

**THE IMPACT OF ONLINE REVIEWS ON CHOOSING A
RESTAURANT OF THAI MILLENNIAL INTERNET USERS**



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entitled
**THE IMPACT OF ONLINE REVIEWS ON CHOOSING A
RESTAURANT OF THAI MILLENNIAL INTERNET USERS**

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THE IMPACT OF ONLINE REVIEWS ON CHOOSING A RESTAURANT OF THAI MILLENNIAL INTERNET USERS

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ABSTRACT

The purpose of this paper is to examine the relationships between online restaurant review and Thai Millennial's decision making on choosing a restaurant and to identify the factors that influence their decision.

The focus is on 4 independent factors (electronic word of mouth (eWOM), source credibility, information usefulness and attitude toward a certain restaurant affected by online review) that are antecedents of decision on choosing a restaurant. The data collected derived from 203 online questionnaires which were distributed to young Thai people age between 15 and 36 or Thai Millennial internet users. The data collected from the questionnaires were then analyzed using descriptive analysis, reliability analysis, correlation analysis, multiple linear regression analysis, and one-way ANOVA analysis.

The results reveal that the key factors that significantly influence positive relationship between online reviews and decision on choosing a restaurant are eWOM and attitude toward a certain restaurant affected by online review. The results of this research would help restaurant owner, digital marketer and people in restaurant industry to understand Thai Millennial better and set strategy that suit their behavior.

KEY WORDS: Online Review / Thai Millennial / Social Media / eWOM

41 pages

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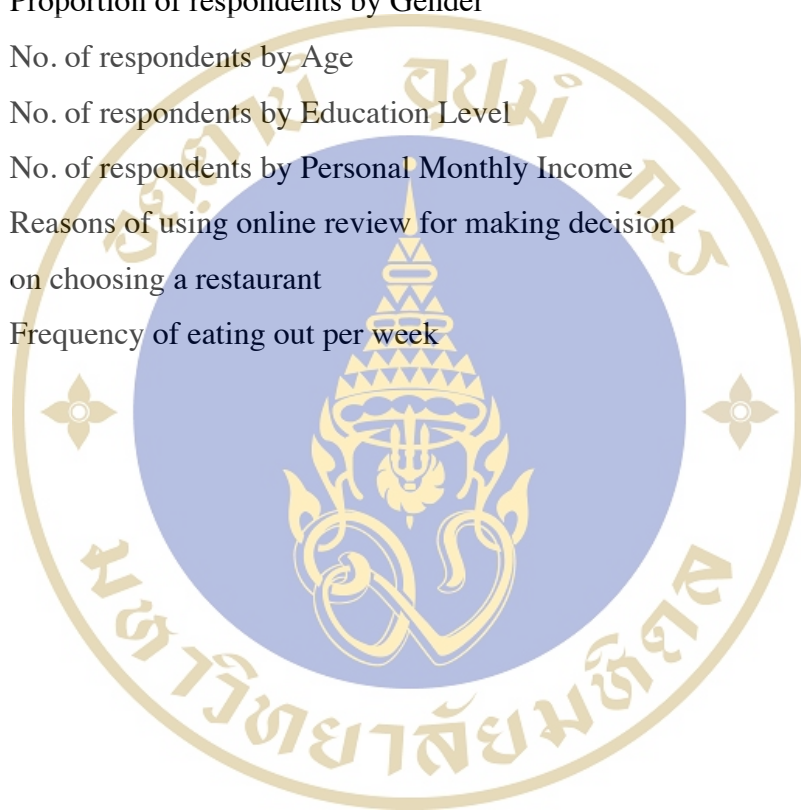


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CHAPTER I

INTRODUCTION

Thailand Internet users have continuously increased during the past years. According to Internet Live Stats, there are about 29 million Internet users in Thailand which is 42.7 percent of total Thai population or 0.8 percent of total world population, estimate for July, 2016. Out of the 29 million active Internet users in Thailand, each user spends on average almost 5 and half hours per day using the Internet from a PC or tablet and just over 4 hours per day from a mobile phone. Unsurprisingly, Thai people spend an average of 3 hours and 46 minutes on social media each, which is more time than spent watching the television.

Millennial or Generation Y refers to the specific generation born between the 1980's to the early 1990's. They were born into an emerging world of technology and have grown up surrounded by smart phones, laptops, tablets and other gadgets. They are said to be a diverse group, tech savvy, eager for promotion, individualistic and embracing globalization via boundless online channels. According to the National Statistics Office (NSO), they love being online as they use Internet for eight hours a day on average. They prefer to communicate more quickly and effectively via email, social networks or text messaging as opposed to traditional means of communication.

Social media is the means of interaction among people in which they create, share and exchange information and ideas in virtual communities and networks either in the form of pictures or message. Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. Social media is now so well established. Refer to Thailand Zocial Awards 2016 Seminar, during 2015, they are 2.6 billion public talks on social media which are 7 million talks everyday, 5,200 talks every minutes, or 82 talks every seconds. Most talks are sharing information and opinion. If it is carefully screened and analyzed, companies can use this information for driving the business effectively since it is a real feedback from the

customers. Likely, many businesses today are driven by social media. Social Media has changed people's lifestyle. For example, a customer doesn't need to go to the shop when they need help or information about the brand, a website or Facebook page can help them instead.

Word of Mouth (WOM) is an unpaid form of promotion in which customers tell other people how they perceived a product or service. It is a person-to-person oral communication. When WOM is mediated through electronic means, it is called Electronic Word of Mouth (eWOM) which refers to any statement that former customers share via the Internet such as websites and social media about a product, service, brand, or company. However, eWOM is able to generate more reach because WOM's reach is restricted by time and geographical barriers; it is rather difficult to pass along WOM to anyone who is not present when and where the WOM is exchanged. In contrast, eWOM involves the exchange of digital messages that are available to anyone with an Internet connection for an indefinite period of time. Moreover, while WOM is exchanged primarily in face-to-face communication between the one we know, eWOM is usually exchanged between strangers or others who have little or no prior relationship with one another. The possibility for consumers to exchange their opinions, knowledge, and experience with unfamiliar people broadens the availability of eWOM.

Thailand's restaurant industry continues to grow due to increased spending and lifestyle change. There are 11,020 restaurants registered with the Ministry of Commerce (as of February, 2016). The long-term outlook for the restaurant industry remains positive due to increasing urbanization, higher consumer disposable income, and a trend towards eating out. People always dine out when spending time with family and friends, therefore, a good restaurant is their destination. The restaurant business is one of the most competitive industries in Thailand. Restaurants are everywhere, from small carts located on every street to five-star restaurants in some of the world's finest hotels. A rising number of restaurants were seen from both existing companies and new entrants; especially the young independent entrepreneurs. They enter the restaurant industry with novel and exciting cuisine. Companies use marketing campaigns and promotional activities through both offline and online tools. The young entrepreneurs mostly used social media as a means to attract customers,

which was considered a new marketing tool for independent street kiosks in Thailand. It is perceived that this channel of communication between restaurants and their customers will continue to grow and support the strong performance of restaurant over the forecast period.

Online information communicated by means of social media, has a massive impact in restaurant industry. It is further emphasized that social media are taking an important role in restaurants' information search and decision-making behaviors. There are plenty of restaurants' information provided on Internet as a community in Thailand such as Pantip.com, Wongnai, OpenRice, Eatigo, Edtguide, BKKmenu, Chillpainai, and much more on Facebook food/restaurant review fanpages and Instagram food/restaurant review accounts. Those communities share information about restaurant between former customers who have been to the restaurant and other people who interest in the restaurant. Customers would know what other people experience and think about the restaurant they visited while restaurants' owner could maintain relationships with customers through those communities. Moreover, customers can easily access information anywhere and anytime they connect to the Internet.

