

Role of Social Media and Online Reviews in Influencing Consumer Preferences for Food Delivery Platforms

Prof. Dr. Bageshree P Bangera Bandekar

Professor & I/C Principal

Valia C L College of Commerce and Valia L C College of Arts & Research Guide, DTSS College & Research Centre

Ms. Geeta Bhatia

Research Scholar at D.T.S.S College of Commerce, Malad

Abstract: *The rise of food delivery platforms has revolutionized consumer behavior, with social media and online reviews playing a crucial role in shaping preferences. This study explores how digital interactions, including social media engagement, influencer recommendations, and user-generated reviews, impact consumer decision-making. Consumers increasingly rely on peer reviews, star ratings, and brand presence on platforms like Instagram, Facebook, and Twitter to assess service quality, menu variety, and delivery efficiency. Positive online feedback enhances trust and brand loyalty, while negative reviews can deter potential customers. Additionally, promotional campaigns, sponsored content, and interactive engagement influence purchasing choices. The study highlights that transparency, responsiveness to customer feedback, and social media marketing strategies significantly affect consumer trust and preference. Understanding these dynamics is essential for food delivery services to optimize their digital presence and improve customer satisfaction. This research provides insights into leveraging social media and reviews to drive customer engagement and business growth.*

Keywords: Consumer Preferences, Social Media Influence, Online Reviews, Food Delivery Platforms, Digital Marketing