

Original Article

## EFFECT OF ONLINE REVIEWS AND RATINGS ON CONSUMER TRUST IN ONLINE FOOD DELIVERY SERVICES: A STUDY IN JAMSHEDPUR

Dr. Sayak Gupta <sup>1\*</sup>, Dr. Puja Prasad <sup>1</sup>, Dr. Rakesh Kumar <sup>1</sup>

<sup>1</sup> Assistant Professor, Department of Management, Netaji Subhas University, Jamshedpur, India



### ABSTRACT

Online food delivery services are growing rapidly, changing consumer purchasing behaviour and it is essential that online reviews and ratings have a significant influence on trust and decision making. This study investigates the impact of online reviews, ratings and review credibility on consumer trust towards online food delivery services in Jamshedpur. An explanatory, quantitative research design was employed where a structured questionnaire with 385 respondents were collected. Data collection was through convenience sampling, with data analysed using both descriptive statistics and regression analysis. These results show that online reviews, ratings and review credibility had a statistically positive effect on consumer trust. Of these variables, for example, review credibility was the strongest predictor of trust in consumers followed by online reviews and ratings. The research points out that authentic and credible information is very influential for consumers at the time of ordering food. These findings offer valuable guidance to online food delivery platforms striving for transparency, authenticity in reviews, and increased customer trust within competitive arena of digital markets.

**Keywords:** Online Food Delivery, Consumer Trust, Online Reviews, Ratings, Review Credibility, Consumer Purchasing Behaviour, Digital Markets

### INTRODUCTION

Over the past few years, online food delivery services have changed the way consumers obtain their meals. Urban Senses have tended to depend on huge platforms such as Zomato, Swiggy and Uber Eats for making their purchasing decisions based only on online information [Dastin \(2020\)](#). In this digital environment where engagement with consumers is paramount one of the main consumer behavior influencers: online reviews & ratings have become essential drivers of trust and decision-making. With the gradual rise of digital penetration in a city like Jamshedpur, people have started to check reviews online before ordering a service. Online reviews are user-generated comments about a service or product that reflect experiences, satisfaction levels, and opinions. Reviews provide valuable information to potential consumers and reduce uncertainty and the perceived risk of online purchases [Chen and Xie \(2008\)](#). For example, one user said: "I always read the comments before ordering. Numerous reviews directed towards packaging and delivery speed makes me trust the platform [Kaur \(2021\)](#). Said one, "In-depth reviews with images of food quality reassure me that I am ordering from an authentic restaurant" [Rao \(2022\)](#). This evidence would imply that positive and informative reviews add to consumer trust, thus directing choices concerning online food deliveries. Ratings usually stars or a number also offer

#### \*Corresponding Author:

**Email address:** Dr. Sayak Gupta ([cal.sayak@gmail.com](mailto:cal.sayak@gmail.com)), Dr. Puja Prasad ([puja88prasad@gmail.com](mailto:puja88prasad@gmail.com)), Dr. Rakesh Kumar ([dr.rakesh@nsuniv.ac.in](mailto:dr.rakesh@nsuniv.ac.in))

**Received:** 21 March 2026; **Accepted:** 20 April 2026; **Published** 30 May 2026

**DOI:** 10.29121/ijetmr.v13.i5.2026.1765

**Page Number:** 38-48

**Journal Title:** International Journal of Engineering Technologies and Management Research

**Journal Abbreviation:** Int. J. Eng. Tech. Mgmt. Res.

**Online ISSN:** 2454-1907

**Publisher:** Granthaalayah Publications and Printers, India

**Conflict of Interests:** The authors declare that they have no competing interests.

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Authors' Contributions:** Each author made an equal contribution to the conception and design of the study. All authors have reviewed and approved the final version of the manuscript for publication.

**Transparency:** The authors affirm that this manuscript presents an honest, accurate, and transparent account of the study. All essential aspects have been included, and any deviations from the original study plan have been clearly explained. The writing process strictly adhered to established ethical standards.

**Copyright:** © 2026 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.

an immediate impression of service quality in the aggregate. Generally, high ratings bring users definite reliability and better service for users though low ratings make users doubtful and cautious [Chen et al. \(2020\)](#). A user wrote, as a rule of thumb, I rely on star ratings; if a restaurant has 4.8 stars the food is nearly always great. [Singh \(2021\)](#) Another consumer said, Prior to, even if the reviews are mixed, a bad score becomes a reason for me not to order from that restaurant [Gupta \(2022\)](#). These insights highlight the reasons that ratings serve as cognitive short cuts, providing immediate cues about trust and purchase intent when evaluating the expected service quality.

