The Impact of Word of Mouth on Restaurant Image in Lebanon

Traditional WOM vs. Electronic WOM

Thesis submitted in accordance to the requirements of Haigazian University for the degree of Master in Business Administration in Marketing

By

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ABSTRACT

Since we are living in an era where traditional ways of communication are fading little by little and are replaced by information technology, specifically Social Media, which is consuming consumers' time and energy and not to mention consuming the resources of the organizations, we have taken this issue into account and studied the impact of word of mouth (traditional word of mouth (TWOM) vs. electronic word of mouth (eWOM)) on restaurants image in Lebanon. TWOM is considered to be an advice from a friend whereas eWOM is composed of personal eWOM which is online blogs or bloggers and commercial eWOM which is the restaurant website. The study was conducted by using descriptive statistics, reliability of scales, factor analysis, regression analysis, independent sample T-test and ANOVA with Post Hoc analysis. Some of our hypotheses were supported and some were not supported. The results showed that TWOM compared to personal and commercial eWOM has high levels of trustworthiness and that there is no difference in trustworthiness levels between personal eWOM and commercial eWOM. The results also showed that TWOM compared to personal eWOM has high levels of expertness; commercial eWOM compared to personal eWOM has high levels of expertness and that there is no difference in the level of expertness between TWOM and commercial eWOM. As for the impact of WOM on image (cognitive and affective), we have explored that cognitive image differs across the three different types of WOM, whereas affective image does not differ. Moreover by conducting regression analysis for each WOM source alone we have finally noticed that trustworthiness and expertness of the source impacts the affective image but does not impact the cognitive image.

CHAPTER 1

1- Introduction & Problem Statement

1.1 Keywords:

Traditional WOM (TWOM) - Electronic WOM (eWOM) - Personal WOM- Commercial WOM- Restaurant image**.**

1.2 Introduction

One of the most pleasant activities in today's busy world is enjoying a nice meal at a preferred restaurant. Lebanese people are well known for the pride in their fine hospitality traits since the 1960's, for that reason Lebanese restaurateurs are very cautious when it comes to the reputation of their establishments. With limited time to cook at home, going out for lunch or dinner at a restaurant or simply hanging out at a local cafe is what Lebanese people do best BlomInvest (2014, November 7). The Lebanese market is ever-growing with so many restaurants opening regularly, for instance in 2015 there has been a growth of 3.47% in the market for new restaurants in Beirut area alone and the worth of both the hotel and restaurant industries for that year totaled $1.25B BlomInvest (2014, November 7). Given that hospitality and tourism products are not tangible and cannot be evaluated before consumption Murray & Schlacter (1990), encouraging positive WOM among guests is what restaurateurs seek to accomplish. Marketers are eager to study and understand more and more the real meaning and effect of WOM on their business because the traditional ways of communication are starting to lose their effectiveness ("What's the Buzz on Word-of-Mouth Marketing", 2009). WOM is important because relationships between people are based on communication and the need to exchange information with each other forms the basis of human interaction. Communication according to

Littlejohn (2010) affects humans in many ways, most importantly it affects our daily lives whether be it from people we know or we don't know; as for Duncan (1998) communication is key to reach others, understand others and develop knowledge in different areas like in marketing, politics, economics and psychology. The traditional concept of WOM has been recognized as being a highly powerful source of influence while channeling information from one person to the other Godes (2004); WOM evolved into a new understanding which is the Electronic word-of-mouth (eWOM) that developed along the way with the emergence of the Social Networks. eWOM has become a reliable source of communication and it occurs when people share their experiences with others by using online platforms like e-mails, blogs, online reviews and websites Blal (2014).

While comparing WOM to eWOM we found out that eWOM can be accessible and reachable to the entire world because it has no boundaries, whereas the traditional WOM is more limited and its influence is decreased shortly by time Bhatnagar (2004). In one of the studies it was suggested that eWOM like on Facebook and many other Social Network channels are replacing the traditional communication methods Hennig-Thurau et al.(2010). For this reason the purpose of the paper is to better understand the impact of the different types of WOM, like traditional WOM, personal eWOM and commercial eWOM on restaurant image in Lebanon.

1.3 Problem Statement & Significance of the Research

According to Kotler, every time customers want to buy a product or a service they take into consideration the risk factor that is being involved in this purchase Kotler (2006). Despite the fact that studies are done on the subject of WOM & restaurant image, there is scarcity of

resources that tackle the impact of WOM on restaurant image in the Lebanese market. This raised our interest in filling a research gap on this specific subject specially since there is limited empirical information to be found in this perspective. The studied topic is worth pursuing since the results of the research can be used by marketers in the restaurant industry in order to better understand the value that traditional WOM and eWOM have on restaurant image. Moreover, restaurant managers can discover the credibility of WOM and do further research on what attributes in the restaurant affect WOM the most. Finally the findings of this paper can contribute to the academic literature in the food & beverage industry and can be used as a reference case for this sector.

CHAPTER 2

2-Literature Review

2.1 Definition of Social Media

Nowadays Social Media has become a popular platform that people tend to refer to whenever they seek advice regarding a product or a service, and it can be defined by referring back to two related concepts which are Web 2.0 and User Generated Content (UGC). Web 2.0 was introduced in 2004 and it means the way web developers and end-users started using the World Wide Web which is a platform, like blogs, that is constantly modified by all users. The UGC term has become known to the public in 2005; it is defined as all the available ways that users can interact on Social Media and expresses information that are created by end-users. Therefore, Social Media combines different applications and platforms that are used online via internet and the main idea behind these popular platforms is the Web 2.0 which allows a base for open communication for all people Kaplan (2010). There are different types of Social Media Channels that have become immensely important to the hospitality industry and most importantly to the restaurants in Lebanon, like Facebook, which starting the fourth quarter of 2017, have had 2.2 billion monthly users that are constantly active (Number of monthly active facebook users worldwide, 2018); and Instagram with "over 200 million active monthly members, 20 billion shared photos, 1.6 billion likes daily, and 60 million average photos uploaded a day" has become a well-known smart phone application that relies heavily on images Salleh (2015). Moreover, Wang (2011) believes that photos of food bloggers on the Social Media applications are motivating and rousing tourists to visit the restaurants and try their food. TripAdvisor, which is yet another important eWOM platform, depends on the reviews posted mostly by tourists, and these reviews are available without any constraint to anyone that would like to get further

information about a certain place Limberger (2014). In Lebanon, Online Lebanese Restaurant Guides like NoGarlicNoOnions, Zomato, BeirutNightLife and RPN are websites which include menus, restaurant location, contact number, reservation options, reviews and pictures posted by anyone who went to a specific restaurant and experienced the place.

2.2 Definition of WOM

One of the earliest definitions of WOM was mentioned by Arndt (1967) as a topic of interest regarding a certain product or service that happens in a one-to-one, spoken and personal interaction between a sender and a recipient. Westbrook (1987) also defined WOM as the uniqueness of a supplier of certain product or service that is intended to be communicated between a consumer and another. This interaction between the sender and the receiver has been given a lot of importance throughout history as it is an influential means of delivering or receiving information because, in addition to using words, which are considered as powerful tools of communication, there are several more important cues, like the body language and the tone of voice, that a person relies on in order to express or translate the required message of interest, sentiment or honesty Westbrook (1987). Despite the importance of WOM in decisions related to any product category, it is predominantly crucial in the service industry Murray (1991); Ettenson (1997); Heskett (1997) moreover according to Price and Feick (1984); Reingen (1987); Gremler (1994); in order to persuade a person to try a specific service supplier, one advice is sometimes enough to do so and as per Bone (1995) customers are highly affected by traditional WOM when they find themselves in an uncertain situation. Next we will define eWOM including personal eWOM and commercial eWOM, traditional WOM vs. eWOM, positive and negative WOM and the characteristics and antecedents of WOM.

2.3 Definition of eWOM

eWOM is defined as positive or negative communication that occur in an online space via the internet Hennig-Thurau (2004). What mainly differentiate eWOM from traditional WOM is that the latter, as mentioned previously, happens between two people in a live environment Arndt (1967); Rogers Everett (1995); whereas the former occurs via internet in a virtual environment and can reach many known and unknown people Hennig-Thurau (2004). eWOM can take place via multitude of channels, according to Goldsmith (2006) and these channels are briefly mentioned below:

- "e-mails
- Discussion forums
- Instant messaging (IM)
- Homepages
- Blogs (Bloggers)
- Product review sites like (Amazon.com)
- Online communities, newsgroups, chat rooms and social networking sites

Like (Facebook and MySpace)"

Moreover, there are mainly two types of eWOM which are personal eWOM and commercial eWOM.

2.3.1 Personal eWOM

Personal eWOM or "consumer-generated content" contain information that is generated by customers or bloggers themselves and they are communicated through online platforms, like restaurant review sites for the purpose of this subject, and these platforms are the most widely

used type of eWOM Chatterjee (2001); Hennig-Thurau (2004). These sites allow bloggers to state their own experiences as well as read similar experiences of others. With the advancements of the internet, more people are referring to online reviews in order to make up their minds about which restaurants to go to, and many researchers have shown that User-Generated Content has an impact on customers' choice of products and services specially that of online restaurant reviews and travel blogs Kwok (2013). However, this issue is debatable as other authors believe that these bloggers are not necessarily expert in cooking or in the hospitality industry Cesiri (2016) and they might disclose information about themselves, therefore this might break consumers' trust and make these consumer' skeptical towards them Van House (2004).

2.3.2 Commercial eWOM

Commercial eWOM is "marketer-generated content" which is communication started by the producers and channeled online to reach the consumers where they might use commercial interest in their messages Chatterjee (2001). For instance restaurateurs are mostly interested in using Facebook to promote their businesses by initiating "promotions, news updates and guest interaction" Needles (2013).

2.3.3 WOM vs. eWOM

Table 1 summarizes the differences between WOM and eWOM.

According to Dellarocas (2003) eWOM differs from traditional WOM by having:

- "Low cost of access and information exchange".
- "Anonymity of communicators"

- Availability in “online space” and can be found and referred back to whenever we want Litvin (2008).

Another difference is that traditional WOM from a friend or a relative is more credible than market or commercial generated content East (2008). Being said so why do consumers seek online information? According to Goldsmith (2006) there are eight reasons:

- “To reduce risk of purchase”

-“The ability to precisely control and monitor operations through the introduction of automated feedback mediators”

- “Because others do it”

- “To secure lower price”

- “To get information easily”

- “By accident”

- “Because it is cool”

- “Because they are stimulated by offline inputs such as TV”

- “To get pre-purchase information”

Other researchers Brown, Broderick and Lee (2007) studied the difference between WOM and eWOM by referring to three key factors: “source credibility, tie strength and homophily”.

2.3.3.1 Source Credibility

As per Birnbaum and Stegner (1979) ; Buda and Zhang (2000) source credibility comprises source expertise and source trustworthiness, which are factors that impact the credibility of information. Experts are known as opinion leaders who make the distribution of information

faster Lazarsfeld, Berelson and Gaudet (1968). Trustworthiness is evaluated according to the information seeker's trust that the source has unbiased information Gotlieb and Sarel (1991).

2.3.3.2 Tie Strength

Tie strength represents the power of the connection between the sender and the receiver of information over the social network Money, Gilly an Graham (1998) and comprises "closeness, intimacy, support, and association" Frenzen and Davis (1990).

According to Marsden an Campbell (1984) the strength between the information seeker and the source may be strong or weak depending on the following:

- "The number and types of resources exchanged between them"
- "The frequency of exchanges"
- "The intimacy of the exchanges between them"

Those who have strong tie strength relationship usually share more information with each other than those who have weak tie strength Brown and Reingen (1987). Additionally it was proven that information from strong tie strength has positive impact on consumers' decision making choices Leonard-Barton (1985).

2.3.3.3 Homophily

Homophily is described as the commonality between the information seeker and the source by the following features: age, gender, education and lifestyle. Rogers (1983); Ruef, Aldrich and Carter (2003) state that the more the similarity between the sender and the receiver the more they agree with each other on common topics and the more they are in harmony with each other.

Table 1 - eWOM vs. WOM

EWOM	VS	WOM
Ability to go back to the info and check it		If conversation is not recorded, the only possibility is to use memory to recall it
Available in online space		Face-to-face
Anonymity of the communicator		The communicator is well known
Potentially misleading and out of context messages		Messages are received in real time
The ability to precisely control and monitor operations through the introduction of automated feedback mediators.		Not possible for traditional WOM

2.4 Characteristics & Antecedents of WOM

Table 2 summarizes the major works done on the characteristics of WOM.

Table 2

Characteristics of WOM	Description	Author
Valence	Positive WOM or Negative WOM	Buttle(1998)
Focus	Being in good terms not only with the end customer but with all those who might be a reason for the brand's success.	
Timing	Input WOM & Output WOM	
Solicitation	WOM may be offered with or without requesting for it.	
Intervention	WOM marketing strategies.	

Characteristics of WOM	Description	Authors
Vividness	Speaking tone, richness of the language, the clarity, the body language and eye contact.	Yu and Tang (2010)
Usefulness	Content of the message and the language used.	

Antecedents of WOM	Authors
Satisfaction	Brown, Barry, Dacin and Gunst (2005)
Commitment	
Recognition	

Antecedents of WOM	Authors
Satisfaction	De Matos and Rossi (2008)
Loyalty	
Quality	
Commitment	
Confidence	
Perceived Value	

Although WOM has been studied a great amount of times throughout history and there have been diverse definitions of it in many literatures since the well-known Arndt (1967) study, yet it is important to understand the characteristics of WOM in general in order to be able to evaluate its effect on restaurants image.

As per Buttle (1998), WOM characteristics are "valence, focus, timing, solicitation and intervention". We will focus on WOM valence only as it was proved to be an important moderator of WOM De Matos and Rossi (2008).

Valence

Harrison-Walker (2001) created a scale to measure WOM and it included the following: "frequency, number of contacts, detail of the shared information, and praise (valence)". The valence which is our concern here is positive, negative or neutral WOM communication. Researchers are giving more and more attention to WOM valence and some of them found evidence that support the fact that the most widespread types of WOM are the ones who carry either extreme positive comments or extreme negative ones Chevalier and Mayzlin (2006); Duan and Whinston (2008); Mazzarol, Sweeney and Soutar (2007). Though Arndt (1967) found that both positive and negative WOM have an impact on new product acceptance; However in later studies Park and Lee (2009) stated that negative eWOM has a greater impact than that of positive eWOM.

