

**IMPACTS OF ONLINE CONSUMER REVIEWS ON
PURCHASE INTENTION TOWARDS SUSHI RESTAURANTS**



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entitled
**IMPACTS OF ONLINE CONSUMER REVIEWS ON
PURCHASE INTENTION TOWARDS SUSHI RESTAURANTS**

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ABSTRACT

According to internet usage growth in Thailand, online consumer review becomes an essential part that influences customer to make decision to the brand or product. Online customer review is a tool that consumer can share their experiences about the brand which could be positive or negative aspect. Therefore, this study aims to find out an impact of online consumer review towards purchase intention of sushi restaurant in Thailand. This research conducted by using questionnaire-based survey method. The main purpose of this study is to find relationship between key online consumer review variables; EWOM, source credibility, source expertise, valence and volume towards purchase intention of sushi restaurant in Thailand. Hence, the main conclusion of the study concludes that EWOM, source credibility and valence have significant linear relationship with purchase intention. The finding is useful for the restaurant businesses in Thailand, especially the sushi restaurant, to explore new marketing channel about their restaurant by using online consumer review to attract prospect customers.

KEY WORDS: Online consumer review/Sushi/Restaurant business

39 pages

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Nowadays, digital tends to be the most influential media to convey information about brand and product to consumer. The report calls Digital, Social and Mobile in 2015 reveals that there are 23.9 million people are active internet users in Thailand, which is accounted as 37% of the total population.



Figure 1.1 Digital in Thailand

However, the number of people who purchase online in Thailand is still far behind the rest of the world. Product information search is one of the internet usage purposes. Regarding to the Charlton (2015), 61% of customers read online review before making the decision. User's reviews are the sales driver that customers want to see before making purchase. Moreover, consumer reviews also increase conversion rate. Some stats has been shown that 63% of the customers are likely to purchase from

the website that provides consumer reviews (iPerceptions, 2011) and review generates sales uplift 18%.

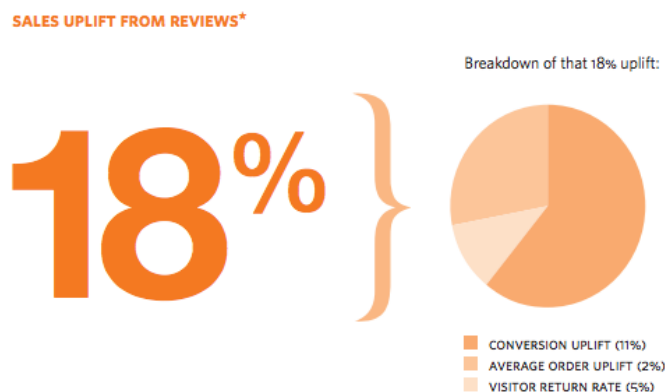


Figure 1.2 Sales uplift from reviews

What's more, according to Shimbun (2012), the number of Japanese restaurants in Thailand increases to 1,676 that are jumped about 2.2 fold from five year ago.



Figure 1.3 Rising number of Japanese restaurants in Thailand

In Bangkok, Japanese restaurants are accounted as 8.3% of all restaurants. The factors that support an expansion of Japanese restaurant in Thailand are Thai's average income rose by 30% in 2011 that made Japanese food is more affordable and also Thai people develop the taste of authentic Japanese food. Sushi is one of the Japanese foods that is widely consume throughout the world. Sushi is traditionally

developed by Hanaya Yohei, Japanese man, in the mid-18th century. At the beginning, sushi is not a prestigious food like today and it is a kind of fast food which sold next to the port. The development of sushi has stated from a few sushi restaurants are established in US and American has adjusted the taste of sushi rice to be sweeter, which is call American sushi and it also popular in Japan later. In Thailand, the number of Sushi restaurant and Sushi bar has been rapidly established in populate areas. Some restaurants import the ingredients from Japan; therefore, the taste and quality of food are likely the same as origin. Especially in Bangkok, there are a lot of popular sushi restaurants such as Mugendai, Isao, Sushi Masa, and Sushi Hiro.

1.2 Research problem

Regarding to the previous part, an online review becomes one factor that influence customer to purchase brand or product. The research problem addressed in this study is to investigate the impact of online customer review towards purchase intention of sushi restaurant.

1.3 Research objectives

This research aims to achieve the research objectives as following;

1. To examine an effect of online review that influences customer purchase intentions towards sushi restaurant.
2. To investigate whether online review model; EWOM, source credibility, source expertise, valence and volume impact to the purchase intention of sushi restaurant.

1.4 Research questions

In order to achieve the objectives of the research, it can be concluded into the research questions as the following;

1. How consumers' reviews impact on purchase intention towards sushi restaurant?
2. What are the key factors of online consumers' reviews that impact on consumers' attitude?



CHAPTER II

LITERATURE REVIEW

Over the years, communication technology has been developed and it also impacts on changing the way how people communicate. Nowadays, people can share their knowledge and information quickly and easily through internet and social network. Moreover, online consumer review becomes popular communication channel that people can search and exchange knowledge and information among each other.

Online business is broadening in Thailand. One of the online business website that has been succeeding in Thailand is Wongnai which is the website that opens for users to share and review the restaurants in Thailand which is compatible with Thai people life style. The website gets 100,000 users in 3 months after established. Moreover, there are many restaurant review websites in Thailand such as EDTguide, Pantip, BKKmenu and Bumres.