1.1 Problem Statement

Millennial or young people is a major group of Internet users. With the advent of technology today, it changes people lifestyle from the previous time. They are allowed to access Internet and social media easily. Internet brings convenience to them, therefore, Internet users are increased which information search is one of the main purposes. People need to find information on what they are going to purchase to be sure that it is worth paying. Social media has a great impact to restaurant industry, as there are many restaurants available and tend to continuously increased, it provides more choices to customers. Therefore, online review would be helpful for them on making decision. It is important to know how online review and social media impact on choosing a restaurant.

From the above background situation, the research problem has been

defined as “The impact of online reviews on choosing a restaurant of Thai Millennial Internet users”

1.2 Research Objectives

In order to answer research problem, the following objectives have been set in the context of choosing a restaurant through online review on social media.

- To identify factors that have impact on choosing a restaurant.
- To investigate customers' behavior affected by online review.
- To identify whether customers' attitudes towards restaurants affected by online review lead to their restaurant selection.
- To identify what information customer's need in choosing a restaurant.

The research results will be benefits to entrepreneurs or restaurant owners to know the impact of the online reviews and how it affects their expected customers to better understand the consumer insight and able to adjust the marketing strategies to bring more efficiency to the business. It can ideally be used as a digital marketing guide line to increase communication channels to gain more sales as well as create awareness to the restaurant.

CHAPTER II

LITERATURE REVIEW

This chapter presents a review of literature pertaining to the key areas of the research. It commences with the background to social media concerning blog, Facebook page and Instagram account to set the context for this study. The theoretical background of Millennial characteristics and behaviors in relation to social media and eating out are subsequently explained. Also, emphasis is placed on characteristics of online review and WOM, and factors influences their credibility. The factors influences choosing a restaurant are studied. Lastly, the study of consumers' perception and response toward online review is explained.

2.1 Literature Review

2.1.1 Social Media usage and benefits

The recent advances in technology have resulted in an explosion of social media channels with a variety of different forms of communicating between users. Social media engenders interchangeable terms including social websites, consumer-generated media, user-generated content and Web 2.0 (Chan & Guillet, 2011). For this study, social media is defined as any online service through which users can create and share a variety of content. Social media are a potential source of market intelligence. It offers opportunities to strengthen customer relationships by encouraging customers to engage with their brands by interacting with each other (Van Doorn et al., 2010; Verhoef et al., 2010) and by fostering online brand or user communities. The previous study reveals that buyers participate in social commerce sites for fun and interest. They are motivated by enjoyment in helping others, enjoying the pleasure offered by sharing information on social commerce sites (Yang, Sia , Liu, Chen, 2016). Information based on a user's experience is considered to be more credible than

information that is without a user's experience. Furthermore, many common important words exist in the information that a user thinks is important (Hattori, Nadamoto, 2013). Businesses from all sectors have followed the trend and are utilizing social media for user engagement and social marketing efforts (Barnes, 2010). Social media tools have a wide range of potential benefits including the ability to disseminate information quickly, leverage community networks for information-sharing, reach broad audiences, customize messages for specific groups, encourage interaction and engagement and empower decision-making (Safko, 2010).

2.1.2 Millennial and their social media usage

Millennial or Generation Y were determined to be born between 1980 and 2000 (Szmigin & Piacentini, 2014). The most effective way to reach younger generations might be through social media because of the level of their engagement – 89 percent of Internet users between 18 and 29 years of age use social network sites (Duggan and Smith, 2013). A key formative characteristic for Millennial is early and frequent exposure to technology, which has advantages and disadvantages in terms of cognitive, emotional, and social outcomes. For example, they rely heavily on technology for entertainment, to interact with others. A need to interact with others is a key reason for their use of social media (Palfrey and Gasser, 2008). They are also more likely to value others' opinions in social media and to feel important when they provide feedback about the brands or products they use (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, Solnet, 2013).

2.1.3 Electronic Word of Mouth (eWOM)

Consumers have always relied on word-of-mouth (WOM) information from relatives and acquaintances to find out about product attributes and quality (Maeyer, 2012). With the advent of Internet, WOM becomes eWOM. A large number of studies on online information sharing have focused on electronic word-of-mouth with a primary emphasis on information about brands, products or services (King et al., 2014). Eight different types of eWOM motivations is developed which are venting negative feelings, concern for other customers, self-enhancement, advice-seeking,

social benefits, economic incentives, platform assistance, and helping the company (Thurau, 2004).

2.1.4 Online Reviews

Previous study indicates that consumers use social media primarily to connect with others and to collect information. Social media could be a great place for information dissemination; for example, get electronic word-of-mouth, promote new products, respond to questions, etc. (Ghiselli, Ma, 2015). People rely on online consumer reviews to facilitate their purchase decisions. Reviews that provide both positive and negative information are useful if users are able to judge the validity of the information (Cheung, Yee, Sia, Ling, Kuan, Kevin, 2012). It is important to recognize the multidimensionality of online reviews. The dimensions most frequently mentioned are verbal, valence, variance, volume and helpfulness of reviews (Maeyer, 2012). Online consumer reviews are peer-generated product evaluations posted on company or third-party websites (Mudambi & Schuff, 2010). Consumers share these text-based product appraisals on the Internet (Stauss, 1997). They are also regarded as one form of eWOM through which Internet users informally and non commercially interact and exchange positive and negative consumer experiences (Boush & Kahle, 2001). These electronic forms of real consumer feedback affect readers' consumer behavior in areas such as product awareness, beliefs, attitudes, buying intention, and other purchase decisions (Thurau & Walsh, 2003). However, whether to know that review is reliable, the previous study shows that consumers appear to rely more on source credibility and review consistency in the evaluation of online reviews when their expertise level is low but their involvement level is high or when they are not knowledgeable. Reviews were perceived more favorably when they covered both the positive and the negative aspects because these reviews seemed to be fair (Cheung, Yee, Sia, Ling, Kuan, Kevin, 2012).

2.1.5 Eating Out Behavior

There has been a consistent rise in the number of people eating outside of their homes. This is due to a number of reasons, such as changing lifestyles and family structures (Warde et al., 2007). The practice of eating outside the home was motivated

by aspects such as convenience and utility, but in recent years, the characteristics of this occasion have taken on a new meaning. We are now being motivated to eat outside the home for pleasure rather than out of necessity. Therefore, individuals or families would seek the experience of eating-out more for moments of distraction and satisfaction (Warde & Martens, 2000). Furthermore, eating-out is considered as one of the most popular leisure activities. It is distinctive nowadays because paying to eat out for pleasure is usually no longer the preserve of a small, rich minority; instead, it is increasingly common to all strata of the population. Eating-out is now a widespread activity, such that different social groups share a generic involvement. But when studied in greater detail, one can see that it is differentiated by social group, class, ethnicity and gender; as well as frequency, use of resources and preferences (Bennett et al., 2009). Thus, consumption of food and drink is a generic cultural practice, with complex entanglements, motivations and practices.

2.1.6 Restaurant Selection

According to Mikkelsen (2011), food and meals in our environment are embedded in complex physical, social, and cultural contexts, which suggests that interactions with people, spaces, and food all influence consumers' eating behavior. Concerning dining out, people are constantly looking for comfort as well as quality and an enjoyable environment (Cullen, 2004). However, Soriano (2003) claimed that offering good food and quality service were not enough to attract consumers and that restaurants should provide meals with good value in a favorable ambience. Previous studies showed that attractive decor and atmosphere also influenced consumers' restaurant choices (Alonso & O'Neill, 2010).

In restaurant selection, the intention towards eating out in a particular place increases when positive recommendations are made, affecting referent beliefs (Longart, 2010). Customers talk about restaurants, in relation to various aspects. Cousins et al. (2002) classified the elements of the restaurant offer in order of importance as: food and drink; service; cleanliness-hygiene; value-for-money (VFM); and ambience. According to the previous study, satisfaction of food and drink is the most significant contributor to Positive Word of Mouth (PWOM) (Longart, 2010).

