

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

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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

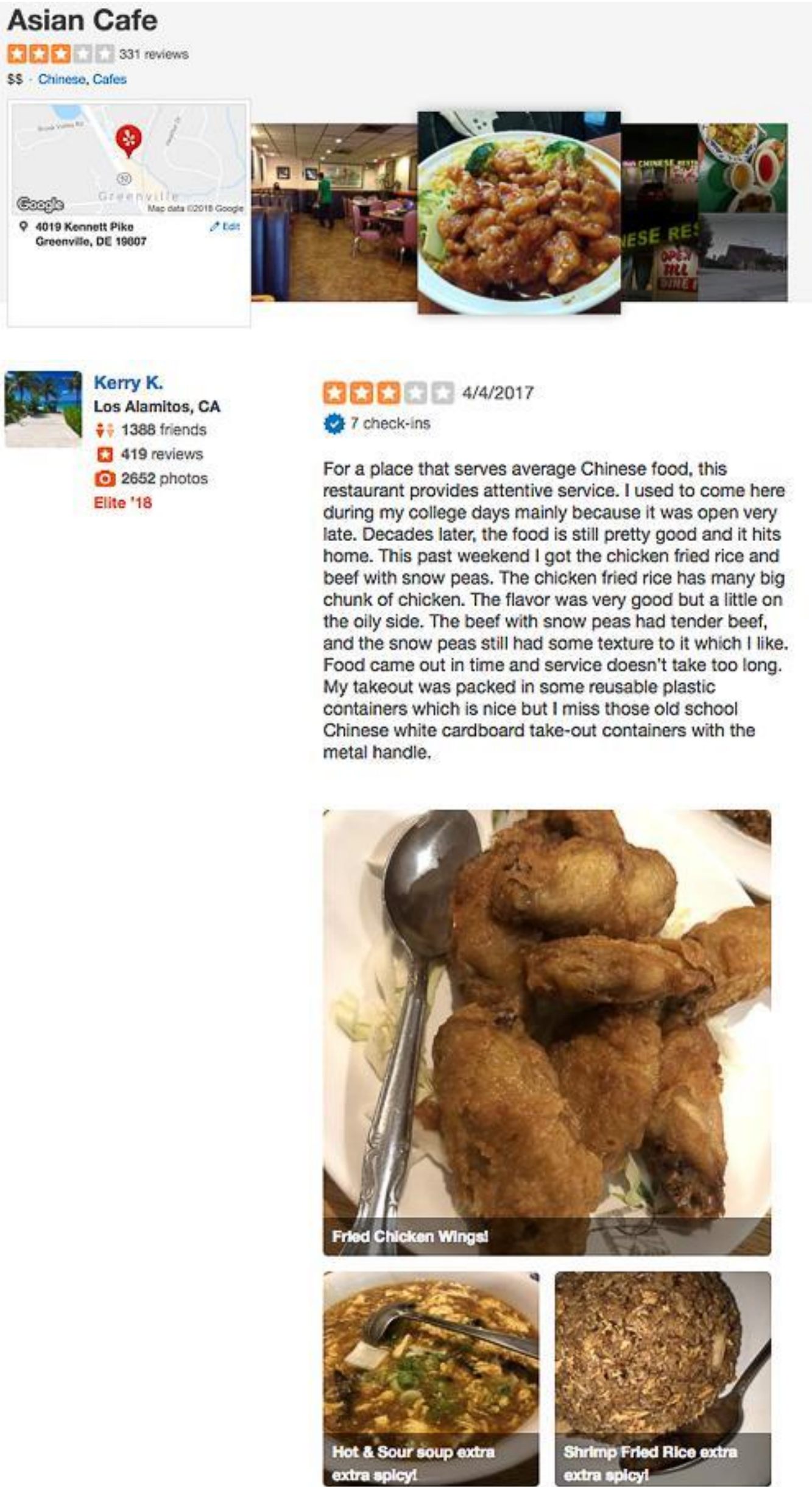
1. Does author contribution quality impact the likelihood of individuals’ intentions to eat at a restaurant?
2. What factors impact users decisions to eat at a restaurant?

