

Exploring Facebook Review Attributes Triggering Diners' Restaurant Choice

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Abstract

Facebook has created a new platform for people to interact and share their experience. This study was conducted to identify the impact of Facebook review factor on consumers' dining decision. Data were collected from 200 members of Facebook food review group like food bank and food bloggers bd through online questionnaire created using google form. Factor analysis, Reliability analysis and Regression Analysis were run in SPSS to analyze data. The result of the study found significant effect of Facebook review factors on consumers' restaurant choice decision.

Keywords: Facebook review; Facebook review factors, Restaurant industry, Decision process, Bangladesh

Introduction

People in today's world are so inclined to social media like Facebook that they prioritize and trust their online networks over the offline networks in every aspect of life. Even Facebook has changed the dining out decisions of diners. It is shifting the power of restaurant reputation from management to consumers.

Consumers buying decision is not a result of random situation. It follows a sequence of steps. According to Kardes, Cronley and Cline (2011) consumers' decision process involve several steps.

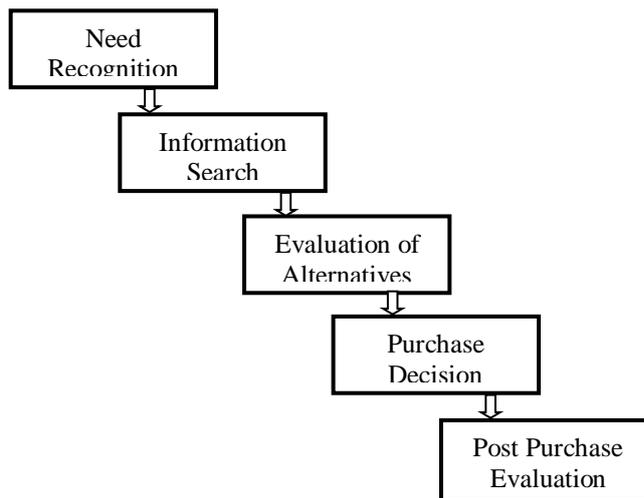


Figure 1: Consumers' Decision Process

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Once need is recognized buyers start to search information. Information search step is the most crucial one as the rest of the step is followed by this. Consumers' external sources of information include WOM, store visit, trial, online social networking and social media (Kardes, et al. 2011). Due to the wide spread use of the Internet it becomes easier to get information through online review. According to Aydra Darban Wei li (2012), among the consumers five purchasing decision stages Facebook influences information search step most.

Consumers around the world are now-a- days highly concerned and like to try varieties in terms of choosing restaurants also. To make dining decision they also follow above mentioned steps. And they seek and rely on online reviews as a part of information search step while feeling need for dining out.

Online restaurant review is the consumers' own judgment and evaluation of their prior dining experience regarding restaurants. It helps consumer to decide whether the restaurant is worth visiting or not.

Like consumers of other part of the world Bangladeshi diners are also following the similar trend in improving their dining experience. Consumers select restaurants based on several review attributes posted in various Facebook food review group. Pantelidis (2010) investigated that six online review attributes influence consumers' restaurant selection. Therefore the present study aims to identify review attributes posted in various Facebook food related communities of Bangladesh like foodbank (6,35167 members) and foodbloggers bd (5,48440 members) that have impact on Bangladeshi diners' restaurant choice decision.

Theoretical Background

The advancement of the Internet makes it possible for consumers to have social interaction through online social platform like Facebook. Consumers can create content and share valuable and timely information with other members using social media (Fuller J. & G, 2009). Facebook users trust this social media than other social networkink sites and more willingly share information with other users (Dwyer et al., 2007). Content creation has been merged due to rise in social media that allow consumers to easily share experiences and information with other users (Chen Y & Q, 2011 b). Reviews are important aspects that have come out from social media like Facebook. Consumers give reviews about product and services that is of greater value for both other consumers and companies (Nambisan, 2002). Online communities emerged in social media share and gather information about products and services (Chen J & B, 2011 a). Potential customers rely more on the other users' information than the information provided by the vendors (Ridings & D, 2004).