2.2 Hypotheses Development

Previous studies found social media has been part of Millennial's life. It also has a huge impact in the business world. Many online reviews are created by customers to express their opinions toward products or brands including restaurants they experienced. Furthermore, restaurant industry is continuously growing everyday which result in high competitions. Therefore, I would like to study whether online reviews have impact in restaurant industry and how it influences Millennial Internet users. Thus, the following hypotheses were developed:

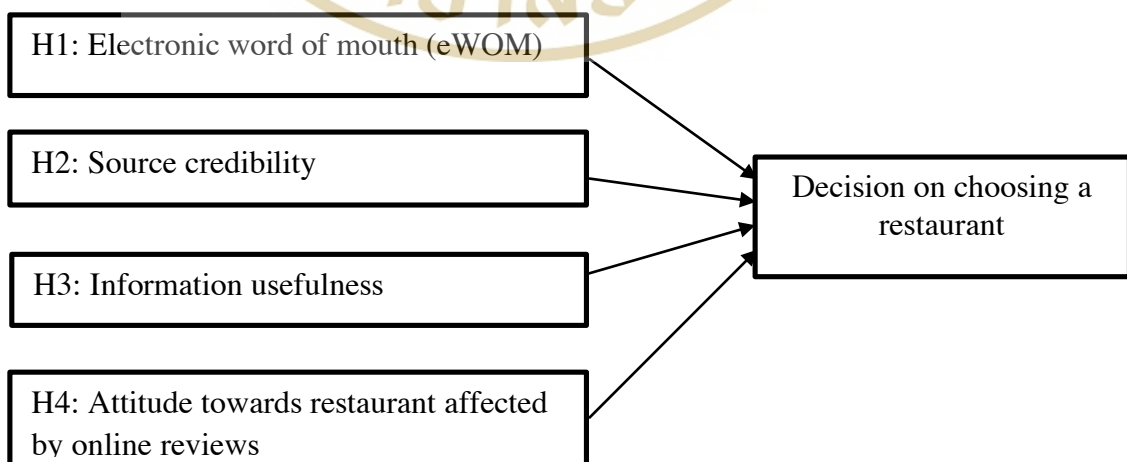
H1: Electronic word of mouth (eWOM) positively affects to decision on choosing a restaurant.

H2: Source credibility (trustworthiness and attractiveness) of online reviews positively influences the attitude towards decision on choosing a restaurant.

H3: Information usefulness positively affects to decision on choosing a restaurant.

H4: Attitude towards restaurant affected by the online reviews significantly impact on the decision on choosing a restaurant in a positive way.

2.3 Study Framework





CHAPTER III

RESEARCH METHODOLOGY

In this research, quantitative research methodology is used to collect the data. Data are collected by online questionnaires that are distributed to 200 respondents through various online channels such as Facebook, E-mail and Line which are able to get many and fast response at a time. Then, the data is statistically analyzed in order to get the reliable results afterwards. As this research aims to identify the impact of online reviews on choosing a restaurant of Millennial Internet users, the questionnaire will be distributed to young people who like eating out, and normally use social media to gather information from online reviews on food and restaurant. The results from the sample group can be generalized to represent the behavior of entire population of Thai Millennial.

3.1 Research Design

Quantitative research usually gets information from the questionnaires, it focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The advantage of applying quantitative research is to see the trustworthiness of data and the substantial factors that influence consumer. For this research, questionnaires are designed to have a basic layout. It is conducted online. The respondents are required only a tick to answer each question instead of writing their answers. These online designed questionnaires enable respondents to answer the questions easily and quickly.

3.2 Population Size and Sampling

Currently, total Thai population is 68,196,166 according to worldometers.info while Generation Y or Millennial are already a significant presence,

it is making up 32% of it and catching up quickly with Generation X. However, in this research, the random sampling is focus on those Generation Y who were born from 1980 to 2000 and have grown up in the era of social media.

3.3 Research Instrument

This research uses online questionnaire created by GoogleForm.com which is easy to create with a professional look. There are four type of measurement scales which are nominal, ordinal, interval, and ratio that can be used for quantitative research. For this research, nominal and interval (Linkert) are used in the questionnaire. Nominal scale, also referred to a categorical scale, is a type of scale for grouping data and behavior. On the other hand, interval (Likert) scale is a scale measurement when there are differences in value and meaning which can be quantified. It can be used to measure level of agreement, satisfaction and etc. It is only with an interval scaled data that researchers can justify the use of the arithmetic mean as the measure of average.

3.4 Questionnaire Structure

The questionnaire is divided into 4 parts. First, it starts with screening questions which allow merely “yes” or “no” answer to verify eligibility of respondents. Then, the questions to examine the trends in using particular types of social media including Facebook, Instagram and forums or blogs are adopted later in the part. Second part is general questions which ask respondents about their past experiences with online reviews and eating out. The third part is specific questions that ask respondents to identify the impact of online reviews on choosing a restaurant by using 4 main independents variables including eWOM, source credibility of online reviews, information usefulness, and attitude towards a certain restaurant. Finally, the last part is to gather demographic information such as gender, age, education, and income level.

This research uses 4-point Likert scale in specific questions or part III in

the questionnaire, the questions and references show in Table 3.1. The scale is from 4 (Strongly Agree), 3 (Agree), 2 (Disagree), and 1 (Strongly Disagree). The even-point scale is selected to use in this research with a purpose to remove the midpoint or neutral option because neutral option is seen to be the easiest way to answer when the respondents feel unsure about the answer. As a result, neutral may not really represent the opinion of “neither agree nor disagree” (Worcester and Burns, Kulas, et al., 2008).

3.5 Data Analysis Method

For data analysis, this research uses Statistical Package for Social Sciences (SPSS) program software version 20.0 to test the hypotheses. The measurement for this research includes descriptive analysis, one-way ANOVA, reliability analysis, correlation and multiple linear regressions analysis.

1. Descriptive analysis is used to describe personal information include age, gender, personal monthly income level of the respondents.
2. Reliability analysis (Cronbach's alpha coefficient) is used to measure the reliability of the factors.
3. Correlation analysis is used to explain the correlation exists within the groups of variables.
4. Multiple linear regression analysis is used to predict independent variables with dependents variable in order to see the relationship between them.
5. One-way ANOVA analysis is used to identify the mean differences between respondents' general factors (Gender, Age, Education level and Income) on decision making.

Table 3.1 Specific Questions and References

Factors	Questions	References
eWOM	I usually read online reviews about restaurant.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	I believe in online restaurant reviews than its own website or advertisement.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	Positive online comment in the review about restaurant makes me want to eat out there.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	I frequently gather information from customers' online restaurant reviews before I visit a certain restaurant.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	The enjoyed wording of review makes the restaurant more interesting.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
Source Credibility	I will believe message from reviewer who has experience visiting the restaurant.	Adapted from (Rafaele, 2014)
	The frequent updated online restaurant reviews are more reliable than the out date ones.	Adapted from (Kang J., 2011)
	Famous writer/ blogger/reviewer impacts on your decision to choose a restaurant.	Adapted from (Rafaele, 2014)
	The comment on online restaurant reviews make the review more reliable for me.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	The popular website host/ Facebook fanpage makes the online restaurant reviews more reliable.	Adapted from (Kang J., 2011)
	To me, the online restaurant reviews with high number of followers is more reliable.	Adapted from (Kang J., 2011)
	The reference person in the review helps increasing in reliability.	Adapted from (Rafaele, 2014)

Table 3.1 Specific Questions and References (cont.)

