

**THE IMPACT OF POSITIVE RESTAURANT REVIEWS ON
THE VISIT INTENTION OF THE REVIEWED RESTAURANT**

THE CASE OF LEBANESE RESTAURANT REVIEW READERS RESIDING IN
LEBANON

**Thesis submitted in accordance with the requirements of
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DEDICATIONS

I would like to take the opportunity to thank God for giving me the blessing to comprehend the importance of continuing my education.

I want to thank my parents because I wouldn't have reached where I am now if it wasn't for them.

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ABSTRACT

With the increased popularity of online restaurant guides in Lebanon and the growing restaurant industry in Lebanon in parallel, this study was done to investigate if the reviews mentioned on those guides have any influence on the Lebanese consumer's restaurant visit intention. In specific, this research focused on understanding 5 key aspects: Whether the review readers' normative susceptibility, perceived credibility of positive restaurant reviews, perceived quality of the restaurant reviews, the quantity of positive restaurant reviews and the perceived familiarity of the reviewed restaurant's brand have a significant impact on the restaurant visit intention.

An online questionnaire composed of 32 questions was distributed on Facebook pages of restaurants, online restaurant guides, universities and other social pages. The link was also published by 3 online restaurant guide Facebook pages, on an influential foodie's Facebook account, on a famous blogger's Facebook account and on a famous online restaurant guide website. Out of 320 respondents, 255 were qualified and their responses were analyzed on SPSS .No significant relationship between normative susceptibility and the restaurant visit intention was shown. However, a significant relationship was shown between restaurant visit intention and 1) perceived credibility of positive reviews, 2) perceived quality of positive reviews, 3) quantity of positive reviews and 4) perceived brand familiarity of the reviewed restaurant.

Based on the findings, recommendations such as keeping a close eye on the reviews, monitoring the quality/quantity of reviews written about the restaurant and boosting restaurant brand awareness through reviews on the restaurant guides was given to restaurant owners.

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INTRODUCTION

1.1 General Background

Some of us eat to live while others enjoy the overall experience of eating, especially when it comes to dining at a restaurant. The education and exposure to lot of cultures has helped consumers appreciate the different style of cuisines and this has created a demand for a variety in dining experience, thus the diversity in restaurants, each serving different types of food and having unique themes and identities.

The diversity in restaurant types and restaurant information is also witnessed in Lebanon. Restaurants now have several forms of online presence, whether on websites managed by the restaurant management itself or on social media platforms managed by the restaurant's marketing team or even through online restaurant guides which exist to combine separate restaurant categories along with reviews, recommendations and menus.

When searching for a restaurant on Google, those three forms of restaurant online presences usually appear and instead of being limited to the information provided by the restaurant's website, consumers who like to search for restaurants online can access user generated content that cannot be controlled by the restaurant itself.

Today Lebanon is witnessing a boom in the restaurant industry in general with a ranging variety in casual diners and high-end restaurants. Restaurants now aim at differentiating themselves with ambience, space, service and food variety because with the increase in the number of diners, this industry has saturated, resulting in a new problem. Potential Lebanese

customers now fail to know about a new player in the restaurant world and have lost track in terms of distinguishing them from one another. Many questions like: “where to get your favorite cuisine?”, “What is the price range?” “What have others said about it?” are now answered by online customer directories and guides, which are websites that provide information about various restaurants. Examples of popular restaurant guides used in Lebanon are Zomato, Trip Advisor, Ta3mini, Lebanon Restaurants, NoGarlicNoOnions, Beirut Restaurants, Reserve Out, Sufrati, RPNGuide, Beirut nightlife, Lebanon Restaurants, Taste and Flavors, Tastes of Beirut, Popcorn etc. Those guides include menu cards, contact numbers, reservation options and photos of the restaurant, location guides and most importantly reviews written by random restaurant goers who have experienced a particular restaurant. Since all information barriers are open and information about restaurants is freely available online, potential restaurant visitors now have access to the restaurant locations, ratings & rankings, peer review, menu & price, photos, events, booking status, etc. before even visiting the restaurant. This has changed the functioning of the restaurant industry and consumers who are into online searches have now accepted the changing trend and the additional source of restaurant information. Not only do these review guides have websites, but also they are actively engaged in social media platforms of their own. For instance RPN Lebanon or Nogarlicnoonions.com are websites that have Facebook , Twitter and Instagram pages. Nogarlicnoonions.com has 34 thousand likes on his facebook page and over 26 thousand followers on Instagram. RPN, also, has 70 thousand likes on Facebook. Nogarlicnoonions.com, Tastes of Beirut, Beiruting and Beirut Night Life are so popular that they even had separate stands in the HORECA exhibition which is considered to be one of the largest exhibitions in Lebanon and was held this April at Biel .Moreover,

Nogarlicnoonions.com, which has won the best food blog award in Lebanon's Social Media Awards in 2013 has now become an active collaborator in the most recently organized "Souk el Akef" event which is held in Beirut Souks every Thursday. Therefore, the exposure of these guides is growing in Lebanon on different levels. However, the impact of these guides on the Lebanese review readers' visit intention has not yet been statistically studied.

The online restaurant guides exist to gather local restaurant information and to portray them to online restaurant researchers along with peer reviews in an organized way but the role of these guides in the reader's consumer behavior and the added value of these restaurant guides has not yet been locally and statistically defined. A person might choose to visit a specific restaurant for several reasons that might not be related to eWOM. But consumers who have the minimum internet affinity and who dedicate time to search for a restaurant online are the people targeted for this study. Are those reviews influencing the Lebanese online users' visit intention to the reviewed restaurant? Also, is the Lebanese individual who already reads restaurant reviews before visiting a restaurant being influenced differently than other individuals according to his need to impress others and to abide by their expectations? Are the reviews on those restaurant guides perceived as credible to an extent that the reader adopts the review and intends to visit the reviewed restaurant? Does the quantity of the reviews of a single restaurant infer to a perceived popularity of the reviewed restaurant and thus have a different effect on the visit intention of the reviewed restaurant than those with fewer reviews written about them? Is the quality of the reviews on online restaurant guides perceived as high and does the review clarity have a different impact on the visit intention of the reviewed restaurant than unclear ones? Finally, will the impact of those reviews change based on perceived brand familiarity of the reviewed restaurant? The findings of this research aim at

putting forward the answers to these questions to better understand if these guides are causing a significant change in the Lebanese consumers' behavior in the hospitality industry.

1.2 Statement of the Problem

The purpose of this study is to investigate the impact of the Lebanese review readers' normative susceptibility, the perceived credibility of positive restaurant reviews, the quantity of positive restaurant reviews, the perceived quality of positive restaurant reviews and the perceived restaurant brand familiarity on the restaurant visit intention of the review readers.

Specifically, this study will investigate and understand the influence of selected factors of both restaurant reviews and the Lebanese restaurant reviewers themselves on their restaurant visit intention. Furthermore, only the reviews posted on online restaurant guides will be investigated because these reviews are the main sources of eWOM communication (Huang, S., Chou, Y. and Lin, 2008) and they have become an essential means of marketing communication, specially that many consumers search for online reviews as the first step for purchasing online (Park, C., Lee and T.M., 2009) .Thus the following research questions will be investigated:

Research Question 1: Is there a positive relationship between the Lebanese restaurant-review reader's normative susceptibility and the reviewed restaurant's visit intention?

Research Question 2: Is there a positive relationship between the perceived credibility of positive reviews and the reviewed restaurant's visit intention?

Research Question 3: Is there a positive relationship between the quantity of positive restaurant reviews and the reviewed restaurant's visit intention?

Research Question 4: Is there a positive relationship between the perceived quality of positive restaurant reviews and the reviewed restaurant's visit intention?

Research Question 5: Is there a positive relationship between the reviewed restaurant's perceived brand familiarity and the reviewed restaurant's visit intention?

1.3 Definition of terms

For the purpose of this study, the following terms, variable dimensions and variables are defined as follows:

Independent Variables:

- Normative Consumer Susceptibility
- Perceived Credibility of Positive Restaurant Review
- Quantity of Positive Restaurant Review
- Perceived Quality of Positive Restaurant Review
- Perceived Restaurant Brand Familiarity

Dependent Variable:

Visit Intention of Reviewed Restaurant

Consumers: The consumers are the Lebanese of all ages, income levels, educational backgrounds and career levels as long as they are residing in Lebanon, have the minimum internet affinity, search for restaurant information online and read restaurant reviews.

Online Restaurant Guide Reviews: The reviews posted by either food bloggers or regular restaurant goers on restaurant review websites like RPN Guide, No garlic no onions, Beirut night life, ta3mini... The reviews in this study are assumed to be positive ones.

Restaurants: Any restaurant that has not been visited by the consumer yet, whether newly opened or old, fast food or fine dining.

Normative Susceptibility: Normative Susceptibility is defined as the tendency to purchase a product based on what the consumers assume the others would expect or want them to buy. (Bearden W. O., Netemeyer, R. G.. and Teel, J. E., 1989). In this study, normative susceptibility is defined as the extent to which the Lebanese consumer reads reviews because he wants to imitate others in his restaurant choice and because he cares to go to the restaurants that are up to other's expectations.

Perceived Credibility of Positive Restaurant Review: eWOM credibility is defined as the extent to which one perceives the recommendation as believable, true, or factual (Tseng, 1999). In this study, perceived credibility of positive restaurant review refers to the extent the Lebanese restaurant-review reader finds the written positive review itself as credible, regardless of the review source.

Quantity of Positive Restaurant Review: Review Quantity refers to total number of posted comments (Cheung and Thadani, 2010). In other words, it is the number of positive reviews mentioned in different sources for the same restaurant.

Perceived Quality of Positive Restaurant Review: Review Quality is defined by the persuasive strength of comments embedded in an informational message (Bhattacharjee, 2006). Perceived restaurant-review quality is the extent to which the review is detailed, clear, understandable and descriptive.

Perceived Brand Familiarity of the Reviewed Restaurant: Brand familiarity is the number of brand-related experiences that a consumer has built up (Alba and Hutchinson, 1987). In this study, perceived brand familiarity of the reviewed restaurant is defined by the Lebanese consumers' degree of knowledge regarding the restaurant through their direct and indirect experience.

Visit Intention of Reviewed Restaurant: Purchase Intention stands for what would one like to buy in the future" (Long and Ching, 2010). In this study, visit intention of the reviewed restaurant is defined by the Lebanese review reader's willingness to try the restaurants after reading related positive reviews. In this study, the restaurants can be either casual or fine dining, newly opened or old, as long as they still haven't been visited by the reader and are mentioned in the reviews.

1.4 Significance of this study

The prevalence of the e WOM and its effects on the interactions between restaurateurs and customers gives relevance to this study in today's digital age in general and in Lebanon in specific. The studied topic is worth pursuing since the spheres of review sites and the

restaurant industry both play important roles in shaping the Lebanese food culture today and because the topic is relatively modern and has not been statistically tackled yet in Lebanon m taking into consideration the high local acknowledgement of review significance. It is true that there are many articles written abroad that tackle the influence of peer reviews on consumer behavior in general. However, the findings of this research will contribute in adding to the academic literature in the hospitality industry and specifically to the limited empirical information in the restaurant industry in Lebanon and will put forward a reference case for this sector. This study will reveal the percentage of the Lebanese online people that do read reviews before going to a restaurant. The research will also aim at identifying whether the reviews' influence on eWOM adoption varies according to the number of times a review has been written, readers' normative susceptibility and readers' perceptions regarding restaurant brand familiarity, review credibility and review quality. Therefore, the value of this research resides in analyzing and combining a variety of factors related to both the review itself and the reviewer's mind (perceptions) that influence the visit intention of the reviewed restaurant. The information provided by this research can be beneficial to restaurants and their marketing teams: If significant relationships are to be proven between the reviews and the restaurant's visit intention, the restaurants better improve their overall service to improve their eWOM mouth and make space for a higher number of positive reviews instead of negative ones. Or, if the readers perceive the reviews as credible, a better scenario for the restaurants would be for the readers to encounter positive reviews rather than negative ones to increase restaurant visit chances.

CHAPTER TWO

REVIEW OF LITERATURE

2.1. Consumer decision process – An overview

Whether deciding which college to go to or which restaurant to dine in, consumer behavior has an influence on almost every aspect in an individual's life. Consumer behavior is defined as the activities that people undertake when obtaining, consuming and disposing products and services (Blackwell, Miniard et al. 2006). Also, it has been considered as the science that analyzes why people buy things. This behavior is naturally affected by a number of variables. Influences related to the individual such as culture, attitudes, motivations and knowledge contribute in shaping the consumer's behavior. Other factors include brand importance, the impact of advertising, price awareness...

2.1.1. EKB model

The first consumer decision process model was known as the EKB model and was developed by Engel, Kollat and Blackwell at the Ohio State University in 1967. The model was then renamed as the EBM model upon the joining of Professor Paul W. Miniard. Except when otherwise stated all the information referring to the EKB model is from the book of Consumer Behavior (Blackwell, Miniard et al. 2006).

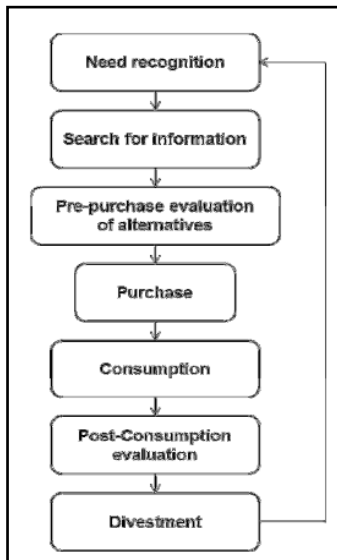


Figure 2.1: The Stages of the EKB Model (Blackwell, Miniard et al. 2006).

2.1.1.1. Need recognition

The Need recognition stage, also known as problem recognition, starts when a consumer feels a gap between his current status and his perception of an ideal status. In order to fulfill this gap, consumers buy things. In addition to needs, consumers have desires. However, the balance between fulfilling those needs and desires and the cost of doing so will always be there. Note that the actual and ideal status constantly alters due to many internal and external factors.

2.1.1.2. Search for information

After recognizing a need, consumers start searching for information internally that is by referring to his memory or externally by accessing information from outside. Search for information takes place both in planned and unexpected buying. This depends on the time

available to search for information, such that less time is dedicated in unexpected buy and more time is used in a planned buying behavior. Personality, social class, income, size of purchase, past experiences, prior brand perceptions, and consumer satisfaction are all factors that influence the search (Blackwell, Miniard et al. 2006).

2.1.1.3.Pre-purchase evaluation of alternatives

Now that the information is ready, consumers evaluate them to decide which option suits them better through different evaluation criteria. The choices are affected by both individual and environmental influences. Evaluation takes place according to salient and determinant attributes. Salient attributes are reflected through the product's price and reliability whereas determinant attributes are related to brand and store loyalty .The most common attributes are known to be quantity, size quality and price (Blackwell, Miniard et al. 2006).

2.1.1.4 Purchase

Consumers now have to decide among the chosen alternative to purchase the right item. Purchase, which is defined as consumers' willingness to buy, can be fully planned (product and brand are chosen earlier and can occur in low or high involvement products), partially planned (intention to buy exists but the brand is still questionable and with low involvement products, consumers usually choose the brand they are familiar with) or unplanned (product and brand are chosen during shopping and highly affected by in store influential items). Top-of-mind associations are one of the essential goals when defining a marketing strategy, especially when involvement is low (Blackwell, Miniard et al. 2006).

2.1.1.5. Consumption

Consumption occurs upon product ownership. It is the usage of the acquired product, which means that purchase alone is not enough to guarantee sustainability. Consumption can either occur immediately or be postponed. The way these consumers use the products is related to their satisfaction and it highly affects their future behavior. Consumption location and situation influence the overall consumption behavior as well (Blackwell, Miniard et al. 2006).

2.1.1.6. Post-consumption evaluation

Consumers evaluate their product experience. When their perception of the product performance matches their expectations, the consumer is satisfied. If it is below their expectation, the consumer will be dissatisfied. The evaluations of a certain product stay in the consumer's memory data. As discussed by (Heesup, Back et al. 2009), the evaluation process is necessary and highly important because high levels of satisfaction correlate positively with the patronage of that product or brand whereas dissatisfaction results in complains and bad word-of-mouth.

2.1.2. Variables That Affect the Consumer Decision Process

Decision-making is affected by three factors:

- Individual influences – Related to the consumer himself such as demographics, values and personality, knowledge and consumer resources, motivation, knowledge and attitudes.
- Environmental influences – Related to the context in which the consumer lives and interacts with such as culture, social class, family, personal influence and situation.

- Psychological Influences – Related to information processing, exposure, stimuli perception... (Blackwell, Miniard et al. 2006).

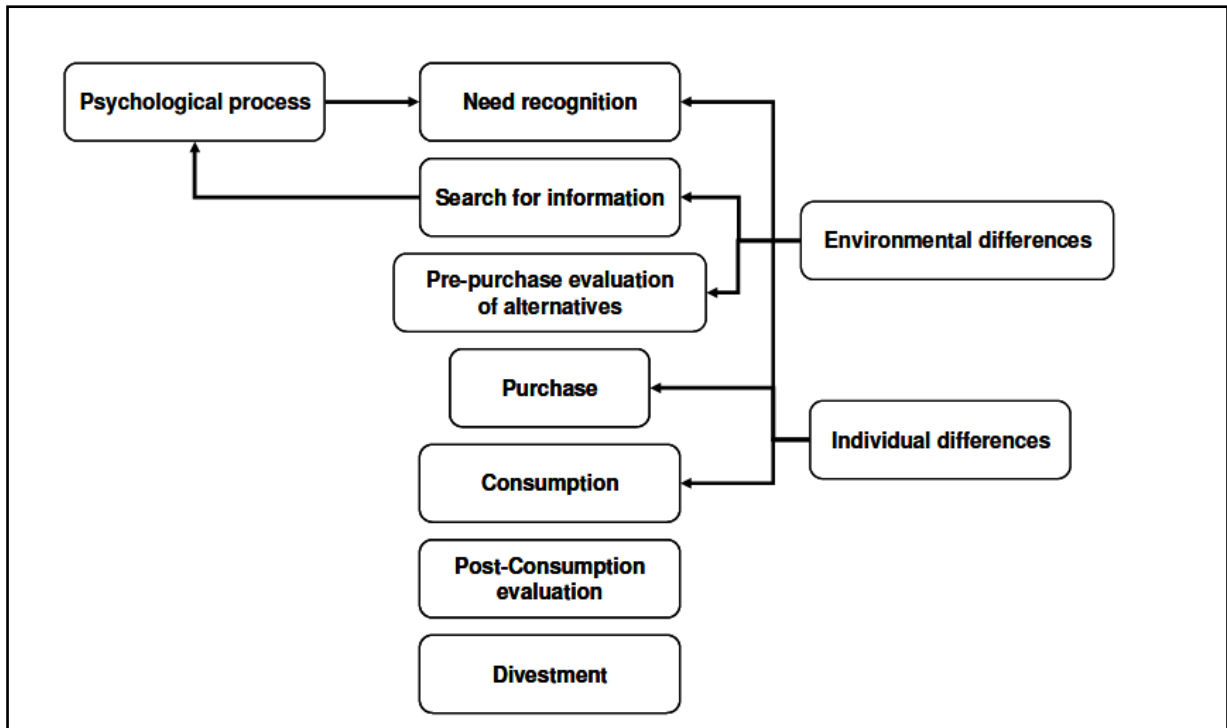


Figure 2.2: Variables Influencing the Decision Making Process (Blackwell, Miniard et al. 2006).

2.2. Consumer Decision Process When Choosing a Restaurant

When studying consumer behavior, two major aspects are tackled: First time purchase and the degree of complexity in the problem solving process. Based on (Johns and Kivela 2001) and when choosing the next restaurant for the first time, consumers experience anxiety and they try to minimize the stress by going with someone that has already been there. Repeat purchase originates from either repeated problem solving or habitual decision-making. In the first case;

consumers do a trade-off between sticking to the usual decision and investing time in a new decision. This naturally happens when the consumer is either unhappy with the product or if the product is unavailable. On the other hand, habitual decision making occurs due to brand loyalty or a simple inertia. Different behaviors can be shown in the restaurant industry, according to situational factors. Usually, personal involvement is considered to be relatively low when it comes to restaurant experience and choices are often considered to be habitual and impulse (Bottonaki and Mattas 2010). The majority of purchase decisions are known to be of low involvement (Hamlin 2010). Celebrations, on the other hand are considered to be complex decision.

2.2.1. Need recognition

In the restaurant business, need recognition is usually reflected through:

Physiological needs – Hunger or thirst related;

Cultural needs – Sense of belonging, recreation or even social status.

Customers tend to satisfy social needs when dining at evening restaurants and they satisfy physiological needs at lunch restaurants. (Andersson and Mossberg 2004). The latter needs are often simpler and less complicated because based on (Gregory and Kim 2004), consumers will probably choose the first restaurant brand that comes to their mind. This is when “Top-of-Mind” response gets associated with convenience eating (Muller and Woods 1994). Knowing that the sense of belonging, which is a part of the cultural needs, is considered as one of the motives in the need recognition stage, this study will highlight if the latter is positively related to the visit intention of the reviewed restaurant.