Consumers now a days seek Facebook reviews from various Facebook food related communities to select a restaurant to visit. Online restaurant review help potential consumers to build connection with other users and help to select restaurant that suit their requirement based on the review (Parikh A A & M, 2016). According to Taylor and Aday (2016) consumers prefer restaurant which have positive reviews rather than negative ones. In the restaurant selection process online review which is one form of eWOM help consumers gain information which is trustworthy and credible to them (S & L, 2015). Several restaurants in this industry proved that

there is a significant impact of online community reviews on restaurant selection (Fox 2017,Tran 2016, Parikh 2013).Due to excessive use of social media large number of consumers now a days rely on online restaurant review website,Communities, discussion forums and personal blogs (Yang S B & C, 2017).

Numerous researchers (Cheung & Lee,2012; Fox 2013;Parikh 2013; Yang 2017) revealed a positive relationship between review attributes and visit intentions. Online restaurant review allows diners to get information regarding food,service,physical environment, quality and price (Yang S B & C, 2017). According to Kafel and Sakura (2013) consumer choose restaurants based on the seven factors; among these food quality is the most important followed by cleanliness, service, menu variety, value, convenience and lastly atmosphere. It was also proved by Ungku Fatimah, Boo, Sambasivan and Salleh (2011) that consumers choose retaurants based on service and food quality along with ambiance.

Food quality

Food quality was found as the most important attribute by consumers. (Gregory& Kim, 2004). Accoding to Namkung & Jang (2008) food presentation and food variety indicates food quality.Food quality is highly positively correlated with consumers' restaurant choice decision (Jung J M & Almanza, 2015).Parikh (2013) in his research proved that consumer will have negative dining experience if a restaurant has good service and atmosphere but poor quality of food.Food quality motivates consumers to share their dinning experience through social media (Jeong & Jang, 2011).

Service Quality

If service employees interact positively with customers it will result in good service quality perception (Jin & Lee, 2016).Consumers on their online review mostly mention about food quality and service (Fox ,2013). Atmosphere is a part of service quality.According to Jeong and Jang (2011) consumers will give positive review if atmosphere is good enough.

Price

Price is ranked as the most influencing factor in consumers' dining choice(Jung et al.,2015).Price can be considered as the driver of satisfaction(Kim et al.,2006; Yuksel & Yuksel,2003).Consumers critically evaluate price when choosing restaurants (Kwun & Oh,2004). Discount offer of sellers motivates consumers to visit the store (Mulhern & Leone, 1990).

Localization

Convenient location is an important attribute to select a retaurant. Localization of the restaurant is the important factor to select a restaurant if it is near to the residence and place of work (George et al.,2003).Consumers choose a restaurant according to the locality like city,region or country (Mamalis, 2009).

Review Frequency

Number of frequency helps consumer to make quick selection (Zhung et al.,2014).Frequent online reviews have impact on diners' restaurant selection (Luca & Zervas, 2016).

Rationale of the study

Restaurant businesses are now- a-days at booming situation in Bangladesh. This explosion is the result of increasing popularity of eating out and posting of reviews in social network like Facebook. In spite of great significance of Facebook reviews on restaurant choice of consumers so far a little research has been done on this issue in Bangladesh. Therefore this research paper targets to explore the Facebook review attributes that influence consumers' restaurant choice.

Research objective

- 1) To identify Facebook review factors that are important to consumers when choosing a restaurant.
- 2) To measure the impact of Facebook review factors on consumers' restaurant choice decision.