The purpose of this research is to understand more how online reviews influence consumer's perception and purchase intention toward sushi restaurants by using five strategies as theoretical foundations to study and analyze this case.

2.1 Theoretical foundations

2.1.1 eWOM (Electronic word-of-mouth)

Word-of-mouth or WOM is oral communication between sender and receiver regarding product, service or brand which the message is not strong commercial purpose (Anderson, 1998; Harrison-Walker, 2001). Therefore, this is why consumers believe the credibility of WOM rather than commercial advertisements (Herr et al., 1991).

Any positive or negative statement via the internet called eWOM or online WOM (Hennig-Thurau et al., 2004). eWOM is different from WOM because it is text-

based message (Godes and Mayzlin, 2004; Park et al., 2007). eWOM can influence consumers' attention (Gruen et al., 2006; Hennig-Thurau et al., 2004). Furthermore, the message could impact on purchase decision of consumers because it is the message created by other consumers who have direct experiences on those products or services. (Godes and Mayzlin, 2004, Park et al., 2007).

Rossiter et al. (1991) define that purchase risk perceived by the consumer depends on degree of involvement; low-risk purchase on low involvement product or service and risky purchase on high involvement product or service. According to (Zaichkowsky, 1985), also confirms that when degrees of involvement on product or service are different, people will have different on perceived risk while making purchase decision. Roberson (1976) and Brooker (1981) point out that people try to look for information as much as possible for high involvement product in order to minimize the risks and reduce uncertainty. To solve this problem, eWOM is one of the sources of information that people can reach easily to collect information in order to compare and evaluate alternatives before making purchase decision.

2.1.2 Source credibility

Message source credibility refers to the level of receiver believe to the message from the sender (Paul C.S. Wu Yun-Chen Wang, 2011). According to Hovland, Janis and Kelly (1953), receivers are probably to be persuaded when the source is credible. Moreover, Hovland and Weiss (1951) had studied the influence of sources in persuasion by comparing credible and non-credible sources using the same message. The result of study confirms that credible sources tend to have the impact on receiver rather than non-credible sources. Additionally, McCroskey et al. (1958) also find out that receivers tend to respect and accept the message more readily when communicators have high credibility.

Solomon (2009) also mentions that source credibility contains the level of expertise and trustworthiness of the communicator. Therefore, consumer will believe the message when the source has credibility. However, Regarding to Richard Buda Yong Zhang (2000), the source credibility is less impact to respondents' record for the message since it is effective only when the message appeared as the last piece of information that consumer receive about the product. Ling and Liu (2008) also support

that the consumer is not only believe the message from the celebrity credibility but also use their attitudes and experiences towards the brand.

2.1.3 Source expertise

Expertise means the skills and knowledge towards certain area (Karin Braunsberger James M. Munch, (1998). Hovland et al. (1953) state that the expertise is the extent to which communicators is perceived to be capable to make the certain issue correct. The evaluation on the review of product by other consumers is likely to judge based on the source expertise (Friestad and Wright, 1994; Maheswaran et al., 1992). Due to this, the receivers engage to the message only when they feel it's necessary hence it is assumable that the source expertise is essential for consumer buying of particular products

2.1.4 Valence

According to Peter De Maeyer (2012), valence is the numeric value of product review or rating stars awarded by reviewer on the web. Joonhyuk Yang et al. (2012) state that valence refers to the character of the content of WOM, which can be positive, negative, neutral, and mixed. Numerous studies have mentioned that positive valence leads to higher sales whereas negative valence can hurt sales (Basuroy et al., 2003). Chen et al., (2004) also mentions that the valence impact to the attitude of the brand.

2.1.5 Volume

Volume refers to the quantity of information available to the consumer that can cause confidence of purchase (Chen et al., 2004). There are plenty of researches shows the correlation between volume of information and sales, however, these researches are unclear as to which the sales came from volume or valence (Chen et al., 2004). The volume of information can create credibility for the product as it reflects to how popular of the brand or product in the market. Reading from what others have posted can increase a sense of product's popularity and confirm consumer's opinion (Hennig-Thurau and Walsh, 2003; Goldsmith and Horowitz, 2006; Park and Lee, 2008; Sher and Lee, 2009)

2.2 Previous empirical studies

2.2.1 Motives for reading and articulating user-generated restaurant reviews on Yelp.com

Anish Parikh et al., (2014) study why and when restaurant consumers read review and contribute review to Yelp.com, the largest consumer-generated restaurant review website in the USA with 45,000,000 visitors per month (Alexa.com, 2012), that offers platform for consumers to share their personal experiences and opinions with other consumers. This finding shows that consumers who have higher income want to reduce risk of dissatisfied post-purchase and consumers who have greater education seem to engage in community and need for search time reduction. Moreover, this study also shows that consumers visit restaurant because of positive reviews in Yelp.com.

2.2.2 The influence of online reviews to online hotel booking intentions

From previous study, Xinyuan (Roy) Zhao et al.,(2015) find out that usefulness, reviewer expertise, timeliness, volume, valence and comprehensiveness of online reviews have impacts to travelers' intentions and decisions toward online hotel booking. The finding states that individuals tend to rely on numerical or star ratings in order to evaluate choices or make decision (Macrae and Bodenhausen, 2001). Ye et al., (2009) also reveal that higher star ratings hotels would get more online bookings. Therefore, online review is important channels that serve as predictive indicators of consumers' attitudes and more of up-to-date information would stimulate potential purchasers' attentions (Xinyuan (Roy) Zhao et al., (2015).