2.5 Antecedents of eWOM

As for eWOM the main characteristics are listed in table 3.

Table 3

Antecedents of eWOM	Authors
Quality	Teng, Wei Khong, Wei Goh and Yee Loong Chong (2014)
Source credibility	
Source attractiveness	
Source perception (usefulness, social ties)	
Source style (visual cues)	

2.6 Positive and Negative WOM

As WOM is proven to be more influential than traditional marketing methods, it is important to understand the value that is given to positive and negative WOM by companies in order to maintain their "competitive edge" in the market Sweeney, Soutar and Maazzarol (2005). As per Sweeney et al. (2014) satisfaction and dissatisfaction about a certain product or service are the result of either positive or negative WOM, for that both types are extremely significant for a brand Anderson (1998); De Matos (2008). So how does positive WOM differs from negative WOM?

-**Positive WOM** according to Anderson (1998); Mazzarol et al. (2007) is whenever a person talks in a good way and without any criticism about a certain brand.

-**Negative WOM** according to Anderson (1998); Mazzarol et al. (2007) is whenever a person spreads bad vibes and information about a certain brand as a result of a bad incident.

What about the impact of positive and negative WOM according to different authors?

- **Negative WOM's impact is more powerful than positive WOM impact** since it is more likely to share a negative experience than a positive one and negative WOM is more indicative than the positive one Mizerski (1982); East (2007).
- **Positive WOM:** Conversly, up to date studies mention that positive WOM has higher impact than negative WOM since it holds comprehensive positive information and less criticism Sweeney et al. (2014); East (2008).

2.7 Definition of image

Since image is a critical subject, many authors define it in many different ways Ryu, Lee and Gon Kim (2008). According to Keller (1993), "Brand image" can be explained as the perceptions that a customer creates about a certain brand in his mind as reflected by the different qualities of the brand. As for Padgett and Allen (1997) when the customer recalls a certain brand in his mind, he recalls in the first place the symbolic characteristics of that brand. Baloglu and Brinberg (1997) image definition stated that it is the combination of different characteristics and impressions that people form about a certain location. Low and Lamb (2000) defined it as being a rational awareness formed in people's minds about a certain brand. Homer (2008) stated that a brand's image is related to one's own personality and is difficult to change unlike the brand's quality which can be changed more easily by doing additional efforts in improving the quality of the food or the décor of the place for instance.

Earlier definition of brand image adapted from Dobni and Zinkhan (1990) are summarized in table 4.

Table 4

Brand Image
Whatever people associate to a brand
A perception in the consumer's mind
"Functionality & prestige symbol"
A combination of "technical matters, product characteristics, financial value or social suitability"
What differentiate a brand from its competitors
"Describing a product as a human being"
“Set of ideas, feelings and attitudes formed in people's minds" in other terms cognitive and affective characteristics of image

2.8 Restaurant image

The experience that a customer gets in a restaurant like the quality of the food, the hosting and the general mood of the place is what sets a certain restaurant’s image apart from the competing restaurants Ryu, Lee an Gon Kim (2012); thus this experience whether be it positive or negative is then transmitted through either face-to-face WOM or eWOM from one person to the other and most importantly from one person to a whole community. In order to understand restaurant image studies refer to peoples’ perceptions about store image instead Prendergast and Man (2002); Ryu et al. (2012). This concept has been used in fields such as retailing store , tourism

destination Agapito, do Valle and Mendes (2013) and restaurants Prendergast et al.(2002); Ryu et al. (2012).To be able to clarify and simplify the complexity of image, its characteristics were examined by Kim and Yoon (2003); Agapito et al. (2013) and it was claimed that customers separate image into 3 subdivisions in order to simplify their purchase Baloglu and McCleary (1999); Beerli and Martín (2004); Agapito et al. (2013). The first dimension is the cognitive image which is the "functional attributes" or features of a store or a restaurant which are the 7P's "Product, Place, Price, Promotion, People, Process, Physical evidence" that are subjectively perceived by the customers. The second dimension is the affective image which is the individual's feelings or emotional perceptions about a restaurant and the third dimension is the conative image which is the individual's loyalty, intentions to recommend and use a positive WOM about the place to others. When it comes to the antecedents of image, they are composed of 3 factors which are the controllable factor, those are the marketing activities executed by the management of the restaurant itself, the uncontrollable factor, which include WOM, which is usually not paid for and beyond the control of the restaurant's management and finally there's the personal factor which encompass the previous experience of a customer SU (2015). As per Berry (2000); Ross (2006); So and King (2010) WOM directly influences the development of both cognitive and affective restaurant image perceptions and whenever a restaurant has high level of WOM communication it will be easier for customers to assess the image of that restaurant. Conversely, WOM might affect cognitive image more than the affective image as cognitive image is usually an image "derived from fact" Gartner (1994), whereas affective image is subjective in nature, derived from emotions and harder to assess Wang, Jia, Tang,Wu, Cai and Xie (2015). Moreover Cognitive image is found to impact the formation of the affective image

and affective image according to Lin, Morais, Kerstetter and Hou (2007) is mentioned as a mediator between cognitive and overall image.

2.9 The Scope of the Study: The Lebanese restaurant industry

Since Lebanese people rely heavily on the f&b industry BlomInvest (2014, November 7); Lebanon's restaurateurs offer multicultural cuisines and concepts and consequently make the food and beverage scene an integral part of every Lebanese household and an enjoyable leisure to the Lebanese people. With a passion for trying a variety of flavors, seekers of high-end French dining experience, wood-fired and thin crust traditional pizza cravers, South African juicy steak lovers, fast food fans and without any doubt Lebanese mezze enthusiasts can all find what they are searching for in Lebanon BlomInvest (2014, November 7). According to the Central Administration of Statistics in Lebanon, the value of both the hotel and restaurant industries totaled $1.25B in 2013 or 3% of GDP and the real growth of these industries was booming at double-digits of 19% and 16% in 2008 and 2009; however, after easing to 8% in 2010, this growth turned negative at the rate of 4%, 3% and 5% in 2011, 2012 and 2013, respectively BlomInvest (2014, November 7). As per Tony Ramy, president of Syndicate of Owners of Restaurants, Cafes, Night-clubs & Pastries in Lebanon, there has been over 1,500 new restaurants that emerged from 2012 till 2016 (Lebanese Restaurants, n.d.). Moreover, in reference to the data collected by hand from the Ministry of Tourism in March 2018, we note that there were 45 new restaurants in Lebanon (excluding bakeries, fast food places and pubs) rated as 2, 3, 4 and 5 stars that were legally registered and given licenses to operate in both 2016 and 2017 (printed copies collected from the Lebanese Ministry of Tourism, March 2018).

Furthermore, restaurants in Lebanon have online presence such as websites, social media platforms like Facebook & Instagram, online restaurant guides like Zomato, TripAdvisor, Reserve Out, RPNGuide, Beirut Nightlife, Taste & Flavors; these platforms contain user generated content and ratings with recommendations written by customers. More recently a surge of Lebanese food bloggers came forward into the food & beverage scene; these bloggers visit restaurants, take photos of their orders and rate the service and food qualities to the general public. NoGarlicNoOnions is an example of some of the food bloggers in Lebanon; he has around 107K followers on Instagram and 79K likes on Facebook, he also participates in almost all food related activities like Horeca food exhibition that is held yearly in Biel and "Souk el Akel" that is usually held in different areas such as Beirut Souks, Broumana and Faraya.

CHAPTER 3

3. Theoretical Background

3.1 Introduction

The purpose of this study is to investigate the impact of different types of WOM that is traditional WOM, personal eWOM and commercial eWOM on restaurant image in Lebanon. With the purpose of attaining its objectives, this paper tries to answer the following question:

- What is the impact of different types of WOM on restaurant image in Lebanon?

3.2 Theories in WOM & Brand Image

Next we will discuss the 4 theories related to WOM & Brand Image; however we will only use two of them in our model.

- A two-step flow theory of communication

- Elaboration likelihood model

- Source credibility theory (used in the model)

- The Cognitive-Affective-Conative Model of image formation theory (used in the model)

3.2.1 A Two-Step Flow Theory of Communication

Consumers have a tendency to rely on the thoughts and opinions of others when making purchase decisions, therefore it is important to consider various studies that focus on the effectiveness of WOM; in this regard, one of the earliest studies "A two-step flow theory of communication" was conducted half a century ago by Lazarsfeld, Berelson and Gaudet (1944), this theory stresses on the importance of the influence of opinion leaders' WOM inside a community and mainly during elections. The first part of this theory states that the media directs its campaign messages towards opinion leaders to influence them to vote for a specific candidate and the second part states that the opinion leaders in their turn influence the general community Lazarsfeld, Berelson and Gaudet (1944). Based on this theory marketers started paying more and more attention to those customers that are considered to be opinion leaders, as they can market their products and services and have a great impact and influence on others.

3.2.2 Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) of persuasion by Richard Petty and John Cacioppo explains how message recipients' attitudes are shaped and how those attitudes can be altered. According to Petty and Cacioppo (1983) ELM is "a theory of information processing" with two routes to persuasion which are the central route and the peripheral route. The central route is concerned with the substance of the information, where the receiver examines and thinks carefully about the received information and relates it to already existing knowledge that he has. In order for the presented information to be persuasive, it must elicit positive thoughts in the receiver's mind; on the other hand, if the information is criticized as inaccurate and had negative responses, then the presented information will be judged as non-persuasive. The peripheral route

is actually simpler when it comes to information processing, it is known as the "decision-making shortcut" and is not really concerned with the content itself. It stresses on the fact that people relate the received message to simpler cues in order to evaluate the persuasiveness of the message; for instance, some of the available cues in the political world are "likability, similarity and trust", these will eventually lead to voting for a specific candidate only because they seem very close to their personality. Others like Wathen and Burkell (2002) state that online information credibility is a key factor during the information persuasion process where this credibility will define how much the reader will believe, adopt or take into account the perspective of the message he is reading.

Shavitt (1994) explains how ELM might apply in the restaurant field. For instance, if a customer is checking an advertisement where an attractive person is promoting a specific restaurant, that customer will not be interest in the attractiveness of the promoter if his interest lies in the quality of the food or the service of the staff; thus this message would be evaluated through the peripheral route of persuasion. Converly, if a person is inetersted in the "social identity" of the restaurant and in the restaurant image, "the attractiveness and social status" of the promoter may mean a lot to the recipient of the message and he/she might evaluate this through the central route of persuasion.

3.3 Theories Used in the Model

To create the model of this research, we referred to the following two theories. Source credibility theory is chosen because customers who search for information either through traditional WOM or through eWOM prefer to get that information from a source that is perceived to be credible

since credibility increases the believability of that message Eagly and Chaiken (1993); Zhang and Buda (1999).

The Cognitive-Affective-Conative Model of image formation theory is chosen because customers perceive image according to these three subdivisions in order to simplify their purchase decision Baloglu and McCleary (1999); Beerli and Martin (2004); Agapito et al. (2013).

Thereforeour aim is to explore the impact of credible traditional WOM and eWOM on restaurant image by reffering to the above mentioned theories.

3.3.1 Source Credibility Theory

As per the Message Source Theory when credibility is high the persuasiveness of the message is high and when credibility is low the persuasiveness of the message is low. Ohanian (990) states that message is made out of three sub-categories which are: trustworthiness, expertness, and attractiveness. The author refers to trustworthiness as the level of belief and certainty that the receiver of the message holds towards the communicator. Expertness is referred to how much specialized information does the sender of the message have towards the product or service that he is informing the receivers about. Attractiveness refers to the physical and facial looks that are used to persuade customers about a certain product or service. For the purpose of this paper, we will use two characteristics only which are trustworthiness and expertness because we cannot see and feel the physical distinctiveness of the eWOM communicator.

Karakaya and Barnes (2010) stress on the same point by stating that in order for the message to be useful, source credibility is crucial whereby the recipient of the information evaluates the message by referring to the sender's level of "knowledge, absence of favoritism and honesty".

According to the article (Consumer trust in online social and mobile advertising grows, 2012), the percentage of consumers who believe in information communicated by close credible sources like friends and family sums up to 92%, whereas customers who are influenced by eWOM like online reviews and surveys sums up to 70%. Traditional WOM is uniquely described as having the ease of contact and information transfer between two consumers Breazeale (2009). When consumers want to seek information regarding a specific restaurant they make sure to turn to the most credible sources out there. For traditional WOM seekers, those might ask knowledgeable friends or family members who have been to the place already or they might ask influencers which are in other terms the opinion leaders. The opinion leaders idea was originally introduced via the Two-Step Flow model of influence mentioned previously which stresses on the importance of the influence of those opinion leaders who are capable of shaping other peoples' perceptions about a restaurant. Their recommendations are far more valuable than other peoples' comments; additionally consumers like to listen to them because they might be similar to them in terms of having the same values and beliefs. Those opinion leaders have homophilous relationships with the consumers, where homophily according to Rogers (2010) means whenever two persons are similar in their education, social status and beliefs.

For eWOM seekers, there are online opinion leaders called "power users"; they are called this way because they have the power to influence millions of opinion seekers in a short period of time either directly or indirectly. Online opinion leaders are not paid by the restaurant's management, they are however regular active people with large and well maintained social networks, therefore what they spread is called personal WOM (non-paid) rather than commercial WOM (paid ads) . eWOM seekers find those online opinion leaders as highly credible sources because they tend to have "a natural sense of intellectual curiosity" and they

communicate a lot of interesting information regarding specific brands. What also makes them credible is having high "influence impressions", which means having high online views or exposures Tuten (2017).

These online opinion leaders are called "mass connectors" because they help in promoting brands and they are the reason for 80% of the communication flow that happen on the online space Tuten (2017).

3.3.2 The Cognitive-Affective-Conative Model of image formation theory

According to Oh (1995) the perception of the consumer about a store reflects the store's overall image; this image serves as a guide and helps customers decide whether it fulfills their needs and expectations. On the other hand Reid (1983) focuses more deeply on restaurant image by saying that this image consists of pessimistic and optimistic opinions about important attributes like food quality and service that are formed in the customer's mind. Our first model relies on the original definition of store image by Martineau (1958) who stated that consumers perceive store image as two parts; the first part is the store's "functional characteristics" and the second part is the store's "psychological characteristics". Most importantly we explore Gartner (1993) concept of image formation which is composed of Cognitive-Affective-Conative Model which structures the image formation process.