Hypotheses development

- H1: Facebook reviews on food quality have positive relationship with consumers' restaurant choice decision.
- H2: Facebook reviews on service quality have positive relationship with consumers' restaurant choice decision.
- H3: Facebook reviews on review frequency and review variation have positive relationship with consumers' restaurant choice decision.
- H4: Facebook reviews on location have positive relationship with consumers' restaurant choice decision.
- H5: Facebook reviews on price and offer have positive relationship with consumers' restaurant choice decision

Conceptual Framework

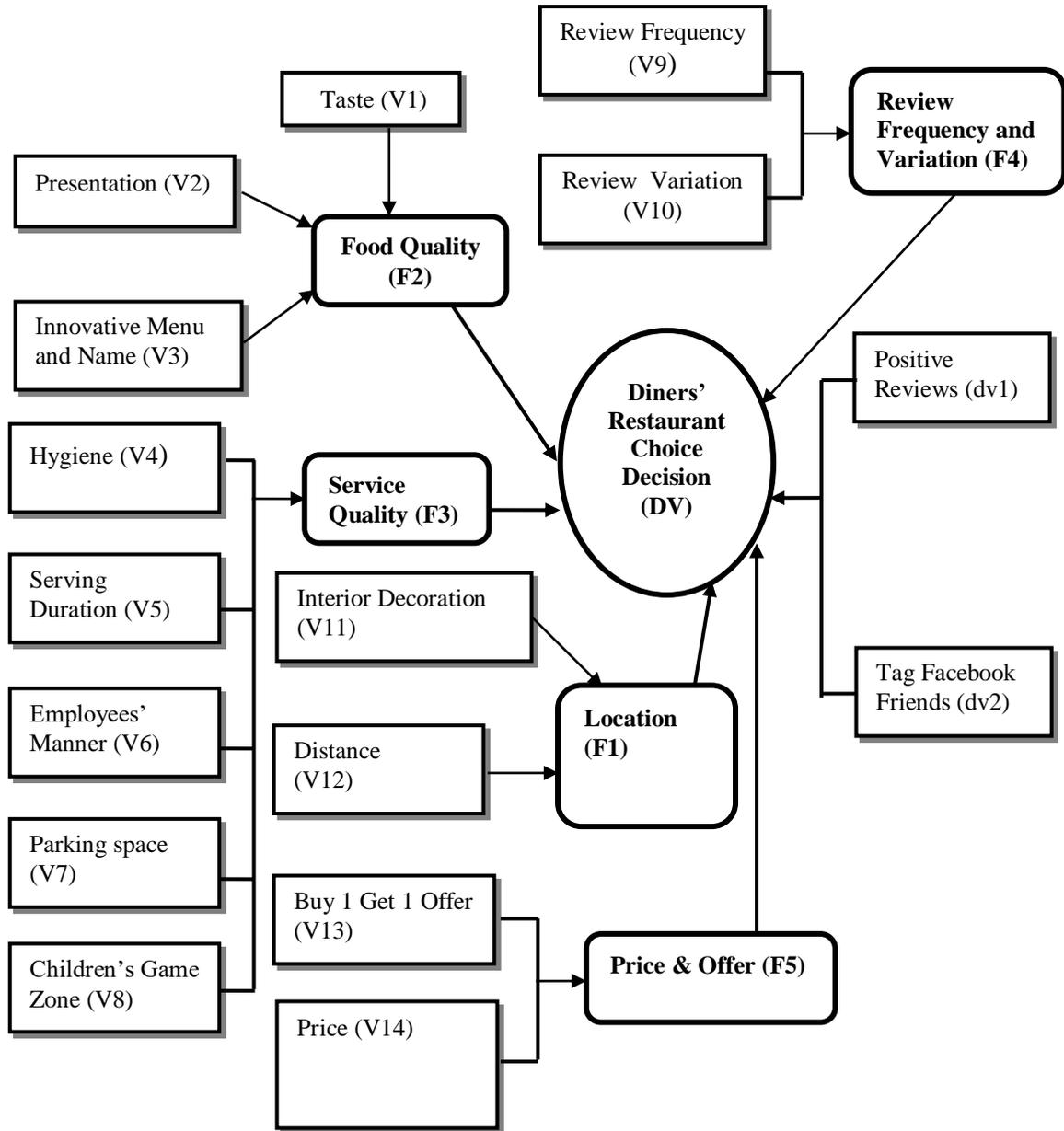


Figure 2: Conceptual Framework

Research Methodology

Nature of the Research:

This research is of descriptive type. In this study both primary and secondary data were used. Based on the literature review a well-structured questionnaire was designed to collect primary data and the research was done using that structured questionnaire. Questionnaire was prepared in google form to do the survey through online.