Factors	Questions	References
Information Usefulness	I found online restaurant reviews are useful before visiting the restaurant.	Adapted from (Rafaele, 2014)
	Online restaurant reviews make me more confidence in visiting a restaurant.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	Full detailed online restaurant reviews help me prepare before the visiting the restaurant well. (Ex. transportation plan, budget)	Adapted from (Agag, G., & El-Masry, A. A.,2016)
	Information from online restaurant reviews helps me reduce the disappointment on eating out experience.	Adapted from (Grant et al., 2008)
	Information from online restaurant reviews make me satisfy with the restaurant.	Adapted from (Grant et al., 2008)
Attitude toward a certain restaurant affected by online reviews	Pictures in the online restaurant reviews make me want to eat out there.	Adapted from (Gamble et al., 2009)
	High volume of online restaurant reviews towards a certain restaurant shows how popular it is.	Adapted from (Gamble et al., 2009)
	I will go to the restaurant that has high rating stars awarded by reviewer.	Adapted from (Gamble et al., 2009)
	Reading online restaurant reviews increase restaurant trust .	Adapted from (Rafaele, 2014)
	Reading online restaurant reviews affect my decision making on choosing a restaurant.	Adapted from (Rafaele, 2014)
	The reviews with positive comments make the restaurant more attracted.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
Decision on choosing a restaurant	After I read online travel review, I may visit that restaurant in the review rather than others.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	I plan to eat out at the restaurant in the near future.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)



CHAPTER IV

DATA ANALYSIS AND FINDINGS

The questionnaire was distributed through various channels of social network such as Line and Facebook. The result of data analysis showed the sample size of 218 respondents but there are 203 of respondents who passed the screening questions which I looked for Thai Millennial who age between 15 and 36 and have ever used social media containing restaurant online reviews in order to make decisions on choosing a restaurant.

4.1 Data Analysis

4.1.1 Descriptive Analysis

Out of 203 total respondents, 142 or 65.1% are female while the other 61 or 28% are male respondents. The age has been arranged into 3 ranges. Majority of the respondents age between 22-28 (126 respondents or 62.1%). There are 57 respondents age between 29-36 (28.1%) and 20 respondents age between 15-21 (9.9%).

Data collection shows that major respondents are in Bachelor Degree which constitutes 107 respondents or 52.7% of entire sample. There are 86 respondents or 42.4% who have higher than Bachelor Degree, and the minority are the respondents who are in high school which constitute 10 respondents or 4.9% of entire sample.

Lastly, in financial aspects, the majority of respondents have monthly income between 15,000 to 30,000 Baht and 30,001 to 50,000 Baht which both ranges constitute 62 respondents or 30.7% of the entire sample. There are 45 respondents or 22.3% who have income between 50,001-100,000 Baht. The rest are 22 respondents or 10.9% who have 0 to 15,000 Bath income, and 11 respondents or 5.4% who have

income more than 100,000 Baht/month. The demographic information is shown below in Figure 4.1 to Figure 4.4.

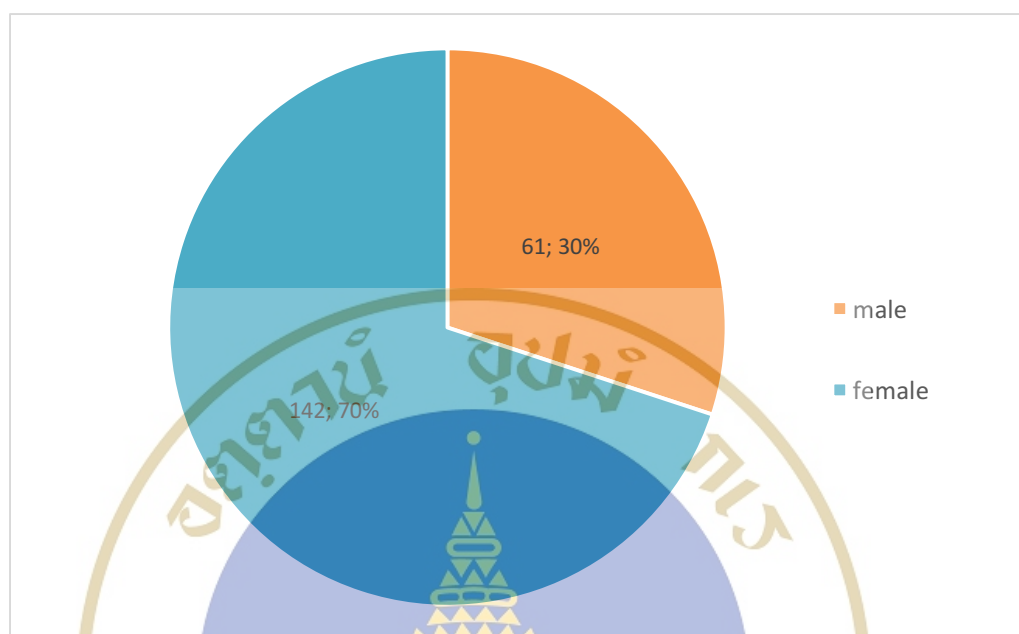
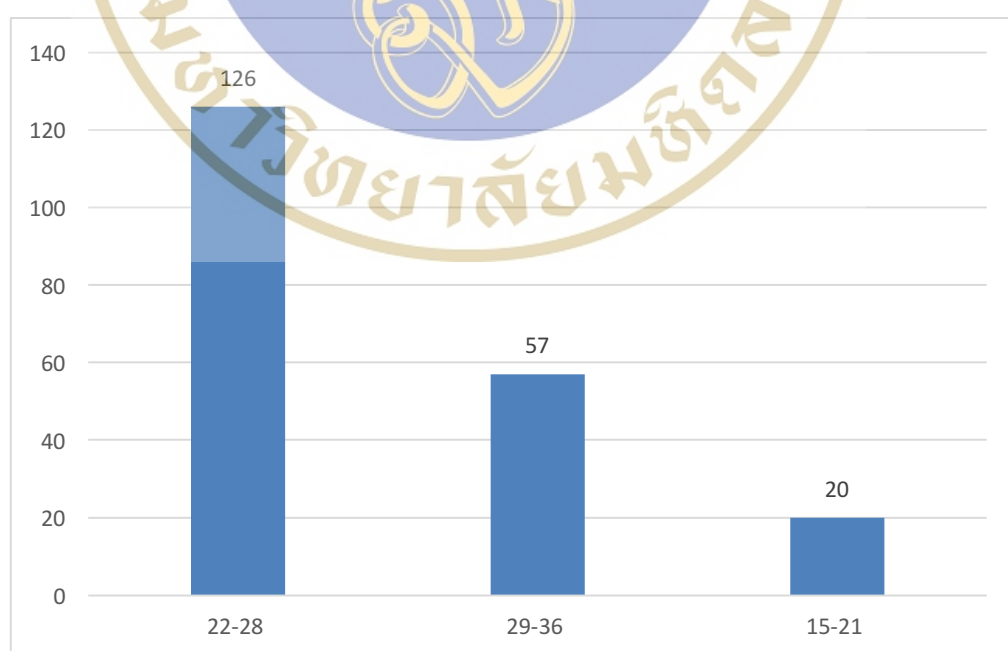
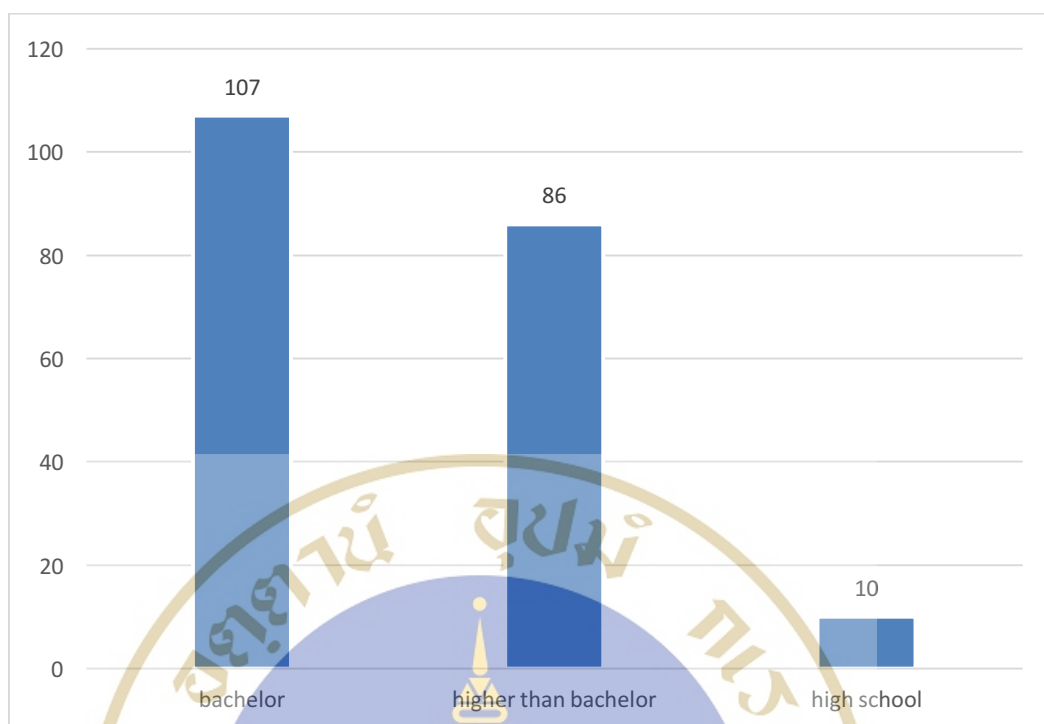