2.2.3 Impact of online reviews of customer care experience on brand or company selection

Karakaya and Barnes (2010) study the impact of customer care experience review towards brand or company selection. The research examines what extent to which credible online information source and consumer review regarding to customer care can impact consumer choice of brand or company to purchase from. The research shows that consumer opinions about customer care in socially-based websites strongly

impact on purchaser feelings, customer engagement and also shopper decision of brand or organization when making purchase. This finding also consistent with the research conducted by Johnson and Kayne (2004) that study the impact of blogs which the socially-based websites are reliable due to opinion sharing freely and assumed to be unbiased.

On the contrary, there is no impact of consumer review for the websites, which comprise of government information websites, company websites, and search engines to the customer purchase intention. Besides, this is consistent with the previous research conducted by Bickart and Schindler (2001) which reveal that consumers who gather information from online discussions would be interested in product rather than getting information from marketer-generated sources due to the trust issue as also mentions in a study by Sen (2008).

2.2.4 The impact of online user reviews on cameras sales

According to Lin Zhang, Baolong Ma, Debra K. Cartwright, (2013), the objective of this research is to understand the impact of online user reviews on sales of search goods, the thing that customers do not need interaction to evaluate product choices, such as camera (Nelson, 1970, 1974). The research reveals that online user reviews, average online customer review rating and the volume of user reviews have the significant relationship and influence purchase decision as well as affect the sales of search goods.

2.3 Conceptual framework

According to foundation theories as mentioned above, the relationship of all variables are shown as following;

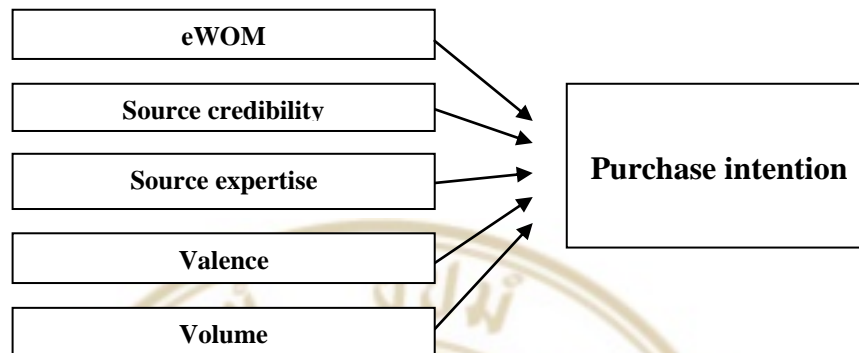


Figure 2.1 Conceptual Framework Model

There are six variables in the conceptual framework. The five variables of online consumer reviews on the left side might have significant relationship to purchase intention towards sushi restaurants. This research conducts by quantitative method in order to investigate which factors support purchasing decision when consumers get information from online consumer reviews. The hypotheses are as following, based on the conceptual framework model in Figure 1.

H1: eWOM has significant linear relationship with consumer purchase intention.

H2: Source credibility has significant linear relationship with consumer purchase intention.

H3: Source expertise has significant linear relationship with consumer purchase intention.

H4: Valence has significant linear relationship with consumer purchase intention.

H5: Volume has significant linear relationship with consumer purchase intention.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter is to introduce the methodology used to collect the data which is quantitative method. It describes the reason why quantitative method is selected rather than qualitative method for this research. After that, there is discussion about selecting population and survey instrument for the data collection. The process of each step is explained as following;

- 3.1 Research design
- 3.2 Sample selection
- 3.3 Survey instrument
- 3.4 Data collection
- 3.5 Data analysis

3.1 Research design

Research methods divide into two main types which are quantitative and qualitative researches. Kaplan (1973) states that a well-developed research methodology is good start for understanding what we study by scientific investigation.

According to Tillal et al., 2002, quantitative research is a logical and mathematical approach which emphasizes on analysis of statistical data and hypotheses development which determine relationships between the variables in order to measure validity. Quantitative research mainly uses questionnaires and surveys with structured questions that respondents can select from a set of answers. This method measure a variety of subjective feelings from different level of answers such as strongly disagree, disagree, neutral, agree and strongly agree or number of scales such as 1-10. This form of research is flexible to conduct in terms of paper, online or even the phone with a large number of respondents are involved.

On the other hand, qualitative research focuses more on how people feel and think regarding their opinion, motivation, behavior and decision making. This kind of research is about discussion on the topics that we study by open questions. This form largely conducts in terms of one to one interview and focus groups. Thus, qualitative research methods are associated with “face-to-face” interview, together with verbal data and observations (Tillal et al., 2002). However, quality of this kind of research depends on the skills of researcher for interpretation without personal biases.

Therefore, in this study, researcher decides to select quantitative method to gather primary data through a questionnaire-based survey in order to collect data from a large amount of samples which is needed to answer the research questions. Moreover, this method is easy to conduct, analyze and interpret the results due to limited time.

3.2 Sample selection

In this study, researcher uses non-probability sampling method which is more convenient due to time limitation. The target sample of this research is respondents who have ever read online consumer reviews before visiting sushi restaurant because they have direct experience with what researcher is going to study.

Therefore, the first part of questionnaire contains screening question which is “Have you ever read online consumer reviews before visiting sushi restaurant?” to select valid sample from other respondents who suited to take part in a study. Only respondents who answered “Yes” are allowed to continue the next part of questionnaire. For respondents who answered “No” skip to demographic question part and finish from this survey.