Data Collection:

The survey questionnaires were sent to two hundred and eighty five (285) samples. But finally questionnaires were filled up and submitted through online by two hundred (200) respondents. Besides using primary data secondary data were also used. Primary data were collected through Facebook food community like Food Bank and Food Bloggers by using questionnaire. Samples were selected based on non-probability convenient sampling.

Secondary data was assembled from journals, books and other publications.

Questionnaire design:

To test hypotheses questionnaire was created using google form and the link to online questionnaire was posted in various Facebook food review related group. It was divided into two sections namely A and B. Section “A” was designed to collect respondents’ demographic information namely as gender, age, occupation and income. Section “B” was set to get information regarding effects of various Facebook review attributes on restaurant choice. Likert Scale was used for section B ranging from “1= Strongly Disagree” to “5=Strongly Agree”. Sixteen (16) questions were set related to Sixteen (16) variables. Question 1 was labeled as V1; Question 2 was labeled as V2 and so on. The independent variables were review attributes like food quality; service quality, review frequency and review variation, location and price. The dependent variable was consumers’ restaurant choice decision.

Data Analysis, Findings and Interpretation

For data analysis of the survey software SPSS was selected.

Factor analysis

Factor analysis was conducted in order to explore Facebook review factors that have impact on diners’ restaurant selection. Factor analysis was conducted by following a series of steps. First of all correlation matrix was used to verify whether data set of this study go well with factor analysis or not. Assumptions of factor analysis were fulfilled by KMO and Bartlett’s test of sphericity. Principal component analysis was used to extract factor and it is useful to reduce number of variables. Parallel analysis and scree test was considered to take decision regarding factor retention. For rotation varimax with Kaiser Normalization method was used to assume that information explained by one factor is independent of the other factors. Then factors are named based on the outcome of rotated component matrix.

Data Appropriateness

The correlation matrix (Table 1) presented in appendix shows how each variable is related to other variables. Correlation matrix table of this study indicates that most of the correlation coefficients are above 0.3. That means all variables are correlated with each other.

The KMO and Bartlett's measure should be greater than 0 .70. Here, KMO and Bartlett's test (table 2) of this study is .763 which indicates that enough items are predicted by each factor. The Bartlett's test of this study is significant which indicates that variables are highly correlated.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	1.246E3
	df	105
	Sig.	.000

Communalities table (table 3) presented in appendix shows the relation between the variables and all other variables. Here, all the initial communalities are above .30 which is good.

So, it can be said that the result of correlation matrix, KMO and Bartlett's Test indicates the appropriateness of factor analysis for this study.

Factor extraction

Eigenvalues mentioned in the total column of Total Variance Explained table (table 4) are considered for factor retention. Table 4 shows that only first five components have eigenvalue more than 1 (4.015; 1.761; 1.502; 1.332 and 1.083). In total 64.619 percent of the variance is explained by the factors. So, first five factors will be retained.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.015	26.764	26.764	4.015	26.764	26.764
2	1.761	11.739	38.503	1.761	11.739	38.503
3	1.502	10.016	48.519	1.502	10.016	48.519
4	1.332	8.883	57.402	1.332	8.883	57.402
5	1.083	7.217	64.619	1.083	7.217	64.619
6	.925	6.170	70.789			
7	.766	5.109	75.898			
8	.623	4.153	80.051			
9	.520	3.465	83.516			
10	.498	3.318	86.834			
11	.468	3.121	89.955			
12	.439	2.927	92.882			
13	.405	2.703	95.585			
14	.350	2.337	97.921			
15	.312	2.079	100.000			

Extraction Method: Principal Component Analysis.