Figure 4.1 Proportion of respondents by Gender



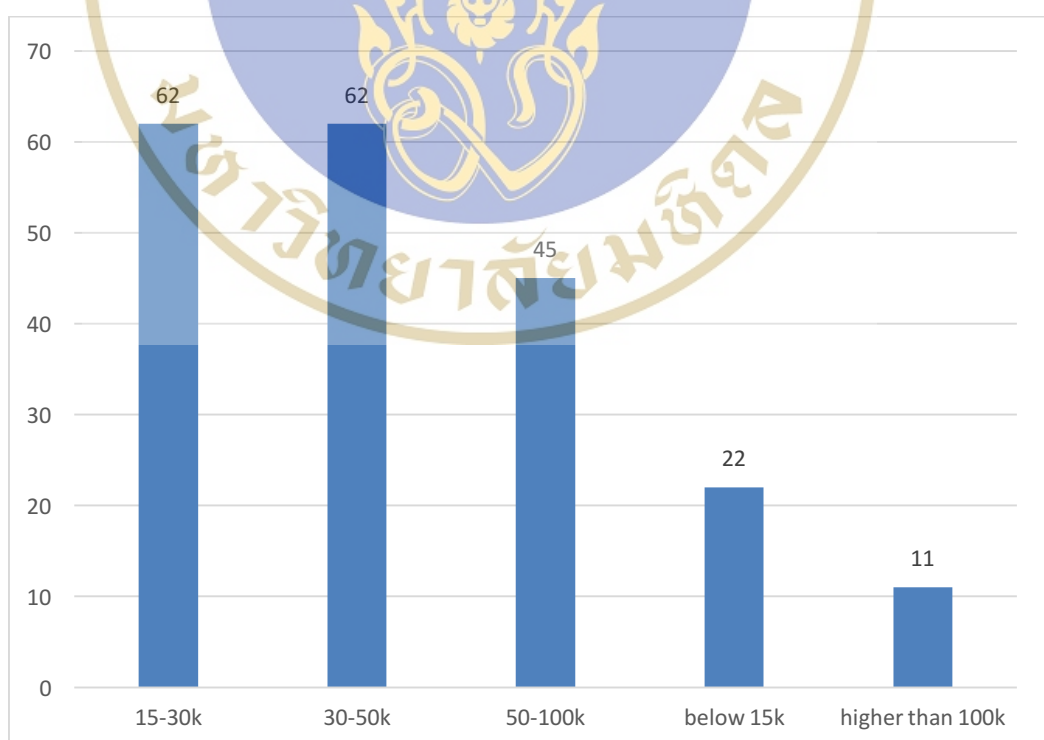
n=203

Figure 4.2 No. of respondents by Age



n=203

Figure 4.3 No. of respondents by Education Level



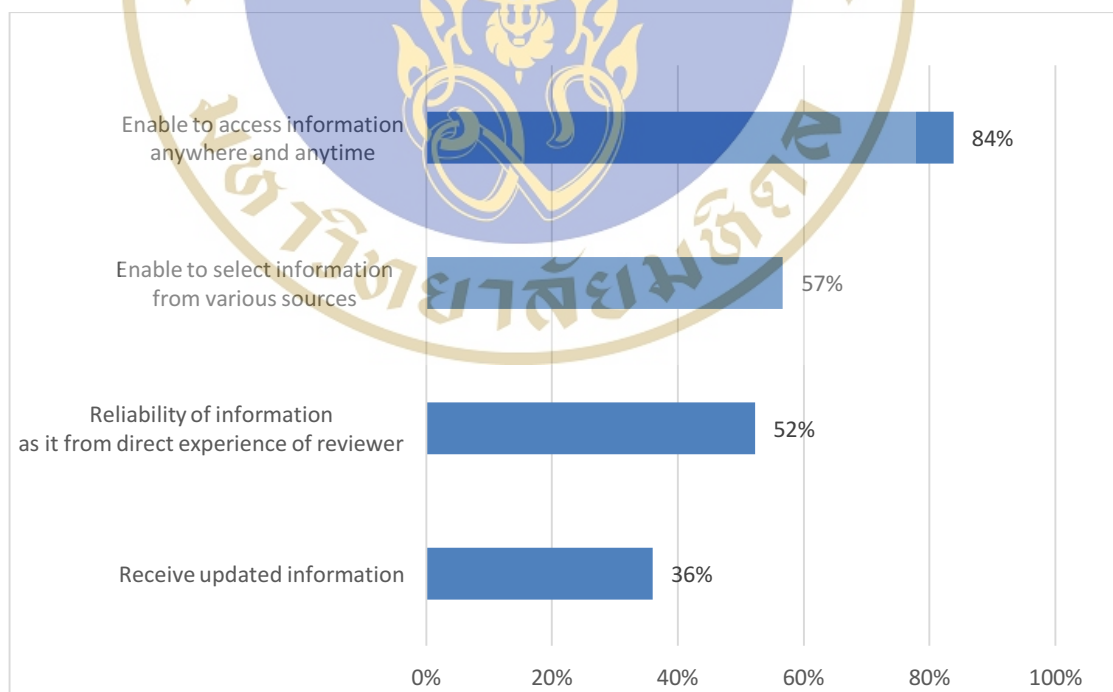
n=203

Figure 4.4 No. of respondents by Personal Monthly Income

Research also explores the general information of respondents who had experiences in gathering information from online restaurant reviews for making decision on choosing a restaurant in term of reasons why they use online restaurant reviews and the frequency of eating out per week. Figure 4.5 and 4.6 display how respondents answered the questions.

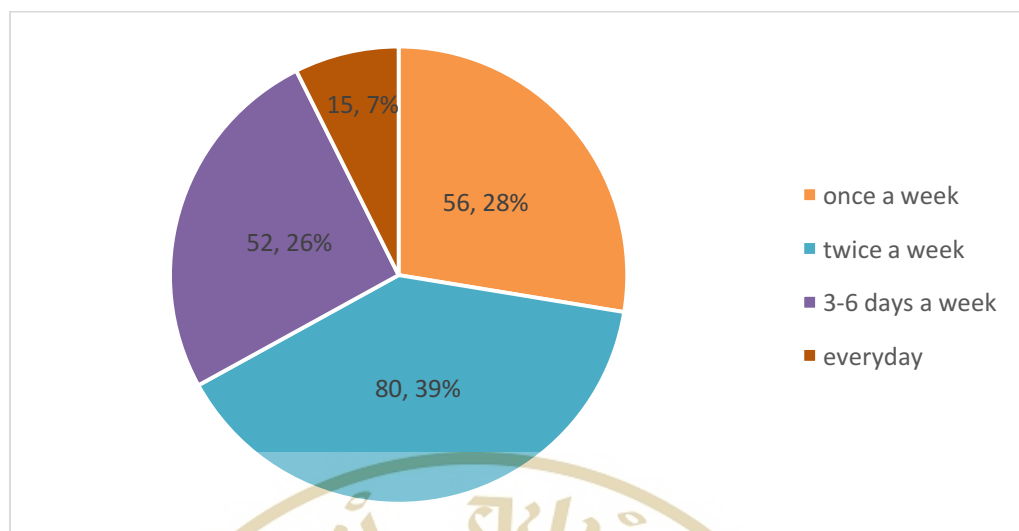
Majority of respondents illustrated that it is easy to access information anytime and anywhere which answered by 170 respondents (81%), enable to select information from various sources is answered by 115 people (54.8%), reliability of the information as it was from direct experience of the reviewer is answered by 106 people (50.5%), and receive updated information is answered by 73 people (34.8%). Note that each respondent can choose more than one answer.