3.3.2.1 Cognitive Image

The "functional qualities" or the cognitive image perceptions are the tangible or physical traits that organizations can control in order to fulfill their customers' needs Binter (1990) such as: store location, store layout, price ranges, food quality and other attributes that customers can easily evaluate. From the customer's point of view, it is his own interpretation of a certain

restaurant and his assessment of the service marketing mix elements performed by the restaurant's management; in other terms it is a person's own viewpoint and perspective about a restaurant's 7P's activities SU (2015).

As per Scott (1965) the cognitive image component is how customers comprehend the brand in a rational perspective.

3.3.2.2 Affective Image

The "psychological attributes" or the affective image traits are the intangible qualities like friendliness of the store's employees, sense of belonging. attractiveness of décor, the reason why a customer chooses a certain brand or a place to visit and what he wishes to obtain from that visit Boulding (1956); Zhang and Mao (2012). Moreover, Boulding (1956) states that image is basically comprised of what people "think about an object" which is the cognitive part, how people "feel about an object" which is the affective part and how people "act using the information" which is the conative part. For Decrop (1999) a person makes up his mind about different brands by relying on his own thoughts and outlook of things by means of using the affective approach.

3.3.2.3 Conative Image

The conative image is considered as customers' loyalty and the willingness to talk positively about the restaurant to others Cai,Wu and Bai (2004). It can also be defined as the behavior of a person after receiving specific information, like wanting to experience a certain service or to buy a certain product and afterwards to inform other people about it Agapito et al. (2013). SU (2015) proposes that the cognitive image has an influence on the affective image and both cognitive and affective attributes have an influence on the conative image, because when customers receive and process specific information presented to them about a restaurant, it would directly stimulate

customers' emotions towards that restaurant. Baloglu and McCleary (1999) state that there is a relationship between cognitive image and affective image and that the affective part is heavily influenced by the cognitive part. Additionally it is said that the cognitive part has more influence than the affective part on the conative part of image formation and this link is created by using the affective part. In other words, the affective part is considered to be a mediator between the cognitive and the conative Agapito et al. (2013).

For this study we are focusing only on the cognitive and affective parts of image formation and not taking the conative part into account as our interest lies in understanding the perception that customers form about restaurant image prior to experiencing the restaurant or even considering visiting the place and not during or after their visit to the restaurant. We intent to comprehend the image formation during the "decision-making process" stage of picking a product or experiencing a service which requires the use of the cognitive and the affective image elements San Martín San Martín and Del Bosque (2008).

3.4 WOM and Restaurant Image

Prendergast and Man (2002) used consumers' approach of a store's image in order to investigate restaurant image formation. The image of a store is actually the peoples' perceptions about a place Doyle and Fenwick (1974), and these perceptions can be transferred by WOM from one person to another or to a whole community and if the perception was of a positive one it can be favorable for the restaurant and draw new customers Oh (1995). Rosenbloom (1983) inferred that there are four common factors among the different definitions available in literature about store image and these are: it is a complicated topic to define, almost all literature agree about the

fact that it is composed of both functional and psychological factors, it is shaped in the consumer's mind and it is an dynamic topic.

Eliwa (2006) defines restaurant image as a combination of "tangible and intangible attributes".

-The tangible or physical attributes of a restaurant are: "Location, restaurant layout, price ranges, attractiveness of décor"

-The intangible attributes are: "friendliness of restaurant personnel, and atmosphere"

Whereas SU (2015) defines restaurant image as the "functional and psychological attributes" of the restaurant.

-The functional attributes are: "food assortment, taste and price, location, advertisements, promotions, service, environment, waiting time to be seated, waiting time for food to be served and reputation".

-The psychological attributes are: "happy, satisfied, pleased, hopeful, free, excited, rare and un-crowded".

In order to understand how restaurant image is formed, we referred to the below conceptual framework (Figure 1) by SU (2015) that highlights the fact that restaurant image has three types of antecedents which are:

1-The controllable factors which are: the 7P's "Product, Place, Price, Promotion, People, Process, Physical evidence".

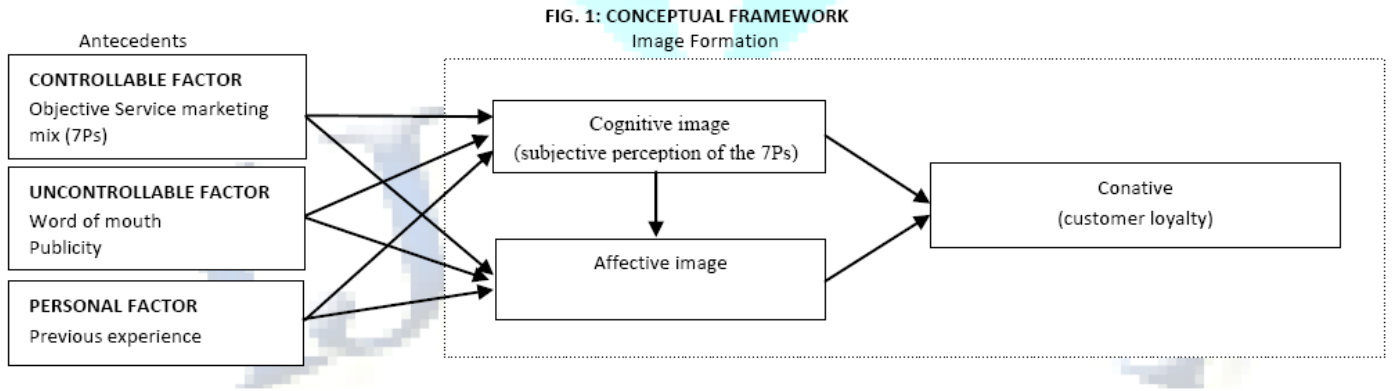
2-The uncontrollable factors which are: "WOM and publicity".

3-The personal factor which is: the "personal experience" of a customer.

These antecedents, specially WOM which is our main focus, directly impact the formation of the restaurant image which comprises the cognitive and affective elements, that are also our main

focus, and furthermore both cognitive and affective images influence the formation of the conative image Berry (2000); SU (2015); Ross (2006); So and King (2010).

Figure 1



Source: SU (2015)

3.5 Hypotheses

3.5.1 Source Credibility &WOM

The source-credibility model was defined by Hovland (1953) and his associates and it mentions that there are two characteristics that shape the credibility of a message sender and those are the trustworthiness and expertness Ohanian (1990). According to the message source theory the person that seeks advice about a certain product or service prefers to get that advice from a source that is perceived to be credible (which includes trustworthiness and expertness) since credibility increases the believability of that message Eagly and Chaiken (1993); Zhang &Buda (1999). Similarity of peer attitude and the degree of relationship between sender and receiver

play a major role in judging whether the communicator is trustworthy Bickart and Schindler (2001); Kiecker and Cowles (2001). Expertness is determined according to the information that a message sender has Gotlieb and Sarel (1991) and it can also be determined by the value that holds in the communicator's title or occupation that he holds Schiffman and Kanuk (1995). In traditional WOM, the identity of the communicator is known and ideas of trustworthiness are formulated from offline social interactions taking place between people Brown et al. (2007). People rely on traditional WOM since it is considered as personalized and communicated by sources that don't have commercial purposes Arndt (1967); Silverman (1997). In the online world, it is critical to identify the credibility of the source, since there is a weak tie strength between the sender and the receiver and most of the time information seekers are reading reviews from unfamiliar persons and this makes it harder to recognize good sources from bad ones Tham, Croy and Mair (2013). Additionally people usually get concerned when checking online information as this information could be paid advertisements in order to transmit specific biased positive information Brown et al. (2007).

Conversely, weak tie strength provides some benefits to the consumers. Since the communicators of the message use sources that does not oblige them to show their real identities Benckendorff, Sheldon and Fesenmaier (2014), they are more motivated to share their experiences and expertness on the online platforms, this will lead to an increase in the availability and the quantity of online reviews Chatterjee (2001). Additionally different authors stated that reviews written on the online platforms have high persuasive effect on consumers' choice of product or service Filier and McLeay (2014); Senecal and Nantel (2004); Smith, Menon and Sivakumar (2005). Accordingly, consumers are equipped with big and diverse amounts of online expert opinions and experiences coming from people they don't really know Duhan (1997). As per

Kiesler (1997) information coming from weak tie strength, like eWOM, rather than from strong tie strength, like traditional WOM, is more wide-ranging since it is directed from various sources. Furthermore, eWOM may contain higher expert quality information because it allows consumers to have access to the opinions of different users with more experiences about a specific area Kiesler (1997).

Moreover, eWOM is composed of consumer-generated content or personal eWOM and marketer-generated content or commercial WOM. Marketer-generated content or commercial eWOM is characterized by a weak relationship between the communicator and the recipient Money, Gilly and Graham (1998). Consumers trust that consumer-generated content or personal eWOMhas higher credibility than marketer-generated content or commercial eWOM Bickart and Schindler (2001) because there is possibility of commercial interest being involved in the commercial eWOM messages Chatterjee (2001). Therefore, the following hypotheses are formulated:

H1: Source credibility differs across the different types of WOM

H2: Source trustworthiness differs across the different types of WOM

H2a: TWOM is perceived as higher on trustworthiness than eWOM by the receiver of information

H2b: Personal eWOM is perceived as higher on trustworthiness than commercial eWOM by the receiver of information

H3: Source expertness differs across the different types of WOM

H3a: eWOM is perceived as higher on expertness than TWOM by the receiver of information

H3b: Personal eWOM is perceived as higher on expertness than commercial eWOM by the receiver of information

3.5.2 Different types of WOM & Image Formation

Going back to the roots of destination image, Gunn's (1972) study in the tourism industry states that destination image is divided into 2 parts, the first is "organic" and the second is "induced". Organic image is what the consumer already knows about the place; this knowledge is built from previous information from TV, radio, newspaper Gunn (1972). The induced image is the result of receiving information from external sources; these are intentional or paid marketing ads Gunn (1972). As per Gartner (1993) destination image is composed of cognitive, affective and conative aspects. It was stated that customers separate image into these three subdivisions in order to simplify their purchase decision Baloglu and McCleary (1999); Beerli and Martin (2004); Agapito et al. (2013).

As per SU (2015) who studied restaurant image based on store image principals, the first aspect is the cognitive image or in Gunn's (1972) terminology the induced image which is perceived by the customers as the functional attributes or features of a store. These attributes are controllable marketing mix factors and are subjectively perceived by the customers. The second dimension is the affective image or in Gunn's (1972) terminology the organic image which is the individual's feelings or emotional perceptions about a store. The third dimension is the conative image which is the individual's loyalty or the visit intention Dann (1996); Gartner (1996); Pike and Ryan 2004). Moreover, Gunn's (1972) study also used more recently by Li (2009); Kim and Chen (2016), it was noted that information received from "non-commercial sources" like traditional WOM and personal eWOM direct the formation of the organic or affective image, whereas

information received from "commercial sources" like commercial eWOM direct the formation of the induced or cognitive image. Based on the preceding discussion, the following hypotheses are formulated:

H4: Image differs across the different types of WOM

H5: Affective image differs across the different types of WOM

H5a: TWOM is perceived to have a higher impact than commercial eWOM on affective image

H5b: Personal eWOM is perceived to have a higher impact than commercial eWOM on affective image

H6: Cognitive image differs across the different types of WOM

H6a: Commercial eWOM is perceived to have a higher impact than TWOM on cognitive image

H6b: Commercial eWOM is perceived to have a higher impact than personal eWOM on cognitive image

3.5.3 Source Credibility &Image Formation

Many researchers studied the importance of the "information source" in creating positive or negative destination images in the tourism industry Woodside and Lysonski (1989); Um and Crompton (1990); Sirakaya and Sönmez (2000); Baloglu (2001); Echtner and Ritchie (2003); Gursoy and McCleary (2004). Other than the information source itself, one of the most important aspects when seeking information is the credibility that lies in the source providing it Kerstetter and Cho (2004); Xie, Miao, Kuo and Lee (2011); Lee, Lee and Kwon (2015). Moreover, according to Tasci (2007) image is a "mental representation" of information received from

different sources and when information sources are perceived to be more credible they have higher impact on the formation of a positive destination image than information sources that are perceived to be less credible. Additionally Baloglu and McCleary (1999); Kim and Yoon (2003); Li, Pan, Zhang and Smith (2009) mention that "credibility is positively related to cognitive and affective images" of a place. Based on the preceding discussion, the following hypotheses are formulated:

H7: Source trustworthiness is positively related to restaurant image

H7a: Source trustworthiness is positively related to cognitive image

H7b: Source trustworthiness is positively related to affective image

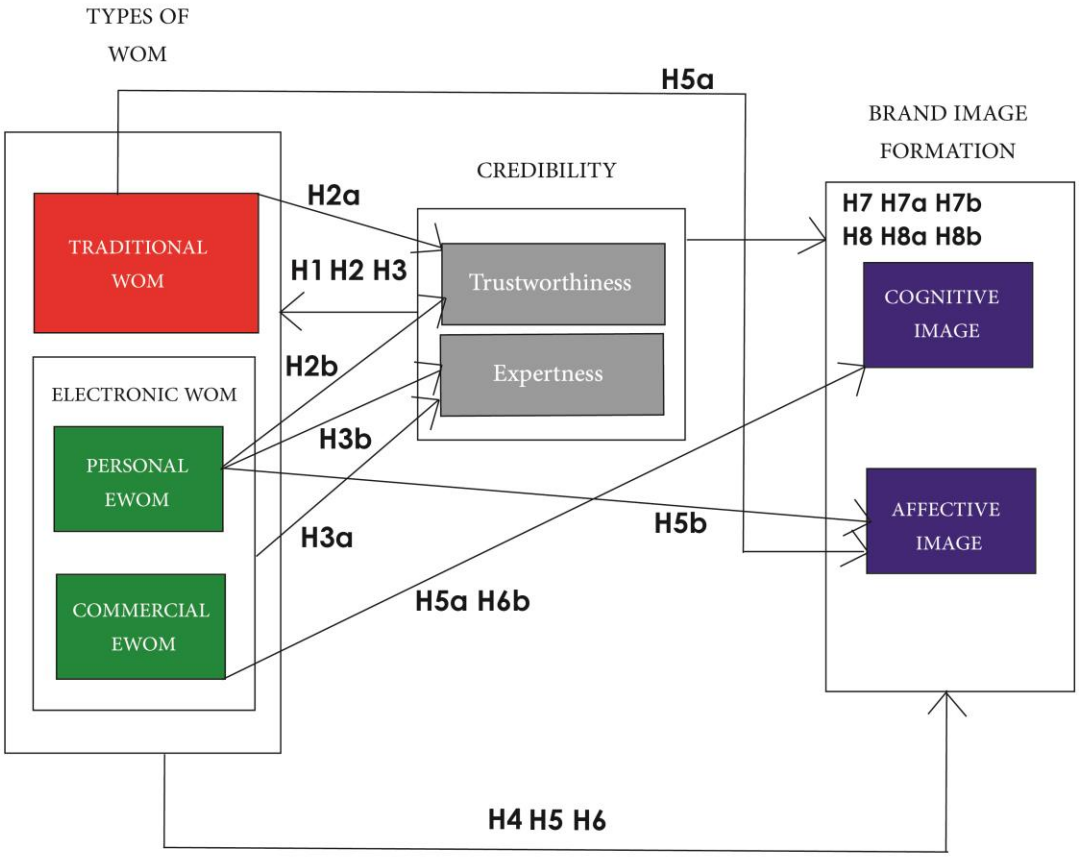
H8: Source expertness is positively related to restaurant image

H8a: Source expertness is positively related to cognitive image

H8b: Source expertness is positively related to affective image

3.6 Research Model:

Reference: SU (2015)



CHAPTER 4

4. Research Methodology

4.1 Research Approach

In order to conduct this study and to understand the impact of WOM and eWOM on restaurant image formation in Lebanon, an experimental quantitative research design has been chosen since according to Williams (2007); this method is dependable, objective and makes it easier to create possible causal relationships among variables.

