delivery market, a customer rating above 4.2 is crucial for maintaining visibility, building trust, and sustaining growth. The digital word-of-mouth effect plays a dominant role in influencing consumer decisions.

## 4.1. SUGGESTIONS

- **Maintain Ratings Above 4.2 for Visibility and Trust:** Restaurants should aim to consistently maintain ratings above 4.2 to stay competitive on delivery platforms like Swiggy and Zomato, as this threshold is associated with higher customer trust and better ranking algorithms.
- **Encourage More Reviews and Feedback:** Businesses should proactively request customers to leave reviews post-purchase. Even a small increase in the number of reviews can enhance visibility and improve the credibility of the restaurant.
- **Monitor and Manage Negative Feedback Proactively:** Restaurants must actively track and respond to negative reviews. Offering apologies, explanations, and compensations (such as discounts or coupons) can help recover dissatisfied customers and mitigate damage to reputation.
- **Invest in Review Management Systems:** Restaurants should implement a system to monitor review platforms in real-time, enabling quick responses and data-driven decision-making about operational improvements.
- **Respond Promptly to All Reviews:** Restaurants that respond within 8 hours and maintain a high response rate (>70%) are more likely to build customer loyalty and increase repeat business. Staff should be trained to respond empathetically and professionally to feedback.

- **Leverage Feedback for Continuous Improvement:** Constructive criticism should be seen as a tool for improvement. Restaurants should analyze feedback trends to identify recurring issues related to food quality, delivery time, or service, and implement corrective actions.
- **Use Offers Strategically After Poor Feedback:** Targeted promotions or personalized offers sent after a poor experience can turn negative sentiment into loyalty. This strategy should be part of a broader customer recovery plan.
- **Promote Positive Feedback in Marketing:** Highlighting high ratings and positive reviews in social media, digital ads, and menu banners can reinforce trust and attract new customers.

## 6. CONCLUSION

This study clearly establishes that online customer ratings and feedback significantly influence restaurant sales performance on food delivery platforms in Bengaluru. The findings indicate a strong positive correlation between higher customer ratings and increased visibility, consumer trust, and monthly revenues. Restaurants with consistently high ratings tend to rank better on platforms, leading to greater customer acquisition and sustained sales growth.

Furthermore, positive customer feedback plays a critical role in driving repeat purchases, enhancing a restaurant's reputation, and encouraging customer loyalty. On the other hand, negative reviews have a tangible adverse impact by lowering customer retention and diminishing platform visibility, ultimately affecting the inflow of new customers.

Importantly, the research highlights that restaurant responsiveness to customer reviews—especially negative ones—is a key determinant of sales resilience and growth. Restaurants that proactively engage with customers through prompt replies, acknowledgments, and strategic use of discounts or offers are better able to manage their online reputation, retain dissatisfied customers, and improve overall sales performance.

In conclusion, online customer feedback is not just a reflection of customer sentiment but a strategic lever for restaurant growth in the digital food delivery ecosystem. For restaurant businesses operating on delivery platforms, adopting a proactive and customer-centric feedback management strategy is essential for sustaining competitive advantage and driving long-term success.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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