In addition, the result showed that most of the respondents eat out twice a week which claimed by 80 respondents (39%) while 56 respondents (28 %) said they eat out once a week, 52 respondents (26%) eat out 3-6 days a week, and 15 respondents (7%) eat out everyday.



n=203

Figure 4.5 Reasons of using online review for making decision on choosing a restaurant



$n=203$

Figure 4.6 Frequency of eating out per week

4.1.2 Reliability Analysis

Cronbach's alpha tests on the scale's reliability and internal consistency. Cronbach's alpha coefficient range is between 0 to 1. The result of Cronbach's alpha coefficient which is lower than 0.6 is considered as poor scale, while the range 0.7 or above is considered as acceptable scale which have relatively high internal consistency. The result of overall alpha coefficient exceeds 0.70 prove that the questionnaires used for measuring the factors are reliable at least in acceptable level. Table 4.1 shows the overall Cronbach's alpha coefficient score of 5 factors in the questionnaire used in this research.

Table 4.1 Reliability Analysis

Factors	No. of Items	Cronbach's Alpha	Result
Electronic Word of Mouth	5	0.739	Acceptable
Source Credibility	8	0.721	Acceptable
Information Usefulness	5	0.756	Acceptable
Attitude toward a certain restaurant affected by online review	5	0.733	Acceptable
Decision on choosing a restaurant	2	0.717	Acceptable

4.1.3 Correlation Analysis

Correlation analysis is used to explain the correlation exists within the groups of factors. It shows the strength of relationship between independent and dependent factor. The correlation coefficients among all factors are showed in Table 4.2. The result shows that all factors are significantly and positively correlated with decision on choosing a restaurant at 99% confidential level. Electronic word of mouth (eWOM) has the highest correlation with Decision on choosing a restaurant ($r=.536$) followed by Attitude toward a certain restaurant ($r=.504$), Information usefulness ($r=.478$), and Source credibility ($r=.400$) respectively.

Table 4.2 Correlation Analysis

		Correlations				
		eWOM	Source credibility	Information usefulness	Attitude	Decision
eWOM	Pearson Correlation	1	.583**	.610**	.599**	.536**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	203	203	203	203	203
Source credibility	Pearson Correlation	.583**	1	.568**	.575**	.400**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	203	203	203	203	203
Information usefulness	Pearson Correlation	.610**	.568**	1	.660**	.478**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	203	203	203	203	203
Attitude	Pearson Correlation	.599**	.575**	.660**	1	.504**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	203	203	203	203	203
Decision	Pearson Correlation	.536**	.400**	.478**	.504**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	203	203	203	203	203

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

4.1.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to predict about individual value which can be describes relationship between two or more variables (Hair et al., 2006). Table 4.3 shows key statistics of the initial regression model including r square and adjusted r square. The r square explained variances is .349 and the adjusted r square is slightly lower at .335.

Table 4.3 Linear Regression Model Summary

Model	r	r Square	Adjusted r Square	Std. Error of the Estimate
1	.590 ^a	.349	.335	.43567

a. Predictors: (Constant), Attitude, Source credibility, eWOM, Information usefulness

From the result, decision on choosing a restaurant is used as a dependent variable with group of independent variables (Attitude toward a certain restaurant, Source credibility, eWOM, Information usefulness). Table 4.4 shows F statistic and its corresponding p-value. It tested the overall significance of the initial regression model whether the model can be used or not in predicting decision making. As F statistic was statistically significant ($F = 26.482$, $p\text{-value} = 0.000$), the initial regression model was significant and contained at least one explanatory variable that can be used to predict the decision on choosing a restaurant score.

Table 4.4 Linear Regression ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
¹ Regression	20.106	4	5.026	26.482	.000 ^b
Residual	37.581	198	.190		
Total	57.687	202			

a. Dependent Variable: Decision

b. Predictors: (Constant), Attitude, Source credibility, eWOM, Information usefulness

Then, the testing the coefficient of 4 factors with decision on choosing a restaurant explained the significant factors when running Multiple Regression. The result in Table 4.5 shows there are only 2 factors; eWOM and attitude toward a certain restaurant; that are statistically significant at 95% confidence level as p-values were lower than 0.05.

According to both unstandardized and standardized coefficients, eWOM is the most impactful factor ($b = .341$) that affects decision on choosing a restaurant of Thai Millennials, followed by Attitude toward a certain restaurant ($b = .282$). Therefore, the multiple linear regression model can be demonstrated as the following.

$$\text{Decision on choosing a restaurant} = .599 + .341 \text{ eWOM} + .282 \text{ Attitude}$$

Researchers can use this model to predict the decision on choosing a restaurant score of the respondents if the scores of each predictor in the model were known. The interpretation of the coefficients (beta) was simple. For example, when eWOM is increased by one point, other factors held constant, decision will increase .341 point. The similar interpretation can be applied to all independent variables in the model. The similar interpretation can be applied to all independent variables in the model.

Table 4.5 Linear Regression Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	b	Std. Error	Beta		
1 (Constant)	.599	.271		2.206	.029
eWOM	.341	.087	.315	3.940	.000**
Source credibility	.020	.103	.015	.189	.850
Information usefulness	.156	.098	.133	1.589	.114
Attitude	.282	.107	.219	2.633	.009**

a. Dependent Variable: Decision

4.1.5 One-way ANOVA analysis

One-way ANOVA analysis is used to identify the mean differences between respondents' general factors (Gender, Age, Education level and Income) on decision making. Moreover, ANOVA can be analyzed by sort out the hypothesis which the means score have no different and the significant level is higher than 0.05. The hypothesis which the mean score is different and the significant level is equal or less than 0.05 will be accepted which means 95% confidential interval. Table 4.6 to Table 4.9 show One-way ANOVA analysis results of each demographic factor.

From the ANOVA result on gender (Table 4.6), the result shows statistically significant at significant level less than 0.05 for eWOM (sig. 0.001) and source credibility (sig. 0.002) while the other two factors shows insignificant result since the significant level is more than 0.05. It means that female respondents emphasize more on eWOM than male respondents do proved by the mean score which shows 3.1655 for female and 2.9148 for male. Similar to source credibility, female respondents also emphasize more then male respondents. The mean score shows 3.1959 for female and 3.0082 for male. For other demographic factors' ANOVA results, there is no mean difference shown in any factors due to the significant level are all exceed 0.05. It means that the different in age, education level and personal monthly income don't impact the decision making on choosing a restaurant.