Apart from content and ratings, the review credibility is also an integral element of consumer trust. Reviews from verified customers, or reviews on reliable sites, are seen as more trustworthy than anonymous or potentially partisan comments [Filiari et al. \(2018\)](#). One user, for example, said: "I trust only the verified reviews; unverified reviews seem fake [Mehta \(2021\)](#)." "I'm a sucker for expert reviews from local food bloggers to help me choose where to order; they feel trustworthy," said another consumer [Sharma \(2022\)](#). All these examples show that not every review is created equal, and credibility has an important moderation effect between review information and consumer trust. We examined how online reviews and ratings impact not only trust, but also consumer satisfaction, repeat purchases and brand loyalty in the online food delivery context. Research indicates that platforms featuring high-quality reviews and a trustworthy rating system yield significantly higher consumer retention and interaction [Zhang et al. \(2020\)](#). As the food delivery market in Jamshedpur expands, exploring how reviews, ratings and credibility affect trust can offer ample lessons to service providers seeking to enhance customer satisfaction and competitive edge. In spite of a plethora of research related to e-commerce reviews, very few studies have explored the local context (Medium Metros) in the case of India with cities like Jamshedpur having varying consumer behavior owing to cultural, economic and technological differences. This study explores the impact of online reviews and ratings, as well as review credibility on consumer trust in online food delivery services in Jamshedpur which would be beneficial for both academia and practice. Incorporating new ideas and local data about consumers, this research intends to develop insights into the formation of digital trust in emerging urban markets.

## REVIEW OF EARLIER LITERATURE

The increasing dependence on digital platforms makes online reviews and ratings especially crucial to creating consumer trust in the case of food delivery services. The early research done by Hennig-Thurau et al. The eWOM concept was presented by (2004), arguing that consumers are turning to online, consumer-generated reviews in order to alleviate uncertainty associated with their purchasing decisions. [Dellarocas \(2003\)](#) built on this foundation by discussing how online feedback mechanisms serve as trust-building devices in online markets. In comparison, some industries most notably those based on services such as food delivery or anything that relies heavily on the relationship between customer and provider have a lot to lose from an erratic sense of trust because the service is invisible and oftentimes quality cannot be determined until it has been consumed. Subsequent research has further established the role of review valence and volume on consumer perceptions. According to [Mudambi and Schuff \(2010\)](#), extremely positive reviews and those that provide a moderate amount of detail are seen as more helpful increasing consumer trust. Likewise, [Zhu and Zhang \(2010\)](#) found that ratings and volume possess a positive effect on consumer choice by enhancing perceived trustworthiness. Food delivery contexts, particularly relevant for the present research, are driven by consumers selecting restaurants from rank orderings through aggregated ratings or peer feedback. Trust has also now become one of the key factors of different online reviews being treated as credible. Factors like extent of reviewer expertise (and consistency) and reliability of the platform itself also play a role in how consumers evaluate the credibility of online information [Flanagin and Metzger \(2007\)](#). Likewise, [Filiari \(2016\)](#) proposed that consumer trust is a significant moderator in the relationship between online reviews and purchase intentions because even a substantial number of reviews may be ineffective if they are perceived as unreliable or fake. That bears special mention in India where something like Zomato and the recent Swiggy fake reviews have caught user attention. Moreover, trust has found mediating variable in online consumer behavior. McKnight et al. Trust reduces perceived risk and increases users' intention to use online services (2002). This is also supported by [Kim et al. \(2008\)](#), reported that trust has a direct effect on purchase intention in the e-commerce context. In the food delivery business where on-time delivery, quality and hygiene of food are crucial in retaining consumer to continuing a particular platform, Trust plays a very important role. Focusing on application-specific researchers then recently began to focusing on mobile-based food delivery applications. According to [Kapoor et al. \(2020\)](#) app usability along with trusted ratings and real reviews promote considerable user trust and contentment. Moreover, [Alalwan \(2020\)](#) found strong effects of social influence and user-generated content (ratings and reviews) on consumers' attitudes toward mobile food ordering. These results reinforce the fact that climate in which transparent and credible review systems are integrated becomes mandatory to sustain consumer trust in competitive markets like Jamshedpur.

In summary, the findings from this review lend substantial support to the arguments which assert that online reviews and ratings along with review credibility are complete determinants of trust for consumers in food delivery service. These factors as well as the sense of decreased uncertainty help to not only shape customer buying behavior but to also create long-term loyalty which is highly coveted, goal for businesses. But, there is still a gap for local studies, especially in cities like Jamshedpur with emerging urban markets to study consumer behavior in specific socio-economic and cultural settings within India.