2.2.2. Search for information

Information search can have an impact on consumers' perceived meal experiences in restaurants (Øystein Jensen 2007). The source of the information also influences the restaurant choice (Gregory and Kim 2004). This search can be either internal based on previous satisfactory experience or can be external. When searching for external information, consumers must decide where to look for the restaurant information they consider to be the most important. According to (Gregory and Kim 2004), consumers depend more on peer-to-peer information than on corporate oriented sources. At this stage, it is critical to understand if consumers, who are depending on the peer reviews more than on corporate restaurant websites, are finding the user generated information credible and are thus adopting it to the extent of intending to visit the restaurant. The Internet plays a great role in allowing instantaneous comparison of restaurants. As for the time dedicated to search for the information, it depends mainly on the importance and complexity of the purchase as well as the personality of the consumer.

2.2.3. Pre-purchase evaluation of alternatives

This is the stage whereby the product to be purchased (restaurant to be visited) depends on whether it is favorably evaluated by consumers. In first-time consumers, especially in the restaurant industry, knowledge is usually low or inexistent leading to information search.

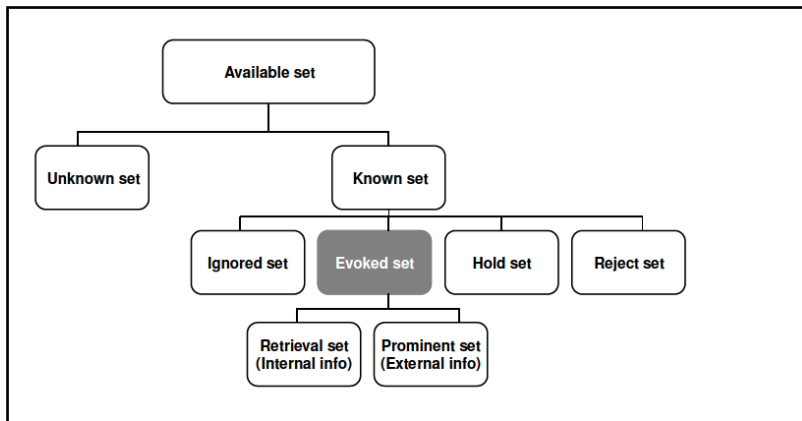


Figure 2.3.: Placement of the Evoked Set(Blackwell, Miniard et al. 2006).

Consumers in this case may depend on other people’s experiences and their consequent impression formed after listening to their opinions. With new products and a minimal information, consumers lack confidence in evaluating a brand. *“In order for consumers to even consider a given restaurant, that is, for the restaurant to be placed in the Evoked Set, brands must score at an acceptable level for attribute salience.”* (Yoon, Thompson et al. 2009).

Before continuing to the stage following the pre- purchase evaluation of restaurant alternatives, the next section will highlight the significance of a recent booming trend and will thus gather relevant information that influences the next stage of the consumer behavior in restaurants.

2.3 The Era of e WOM

The accelerated Internet age has increased the consumers' options when gathering unbiased product information from previous customers, thus providing the opportunity for potential consumers to offer their own post consumption advice by actively engaging in electronic word-of-mouth (eWOM) (Hennig, Gwinner, Walsh, and Gremler, 2004).

Many research studies have covered the User-Generated Content (UGC) affect, especially that of online reviews and travel blogs (Kwok and Yu, 2013). The fact that the hospitality industry is known for being intangible and of an experiential nature has turned the e-word of mouth into an important factor in restaurant planning (Kim, E.E.K., A.S. Mattila and Baloglu, 2011). With the development of Internet, consumers are looking for user-generated content supported through social media, which is "a mixture of fact and opinion, impression and sentiment, founded and unfounded tidbits, experiences and even rumor" (Blackshaw, 2006). Online restaurant guides now rely on increasing their awareness through promoting their articles, website links and pictures through social media pages created for this specific purpose. For instance, Nogarlicnoonions which is a very well known online restaurant guide and food blog, has an active Facebook, Instagram and Twitter page. So do Zomato, BeirutNightLife, RPN guide...It has been stated by Stauss that eWOM does exert a significant influence on the consumer's buying behavior and on the market success of products (Stauss, 1997). Also, a significant correlation between reviews and their influence on the review readers has been stated by other authors, (Hennig, Gwinner, Walsh, and Gremler, 2004), specially when the readers are doubtful and facing ambiguity in the subject matter (Mitchelle, 1996). In the case

of the hotel and restaurant industry, the same scenario is applicable. With a vast variety of restaurants opening recently in Lebanon and the constant lifestyle changes where individuals are willing to step out of their comfort zone to experience new restaurant themes, the opinions and peer reviews have gained greater value and importance because they improve the information available about the restaurant.

For example, consumers are influenced by eWOM in the information search stage whereby they search for online reviews as a first step for purchasing online (McGuire, William J, 1968). Since reviews that consumers post after the product experience on the Internet are considered to be one of the most important forms of online e-WOM communication (Schindler and Bickart, 2005; Sen and Lerman, 2007), it is very likely for potential restaurant visitors to look for reviews before intending to visit a restaurant. The latter theory is based on what several authors have stated about looking for reviews when collecting a product or service information (Adjei et al., 2009; Zhu and Zhang, 2010). The reviews thus form product purchase intentions (Zhang and Tran, 2009) and the same theory can be interpreted when looking for restaurant information, specially that it has been stated that eWOM has stronger effects on consumer behavior than information provided on corporate oriented websites (Bickart and Schindler, 2001). Therefore, it can be deduced that restaurant reviews published on review websites have a strong effect on potential restaurant visitors because such content , unlike corporate oriented content, is user generated and cannot be controlled by the restaurant itself. Whether it's by text, image, sound or video, restaurant goers can now share their dining experience and this user generated content is thus considered as fresh information used for recommending and further influencing potential restaurant visitors.

2.4 *General Factors influencing eWom Effectiveness*

Literature review has covered many factors that influence the effectiveness of the online reviews. An example of these factors is review source. Source credibility is usually defined as the information receivers' perceived trust regarding the source of information (Ohanian, 1990). When discussing about the review source, the reviewer's expertise is automatically tackled. Expertise is defined as the extent of skillfulness, authoritativeness, competence, and qualification a person has about the specific knowledge (Applbaum and Anatol, 1972; Whitehead, 1968). Such sources of information are more persuasive and have positive influences on receivers' attitude change (Ohanuan, 1990). For example, "no garlic no onions" has built this trust among Lebanese and most Lebanese foodies refer to his social media accounts or website before choosing their next restaurant. Park and Lee (2009) have stated that the reputation of a website influences the information credibility that is perceived by the consumers. For instance, restaurant information on TripAdvisor.com is considered to be of a higher expert than from an unknown review website. In addition to the reviewer's expertise, the time the reviewers have dedicated to write the online reviews, their speed in answering inquiries and the frequency of information sharing are all standards the information seekers count on to judge the degree of the reviewers' participation. Since those reviews are based on personal experiences, self-reference and the use of first person pronouns is spotted and the lexical complexity of word usage is not necessary. Moreover, consistency between reviews from various reviewers highly contributes in the factuality of the information. Another factor determining the strength of eWOM is perceived review objectivity. Concrete information is considered more objective because it allows information receivers to make their own

judgments. Also, homophily is considered to be a factor that influences eWOM effectiveness. People tend to bond themselves with others who are similar to them (McPherson, Smith-Lovin, and Cook, 2001). Perceived homophily decreases uncertainty, creates a good feeling, and reinforces safety of the interpersonal relationship (Prisbell and Andersen, 1980). This homophily affects the review readers' judgment to the reviews they see. For instance, a person who is looking for restaurant reviews will trust the eWOM information that is provided by users who have similar backgrounds or interests which in this case is loving the dining out experience. A previous research done by Steffes and Burgee's study (2009) has shown that source credibility is not positively correlated with the intensity of social relationships. Information available from a non-existent tie but a homophile source of similar age, gender, education and status is considered credible regardless of the intensity of social relationship between individuals.

After covering the impact of reviews on consumer behavior in the restaurant industry, the following section continues the discussion of the stage following pre- purchase evaluation of alternatives: Purchase Intention

2.5 Purchase Intention

Marketing researchers place purchase intention in the phase of purchase decision of consumer behavior. It is at this stage that consumers have already formed preferences among various

brands. However, according to Kotler et al. 2009, there are two factors that may interfere in the intention process defined by attitude of others and unanticipated situational factors. Previous researches have come up with various models to understand the mechanism of purchase intention. Purchase intention can be based on the attitudes of consumers which are reflected through their beliefs, behavioral intentions and feelings. Kim and Littrell had previously discovered how intention could be deduced by measuring tourists' attitude and by proving their influence on purchase intention. (Kim & Mary, 1999). Søndergaard, Grunert and Scholderer (2005) have investigated how these attitudes are formed way before the formation of purchase intention and how they are positively correlated with each other. Another study taken in Indonesia by Hidayat and Diwasasri (2013) has proven that consumers' attitudes towards counterfeit handbags can positively influence those consumers to buy the counterfeit products. Therefore, it can be concluded that attitudes will significantly determine the purchase intention of the consumers. Positive purchase intention in return can be linked to a high probability in the actual purchase of a product. (Moorman, Deshpandé, & Zaltman, 1993).

2.5.1. Purchase Intention based on Perceived Value

Perceived value, which is defined as the difference between the benefits consumers can gain and the costs they will pay for the products or services, is usually evaluated by consumers before finalizing their purchase decision. According to consumer behavior, the more the perceived value is maximized, the more likely for the consumers to purchase that product. Therefore, it can be deduced that there is a positive relationship between perceived value and purchase intention. Zeithaml (1998) has also confirmed the latter theory by stating that the

more perceived value consumers have of the product or service, the higher their willingness to purchase it. In their study on Malaysian consumer purchase intention, Shaharudin et.al (2010) showed that there is a significant positive relationship between perceived value of organic products and their purchase intention. This perceived value was also deduced that not only it is dependent on price but also associated with the benefits of having, using and consuming a product. Also, with the development of the internet, it was found that the more information consumers receive about organic products, the more they will perceive organic food products as something valuable and worth buying (Shaharudin, Pani, Mansor, & Elias, 2010). The link between the availability of more restaurant information on the Internet in general and on restaurant website guides in specific brings forward the need to analyze whether there is a link between restaurant information and restaurant purchase intention under certain circumstances. The question is whether consumers are more likely to visit a restaurant because of abundant restaurant information on the web, thus inferring to the fact that the restaurant is of high quality and worth visiting.

2.5.2.Purchase Intention based on Perceived Risk

Perceived risk is defined as how consumers feel about the uncertainty and the dissatisfying consequence toward a purchase (Cunningham, 1967). When facing a large number of alternatives, consumers usually seek information from different sources about that particular product or service in order to help them minimize risk and to finalize a purchase decision (Dowling and Staelin, 1994). This information, if easily retrieved, reduces perceived risk. According to Bettman (1973), risk is divided into inherent risk and handled risk. Inherent risk is defined by the main risk consumers have toward the product according to its class,

price, function and importance to the consumer. Handled risk on the other hand is defined as the unavoidable risk with a product or service choice after completing risk reduction processes. Contrary to products, the intangibility, heterogeneity, perishability, and inseparability of services (in this case restaurants) subjects them to more uncertainty. Due to the mentioned characteristics of restaurants, consumers naturally perceive higher risk in this service purchase than in any other product purchase (Mitchell and Greatedorex, 1993).

According to Cunningham high risk perceivers are more prone to be involved in WOM discussions and this may alter their initial choice towards risky behavior (Cunningham, 1967). In contrast with the maximizing utility principle, consumers may also intend to purchase certain products that minimize perceived subjective risk. The two dimensions of perceived risk are known to be uncertainty and consequences. Uncertainty is when the consumers are not familiar with the functions of the product itself whereas consequences are defined by the post-purchase loss consumers may suffer whether in terms of time, money or mentality. In his study pertaining to online shopping in Jordan, Faqih (2013) was able to find out a negative relationship between perceived risk and behavioral intention .Reducing the online perceived risk would likely increase trust in online shopping and consequently impact his intention to shop.

2.5.3. Purchase Intention based on Theory of Planned Behavior

Based on the Theory of Planned Behavior, which was brought by Icek Ajzen in 1991, three stages were identified in the purchase intention model. First, it was stated that an individual's

behavior is affected by behavioral intention. Second, It was studied that behavioral intention is partially influenced by each of consumers' attitude toward the behavior, their subjective norms and their perceived behavioral control (thus the relationship between the theory and the focus of this study pertaining to consumers' norms). Last but not least, external variables such as social and environmental factors were found to influence the intention.

2.5.4. Purchase Intention based on Technology Acceptance Model

Davis et al (1989)'s technology acceptance model states that two variables determine behavioral intention: perceived usefulness and perceived ease of use. Perceived usefulness refers to the degree to which a person believes that using a particular system would improve his performance and perceived ease of use refers to the degree to which a person believes that using a particular system would be effortless (Davis, 1993). Sin et al (2012) studied that Malaysian consumers who find online social media useful are more likely to have the intention to purchase through social media websites. It was found that those consumers have the intention to buy online if the delivering and ordering phases through social media were easy and simple to understand. Phatthana and Mat (2011) also included the same technology acceptance model as their theoretical framework however they added a new construct (image) in predicting purchase intention. The study showed that perceived ease of use and usefulness together with the overall image of the healthcare providers were positively related to the patients' e-purchasing intention in health tourism.

2.6. *Consumer Susceptibility to Normative Influence.*

Bearden et al. (1989) stated that there are two dimensions of susceptibility: Informative susceptibility (Consumer Susceptibility to Interpersonal Influence) and Normative Susceptibility.

Informative susceptibility is defined as the tendency to learn about products and services by seeking information from others (Bearden W. O., Netemeyer, R. G., and Teel, J. E., 1989). It plays an important role for consumers before purchasing products especially for consumers who have minimal knowledge about a certain product. Whereas normative susceptibility is defined as the need to identify or enhance one's image with significant others through the acquisition and use of products and brands and the willingness to confirm or abide by other people's expectations regarding purchase decision (Iqbal, S., Ismail, Z., 2011).

Previous research which has been built on the work of Bearden (Bearden et al, 1989) has mainly focused on the normative dimension of consumer susceptibility. Therefore, this study will address only the normative aspect of susceptibility. Consumers with high normative susceptibility are likely to purchase a product or service based on what they assume others would expect or want them to buy. This is mainly because consumers with high susceptibility are more likely to be influenced by others when making purchase decisions (Schroeder, J. E., 1996). The same concept is applied when it comes to WOM in general (Z. Liao, T.M. Cheung, 2001).

Based on the fact that "consumers with high normative susceptibility are influenced by others when making purchase decisions", this study aims to understand if the same theory is

applicable if the influence of “others” is represented through “reviews” and if the purchase decision is reflected through the “purchase intention of the reviewed restaurant”.

Moreover, based on Frederic’s study, the higher the consumer’s susceptibility, the more he is open in adopting WOM in his future behavior (Frederics, 2008). Knowing that eWOM is the online form of WOM and keeping in mind that reviews are considered to be a large portion of eWOM, the aim of the research thus is studying if the same scenario mentioned in Frederic’s study is applicable on restaurant review readers in Lebanon and if consumers with a higher normative susceptibility are more likely to adopt the eWOM (positive review content) . The logic behind this relationship is the fact that consumers with high normative susceptibility prefer products that portray visible social benefits (Batra, Homer, & Kahle, 2001) and they are likely to engage in protective self- presentation in consumption situations (Wooten & Reed, 2004) and in the same time, like previously mentioned, these consumers are more likely to be influenced by WOM (Frederics, 2008).

2.7. Perceived Credibility of Positive Reviews

Perceived review credibility is defined as the extent to which one perceives the review as believable, true, or factual (Tseng, 1999). In this study, credibility refers to the positive online reviews mentioned on the online restaurant guides. Wathen and Burkell (C. and Burkell, 2012) have stated that a key stage in the information persuasion process is the receivers’ judgment of online information credibility, which indicates how much an individual learns from and adopts the received information (Wathen, 2012). Consequently, if individuals think the information they are reading online is credible, they will immediately adopt the eWOM comments more

confidently and they will rely on them for their future purchase intentions or decisions (Tseng, 1999). If the reader perceives the product review/recommendation as credible, he/she will learn from and use the review i.e. he is likely to consider visiting the restaurant. On the other hand, if the review itself is perceived as less credible, the impacts of the review will be discounted. Therefore, it is important to study the perceived credibility of the positive restaurant reviews for two reasons: First, there is no guarantee or control over the transparency in restaurant reviews, even if they are a part of user generated content. Second, based on previous research and discussions, perceived review credibility has a direct impact on eWOM adoption and purchase intention is considered to be one of the results of eWOM adoption.

2.8. *Perceived Quality of Positive Reviews*

Quality of eWOM is defined as the persuasive strength of comments embedded in an informational message (Bhattacharjee, 2006). Consequently, perceived quality of positive reviews is related to the extent to which the restaurant review is helpful, clear, and easy to understand. The reason behind choosing perceived review quality as one of the variables is because it has been stated that the quality of the restaurant reviews and the review readers' perception of information quality can be determined as an element for assessing the consumers' buying behavior (Cheung, & Thadani, 2009). Therefore, it is important to analyze if Lebanese review readers perceive the online restaurant reviews as clear and understandable and if the adoption of the review (restaurant visit intention) varies according to the perceived quality of the positive review itself.

2.9. *Quantity of Positive Reviews*

Quantity of eWOM or the reviews refers to total number of posted comments (Cheung and Thadani, 2010). In this study, positive review quantity is determined by the number of positive reviews a consumer is likely to find on restaurant review sites when searching for a specific restaurant. It has been determined that the popularity of a product is defined by the number of online comments because it could represent the market performance of the reviewed product (Chevalier and Mayzlin, 2003). Consumers usually need strong and abundant references to reduce the feeling of making a mistake while shopping and they may perceive that more reviews represent higher product popularity and importance (Lee, 2009). Therefore, this study aims at analyzing if the behavior of the Lebanese review readers towards a specific restaurant varies according to the number of reviews mentioned on online restaurant guides. Besides representing a product's popularity, the number of online consumer WOM is also related to the sales volume of the product (Chatterjee 2001; Chen and Xie 2004) and this is likely to lead consumers to rationalize their restaurant visit intentions by telling themselves, "Many other people also visited this restaurant". A previous study conducted by Sher and Lee (2009) on student's attitudes after having them read some reviews has showed that those with less curiosity to read were simply affected by the large number of reviews. In addition to the latter, Burgoon, Blair, Qin, and Nunamaker (2003) and Zhou and Sung (2008) have claimed that a deceptive review can differ from a truthful one in the aspects of quantity, non-immediacy, lexical complexity, and language diversity. According to their studies, the quantity of posted content can affect a reviewer's opinion. Besides the restaurants' websites, the

growing number of restaurant review blogs has become a major source of restaurant information and it is important to understand if the increased number of positive reviews has a direct relationship with the restaurant visit intentions of the Lebanese consumers.

2.10. Perceived Brand Familiarity of the Reviewed Restaurant

Brand familiarity is defined as the brand-related experiences accumulated by the consumer (Alba and Hutchinson ,1987). Exposure to the restaurant brand name in all kinds of advertisements and the recognition of the restaurant's brand name may lead to increased brand familiarity. Also, familiarity can be determined if the consumers' family or friends have used the brand and told them something about it. When discussing unfamiliar brands, consumers may lack many associations because they are likely to have no experience with them. Previous studies show that consumers are likely to engage in a more confirmation based processing when exposed to familiar brands (Keller 1991; MacKenzie and Spreng 1992). Familiarity also influences a brand choice by enhancing perceptual identification of a brand, increasing the probability of inclusion of that brand in the consumer's evoked set, generating positive affect toward the brand and finally motivating purchase behavior. (Baker et al., 1986) Previous researches have already provided some insight on how brand familiarity influences consumer purchase decisions. According to Hoyer and Brown , brand familiarity influences consumers' information processing style and their final brand choice (Hoyer and Brown ,1990). Therefore it is of great interest to discover if this case is applicable on the Lebanese

review readers and if the influence of the reviews changes according to the perceived brand familiarity of the reviewed restaurant.

Studies have also found that brand familiarity has an impact on brands' performance in the stock market (Lane, Vicki and Jacobson, 1995). Also, an experimental study has stated that greater brand name familiarity enhances purchase intentions of both automobile insurance and photocopying services (Arora and Stoner, 1996). It is true that those services are not related to the hospitality industry, thus the need to test if the same impact is applicable on restaurants as well. Last but not least, there's evidence that brand familiarity moderates time and energy dedicated at the information search stage. For instance, Biswas's study (Biswas, 1992) has showed that consumers spend less time shopping for a brand that is familiar than unfamiliar ones. Keeping in mind that information search is one of the 5 stages of the consumer behavior decision making process, it is valid to understand if the purchase intention stage, which is reflected by the reviewed restaurant's visit intention, will also vary according to the perceived brand familiarity of the reviewed restaurant.

As a conclusion to the mentioned studies, consumers are likely to react more favorably toward a familiar brand than they do toward an unfamiliar brand. Therefore, it is likely that these consumers' behavior changes accordingly when processing eWOM messages based on the perceived brand familiarity of the reviewed restaurant.