To gather the required data, a three-scenario survey questionnaire was developed and it was initially conducted as a small-scale trial with six participants, three from the hospitality industry and three from different industries, who took the test and commented on the different issues related to the clarity and understandability of the questionnaire. The remarks that were received from the 6 participants were used and adjusted in order to create the finalized questionnaire (containing 28 questions) that was built as an online survey via Typeform.com; and this type of survey is justified by time and budget constraints. A probability based sampling was used to select our target, whereby the sampling unit was a list of 15,000 emails that has been randomly selected from Boubess Group's restaurants' customers' database (Boubess Group is a well-known and a leading restaurant company in Lebanon). These participants received an invitation message including a link that directed them to fill the questionnaire. 379 respondents filled the survey over a period that extended from November 2nd till November 16th, 2018.

4.2 Questionnaire Design

There were three different scenarios distributed as separate questionnaires. Each scenario has the same positive (to control for valence of message) review about restaurant X. Each scenario assumes a different source: Friend for traditional WOM, Blogger for personal eWOM and Restaurant Website for commercial eWOM. For each scenario or source of WOM, the respondents had to read a small paragraph to answer a set of questions that measure source expertness and trustworthiness and the impact of the source on cognitive and affective image of the restaurant.

The questionnaire consisted of four major sections. The first section included the same scenario based text each time claiming a source. The second section which included 12 questions was constructed to assess respondents' evaluation of the credibility of the source by using source credibility scales including trustworthiness and expertness. Question 1 till 4 are developed by Sussman and Siegal (2003); Li and Zhan (2011) and questions 5 till 12 are developed by Ohanian (1990). The third section was constructed to assess respondents' cognitive and affective image towards restaurant X. Questions 13 till 17 and question 21 were develop by using cognitive image attributes adopted from Ong and Horbunluekit (1997). Questions 18 till 20 and question 22 were developed by using affective image attributes by Russel (1980).

The fourth section, from questions 24 till 28, included demographic attributes of the respondents like gender, age, marital status, personal income and living location.

4.3 Measurement of variables

Each variable, credibility and image, is tested by referring to validated measures taken from existing literature and the measures are modified to suit the current research topic.

4.3.1 Measurement of Source Credibility

Questions 1 till 4 measure perceived credibility taken from Sussman and Siegal (2003); Li and Zhan (2011) and encompass the believability of the review, the factuality of the review, the accuracy of the review and the helpfulness of the review. A seven-point Likert scale ranging between 1 “strongly disagree” and 5 “strongly agree” was used to measure these items which had a Cronbach's alpha value of 0.840 Pham (2016).

Questions 5 till 12 measure source credibility taken from Ohanian (1990). Source credibility is composed of 2 subcategories which are message source expertness and message source trustworthiness Ohanian (1990). Each one is composed of five seven-point Likert scale ranging between 1 “strongly disagree” and 5 “strongly agree” which had a Cronbach's alpha value of 0.907 for expertness and 0.896 for trustworthiness Wu (2011).

Subcategories of source credibility

1-Expertness

- Expert-not an expert
- Experienced-inexperienced
- Knowledgeable-unknowledgeable
- Qualified-unqualified
- Skilled-unskilled (in order to avoid redundancy this item was not used in the questionnaire as it is similar to “Experienced-inexperienced”)

2-Trustworthiness

- Dependable-undependable (in order to avoid redundancy this item was not used in the questionnaire as it is similar to “Reliable-unreliable”)
- Honest-dishonest

- Reliable-unreliable
- Sincere-insincere
- Trustworthy-untrustworthy

4.3.2 Measurement of Cognitive and Affective Image Formation

Image comprises both cognitive and affective dimensions Baloglu and McCleary (1999); Martín and Bosque (2008).Questions 13 till 17 and question 21 measure cognitive image adopted from Ong and Horbunluekit (1997). Cognitive image is measured by six items of seven-point bipolar adjectives with a Cronbach's alpha value ranging from 0.70 to 0.77 Hosany (2006).

Cognitive image attributes

Extremely friendly–extremely unfriendly

Extremely accessible–extremely isolated

Extremely lively–extremely stagnant

Extremely interesting–extremely boring

Extremely quiet–extremely noisy

Extremely overcrowded–extremely sparse

Questions 18 till 20 and question 22 measure affective image attributes taken from Russel (1980). Affective image is measured by four items of seven-point bipolar adjectives with a Cronbach's alpha value ranging from 0.70 to 0.77 Hosany (2006).

Affective image attributes

Extremely exciting–extremely gloomy

Extremely unpleasant–extremely pleasant

Extremely arousing–extremely sleepy

Extremely distressing–extremely relaxing

CHAPTER 5

5. Statistical Analysis

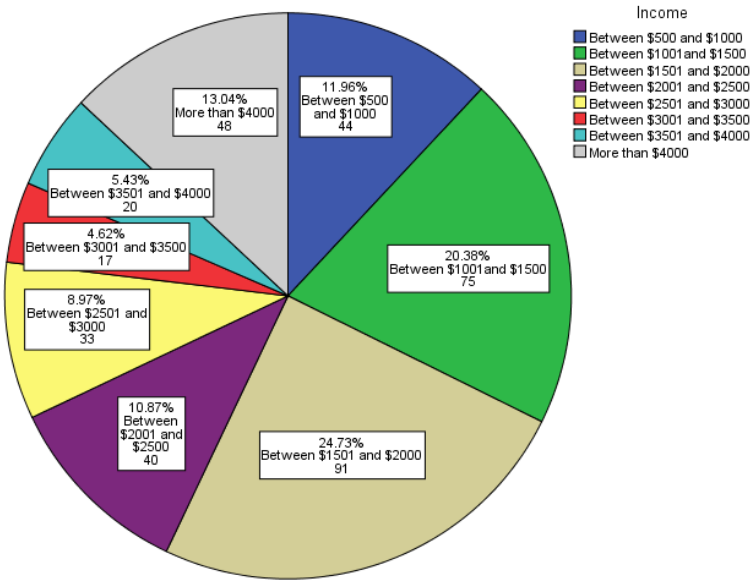
5.1 Descriptive Statistics

We used descriptive statistics to represent the demographic characteristics of our respondents. The sample size is 379 respondents in total divided as 127 respondents or 33.5% for blogger version, 125 or 33% respondents for friend version and 127 or 33.5% for website version.

Pie charts were used to describe gender, age, marital status, living location and personal income as per the below example of personal income distribution.

The income distribution is as per the below figure 2 (pie chart). The highest category earn between $1501 and $2000 or 24.73%. The 2nd highest group earn between $1001 and $1500 or 20.38%. The 3rd highest group earn higher than $4000 or 13.04%. The 4th and 5th groups are close in percentages around 11% and they earn between $500 and $1000 and $2001 and $2500.

Figure 2



Most of our respondents live in Beirut 55.7% and Mount Lebanon 41.38%. Whereas we had 3 from Beqaa and 1 from each of Nabatieh, North and South.

Around half of the respondents or 195 people were single whereas 29.37% were married and 12.52% were married with children. We had only 1 respondent who is widowed and 1 who is separated. As for age, the majority of the respondents (277 people) were between 29 and 38 years old or 60.37%. The 2nd highest category was the ones between 18 and 28 years old or 21.54% and the 3rd highest category was the ones between 39 and 48 years old or 13.83%. We had only 2 respondents below 18 and 2 above 58. Out of 379 respondents 52.39% or 197 people were female and 47.61% or 179 people were male. 3 respondents did not specify their gender.

5.2 Reliability of the Scales

5.2.1 Dependent Variable (Image)

Restaurant overall image reliability analysis showed a Cronbach's alpha of 0.793 with a mean of 46.2243 and a standard deviation of 7.74015.

5.2.1.1 Cognitive Image

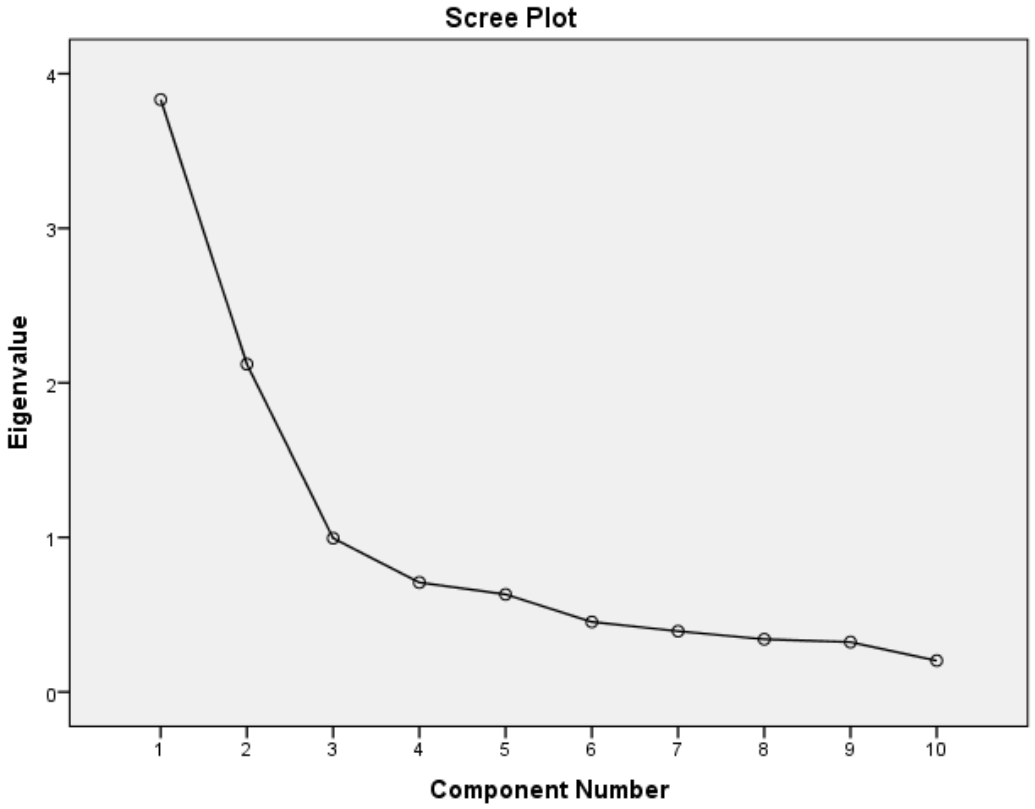
Restaurant cognitive image reliability analysis showed a Cronbach's alpha of 0.739 with a mean of 27.2190 and a standard deviation of 5.49045.

5.2.1.2 Affective Image

Restaurant affective image reliability analysis showed a Cronbach's alpha of 0.579 with a mean of 19.0053and a standard deviation of 3.13454.

Since affective image Cronbach's alpha was low, we checked our data using PCA (Principal Component Analysis). Results of PCA showed a KMO of 0.825 and a significant (0.000< alpha=

0.05) Bartlett's test of sphericity. Based on the results of reliability for the dependent and independent variables, average scores for cognitive and affective image were used while conducting ANOVA and regression analysis. The new reliability analysis for overall image showed a Cronbach's alpha of 0.735 with a mean of 4.6224 and a standard deviation of 0.77401. For cognitive image results showed a mean of 4.4900 and a standard deviation of 0.97874 and for affective image a mean of 4.9314 and a standard deviation of 0.94062. PCA showed a loading on several factors as per the below Scree Plot and Rotated Component Matrix.



Rotated Component Matrix[a]

	Component	
	1	2
Extremely_Unpleasant _Extremely_Pleasant	.079	.862
Extremely_Boring_Ext remely_Interesting	.211	.820
Extremely_Distressing _Extremely_Relaxing	-.039	.746
Friendly_R	.756	.039
Accessible_R	.850	.112
Lively_R	.880	.148
Overcrowded_R	.590	-.365
Quiet_R	.333	-.200
Exciting_R	.797	.210
Arousing_R	.707	.115

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

These results showed major similarity with literature but few deviations. What we can call cognitive image was formed by the following items: Friendly/unfriendly, accessible/isolated, lively/stagnant, quiet/noisy, overcrowded/sparse, quiet/noisy (similar to literature) and arousing/sleepy and exciting/gloomy (moved from affective to cognitive).

As for affective, it was formed by the following items: unpleasant/pleasant and distressing/relaxing (similar to literature) and boring/interesting (moved from cognitive to affective).

5.2.2 Intention to Visit

The reliability analysis of the question that shows “how likely our respondents to visit restaurant X are” which measure the impact of overall image on willingness to visit shows a Cronbach’s alpha of 0.709with a mean of 19.3842 and a standard deviation of 2.89038.

5.2.3 Independent Variable (Source Credibility)

Overall credibility reliability analysis showed a Cronbach’s alpha of 0.944 with a mean of 58.3625 and a standard deviation of 13.39621.

5.2.3.1 Expertness

Expertness reliability analysis showed a Cronbach’s alpha of 0.847 with a mean of 19.4459 and a standard deviation of 4.83802.