**HYPOTHESES DEVELOPMENT**

Consumer trust plays a very important role in online food delivery services, it lowers the perception of risk and uncertainty when ordering food through online. Previously, a number of studies indicate that particular dimensions of online reviews such as content, ratings and credibility largely affect consumer trust [Chevalier and Mayzlin \(2006\)](#), [Filieri \(2015\)](#), [Mudambi and Schuff \(2010\)](#), [Park and Lee \(2009\)](#).

Accordingly, it formulates hypotheses on three hypothesized independent variables about online reviews, rating and review credibility in consumer trust as the dependent variable.

**Effect of Online Reviews on Consumer Trust**

Online reviews are an in-depth view into the experience of a previous customer that allows consumers to judge how trustworthy a service will be. Research by [Chevalier and Mayzlin \(2006\)](#) has found that the quantity of digitally available reviews, as well as their level of detail, strongly influences consumers purchase decisions. In consumer experiences, it shows in statements such as the food was on time, and the app shows verified reviews to ensure. This increases my confidence in the service [Filieri \(2015\)](#), Some reviews were highly detailed and included photos and comments which made me decide to order» [Mudambi and Schuff \(2010\)](#).

**Accordingly, the following hypothesis is proposed**

H1: Online reviews have a significant positive effect on consumer trust in online food delivery services in Jamshedpur.

**Effect of Ratings on Consumer Trust**

Ratings, like star scores, serve as a shorthand visual indicator of general service quality, which lessens perceived risk and uncertainty. Higher ratings lead to nearly 400 percentage points higher consumer confidence in online before purchase, according to the results of an empirical literature review conducted by [Park and Lee \(2009\)](#). Similar to what consumers say, for instance: Since the restaurant received a 4.9-star rating, I was encouraged to order for the first time [Chevalier and Mayzlin \(2006\)](#) or Despite some reviews being positive, what really made me reluctant to place my order are the low 3.2-star ratings. [Filieri \(2015\)](#).

**Accordingly, the following hypothesis is proposed:**

H2: Ratings have a significant positive effect on consumer trust in online food delivery services in Jamshedpur.

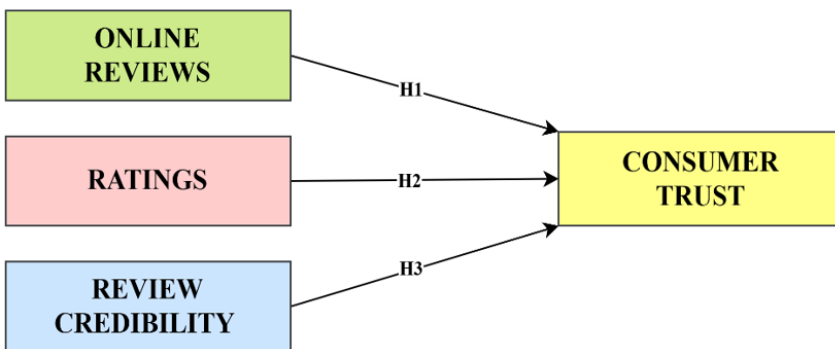
**Effect of Review Credibility on Consumer Trust**

Review credibility reflects strongly on consumer trust. Negative reviews coming from anonymous users or ill-known reviewers are also decreasing trust, and only non-anonymous opinions issued by reputable experts are considered credible [Mudambi and Schuff \(2010\)](#). Consumers also report "I trust verifiably positive reviews & reviews from food bloggers more than those who post anonymously" [Filieri \(2015\)](#), and "Fake-sounding reviews raise red flags for me even if their overall rating is high" [Park and Lee \(2009\)](#).

**Accordingly, the following hypothesis is proposed:**

H3: Review credibility has a significant positive effect on consumer trust in online food delivery services in Jamshedpur.

**Figure 1**



**Figure 1 Conceptual Model**

**STATEMENT OF THE PROBLEM**

Online ordering and delivery of food services are booming in Jamshedpur, courtesy Zomato, Swiggy and other such companies democratizing the ones fast becoming a necessity as they bring about significant changes to consumer purchasing behavior as online reviews and ratings form major source for them. Nevertheless, the ever-increasing amount of user-generated content has made authenticity, reliability and credibility of reviews a concern for consumer trust. Consumers rely on these reviews and ratings to

evaluate food quality, service reliability, and overall experience to a great degree, but the presence of biased or fake reviews can potentially mislead them and reduce their trust in the platforms. Additionally, prior studies have been primarily undertaken in more generalized settings combined with evidence showing the variability of consumer behavior across different demographic and socio-economic groups; hence the context of smaller urban centers like Jamshedpur demands exploration. Thus, it is important to evaluate the impact of online reviews and ratings along with review credibility on consumer trust in online food delivery services in Jamshedpur to derive suggestions for better reliability on these platforms so as to enhance consumer trust.