2.11. Visit Intention of the Reviewed Restaurant.

According to discussions in the previous sections of this study's literature review and as a conclusion, restaurant information seekers believe the information they get from the online restaurant guides and find it reliable because those reviews are based on user generated content. Subsequently and based on what they have read in those reviews, their expectations of getting at least the same restaurant quality and service varies accordingly. With modified expectations of a restaurant, the possibility of going to the restaurant is also influenced which means that customers "expectations and their intention to go to the restaurant have a positive relation. When the restaurant information seekers build a stronger relationship with the online restaurant guides, their willingness to visit the discussed restaurant is likely to be influenced. Purchase intention refers to consumers' intention to purchase a particular product or service in the future.

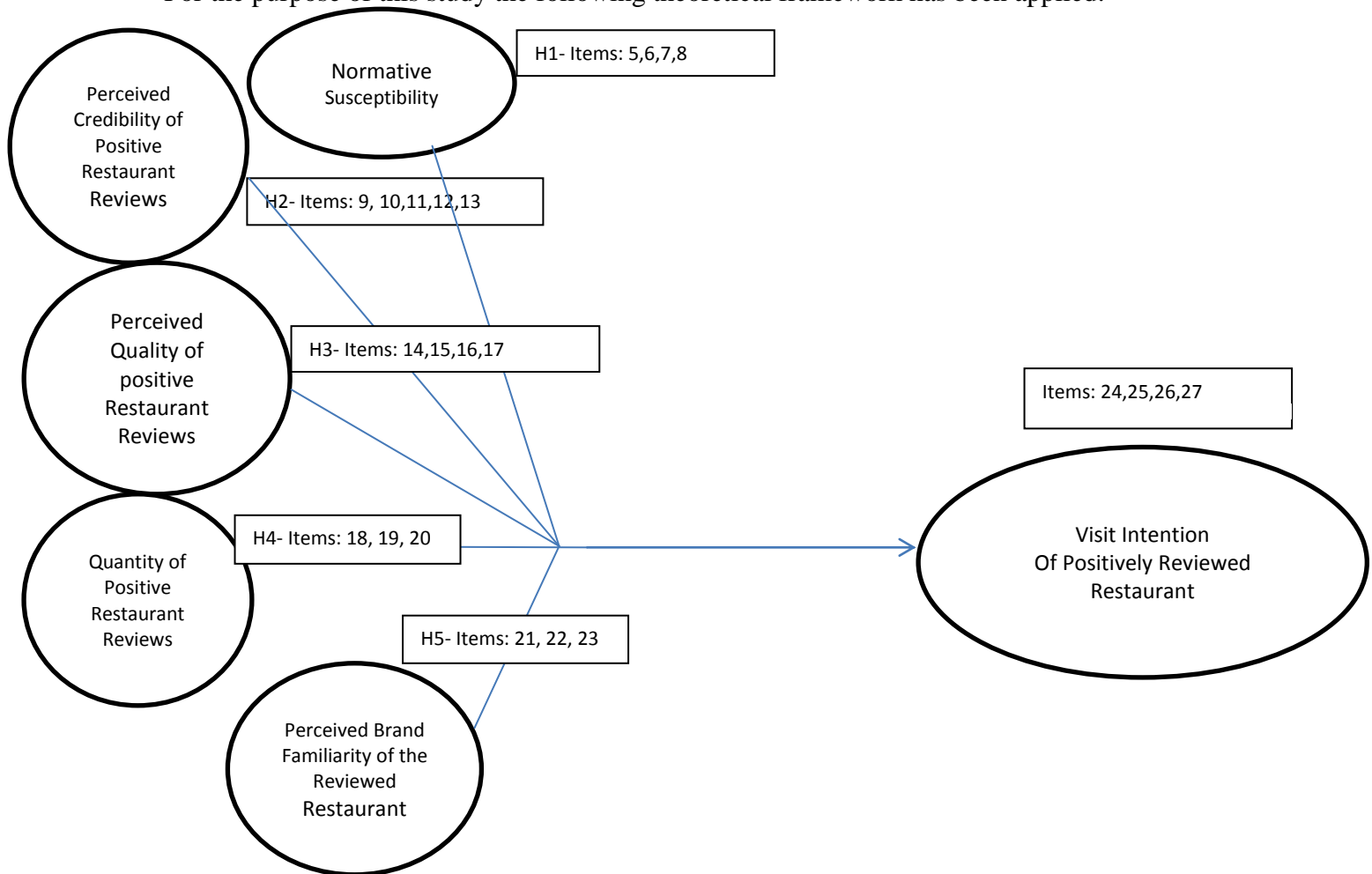
The reason why the study focuses on purchase intention, which in this study is defined as the willingness of the review readers to visit a restaurant that has been reviewed by others but that has not yet been visited by the reader, is because it was cited by Fishbein and Azjen as the single most accurate predictor of actual purchase behavior (Fishbein and Azjen, 1975). Many studies have been conducted regarding the subject matter and many statistically significant relationships have been proven between purchase intention and actual purchase behaviors, especially in the durable goods category whereby purchase intention is a reliable measure of actual purchase behavior (Kalwani and Silk, 1982). In the meantime, word of mouth is one of the most believable factors in affecting consumers' choices (Henricks , 1998) because it

reduces the risk and uncertainty consumers face before purchasing a product or service and consequently their purchase intention and decision making may be influenced (Chatterjee, 2001). Therefore, the word of mouth factor will be represented as the online restaurant review and the restaurant visit intention will represent the purchase behavior aspect of the consumer.

Based on the literature review, the theoretical framework mentioned below was formulated.

2.12 Theoretical Framework

For the purpose of this study the following theoretical framework has been applied:



CHAPTER THREE

PROCEDURES AND METHODOLOGY

3.1 Introduction

The purpose of this study is to investigate the impact of the Lebanese review readers' normative susceptibility, the perceived credibility of positive restaurant reviews, the quantity of positive restaurant reviews, the perceived quality of positive restaurant reviews and the perceived restaurant brand familiarity on the restaurant visit intention of the review readers.

3.2 Research Questions and Research Hypotheses

In particular, the focus was on the following research questions:

Research Question 1: Is there a positive relationship between the Lebanese restaurant-review reader's normative susceptibility and the positively reviewed restaurant's visit intention?

Research Question 2: Is there a positive relationship between the perceived credibility of positive reviews and the reviewed restaurant's visit intention?

Research Question 3: Is there a positive relationship between the quantity of positive restaurant reviews and the reviewed restaurant's visit intention?

Research Question 4: Is there a positive relationship between the perceived quality of positive restaurant reviews and the reviewed restaurant's visit intention?

Research Question 5: Is there a positive relationship between the reviewed restaurant's perceived brand familiarity and the reviewed restaurant's visit intention?

Thus, the research hypotheses were formulated as follows:

Research Hypothesis 1: Lebanese restaurant review readers' normative susceptibility has a positive influence on the positively reviewed restaurant's visit intention.

Research Hypothesis 2: Lebanese restaurant review reader's perceived credibility of positive reviews has a positive influence on the reviewed restaurant's visit intention.

Research Hypothesis 3: There is a positive relationship between the quantity of positive restaurant reviews and the Lebanese review readers' visit intention of the reviewed restaurant.

Research Hypothesis 4: There is a positive relationship between the perceived quality of positive restaurant reviews and the Lebanese review readers' visit intention of the reviewed restaurant.

Research Hypothesis 5: There is a positive relationship between perceived brand familiarity of the positively reviewed restaurant and the Lebanese review readers' restaurant visit intention.

3.3 Selected Variables

3.3.1 The independent variables

- For H1, The independent variable is the normative susceptibility of the Lebanese restaurant review readers measured by items 5,6,7 and 8.

- For H2, the independent variable is the perceived credibility of positive restaurant reviews mentioned on online restaurant guides and is measured by items 9,10,11,12 and 13.
- For H3, the independent variable is the quantity of positive restaurant reviews mentioned on online restaurant guides and is measured by items 14, 15, 16 and 17.
- For H4, the independent variable is the perceived quality of positive restaurant reviews mentioned on online restaurant guides and is measured by items 18, 19 and 20.
- For H5, the independent variable is the perceived brand familiarity of the reviewed restaurant and is measured by items 21, 22 and 23.

3.3.2 The dependent variable

- For H1, H2, H3,H4 and H5, the dependent variable is the Lebanese restaurant review readers'visit intention to the positively reviewed restaurant and is measured by items 24,25,26 and 27.

3.4. Research methodologies used for data collection

3.4.1 Methodology

In order to understand e-consumer behavior or perceptions, marketing research through the Internet may be a more useful method than questionnaire interviews or an experimental method offline (Grossnickle and Raskin, 2001). Web based surveys, like offline surveys, can

have probability and non probability samplings. For this study, probability based sampling could have been used by sending invitation emails to a list of emails collected from an accessible source such as my workplace; Sodeltel's database(well known Internet Service Provider in Lebanon). However, due to the low response rate of email invitations, this method was avoided. Also, another form of probability based web survey methodology is the pop up intercept whereby a website embeds the link of the questionnaire and every nth visitor gets to fill the questionnaire. However, due to the limited number of websites who agreed to put up the link of the questionnaire on their website (approved only by nogarlicnoonions.com), this option was also cancelled. Therefore, in order to reach a big number of people who have the minimum Internet affinity are likely to read reviews, the sampling methodology used to collect the web survey result was "unrestricted self-selected survey" which is a part of online convenience sampling.(Fischer, Lyon and Zeitlyn2008) These surveys are open to the public for anyone to participate in. They may be posted on a website or may be promoted through other Internet based advertisements so anyone browsing through that page may choose to take the survey. The key characteristics of these surveys are that there are no restrictions on the participants and it is up to the individual to participate. A similar sampling methodology was done by Berson et al. (2002) who conducted a web-based survey 'to better understand the risks to adolescent girls online'. This was achieved by posting a link to their survey on the Seventeen Magazine Online website and 10800 respondents were collected.

Date: The survey was conducted for one week from May 8 2015 till May 15, 2015 on survey monkey.com.

Channels: The survey was personally distributed on the following channels:

41 Restaurant Facebook Pages: (Based on page engagement rate according to social bakers.com, page privacy settings which allow users to post on the page's walls and restaurant type): Chillis Beirut, Lina's Lebanon, Blu Port Beirut, St. Elmos Seaside Brasserie, Casper and Gambini's, The BeazBee, Zaituna Bay, Cozmo Café, Al Balad, Al Saniour, Junkard, Twenty Seven, Bedivere Eatery and Tavern, Ward El Cham, Leil Nhar, Urbanista, Kahwet Leila The Hangout, Dip and Dip, Prune, Couqley, Crepico, La Parilla, Divvy, Em Charif Liza, Shawarmnaji, Yeh Frozen Yogurt, Barbacane, Underconstruction, HoneyBoo Joz, DOTORRE, ZWZ, Restaurant AMAR, La Piazza, Deek Duke, Napoletana BlueBerry Square, Soto, SmokingBun.

10 Facebook Pages of Online Restaurant Guides: Trip Advisor, Ta3mini, Taste and Flavors, Beirut Restaurants, RPN GUIDE, No Garlic No Onions, Popcorn, Beiruting, BeirutNightlife, Dineout Lebanon

12 Active Social Facebook Pages: Souk El Tayeb, Festival of colors, Beirut Street Food Festival, NRJ Lebanon, Mix FM, Virgin Radio, ABC, Le Mall, Go Sawa, Makhsoum, Lebanon Weekly, Dbayeh Weekly.

16 University Facebook Pages (A selection of 4 highly engaged pages of 4 randomly selected English language based Universities): Haigazian University, Haigazian University Dance Club, CCE Haigazian, Haigazian University Debate Club, Accounting Club LAU, LAU premed Club, LAU hiking and camping club, LAU astronomy club, NDU university, NDU Debate Club, Social Club NDU, NDU Advertising and Marketing Students Alumni, American University of Beirut, American University of Beirut Students Alumni, American University of Beirut Human Resources, AUB Freedom Club.

Following their permission, the survey was also published by the accounts below:

3 Online Restaurant Guides Facebook Pages: The pages which approved to publish the link on their Facebook pages were No Garlic No onions.com, RPN Guide and Popcorn.

1 Online Restaurant Guide website: The link was embedded on No garlic No onion's website.

1 Dessert Shop: Several Restaurants were contacted as well but only "Gustav" shared the link to the questionnaire on his Facebook page.

1 Blogger Page: Blog of the boss, a known blogger shared the link on his page.

1 Political Page: Sehnaoui's Facebook page (Through Blog of the Boss)

1 Foodie Influential Page: DarineSabbagh, a very well known social media expert in the foodies filed in Lebanon also shared the link on her personal account.

The aim of distributing the link to the questionnaire on all these platforms was to create diversity in the sample characteristics and to efficiently reach restaurant lovers and review readers at once. Having the questionnaire posted by 3 different review guide accounts contributed in decreasing the bias in answers. Also, the restaurant Facebook pages varied between high end and casual restaurants in addition to a diversity in cuisines. To gather information from neutral respondents (not those who have liked a particular restaurant page or restaurant review guide page), university pages were targeted. The general population who has a high Internet affinity was targeted through popular social accounts such as Lebanon Weekly, Dbayeh Weekly, Virgin Radio Lebanon ...

3.4.2 The Survey Questionnaire

For the purpose of this study, information was collected through an online questionnaire which was developed to assess 8 areas: Internet usage, Restaurant visit frequency and restaurant information source (3 questions), one screening question (to ensure that only those who read reviews answer the questionnaire), normative susceptibility (4 questions), perceived credibility of positive reviews (5 questions), quantity of positive reviews (3 questions), perceived quality of positive (4 questions), perceived restaurant brand familiarity (3 questions), restaurant visit intention (4 questions) and demographics (4 questions) followed by the last question that indicates the source of access to the questionnaire.

Before developing the final questionnaire, a pilot study with 15 participants was conducted in order to explore uncovered issues and to improve the overall questionnaire. Few adjustments were applied to come up with a final version of the questionnaire that included 32 questions.

The introduction of the questionnaire made clear that only Lebanese residing in Lebanon respond to the survey. Furthermore, a screening question was put at the end of the first section whereby respondents were asked if they read restaurant reviews before visiting a restaurant. Respondents who answered yes continued throughout the questionnaire whereas those who said no were immediately disqualified.

For the purpose of the measurement a 5-point Likert Scale was mainly utilized. The respondents were asked to respond to the questionnaire by rating the sentences on a scale from 1 to 5, 1 being “Strongly Disagree” and 5 being “Strongly Agree”. Also, to make sure the questionnaire link was accessed correctly and was exposed to the relevant target, respondents were asked to state where they saw the link to this questionnaire.

The survey Questionnaire was written in English. No translation to the Arabic language was necessary since the sample already had the minimum verbal and the written skills to read, understand and respond to the Questionnaire in English. Following the collection of all survey Questionnaires, the data was entered in the Statistical Package for the Social Sciences (SPSS) program for analysis to get regression and factor analysis results.

3.4.3. Measurement of the Items

3.4.3.1. Normative susceptibility

Normative susceptibility scale was adapted with minor changes from Bearden, Netemeyer, and Teel (1989). Four items (Item 5, Item 6, Item 7, Item 8) were used to measure the degree to which respondents want to impress others and visit the restaurants to be liked by others.

Many authors had defined scales to measure normative and information susceptibility (Phau and Teah, 2009; Bearden ,W.,Netemeyer, R., and Teel,1989). Even though Bearden (1989) states8 validated questions to test normative susceptibility (See Table 3.1), a shorter and more recent validated scale was used in Hidayat&Diwasasri (2013)'s research (See Table 3.2).

According to Hidayat&Diwasasri (2013)'s recent validated scale, the items used to measure normative susceptibility are the influence of others' assumption to the consumers' visit intention, the influence of others' expectation to the consumers' restaurant visit intention, the influence of others impression to the consumers' restaurant visit intention and the interest of the potential restaurant visitors to imitate others.

Table 3.1: Items used by Bearden (1989) to measure normative Susceptibility

<i>B. Items used by Bearden et al. (1989) for Susceptibility to Normative Influence</i>	
1. When buying products, I generally purchase those brands that I think others will approve of.	
2. If other people can see me using a product, I often purchase the brand they expect me to buy.	
3. I achieve a sense of belonging by purchasing the same product and brands that others purchase.	
4. I often identify with other people by purchasing the same products and brands they purchase.	
5. If I want to be like someone, I often try to buy the same brands that they buy.	
6. I like to know what brands and products make good impressions on others.	
7. I rarely purchase the latest fashion styles until I am sure my friends approve of them.	
8. It is important that others like the products and brands I buy.	

Table 3.2: Validated Normative and Information Susceptibility scale used in Hidayat&Diwasasri (2013)’s research in their study “Factors Influencing Attitudes and Intention to Purchase Counterfeit Luxury Brands among Indonesian Consumers”

Variables Measurement		Source	Number of Items	α
Information (IS)	susceptibility	Phau and Teah (2009); Bearden et al. (1989)	4	0,890
Normative (NS)	susceptibility	Phau and Teah (2009); Bearden et al. (1989)	4	0,810

3.4.3.2. Perceived Credibility of Positive Reviews

Perceived Credibility scale was adapted with minor changes from a previous study (Bataineh, 2015) with 5 items used (Item 9, Item 10, Item 11, Item 12, and Item 13). The original items along with their reliability measures are found in Table 3.3 and 3.4.

3.4.3.3. Perceived Quality of Positive Reviews

Perceived Review Quality scale was adapted with minor changes from a previous study (Bataineh, 2015) with 4 items used (Item 14, Item 15, Item 16, Item 17). The original items along with their reliability measures are found in Table 3.3 and 3.4.

3.4.3.4. Quantity of Positive Reviews

Review Quantity scale was adapted with minor changes from a previous study (Bataineh, 2015) with 3 items used (Item 18, Item 19, Item 20). The original items along with their reliability measures are found in Table 3.3 and 3.4

3.4.3.5. Brand Familiarity (Perceived Brand Familiarity of the Reviewed Restaurant)

Restaurant Brand Familiarity was measured using three 5-point Likert scale items that measure level of familiarity; experience and knowledge These 3 items were developed from previous research (Bhat& Reddy, 2001; Kent & Allen, 1994) with a 0.85 cronbach alpha value(Item 21, Item 22, Item 23). The original statements are mentioned in Table 3.5.

3.4.3.6. Purchase Intention (Restaurant Visit Intention)

The Purchase Intention scale was adapted by Lee, Kim, Pelton, Knight & Forney (2008). Similar scales were used in Bataineh (2015)'s research and 4 items were used to measure the plan and intention of consumers towards visiting a restaurant. (Item 24, Item 25, Item 26, Item 27). The original items along with their reliability measures are found in Table 3.3 and 3.4.

Table 3.3: Reliability coefficients for Perceived Review Credibility, Perceived Review Quality, Quantity of Positive Reviews, and Restaurant Visit Intention adapted from Bataineh (2015).

Variables	Number of Items	Cronbach's Alpha
eWOM credibility	5	0.795
eWOM quality	5	0.807
eWOM quantity	3	0.730
Corporate image	8	0.795
Purchase intention	4	0.694

Table 3.4: Questions related to perceived review credibility, review quantity, perceived review quality and purchase intention taken from Betaineh (2015) prior to adjustments

Statements	Purchase Intention
<p>eWOM Credibility</p> <p>1. Most contacts on my social networking site can be trusted.</p> <p>2. I feel confident about having discussions with the contacts on my social networking site.</p> <p>3. The contacts on my social networking site will do everything within their capacity to help others.</p> <p>4. My contacts on my social networking site always offer honest opinions.</p> <p>5. I can believe in the contacts on my social networking site.</p> <p>eWOM Quality</p> <p>6. The online reviews/comments provided by university students on my social networking site are clear.</p> <p>7. The online reviews/comments provided by university students on my social networking site are understandable.</p> <p>8. The online reviews/comments provided by university students on my social networking site are helpful.</p> <p>9. The online reviews/comments provided by university students on my social networking site have sufficient reasons supporting the opinions.</p> <p>10. Overall, the quality of each online reviews/comments provided by university students on my social networking site is high.</p> <p>eWOM Quantity</p> <p>11. The number of online reviews/comments provided by university students is large, inferring that the university is popular.</p> <p>12. The quantity of online reviews/comments provided by university students is great, inferring that the university is trendy.</p> <p>13. Highly ranking and recommendations, inferring that the university provides high quality services.</p>	<p>22. After reading online reviews/comments, provided by university students it makes me desire to join this university.</p> <p>23. I intend to seek more reviews/comments provided by university students on my social networking site.</p> <p>24. I intend to visit the university discussed in the online reviews/comments.</p> <p>25. In the future, I will consider the university discussed in the online reviews/comments as my first choice.</p>

Table 3.5: Items used to measure Brand Familiarity Bhatt & Reddy (2001) and Kent & Allen (1994)

Brand Familiarity	Adopted from Bhat & Reddy (2001) and Kent & Allen (1994)
BF01	I am familiar with ____.
BF02	I have been to ____ multiple times.
BF03	I am knowledgeable of ____.

3.4.4. Sample Size

Since the total number of independent and dependent items in the questionnaire was 23, a minimum of 230 respondents was needed based on the Structural Equation Modeling. 320 answers were collected in 7 days, out of which only 255 were selected based on the screening question (Do you read reviews before visiting a restaurant?). Those who answered “no” did not go through the questionnaire because they were immediately disqualified.