STUDY DESIGN

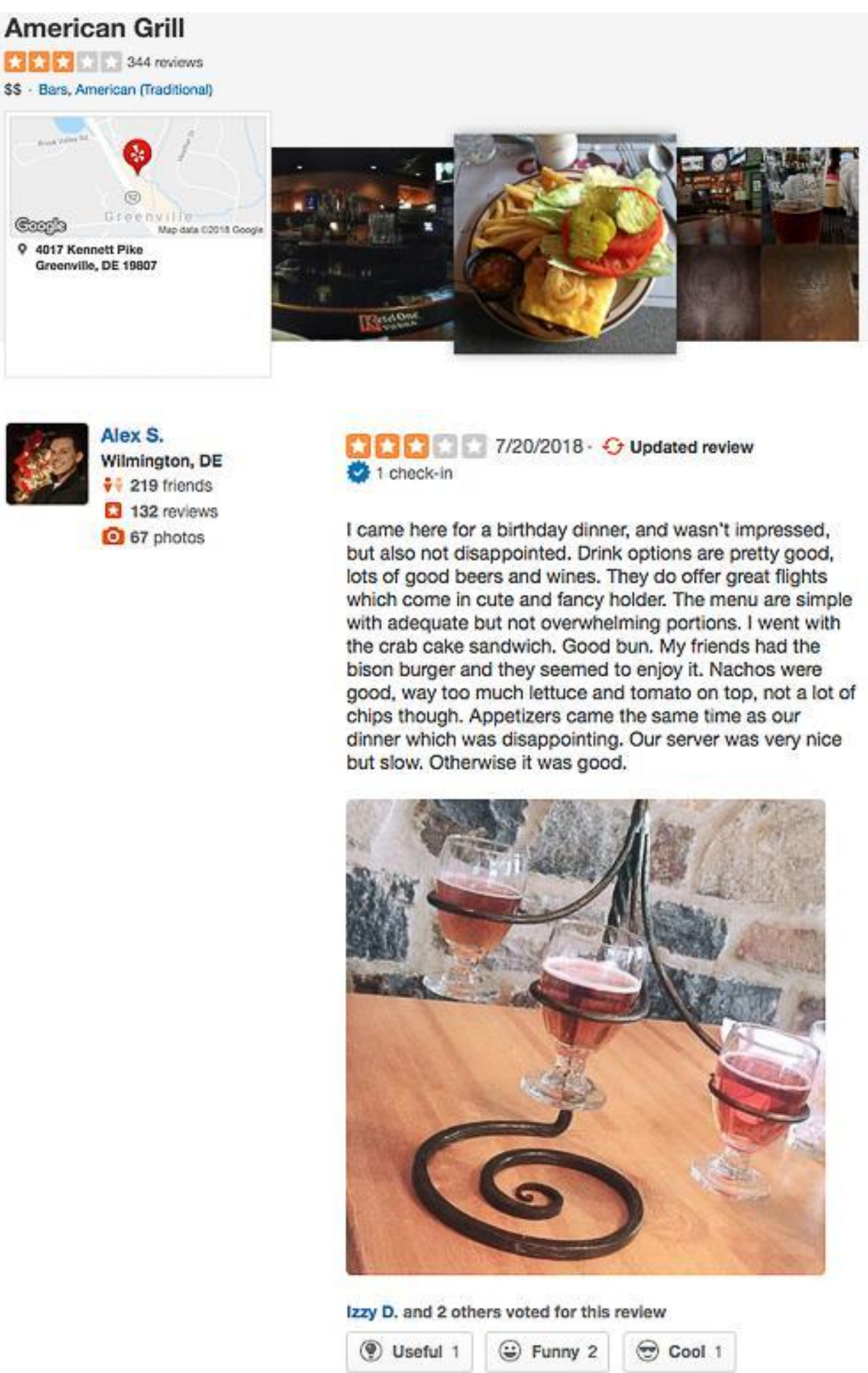
- Within study design
- 48 participants (28 discarded)
- Independent variables
 - Eating out frequency
 - Online review use frequency
- Dependent variables
 - Likelihood of eating at restaurant
 - Perceived feature usefulness