### OBJECTIVES OF THE STUDY

- 1) To analyze the demographic profile of consumers using online food delivery services in Jamshedpur.
- 2) To examine the consumer behaviour of online food delivery users in Jamshedpur.
- 3) To examine the impact of online reviews, ratings, and review credibility on consumer trust in online food delivery services among consumers in Jamshedpur.

### HYPOTHESES OF THE STUDY

**H1:** Online reviews have a significant positive effect on consumer trust in online food delivery services in Jamshedpur.

**H2:** Ratings have a significant positive effect on consumer trust in online food delivery services in Jamshedpur.

**H3:** Review credibility has a significant positive effect on consumer trust in online food delivery services in Jamshedpur.

### RESEARCH METHODOLOGY

Table 1

Table 1 Research Methodology	
Research Component	Details
Research Design	Quantitative, explanatory research using a survey method to examine the effect of online reviews, ratings, and review credibility on consumer trust.
Population	Consumers who use online food delivery services in Jamshedpur, India.
Sample Size	385 respondents
Sampling Technique	Non-probability sampling: Convenience sampling of consumers who have experience ordering from online food delivery platforms in Jamshedpur.
Data Collection Method	Primary data were collected through a structured questionnaire, while secondary data were obtained from journals, articles, books, and relevant websites.
Variables	<b>Independent Variables:</b> Online Reviews, Ratings, Review Credibility <b>Dependent Variable:</b> Consumer Trust
Data Analysis Techniques	Descriptive statistics and regression analysis

Table 1 describes the research methodology implemented in this study, which is based on quantitative and explanatory research design to explore how online reviews; online ratings; ratings review credibility influence consumer trust of consumers regarding online food delivery services available within Jamshedpur. The sample consists of 385 respondents using platforms such as Zomato and Swiggy chosen through convenience sampling. Data was collected using a structured questionnaire for primary sources, whereas secondary data were retrieved from literature and various websites available online. The independent variables of the study are online reviews, ratings, and review credibility while the dependent variable is consumer trust which will be analyzed using descriptive statistics and regression analysis.

### ANALYSIS OF THE STUDY

Table 2

Table 2 Demographic Profile of Respondents			
Variable	Category	Number of Respondents	Percentage (%)

<b>Gender</b>	Male	250	64.94%
	Female	130	33.77%
	Others	5	1.29%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Age Group</b>	Below 20 years	60	15.58%
	21–30 years	180	46.75%
	31–40 years	90	23.38%
	Above 40 years	55	14.29%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Education</b>	Undergraduate	170	44.16%
	Graduate	140	36.36%
	Postgraduate	60	15.58%
	Others	15	3.90%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Monthly Income</b>	Below ₹20,000	120	31.17%
	₹20,000–₹40,000	140	36.36%
	₹40,000–₹60,000	75	19.48%
	Above ₹60,000	50	12.99%
<b>Total</b>		<b>385</b>	<b>100%</b>

Figure 2

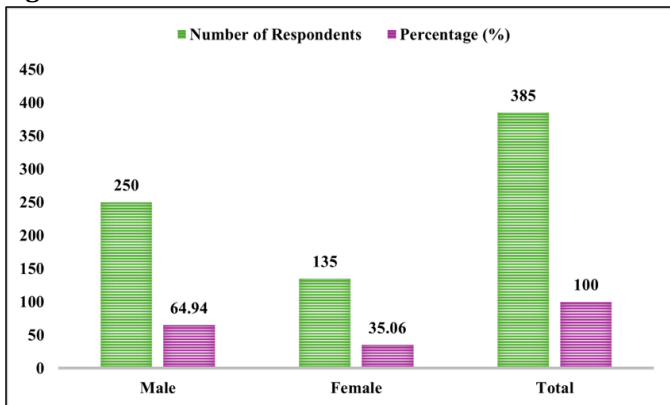
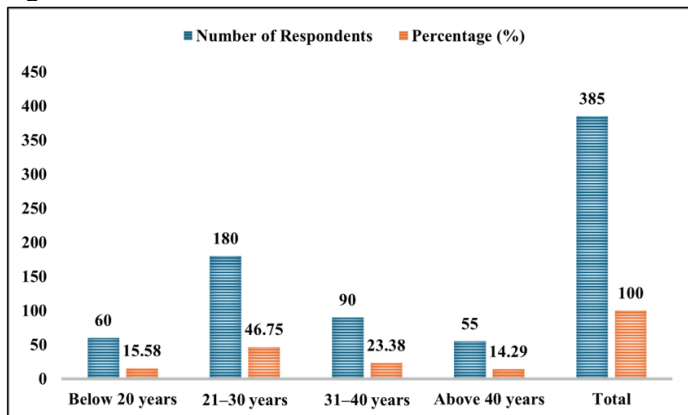