3.4.5. Statistics

In this study, descriptive and inferential statistics were used.

3.4.5.1. Descriptive Statistics

The descriptive statistics was used purely to describe the sample characteristics such as the Internet usage behavior, the frequency of visiting a restaurant and the source of restaurant information for all the respondents. Following the screening question, the gender and age of the qualified respondents, their monthly income and highest level of education as well as the source of the questionnaire link to make sure the survey was accessed correctly were collected.

3.4.5.1. Data Analysis

Reliability Test

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. This is done by determining the association in the scores and between the scores obtained from different administration of the scale. By entering the data in the SPSS program, the reliability of the questionnaire was tested using the Cronbach alpha. A value over 0.6 indicates that the questionnaire is acceptable whereas a value of 0.7 or larger indicates the questionnaire is reliable. (Hair Jr, Black, Babin, & Anderson, 2009).

Validity Test

The concept of validity refers to the extent to which differences in observed scale scores reflect true differences among objects on the items being assessed. In other words, this test indicates if the measurement of the constructs is accurate.

There are three types of validity:

- a- Face validity
- b- Content validity
- c- Construct validity.

Face validity and content validity cannot be numerically measured however the simplicity and understandability of the questionnaire determine these two types of validity, knowing that the questionnaires are already validated in literature review. Nevertheless, carrying a pilot study of 15 people confirmed that the respondents faced no ambiguity while filling in the questionnaire.

To measure construct validity, which, according to Hair et al (2009), reflects the degree to which the measurement items of a construct truly reflects the latent construct these items are theoretically designed for, Confirmatory Factor Analysis using “KMO and Bartlett” test, “Rotated Component Matrix” and “Total Variance Explained Through Extraction Method” were applied.

Multiple Linear Regression Analysis (STEPWISE)

The relationship and significance between the dependent and independent variables was analyzed using the multiple linear regression analysis using stepwise. Stepwise was used on three levels. To test the hypotheses, the mean of the Intention Construct was calculated and multiple linear regression was done with each independent construct as a whole and the mean of the dependent variable such that all susceptibility items were tested together with the Visit Intention Mean, and all perceived review credibility items were tested with the Visit Intention

mean and so on... Then, the independent items that showed a significant relationship with the dependent variable were also tested such that all the items in each construct at a time were analyzed with the 1st, 2nd, 3rd and 4th items of the restaurant visit intention in order to investigate the most important factors that influenced each of the 4 items that constituted the dependent variable. Finally, the stepwise method was used including all the items of the independent variables with each of the 4 dependent variable items such that all the factors related to normative susceptibility, perceived review quality, review credibility, review quantity and perceived brand familiarity were tested with each of the visit intention factors 4 times, using one dependent factor at a time (Visit intention 1, visit intention 2, visit intention 3, visit intention 4)

CHAPTER FOUR

FINDINGS

4.1 Introduction

This chapter discusses the results and findings of the conducted survey.

All descriptive data related to demographics, restaurant visit frequency and internet usage patterns were extracted from surveymonkey.com and presented in the pie charts below.

The statistical tests varied between Cronbach's alpha to test the reliability, Factor Analysis to test the validity of the constructs and Multiple Linear Regression analysis using stepwise method to test the 5 hypotheses. The data related to the 23 items was extracted from surveymonkey.com, adjusted as scales and analyzed by the computer software program Statistical Package for Social Science (IBM SPSS) version 19.

4.2. Descriptive Statistics

For the purpose of this study, only the answers of the individuals who read reviews were analyzed. The frequency of those who answered versus those who did not go through the questionnaire is shown in the table below.

Table 4.1: Frequency of Answered and Unanswered Questions.

Do you read restaurant reviews before visiting a restaurant you haven't tried?	Respondents
YES	255
NO	65
TOTAL	320

Responses Volume

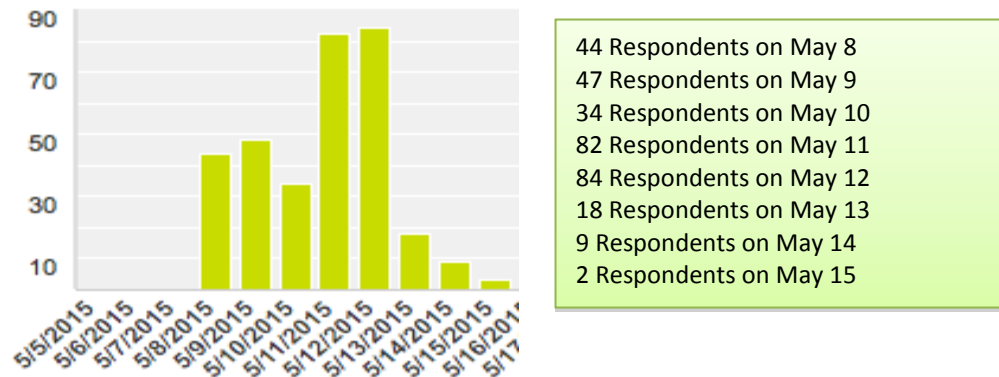


Figure 4.1: Number of responses per day.

4.2.1. Internet Usage Behavior

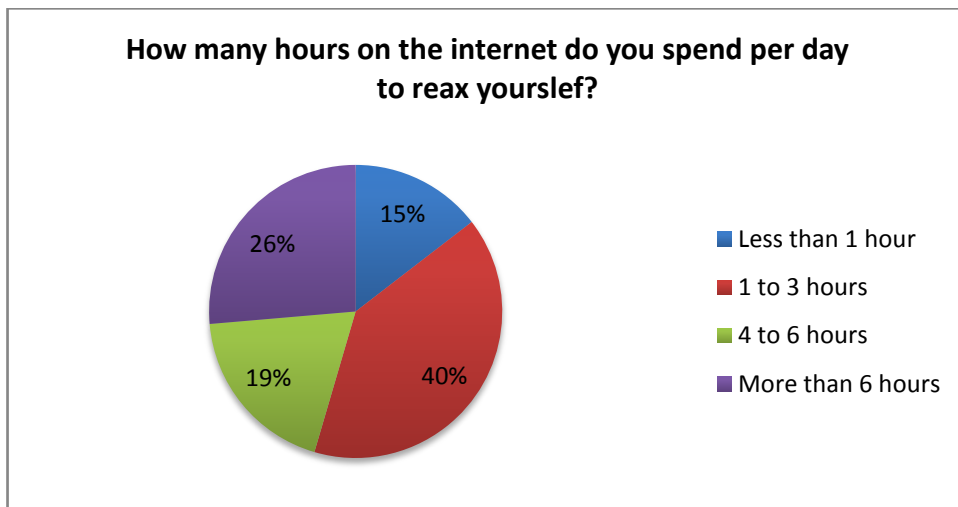


Figure 4.2: Internet Usage Behavior of Respondents

Based on the findings extracted from survey monkey, the majority of respondents spend 1 to 3 hours on the internet (40%), followed by 26 % of respondents who spend more than 6 hours, a day, 19 % who spend 4 to 6 hours a day and only 15% who spend less than one hour a day. Based on this statistics, it can be inferred that a very small section of my sample has limited daily Internet usage.

4.2.2 Restaurant Visit Frequency

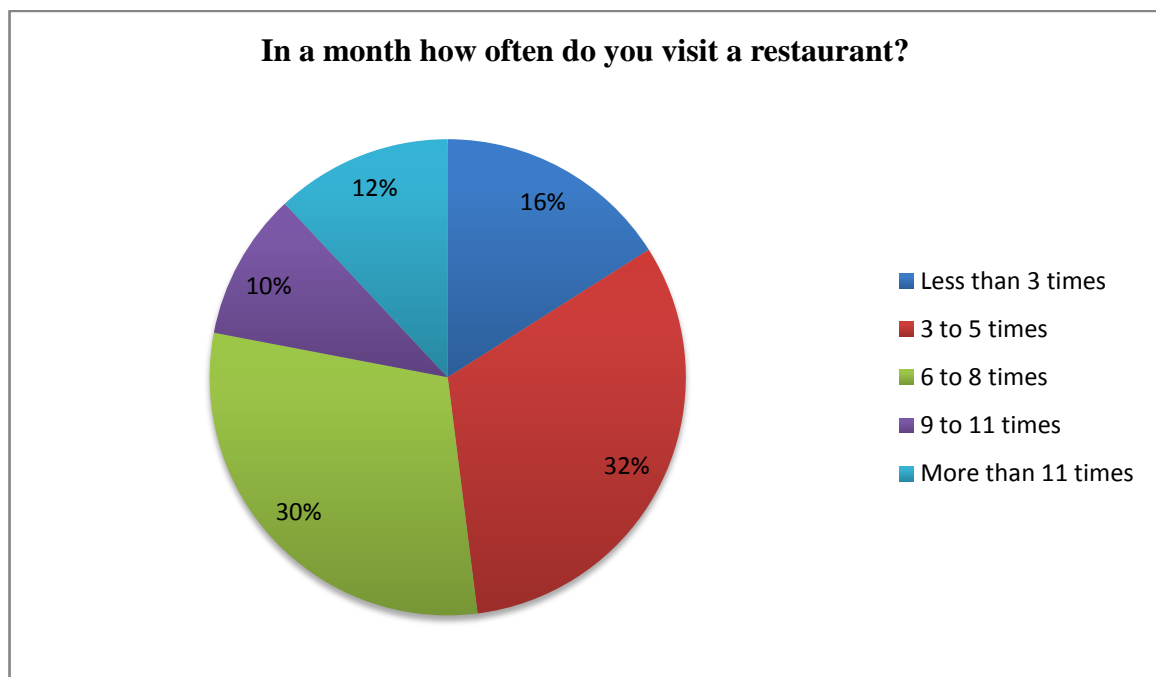


Figure 4.3: Restaurant Visit Frequency

According to the statistics extracted from Survey Monkey, the majority of the respondents seemed to visit restaurants 3 to 5 times per month (32%). The second rank (30%) went for those who visit restaurants 6 to 8 times. What was surprising was that those who visit restaurants more than 11 times constituted 12% of the sample, which is considered to be a high number according to the other categories.

4.2.3. Source of Restaurant Information

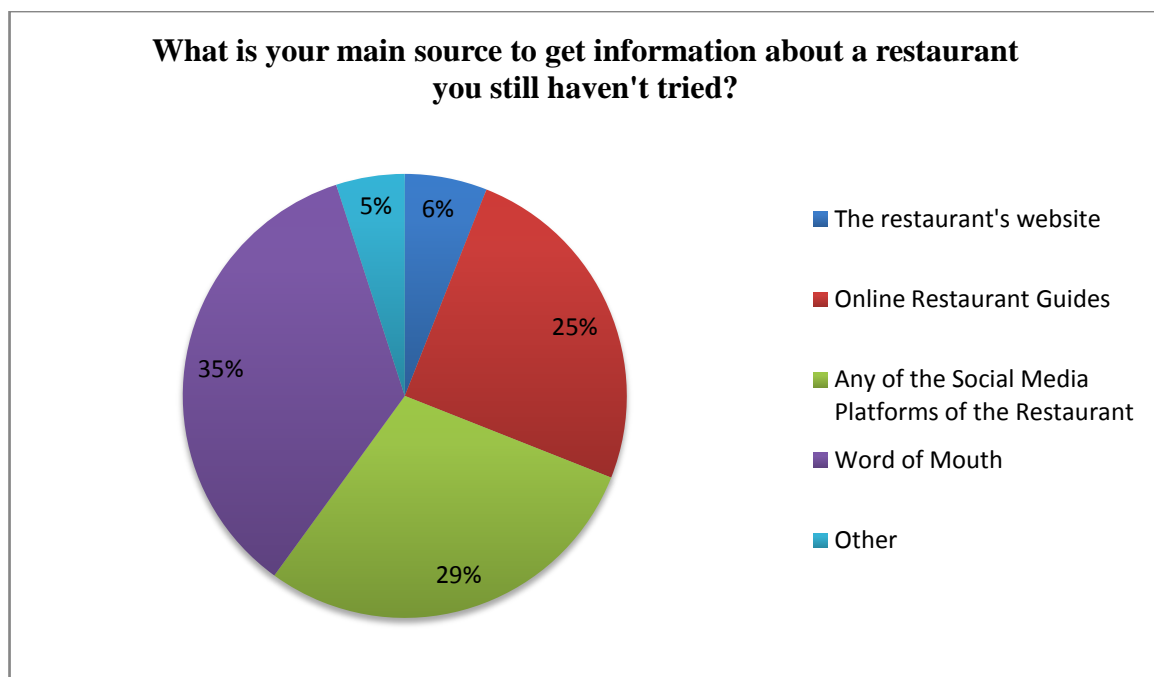


Figure 4.4: New Restaurant Information Source

What was interesting is that the largest portion of the sample picked word of mouth as the main source of information for a restaurant they still haven't tried with a percentage of 35%. The second source was Social Media Platforms of the restaurant itself (29%). Online

restaurant guides was the answer of 25 % of the respondents which is considered to be a large number . The smallest percentage was for restaurant websites (6%).

4.2.4. Screening Question

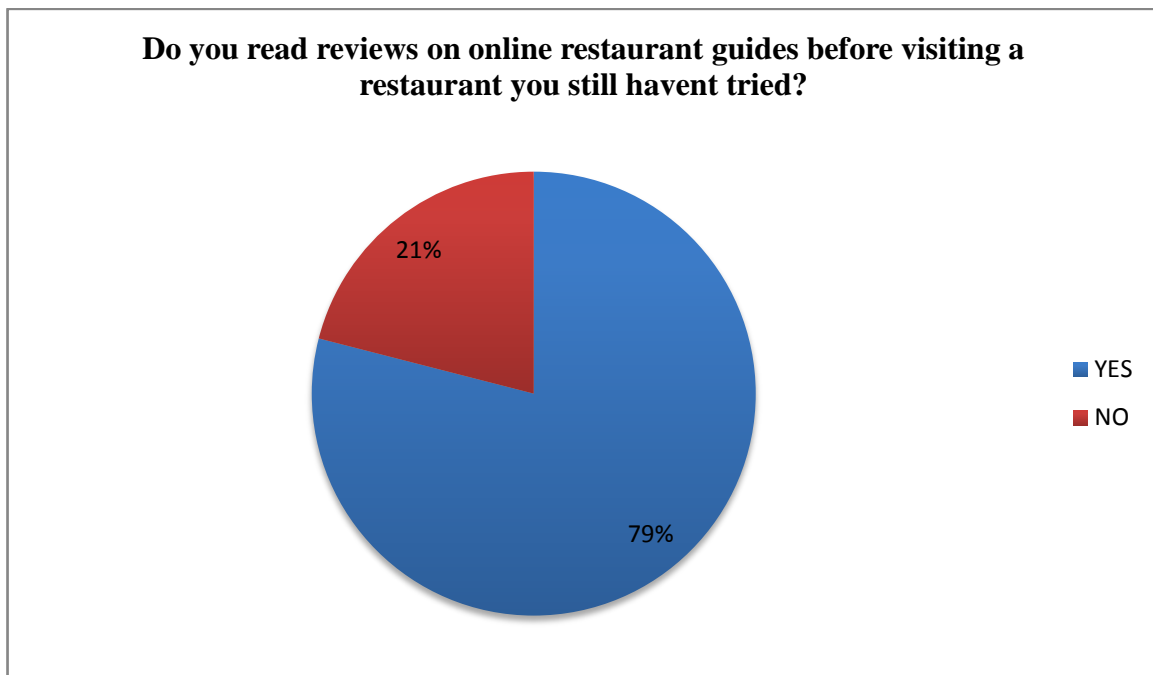


Figure 4.5: Screening Question

While 79% of the respondents picked yes for reading reviews on restaurant guides before visiting the restaurant, 21 % negated the statement and were automatically disqualified. The questionnaire to those who answered no ended immediately.

4.2.5. Gender of Qualified Respondents

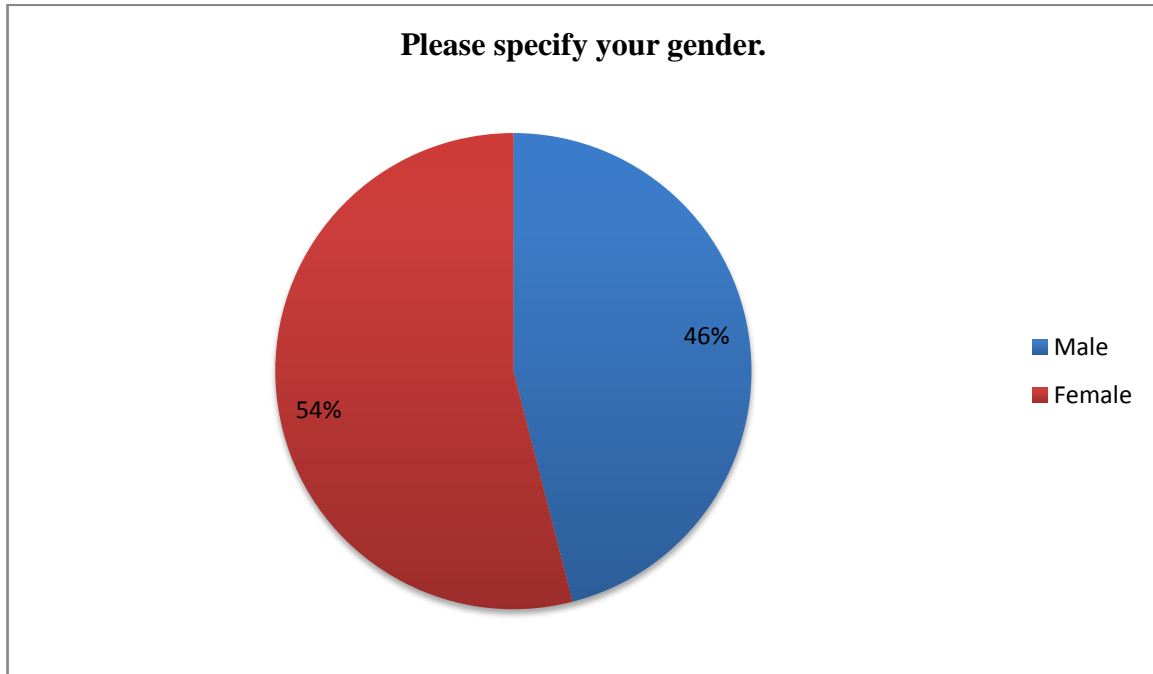


Figure 4.6 Gender of Qualified Respondents

Gender distribution was almost equal among respondents whereby 46 % of the qualified respondents were males and 54 % were females.

4.2.6. Age of Qualified Respondents

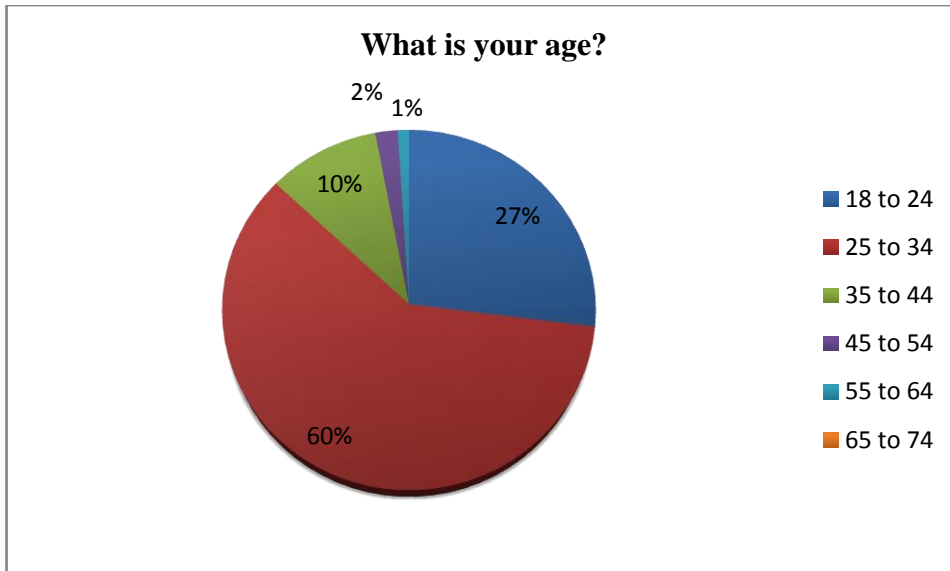


Figure 4.7 Age Range of the Qualified Respondents (in years)

The majority of the qualified respondents were aged 25-34 (60% of the respondents) followed by those between 18 and 24 years old (27%). 10 % were aged 35 to 44. What was surprising was that older categories also responded to the questionnaire with 2 % being 45 to 55 years old and 1 % being 55 to 64 years old.