5.2.3.2 Trustworthiness

Trustworthiness reliability analysis showed a Cronbach’s alpha of 0.921 with a mean of 18.9393 and a standard deviation of 5.37720.

5.2.3.3 Credibility as per Sussman and Siegal

Reliability analysis showed a Cronbach’s alpha of 0.877 with a mean of 19.9773 and a standard deviation of 4.42358.

5.3 Hypotheses Testing

H1: Source credibility differs across the different types of WOM

We ran one-way ANOVA and found out a significant (sig = 0.000 < alpha=0.05) difference of credibility level between the different types of WOM, thus showing support to H1.

H2: Source trustworthiness differs across the different types of WOM

We ran one-way ANOVA and found out a significant (sig = 0.000 < alpha=0.05) difference of trustworthiness level between the different types of WOM, thus showing support to H2.

H2a: TWOM is perceived as higher on trustworthiness than eWOM by the receiver of information

H2a was supported as per the post-hoc analysis of the one-way ANOVA which showed that the level of trustworthiness when the source is friend is significantly higher (sig = 0.000 < alpha=0.05) than blogger with an average difference of 0.91246 points on a 7-point scale. The same difference was noticed between friend and website trustworthiness where friend had a significantly higher trustworthiness (sig = 0.000 < alpha=0.05) by at least 0.82191 points on a 7-point scale.

H2b: Personal eWOM is perceived as higher on trustworthiness than commercial eWOM by the receiver of information

H2b was not supported as no significant difference (sig = 0.574 > alpha=0.05) was shown between the blogger and the website on the trustworthiness level.

H3: Source expertness differs across the different types of WOM

We ran one-way ANOVA and found out a significant (sig = 0.000 < alpha=0.05) difference of expertness level between the different types of WOM, thus showing support to H3.

H3a: eWOM is perceived as higher on expertness than TWOM by the receiver of information

H3a was not supported as per the post-hoc analysis of the one-way ANOVA which showed that the level of expertness when the source is friend is significantly higher (sig = 0.000 < alpha=0.05) than blogger with an average difference of 0.56463 points on a 7-point scale. For the

friend expertness vs. the website expertness, there was no significant difference (sig = 0.289 > alpha=0.05).

H3b: Personal eWOM is perceived as higher on expertness than commercial eWOM by the receiver of information

H3b was not supported since although there is a significant difference in the level of expertness between a blogger and a website (sig = 0.007 < alpha=0.05); however, we have opposite results which states that when the source is website it is significantly higher than the blogger with an average difference of 0.40551 points on a 7-point scale.

H4: Image differs across the different sources of WOM

We ran one-way ANOVA and found out that H4 was supported as there was a significant difference (sig = 0.002 < alpha=0.05) for the overall image and the different sources of WOM.

H5: Affective image differs across the different sources of WOM

H5 was not supported as no significant difference (sig = 0.348 > alpha=0.05) was shown for the affective image and the different sources of WOM.

H5a: TWOM is perceived to have a higher impact than commercial eWOM on affective image

H5a was not supported as no significant difference (sig = 0.374 > alpha=0.05) was shown between the friend and website for the affective image.

H5b: Personal eWOM is perceived to have a higher impact than commercial eWOM on affective image

H5b was not supported as no significant difference (sig = 0.579 > alpha=0.05) was shown between the blogger and the website for the affective image.

H6: Cognitive image differs across the different sources of WOM

H6 was supported since there's a significant difference (sig = 0.003 < alpha=0.05) for cognitive image and the different sources of WOM.

H6a: Commercial eWOM is perceived to have a higher impact than TWOM on cognitive image

H6a was not supported, since although there is a significant relationship between the website and friend for the cognitive image (sig = 0.003 < alpha=0.05) ; however, we have opposite results as it shows that the level of cognitive image when the source is friend is significantly higher than websitewith an average difference of 0.37035 points on a 7-point scale.

H6b: Commercial eWOM is perceived to have a higher impact than personal eWOM on cognitive image

H6b was not supported as no significant difference (sig = 0.868 > alpha=0.05) was shown between the website and blogger for the cognitive image.

H7: Source trustworthiness is positively related to restaurant image

H7 was supported and it was tested by using a multiple regression analysis. The regression model showed significant (sig = 0.013 < alpha=0.05) difference between trustworthiness and restaurant image.

H7a: Source trustworthiness is positively related to cognitive image

H7a was not supported as it showed no significant (sig = 0.330 > alpha=0.05) difference between source trustworthiness and restaurant cognitive image.

H7b: Source trustworthiness is positively related to affective image

H7b was supported since the multiple regression model showed significant (sig = 0.000 < alpha=0.05) difference between trustworthiness and affective image.

H8: Source expertness is positively related to restaurant image

H8 was not supported and it was tested by using a multiple regression analysis. The regression model showed no significant (sig = 0.155> alpha=0.05) difference between expertness and restaurant image.

H8a: Source expertness is positively related to cognitive image

H8a was not supported as it showed no significant (sig = 0.712 > alpha=0.05) difference between source expertness and restaurant cognitive image.

H8b: Source expertness is positively related to affective image

H8b was supported since the multiple regression model showed significant (sig = 0.001 < alpha=0.05) difference between expertness and affective image.

Table 5: Hypotheses Tests and Results

Hypothesis	Test used	Supported/not supported
H1	one-way ANOVA	yes
H2	one-way ANOVA	yes
H2a	one-way ANOVA	yes
H2b	one-way ANOVA	no
H3	one-way ANOVA	yes
H3a	one-way ANOVA	no
H3b	one-way ANOVA	no
H4	one-way ANOVA	yes
H5	one-way ANOVA	no
H5a	one-way ANOVA	no
H5b	one-way ANOVA	no
H6	one-way ANOVA	yes
H6a	one-way ANOVA	no
H6b	one-way ANOVA	no
H7	Multiple Regression Analysis	yes
H7a	Multiple Regression Analysis	no
H7b	Multiple Regression Analysis	yes
H8	Multiple Regression Analysis	no
H8a	Multiple Regression Analysis	no
H8b	Multiple Regression Analysis	yes

CHAPTER 6

6-Research Findings

As per our study, several findings were observed regarding the impact of WOM on restaurant image. The main objective behind this study was to explore the impact of different types of WOM that is traditional WOM, personal eWOM and commercial eWOM on restaurant cognitive and affective image in Lebanon.

6.1 Source Credibility & WOM

Based on the results we can state that the credibility of the source (trustworthiness and expertness) which is communicating the message differs across the three different types of WOM (friend, blogger and website).

Our results show that a recommendation from a friend about a certain restaurant has actually a higher level of trustworthiness than a recommendation coming from a blogger or a website. Additionally there is no difference in the level of trustworthiness between a blogger and a website. Moreover, we have noticed that a recommendation from a friend about a certain restaurant has higher expertness than a recommendation from a blogger and a recommendation from a website has higher expertness than a recommendation from a blogger. In addition, there was no difference in the level of expertness for a recommendation between a friend and a website.

6.2 Different Types of WOM & Image Formation

As for image, we can state that the formation of restaurant cognitive image in the minds of the consumers differ across messages coming from the three different types of WOM (friend,

blogger and website) whereas the formation of the affective image does not differ across the different types of WOM.

When comparing messages coming from commercial sources like a website with messages coming from personal sources like a friend and a blogger, we have noticed that there is no difference between messages of a website and a blogger for the formation of cognitive image. However, we have an opposite result from our hypotheses and this result states that messages coming from a friend have higher level of cognitive image formation than messages coming from a website.

When comparing messages coming from personal sources like a friend and a blogger with messages coming from commercial sources like a website, we have noticed that there is no difference between the mentioned sources on the formation of affective image.

6.3 Source Credibility & Image Formation

Regarding the relationship between the source and the restaurant image formation, we have noticed that there is a significant relationship between source trustworthiness and restaurant image formation but there is no significant relationship between source expertness and restaurant image formation.

We can also infer that the trustworthiness of the source of the message is positively related to the formation of the affective image but not the cognitive image. Additionally, we have also noticed that the expertness of the source of the message is positively related to the formation of the affective image but not the cognitive image.

CHAPTER 7

7- Discussion of the Findings

7.1 Source Credibility & WOM

Based on our findings, we can suggest that when customers want to get more information about a restaurant before experiencing the place they can mostly rely on recommendations coming from their friends in the first place since they perceive them to be more trustworthy than bloggers and websites and more expert than bloggers. For information coming from a restaurant's website, consumers perceive it to be as expert as a friend's opinion but not as trustworthy as a friend's opinion. As for bloggers, we can suggest that consumers living in Lebanon prefer the expertness of their friends' opinions and the expertness of a restaurant's website information over those of the bloggers. Moreover, consumers consider a blogger's opinion as trustworthy as information available on a restaurant's website; however they still trust their friends over both bloggers and websites. One of the possible explanations for not perceiving a blogger's opinion to be as trustworthy and as expert as a friend's opinion or as a restaurant website opinion is that in the food and beverage industry anyone can become a blogger and not all the bloggers can truly judge the quality of the food and drinks, because not all of them have exquisite cooking skills and since it might not be easy to determine if these bloggers are actual chefs, real nutrition experts or if they truly comprehend the f&b industry Cesiri (2016). In addition, consumers worry about the fact that bloggers might disclose information about themselves and this factor is stated as an important attribute that establishes consumers' trust in bloggers Van House (2004). In sum, since bloggers reviews are viewed by so many people, they make sure in general to think about what to write and be careful about the words they use, so this could make the reader skeptical about the bloggers' information Van House (2004). Therefore when searching for trustworthy information

it is most appropriate to seek traditional WOM information rather than eWOM since it has the highest trustworthiness levels between the 3 types of WOM discussed in our research. Whereas, when searching for expert information it is most appropriate to seek traditional WOM as well as commercial eWOM information as they have the highest level of expertness between the 3 types of WOM discussed in our research.

7.2 Different Types of WOM & Image Formation

For the impact of WOM on the formation of restaurant cognitive and affective images, it can be suggested that consumers' cognitive image will be affected by messages coming from the three different types of WOM, whereas consumers' affective image will not be affected by the same types of mentioned WOM. In this regard we have an opposite result from our hypothesis and this result states that information coming from a friend vs. information from a website will highly impact the formation of a consumer's cognitive image.

One of the possible explanations for the impact of the different types of WOM on the cognitive image but not on the affective image of a place is that cognitive image enables consumers to assess the "known attributes" of a product or a service and these attributes are described as "images derived from fact" Gartner (1994); whereas affective image is mainly derived from emotions and emotions are subjective in nature and hard to assess in a quantitative manner Wang, Jia, Tang, Wu, Cai and Xie (2015). According to Lin, Morais, Kerstetter and Hou(2007) it was mentioned that cognitive image impacts the formation of affective image and that affective image is found to be a mediator between cognitive and overall image.

Moreover, the affective image in the destination travel studies for example actually becomes functional in the stage where consumers start to estimate the different sets of available destination choices they have before actually travelling or visiting a place Gartner (1994). The

impact of TWOM and eWOM on cognitive image formation therefore can be explained by the fact that our respondents were only asked to evaluate the information received from the three different sources regarding restaurant X before the visit and not on whether these respondents took action and actually considered evaluating the different choices they have to visit a place; since our main objective was to analyze the impact of these different WOM sources on restaurant image formation before the actual visit and not during or after the visit.

7.3 Source Credibility & Image Formation

Finally we can suggest that both trustworthiness and expertness of a source will affect the affective image development of the consumer but not the cognitive image development.
This can be explained by the fact that when we ran a regression analysis for each WOM source alone we found out that when "friend" is the source there is a significant relationship between (trustworthiness and expertness) and affective image; on the other hand there is a significant relationship between trustworthiness and cognitive image, however there is no significant relationship between expertness and cognitive image. When the source is "blogger" there is a significant relationship between (trustworthiness and expertness) and affective image but there is no significant relationship between (trustworthiness and expertness) and cognitive image. Additionally when the source is "website" there is a significant relationship between trustworthiness and affective image but there is no significant relationship between expertness and affective image; however, there is no significant relationship between (trustworthiness and expertness) and cognitive image. According to Blazquez-Resino, Muro-Rodriguez and Perez-Jimenez (2016) TWOM and eWOM have the possibility to transfer information that carry emotions, unlike traditional media like brochures, and it is mentioned that affective image of a place changes after browsing the web but the cognitive image does not change.

CHAPTER 8

8- Implications of the Study

8.1 Research Implications

The main goal of this study is to explore the credibility of the different types of WOM and check the impact of each one of them on the Lebanese consumers' cognitive and affective restaurant image development. We combined the source credibility theory and the Cognitive-Affective-Conative Model of image formation theory in our model in hope of finding out which type of WOM best impacts the image of a restaurant in Lebanon in the mind of the consumer before visiting the place. Although there have been many studies tackling the impact of WOM on image development specially in the tourism and hospitality industries Baloglu and McCleary (1999) Jalilvand, Samiei, Dini and Manzari (2012); SU (2015); however, we found that there is scarcity of resources that tackle the impact of WOM on restaurant image in the Lebanese market specifically. In this regard, we can state that the results of our study can be applied to the Lebanese market and may apply to the Middle East region if we assume similar demographic characteristics. Moreover, it is crucial to understand the complex relationship between WOM and image, provide new insights that emphasizes on the benefits of the impact of WOM on image and enhance the corporate focus to better understand the value of this relationship and thereby direct resources accordingly.

8.2 Theoretical Implications

Our study's findings have important theoretical implications such as in the first place it adds additional support to the theories used in our model and it reflects what the Lebanese consumers perceive about the credibility of the different sources of WOM and how each source impacts the

image development differently in their minds. The results imply that first, both trustworthiness and expertness are important factors in determining the credibility of the WOM sources, second the cognitive image differs across the three different types of WOM however the affective image does not differ, and third trustworthy sources impact image development but expert sources does not.

Most importantly the Lebanese customer perceives a friend's opinion to be more trustworthy than a blogger's opinion and a restaurant's website opinion, whereas a website's opinion is perceived to be as expert as a friend's opinion. Finally the blogger's credibility always came in the 3rd place versus the friend and the website. This remarkable finding regarding the blogger's credibility has already been explained in the discussion part.

This study can provide a strong basis for future research because it shows that even though we live in the age of technology, Social Media and an increase in public blogs Hsu (2008), however the Lebanese consumer still gives a big importance in the first place to traditional types of communication like the TWOM and traditional media like the website. For that this research fills the gap in this area of study in the Lebanese market in specific.