3.3 Survey instrument

The questionnaire consists of 4 parts as following;

Part 1. Screening question To select target respondents who have direct experience with reading online consumer reviews and deciding to go to sushi restaurant which are the valid sample suited to take part of this study.

Part 2. General questions The questions ask for getting the respondents' thinking about the concept of this study. Moreover, this part shows about consumer behavior regarding how they read online consumer reviews before visiting sushi restaurant.

Part 3. Specific questions The questions are related to previous literature review and conceptual framework. There are different scales from number 1-5 with the statements comprise of "Strongly Disagree", "Disagree", "Neutral", "Agree" and "Strongly Agree" for respondents to select the best alternative that fit to their opinions.

Part 4. Demographic questions The questions ask about individual information such as gender, age range, income, education level and occupation of each respondent.

3.4 Data collection

In this study, the questionnaires are distributed through online channels such as E-mail, Facebook and Line in order to get fast response due to limited time. The target sample is people who used to read online consumer reviews and go to sushi restaurant and the sample size of this study is at least 200 respondents.

3.5 Data analysis

For data analysis, this research uses SPSS (Statistical Product and Service Solution) program as a tool to analyze data from the survey result which is the statistical data analysis to clarify relationship between factors and also prove the hypothesis of this study.

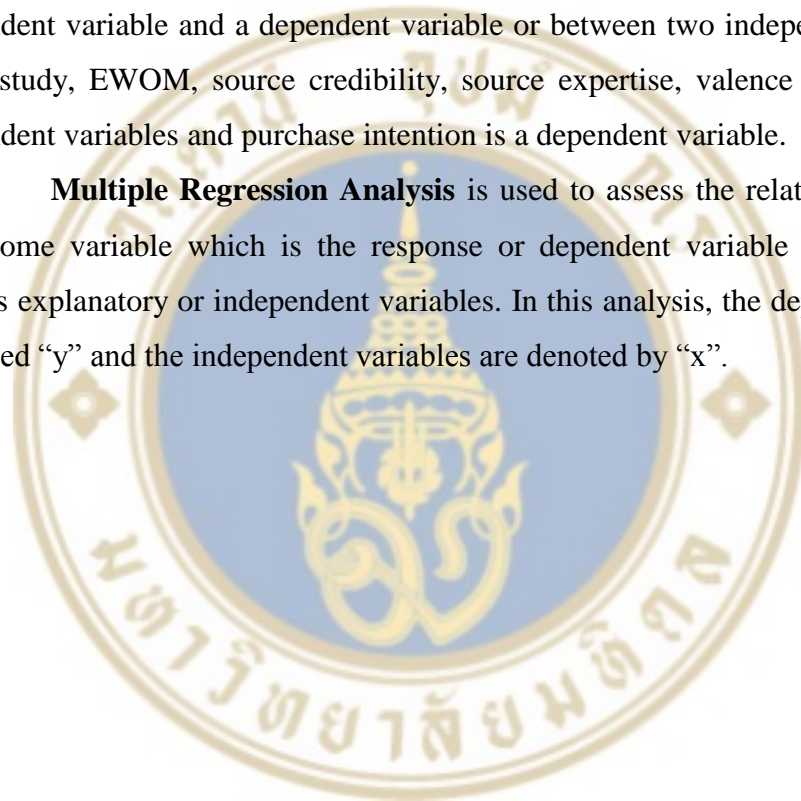
Descriptive statistics are used in this study to present quantitative description in a manageable form. They describe simple summaries from what the data shows in terms of inferential statistics which we can use to infer what the population think from the set of data. The Mean or Average is one of used methods to describe

central tendency. The Mean is computed by finding the sum of all values and dividing by the number of values. The Standard Deviation is another one of used methods to show the distance from the mean. They used to describe dispersion of a set of data. The higher the value, the more spread out the data are.

Crosstabs Analysis is used to show the relationship between two or more survey questions. It provides side-by-side comparison of how different groups of respondents answer in each questions.

Correlations Analysis is used to quantify the association between an independent variable and a dependent variable or between two independent variables. In this study, EWOM, source credibility, source expertise, valence and volume are independent variables and purchase intention is a dependent variable.

Multiple Regression Analysis is used to assess the relationship between an outcome variable which is the response or dependent variable and risk factors which is explanatory or independent variables. In this analysis, the dependent variable is denoted “y” and the independent variables are denoted by “x”.



CHAPTER IV

FINDINGS AND DATA ANALYSIS

According to research methodology, this chapter analyzes and explains data collected from online questionnaire-based survey. The result from data collecting is 256 respondents which 51 respondents are rejected due to not valid sample. Hence, only 205 respondents who have ever read online consumer reviews before visiting sushi restaurant or respondents who answer “yes” in screening question suite to the objective to provide helpful information for this research as shown in the table 4.1

Table 4.1 Quantity of respondents

Have you ever read online consumer reviews before visiting sushi restaurant?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	205	80.1	80.1	80.1
	No	51	19.9	19.9	100.0
Total		256	100.0	100.0	

4.1 Target respondents

This part shows demographic profile of target respondents who read online consumer reviews in order to gather information before deciding to visit sushi restaurant. The frequency and percentage of data is used to explain the results.

4.1.1 Gender

Findings from table 4.2 reveals that majority of the respondents are female (146 respondents or 71.2 percent) and follows by male (59 respondents or 28.8 percent).