4.2.7. Highest Education Level of Qualified Respondents

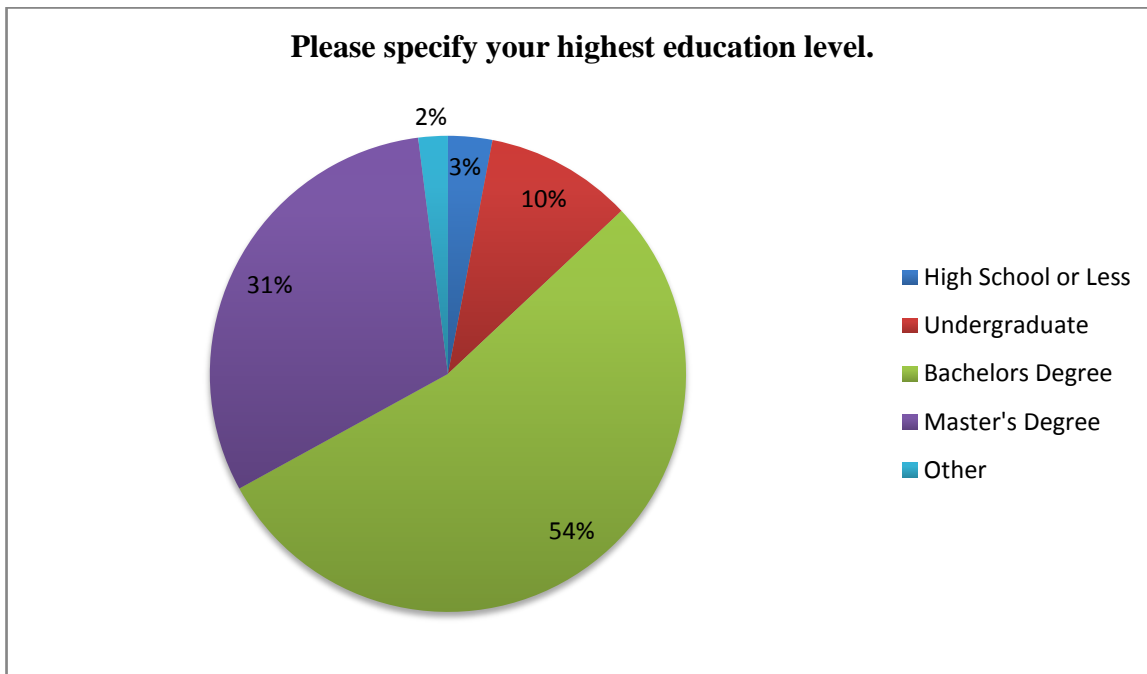


Figure 4.8: Highest Education Level of Qualified Respondents

Based on the extracted statistics, more than half (54%) of the respondents had bachelor's degree. 31% had Masters Degree and 10 % only were undergraduates. 3% were high school students.

4.2.8. Income Level of the Qualified Respondents

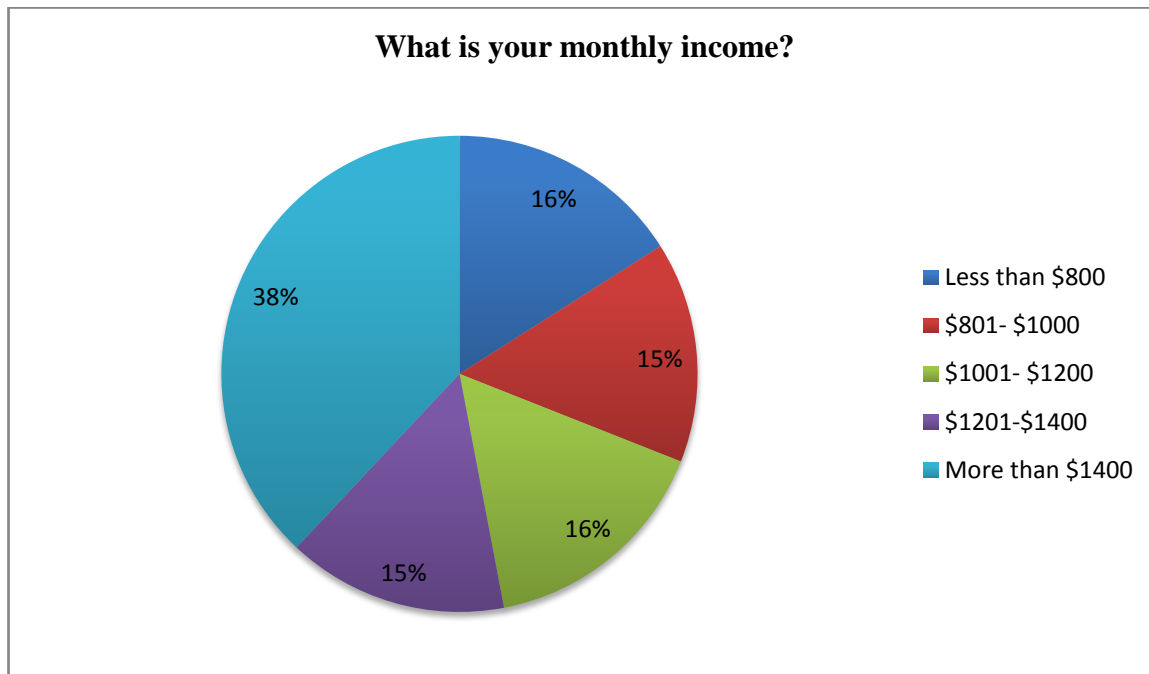


Figure 4.9: Monthly Salary of Qualified Respondents

The majority of the qualified respondents (38%) had a monthly salary of more than \$1400.

Other categories were almost equally distributed between 16% getting less than \$ 800/ month and 16% getting \$1001 and \$1200 per month, 15 % getting between \$801 and \$1000/month and 15% getting between \$1201 and \$1400 per month.

4.2.9. Source of the Questionnaire's Link.

In order to ensure the sample was targeted correctly, the respondents were asked about the place they saw the questionnaire link on. The answers were as follows:

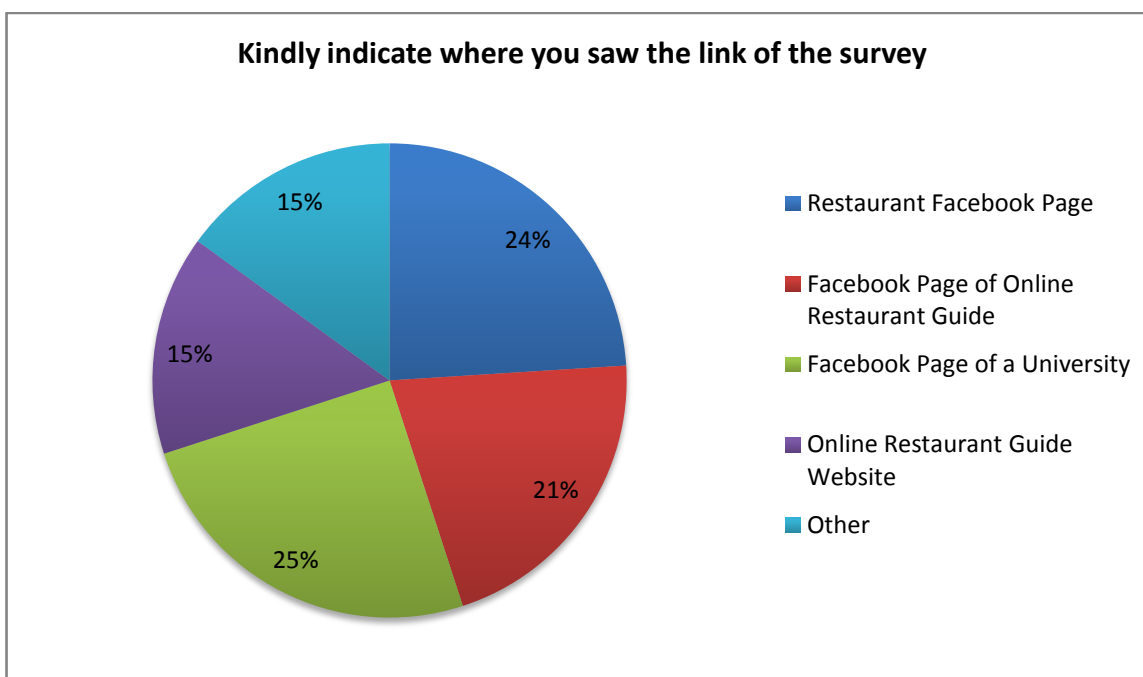


Figure 4.10: Survey Source

The survey was retrieved by the sample as planned, especially that the sources were distributed almost equally. Concerning “other”, respondents answers ranged between “NGNO” (which is an Online Restaurant Guide Website), news feed (those who are a member or a follower of a certain restaurant Facebook page or a university page will see the link in their newsfeed), Lebanon Weekly, Beirut Food Festival Event Page, Sehnaoui’s Page, Darine Sabbagh’s Profile, Buy and Sell Lebanon’s page...

4.3 Reliability results

The questionnaire included a total 23 questions which measured the dependent and independent variables. At a first stage, reliability test was applied including both the dependent and independent variables. Cronbach Alpha was calculated to be $0.857 > 0.5$ thus inferring to the consistency within the variables in the questionnaire the same procedure was done for each independent construct and for the dependent items alone as well. The results are all either close to 0.7 or higher than 0.7 indicating that the items used to test each of the constructs are related to each other.

Table 4.2: Reliability Test of All Dependent and Independent Variables

Cronbach's Alpha	N of Items
0.857	23

Based on Table 4.3 and 4.4, the Cronbach's alpha results are close to literature review results except for the Normative Susceptibility construct. However the dependent variable's alpha was much higher than that of literature review (See table 4.3)

Table 4.3: Reliability Test of Each Independent Construct

Independent Variable	Cronbach's Alpha of this study	Cronbach's Alpha of literature review	N of Items
Normative Susceptibility	0.666	0.810	4
Perceived Review Credibility	0.727	0.795	5
Perceived Quality of Positive Reviews	0.714	0.807	4
Quantity of Positive Reviews	0.734	0.730	3
Perceived Familiarity of Reviewed Restaurant	0.763	0.85	3

Table 4.4: Reliability Test for the Dependent Variable

Cronbach's Alpha of this study	Cronbach's Alpha of literature review	N of Items
0.731	0.694	4

4.4 Validity Test

For content validity, a pilot study of 15 respondents was conducted in order to check the clarity and understandability of the questionnaire. The respondents did not face any difficulty or ambiguity when filling in the questionnaire. Concerning construct validity, Factor Analysis was used: KMO and Bartlett's Test, Total Variance Explained through extraction method and rotated component matrix were collected from SPSS.

4.4.1. Factor Analysis: KMO and Bartlett's Test

A factor analysis was conducted for the independent variable "restaurant visit intention".

KMO and Bartlett's Test were also conducted.

Table 4.5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.784
Approx. Chi-Square		1142.591
Bartlett's Test of Sphericity	df	171
	Sig.	0

The KMO measures the sampling adequacy, which should be greater than 0.5 for a satisfactory factor analysis to continue. In this study, the KMO measure is 0.784 with a 0 value

for significance which are satisfactory indications for the factor analysis to continue further.

The data is thus found to be cohesive.

4.4.2. Extraction Method: Principal Component Analysis(Commonalities)

Table 4.6: Communalities

	Initial	Extraction
Susceptibility 1 : Imitating Others	1.000	.543
Susceptibility 2: Meeting Others' Expectations	1.000	.697
Susceptibility 3 : Importance of Others' Assumptions	1.000	.585
Susceptibility 4 : Importance of Others' Impressions	1.000	.458
Perceived Cred 1: Trusting the positive reviews	1.000	.446
Perceived Cred 2 : Confident Discussions with the reviewers	1.000	.454
Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity	1.000	.462
Perceived Cred 4 : Reviewer's Honest Opinions offered	1.000	.688
Perceived Cred 5 : Trust the reviewers	1.000	.664
Perceived Review Qu1 :positive review clarity	1.000	.655
Perceived Review Qu2 : positive review understandability	1.000	.692
Perceived Review Qu3 : positive review helpfulness	1.000	.463
Perceived Review Qu4 : positive Reviews Sufficient to Support Opinions	1.000	.489
positive Review Quantity 1 : indicating popularity of restaurant	1.000	.682
positive Review Quantity 2: Indicating trendiness of restaurant	1.000	.665
positive Review Quantity 3 : Inferring High Quality of restaurant	1.000	.629
Perceived Rest Familiarity 1: Familiar with reviewed restaurant	1.000	.668
Perceived Rest Familiarity 2: Knowing people who have visited the restaurant	1.000	.627
Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general	1.000	.699

Extraction Method: Principal Component Analysis.

The initial communalities, define the estimates of variance in each of the variables that are accounted for by all the components or factors. Extraction communalities however are the estimates of the variance in each variable accounted for by the factors in this factor solution.

Therefore, higher scores mean the variable fits more with the factor solution. For example, 65.5% of the variation in positive review clarity is explained by the factor model. Therefore, the high results highlighted in yellow had acceptable extraction communalities, which were better explained by the extracted factors.

4.4.3. Factor Analysis: Total Variance Explained Through Extraction Method

Table 4.7: Extraction Method, Principal Component Analysis

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.888	25.726	25.726	4.888	25.726	25.726	2.562	13.482	13.482
2	2.182	11.484	37.21	2.182	11.484	37.21	2.305	12.131	25.612
3	1.581	8.321	45.531	1.581	8.321	45.531	2.164	11.39	37.002
4	1.383	7.28	52.811	1.383	7.28	52.811	2.157	11.353	48.355
5	1.233	6.49	59.301	1.233	6.49	59.301	2.08	10.946	59.301
6	0.912	4.799	64.1						
7	0.861	4.531	68.632						
8	0.795	4.182	72.814						
9	0.718	3.777	76.59						
10	0.653	3.438	80.029						
11	0.639	3.363	83.392						
12	0.519	2.73	86.122						
13	0.493	2.594	88.716						
14	0.461	2.426	91.142						
15	0.432	2.276	93.418						
16	0.366	1.924	95.342						
17	0.348	1.834	97.176						
18	0.273	1.437	98.612						
19	0.264	1.388	100						

As table 4.7 shows, five factors were determined and those five first factors together are sufficient to account for 59.301 % of the total variance in the model.

4.4.4. Rotated Component Matrix

Table 4.8: Rotated Component Matrix

	Component				
	1	2	3	4	5
Susceptibility 1	0.279	-0.105	0.224	0.194	0.605
Susceptibility 2	0.129	0.09	0.053	-0.075	0.815
Susceptibility 3	0.145	0.002	0.031	0.099	0.743
Susceptibility 4	-0.204	0.139	0.287	0.066	0.557
Perceived Cred 1	0.563	0.177	0.199	0.095	0.22
Perceived Cred 2	0.559	-0.074	-0.14	0.306	0.151
Perceived Cred 3	0.609	0.018	0.034	0.251	0.164
Perceived Cred 4	0.754	0.274	0.194	0.031	-0.078
Perceived Cred 5	0.656	0.446	0.184	-0.028	0.017
Perceived Rev Q 1	0.173	0.775	-0.043	0.132	0.071
Perceived Rev Q 2	0.053	0.816	-0.09	0.12	-0.042
Perceived Rev Q 3	0.114	0.634	0.197	0.02	0.094
Perceived Rev Q 4	0.473	0.485	0.138	0.106	0.006
Rev Quantity 1	0.055	0.029	0.801	0.076	0.176
Rev Quantity 2	0.053	0.111	0.772	0.2	0.115
Rev Quantity 3	0.268	-0.016	0.728	0.126	0.105
Perceived Familiarity 1	0.138	0.05	0.179	0.78	0.081
Perceived Familiarity 2	0.148	0.12	0.091	0.762	0.049
Perceived Familiarity 3	0.131	0.147	0.139	0.799	0.048

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Factor 5 is susceptibility.

a. Rotation converged in 7 iterations.

“Rotated Component Matrix” analyzed the pattern of factors. The values shown in the matrix are factor loadings and the correlations between each variable and each factor. In the “Rotated Component Matrix” the variables are grouped into five factors. The highest score across each row was highlighted and this presents the factor that each variable must be strongly loaded on. According to the rotated component matrix:

- Factor one represented the 5 items of perceived credibility of the positive reviews.
- Factor two represented the 4 items of perceived quality of the positive reviews.
- Factor three presented the 3 items of Positive Review Quantity
- Factor 4 represented the 3 items of Perceived Restaurant Brand Familiarity
- Factor 5 represented the 4 items of normative susceptibility.

It happens that each of the factors that were defined were a collection of exactly the same constructs in the questionnaire.

4.5 TESTING THE HYPOTHESES- Multiple Linear Regression Analysis between each construct and the Restaurant Visit Intention Mean (Using Stepwise):

In order to test the hypotheses, multiple linear regression analysis was done between each construct as a whole and the mean of the restaurant visit intention.

4.5.1. Normative Susceptibility

H0: There is no relationship between normative susceptibility and restaurant visit intention.

Table 4.9: ANOVA showing relationship between all susceptibility factors and the mean of restaurant visit intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.304	4	.576	.661	.620 ^b
	Residual	203.988	234	.872		
	Total	206.293	238			

a. Dependent Variable: Mean of Restaurant Visit Intention

b. Predictors: (Constant), Susceptibility 4 : Importance of Others' Impressions, Susceptibility 1 : Imitating Others, Susceptibility 3 : Importance of Others' Assumptions, Susceptibility 2: Meeting Others' Expectations

With a significance level $0.620 > 0.05$, the null hypothesis is not rejected. Thus no relationship is found between normative susceptibility and restaurant visit intention.

Dependent Variable: Mean of Restaurant Visit Intention

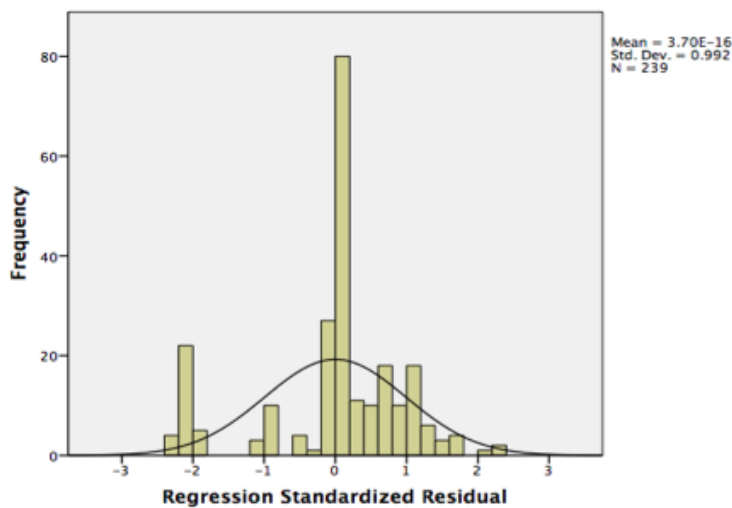


Figure 4.11: Histogram - Normative Susceptibility construct

4.5.2. Perceived Credibility of Positive Restaurant Reviews

H0: There is no significant relationship between perceived credibility of positive restaurant reviews and the visit intention of the reviewed restaurant.

Table 4.10: ANOVA showing the relationship between Perceived Credibility of the positive review and the mean of restaurant visit intention.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.704	1	4.704	5.910	.016 ^b
	Residual	183.864	231	.796		
	Total	188.569	232			

a. Dependent Variable: Mean of Restaurant Visit Intention

b. Predictors: (Constant), Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity

For a sig $0.016 < 0.05$, a significant relationship is proven between perceived credibility of restaurant reviews and the visit intention of the reviewed restaurant.

Therefore null hypothesis is rejected and a significant positive relationship between perceived credibility of the restaurant reviews and the visit intention of the reviewed restaurant is proven.

Table 4.11 Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.487	.208		7.158	.000
	Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity	.183	.075	.158	2.431	.016

a. Dependent Variable: Mean of Restaurant Visit Intention

Based on the results, only one factor is proven to be important which is the perception that reviewers offer maximum help within their capacity. With every one-unit increase in the latter, the intention to visit the reviewed restaurant increases by 0.183. Therefore, according to the results and concerning perceived review credibility, the perceptions of the review readers that the reviewers are really planning to reach out for lost restaurant information seekers is what counts most.

Table 4.12: Table showing the R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158 ^a	.025	.021	.89216

a. Predictors: (Constant), Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity

b. Dependent Variable: Mean of Restaurant Visit Intention

2.5% of the variation in the visit intention is explained by the variation in the perception that reviewers offer maximum help within their capacity.

Dependent Variable: Mean of Restaurant Visit Intention

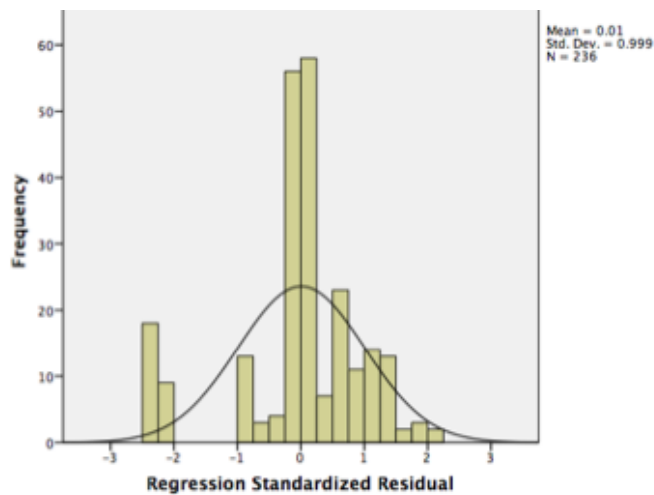


Figure 4.12: Histogram – Perceived Review Credibility Construct

4.5.3. Perceived Quality of Positive Restaurant Reviews

H0: There is no significant relationship between perceived quality of restaurant reviews and visit intention of the reviewed restaurant.

