

Determinants of Restaurant Pricing and Regional Differentiations of Tastes

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Data collection and sample data set

The screenshot shows the Dianping.com interface. At the top, there's a search bar with 'Beijing Railway Station' entered. Below it, navigation tabs include Home, Food, Customers, Coupon, Reservations, Membership card, City events, and Community. The 'Food' tab is selected. A sidebar on the left lists various categories like 'All Channels', 'Food', 'Beijing cuisine', 'Western', 'Japan', 'Snack Food', 'Sichuan', 'Hot Pot', 'Buffet', 'Korean', 'Jiangzhe', 'Cantonese', and 'By Region'. The main content area shows a list of restaurants. Two restaurants are highlighted: 'Spicy still Addiction (NCTU shop)' and 'Grilled whole fish outside the riverside (NCTU shop)'. Each listing includes the restaurant name, address, tags, features, deal, offer, and a rating.

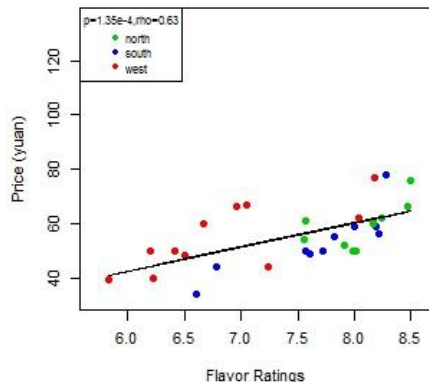
city	category	ID	price	flavor	environment	review
Shanghai	Local	1167	315	8.6	9.2	263
Shanghai	Local	1168	97	9	8.6	219
Shanghai	Local	1169	72	8.9	8.8	478
Shanghai	Local	1170	154	8.6	8.6	701
Shanghai	Chuan	1110	116	8.8	8.4	3068
Shanghai	Chuan	1111	68	8.6	8.2	15066
Shanghai	Chuan	1112	94	8.8	8.8	4029
Shanghai	Chuan	1113	97	8.6	8.7	801
Shanghai	Chuan	1114	50	8.3	8.7	319
Shanghai	Chuan	1115	130	8.8	9.1	4897
Shanghai	Yue	111	151	8.9	9.1	590
Shanghai	Yue	112	240	9.3	9.3	1020
Shanghai	Yue	113	250	9.1	9.1	654

Sample data: cuisine category, ratings and number of reviews for restaurants in 32 provincial capitals

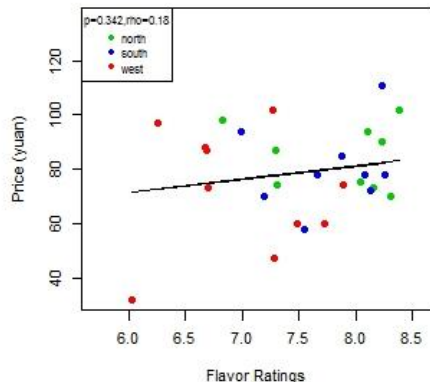
Data source: dianping.com, Chinese version of Yelp.com

What determines restaurant pricing? Flavor, environment or type of cuisines?