8.3 Managerial Implications

From a managerial perspective, it is crucial for f&b companies to consider the benefits of focusing on TWOM and commercial eWOM over personal eWOM.

They can use ways to enhance TWOM communication between current and potential customers of a certain restaurant since as mentioned a friend's opinion turned out to be both trustworthy and expert. Mainly by keeping their customer happy, satisfied and exceeding their expectation with the food and service will automatically lead those customers to adopt positive WOM

intentions. Additionally, marketers can adopt WOM campaigns which allow them to initiate campaigns with the aim of pushing positive WOM communication in certain communities. Moreover they can look into approaches to enhance their restaurant website as it turned out to be an important platform where consumers turn into to get expert information before they visit the place. For instance companies can make their website more user and mobile friendly with easy access and nice representative pictures and information about the restaurant. Those benefits would eventually lead to positive WOM communication and enhance the restaurant's image. Moreover, since cognitive image differs across the different types of WOM, restaurant managers can do further research on which cognitive image attributes or in other words the 7P's "Product, Place, Price, Promotion, People, Process, Physical evidence" Baloglu and McCleary (1999); Beerli and Martín (2004); Agapito et al. (2013) of the restaurant to focus on the most in order to match and meet consumers' expectations. They can enhance the quality and the presentation of their food and the variety of the menu. They can promote the place as being relaxing and comfortable and they can also conduct a competitive pricing study in order to stay in line with market prices and with other competing restaurants.

Finally we can recommend that the findings of this paper can contribute to the academic literature in the food & beverage industry and can be used as a reference case for this sector.

CHAPTER 9

9.1 Conclusion

As more and more companies attempt to enhance their restaurant image and ratings on Social Media and specially on the free public web blogs, it is highly recommended that these companies do not forgo the power of TWOM information which is a powerful and a cost-efficient tool. Moreover, a company's website should not be ignored as it could serve as a highly influential platform where consumers can get the required data without ever worrying whether the information is credible or not unlike the information that they get when they log into blogs and they read reviews written by known or unknown bloggers. For that it is suggested that restaurant companies in Lebanon work on tactics that allow them to focus on good WOM vibes through one-to-one customer interaction and through their website. This research can supply the f&b companies which are lately adopting the electronic way of performing their business with helpful tips about the credibility of different types of WOM and which type of image could be most affected. It could also trigger their attention that TWOM and commercial eWOM should not be ignored as those might enhance their businesses in a more efficient way when compared to personal eWOM. Restaurants should emphasize the need to reinvest in the traditional way of doing business and keep monitoring the restaurant's factors that might affect the cognitive image part of the consumers' minds because according to our research these are the factors that trigger positive image development before performing the actual visit to the place. Finally this research highlights the most important WOM types that influence image development in Lebanon and focuses on different proposals that would eventually lead to a company's success.

9.2 Limitations & Avenues for Future Research

The collection of the data was performed in a specific time frame, from November 2nd till November 16th due to time constraints, and it is valid only during that time frame. Another limitation was the fact that some of the wordings used from the established scales were hard to understand by the Lebanese respondents which resulted in a loading on some of the factors in both affective and cognitive image; for that it would be better to include clear explanations near those words in future research. Moreover, the number of the questions in the survey was limited in order to maintain respondents' interest and to avoid fatigue and incomplete data. In addition our sample of 379 respondents may not actually represent the entire Lebanese restaurant goers. Finally, future research about why personal eWOM vs. TWOM and commercial eWOM showed both lower trustworthiness and expertness could be investigated. It would be interesting to examine whether consumers would categorize bloggers as trustworthy and as expert as a friend and as a website if the bloggers were well-known and did not disclose information about themselves. We could also investigate why the formation of the affective image does not differ across the different types of WOM and study the impact of cognitive image on the affective image in the restaurant industry. Finally we could examine why both trustworthiness and expertness impact the formation of the affective image but not the cognitive image and study TWOM and eWOM's natures which have the possibility to transfer information that carry emotions. For example, we could investigate why the affective image of a place changes after browsing the web but the cognitive image does not change Blazquez-Resino, Muro-Rodriguez and Perez-Jimenez (2016). To stay up-to-date, we advise to perform another similar study in the near future concerning this subject by taking into account a much larger sample and maybe with different factors according to the market needs of that time.

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APPENDIX A

QUESTIONNAIRE

We had 3 versions of our questionnaire since we are testing three different sources of WOM. The first part of the questionnaire includes a text that respondents must read in order to be able to continue. This text was the same for each source of WOM; the only difference was the naming of the source itself in every version (Friend, blogger and website). The rest of the questions in the survey are the same for all three versions with minor changes in the first section where friend is replaced by blogger in version 2 and website in version 3. The below example is the (friend) version.

Please read the following text:

My friend tried restaurant X and informed me that the staff there is helpful and friendly, the place has good vibes, it is easy to reach, it has a large parking space, the outdoor area is amazing, the music is nice, the food presentation is excellent and the prices are affordable.

Section 1:
On a scale of 1 to 7, where "1" = strongly disagree and "7" = strongly agree; please state your level of agreement on the following statements.

	Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
1. My friend's info is believable	☐ ☐ ☐ ☐ ☐ ☐ ☐
2. My friend's info is factual	☐ ☐ ☐ ☐ ☐ ☐ ☐
3. My friend's info is accurate	☐ ☐ ☐ ☐ ☐ ☐ ☐
4. My friend's info is helpful	☐ ☐ ☐ ☐ ☐ ☐ ☐
5. My friend seems to be knowledgeable about the restaurant	☐ ☐ ☐ ☐ ☐ ☐ ☐
6. My friend has actually experienced the restaurant	☐ ☐ ☐ ☐ ☐ ☐ ☐

7. My friend seems to be an expert in restaurants ☐ ☐ ☐ ☐ ☐ ☐ ☐

8. My friend seems to be qualified to review the restaurant ☐ ☐ ☐ ☐ ☐ ☐ ☐

9. My friend seems to be reliable ☐ ☐ ☐ ☐ ☐ ☐ ☐

10. My friend shares his/her sincere opinion(s) about the restaurant ☐ ☐ ☐ ☐ ☐ ☐ ☐

11. My friend seems to be trustworthy ☐ ☐ ☐ ☐ ☐ ☐ ☐

12. My friend seems to be honest ☐ ☐ ☐ ☐ ☐ ☐ ☐

Section 2:

After reading the previous information (reproduced below):

My friend tried restaurant X and informed me that the staff there is helpful and friendly, the place has good vibes, it is easy to reach, it has a large parking space, the outdoor area is amazing, the music is nice, the food presentation is excellent and the prices are affordable.

Kindly mark the space you believe restaurant X is:

Extremely Friendly___:___:___:___:___:___:___ Extremely Unfriendly

Extremely Accessible ___:___:___:___:____:___:___ Extremely Isolated

Extremely Lively ___:___:___:___:___:___:____Extremely Stagnant

Extremely Overcrowded ___:___:___:___:___:___:___ Extremely Sparse

Extremely Quiet ___:___:___:___:___:___:___ Extremely Noisy

Extremely Exciting ___:___:___:___:___:___:___ Extremely Gloomy

Extremely Unpleasant___:___:___:___:___:___:___ Extremely Pleasant

Extremely Arousing ___:___:___:___:___:___:___Extremely Sleepy

Extremely Boring ___:___:___:___:___:___:___ Extremely interesting

Extremely Distressing ___:___:___:___:___:___:___Extremely Relaxing

On a scale of 1 to 7, where "1" = not likely at all and "7" = highly likely.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
How likely are you to visit restaurant X?	☐	☐	☐	☐	☐	☐	☐

Section 3:

1. What is your gender? □ Male □ Female

2. What is your age?

□ Under 18 □ From 18 to 28 □ From 29 to 38 □ From 39 to 48

□ From 49 to 58 □ Above 58

3. Where do you live?

□ Akkar □ Baalbek-Hermel □Beirut □Beqaa

□ Mount Lebanon □ Nabatieh □ North □South

4. What is your marital status?

□ Single □ Married □ Married with children

□ Separated □ Widowed

5. What is your personal/individual monthly income?

□ Between $500 and $1000 □ Between $1001 and $1500

□ Between $1501 and $2000 □Between $2001 and $2500

□ Between $2501 and $3000 □ Between $3001 and $3500

□ Between $3500 and $4000 □ Above $4000

APPENDIX B

RELIABILITY TEST

Reliability
Scale: Source Credibility

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.944	12

Item Statistics

	Mean	Std. Deviation	N
Believable	5.0475	1.22274	379
Factual	4.8100	1.37082	379
Accurate	4.7150	1.37362	379
Helpful	5.4047	1.19862	379
Knowledgeable	5.2111	1.30639	379
Experienced	5.4142	1.37626	379
Expert	4.4565	1.57362	379
Qualified	4.3641	1.57002	379
Reliable	4.5778	1.47327	379
Sincere opinion	4.9261	1.55663	379
Trustworthy	4.6596	1.45214	379
Honest	4.7757	1.49950	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Believable	53.3150	155.343	.742	.939
Factual	53.5525	153.788	.700	.940
Accurate	53.6475	152.095	.752	.939
Helpful	52.9578	156.522	.717	.940
Knowledgeable	53.1514	156.083	.664	.942
Experienced	52.9483	154.582	.672	.941
Expert	53.9060	149.923	.702	.941
Qualified	53.9984	148.644	.741	.939
Reliable	53.7847	146.791	.854	.935
Sincere opinion	53.4364	149.670	.718	.940
Trustworthy	53.7029	147.717	.839	.936
Honest	53.5868	147.616	.812	.936

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
58.3625	179.458	13.39621	12

Reliability
Scale: Credibility by Sussman and Sigal (2003)

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.877	4

Item Statistics

	Mean	Std. Deviation	N
Believable	5.0475	1.22274	379
Factual	4.8100	1.37082	379
Accurate	4.7150	1.37362	379
Helpful	5.4047	1.19862	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Believable	14.9298	11.617	.774	.828
Factual	15.1673	10.869	.754	.835
Accurate	15.2622	10.832	.758	.834
Helpful	14.5726	12.515	.662	.869

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.9773	19.568	4.42358	4

Reliability
Scale: Source Expertness

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.847	4

Item Statistics

	Mean	Std. Deviation	N
Expert	4.4565	1.57362	379
Experienced	5.4142	1.37626	379
Knowledgeable	5.2111	1.30639	379
Qualified	4.3641	1.57002	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Expert	14.9894	12.529	.754	.774
Experienced	14.0317	15.152	.594	.842
Knowledgeable	14.2348	14.715	.697	.803
Qualified	15.0818	12.959	.706	.797

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.4459	23.406	4.83802	4

Reliability
Scale: Source Trustworthiness

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.921	4

Item Statistics

	Mean	Std. Deviation	N
Reliable	4.5778	1.47327	379
Trustworthy	4.6596	1.45214	379
Honest	4.7757	1.49950	379
Sincere opinion	4.9261	1.55663	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reliable	14.3615	16.888	.814	.898
Trustworthy	14.2797	16.509	.873	.878
Honest	14.1636	16.359	.850	.885
Sincere opinion	14.0132	17.024	.737	.925

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.9393	28.914	5.37720	4

Reliability
Scale: Restaurant Image

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.793	10

Item Statistics

	Mean	Std. Deviation	N
Extremely_Unpleasant_Extremely_Pleasant	5.0528	1.15578	379
Extremely_Boring_Extremely_Interesting	4.9947	1.12686	379
Extremely_Distressing_Extremely_Relaxing	4.7467	1.11943	379
Friendly_R	4.6069	1.66064	379
Accessible_R	4.8575	1.53642	379
Lively_R	4.8153	1.40960	379
Overcrowded_R	3.9894	1.32133	379
Quiet_R	3.9551	1.21088	379
Exciting_R	4.6095	1.24319	379
Arousing_R	4.5963	1.19438	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Extremely_Unpleasant_Extremely_Pleasant	41.1715	54.190	.258	.797
Extremely_Boring_Extremely_Interesting	41.2296	52.484	.377	.785
Extremely_Distressing_Extremely_Relaxing	41.4776	55.980	.160	.806
Friendly_R	41.6174	44.115	.591	.758
Accessible_R	41.3668	42.989	.723	.738
Lively_R	41.4090	43.391	.783	.732
Overcrowded_R	42.2348	52.519	.295	.795
Quiet_R	42.2691	55.319	.173	.806
Exciting_R	41.6148	46.301	.713	.746
Arousing_R	41.6280	49.139	.558	.765

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46.2243	59.910	7.74015	10

Reliability
Scale: Restaurant Cognitive Image

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.739	6

Item Statistics

	Mean	Std. Deviation	N
Overcrowded_R	3.9894	1.32133	379
Extremely_Boring_Extremely_Interesting	4.9947	1.12686	379
Friendly_R	4.6069	1.66064	379
Accessible_R	4.8575	1.53642	379
Lively_R	4.8153	1.40960	379
Quiet_R	3.9551	1.21088	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Overcrowded_R	23.2296	23.548	.378	.728
Extremely_Boring_Extremely_Interesting	22.2243	27.090	.152	.774
Friendly_R	22.6121	18.286	.641	.646
Accessible_R	22.3615	18.126	.738	.614
Lively_R	22.4037	18.733	.772	.609
Quiet_R	23.2639	26.385	.184	.771

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.2190	30.145	5.49045	6

Reliability
Scale: Restaurant Affective Image

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.579	4

Item Statistics

	Mean	Std. Deviation	N
Exciting_R	4.6095	1.24319	379
Arousing_R	4.5963	1.19438	379
Extremely_Distressing_Extremely_Relaxing	4.7467	1.11943	379
Extremely_Unpleasant_Extremely_Pleasant	5.0528	1.15578	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Exciting_R	14.3958	5.605	.454	.425
Arousing_R	14.4090	6.311	.348	.517
Extremely_Distressing_Extremely_Relaxing	14.2586	7.176	.233	.600
Extremely_Unpleasant_Extremely_Pleasant	13.9525	6.119	.414	.464