Table 4.13 : ANOVA showing the relationship between perceived quality of restaurant reviews and restaurant visit intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.971	1	3.971	5.861	.016 ^b
	Residual	151.085	223	.678		
	Total	155.056	224			

a. Dependent Variable: Mean of Restaurant Visit Intention

b. Predictors: (Constant), Perceived Review Qu3 : +ve review helpfulness

Based on the findings of the study a significant relationship is shown between perceived quality of restaurant reviews and the visit intention of the reviewed restaurant (sig 0.016<0.05)

Therefore, null hypothesis is rejected and a significant positive relationship between perceived quality of positive reviews and the visit intention of the reviewed restaurant is proven.

Table 4.14: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.509	.228		6.622	.000
	Perceived Review Qu3 : +ve review helpfulness	.252	.104	.160	2.421	.016

a. Dependent Variable: Mean of Restaurant Visit Intention

The only factor that has the strongest impact on visit intention is perceived review helpfulness. Therefore, with every one-unit increase in the readers' perception that the positive review is helpful, their intention to visit the reviewed restaurant increases by 0.252.

Table 4.15: Table showing the R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.160 ^a	.026	.021	.82311

a. Predictors: (Constant), Perceived Review Qu3 : +ve review helpfulness

b. Dependent Variable: Mean of Restaurant Visit Intention

Based on the R Square, 2.6% of the variation in restaurant visit intention is explained by perceived review quality.

Dependent Variable: Mean of Restaurant Visit Intention

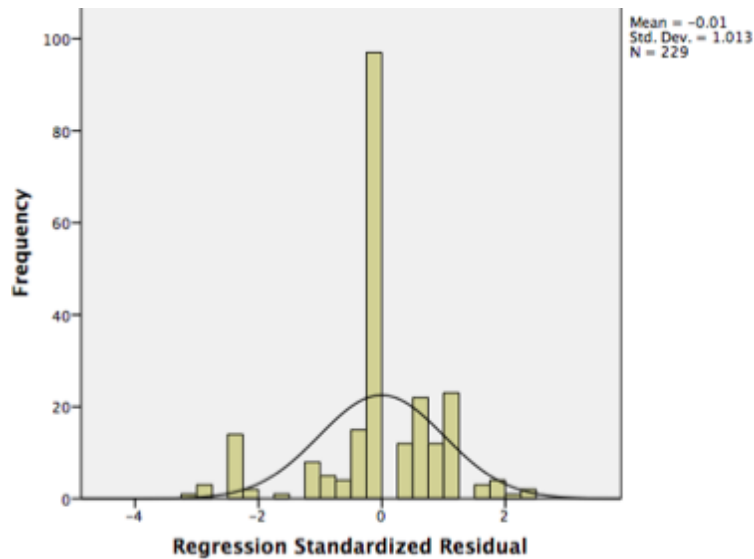


Figure 4.13: Histogram- Perceived Review Quality Construct

4.5.4. Quantity of Positive Restaurant Reviews

Ho: There is no significant relationship between quantity of positive reviews and the visit intention of the reviewed restaurant.

Table 4.16: ANOVA showing the relationship between quantity of positive reviews and restaurant visit intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.718	1	4.718	8.015	.005 ^b
	Residual	127.721	217	.589		
	Total	132.438	218			

a. Dependent Variable: Mean of Restaurant Visit Intention

b. Predictors: (Constant), +ve Review Quantity 3 : Inferring High Quality of restaurant

Based on the Sig 0.005<0.05, a significant relationship is proven between quantity of positive reviews and restaurant visit intention.

Therefore, the null hypothesis is rejected because of a significant positive relationship between quantity of positive reviews and the visit intention of the reviewed restaurant.

Table 4.17: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.712	.147		11.608	.000
	+ve Review Quantity 3 : Inferring High Quality of restaurant	.141	.050	.189	2.831	.005

a-Dependent Variable: Mean of Restaurant Visit Intention

Based on the table above, the only chosen factor is the high number of positive reviews inferring to the high quality of restaurants. With every one-unit increase in the latter perception, the intention to visit a restaurant increases by 0.141.

Table 4.18: Table showing the R square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.189 ^a	.036	.031	.76719

a. Predictors: (Constant), Positive Review Quantity 3 : Inferring High Quality of restaurant

b. Dependent Variable: Mean of Restaurant Visit Intention

3.6% of the variation in restaurant visit intention is explained by the variation in the quantity of positive restaurant reviews.

Dependent Variable: Mean of Restaurant Visit Intention

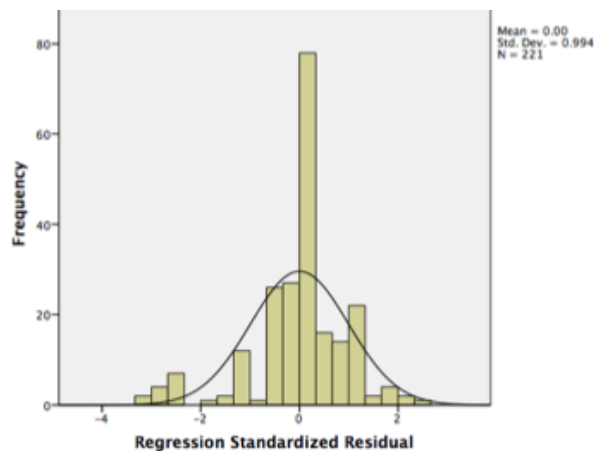


Figure 4.14: Histogram –Review Quantity Construct

4.5.5. Perceived Familiarity of the Reviewed Restaurant Brand

Ho: There is no significant relationship between the perceived familiarity of the reviewed restaurant brand and the restaurant visit intention.

Table 4.19: ANOVA showing the relationship between Perceived Familiarity of the reviewed restaurant and restaurant visit intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.554	1	8.554	21.649	.000 ^b
	Residual	81.791	207	.395		
	Total	90.344	208			

a. Dependent Variable: Mean of Restaurant Visit Intention

b. Predictors: (Constant), Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general

Based on the table above, Sig is $0 < 0.05$.

Therefore, the null hypothesis is rejected and a significant positive relationship is proven

between perceived familiarity of the reviewed restaurant's brand and the visit intention of that restaurant.

Table 4.20. Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.531	.148		10.319	.000
	Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general	.267	.057	.308	4.653	.000

a. Dependent Variable: Mean of Restaurant Visit Intention

Only one factor is considered significant among all the perceived brand familiarity factors and it is being knowledgeable of the reviewed restaurant. With every one-unit increase in the latter, the intention to visit the reviewed restaurant increases by 0.267. Knowing the restaurant is related to the brand awareness or the exposure of the review reader to ads or any other type of exposure related to the restaurant.

Table 4.21: Table showing the R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.308 ^a	.095	.090	.62859

a. Predictors: (Constant), Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general

b. Dependent Variable: Mean of Restaurant Visit Intention

9.5% of the variation in restaurant visit intention is explained by the variation in being knowledgeable of the reviewed restaurant.

Dependent Variable: Mean of Restaurant Visit Intention

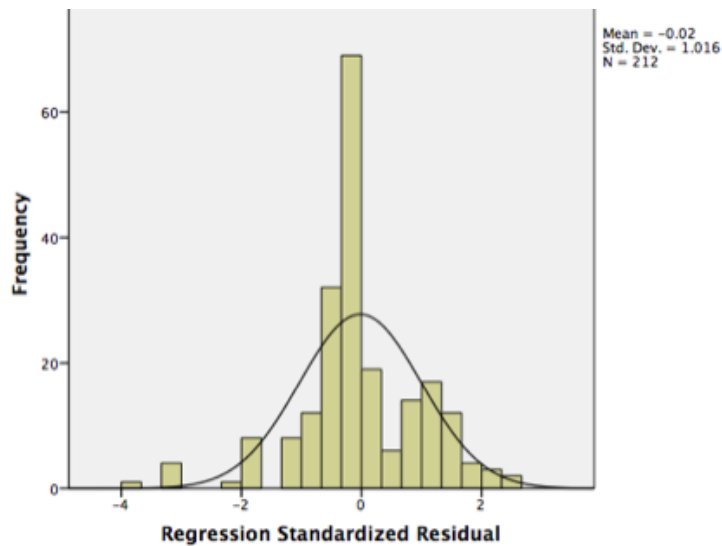


Figure 4.15: Histogram- Perceived Brand Familiarity Construct

4.6 One Step Closer- Multiple Linear Regression Analysis Between Each Independent Construct and each item of the dependent construct (Stepwise)

To take the study one degree closer, multiple linear regression was done using stepwise between each of the 5 independent constructs and each of the dependent items (Visit Intention 1, Visit Intention 2, Visit Intention 3 and Visit Intention 4).

4.6.1. Normative Susceptibility Construct

Table 4.22: ANOVA showing the significance between Normative Susceptibility and the 1st Factor of the dependent variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.462	1	7.462	19.261	.000 ^b
Residual	79.803	206	0.387		
1 Total	87.264	207			

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

b. Predictors: (Constant), Susceptibility 2: Meeting Others' Expectations

Even though there was no significant relationship shown between normative susceptibility and the restaurant visit intention, significance was shown between normative susceptibility and the 1st item defining the visit intention (desire to visit the reviewed restaurant), thus backing up what was mentioned in literature review.

Table 4.23: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.76	0.113		15.615	0
Susceptibility 2: Meeting Others'					
1 Expectations	0.203	0.046	0.292	4.389	0

Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

b. Predictors: (Constant), Susceptibility 2 : Meeting Others' Expectations

The results show that there is a significant relationship between Normative Susceptibility and the first factor of the restaurant visit intention (Sig= 0.000<0.05). One important factor is shown and it can be said that the more the review readers read reviews because they care to visit a restaurant that meets other people's expectations, the more the impact of the reviews on their desire to visit the reviewed restaurant with a coefficient value of 0.203. With every 1-unit increase in wanting to meet other people's expectations, the desire to visit the reviewed restaurant increases by 0.203.

Table 4.24: ANOVA showing the significance between Normative Susceptibility and the 2nd Factor of the dependent variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.493	1	2.493	5.394	.021 ^b
Residual	95.195	206	0.462		
1 Total	97.687	207			

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

b. Predictors: (Constant), Susceptibility 3 : Importance of Others' Assumptions

In Table 4.24, significance is also shown between normative susceptibility and the second factor defining restaurant visit intention (significance level is $0.021 < 0.05$).

Table 4.25: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.892	0.136		13.949	0
Susceptibility 3 : Importance of Others' Assumptions	0.12	0.052	0.16	2.323	0.021

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

The only important factor is shown to be the third susceptibility factor, which is the importance of others' assumptions of a specific restaurant. This implies that a strong positive

relationship is found between caring about others' assumptions about a certain restaurant and seeking more reviews about that restaurant with a coefficient value of 0.120. With every 1 unit increase in caring about others' assumption of a restaurant, consumers are likely to seek more reviews of that restaurant by 0.120.

There was no significance shown between normative susceptibility and the third factor regarding restaurant visit intention, which is defined by intending to visit the reviewed restaurant (Sig 0.278>0.05)

Table 4.26 : ANOVA pertaining to Normative Susceptibility and the 3rd factor defining Restaurant Visit intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.951	4	.738	1.282	.278 ^b
	Residual	116.876	203	.576		
	Total	119.827	207			

a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

b. Predictors: (Constant), Susceptibility 4 : Importance of Others' Impressions, Susceptibility 3 : Importance of Others' Assumptions, Susceptibility 1 : Imitating Others, Susceptibility 2: Meeting Others' Expectations

Logically, there were no important factors extracted.

Table 4.27: ANOVA pertaining to Normative Susceptibility and the 4th Factor defining Restaurant Visit Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.22	1	4.22	6.903	.009 ^b
Residual	125.326	205	0.611		
1 Total	129.546	206			

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed

restaurant as one of 1st choices

b. Predictors: (Constant), Susceptibility 2: Meeting Others' Expectations

Based on the table above, a significant relationship is shown between normative susceptibility and the 4th factor defining restaurant visit intention, which is defined as taking the restaurant into consideration for the future (sig 0.009<0.05)

Table 4.28: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.125	0.142		14.996	0
Susceptibility 2: Meeting Others' Expectations	0.153	0.058	0.18	2.627	0.009

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant as one of 1st choices

The strongest factor is shown to be the need to match other people's expectations. It has a positive coefficient value of 0.153. Therefore, it can be deduced that with every one-unit increase in wanting to meet other people's expectations, the consumers are likely to consider visiting the positively reviewed restaurant by 0.153.

Table 4.29: Summary For Normative Susceptibility Construct

	Visit Intention 1: Desire To visit the positively reviewed Restaurant	Visit Intention 2: Seeking more reviews about the restaurant	Visit Intention 3: Intending to Visit the positively reviewed restaurant	Visit Intention 4: Considering the positively reviewed restaurant as one of the 1st future choices.
Susceptibility 1 : Imitating Others	Significant		x	
Susceptibility 2: Meeting Others' Expectations			x	Significant
Susceptibility 3 : Importance of Others' Assumptions			x	
Susceptibility 4 : Importance of Others' Impressions		Significant	x	

According to Table 4.29, Even though there was no relationship found between normative susceptibility and the mean of the visit intention, 3 of the normative susceptibility factors showed a significant relationship with visit intention, a fact that goes along with the literature review that was previously discussed.

Table 4.30: Table showing the R Square

	R	R Square	Adjusted R Square	Std. Error of the Estimate
Susceptibility 1 : Imitating Others	.292	0.086	0.081	0.622
Susceptibility 2: Meeting Others' Expectations	.160	0.026	0.021	0.68
Susceptibility 4 : Importance of Others' Impressions	.180	0.033	0.028	0.782

According to the table above, 8.6% of the variation in restaurant visit intention is explained by a variation in Imitating others, 2.6 % of the variation in restaurant visit intention is explained by a variation in wanting to meet other people's expectations and 3.3 % of the variation in the dependent variable is explained by the importance of other's impressions of a restaurant

4.6.2. Perceived Review Credibility Construct

Table 4.31: ANOVA pertaining to Perceived Review Credibility and the 1st Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8.872	1	8.872	23.284	.000 ^b
Residual	77.73	204	0.381		
Total	86.602	205			
2 Regression	11.136	2	5.568	14.978	.000 ^c
Residual	75.466	203	0.372		
Total	86.602	205			

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

b. Predictors: (Constant), Perceived Cred 5 : Trust the reviewers

c. Predictors: (Constant), Perceived Cred 5 : Trust the reviewers, Perceived Cred 3 : Reviewer's

Maximum Help offered within Capacity

Based on the table above, a significant relationship is shown between perceived credibility of the positive reviews and the desire to visit the restaurant (sig 0.000<0.05).

Table 4.32: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.506	0.153		9.85	0
	Perceived Cred 5 : Trust the reviewers	0.274	0.057	0.32	4.825	0
2	(Constant)	1.271	0.178		7.122	0
	Perceived Cred 5 : Trust the reviewers	0.219	0.06	0.256	3.633	0
	Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity	0.143	0.058	0.174	2.468	0.014
a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review						

Based on the table of coefficients, two important factors measuring perceived credibility of positive reviews show a significant relationship with the desire to visit the reviewed restaurant. With every one unit increase in trusting the reviewers, the desire to visit the reviewed restaurant increases by 0.219 and with every one unit increase in believing the reviewers would offer maximum help within their capacity, the desire to visit the reviewed restaurant increases by .143.

Table 4.33: ANOVA Pertaining to Perceived Credibility of Positive Reviews and the second factor of the dependent variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.55	1	5.55	12.751	.000 ^b
Residual	88.804	204	0.435		
Total	94.354	205			

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

b. Predictors: (Constant), Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity

Based on the ANOVA table above, a significant relationship is shown between Perceived Credibility of positive reviews and seeking more reviews of that specific restaurant ($\text{sig } 0.000 < 0.05$).

Table 4.34: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.632	0.16		10.185	0
1 Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity	0.208	0.058	0.243	3.571	0

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

The only important factor shows to be the readers' perception that reviewers offer maximum help within their capacity. With every one-unit increase in the perception that reviewers offer maximum help within their capacity, seeking more reviews about the restaurant is increased by 0.208.

Table 4.35: ANOVA pertaining to Perceived Review Credibility and the 3rd Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.977	1	13.977	28.996	.000 ^b
Residual	98.338	204	0.482		
Total	112.316	205			
2 Regression	17.084	2	8.542	18.209	.000 ^c
Residual	95.231	203	0.469		
Total	112.316	205			

. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

b. Predictors: (Constant), Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity

c. Predictors: (Constant), Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity, Perceived

Cred 2 : Confident Discussions with the reviewers

A significant relationship is shown ($\text{sig } 0.000 < 0.05$) between perceived credibility of positive reviews and the intention to visit the reviewed restaurant and the most important factors determined are factors 3 and 2 defined as believing the reviewers would do anything within their capacity to help other readers and the readers having confident discussions with the reviewers.

Table 4.36: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.397	0.169		8.289	0
1					
Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity	0.331	0.061	0.353	5.385	0
(Constant)	1.137	0.195		5.84	0
2					
Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity	0.267	0.065	0.285	4.084	0

Perceived Cred 2 : Confident Discussions with the reviewers	0.154	0.06	0.18	2.574	0.011
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a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

Therefore, with every one unit increase in the perception that reviewers would do anything within their capacity to help others, the intention to visit a positively reviewed restaurant increases by 0.267 and with every one unit increase in having a confident conversation with the reviewers, the intention to visit the positively reviewed restaurant increases by 0.154.

Table 4.37: ANOVA pertaining to Perceived Review Credibility and the 4th Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.429	1	14.429	25.542	.000 ^b
Residual	114.674	203	0.565		
Total	129.102	204			
2 Regression	19.545	2	9.772	18.018	.000 ^c
Residual	109.558	202	0.542		
Total	129.102	204			

a. Dependent Variable: Visit Intention 4: Consideration of positively restaurant as one of 1st choices

b. Predictors: (Constant), Perceived Cred 5 : Trust the reviewers

c. Predictors: (Constant), Perceived Cred 5 : Trust the reviewers, Perceived Cred 3 : Reviewer's Maximum Help offered within Capacity

Based on the table above, a significant relationship is also shown between perceived credibility of the positive reviews and the consideration of the positively reviewed restaurant as one of the first choices in the future ($\text{sig } 0.000 < 0.05$).

Table 4.38: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.568	0.187	8.404	0	
	Perceived Cred 5 : Trust					
	the reviewers	0.35	0.069	0.334	5.054	0
	(Constant)	1.213	0.216		5.611	0
	Perceived Cred 5 : Trust					
	the reviewers	0.268	0.073	0.256	3.674	0
	Perceived Cred 3 : Reviewer's Maximum Help offered within					
	Capacity	0.215	0.07	0.214	3.071	0.002

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant as one of 1st choices

The most important factors that show a significant relationship are shown to be Factor 5 and 3 measured by trusting the reviewers and believing that reviewers will offer maximum help within their capacity. With every one unit increase in the trusting the reviewers, the consideration of the reviewed restaurant as one of the first choices increases by 0.268 and with every one unit increase in believing that the reviewers offer help within their maximum capacity, consideration of the reviewed restaurant as one of the first choices increases by 0.215.

Table 4.39: Summary for Perceived Review Credibility Construct

	Visit Intention 1: Desire To visit the positively reviewed Restaurant	Visit Intention 2: Seeking more reviews about the restaurant	Visit Intention 3: Intending to Visit the positively reviewed restaurant	Visit Intention 4: Considering the positively reviewed restaurant as one of the 1st future choices.
Perceived Review Credibility 1: trusting the reviews				
Perceived Review Credibility 2 : Having confident discussions with the reviewers			Significant	
Perceived Review Credibility 3:Reviewers offering max help within capacity	Significant	Significant	Significant	Significant
Perceived Review Credibility 4: Reviewers offer honest opinions				
Perceived Review Credibility 5: Trust the reviewers	Significant			Significant

According to Table 4.38, it is clear that all the factors related to perceived credibility of positive reviews are significantly related to each of the 4 visit intention factors. In some cases more than one important independent factor is revealed, each having a different coefficient.

Table 4.40: Table showing the R Square

	R	R Square	Adjusted R Square	Std. Error of the Estimate
Perceived Credibility 5 Trust the reviewers, Perceived Credibility 3 Reviewer's Maximum Help offered within Capacity	.359	0.129	0.12	0.61
Perceived Credibility 3 Reviewer's Maximum Help offered within Capacity	.243	0.059	0.054	0.66
Perceived Credibility 3 Reviewer's Maximum Help offered within Capacity, Perceived Credibility 2 Confident Discussions with the reviewers	.390	0.152	0.144	0.685
Perceived Credibility 5 Trust the reviewers, Perceived Credibility 3 Reviewer's Maximum Help offered within Capacity	.389	0.151	0.143	0.736

According to the table above, 12.9% of the variation in restaurant visit intention is explained by a variation in trusting the reviews and believing reviewers offer maximum help to the readers within their capacity, 5.9% of the variation in restaurant visit intention is explained by a variation in believing the reviewers offer maximum help within their capacity, 15.2% of the variation in restaurant visit intention is explained by having confident discussions with the reviewers and 15.1% of the variation in restaurant visit intention is explained by the variation in reviewers offering maximum help within their capacity.