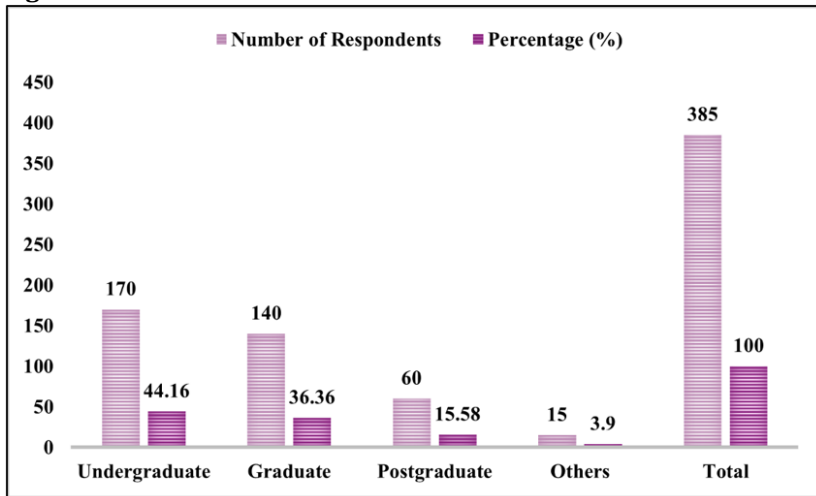
Figure 2 Gender of the Respondents

Figure 3



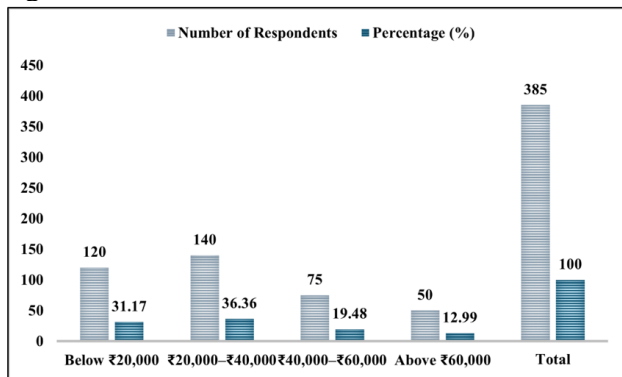
**Figure 3 Age Group of the Respondents**

**Figure 4**



**Figure 4 Education of the Respondents**

**Figure 5**



**Figure 5 Monthly Income of the Respondents**

Table 2 & Figure 2 to Figure 5 show the demographic profile of the respondents for Online Food Delivery Services in Jamshedpur. The responding sample reflects a male dominated group as observed where males account for the majority with 64.94% and females only accounting for 35.06%. In terms of age categories, most respondents belong to 21–30 years (46.75%), followed by between 31–40 year (23.38%), below or equal to 20 years (15.58), and above or equal to 40 years (14.29), suggesting that young adults are the main users of online food delivery services. The biggest segment is undergrad (44.16%), followed by graduate (36.36%), postgraduate (15.58%) and others (3.90%), indicating that these are present in relatively well educated segments of the population on those platforms. When it comes to monthly income, most respondent fall under ₹20,000–₹40,000 (36.36%) per month category and around below ₹20,000(31.17%), so basically middle or lower income group people form a major part of user as well. In general, the demographic profile demonstrates that online food delivery services in Jamshedpur are utilized by young individuals with a moderate level of education and moderately high income.

**Table 3**

**Table 3 Consumer Behaviour Towards Online Food Delivery Services**

Variable	Category	Number of Respondents	Percentage (%)
Frequency of Use	Daily	40	10.39%

	Weekly	180	46.75%
	Monthly	120	31.17%
	Rarely	45	11.69%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Preferred Platform</b>	Zomato	200	51.95%
	Swiggy	160	41.56%
	Others	25	6.49%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Primary Reason for Use</b>	Convenience	150	38.96%
	Discounts/Offers	110	28.57%
	Variety of Food Options	85	22.08%
	Time Saving	40	10.39%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Use of Reviews Before Ordering</b>	Always	160	41.56%
	Sometimes	150	38.96%
	Rarely	60	15.58%
	Never	15	3.90%
<b>Total</b>		<b>385</b>	<b>100%</b>
<b>Influence of Ratings on Choice</b>	Very High	170	44.16%
	High	130	33.77%
	Moderate	65	16.88%
	Low	20	5.19%
<b>Total</b>		<b>385</b>	<b>100%</b>