Analysis

Parallel analysis

To identify the number of factors to be retained parallel analysis was also conducted. This method compares eigenvalues from principal components analysis (PCA) with the corresponding criterion values taken from parallel analysis. The factor is retained if it has eigenvalue larger than the criterion value from parallel analysis, otherwise it will be rejected.

Table 5: Comparison of eigenvalues and the corresponding criterion values

Factor	Eigenvalue from Principal Component Analysis(PCA)	Criterion Value from Parallel analysis	Decision
1	4.015	1.47	Accept
2	1.761	1.36	Accept
3	1.502	1.27	Accept
4	1.332	1.19	Accept
5	1.083	1.07	Accept
6	0.925	1.00	Reject

Only comparisons of six factors are illustrated in the table. Other factors are rejected.

Above table shows that five factors have larger eigenvalues than the criterion values, so five factors will be retained.

Factor rotation and naming of factor

Rotated Component Matrix (Table 6 presented in appendix) is used to find all the loadings (above 0.3) for selected five factors. Factor loading helps to identify which variables or items are underlying in which factor. This analysis has arranged 14 items into five factors. Items or variables with highest loading are listed first to the one with lowest loading from each factor. Following five factors are identified in this manner.

Factor 1 (Location):

Variable 11 (interior decoration), variable 12 (distance of location), have main loadings on factor 1. Therefore factor 1 can be named as **Location**.

Factor 2 (Food Quality):

Component 2 is mainly loaded with variable 1 (taste), variable 2 (presentation), and variable 3 (innovative menu), So factor 2 is named as **Food quality**.

Factor 3 (Service Quality):

Component 3 is mainly loaded with variable 4 (hygiene), variable 6 (employees manner), variable 5 (service duration), variable 8 (children's games zone) and variable 7 (parking space). So factor 3 is named as **Service Quality**.

Factor 4 (Review Variation and Frequency):

Component 4 is mainly loaded with variable 10 (review variation) and variable 9 (review frequency). So factor 4 is named as **Review Variation and Frequency**.

Factor 5 (Price and offer):

Component 5 is mainly loaded with variable 14 (price) and variable 13 (buy 1 get 1 offer). So factor 5 is named as **Price**.

Regression analysis

Multicollinearity test was conducted to make sure whether there is any similarity between the independent variables in this model. It is concluded that there is no multicollinearity if collinearity statistics of coefficients output obtained VIF value ranging from 1 to 10. In this study independent variables – food quality, service quality, review frequency & variation, location and price & offer have VIF value 3.529, 4.097, 2.541, 4.061 and 2.894 respectively. As all the values fall within the range so it can be said that independent variables of the model are not similar.

To prove H1 to H6 a multiple regression was run. It predicts diners' restaurant choice decision (dependent variable) with Facebook review factors (independent variables) like food quality, service quality, review frequency and variation, location and price & offer. The following table shows the model summary.

Table 7 : Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.849 ^a	.720	.713	.53554	1.429

From the above table it is found that the value of correlation coefficient, R is 0.849 which notifies that there is a high positive relation between dependent variable and independent variables. The value of R square which is also known as coefficient of determination is 0.720. That means the dependent variable is explained 72% by independent variables. It indicates that the model fit the data properly.

The ANOVA table (table 8 presented in appendix) shows the F statistic is 99.775 and sig. value of 0.000. So it can be said there is a relationship between Facebook review factors and consumers' restaurant choice decision. That means all the hypothesis H1 to H5 are accepted.

Pearson correlation was also conducted to check H1 to H5. Pearson correlation shows the degree of relationship between predicted variable and predictor variables. Correlation output of this study illustrates sig. of 0.000 which is < 0.05 that means there is a significant relationship between independent variables and dependent variable.