4.6.3. Perceived Quality of Positive Review Construct

Table 4.41: ANOVA pertaining to Perceived Quality of positive review and the 1st Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.397	1	3.397	8.473	.004 ^b
Residual	81.773	204	0.401		
1 Total	85.17	205			

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

b. Predictors: (Constant), Perceived Review Qu3 : positive review helpfulness

The table above shows a significant relationship between perceived quality of the positive reviews and the 1st factor of the dependent variable (sig 0.004<0.05), meaning that there is a positive relationship between perceived quality of the positive reviews and the desire to visit the reviewed restaurant

Table 4.42: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.686	0.188		8.966	0
1 Perceived Review Qu3 : positive review helpfulness	0.251	0.086	0.2	2.911	0.004

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

The only important factor influencing the desire to visit the reviewed restaurant is shown to be the 3rd factor of the independent variable with a coefficient value of 0.251. With every one-unit increase in perceived review helpfulness, the desire to visit the positively reviewed restaurant increases by 0.251.

Table 4.43: ANOVA pertaining to Perceived Quality of positive reviews and the 2nd Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.051	1	5.051	11.802	.001 ^b
Residual	87.304	204	0.428		
1 Total	92.354	205			

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

b. Predictors: (Constant), Perceived Review Qu3 : +ve review helpfulness

Again, a significant relationship is shown between perceived quality of positive reviews and the second factor of the dependent variable which in this case is seeking more reviews about the restaurant (sig is $0.01 < 0.05$).

Table 4.44: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.531	0.194		7.876	0
	Perceived Review Qu3 : positive review helpfulness	0.306	0.089	0.234	3.435	0.001

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

The table above shows that perceived helpfulness of the review is the strongest factor

influencing seeking more reviews about the restaurant. Based on the table, with every one-unit increase in perceived review helpfulness, the consumers are more likely to seek more restaurant reviews by 0.306.

Table 4.45: ANOVA pertaining to Perceived Quality of positive reviews and the 3rd Factor of the dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.523	1	4.523	8.368	.004 ^b
	Residual	110.254	204	0.54		
	Total	114.777	205			

a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

b. Predictors: (Constant), Perceived Review Qu1 : positive review clarity

The ANOVA table shows a significant relationship between perceived quality of the positive reviews and restaurant visit intention. (Sig 0.004<0.05)

Table 4.46: Significant Coefficients.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.716	0.199		8.629	0
1 Perceived Review Qu1 : positive review clarity	0.236	0.082	0.199	2.893	0.004

a. Dependent Variable: Visit Intention 3: Intention to visit the +vely reviewed restaurant

Based on the table above, the only factor influencing restaurant visit intention in particular is how consumers perceive review clarity. With every one-unit increase in perceived clarity of positive reviews, intention of reviewed restaurant visit increases by 0.236.

Table 4.47: ANOVA pertaining to Perceived Quality of positive reviews and the 4th Factor of the dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.056	1	10.056	18.731	.000 ^b
	Residual	108.988	203	0.537		
	Total	119.044	204			
2	Regression	15.117	2	7.558	14.691	.000 ^c
	Residual	103.927	202	0.514		
	Total	119.044	204			

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant as one of 1st choices

b. Predictors: (Constant), Perceived Review Qu3 : positive review helpfulness

c. Predictors: (Constant), Perceived Review Qu3 : positive review helpfulness, Perceived Review Qu4 : positive Reviews Sufficient to Support Opinions

Based on the table above, a significant relationship is found between perceived quality of positive reviews and the consideration of the reviewed restaurant as one of the first options (sig 0.000<0.05)

Table 4.48: ANOVA pertaining to Perceived Quality of positive reviews and the 4th Factor of the dependent variable.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.552	0.218		7.127	0
1 Perceived Review Qu3 : +ve review helpfulness	0.432	0.1	0.291	4.328	0
(Constant)	1.194	0.242		4.934	0
Perceived Review Qu3 : +ve review helpfulness	0.33	0.103	0.222	3.204	0.002
2 Perceived Review Qu4 : +ve Reviews Sufficient to Support Opinions	0.231	0.074	0.217	3.136	0.002

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant as one of 1st choices

Two important factors are shown that influence the consideration of the reviewed restaurant as one of the first choices and they are perceived helpfulness of the positive review and the perception that the reviews have sufficient information supporting the opinions. With every one unit increase in perceived review helpfulness, the consideration of visiting the reviewed restaurant increases by 0.330 and with every one unit increase in finding the information mentioned on reviews sufficient to support the opinions, the consideration of the reviewed restaurant as one of the 1st choices increases by 0.231.

Table 4.49: Summary for Perceived Quality of Positive Review Construct

	Visit Intention 1: Desire To visit the positively reviewed Restaurant	Visit Intention 2: Seeking more reviews about the restaurant	Visit Intention 3: Intending to Visit the positively reviewed restaurant	Visit Intention 4: Considering the positively reviewed restaurant as one of the 1st future choices.
Perceived Quality of Positive Review 1: positive Review Clarity			Significant	
Perceived Quality of Positive Review 2: positive Review Understandability				
Perceived Quality of Positive Review 3:positive Review Helpfulness	Significant	Significant		Significant
Perceived Quality of Positive Review 4:positive Review having sufficient information to support opinions				Significant

Based on Table 4.50, a significant relationship between all the factors of perceived quality of positive reviews and all the factors of restaurant visit intention was shown.

Table 4.51: Table showing The R Square

	R	R Square	Adjusted R Square	Std. Error of the Estimate
Perceived Quality of Positive Review 1: +positive Review Clarity	0.2	0.04	0.035	0.633
Perceived Quality of Positive Review 2: positive Review Understandability	0.234	0.055	0.05	0.654
Perceived Quality of Positive Review 3:positive Review Helpfulness	0.199	0.039	0.035	0.735
Perceived Quality of Positive Review 4:positive Review having sufficient information to support opinions	0.356	0.127	0.118	0.717

4% of the variation in restaurant visit intention was explained by perceived review clarity.

5.5% of the variation in restaurant visit intention was explained by perceived review understandability, 3.9% of the variation restaurant visit intention was explained by perceived review helpfulness and 12.7% of the variation in restaurant visit intention was explained by

the perception that the reviews have sufficient information to support the opinions.

4.6.4. Quantity of Positive Review Construct

Table 4.52: ANOVA pertaining to Quantity of positive reviews and the 1st Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.06	1	8.06	20.784	.000 ^b
Residual	79.11	204	0.388		
1 Total	87.17	205			
Regression	10.373	2	5.187	13.71	.000 ^c
Residual	76.797	203	0.378		
2 Total	87.17	205			

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading +ve review

b. Predictors: (Constant), positive Review Quantity 2: Indicating trendiness of restaurant

c. Predictors: (Constant), positive Review Quantity 2: Indicating trendiness of restaurant, +ve Review Quantity 3 : Inferring High Quality of restaurant

The table above shows a significant relationship between quantity of positive reviews and the desire to visit the reviewed restaurant (sig 0.00 < 0.05)

Table 4.53: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.674	0.127		13.162	0
Positive Review Quantity 2:					
1 Indicating trendiness of restaurant	.238	0.052	0.304	4.559	0
(Constant)	1.51	0.142		10.646	0
Positive Review Quantity 2:					
Indicating trendiness of restaurant	.169	0.059	0.215	2.874	0.004
Positive Review Quantity 3 :					
2 Inferring High Quality of restaurant	.117	0.047	0.185	2.473	0.014

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

The most important factors are shown to be the second and third factors of positive review quantity. Which means that with every 1 unit increase in the perception that the number of positive reviews infers to trendiness of the restaurant, the desire to visit the reviewed restaurant increases by 0.169 and with every one unit increase in the perception that the number of positive reviews indicates high restaurant quality, the desire to visit the reviewed restaurant increases by 0.117.

Table 4.54: ANOVA pertaining to Quantity of positive reviews and the 2nd Factor of the dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.02	1	5.02	11.136	.001 ^b
	Residual	91.97	204	0.451		
	Total	96.99	205			

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

b. Predictors: (Constant), positive Review Quantity 3 : Inferring High Quality of restaurant

With $0.001 < 0.05$, a significant relationship is shown between the quantity of positive reviews and seeking more reviews about a restaurant.

Table 4.55: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.768	0.133		13.259	0
	Positive Review Quantity 3 : Inferring High Quality of restaurant	.151	0.045	0.228	3.337	0.001

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

The table above reflects that the only important independent factor is the 3rd, which determines

the consumers' perception that a high number of positive reviews infers to the high quality of the restaurant. Every one-unit increase of the latter leads to an increase in seeking even more reviews about that restaurant by 0.151.

Table 4.56: ANOVA pertaining to Quantity of positive reviews and the 3rd Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.596	1	5.596	10.008	.002 ^b
Residual	114.074	204	0.559		
1 Total	119.67	205			

a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

b. Predictors: (Constant), Positive Review Quantity 3 : Inferring High Quality of restaurant

The table above shows a significant relationship also between quantity of positive reviews and the intention to visit the reviewed restaurant. (Sig 0.002 < 0.05).

Table 4.57: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.842	0.148		12.402	0
	Positive Review					
	Quantity 3 : Inferring					
	High Quality of restaurant	.160	0.05	0.216	3.164	0.002

a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

The only strong independent factor again is the third one, which states that a high number of positive reviews infers to the high quality of the reviewed restaurant. Therefore, with every one-unit increase in the latter, the intention to visit the restaurant reviewed increases by 0.160.

Table 4.58: ANOVA pertaining to Quantity of positive reviews and the 4th Factor of the dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.637	1	15.637	28.008	.000 ^b
	Residual	113.338	203	0.558		
	Total	128.976	204			
	Regression	17.944	2	8.972	16.322	.000 ^c
2	Residual	111.032	202	0.55		
	Total	128.976	204			

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant

as one of 1st choices

b. Predictors: (Constant), Positive Review Quantity 2: Indicating trendiness of restaurant

c. Predictors: (Constant), Positive Review Quantity 2: Indicating trendiness of restaurant,
+ve Review Quantity 3 : Inferring High Quality of restaurant

Based on the ANOVA table, a significant relationship (sig 0.00< 0.05) is shown between the quantity of positive reviews and the consideration of the reviewed restaurant as one of the 1st choices.

Table 4.59: Significant Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.704	0.153		11.155	0
	Positive Review Quantity 2: Indicating trendiness of restaurant	.331	0.063	0.348	5.292	0
	(Constant)	1.54	0.171		8.988	0
2	Positive Review Quantity 2: Indicating trendiness of restaurant	.262	0.071	0.276	3.71	0
	+ve Review Quantity 3 : Inferring High Quality of restaurant	.117	0.057	0.152	2.048	0.042

a. Dependent Variable: Visit Intention 4: Consideration of Positively reviewed restaurant as one of 1st choices

The table above shows two important factors influencing the consideration of the restaurant as one of the future choices which are the perception that high number of positive reviews indicates restaurant trendiness and high number of positive reviews infer to the high quality of the restaurant. With every one unit increase in each of the two factors, the consideration of the reviewed restaurant increases by 0.262 and 0.117 respectively.

Table 4.60: Summary for Quantity of Positive Reviews Construct

	Visit Intention 1: Desire To visit the positively reviewed Restaurant	Visit Intention 2: Seeking more reviews about the restaurant	Visit Intention 3: Intending to Visit the positively reviewed restaurant	Visit Intention 4: Considering the positively reviewed restaurant as one of the 1st future choices.
Quantity of Positive review 1: Indication of Restaurant Popularity				
Quantity of Positive review 2: Indication of Restaurant Trendiness	Significant			Significant
Quantity of Positive review 3: Inferring to high quality of restaurant	Significant	Significant	Significant	Significant

The Summary shows that all independent factors are significantly related to at least one of the positive review quantity factors. It seems that factor 2 and factor 3 which state that the high number of positive reviews infer to restaurant trendiness and high restaurant quality influence both the desire to visit the reviewed restaurant and the consideration of the reviewed restaurant as one of the first choices.

Table 4.61: Table Showing the R square

	R	R Square	Adjusted R Square	Std. Error of the Estimate
Quantity of Positive review 1: Indication of Restaurant Popularity	0.345	0.119	0.11	0.615
Quantity of Positive review 2: Indication of Restaurant Trendiness	0.228	0.052	0.047	0.671
Quantity of Positive review 3: Inferring to high quality of restaurant	0.373	0.139	0.131	0.741

11.9% of the variation in restaurant visit intention was explained by believing the high number of restaurant reviews indicates restaurant popularity, 5.2% of the variation in restaurant visit intention was explained by believing a high number of positive reviews indicates restaurant trendiness, 13.9% of the variation in restaurant visit intention was explained by believing that a high number of positive reviews infers to the high quality of restaurants.

4.6.5. Perceived Familiarity of the Reviewed Restaurant Construct

Table 4.62: ANOVA pertaining to the Perceived Familiarity of the Reviewed Restaurant and the 1st Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.867	1	4.867	12.095	.001 ^b
Residual	81.689	203	0.402		
Total	86.556	204			

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

b. Predictors: (Constant), Perceived Rest Familiarity 2: Knowing people who have visited the restaurant

The table above shows a significant relationship between Perceived Restaurant Brand Familiarity and the desire to visit the restaurant after reading the positive review (sig 0.001<0.05).

Table 4.63: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.734	0.145		11.961	0
1 Perceived Rest Familiarity 2: Knowing people who have visited the restaurant	0.191	0.055	0.237	3.478	0.001

a. Dependent Variable: Visit Intention 1: Desire to Visit restaurant after reading positive review

Based on the table above, the only important factor that influences the desire to visit the reviewed restaurant is “knowing people who have visited the restaurant before”. With every one-unit increase in knowing people who have visited the restaurant before, the desire to visit the reviewed restaurant increases by 0.191.

4.64: ANOVA pertaining to Perceived Familiarity of Reviewed Restaurant and the 2nd Factor of the dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1.968	1	1.968	4.325	.039 ^b
	Residual	92.354	203	0.455		
1	Total	94.322	204			

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

b. Predictors: (Constant), Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general

The table above shows a significant relationship as well between perceived familiarity of the reviewed restaurant and seeking more reviews about that restaurant (sig 0.039<0.05).

Table 4.65: Significant Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.862	0.16		11.623	0
1	Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general	0.129	0.062	0.144	2.08	0.039

a. Dependent Variable: Visit Intention 2: Seeking more reviews about the restaurant

The results show that being knowledgeable of the reviewed restaurant is the only factor which influences seeking more restaurant reviews. With every one-unit increase in “knowing about

the reviewed restaurant”, the tendency to seek more reviews about that restaurant increases by 0.129.

Table 4.66: ANOVA pertaining to Perceived Familiarity of Reviewed Restaurant and the 2nd Factor of the dependent variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.336	1	11.336	21.343	.000 ^b
Residual	107.816	203	0.531		
1 Total	119.151	204			

a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

b. Predictors: (Constant), Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general

The table above shows that there is a significant relationship between the perceived familiarity of the reviewed restaurant and the actual intention of visiting the restaurant ($0.000 < 0.05$)

Table 4.67: Significant Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.514	0.173		8.745	0
1 Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general	0.308	0.067	0.308	4.62	0

a. Dependent Variable: Visit Intention 3: Intention to visit the positively reviewed restaurant

The only factor also is shown to be being knowledgeable of the reviewed restaurant. With every one unit increase the latter; the intention to visit the reviewed restaurant increases by 0.308.

Table 4.68: ANOVA Pertaining to Perceived Familiarity of the Reviewed Restaurant and the 4th factor of the independent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.655	3	4.552	7.905	.000 ^b
	Residual	115.168	200	0.576		
	Total	128.824	203			

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant as one of 1st choices

b. Predictors: (Constant), Perceived Rest Familiarity 3: Knowledgeable of reviewed restaurant in general, Perceived Rest Familiarity 2: Knowing people who have visited the restaurant, Perceived Rest Familiarity 1: Familiar with reviewed restaurant

A significant relationship is shown between Perceived Familiarity of the Reviewed Restaurant and the consideration of the reviewed restaurant as one of the first choices (Sig 0.000<0.05)

Table 4.69: Significant Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.694	0.182		9.284	0
	Perceived Rest Familiarity 1: Familiar with reviewed restaurant	0.304	0.068	0.299	4.45	0

a. Dependent Variable: Visit Intention 4: Consideration of positively reviewed restaurant as one of 1st choices

The only important factor is shown to be being Familiar with the restaurant. Therefore, with every one-unit increase in the familiarity of the reviewed restaurant, the consideration of the reviewed restaurant as one of the future restaurant choices increases by 0.304

Table 4.70: Summary for Perceived Familiarity of the Restaurant Brand Construct

	Visit Intention 1: Desire To visit the positively reviewed Restaurant	Visit Intention 2: Seeking more reviews about the restaurant	Visit Intention 3: Intending to Visit the positively reviewed restaurant	Visit Intention 4: Considering the positively restaurant as one of the 1st future choices.
Perceived Familiarity of the Reviewed Restaurant Brand 1 : Being Familiar with the reviewed restaurant				Significant
Perceived Familiarity of the Reviewed Restaurant Brand 2: Knowing Someone who has been to the reviewed restaurant	Significant			
Perceived Familiarity of the Reviewed Restaurant Brand 1 : Being Knowledgeable of the reviewed restaurant		Significant	Significant	

According to the summary of the findings, all factors of restaurant visit intention are related to one factor related to perceived restaurant brand familiarity.

4.71: Table showing the R Square

	R	R Square	Adjusted R Square	Std. Error of the Estimate
Perceived Familiarity of the Reviewed Restaurant Brand 1 : Being Familiar with the reviewed restaurant	.237	0.056	0.052	0.634
Perceived Familiarity of the Reviewed Restaurant Brand 2: Knowing Someone who has been to the reviewed restaurant	.144	0.021	0.016	0.674
Perceived Familiarity of the Reviewed Restaurant Brand 1 : Being Knowledgeable of the reviewed restaurant	.299	0.089	0.085	0.762

5.6% of the variation in restaurant visit intention is explained by being familiar with the reviewed restaurant, 2.1% of the variation in the restaurant visit intention is explained by knowing someone who has been to the reviewed restaurant before and 8.9% of the variation in

the restaurant visit intention is explained by being knowledgeable about the reviewed restaurant.

4.7 Stepwise Regression Analysis using all the independent Variables

In addition to the regression analysis of all the factors of each of the constructs with each independent factor, a regression analysis was done including all the independent factors with each of the 4 dependent factors

Table 4.72: Regression using all independent variables with the 1st factor determining restaurant visit intention (Desire to Visit the reviewed restaurant)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8.161	1	8.161	20.901	.000 ^b
Residual	75.357	193	0.39		
Total	83.518	194			
2 Regression	13.149	2	6.575	17.938	.000 ^c
Residual	70.369	192	0.367		
Total	83.518	194			
3 Regression	16.424	3	5.475	15.586	.000 ^d
Residual	67.094	191	0.351		
Total	83.518	194			
4 Regression	18.605	4	4.651	13.614	.000 ^e
Residual	64.913	190	0.342		
Total	83.518	194			

a. Dependent Variable: Visit Intention 1 (Desire to Visit The Reviewed Restaurant)

b. Predictors: (Constant), Rev Quantity 2

c. Predictors: (Constant), Rev Quantity 2, Susceptibility 2

d. Predictors: (Constant), Rev Quantity 2, Susceptibility 2, Perceived Cred 5

e. Predictors: (Constant), Rev Quantity 2, Susceptibility 2, Perceived Cred 5, Perceived Familiarity

2

The strongest factors that have the most significant relationships with the desire to visit the reviewed restaurant were identified by a combination of the factors below:

- Having the perception that the number of positive reviews indicates the restaurant is trendy
- Reading reviews to know which restaurants are up to other's expectations
- Trusting the Reviewers
- Knowing someone who has been to the reviewed restaurant

Table 4.73: Regression using all independent variables with the 2nd factor determining restaurant visit intention (Seeking more reviews about the same restaurant)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.488	1	5.488	13.362	.000 ^b
Residual	79.261	193	0.411		
Total	84.749	194			
2 Regression	9.006	2	4.503	11.414	.000 ^c
Residual	75.743	192	0.394		
Total	84.749	194			
3 Regression	11.217	3	3.739	9.712	.000 ^d
Residual	73.532	191	0.385		
Total	84.749	194			

a. Dependent Variable: Visit Intention 2

b. Predictors: (Constant), Perceived Rev Q 3

c. Predictors: (Constant), Perceived Rev Q 3, Perceived Cred 3

d. Predictors: (Constant), Perceived Rev Q 3, Perceived Cred 3, Rev Quantity 3

The factors that were shown to have the strongest relationship with the second factor of visit intention were found to be a combination of the below factors:

- Finding the reviews helpful
- Perceiving that the reviewers will do anything within their capacity to help other readers
- The perception that the high number of positive reviews infers to the high quality of the reviewed restaurant.