Figure 6

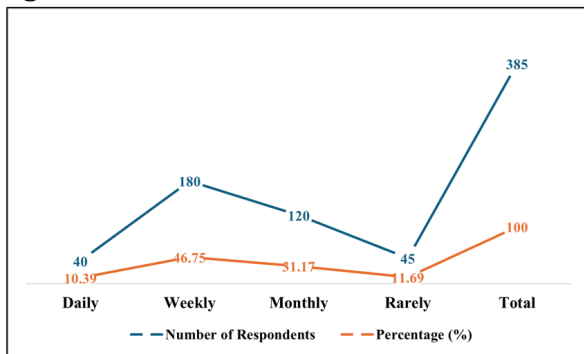


Figure 6 Frequency of Use

Figure 7

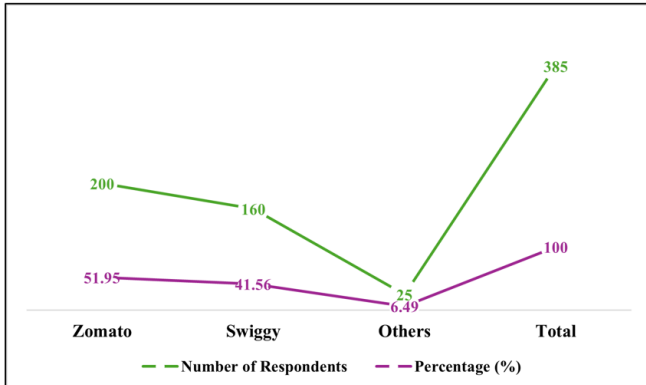


Figure 7 Preferred Platform

Figure 8

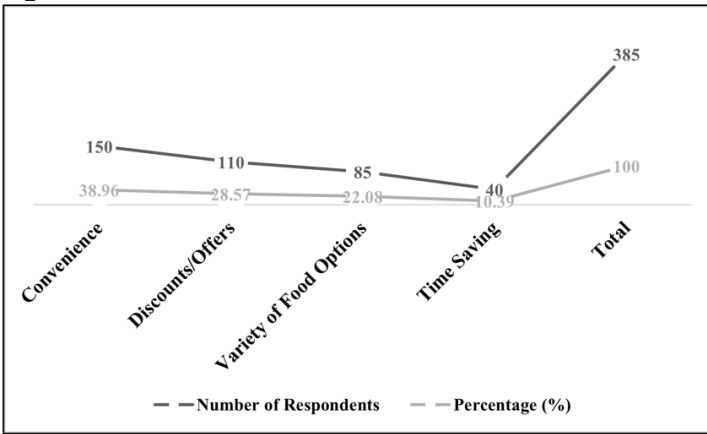


Figure 8 Primary Reason for Use

Figure 9

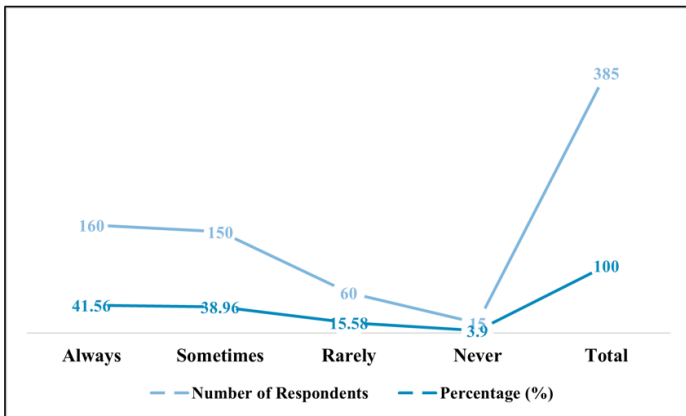
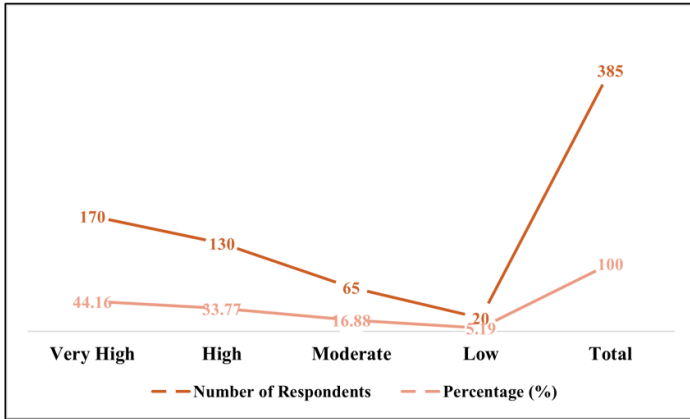