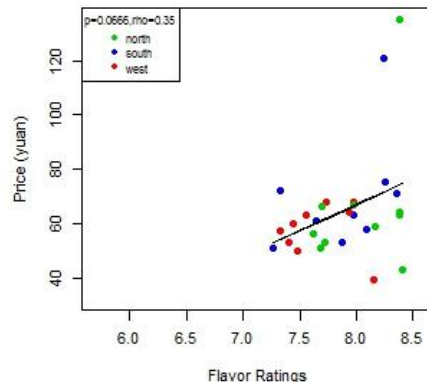
Chuan Flavor and Price



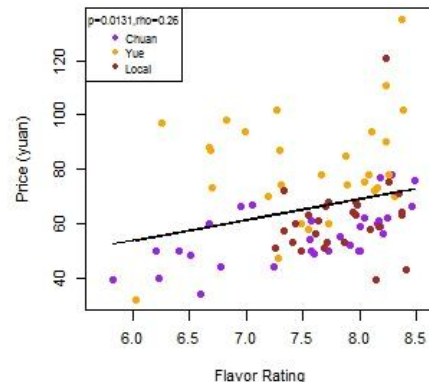
Yue Flavor and Price



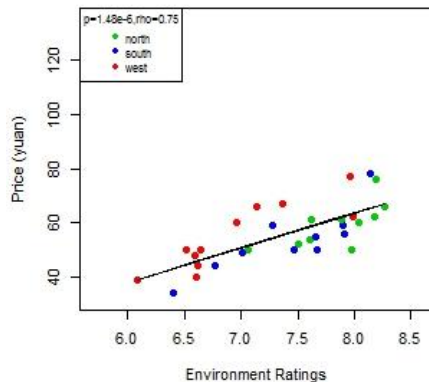
Local Flavor and Price



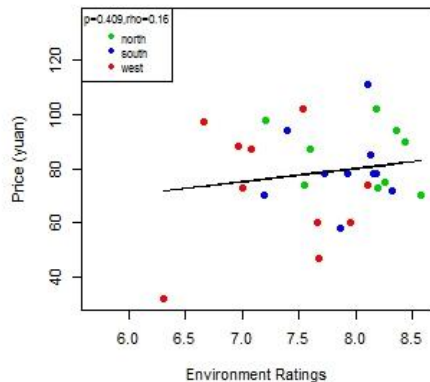
Does Flavor Rating Predict Price?