Table 4.2 Demographic characteristics classified by gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	59	28.8	28.8	28.8
Female	146	71.2	71.2	100.0
Total	205	100.0	100.0	

4.1.2 Age

Findings from table 4.3 reveals that majority of the respondents are in the age of 21-30 years old (162 respondents or 79 percent), the second group is 31-40 years old (36 respondents or 17.6 percent), the third group is 11-20 years old (4 respondents or 2 percent) and the fourth group is 41-50 years old (2 respondents or 1 percent). The minority age group is more than 51 years old (1 respondent or 0.5 percent).

Table 4.3 Demographic characteristics classified by age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11-20 years	4	2.0	2.0	2.0
21-30 years	162	79.0	79.0	81.0
31-40 years	36	17.6	17.6	98.5
41-50 years	2	1.0	1.0	99.5
More than 51 years	1	.5	.5	100.0
Total	205	100.0	100.0	

4.1.3 Monthly Income

Findings from table 4.4 reveals that majority of the respondents are monthly income 15-30K (65 respondents or 31.7 percent). The second group is 31-45K (61 respondents or 29.8 percent). The third group is 45-60K (41 respondents or 20 percent). The fourth group is 60K or over (30 respondents or 14.6 percent). The minority group of respondents is 15K or below (8 respondents or 3.9 percent).

Table 4.4 Demographic characteristics classified by monthly income

	Income	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15k or below	8	3.9	3.9	3.9
	15-30k	65	31.7	31.7	35.6
	31-45k	61	29.8	29.8	65.4
	45-60k	41	20.0	20.0	85.4
	60k+ up	30	14.6	14.6	100.0
	Total	205	100.0	100.0	

4.1.4 Education

Findings from table 4.5 reveals that majority of the respondents graduated Bachelor degree level (119 respondents or 58 percent). The second largest group is graduate level as Master degree or higher (83 respondents or 40.5 percent). The last group is the respondents that have graduation level of high school degree (3 respondents or 1.5 percent).

Table 4.5 Demographic characteristics classified by education

	Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	3	1.5	1.5	1.5
	Bachelor	119	58.0	58.0	59.5
	Master or higher	83	40.5	40.5	100.0
	Total	205	100.0	100.0	

4.2 Behaviors

This part shows general information about consumer behavior towards reading online consumer reviews before visiting sushi restaurant. It is essential to have an understanding consumer behavior for developing marketing ways efficiently.

4.2.1 Frequency of reading online consumer reviews about sushi restaurant

From table 4.6, the result shows the majority of respondents read online consumer reviews about sushi restaurant for 2-3 times a month, around 62 respondents or 30.2 percent. The second is the quantity and percent of respondents who read online consumer reviews about sushi restaurant once a month and less than once a month that are the same with each 54 respondents or 26.3 percent. These 3 groups account for 82.9 percent of all respondents.

Table 4.6 Quantity and percent of respondents towards frequency of reading online consumer reviews about sushi restaurant

How often do you read online consumer reviews about sushi restaurant?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a month	54	21.1	26.3	26.3
	Once a month	54	21.1	26.3	52.7
	2-3 times a month	62	24.2	30.2	82.9
	Once a week	20	7.8	9.8	92.7
	More than once a week	15	5.9	7.3	100.0
	Total	205	80.1	100.0	
Missing	System	51	19.9		
Total		256	100.0		

4.2.2 Main purpose for searching sushi restaurant's information

From table 4.7, the result shows most of respondents search for sushi restaurant's information occasionally, around 161 respondents or 78.5 percent.

Table 4.7 Quantity and percent of respondents towards main purpose for searching sushi restaurant's information

What is the main purpose when you search for sushi restaurant's information?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally (e.g. find somewhere for lunch, dinner, etc.)	161	62.9	78.5	78.5
	Special occasion	27	10.5	13.2	91.7
	Business purpose	4	1.6	2.0	93.7
	Travel purpose	13	5.1	6.3	100.0
	Total	205	80.1	100.0	
Missing	System	51	19.9		
Total		256	100.0		

4.2.3 Frequency of eating sushi food

From table 4.8, the result shows 79 respondents or 38.5 percent eat sushi food for 2-3 times a month is the majority of respondents. The second and third are respondents who eat sushi food once a month and less than once a month with 66 respondents or 32.2 percent and 34 respondents or 16.6 percent respectively.

Table 4.8 Quantity and percent of respondents towards frequency of eating sushi food

How often do you eat sushi food?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a month	34	13.3	16.6	16.6
	Once a month	66	25.8	32.2	48.8
	2-3 times a month	79	30.9	38.5	87.3
	Once a week	20	7.8	9.8	97.1
	More than once a week	6	2.3	2.9	100.0
	Total	205	80.1	100.0	
Missing	System	51	19.9		
Total		256	100.0		

4.3 Hypothesis testing

4.3.1 Descriptive statistics

From table 4.9 shows mean value of each factor that effect to decision making of respondents. The highest mean value is 3.79 which is online positive comment influences respondents' decision to go to sushi restaurant. The second is 3.72 which is respondents believe in the credibility of EWOM. The third is 3.57 which is online negative comment affects respondents' decision not to go sushi restaurant.