Figure 9 Use of Reviews Before Ordering

**Figure 10**



**Figure 10 Influence of Ratings on Choice**

Table 3 & Figure 6 to Figure 10 shows the analysis of consumer behaviour towards online food delivery services by the respondents in Jamshedpur. Most respondents use such services once a week (46.75%); second most users on a monthly basis (31.17%); third least of all user use them daily (10.39%) and rare users least of all, indicating not frequent but regular usage behaviours; By Platform There is pretty stiff competition between Zomato (51.95%) and Swiggy (41.56%); however, Zomato ranks slightly ahead than Swiggy in platform preference. Convenience is the strongest motivation for using online food delivery services (38.96%) followed by discounts/offers (28.57%), variety of food options (22.08%) and time saving factor (10.39%) indicating that accessibility to the restaurant is the key motivator. With respect to whether the respondents took online reviews into consideration, a fair number (41.56% always or 38.96% sometimes) responded that they use it before ordering thereby indicating the importance of reviews in their decisions In the same way, ratings are very decisive in choice with 44.16% of respondents claiming to be very influenced and another 33.77% reporting high influence. In sum, the results revealed that convenience and promotions lead consumer behaviour while online reviews and ratings influence food purchase decision significantly in online food delivery services.

**Table 4**

Table 4 Hypotheses Testing Results						
Hypothesis	Relationship	Beta ( $\beta$ )	t-value	p-value	Result	
H1	Online Reviews → Consumer Trust	0.312	5.842	0	Supported	
H2	Ratings → Consumer Trust	0.278	4.965	0	Supported	
H3	Review Credibility → Consumer Trust	0.354	6.731	0	Supported	

The above Table 4 displays the hypotheses testing result of the direct influence of Online Reviews, Ratings and Review Credibility on Consumer Trust in online food delivery services in Jamshedpur. The regression analysis reveals that all three independent variables have a positive and significant influence on consumer trust since the p-values were all 0.000, which is below 0.05 significance level (Anderson et al., 2012). Here it confirms that H1, H2 and H3 are accepted. Review credibility is another variable that has the greatest impact on consumer trust ( $\beta = 0.354$ ,  $t = 6.731$ ) among all variables, which indicates that consumers pay more attention to the authenticity of reviews when forming trust. Likewise, online reviews show a strong positive effect ( $\beta = 0.312$ ,  $t = 5.842$ ), suggesting that extensive user feedback is pivotal in forming the opinions of customers. Ratings although still important have the weakest effect ( $\beta = 0.278$ ,  $t = 4.965$ ), indicating that while numbers help, but are less impactful than perceived trustworthiness and review content. Ultimately, the study suggests the most important factor in building trust among consumers with respect to online food delivery providers is credible authentic information.

**SUGGESTIONS**

According to the results of this research, it is suggested that online food delivery platforms, especially in Jamshedpur should work on increasing authenticity and transparency of user-generated content to enhance consumer trust. Review credibility has been shown to have the most significant effect on consumer trust, which means platforms like Zomato and Swiggy should really consider better verification measures to decrease fraudulent or fake reviews. Also, giving customers a prompt to elaborate and share their experiences instead of just providing either short feedback or biased reviews also promises value. Similarly, platforms should also identify verified purchases or credible reviewers to help users separate the authentic from the non-authentic. In addition, enhancing

the rating system to make it more transparent and balanced (by reducing adjustable fake ratings) will also help improve confidence in their reliability. In addition, service providers must take proactive action by professionally monitoring the feedback of customers and addressing negative reviews in a timely manner so that they leave no dent on brand identity. Finally, persuasion of users about the perception of the Ratings and Reviews can be added to more empowerment for a well-founded decision on online food delivery services.

## CONCLUSION

The results of the current research determine that online reviews, ratings and review authenticity considerably impact consumers trust towards online food perception in Jamshedpur. The results indicate that all three predictor variables have a positive and statistically significant effect on trust with review credibility being the most important contributor. This suggests that consumers are not just influenced by the presence of reviews and ratings, but are also more discerning in their evaluation of them before developing a sense of trust. It also reveals that online food delivery platforms are primarily used by young, moderately educated and middle-income consumers. In summary, it can be said that gaining and maintaining consumer trust in the context of digital food delivery industry is largely determined by providing transparent, reliable and credible user-generated information. Thus, improving the quality and credibility of online reviews & ratings will be a key element in restoring consumer confidence & sustaining long-term viability of food delivery platforms, especially in developing markets such as Jamshedpur.

## ACKNOWLEDGMENTS

None.