Table 4.6 One-way ANOVA comparing groups with different gender

Factor	Group	N	Mean	Std. Deviation	F	Sig.
eWOM	male	61	2.9148	.52340	11.562	.001
	female	142	3.1655	.46281		
	Total	203	3.0901	.49413		
Source credibility	male	61	3.0082	.39978	9.923	.002
	female	142	3.1959	.38472		
	Total	203	3.1395	.39779		
Information usefulness	male	61	3.0754	.47211	1.662	.199
	female	142	3.1648	.44454		
	Total	203	3.1379	.45369		
Attitude	male	61	3.0516	.38686	2.715	.101
	female	142	3.1560	.42453		
	Total	203	3.1246	.41540		

Table 4.7 One-way ANOVA comparing groups with different age

Factor	Group	N	Mean	Std. Deviation	F	Sig.
eWOM	15-21	20	2.9700	.48243	2.437	.090
	22-28	126	3.1492	.46712		
	29-36	57	3.0018	.54198		
	Total	203	3.0901	.49413		
Source credibility	15-21	20	3.0188	.36786	1.097	.336
	22-28	126	3.1603	.38671		
	29-36	57	3.1360	.42996		
	Total	203	3.1395	.39779		
Information usefulness	15-21	20	2.9500	.37205	2.239	.109
	22-28	126	3.1762	.44298		
	29-36	57	3.1193	.49115		
	Total	203	3.1379	.45369		
Attitude	15-21	20	3.1600	.46611	1.167	.313
	22-28	126	3.1512	.40142		
	29-36	57	3.0535	.42645		
	Total	203	3.1246	.41540		

Table 4.8 One-way ANOVA comparing groups with different education level

Factor	Group	N	Mean	Std. Deviation	F	Sig.
eWOM	high school	10	2.8400	.44020	1.357	.260
	bachelor	107	3.1000	.51230		
	> bachelor	86	3.1070	.47398		
	Total	203	3.0901	.49413		
Source credibility	high school	10	2.8750	.32808	2.585	.078
	bachelor	107	3.1702	.39244		
	> bachelor	86	3.1321	.40387		
	Total	203	3.1395	.39779		
Information usefulness	high school	10	2.8800	.21499	1.714	.183
	bachelor	107	3.1533	.45935		
	> bachelor	86	3.1488	.46139		
	Total	203	3.1379	.45369		
Attitude	high school	10	3.0600	.36576	.448	.639
	bachelor	107	3.1495	.41853		
	> bachelor	86	3.1012	.41910		
	Total	203	3.1246	.41540		

Table 4.9 One-way ANOVA comparing groups with different personal monthly income

Factor	Group	N	Mean	Std. Deviation	F	Sig.
eWOM	below 15k	22	3.0636	.47963	1.041	.387
	15-30k	62	3.1177	.47201		
	30-50k	62	3.1516	.51430		
	50-100k	45	3.0400	.41473		
	higher than 100k	11	2.8545	.78532		
	Total	202	3.0906	.49531		
Source credibility	below 15k	22	2.9756	.32549	1.291	.275
	15-30k	62	3.1691	.37971		
	30-50k	62	3.1653	.41289		
	50-100k	45	3.1667	.37595		
	higher than 100k	11	3.0455	.59233		
	Total	202	3.1396	.39877		
Information usefulness	below 15k	22	3.1273	.45164	.394	.813
	15-30k	62	3.1032	.47872		
	30-50k	62	3.1710	.45786		
	50-100k	45	3.1778	.41390		
	higher than 100k	11	3.0364	.50452		
	Total	202	3.1396	.45419		
Attitude	below 15k	22	3.2091	.39750	1.774	.135
	15-30k	62	3.1194	.44125		
	30-50k	62	3.0976	.42218		
	50-100k	45	3.1922	.36571		
	higher than 100k	11	2.8545	.41076		
	Total	202	3.1243	.41640		

4.2 Discussion

There are many previous studies about online review but mostly are focus on purchase intention on particular product or service. There are also studies on online

restaurant reviews, however, they focus on different target group. Most of them focus on population of their own countries. Similarly, this research focus on Thai people and narrow the target by focusing on Millennial which considered as a group of people that grow in the digital era.

The main objective of this study is to identify the impact of online reviews to decision on choosing a restaurant of Thai Millennial. In order to achieve the objective, the researcher develops a framework consisted of four independent factors (eWOM, Source credibility, Information usefulness and Attitude toward a certain restaurant affected by online review) and one dependent factor (Decision on choosing a restaurant). The research model was developed to understanding what are the factors that make consumers decide to visit a certain restaurant after they read an online review.

Out of 4 factors, there are only 2 factors show the significant result. From overall analysis, Electronic word of mouth (eWOM) and Attitude towards restaurant affected by the online reviews show positively and significantly affect to decision on choosing a restaurant of Thai Millennial.

Electronic Word of Mouth (eWOM) is shown to be the most important factor influencing the decision on choosing a restaurant of Thai Millennial. It is supported by previous studies mentioned that consumers have always relied on word-of-mouth (WOM) information from relatives and acquaintances to find out about product attributes and quality (Maeyer, 2012). This research reveals that most respondents read online reviews before visiting the restaurant, positive online comment in the review about restaurant makes them want to eat out there, and they believe in online restaurant reviews more than its own website or advertisement. If the online review shows more positive comments or feedbacks, it will be easier for the Millennial to choose a particular restaurant and influence more people to visit the restaurants. On the other hand, there is a high possibility that they will not visit the restaurant that get negative comments in online review.

Attitude towards restaurant affected by online reviews is also shown positive and significant impact to decision on choosing a restaurant of Thai Millennial. It is also confirmed by the previous study of Thurau & Walsh (2003). It said that online reviews reveal the real feedback from customers which affect readers' consumer

behavior in areas such as product awareness, beliefs, attitudes, buying intention, and purchase decisions. According to the data collection, reading online restaurant reviews affect Thai Millennial's decision making on choosing a restaurant. They believe that the high volume of online restaurant reviews towards a certain restaurant shows how popular it is, therefore, it increases trust on the restaurant and influence them to visit. Also, they tend to go to the restaurant that has high rating stars awarded by reviewer.

The other 2 factors; Source credibility and Information usefulness; show insignificant impact to decision on choosing a restaurant of Thai Millennial. The result is different from the previous study of Cheung, Yee, Sia, Ling, Kuan, Kevin (2012) which said that consumers appear to rely more on source credibility and review consistency in the evaluation of online reviews when their expertise level is low but their involvement level is high or when they are not knowledgeable. This research shows that famous writer/ blogger/ reviewer is not significantly impacts on decision to choose a restaurant of Thai Millennial and the reference person in the review doesn't significantly help increasing their reliability. Also, information from online restaurant reviews may not help them reduce the disappointment on eating out experience and may not make them satisfy with the restaurant in the online review. However, the analysis result doesn't show negative relationship but just insignificant related to the decision making.

The research also shows the difference and similarity of respondents' attitude on decision making on choosing a restaurant. The researcher found that different gender has different attitude on eWOM and source credibility which affect to decision on choosing a restaurant. However, different in age, education level and personal monthly income don't impact to respondents' decision making on choosing a restaurant. It may be because that the target respondent is scoped as Millennial. Therefore, the characteristics and attitudes may be similar among the group.



CHAPTER V

CONCLUSION

This research studies how online review impact to decision making on choosing a restaurant of Thai Millennial. The objectives of this study are to examine the relationships between online restaurant review and consumers' decision making on choosing a restaurant and to identify the factors that influence the decision. The research intends to be beneficial for restaurant owners focusing on their digital marketing strategies.

5.1 Conclusion

The researcher developed a conceptual framework to examine the relationship exists between consumers' decision making on choosing a restaurant and its antecedents. There are 4 antecedents in this study; eWOM, source credibility, information usefulness and attitude towards a certain restaurant affected by online review. In this research, the results are conducted from various statistical method such as descriptive analysis, one-way ANOVA analysis, reliability analysis, correlation analysis and multiple linear regression analysis.

From all respondents, females are more active in participating in the online survey than males. The target respondents are Thai Millennial who age between 15 and 36, and have ever used social media containing restaurant online reviews in order to make decisions on choosing a restaurant. The research found that most respondents read online review because of the convenience as they are enable to access information anywhere and anytime. The results of this research can answer the research question of this study which is to identify the impact of online review on decision making on choosing a restaurant. Also, the factors influencing decision making are identified.