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.0053	9.825	3.13454	4

Reliability
Scale: CognitiveImage as per PCA

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.836	7

Item Statistics

	Mean	Std. Deviation	N
Friendly_R	4.6069	1.66064	379
Accessible_R	4.8575	1.53642	379
Lively_R	4.8153	1.40960	379
Overcrowded_R	3.9894	1.32133	379
Quiet_R	3.9551	1.21088	379
Exciting_R	4.6095	1.24319	379
Arousing_R	4.5963	1.19438	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Friendly_R	26.8232	32.194	.636	.807
Accessible_R	26.5726	31.510	.758	.784
Lively_R	26.6148	32.105	.804	.778
Overcrowded_R	27.4406	38.110	.434	.837
Quiet_R	27.4749	41.784	.236	.860
Exciting_R	26.8206	35.121	.697	.799
Arousing_R	26.8338	37.160	.574	.817

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.4301	46.939	6.85120	7

Reliability
Scale: Affective Image as per PCA

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.773	3

Item Statistics

	Mean	Std. Deviation	N
Extremely_Distressing_Extremely_Relaxing	4.7467	1.11943	379
Extremely_Unpleasant_Extremely_Pleasant	5.0528	1.15578	379
Extremely_Boring_Extremely_Interesting	4.9947	1.12686	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Extremely_Distressing_Extremely_Relaxing	10.0475	4.268	.528	.779
Extremely_Unpleasant_Extremely_Pleasant	9.7414	3.716	.653	.642
Extremely_Boring_Extremely_Interesting	9.7995	3.838	.647	.651

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.7942	7.963	2.82185	3

Reliability
Scale: Visit

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.709	4

Item Statistics

	Mean	Std. Deviation	N
Average_Cognitive	4.4900	.97874	379
Average_AFFECTIVE	4.9314	.94062	379
Rest_Image	4.6224	.77401	379
Visit	5.3404	1.21182	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Average_Cognitive	14.8942	5.358	.450	.673
Average_AFFECTIVE	14.4528	5.428	.466	.664
Rest_Image	14.7618	5.042	.781	.515
Visit	14.0438	4.791	.395	.735

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.3842	8.354	2.89038	4

Reliability
Scale: Visit_cognitive

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.275	2

Item Statistics

	Mean	Std. Deviation	N
Average_Cognitive	4.4900	.97874	379
Visit	5.3404	1.21182	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Average_Cognitive	5.3404	1.468	.163	.
Visit	4.4900	.958	.163	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.8304	2.814	1.67745	2

Reliability
Scale: Visit_affective

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.639	2

Item Statistics

	Mean	Std. Deviation	N
Visit	5.3404	1.21182	379
Average_AFFECTIVE	4.9314	.94062	379

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Visit	4.9314	.885	.485	.
Average_AFFECTIVE	5.3404	1.468	.485	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.2718	3.458	1.85965	2

APPENDIX C

FACTOR ANALYSIS

Factor Analysis for Image

Correlation Matrix

		Extremely_Unpleasant_Extremely_Pleasant	Extremely_Boring_Extremely_Interesting	Extremely_Distressing_Extremely_Relaxing	Friendly_R	Accessible_R	Lively_R	Overcrowded_R	Quiet_R	Exciting_R	Arousing_R
Correlation	Extremely_Unpleasant_Extremely_Pleasant	1.000	.638	.483	.071	.143	.185	-.201	-.150	.252	.144
	Extremely_Boring_Extremely_Interesting	.638	1.000	.473	.173	.220	.264	-.055	-.109	.308	.242
	Extremely_Distressing_Extremely_Relaxing	.483	.473	1.000	.035	.065	.078	-.224	.056	.073	-.021
	Friendly_R	.071	.173	.035	1.000	.647	.627	.369	.149	.485	.385
	Accessible_R	.143	.220	.065	.647	1.000	.787	.364	.191	.607	.505
	Lively_R	.185	.264	.078	.627	.787	1.000	.387	.235	.674	.564
	Overcrowded_R	-.201	-.055	-.224	.369	.364	.387	1.000	.149	.341	.301
	Quiet_R	-.150	-.109	.056	.149	.191	.235	.149	1.000	.240	.130
	Exciting_R	.252	.308	.073	.485	.607	.674	.341	.240	1.000	.588
	Arousing_R	.144	.242	-.021	.385	.505	.564	.301	.130	.588	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	1586.215
	df	45
	Sig.	.000

Communalities

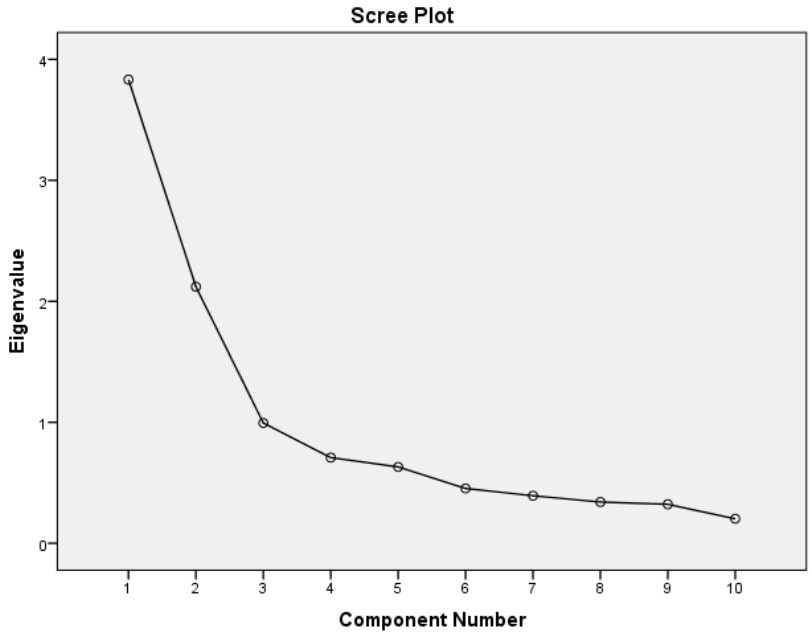
	Initial	Extraction
Extremely_Unpleasant_Extremely_Pleasant	1.000	.749
Extremely_Boring_Extremely_Interesting	1.000	.717
Extremely_Distressing_Extremely_Relaxing	1.000	.558
Friendly_R	1.000	.573
Accessible_R	1.000	.735
Lively_R	1.000	.796
Overcrowded_R	1.000	.482
Quiet_R	1.000	.151
Exciting_R	1.000	.679
Arousing_R	1.000	.513

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.832	38.325	38.325	3.832	38.325	38.325	3.714	37.143	37.143
2	2.121	21.207	59.531	2.121	21.207	59.531	2.239	22.388	59.531
3	.995	9.945	69.477						
4	.708	7.082	76.558						
5	.631	6.313	82.871						
6	.453	4.532	87.403						
7	.393	3.933	91.336						
8	.341	3.411	94.747						
9	.323	3.227	97.974						
10	.203	2.026	100.000						

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component	
	1	2
Extremely_Unpleasant_Extremely_Pleasant	.303	.811
Extremely_Boring_Extremely_Interesting	.419	.736
Extremely_Distressing_Extremely_Relaxing	.158	.730
Friendly_R	.740	-.161
Accessible_R	.849	-.115
Lively_R	.888	-.089
Overcrowded_R	.474	-.507
Quiet_R	.268	-.280
Exciting_R	.824	-.006
Arousing_R	.713	-.075

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
Extremely_Unpleasant_Extremely_Pleasant	.079	.862
Extremely_Boring_Extremely_Interesting	.211	.820
Extremely_Distressing_Extremely_Relaxing	-.039	.746
Friendly_R	.756	.039
Accessible_R	.850	.112
Lively_R	.880	.148
Overcrowded_R	.590	-.365
Quiet_R	.333	-.200
Exciting_R	.797	.210
Arousing_R	.707	.115

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.965	.263
2	-.263	.965

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

APPENDIX D

REGRESSION ANALYSIS

Regression IMAGE

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Rest_Image

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.285[a]	.081	.076	.74397

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.345	2	9.173	16.572	.000[b]
	Residual	208.114	376	.553		
	Total	226.459	378			

a. Dependent Variable: Rest_Image

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.759	.161		23.400	.000
	Trustworthiness	.110	.044	.191	2.482	.013
	Source_expertness	.070	.049	.110	1.427	.155

a. Dependent Variable: Rest_Image

Regression (AVERAGE_COGNITIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_Cognitive

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102[a]	.010	.005	.97618

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.800	2	1.900	1.994	.138[b]
	Residual	358.300	376	.953		
	Total	362.100	378			

a. Dependent Variable: Average_Cognitive

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.105	.211		19.477	.000
	Trustworthiness	.057	.058	.078	.975	.330
	Source_expertness	.024	.065	.030	.370	.712

a. Dependent Variable: Average_Cognitive

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_AFFECTIVE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533[a]	.284	.280	.79815

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.912	2	47.456	74.495	.000[b]
	Residual	239.526	376	.637		
	Total	334.439	378			

a. Dependent Variable: Average_AFFECTIVE

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.951	.172		17.123	.000
	Trustworthiness	.235	.048	.336	4.931	.000
	Source_expertness	.179	.053	.230	3.377	.001

a. Dependent Variable: Average_AFFECTIVE

Regression FRIEND (AVERAGE_COGNITIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_Cognitive

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324[a]	.105	.090	.97224

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.521	2	6.760	7.152	.001[b]
	Residual	115.320	122	.945		
	Total	128.841	124			

a. Dependent Variable: Average_Cognitive

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.240	.407		7.958	.000
	Trustworthiness	.212	.102	.255	2.080	.040
	Source_expertness	.072	.100	.088	.714	.476

a. Dependent Variable: Average_Cognitive

Regression FRIEND (AVERAGE_AFFECTIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_AFFECTIVE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564[a]	.318	.307	.89814

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.849	2	22.925	28.419	.000[b]
	Residual	98.412	122	.807		
	Total	144.261	124			

a. Dependent Variable: Average_AFFECTIVE

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.255	.376		5.996	.000
	Trustworthiness	.330	.094	.376	3.513	.001
	Source_expertness	.198	.093	.229	2.138	.034

a. Dependent Variable: Average_AFFECTIVE

Regression BLOGGER (AVERAGE_COGNITIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_Cognitive

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.156[a]	.024	.008	.86120

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.280	2	1.140	1.537	.219[b]
	Residual	91.967	124	.742		
	Total	94.247	126			

a. Dependent Variable: Average_Cognitive

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.879	.304		16.052	.000
	Trustworthiness	.019	.096	.029	.200	.841
	Source_expertness	-.128	.105	-.178	-1.222	.224

a. Dependent Variable: Average_Cognitive

Regression BLOGGER (AVERAGE_AFFECTIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_AFFECTIVE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535[a]	.286	.274	.71248

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.199	2	12.599	24.820	.000[b]
	Residual	62.946	124	.508		
	Total	88.145	126			

a. Dependent Variable: Average_AFFECTIVE

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.166	.251		12.590	.000
	Trustworthiness	.181	.079	.284	2.281	.024
	Source_expertness	.196	.087	.281	2.261	.025

a. Dependent Variable: Average_AFFECTIVE

Regression WEBSITE (AVERAGE_COGNITIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_Cognitive

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.175[a]	.031	.015	1.00073

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.934	2	1.967	1.964	.145[b]
	Residual	124.182	124	1.001		
	Total	128.115	126			

a. Dependent Variable: Average_Cognitive

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.097	.403		10.157	.000
	Trustworthiness	-.223	.117	-.288	-1.899	.060
	Source_expertness	.256	.136	.284	1.874	.063

a. Dependent Variable: Average_Cognitive

Regression WEBSITE (AVERAGE_AFFECTIVE)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Source_expertness, Trustworthiness[b]	.	Enter

a. Dependent Variable: Average_AFFECTIVE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516[a]	.267	.255	.76959

a. Predictors: (Constant), Source_expertness, Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.717	2	13.359	22.555	.000[b]
	Residual	73.442	124	.592		
	Total	100.159	126			

a. Dependent Variable: Average_AFFECTIVE

b. Predictors: (Constant), Source_expertness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.203	.310		10.324	.000
	Trustworthiness	.296	.090	.434	3.288	.001
	Source_expertness	.078	.105	.098	.741	.460

a. Dependent Variable: Average_AFFECTIVE

Regression VISIT

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Average_AFFECTIVE, Average_Cognitive[b]	.	Enter

a. Dependent Variable: Visit

b. Tolerance = .000 limits reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495[a]	.245	.241	1.05559

a. Predictors: (Constant), Average_AFFECTIVE, Average_Cognitive

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.127	2	68.064	61.084	.000[b]
	Residual	418.965	376	1.114		
	Total	555.092	378			

a. Dependent Variable: Visit

b. Predictors: (Constant), Average_AFFECTIVE, Average_Cognitive

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.777	.360		4.932	.000	1.068	2.485
	Average_Cognitive	.127	.056	.102	2.263	.024	.017	.237
	Average_AFFECTIVE	.607	.058	.471	10.435	.000	.493	.722

a. Dependent Variable: Visit

Regression (COGNITIVE)

Descriptive Statistics

	Mean	Std. Deviation	N
Visit	5.3404	1.21182	379
Average_Cognitive	4.4900	.97874	379

Correlations

		Visit	Average_Cognitive
Pearson Correlation	Visit	1.000	.163
	Average_Cognitive	.163	1.000
Sig. (1-tailed)	Visit	.	.001
	Average_Cognitive	.001	.
N	Visit	379	379
	Average_Cognitive	379	379

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Average_Cognitive[b]	.	Enter

a. Dependent Variable: Visit

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.163[a]	.027	.024	1.19713

a. Predictors: (Constant), Average_Cognitive

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.805	1	14.805	10.330	.001[b]
	Residual	540.288	377	1.433		
	Total	555.092	378			

a. Dependent Variable: Visit

b. Predictors: (Constant), Average_Cognitive

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.432	.289		15.333	.000	3.864	5.001
	Average_Cognitive	.202	.063	.163	3.214	.001	.079	.326

a. Dependent Variable: Visit

Regression (AFFECTIVE)

Descriptive Statistics

	Mean	Std. Deviation	N
Visit	5.3404	1.21182	379
Average_AFFECTIVE	4.9314	.94062	379

Correlations

		Visit	Average_AFFECTIVE
Pearson Correlation	Visit	1.000	.485
	Average_AFFECTIVE	.485	1.000
Sig. (1-tailed)	Visit	.	.000
	Average_AFFECTIVE	.000	.
N	Visit	379	379
	Average_AFFECTIVE	379	379