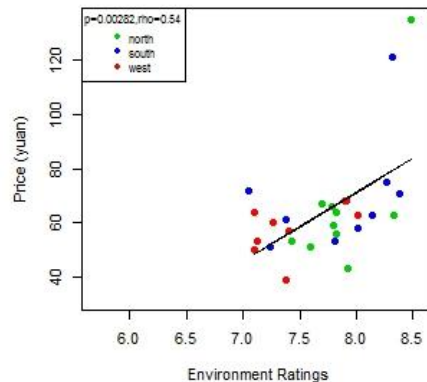
Chuan Environment and Price



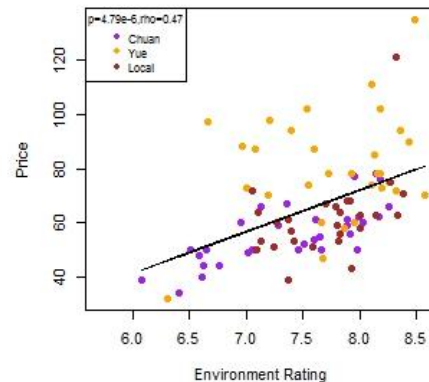
Yue Environment and Price



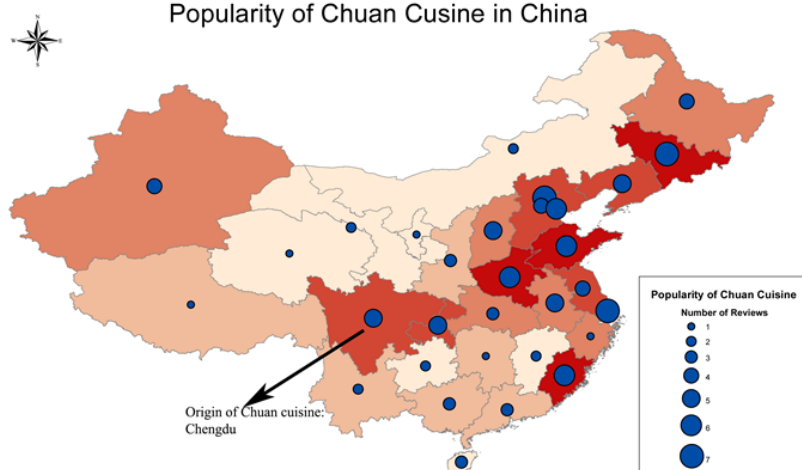
Local Environment and Price



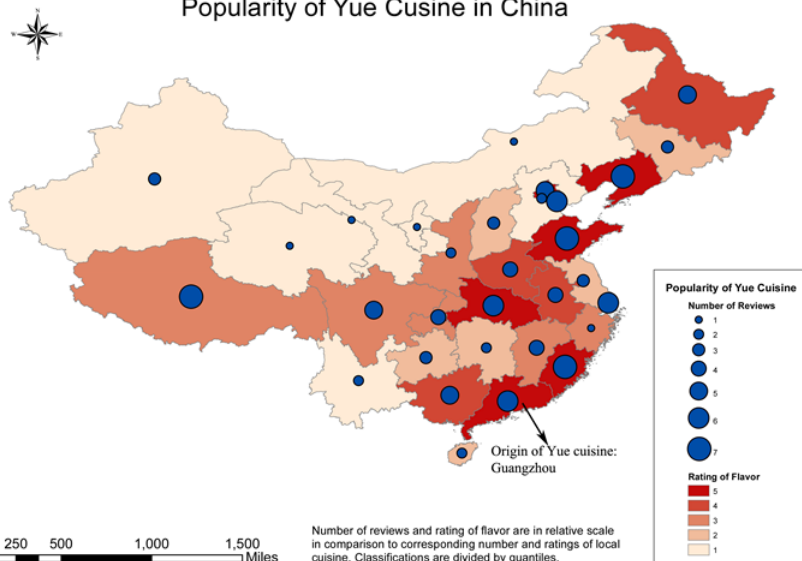
Does Environment Rating Predict Price?



Popularity of Chuan Cuisine in China

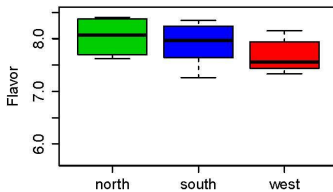


Popularity of Yue Cuisine in China

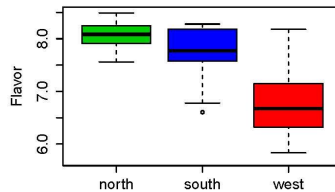


How popular are Chuan and Yue cuisines across China compared to local? What does it imply about cultural acceptance, immigration and economic development?

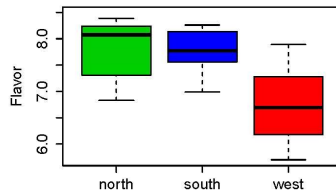
Local Flavor Rating by Region



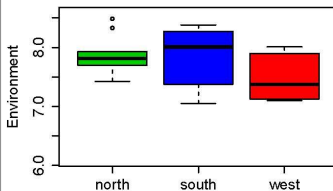
Chuan Flavor Rating by Region



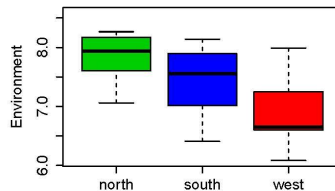
Yue Flavor Rating by Region



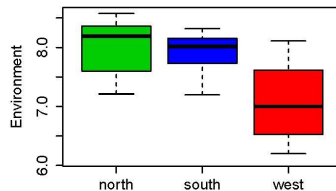
Local Environment Rating by Region



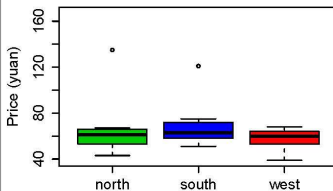
Chuan Environment Rating by Region



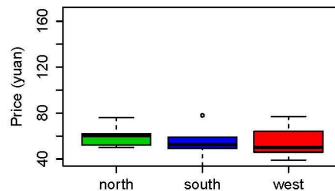
Yue Environment Rating by Region



Local Price by Region



Chuan Price by Region



Yue Price by Region