Table 4.9 Descriptive statistic

Descriptive Statistics	Mean	Std. Deviation
Online positive comment on sushi restaurant influences your decision to go.	3.79	1.095
I believe the credibility of EWOM	3.72	1.132
Online negative comment on sushi restaurant affects your decision not to go.	3.57	1.090
High volume of online consumer reviews towards sushi restaurant reflect how popular they are	3.57	1.063
Sushi restaurant that has a lot of online consumer reviews confirm my opinion	3.52	1.032
Online consumer reviews impact on my purchase intention to go to sushi restaurant.	3.52	1.027
Credible source impacts on your purchase decision towards sushi restaurant.	3.48	1.060
I gather information from online consumer reviews before going to sushi restaurant.	3.47	1.100
I go to the sushi restaurant that has high rating stars awarded by reviewer.	3.44	1.030
I accept message from reviewer who has high credibility regarding sushi food.	3.38	1.058
I believe message from reviewer who has knowledge regarding sushi food.	3.30	1.036
I believe message from reviewer who has direct skills towards sushi food.	3.26	1.066
I do not go to the sushi restaurant that has low rating stars awarded by reviewer.	3.09	1.074

4.3.2 Crosstabs analysis

From table 4.10, there are significant relationships between 2 variables which P-Value less than 0.05 only 3 set of factor.

Education level of respondents has significant linear relationship with the main purpose when searching for sushi restaurant's information ($P < 0.05$). As shown in table 4.11, most of respondents in all education levels search for sushi restaurant's

information occasionally for finding place for lunch and dinner but there is only high school level search for business purpose.

Education level of respondents has significant linear relationship with source of information ($P < 0.05$). As shown in table 4.12, most of respondents in all education levels usually get information from friend and online/website/blogger but there is only high school level gets information from family, TV and magazine.

Income range of respondents has significant linear relationship with website that respondents gather information from ($P < 0.05$). As shown in table 4.13, all groups of respondents mostly gather information online from Wongnai and Pantip rather than other websites.

Table 4.10 Pearson Chi-Square Tests

Pearson Chi-Square Tests		Gender	Age	Income	Education	Occupation
Have you ever read online consumer reviews before visiting sushi restaurant?	Chi-square	1.069	6.038	6.145	1.951	8.253
	df	1	4	4	2	5
	Sig.	.301	.196 ^{a,b}	.189	.377 ^{a,b}	.143 ^{a,b}
How often do you read online consumer reviews about sushi restaurant?	Chi-square	1.109	19.834	17.708	9.256	18.159
	df	4	16	16	8	20
	Sig.	.893	.228 ^{a,b}	.341 ^{a,b}	.321 ^{a,b}	.577 ^{a,b}
What is the main purpose when you search for sushi restaurant's information?	Chi-square	2.861	19.923	8.503	16.216	22.101
	df	3	12	12	6	15
	Sig.	.414 ^a	.069 ^{a,b}	.745 ^{a,b}	.013 ^{a,b,*}	.105 ^{a,b}
Where do you usually go when you want to eat sushi?	Chi-square	.497	12.097	16.189	5.926	15.276
	df	2	8	8	4	10
	Sig.	.780 ^a	.147 ^{a,b}	.040 ^{a,b,*}	.205 ^{a,b}	.122 ^{a,b}
How often do you eat sushi food?	Chi-square	1.704	9.350	10.715	4.844	23.545
	df	4	16	16	8	20
	Sig.	.790 ^a	.898 ^{a,b}	.827 ^{a,b}	.774 ^{a,b}	.263 ^{a,b}
\$Source	Chi-square	10.996	33.783	32.405	36.695	38.886
	df	7	28	28	14	35
	Sig.	.139 ^{a,b}	.208 ^{a,b}	.258 ^{a,b}	.001 ^{a,b,*}	.299 ^{a,b}
\$Website	Chi-square	4.558	16.398	33.899	4.824	26.325
	df	5	20	20	10	25
	Sig.	.472 ^a	.692 ^{a,b}	.027 ^{a,b,*}	.903 ^{a,b}	.390 ^{a,b}

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level (P-Value).

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

b. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Table 4.11 Significant relationship between education and main purpose of searching sushi restaurant's information

		Education		
		High school	Bachelor	Master or higher
		Column N %	Column N %	Column N %
What is the main purpose when you search for sushi restaurant's information?	Occasionally (e.g. find somewhere for lunch, dinner, etc.)	66.7%	79.0%	78.3%
	Special occasion	0.0%	13.4%	13.3%
	Business purpose	33.3%	1.7%	1.2%
	Travel purpose	0.0%	5.9%	7.2%

Table 4.12 Significant relationship between education and source of information

		Education		
		High school	Bachelor	Master or higher
		Column N %	Column N %	Column N %
\$Source	Friends	100.0%	83.2%	84.3%
	Family	66.7%	20.2%	20.5%
	Online/ Website/ Blogger	66.7%	80.7%	92.8%
	TV	66.7%	15.1%	9.6%
	Radio	0.0%	0.0%	3.6%
	Magazine	66.7%	15.1%	16.9%
	Newspaper	33.3%	3.4%	3.6%

Table 4.13 Significant relationship between income and website

		Income				
		15k or below	15-30k	31-45k	45-60k	60k+ up
		Column N %	Column N %	Column N %	Column N %	Column N %
\$Website	Wongnai	50.0%	60.0%	73.8%	51.2%	63.3%
	EDTguide	0.0%	23.1%	39.3%	24.4%	40.0%
	Pantip	62.5%	78.5%	85.2%	95.1%	83.3%
	BKKmenu	12.5%	10.8%	8.2%	24.4%	6.7%
	Bumres	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	12.5%	3.1%	6.6%	9.8%	6.7%

4.3.3 Correlations Analysis

From Correlation analysis as shown in table 4.14, the result reveals correlations between factors as following;

- EWOM has correlation with purchase intention at 0.840.
- Source credibility has correlation with purchase intention at 0.765.
- Source expertise has correlation with purchase intention at 0.696.
- Valence has correlation with purchase intention at 0.701.
- Volume has correlation with purchase intention at 0.810.