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Average_AFFECTIVE[b]	.	Enter

a. Dependent Variable: Visit

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485[a]	.235	.233	1.06134

a. Predictors: (Constant), Average_AFFECTIVE

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.422	1	130.422	115.782	.000[b]
	Residual	424.670	377	1.126		
	Total	555.092	378			

a. Dependent Variable: Visit

b. Predictors: (Constant), Average_AFFECTIVE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.261	.291		7.760	.000	1.688	2.834
	Average_AFFECTIVE	.624	.058	.485	10.760	.000	.510	.739

a. Dependent Variable: Visit

Coefficient Correlations[a]

Model			Average_AFFECTIVE
1	Correlations	Average_AFFECTIVE	1.000
	Covariances	Average_AFFECTIVE	.003

a. Dependent Variable: Visit

APPENDIX E

INDEPENDENT SAMPLE T-TEST

T-Test (BLOGGER-WEBSITE)

Group Statistics

	Source	N	Mean	Std. Deviation	Std. Error Mean
Credibility	Blogger	127	4.6203	1.07663	.09554
	Website	127	4.7251	1.10401	.09797
Source_expertness	Blogger	127	4.5394	1.19706	.10622
	Website	127	4.9449	1.12198	.09956
Credibility_Sussman	Blogger	127	4.9181	1.01190	.08979
	Website	127	4.7362	1.14187	.10132
Trustworthiness	Blogger	127	4.4035	1.31386	.11659
	Website	127	4.4941	1.30531	.11583

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Credibility	Equal variances assumed	.148	.701	-.765	252	.445	-.10473	.13684	-.37422	.16476
	Equal variances not assumed			-.765	251.841	.445	-.10473	.13684	-.37422	.16476
Source_expertness	Equal variances assumed	.116	.733	-2.785	252	.006	-.40551	.14559	-.69223	-.11879
	Equal variances not assumed			-2.785	250.950	.006	-.40551	.14559	-.69224	-.11879
Credibility_Sussman	Equal variances assumed	1.733	.189	1.343	252	.180	.18187	.13539	-.08476	.44850
	Equal variances not assumed			1.343	248.408	.180	.18187	.13539	-.08478	.44852
Trustworthiness	Equal variances assumed	.027	.871	-.551	252	.582	-.09055	.16434	-.41421	.23311
	Equal variances not assumed			-.551	251.989	.582	-.09055	.16434	-.41421	.23311

T-Test (BLOGGER-FRIEND)

Group Statistics

	Source	N	Mean	Std. Deviation	Std. Error Mean
Credibility	Blogger	127	4.6203	1.07663	.09554
	Friend	125	5.2513	1.07279	.09595
Source_expertness	Blogger	127	4.5394	1.19706	.10622
	Friend	125	5.1040	1.24563	.11141
Credibility_Sussman	Blogger	127	4.9181	1.01190	.08979
	Friend	125	5.3340	1.08274	.09684
Trustworthiness	Blogger	127	4.4035	1.31386	.11659
	Friend	125	5.3160	1.22932	.10995

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Credibility	Equal variances assumed	.007	.933	-4.660	250	.000	-.63100	.13541	-.89768	-.36431
	Equal variances not assumed			-4.660	249.962	.000	-.63100	.13540	-.89768	-.36432
Source_expertness	Equal variances assumed	.662	.417	-3.669	250	.000	-.56463	.15389	-.86771	-.26155
	Equal variances not assumed			-3.668	249.228	.000	-.56463	.15393	-.86781	-.26145
Credibility_Sussman	Equal variances assumed	.701	.403	-3.151	250	.002	-.41591	.13199	-.67587	-.15595
	Equal variances not assumed			-3.149	248.271	.002	-.41591	.13206	-.67602	-.15580
Trustworthiness	Equal variances assumed	.349	.555	-5.691	250	.000	-.91246	.16034	-1.22825	-.59666
	Equal variances not assumed			-5.694	249.364	.000	-.91246	.16026	-1.22809	-.59683

T-Test (WEBSITE-FRIEND)

Group Statistics

	Source	N	Mean	Std. Deviation	Std. Error Mean
Credibility	Website	127	4.7251	1.10401	.09797
	Friend	125	5.2513	1.07279	.09595
Source_expertness	Website	127	4.9449	1.12198	.09956
	Friend	125	5.1040	1.24563	.11141
Credibility_Sussman	Website	127	4.7362	1.14187	.10132
	Friend	125	5.3340	1.08274	.09684
Trustworthiness	Website	127	4.4941	1.30531	.11583
	Friend	125	5.3160	1.22932	.10995

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Credibility	Equal variances assumed	.092	.762	-3.837	250	.000	-.52627	.13716	-.79640	-.25613
	Equal variances not assumed			-3.838	249.959	.000	-.52627	.13713	-.79634	-.25619
Source_expertness	Equal variances assumed	1.454	.229	-1.066	250	.288	-.15912	.14929	-.45315	.13491
	Equal variances not assumed			-1.065	246.450	.288	-.15912	.14942	-.45341	.13518
Credibility_Sussman	Equal variances assumed	.242	.623	-4.263	250	.000	-.59778	.14022	-.87394	-.32161
	Equal variances not assumed			-4.265	249.654	.000	-.59778	.14016	-.87383	-.32173
Trustworthiness	Equal variances assumed	.600	.439	-5.144	250	.000	-.82191	.15978	-1.13660	-.50722
	Equal variances not assumed			-5.146	249.517	.000	-.82191	.15971	-1.13645	-.50736

APPENDIX F

One-Way ANOVA & POST HOC ANALYSIS

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Credibility_Sussman	Blogger	127	4.9181	1.01190	.08979	4.7404	5.0958	2.25	7.00
	Friend	125	5.3340	1.08274	.09684	5.1423	5.5257	1.75	7.00
	Website	127	4.7362	1.14187	.10132	4.5357	4.9367	1.75	7.00
	Total	379	4.9943	1.10589	.05681	4.8826	5.1060	1.75	7.00
Trustworthiness	Blogger	127	4.4035	1.31386	.11659	4.1728	4.6343	1.00	7.00
	Friend	125	5.3160	1.22932	.10995	5.0984	5.5336	1.50	7.00
	Website	127	4.4941	1.30531	.11583	4.2649	4.7233	1.00	7.00
	Total	379	4.7348	1.34430	.06905	4.5991	4.8706	1.00	7.00
Source_expertness	Blogger	127	4.5394	1.19706	.10622	4.3292	4.7496	1.00	7.00
	Friend	125	5.1040	1.24563	.11141	4.8835	5.3245	1.25	7.00
	Website	127	4.9449	1.12198	.09956	4.7479	5.1419	1.50	7.00
	Total	379	4.8615	1.20951	.06213	4.7393	4.9836	1.00	7.00
Credibility	Blogger	127	4.6203	1.07663	.09554	4.4313	4.8094	1.87	7.00
	Friend	125	5.2513	1.07279	.09595	5.0614	5.4413	1.50	7.00
	Website	127	4.7251	1.10401	.09797	4.5312	4.9189	1.75	7.00
	Total	379	4.8635	1.11635	.05734	4.7508	4.9763	1.50	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Credibility_Sussman	Between Groups	23.621	2	11.810	10.123	.000
	Within Groups	438.674	376	1.167		
	Total	462.295	378			
Trustworthiness	Between Groups	63.518	2	31.759	19.273	.000
	Within Groups	619.582	376	1.648		
	Total	683.100	378			
Source_expertness	Between Groups	21.412	2	10.706	7.573	.001
	Within Groups	531.565	376	1.414		
	Total	552.978	378			
Credibility	Between Groups	28.745	2	14.373	12.217	.000
	Within Groups	442.333	376	1.176		
	Total	471.078	378			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Source	(J) Source	Mean Difference (I-J)	Std. Error	**Sig.**	95% Confidence Interval	
						Lower Bound	Upper Bound
Credibility_Sussman	Blogger	Friend	-.41591*	.13609	.002	-.6835	-.1483
		Website	.18187	.13555	.180	-.0847	.4484
	Friend	Blogger	.41591*	.13609	.002	.1483	.6835
		Website	.59778*	.13609	.000	.3302	.8654
	Website	Blogger	-.18187	.13555	.180	-.4484	.0847
		Friend	-.59778*	.13609	.000	-.8654	-.3302
Trustworthiness	Blogger	Friend	-.91246*	.16173	.000	-1.2305	-.5944
		Website	-.09055	.16109	.574	-.4073	.2262
	Friend	Blogger	.91246*	.16173	.000	.5944	1.2305
		Website	.82191*	.16173	.000	.5039	1.1399
	Website	Blogger	.09055	.16109	.574	-.2262	.4073
		Friend	-.82191*	.16173	.000	-1.1399	-.5039
Source_expertness	Blogger	Friend	-.56463*	.14981	.000	-.8592	-.2701
		Website	-.40551*	.14921	.007	-.6989	-.1121
	Friend	Blogger	.56463*	.14981	**.000**	.2701	.8592
		Website	.15912	.14981	.289	-.1354	.4537
	Website	Blogger	.40551*	.14921	**.007**	.1121	.6989
		Friend	-.15912	.14981	**.289**	-.4537	.1354
Credibility	Blogger	Friend	-.63100*	.13665	.000	-.8997	-.3623
		Website	-.10473	.13611	.442	-.3724	.1629
	Friend	Blogger	.63100*	.13665	**.000**	.3623	.8997
		Website	.52627*	.13665	**.000**	.2576	.7950
	Website	Blogger	.10473	.13611	.442	-.1629	.3724
		Friend	-.52627*	.13665	.000	-.7950	-.2576

*. The mean difference is significant at the 0.05 level.

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Rest_Image	Blogger	127	4.5228	.65334	.05797	4.4081	4.6376	2.80	6.10
	Friend	125	4.8192	.85898	.07683	4.6671	4.9713	2.70	7.00
	Website	127	4.5283	.76614	.06798	4.3938	4.6629	2.70	6.60
	Total	379	4.6224	.77401	.03976	4.5443	4.7006	2.70	7.00
Average_Cognitive	Blogger	127	4.3813	.86487	.07674	4.2295	4.5332	1.00	5.71
	Friend	125	4.7314	1.01933	.09117	4.5510	4.9119	1.86	7.00
	Website	127	4.3611	1.00836	.08948	4.1840	4.5382	1.00	6.43
	Total	379	4.4900	.97874	.05027	4.3912	4.5889	1.00	7.00
Average_AFFECTIVE	Blogger	127	4.8530	.83640	.07422	4.7061	4.9999	2.67	7.00
	Friend	125	5.0240	1.07861	.09647	4.8331	5.2149	1.00	7.00
	Website	127	4.9186	.89158	.07911	4.7621	5.0752	3.00	7.00
	Total	379	4.9314	.94062	.04832	4.8364	5.0264	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Rest_Image	Between Groups	7.224	2	3.612	6.195	.002
	Within Groups	219.236	376	.583		
	Total	226.459	378			
Average_Cognitive	Between Groups	10.897	2	5.448	5.833	.003
	Within Groups	351.203	376	.934		
	Total	362.100	378			
Average_AFFECTIVE	Between Groups	1.873	2	.936	1.059	.348
	Within Groups	332.566	376	.884		
	Total	334.439	378			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Source	(J) Source	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Rest_Image	Blogger	Friend	-.29637*	.09621	.002	-.4855	-.1072
		Website	-.00551	.09582	.954	-.1939	.1829
	Friend	Blogger	.29637*	.09621	.002	.1072	.4855
		Website	.29085*	.09621	.003	.1017	.4800
	Website	Blogger	.00551	.09582	.954	-.1829	.1939
		Friend	-.29085*	.09621	.003	-.4800	-.1017
Average_Cognitive	Blogger	Friend	-.35010*	.12177	.004	-.5895	-.1107
		Website	.02025	.12128	.868	-.2182	.2587
	Friend	Blogger	.35010*	.12177	.004	.1107	.5895
		Website	.37035*	.12177	.003	.1309	.6098
	Website	Blogger	-.02025	.12128	.868	-.2587	.2182
		Friend	-.37035*	.12177	.003	-.6098	-.1309
Average_AFFECTIVE	Blogger	Friend	-.17098	.11849	.150	-.4040	.0620
		Website	-.06562	.11802	.579	-.2977	.1664
	Friend	Blogger	.17098	.11849	.150	-.0620	.4040
		Website	.10536	.11849	.374	-.1276	.3384
	Website	Blogger	.06562	.11802	.579	-.1664	.2977
		Friend	-.10536	.11849	.374	-.3384	.1276

*. The mean difference is significant at the 0.05 level.

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Rest_Cognitive_Image	Blogger	127	4.4488	.82282	.07301	4.3043	4.5933	2.00	6.17
	Friend	125	4.7427	.97654	.08734	4.5698	4.9155	2.50	7.00
	Website	127	4.4213	.91283	.08100	4.2610	4.5816	2.00	6.33
	Total	379	4.5365	.91507	.04700	4.4441	4.6289	2.00	7.00
Rest_Affective_Image	Blogger	127	4.6339	.64994	.05767	4.5197	4.7480	3.25	7.00
	Friend	125	4.9340	.90482	.08093	4.7738	5.0942	2.50	7.00
	Website	127	4.6890	.75047	.06659	4.5572	4.8208	3.50	7.00
	Total	379	4.7513	.78364	.04025	4.6722	4.8305	2.50	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Rest_Cognitive_Image	Between Groups	7.976	2	3.988	4.860	.008
	Within Groups	308.547	376	.821		
	Total	316.523	378			
Rest_Affective_Image	Between Groups	6.417	2	3.209	5.345	.005
	Within Groups	225.707	376	.600		
	Total	232.124	378			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Source	(J) Source	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Rest_Cognitive_Image	Blogger	Friend	-.29385*	.11413	.010	-.5183	-.0694
		Website	.02756	.11368	.809	-.1960	.2511
	Friend	Blogger	.29385*	.11413	.010	.0694	.5183
		Website	.32141*	.11413	.005	.0970	.5458
	Website	Blogger	-.02756	.11368	.809	-.2511	.1960
		Friend	-.32141*	.11413	.005	-.5458	-.0970
Rest_Affective_Image	Blogger	Friend	-.30014*	.09762	.002	-.4921	-.1082
		Website	-.05512	.09723	.571	-.2463	.1361
	Friend	Blogger	.30014*	.09762	.002	.1082	.4921
		Website	.24502*	.09762	.012	.0531	.4370
	Website	Blogger	.05512	.09723	.571	-.1361	.2463
		Friend	-.24502*	.09762	.012	-.4370	-.0531

*. The mean difference is significant at the 0.05 level.