## REFERENCES

- Alalwan, A. A. (2020). Mobile Food Ordering Apps: An Empirical Study of the Factors Affecting Customer E-Satisfaction and Continued Intention to Reuse. *International Journal of Information Management*, 50, 28–44. <https://doi.org/10.1016/j.ijinfomgt.2019.04.008>
- Chen, R., Liu, H., and Zhou, Y. (2020). Effects of Online Ratings and Reviews on Consumer Trust and Purchase Intention: Evidence from the Food Delivery Industry. *Journal of Retailing and Consumer Services*, 55, 102115. <https://doi.org/10.1016/j.jretconser.2020.102115>
- Chen, Y., and Xie, J. (2008). Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/mnsc.1070.0810>
- Chevalier, J. A., and Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43(3), 345–354. <https://doi.org/10.1509/jmkr.43.3.345>
- Dastin, J. (2020). The Rise of Online Food Delivery Services in India: Trends and Consumer Behavior. *International Journal of Hospitality Management*, 89, 102561. <https://doi.org/10.1016/j.ijhm.2020.102561>
- Dellarocas, C. (2003). The Digitization of Word-of-Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science*, 49(10), 1407–1424. <https://doi.org/10.1287/mnsc.49.10.1407.17308>
- Filieri, R. (2015). What Makes an Online Consumer Review Trustworthy? *Annals of Tourism Research*, 58, 46–64. <https://doi.org/10.1016/j.annals.2015.02.003>
- Filieri, R. (2016). What Makes Online Reviews Helpful? A Diagnosticity-Adoption Framework. *Journal of Business Research*, 69(9), 3452–3460.
- Filieri, R., Alguezaui, S., and McLeay, F. (2018). Why do Travelers Trust Tripadvisor? Antecedents of Trust Towards Consumer-Generated Media and its Influence on Recommendation Adoption and Word of Mouth. *Tourism Management*, 68, 1–11. <https://doi.org/10.1016/j.tourman.2018.02.010>
- Flanagin, A. J., and Metzger, M. J. (2007). The Role of Site Features, User Attributes, and Information Verification Behaviors on Perceived Credibility of Web-Based Information. *New Media and Society*, 9(2), 319–342. <https://doi.org/10.1177/1461444807075015>
- Gupta, P. (2022). Consumer Perception and Trust in Online Food Delivery Services: Insights from Jamshedpur. *Journal of Business and Retail Management Research*, 16(3), 44–53.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., and Gremler, D. D. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms. *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Kapoor, A. P., Vij, M., and Dwivedi, Y. K. (2020). Understanding the Role of Mobile Applications in Consumer Decision-Making in Food Delivery Services. *Journal of Retailing and Consumer Services*, 55, 102120.
- Kaur, S. (2021). The Role of Online Reviews in Building Consumer Trust in Food Delivery Platforms. *International Journal of E-Business Research*, 17(2), 35–50.
- Kim, D. J., Ferrin, D. L., and Rao, H. R. (2008). A Trust-Based Consumer Decision-Making Model in Electronic Commerce. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>

- McKnight, D. H., Choudhury, V., and Kacmar, C. (2002). Developing and Validating Trust Measures for E-Commerce. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Mehta, R. (2021). Evaluating the Credibility of Online Reviews in E-Commerce Platforms. *Asian Journal of Management*, 12(1), 101–110.
- Mudambi, S. M., and Schuff, D. (2010). What Makes a Helpful Online Review? *MIS Quarterly*, 34(1), 185–200. <https://doi.org/10.2307/20721420>
- Park, C., and Lee, T. M. (2009). Information Direction, Website Reputation and eWOM Effect: A Moderating Role of Product Type. *Journal of Business Research*, 62(1), 61–67. <https://doi.org/10.1016/j.jbusres.2007.11.017>
- Rao, V. (2022). Impact of Detailed Online Reviews on Customer Trust in Food Delivery Services. *Journal of Retailing and Consumer Services*, 64, 102764. <https://doi.org/10.1016/j.jretconser.2021.102764>
- Sharma, A. (2022). Role of Expert and Verified Reviews in Online Food Delivery Platforms. *Journal of Business Research*, 145, 112–122. <https://doi.org/10.1016/j.jbusres.2022.01.012>
- Singh, R. (2021). Star Ratings and Their Influence on Consumer Trust in Online Food Services. *International Journal of Marketing Studies*, 13(4), 88–98.
- Zhang, Q., Wang, Y., and Huang, L. (2020). Online Reviews, Consumer Trust, and Loyalty in Food Delivery Services. *Journal of Hospitality and Tourism Technology*, 11(4), 553–567. <https://doi.org/10.1108/JHTT-03-2020-0043>
- Zhu, F., and Zhang, X. (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing*, 74(2), 133–148. <https://doi.org/10.1509/jm.74.2.133>