Table 4.14 Correlations

Correlations		EWOM	Source credibility	Source expertise	Valence	Volume	Purchase Intent
EWOM	Pearson Correlation	1	.801**	.713**	.748**	.810**	.840**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	205	205	205	205	205	205
Source credibility	Pearson Correlation	.801**	1	.763**	.695**	.736**	.765**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	205	205	205	205	205	205
Source expertise	Pearson Correlation	.713**	.763**	1	.648**	.703**	.696**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	205	205	205	205	205	205
Valence	Pearson Correlation	.748**	.695**	.648**	1	.652**	.701**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	205	205	205	205	205	205
Volume	Pearson Correlation	.810**	.736**	.703**	.652**	1	.810**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	205	205	205	205	205	205
Purchase Intent	Pearson Correlation	.840**	.765**	.696**	.701**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	205	205	205	205	205	205

** . Correlation is significant at the 0.01 level (2-tailed).

4.3.4 Multiple regression analysis

SPSS results generate from multiple regression analysis that show relationship between objective factors of online consumer reviews and purchase intention on sushi restaurant. The objective factors comprise of EWOM, source credibility, source expertise, valence and volume.

The result of the multiple regression analysis indicates one of subjective and five of objective factors that significantly affect the consumer purchase intention on sushi restaurant with p-value of the F-test less than 0.05 ($p < 0.05$).

The coefficient of determination R-square is 76.9 percent as shown in table 4.15. This could be indicated that EWOM, source credibility, source expertise, valence and volume variables can explain 76.9 percent of consumer purchase intention variable which implies that this model has high predictive power.

Table 4.15 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877 ^a	.769	.763	.49959

a. Predictors: (Constant), Volume, Valence, Source expertise, Source credibility, EWOM

From table 4.16, the ANOVA result of the regression analysis indicates that at least one of the five factors (EWOM, source credibility, source expertise, valence and volume) are statistically significant in affecting purchase intention on sushi restaurant with the p-value of the F-test less than 0.05 ($F = 132.601$, $p\text{-value} = .000$).

Table 4.16 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.482	5	33.096	132.601	.000 ^b
	Residual	49.669	199	.250		
	Total	215.151	204			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Volume, Valence, Source expertise, Source credibility, EWOM

From the Coefficients as the result is shown in table 4.17, the p-value of t-test of each regression coefficients is 0.808, 0.000, 0.042, 0.432, 0.092 and 0.000 respectively.

Table 4.17 Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.035	.144		-.243	.808
EWOM	.395	.076	.378	5.199	.000
Source credibility	.140	.068	.134	2.050	.042
Source expertise	.046	.058	.045	.787	.432
Valence	.099	.058	.091	1.695	.092
Volume	.330	.064	.315	5.120	.000

a. Dependent Variable: Purchase Intention

The finding from multiple regression analysis reveals that EWOM (t = 5.199, p-value = 0.000), source credibility (t = 2.050, p-value = 0.042) and volume (t = 5.120, p-value = 0.000) are significant explanatory variables in predicting customer purchase intention (Y). Hence, this could be concluded that;

H1: EWOM has a significant linear relationship with consumer purchase intention.

H2: Source credibility has a significant linear relationship with consumer purchase intention.

H3: Source expertise does not have a significant linear relationship with consumer purchase intention.

H4: Valence does not have a significant linear relationship with consumer purchase intention.

H5: Volume has a significant linear relationship with consumer purchase intention.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter aims to discuss the major findings of this study by starting of conclusion to show the relationship between variables and purchase intention towards sushi restaurant. After that, there are discussion about recommendation, implication, limitation and future research.

5.1 Conclusion

From the finding, respondents mostly search information about sushi restaurant from friends and online/website/blogger in order to find somewhere for their meals occasionally. It could be assumed that nowadays consumers need to gather all relevant information before making a decision. Moreover, reading online consumer reviews is one of sources of information that consumer can access information fast and easily from real experience of other people which is helpful to confirm their opinion as mentioned in literature review that message created by other consumers or Word-of-Mouth (WOM) have more reliability than message created by brand or company. From the survey result, most of respondents read online consumer reviews about sushi restaurant at least once a month which is quite often.

Source credibility is one of important factors that consumers concern. According to literature review, consumers are persuaded when the source of information is credible and it could influence consumer purchase intention. From the finding, it shows correlation with this theory as the result shows that the majority of respondents usually gather information from Pantip and Wongnai which is well-known websites rather than EDT guide, BKK menu and Bumres.

According to survey result, Electronic Word-of-Mouth (EWOM), source credibility, source expertise, valence and volume variables have correlation with consumer purchase invention. However, there are only three factors that are significant

factors for respondents which consist of Electronic Word-of-Mouth (EWOM), source credibility and volume of online consumer reviews. The higher volumes of review, the more information available for consumer which makes them feel more confident with the product or service because the volume can increase credibility and sense of popularity which helpful to confirm consumer decision.

5.2 Recommendations

After studying literature review and analyzing research finding, it concluded that EWOM, source credibility and volume of online consumer reviews are significant factors that impact on consumer purchase intention. Therefore, the researcher would like to suggest sushi restaurant business owners to concern these factors as following recommendations.