Table 4.74: Regression using all independent variables with the 3rd factor determining restaurant visit intention (Intending to visit the reviewed restaurant)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.309	1	12.309	25.319	.000 ^b
	Residual	93.825	193	0.486		
	Total	106.133	194			
2	Regression	19.86	2	9.93	22.099	.000 ^c
	Residual	86.273	192	0.449		
	Total	106.133	194			
3	Regression	21.629	3	7.21	16.295	.000 ^d
	Residual	84.504	191	0.442		
	Total	106.133	194			

a. Dependent Variable: Visit Intention 3

b. Predictors: (Constant), Perceived Cred 3

c. Predictors: (Constant), Perceived Cred 3, Perceived Familiarity 2

d. Predictors: (Constant), Perceived Cred 3, Perceived Familiarity 2, Susceptibility 4

The most significant factors that showed the highest relationship with the intention to visit the reviewed restaurant were a combination of the factors below:

- Believing that the reviewers will do anything within their capacity to help other readers
- Knowing someone who has been to the reviewed restaurant
- Reading reviews to know which restaurants make good impressions on others

Table 4.75: Regression using all independent variables with the 4th factor determining restaurant visit intention (Considering the reviewed restaurant as one of the future choices)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.893	1	13.893	26.018	.000 ^b
	Residual	102.524	192	0.534		
	Total	116.418	193			
2	Regression	20.828	2	10.414	20.809	.000 ^c
	Residual	95.589	191	0.5		
	Total	116.418	193			
3	Regression	26.276	3	8.759	18.461	.000 ^d
	Residual	90.142	190	0.474		
	Total	116.418	193			
4	Regression	29.874	4	7.468	16.31	.000 ^e
	Residual	86.544	189	0.458		
	Total	116.418	193			
5	Regression	32.079	5	6.416	14.301	.000 ^f
	Residual	84.339	188	0.449		
	Total	116.418	193			

a. Dependent Variable: Visit Intention 4

b. Predictors: (Constant), Rev Quantity 2

c. Predictors: (Constant), Rev Quantity 2, Perceived Familiarity 1

d. Predictors: (Constant), Rev Quantity 2, Perceived Familiarity 1, Perceived Rev Q 3

e. Predictors: (Constant), Rev Quantity 2, Perceived Familiarity 1, Perceived Rev Q 3, Perceived Cred 2

f. Predictors: (Constant), Rev Quantity 2, Perceived Familiarity 1, Perceived Rev Q 3, Perceived Cred 2, Perceived Rev Q

1

The factors that showed the strongest relationship with the consideration of the reviewed restaurant as one of the first choices were:

- Perceiving the high number of positive reviews indicates restaurant trendiness
- Being Familiar with the reviewed restaurant
- Finding the reviews helpful
- Feeling confident about having discussions with the reviewers
- Finding the reviews clear.

4.8. Scatter Plot and P-P Plot of Regression for each of the constructs

4.8.1. Normative Susceptibility

Normal P-P plot of Regression Standardized Residual

Dependent Variable: Mean of Visit Intention

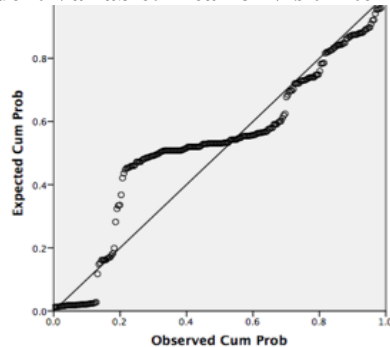


Figure 4.16: Normal PP Plot for Normative Susceptibility Construct

Scatter Plot

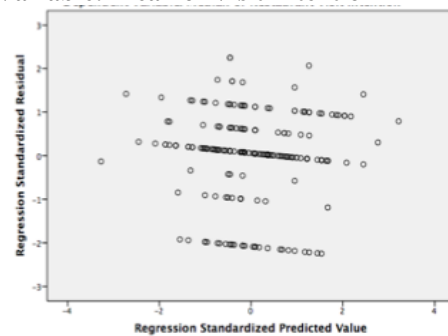


Figure 4.17: Scatterplot for Normative Susceptibility Construct

4.8.2. Perceived Credibility of Positive Reviews

Normal P-P plot of Regression Standardized Residual
Dependent Variable: Mean of Visit Intention

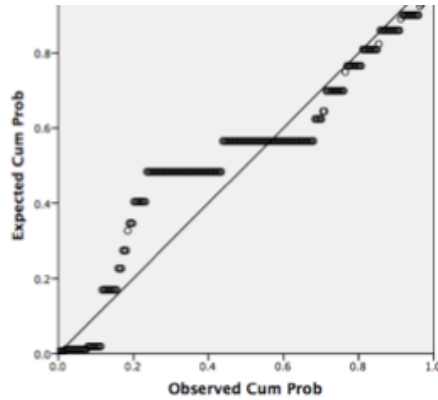


Figure 4.18: Normal P-P Plot for Perceived Credibility of Review Construct

Scatter Plot
Dependent Variable: Mean of Visit Intention

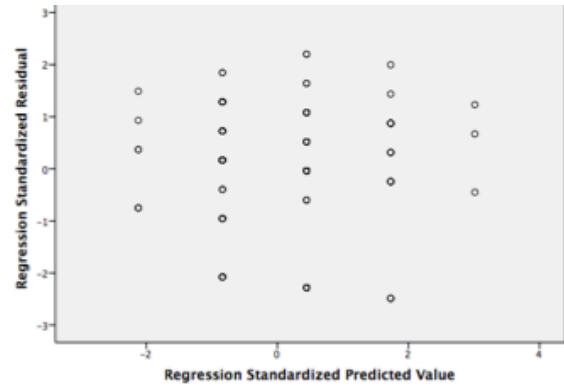


Figure 4.19: Scatter plot for Perceived Credibility of Review Construct

4.8.3. Perceived Quality of Reviews

Normal P-P plot of Regression Standardized Residual
Dependent Variable: Mean of Visit Intention

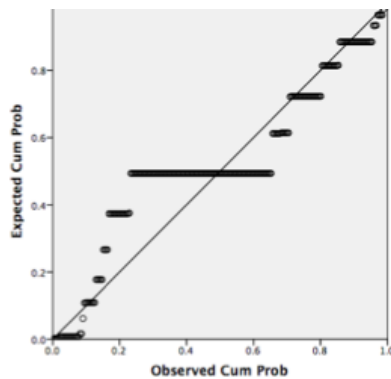


Figure 4.20: Normal P-P Plot for Perceived Quality of Positive Review Construct

Scatter plot
Dependent Variable: Mean of Visit Intention

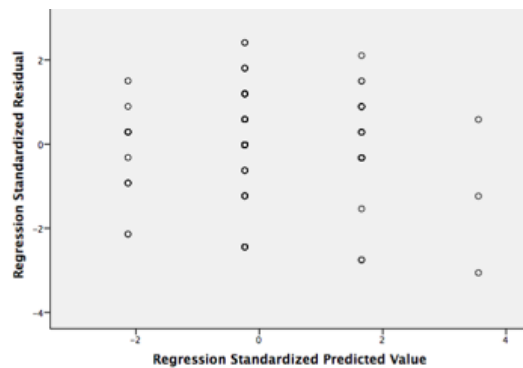


Figure 4.21: Scatterplot for Perceived Quality of Positive Review Construct

4.8.4. Quantity of Positive Reviews

Normal P-P plot of Regression Standardized Residual
Dependent Variable: Mean of Visit Intention

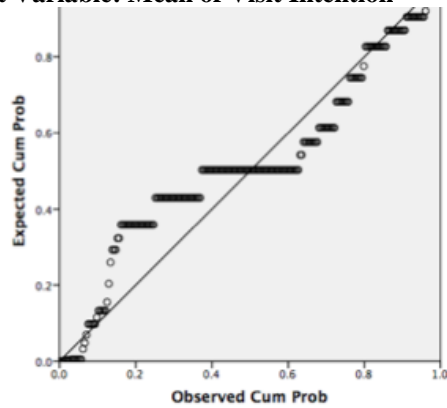


Figure 4.22: Normal P-P Plot for Review Quantity Construct

Scatter plot
Dependent Variable: Mean of Visit Intention

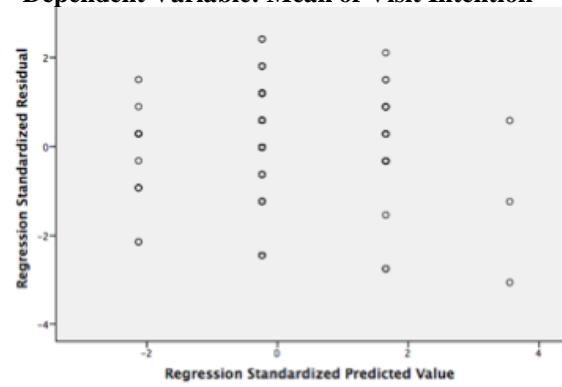


Figure 4.23: Scatter plot for Review Quantity Construct

4.8.9. Perceived Restaurant Brand Familiarity

Normal P-P plot of Regression Standardized Residual
Dependent Variable: Mean of Visit Intention

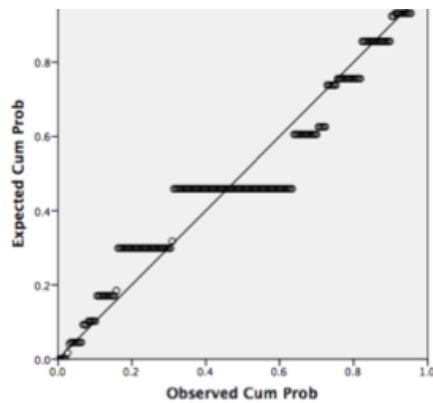


Figure 4.24: Normal P-P Plot for perceived brand familiarity construct

Scatter plot
Dependent Variable: Mean of Visit Intention

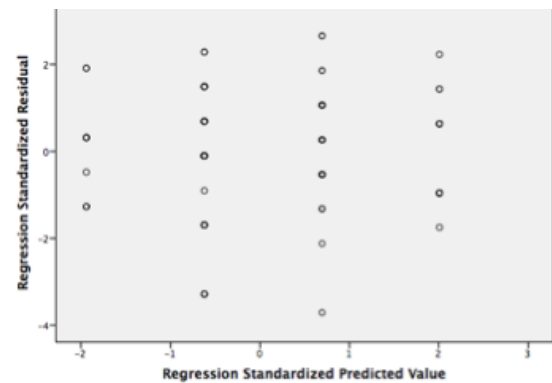


Figure 4.25: Scatter plot for perceived brand familiarity construct

CHAPTER FIVE

CONCLUSION, RECCOMENDATIONS AND LIMITATIONS

5.1. Conclusion

For the purpose of this study, the 5 null hypotheses to be tested were:

- There is no significant relationship between the normative susceptibility of the Lebanese review readers and the visit intention of the reviewed restaurant
- There is no significant relationship between the perceived quality of the positive restaurant reviews and the visit intention of the reviewed restaurant
- There is no significant relationship between the perceived quality of the positive restaurant reviews and the visit intention of the reviewed restaurant
- There is no significant relationship between the quantity of the positive restaurant reviews and the visit intention of the reviewed restaurant
- There is no significant relationship between the perceived familiarity of the reviewed restaurant's brand and the visit intention of the reviewed restaurant.

Based on the findings, all null hypotheses were rejected except for the first null hypotheses pertaining to consumer normative susceptibility and the visit intention of the reviewed restaurant.

HYPOTHESIS ONE: The Null Hypothesis was not rejected, even though literature review referred to a relationship between normative susceptibility and purchase intention. However,

the latter was backed up by the significance shown between normative susceptibility and the 1st, 2nd and 4th visit intention items when multiple linear regression using stepwise was done between the normative construct as a whole and each of the 4 visit intention items. Also, when regression was done between all the independent items and each of the 4 dependent items, factors related to normative susceptibility appeared among other important independent factors, thus validating literature review concerning the impact of normative susceptibility on consumer behavior in general and on purchase intentions in specific.

HYPOTHESIS TWO: The Null Hypothesis was rejected due to a significant and positive relationship between perceived credibility of the positive restaurant reviews and the visit intention of the reviewed restaurant. The important factor that was chosen was the perception that reviewers offer maximum help within their capacity.

HYPOTHESIS THREE: The null hypothesis was rejected due to a significant and positive relationship between the perceived quality of the positive restaurant reviews and the visit intention of the positively reviewed restaurant itself. The only important factor was perceived review helpfulness.

HYPOTHESIS FOUR: The null hypothesis was rejected due to a significant and positive relationship between quantity of positive reviews and the reviewed restaurant's visit intention. The important factor selected was the perception that a high number of reviews infers to the high quality of the restaurant.

HYPOTHESIS FIVE: The null hypothesis was rejected because of a significant and positive relationship between perceived familiarity of the reviewed restaurant brand and the visit intention of that restaurant. The factor that was considered significant was the "reader being knowledgeable of the reviewed restaurant".

5.2 Recommendations

Based on the findings of this research,

- ✓ It seems that the Lebanese population has a high normative susceptibility and the Lebanese are influenced by other's opinions and by eWOM when it comes to the next restaurant choice. Therefore restaurants can benefit from this point and recruit ambassadors and opinion leaders so they can create a buzz and influence potential restaurant visit goers.
- ✓ Significant relationship was shown between perceived review credibility and restaurant visit intention and the most important factor was the perception that reviewers offer maximum help within their capacity. Therefore, it is recommended for restaurant owners to make sure they keep in touch with the reviewers in town so the reviewers can get to try those restaurants and passionately write detailed reviews that will go straight to the review readers' hearts specially that the perception that those review readers will do anything within their capacity to offer help to the readers was found to be the strongest drive that influences the review readers' visit intention.
- ✓ Significant relationship was shown between perceived review quality and restaurant visit intention. The perception that reviews are helpful was the most important factor among other perceived quality factors. Therefore, restaurant owners should prioritize their contacts with the reviewers and should make sure helpful reviews are being written about the restaurant in order to attract the potential restaurant goers who come across those reviews. In other words, restaurant owners should keep an eye on the reviewers and their reviews because, based on this study, helpful ones affect the restaurant visit intention.
- ✓ A significant relationship was shown between the review quantity and the restaurant visit intention. The most important factor was the perception that a high quantity of reviews infers

to the high quality of restaurants. Therefore, restaurant owners should focus on inviting a big number of reviewers to write about their positive experiences because, based on literature review, a high number of positive reviews will eventually lead to an increased number of potential visitors.

- ✓ Last but not least, a significant relationship was shown between perceived restaurant brand familiarity and the restaurant visit intention; being knowledgeable of the restaurant was considered to be the most important factor. Therefore, restaurants should work on increasing brand awareness through various kinds of integrated marketing communications tools; whether through social media or through the help of reviewers and restaurant guide websites, in order to increase restaurant brand familiarity and in turn to increase the chances of an impact on restaurant visit intention that is greater than the impact of a review of a less familiar restaurant.

5.3. Limitations

It is true that the participants in this research were mainly reached through Facebook. To avoid bias, the link was distributed on the walls of a mixture of popular restaurant Facebook pages, Facebook pages of online restaurant guide websites, University Facebook Pages and other popular Facebook groups where users buy and sell items online. In addition to posting the link on the walls, No Garlic No Onions, RPN Guide, Blog of the Boss and Popcorn shared the link on their walls. Moreover, No garlic No Onions.com embedded the survey on his own website. The reason behind targeting these Facebook groups and websites was the type of my sample who is supposed to be a group of online users with the minimum Internet knowledge and the minimum tendency to read reviews. The survey was posted mostly on Face book pages but

was also posted by No Garlic No Onions on his website. The limitation resides in respondents who read reviews but do not have Facebook accounts. Those respondents in specific would have accessed the survey only on No Garlic No Onion's website. However, the link was distributed on 3 restaurant guide Facebook pages (No garlic no onions, RPN guide and Popcorn), thus the diversity in questionnaire source.

Moreover, the method the answers were retrieved through online questionnaires (convenience sampling) may be one of this research's limitations due to probable bias. However, the large size of the collected sample may compensate for the latter.

Also, not all restaurant Facebook walls had access such as Roadster's Facebook account. In addition to the above, this study focused only on the impact of positive restaurant reviews. It would be interesting if the impact of negative reviews can also be investigated for future academic research, along with additional mediators to test if the intention to visit restaurants varies accordingly.

Future research about the second dimension of susceptibility: Information susceptibility could be tackled. Also, other stages of the consumer behavior may be investigated to study if those reviews significantly influence other stages like the need recognition, search for information and evaluation of alternatives stages and so on. Also, since most respondents chose the Facebook page of a restaurant as their source of restaurant information, a similar study could be done relevant to social media platforms instead of restaurant review guides.

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APPENDIX

Thank you for participating in this survey!

This survey is being conducted in partial fulfillment of a Market Research project as part of my MBA program at Haigazian University. I appreciate your honest participation in this study and I promise to keep this information confidential.

The topic is modern and I'm sure you'll enjoy filling the questionnaire in !

If you are a Lebanese residing in Lebanon, kindly respond.

Your feedback is very important.

Part 1

Q1. How many hours a day do you spend on the Internet for leisure-related purposes (to relax or enjoy yourself)?

- ☐ Less than 1 hour
- ☐ 1hour - 3 hours
- ☐ 4 hours - 6 hours
- ☐ More than 6 hours

Q2. In a month how often do you visit a restaurant?

- ☐ Less than 3 times
- ☐ 3 – 6 times
- ☐ 7 – 9 times
- ☐ 10 – 12 times
- ☐ More than 12 times

Q3.What is your main source to get new restaurant information? (New restaurant can be either a newly opened restaurant or one that you haven't previously tried - check all that apply)

- ☐Restaurant website
- ☐Online restaurant review sites
- ☐Restaurant Social Media Platforms
- ☐Word-of-mouth
- ☐Other (Please specify)

Q4. Have you read review sites before visiting a restaurant (If Yes continue. If No please do not proceed)

☐Yes

☐No

On a scale from 1 to 5 please rate the sentences below, 1 being strongly Disagree and 5 being strongly Agree.

<u>Part 2</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5. I read restaurant reviews posted on online restaurant guides because I like to behave like others when it comes to dining out.	1	2	3	4	5
6. I read restaurant reviews posted on online restaurant guides because I want to know which restaurants are up to others' expectations.	1	2	3	4	5
7. I read restaurant reviews posted on online restaurant guides because others' assumptions about a restaurant are important to me.	1	2	3	4	5
8. I read restaurant reviews posted on online	1	2	3	4	5

restaurant guides because I like to know which restaurants make good impressions on others.					
<u>Part 3</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9. Most positive online restaurant reviews posted on online restaurant guides can be trusted.	1	2	3	4	5
10. I feel confident about having discussions with the reviewers.	1	2	3	4	5
11. The reviewers on online restaurant guides will do everything within their capacity to help other readers.	1	2	3	4	5
12. The reviewers on online restaurant guides always offer honest restaurant opinions.	1	2	3	4	5
13. I trust the reviewers on the online restaurant guides	1	2	3	4	5
<u>Part 4</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
14. The online positive restaurant reviews posted on online restaurant guides are clear.	1	2	3	4	5
15. The online positive restaurant reviews posted on online restaurant guides are understandable.	1	2	3	4	5
16. The online positive restaurant reviews posted on online restaurant guides are helpful.	1	2	3	4	5
17. The online positive restaurant reviews posted on online restaurant guides have sufficient reasons supporting the opinions.	1	2	3	4	5

<u>Part 5</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
18. The number of positive online reviews posted on online restaurant guides indicates restaurant popularity.	1	2	3	4	5
19. The quantity of positive online reviews on online restaurant guides reflects that the reviewed restaurant is trendy.	1	2	3	4	5
20. The quantity of restaurant recommendations infers to the high quality of services at the reviewed restaurant.	1	2	3	4	5
<u>Part 6</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21. I am familiar with the restaurant that is positively reviewed on the online restaurant guide.	1	2	3	4	5
22. I know people who have been to the positively reviewed restaurant multiple times.	1	2	3	4	5
23. I am knowledgeable of the positively reviewed restaurant in general.	1	2	3	4	5
<u>Part 7</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
24. After reading a positive online restaurant review posted on online restaurant guides, it makes me desire to visit it.	1	2	3	4	5
25. I intend to seek more reviews about the restaurant that is positively reviewed on online restaurant guides.	1	2	3	4	5
26. I intend to visit the restaurant that is positively reviewed on online restaurant	1	2	3	4	5

guides	"			"	
27. In the future, I will consider the positively reviewed restaurant as one of my first restaurant choices.	1	2	3	4	5

Part 8

Q28. Please specify your gender

- ☐ Male
- ☐ Female

Q29. Please specify your age range

- ☐ 18 – 25
- ☐ 26 - 35
- ☐ 36 – 45
- ☐ 46 – 55
- ☐ 56 - 65
- ☐ Older than 65

Q30. Please specify your highest education

- ☐ High school or less
- ☐ Undergraduate
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Ph. D. degree
- ☐ Other (Please specify) _____

Q31. What is your monthly income (USD)?

- ☐ Less than \$ 800
- ☐ \$ 800 - \$ 1000
- ☐ \$1001- \$1200
- ☐ \$1201 -\$ 1400
- ☐ More than \$ 1400

Q32. Please indicate where you saw the link to this questionnaire

- ☐ On a restaurant's Facebook Page
- ☐ On an online restaurant guide's Facebook Page
- ☐ On a University's Facebook Page
- ☐ Other (Please specify)