WITHIN SUBJECT CONDITIONS: AUTHOR CONTRIBUTION QUALITY

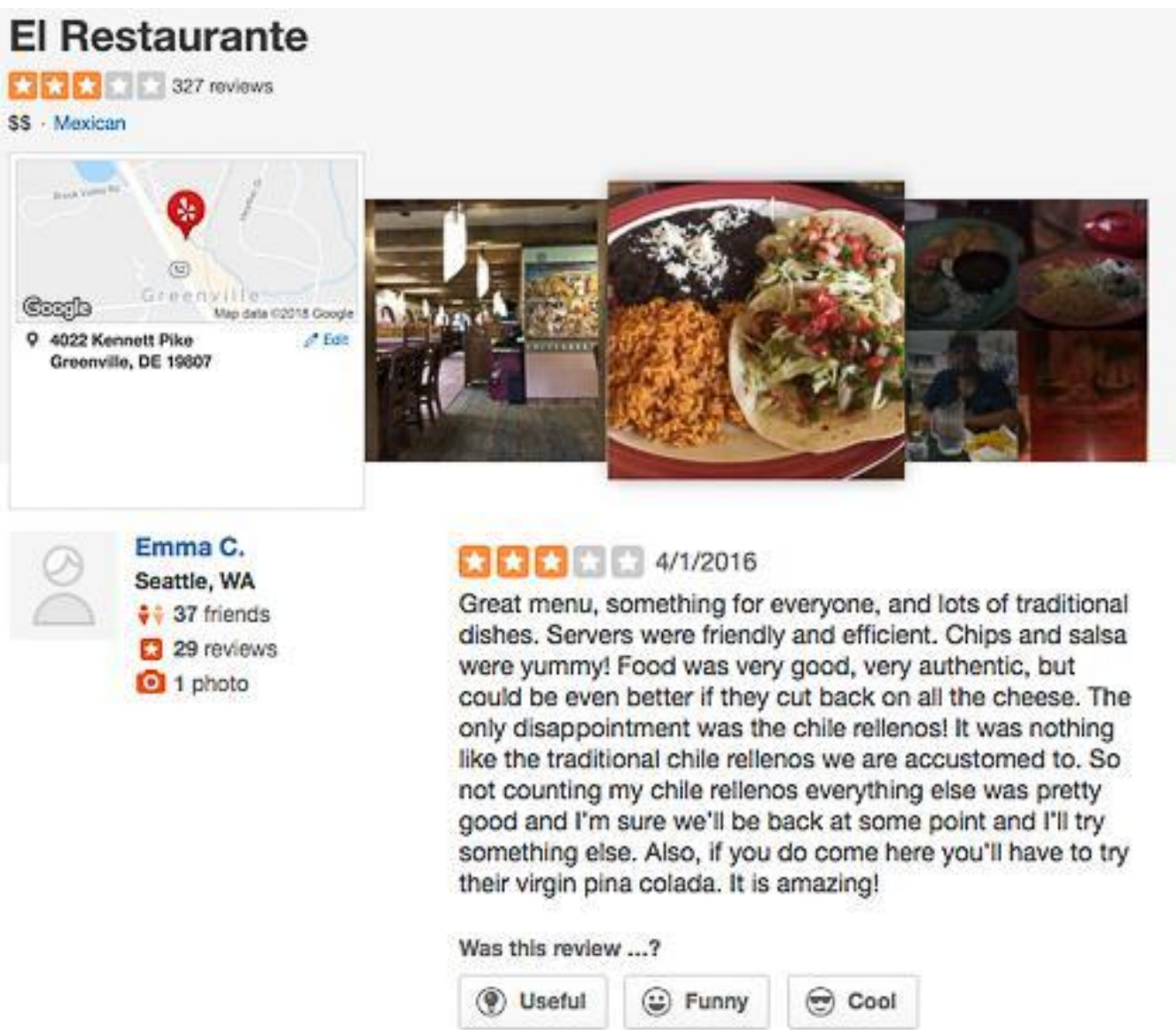
HIGH



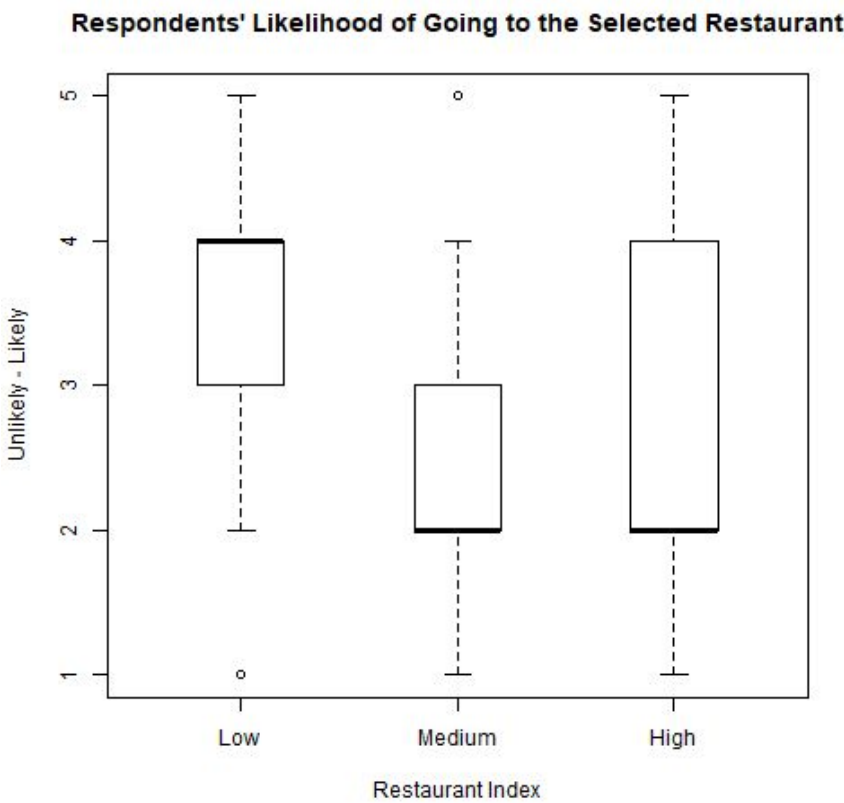