From the finding, as eWOM or electronic word-of-mouth is one of the factors that consumers really concern. Therefore, sushi restaurant owners should track and monitor both positive and negative statements, especially via online consumer reviews because this kind of information is useful for restaurants to get feedback from customers in the direct way. For the positive statements, sushi restaurants should find and analyze the reasons behind that increase customers satisfaction until they share their opinion and feeling to other people. On the other hand, for the negative side, sushi restaurants should contact to apologize the reviewers and try to negotiate in order that they will delete that message as soon as possible because negative statements can influence customer decision not to go to the restaurants. Moreover, they should improve themselves and find solution to solve the problem in order to increase customer satisfaction and prevent bad image of restaurants.

In terms of source credibility and volume of review, the result reveals that Pantip and Wongnai are the most popular websites that consumers like to visit. Thus, this research would suggest sushi restaurants to hire the consumers who are famous reviewers and always visit many restaurants in order to write and share the reviews via Pantip and Wongnai which result in increasing number of online consumer reviews in the right channels. Furthermore, sushi restaurants may promote their restaurants

through advertising or offering discount campaign for customers who refer from these 2 websites.

5.3 Limitation

Due to limited time, this research may not represent whole population because sample size is only 205 valid respondents who live in Bangkok. The majority of respondents are female, age between 21 and 30 years old and private company employee. Therefore, the result is limited to the group of respondents.

5.4 Further research

The sample size should be larger in order to get variety of results and also represent the whole population. Moreover, the research may conduct by using qualitative method to gain more inside information such as attitude and perception from respondents. Besides, this study could be an idea to an impact of consumer reviews towards other businesses.

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APPENDIX A Questionnaire

IMPACTS OF ONLINE CONSUMER REVIEWS ON PURCHASE INTENTION TOWARDS SUSHI RESTAURANTS

You are being invited to participate in a research study titled “IMPACTS OF ONLINE CONSUMER REVIEWS ON PURCHASE INTENTION TOWARDS SUSHI RESTAURANTS. This study is being done by Ms. Rangsim Cheewaudomsap from College of Management, Mahidol University (CMMU). This survey is conducted as a part of thematic project. To the best of my ability your answers in this study will remain confidential. The questionnaire will take you approximately 10-15 minutes to complete.

Part 1: Screening question

1. Have you ever read online consumer reviews before visiting sushi restaurant?
 - Yes
 - No

Part 2: General questions

2. How often do you read online consumer reviews about sushi restaurant?
 - More than once a week
 - Once a week
 - 2-3 times a month
 - Once a month
 - Less than once a month
3. Which website that you use when you need to search information for sushi restaurant? (Allow for multiple answers)
 - Wongnai
 - EDTguide
 - Pantip
 - BKKmenu

- Bumres
 - Other; please specify _____
4. What is the source of information that you usually get about sushi restaurant?
(Allow for multiple answers)
- Friends
 - Family
 - Online/ Website/ Blogger
 - TV
 - Radio
 - Magazine
 - Newspaper
 - Other; please specify _____
5. What is the main purpose when you search for sushi restaurant's information?
- Occasionally (e.g. find somewhere for lunch, dinner)
 - Special occasion (e.g. birthday, valentine's day)
 - Business purpose (e.g. client meeting)
 - Travel purpose
 - Other; please specify _____
6. Where do you usually go when you want to eat sushi?
- Stand-alone restaurant
 - Department store/ shopping mall
 - Restaurant in hotel
 - Other; please specify _____
7. How often do you eat sushi food?
- More than once a week
 - Once a week
 - 2-3 times a month
 - Once a month
 - Less than once a month

Part 3: Specific questions

Please indicate to what extent you agree/disagree with the following statements.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe the credibility of Electronic word-of-mouth about sushi restaurants rather than advertisements.					
Online positive comment on sushi restaurant influences your decision to go.					
Online negative comment on sushi restaurant affects your decision not to go.					
I try to look for information from online consumer reviews before going to sushi restaurant.					
I will accept message from reviewer who has high credibility regarding sushi food.					
Credible source impacts on your purchase decision towards sushi restaurant.					
I will believe message from reviewer who has knowledge regarding sushi food.					
I will believe message from reviewer who has direct skills towards sushi food.					
I will go to the sushi restaurant that has high rating stars awarded by reviewer.					
I will not go to the sushi restaurant that has low rating stars awarded by reviewer.					
High volume of online consumer reviews towards sushi restaurant reflect how popular they are					
Sushi restaurant that has a lot of online consumer reviews confirm my opinion					
Online consumer reviews impact on my purchase intention to go to sushi restaurant.					

Part 4: Demographic questions

1. Please select your gender.
 - Male
 - Female
2. Please select your age range.
 - 1 – 10 years old
 - 11 – 20 years old
 - 21 – 30 years old
 - 31 – 40 years old
 - 41 – 50 years old
 - More than 51 years old
3. Please select personal income per month.
 - 1 – 15,000 Baht
 - 15,001 – 30,000 Baht
 - 30,001 – 45,000 Baht
 - 45,001 – 60,000 Baht
 - Over 60,001 Baht
4. Please select your education level.
 - Less than high school
 - High school
 - Bachelor's degree
 - Master's degree
 - Doctoral degree
5. What is your occupation?
 - Student
 - Private company employee
 - Government employee
 - State Enterprises employee
 - Business owner
 - Other; please specify _____