This research investigated the impact of online restaurant review on

decision making on choosing a restaurant of Thai Millennial. The study used correlation analysis to test the strength of relationship between four independent factors (eWOM, source credibility, information usefulness and attitude toward a certain restaurant affected by online review) and decision making. The result shows all factors are positively correlated with decision making. Therefore, the relationships between each factor are statistically significant.

In addition, the study uses multiple linear regressions analysis to predict the dependent factor which is decision on choosing a restaurant based on the known value of the independent factors. From 4 factors, this result shows the 2 important factors that positively influence Thai Millennial's decision making on choosing a restaurant which are electronic word of mouth (eWOM) and attitude toward a certain restaurant affected by online review. To interpret, the more positive eWOM about a certain restaurant the consumers perceived could be used to predict that they would more likely to choose that restaurant. Similarly, the more positive attitude they have toward a certain restaurant could be used to predict that they would more likely to choose that restaurant. Therefore, it can conclude that Thai Millennial tend to choose a restaurant according to the comments from previous customers that appear on online review which affect their attitude toward a certain restaurant.

In conclusion, from 4 hypotheses that have been set, 2 hypotheses are accepted, and another 2 hypotheses are rejected. The accepted hypotheses are H1 (Electronic word of mouth (eWOM) positively affects to decision on choosing a restaurant.) and H4 (Attitude towards restaurant affected by the online reviews significantly impact on the decision on choosing a restaurant in a positive way.) while the rejected one are H2 (Source credibility (trustworthiness and attractiveness) of online reviews positively influences the attitude towards decision on choosing a restaurant.) and H3 (Information usefulness positively affects to decision on choosing a restaurant.).

5.2 Recommendations and Practical Implications

This research provides a useful information to restaurant owners including

people in food and restaurant industry especially in the marketing area and the review sites. As the result shows that Thai Millennial place greatest emphasis on eWOM, the comments from the previous customers are important either good or bad. The restaurant owners need to take online reviews seriously; they give you valuable insights into your business. The comments usually come from the quality of products or services they received, therefore, it could reflect the business performance. The positive comments or reviews will help protect against any negative reviews that could occurred in the future because the more negative contents they find, the less likely they will visit your restaurant. By actively ensuring that honest and positive reviews appear on sites, you can win over potential customers and it could impact on the profitability of the business. Therefore, you should try to build a strong base of positive reviews by providing a great food and service, and creating an attractive marketing campaign to satisfy customers to create a positive content. On the other hand, it is also possible that negative reviews would appear. However, it's not as bad as you think, negative reviews can give a great opportunity to look closer to your restaurant and make an improvement. The owner can learn from them and build a better restaurant in all aspects such as taste, service quality, price, location, restaurant atmosphere, and etc., but the key point is you must do it proactively and immediately when the first negative comment is appeared. For example, if there was a complaint on service quality, take this opportunity to train your staff to avoid similar situation in the future.

In addition, attitudes toward a certain restaurant affected by online review have an impact on decision making of Thai Millennial. Most consumers believe information on online review even though they haven't visited there by themselves. Consumers could make decision easily when they read online reviews. Therefore, to create a positive attitude, online review should provide a positive and attractive information to the readers. The owner should use an attractive pictures and wording to influence customers. It would increase possibility of sharing in social media.

Therefore, if you can create positive eWOM and attitude toward a restaurant, you can predict that there would be possible that more customers will visit the restaurant. This is benefit to the restaurant owner in term of preparing food, managing marketing campaign, and etc. For example, when customers gave a positive

comment on taste of a specific menu and it is widely read and shared in the social media, you can predict that this menu would be popular. So, you should maintain the quality and prepare enough food to serve the possibility of high customers' demand. Moreover, you should promote on that specific menu by offering special promotion or discount. It would help increasing sales and profit of the restaurant.

5.3 Limitation

Due to time constraint, it is an important issue for deciding on method selection of collecting data and the number of respondents. Therefore, this research used online survey because it is enable to get many responses at a time and focused only Thai Millennial who have ever used social media containing restaurant online reviews in order to make decisions on choosing a restaurant to scope the respondents by age and characteristics. However, online survey is a quantitative method which can capture only a certain group of data that asked in the questionnaire. It cannot be explored as deep as qualitative method which can explain in more detail with no limitation of choices.

Moreover, the questions that asked in the questionnaire are written in English version so there is possibility of misunderstand the meaning of the content. Also, the data may be inefficient because the questionnaire is done online. Also, it is multiple choice and likert scale questions which it cannot ensure that the answer is chosen honestly by the respondents because choices are provided.

5.4 Future research

To develop future research, the next researcher may include people who haven't used social media containing restaurant online reviews to make decisions on choosing a restaurant as target respondents in order to compare the behavior and attitude of the two groups of respondents. You may find out the factor that cause in not reading online reviews from them. Also, the next researcher may focus on different

group of target respondents such as different age or focus only one gender. It would help improving the reach and accuracy of the research.

Moreover, in order to precisely explore more on consumer behaviors, qualitative method may be used to get detail information from the respondents. The insight behavior of Thai Millennial may find out so that the marketer can set strategy that suit with consumer.

Lastly, this research question can be applied to other industries such as travel, clothes, jewelry, etc. since online reviews are widely used as a marketing tool nowadays.



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Part III: Specific Questions

<i>Please specify the level of your agreement on the following statement.</i>		Strongly Disagree	Disagree	Agree	Strongly Agree
		(1)	(2)	(3)	(4)
Electric Word of Mouth (eWOM)					
Q7	I usually read online restaurant reviews.				
Q8	I believe in online restaurant reviews than its own website or advertisement.				
Q9	Positive online comment in the review about restaurant makes me want to eat out there.				
Q10	I frequently gather information from customers' online restaurant reviews before I visit a certain restaurant.				
Q11	The enjoyed wording of review makes the restaurant more interesting.				
Source Credibility					
Q12	I will believe message from reviewer who has experience visiting the restaurant.				
Q13	The frequent updated online restaurant reviews are more reliable than the out date ones.				
Q14	Famous writer/ blogger/reviewer impacts on your decision to choose a restaurant.				
Q15	Pictures in the online restaurant reviews make me want to eat out there.				
Q16	The comment on online restaurant reviews make the review more reliable for me.				
Q17	The popular website host/ Facebook fanpage makes the online restaurant reviews more reliable.				
Q18	To me, the online restaurant reviews with high number of followers is more reliable.				

Q19	The reference person in the review helps increasing in reliability.				
Information Usefulness					
Q20	I found online restaurant reviews are useful before visiting the restaurant.				
Q21	Online restaurant reviews make me more confidence in visiting a restaurant.				
Q22	Full detailed online restaurant reviews help me prepare before the visiting the restaurant well. (Ex. transportation plan, budget)				
Q23	Information from online restaurant reviews helps me reduce the disappoint on eating out experience.				
Q24	Information from online restaurant reviews make me satisfy with the restaurant.				
Attitude toward a certain restaurant					
Q25	High volume of online restaurant reviews towards a certain restaurant shows how popular it is.				
Q26	I will go to the restaurant that has high rating stars awarded by reviewer.				
Q27	Reading online restaurant reviews increase restaurant trust.				
Q28	Reading online restaurant reviews affect your decision making on choosing a restaurant.				
Q29	The reviews with positive comments make the restaurant more attracted.				
Decision on choosing a restaurant					
Q30	After I read online travel review, I may visit that restaurant in the review rather than others.				
Q31	I plan to eat out at the restaurant in the near future.				

Part IV: Personal Information

Q32. What is your gender?

Male

Female

Q33. What is your age?

15 - 21 years old

22 - 28 years old

29 - 36 years old

Q34. What is the highest educational qualification?

High School or below

Undergraduate degree

Postgraduate degree

Ph.D.

Q35. What is your monthly personal income?

Below or equal to 15,000 THB

15,001 – 30,000 THB

30,001 – 50,000 THB

50,001- 100,000 THB

100,000 THB or more