MEDIUM



LOW



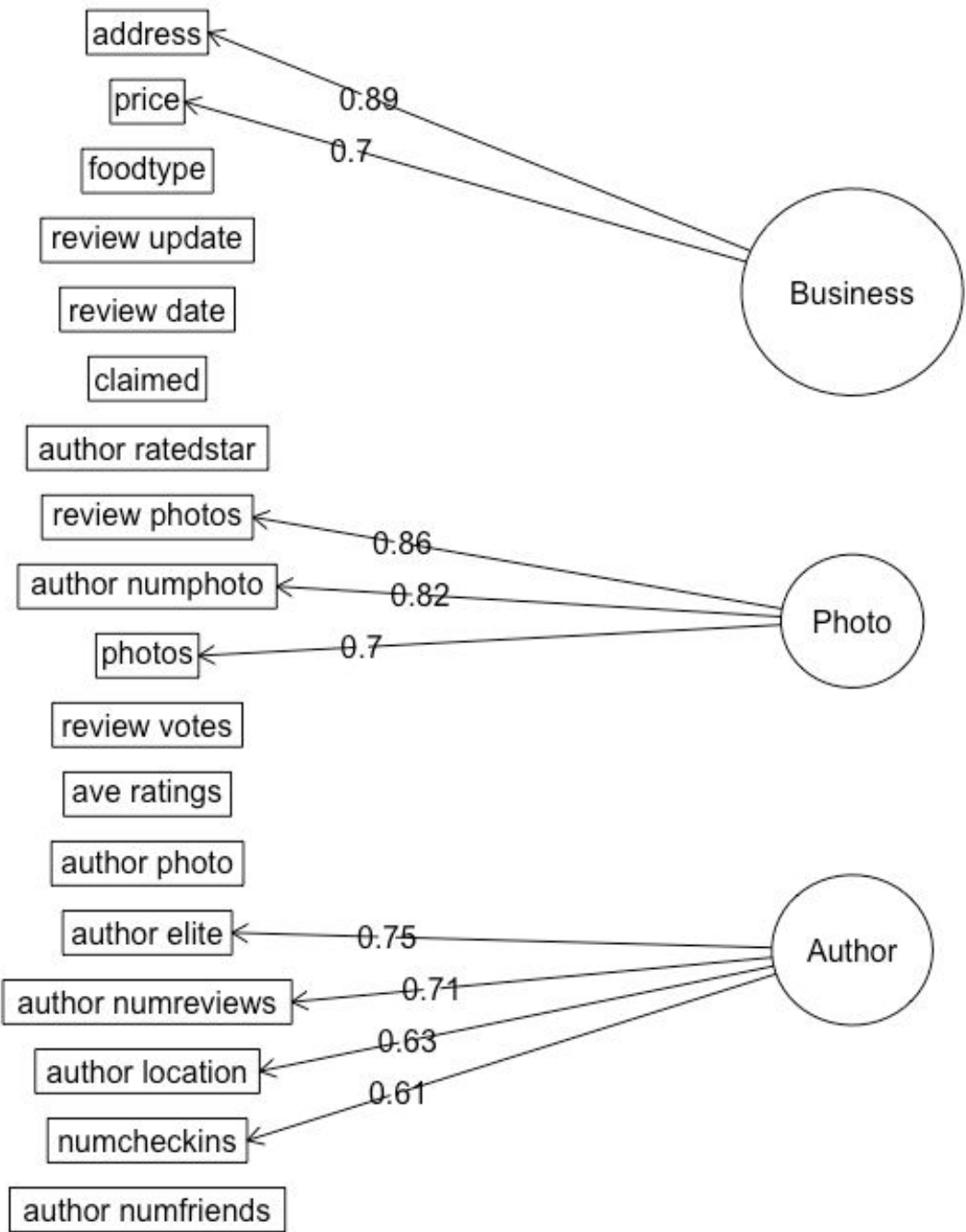
RQ1: TWO WAY REPEATED ANOVA



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.