

A cross-sectional study on influence of electronic word of mouth on restaurant selection among diners. (MRCMS001)

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Introduction

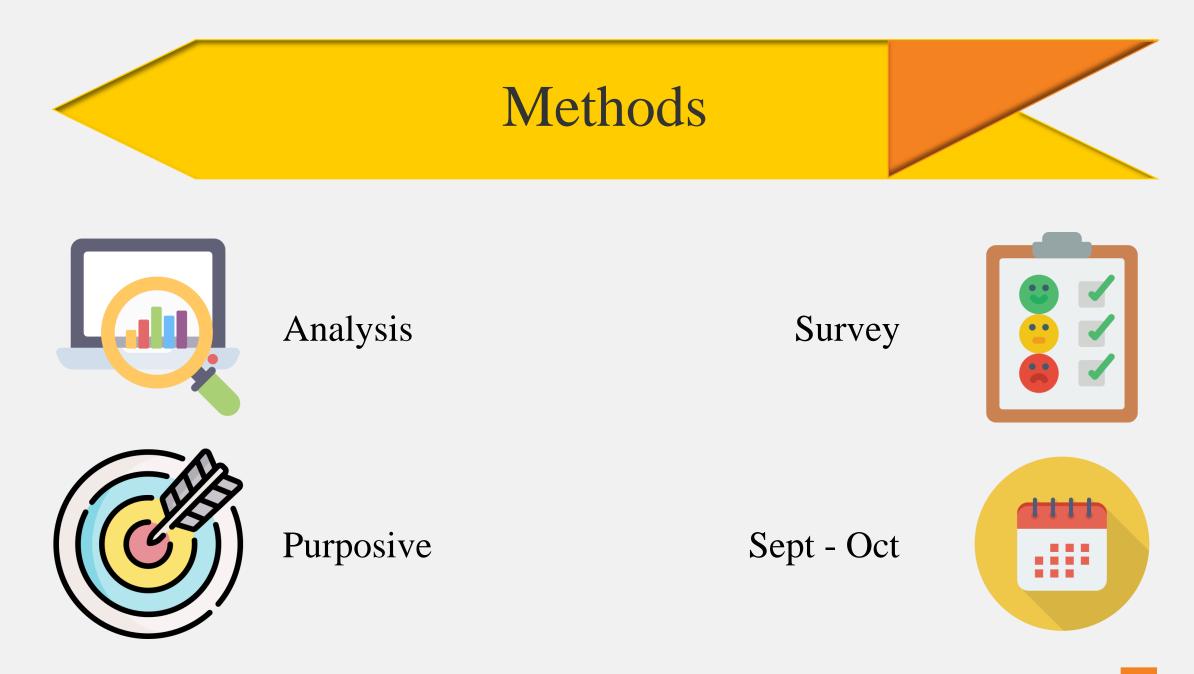


The influence of interactions between individuals via social media on buying behaviour especially with respect to selection of the restaurants is increasing owing to the increased access to internet services.

With easing of access to Internet, individuals are spending increasing amount of time online exchanging and searching data. This community of Internet users has greater access to information—including from nontraditional sources—to plan, make choices, and purchase.

Aim

The aim of this study is to explore the influence of electronic word of mouth through various platforms on restaurant selection.



Results



• The results indicate that there is a significant role that the eWOM plays in influencing the choice for restaurant while dining out. Analyses of responses showed that food quality was the attribute that was rated as the most important whereas restaurant location was rated as the least important while making the decision to dine out. This study offered evidence to show that the quality of information was more important than its credibility.

Conclusions



Food quality Social Media Quality versus credibility

Selected References

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