Here, Pearson correlation value of diners' restaurant choice decision with food quality is $r=0.739$ and p-value is 0.000. So it can be said that food quality is highly positively correlated with diners' restaurant choice decision. That means **H1 is accepted**.

Here, Pearson correlation value of diners' restaurant choice decision with service quality is $r=0.791$ and p -value is 0.000. So it can be said that service quality is highly positively correlated with diners' restaurant choice decision. That means **H2 is accepted.**

Here, Pearson correlation value of diners' restaurant choice decision with review frequency and variation is $r=0.678$ and p -value is 0.000. So it can be said that review frequency and review variation is moderately positively correlated with diners' restaurant choice decision. That means **H3 is accepted.**

Here, Pearson correlation value of diners' restaurant choice decision with location is $r=0.748$ and p -value is 0.000. So it can be said that food quality is highly positively correlated with diners' restaurant choice decision. That means **H4 is accepted.**

Here, Pearson correlation value of diners' restaurant choice decision with price and offer is $r=0.773$ and p -value is 0.000. So it can be said that price and offer is highly positively correlated with diners' restaurant choice decision. That means **H5 is accepted.**

Table 9 :Correlations

	Res_Choice_intn	Food_quality	Service_quality	Rev_Frq_var	Location	Price & offer	
Pearson Correlation	Res_Choice_intn	1.000	.739	.791	.678	.748	.773
	Food_quality	.739	1.000	.810	.625	.780	.725
	service_quality	.791	.810	1.000	.687	.814	.731
	Rev_Frq_var	.678	.625	.687	1.000	.734	.707
	Location	.748	.780	.814	.734	1.000	.735
	Price & offer	.773	.725	.731	.707	.735	1.000
Sig. (1-tailed)	Res_Choice_intn	.	.000	.000	.000	.000	.000
	Food_quality	.000	.	.000	.000	.000	.000
	service_quality	.000	.000	.	.000	.000	.000
	Rev_Frq_var	.000	.000	.000	.	.000	.000
	Location	.000	.000	.000	.000	.	.000
	Price & offer	.000	.000	.000	.000	.000	.
N	Res_Choice_intn	200	200	200	200	200	200
	Food_quality	200	200	200	200	200	200
	service_quality	200	200	200	200	200	200
	Rev_Frq_var	200	200	200	200	200	200
	Location	200	200	200	200	200	200
	Price & offer	200	200	200	200	200	200

Conclusion

Facebook is now widely used by people to share and seek reviews regarding products and services. An evidence of profound impact of Facebook review has been found in restaurant industry also. Diners now give priority to their cell phone over the fork to take snaps of their dishes and dining ambience to post it on Facebook food review groups. Bangladeshi diners' are not exception to this. This study shows the role of Facebook review factors on consumers' restaurant choice decision. This tracking of important review factors on restaurant choice decision will provide important insights to the restaurant marketers. According to this study Facebook review contents like food quality, service quality, location and price & offer have highly positive impact on consumers' restaurant choice decision whereas review frequency and variation has moderately positive impact on consumers' restaurant choice decision. This study confirms that in competitive Bangladeshi market marketers can focus on food quality, service quality, location and price & offer most to be considered in diners' restaurant choice decision.

Limitations of the study and recommendations for future research

There are some limitations of the study that can lead opportunities for future research. This study was conducted among the Facebook food review groups foodbank and foodbloggers bd and hence only members of these Facebook groups were considered as sample. Therefore findings may be affected by sampling bias to some extent. Other review factors like service guarantee, complaint handling, privacy and opening hours might be considered in future research to understand the impact of these on restaurant choice decision. Senior citizen group was not considered in this study and it might reveal different outcome. Hence future research on this population is also recommended.

