# Online Restaurant Reviews: Comparing the Influence of Non-text Review Characteristics on Decision Making

Ying Ji Chuang, Mary Feng, Tiffany Herder

#### **PROBLEM**

- Online reviews are an initial step in decision making
- Online platforms include influential factors such as badges, statuses, & stars
- Despite ubiquity, few studies examined the impact of platforms on decision making using rigorous research methods
- Our study provides insights into user behavior using these reviews

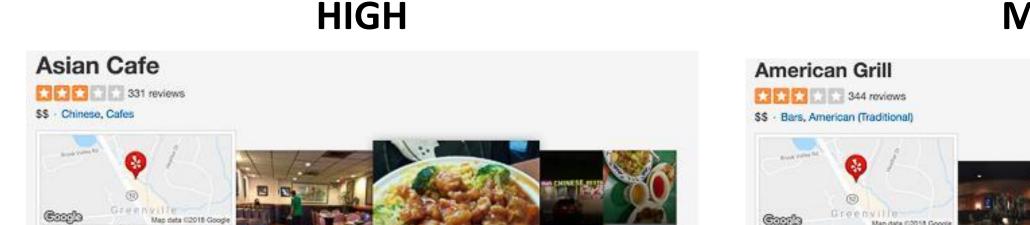
# **RESEARCH QUESTIONS**

- 1. Does author contribution quality impact the likelihood of individuals' intentions to eat at a restaurant?
- 2. What factors impact users decisions to eat at a restaurant?

#### **STUDY DESIGN**

- Within study design
- 48 participants (28 discarded)
- Independent variables
  - Eating out frequency
  - Online review use frequency
- Dependent variables
  - Likelihood of eating at restaurant
  - Perceived feature usefulness

## WITHIN SUBJECT CONDITIONS: AUTHOR CONTRIBUTION QUALITY





Q 4019 Kennett Pike

Greenville, DE 19807



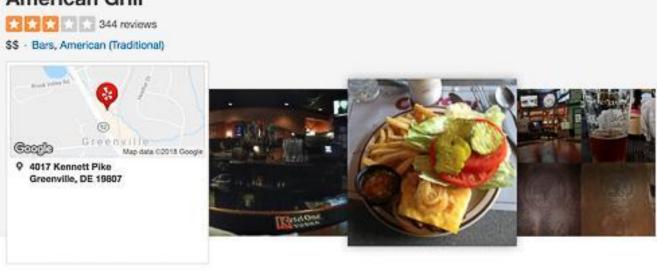
For a place that serves average Chinese food, this restaurant provides attentive service. I used to come here during my college days mainly because it was open very late. Decades later, the food is still pretty good and it hits home. This past weekend I got the chicken fried rice and beef with snow peas. The chicken fried rice has many big chunk of chicken. The flavor was very good but a little on the oily side. The beef with snow peas had tender beef, and the snow peas still had some texture to it which I like. Food came out in time and service doesn't take too long. My takeout was packed in some reusable plastic containers which is nice but I miss those old school Chinese white cardboard take-out containers with the metal handle.







# **MEDIUM**







chips though. Appetizers came the same time as our

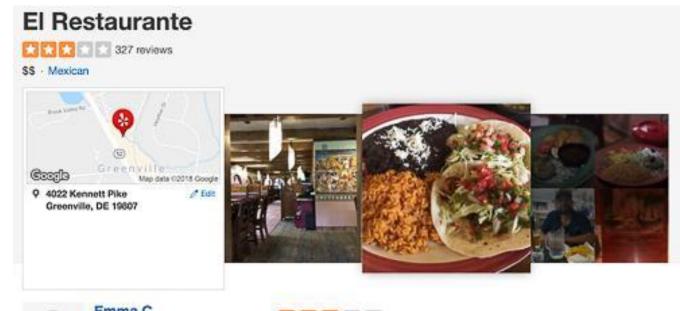
but slow. Otherwise it was good.

dinner which was disappointing. Our server was very nice



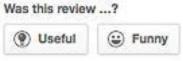


#### LOW



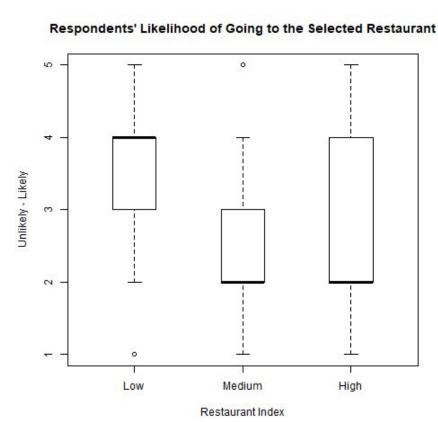


Great menu, something for everyone, and lots of traditional dishes. Servers were friendly and efficient. Chips and salsa were yummy! Food was very good, very authentic, but could be even better if they cut back on all the cheese. The only disappointment was the chile rellenos! It was nothing like the traditional chile rellenos we are accustomed to. So not counting my chile rellenos everything else was pretty good and I'm sure we'll be back at some point and I'll try something else. Also, if you do come here you'll have to try their virgin pina colada. It is amazing!





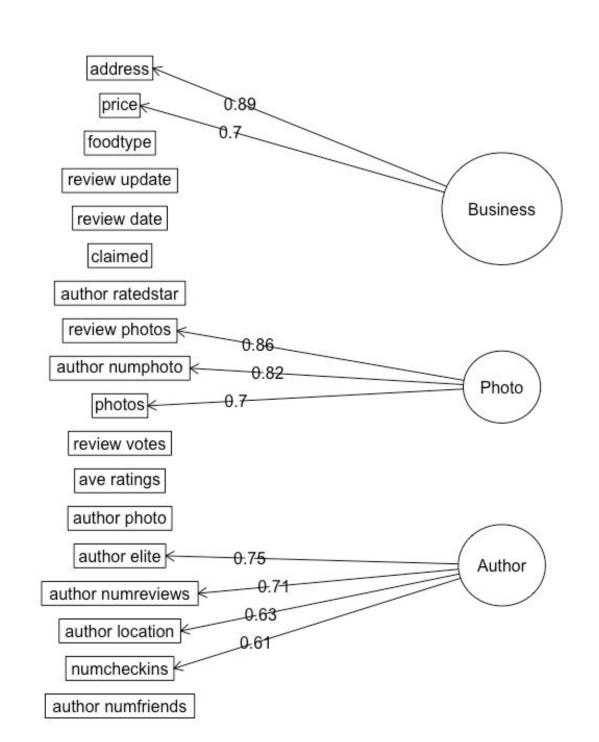
# **RQ1: TWO WAY REPEATED ANOVA**



## **Post Hoc Qualitative Analysis**

- Personal preferences towards a cuisine impact decisions
- Users do not take star-ratings at face value
- Restaurant photos alone can impact decisions

## **RQ2: FACTOR ANALYSIS**



## **TAKEAWAYS**

- RQ1: Cuisine preferences and restaurant photos can mitigate the impact of author contribution quality.
- RQ2: Users value 1) business traits, 2) photos, and 3) author traits in their decision making process.
- Overall, additional research is needed to better understand how individuals make decisions using the complex information that's available in online reviews.