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Appendix

Table 1 : Correlation Matrix

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14
V1	.091	.152	.088	.073	-.231	-.063	.081	.140	-.017	-.229	-.222	-.119	-.163	-.176
V2	1.000	.472	.202	.340	.251	.325	.050	-.028	.287	.145	.000	.151	.266	.297
V3	.472	1.000	.310	.310	.292	.354	.353	.121	.412	.182	.157	.324	.390	.372
V4	.202	.310	1.000	.265	.203	.048	.306	-.034	.259	.093	.131	.111	.097	.060
V5	.340	.310	.265	1.000	.371	.222	.147	.215	.386	.024	.100	.116	.051	.111
V6	.251	.292	.203	.371	1.000	.281	.110	.024	.272	.395	.194	.224	.102	.151
V7	.325	.354	.048	.222	.281	1.000	.117	-.063	.240	.288	.369	.379	.211	.237
V8	.050	.353	.306	.147	.110	.117	1.000	.197	.228	.143	.293	.425	.274	.058
V9	-.028	.121	-.034	.215	.024	-.063	.197	1.000	.176	-.244	.075	.110	.166	.100
V10	.287	.412	.259	.386	.272	.240	.228	.176	1.000	.163	.291	.285	.364	.292
V11	.145	.182	.093	.024	.395	.288	.143	-.244	.163	1.000	.214	.296	.177	.154
V12	.000	.157	.131	.100	.194	.369	.293	.075	.291	.214	1.000	.522	.405	.178
V13	.151	.324	.111	.116	.224	.379	.425	.110	.285	.296	.522	1.000	.413	.257
V14	.266	.390	.097	.051	.102	.211	.274	.166	.364	.177	.405	.413	1.000	.571

Determinant: 1.

Table 3 Communalities

	Initial	Extraction
Taste is the most important review factor for you to choose a restaurant	1.000	.690
Review regarding presentation of food attracts you to visit a restaurant	1.000	.694
Review of a innovative menu & name trigger you to try that	1.000	.542
Hygiene is the important factor for you to choose a restaurant	1.000	.718
Review on serving duration or waiting time after order is important review	1.000	.698
You Think that review rating on employees manner also important to you	1.000	.424
Review of parking space has influence on you to choose a restaurant	1.000	.678
Restaurants that have reviews about children's game zone facility get more priority to you	1.000	.741
If you notice frequent review of a restaurant you will definitely try it	1.000	.500
If you get both positive and negative review of a restaurant you will must not try it	1.000	.603
Review on interior decoration of a restaurant important for you to go there	1.000	.643
Review on location of the restaurant is also important to you to go there	1.000	.644
You eagerly seek review that mention buy 1 get 1 offer of a restaurant	1.000	.718
To you price is important review factor to visit a restaurant	1.000	.740

Extraction Method: Principal Component Analysis.

Table 6: Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Review on interior decoration of a restaurant important for you to go there (V11)	.744				
Review on location of the restaurant is also important to you to go there (V12)	.737				
Hygiene is important factor for you to choose a restaurant (V4)			.811		
To you price is important review factor to visit a restaurant (V14)					.832
You eagerly seek review that mention buy 1 get 1 offer of a restaurant (V13)					.708
Taste is the most important review factor for you to choose a restaurant (V1)		.582			
Review regarding presentation of food attracts you to visit a restaurant (V2)		.555			
You think that review rating on employees manner also important you (V6)			.796		
Review on serving duration or waiting time after order is important review (V5)			.742		
If you get both positive and negative review of a restaurant you will must not try it (V10)				.669	
If you notice frequent review of a restaurant you will definitely try it (V9)				.512	
Restaurants that have reviews about children's game zone facility get more priority to you (V8)			.721		
Review of parking space has influence on you to choose a restaurant (V7)			.388		
Review of a innovative menu & name trigger you to try that (V3)		.517			

Table 8 : ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.079	5	28.616	99.775	.000 ^a
	Residual	55.640	194	.287		
	Total	198.719	199			

a. Predictors: (Constant), Price, Rev_Frq_var, Food_quality, Location, service_quality

b. Dependent Variable: Res_Choice_intn