

THESIS WORK

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Digital Dining Experience

The Attitude Towards Online Consumer Reviews and Hungarian Consumers' Restaurant
Visit Intention

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Abstract

This study explores the influence of Google reviews on Hungarian consumers' attitudes and intentions to visit restaurants. Employing an extended Technology Acceptance Model (TAM) and structural equation modelling (SEM), the research investigates key factors shaping attitudes toward Google reviews, including perceived enjoyment, usefulness, trustworthiness, information quality, review quantity, and ease of use. The findings reveal that perceived enjoyment, usefulness, and trustworthiness exert significant positive influences on attitudes, while perceived review quantity exhibits a negative effect. Notably, positive attitudes toward Google reviews significantly enhance restaurant visit intentions. Age emerges as a significant factor, with younger consumers more inclined to visit restaurants based on Google reviews. Results underscore the importance of fostering enjoyment, usefulness, and trust in leveraging online reviews for the Hungarian restaurant industry, while addressing potential concerns regarding review quantity.

Keywords: Online reviews, attitude, consumer behavior, restaurant, Technology Acceptance Model (TAM), structural equation modelling (SEM)

Table of Contents

- 1. Introduction..... 1**
 - 1.1 Background..... 1
 - 1.2 Relevance, Aim, and Theoretical Significance 1
 - 1.3 Structure of the Thesis..... 3
- 2. Literature Review 4**
 - 2.1 Digital Marketing Communication..... 4
 - 2.1.1 Digital Marketing Communication Channels: e-WOM..... 5
 - 2.2 Online Consumer Reviews 6
 - 2.2.1 Importance of Google Reviews 9
 - 2.3 Formation of Attitude Toward Online Reviews..... 10
 - 2.3.1 Technology Acceptance Model 11
 - 2.4 The Influence of the Positive Attitude Toward Restaurant Visit Intention..... 16
 - 2.5 Personal, Social and Cultural Factors Influence on Attitude Toward Online Reviews 19
 - 2.6 Main Influencing Factors of Attitude Toward Online Reviews..... 20
 - 2.6.1 Influence of Perceived Quantity of Online Restaurant Reviews 21
 - 2.6.2 Influence of Perceived Usefulness of Online Restaurant Reviews..... 22
 - 2.6.3 Influence of Perceived Ease of Use of Online Restaurant Reviews 24
 - 2.6.4 Influence of Perceived Enjoyment of Online Restaurant Reviews..... 25
 - 2.6.5 Influence of Information Quality of Online Restaurant Reviews 26
 - 2.6.6 Influence of Trustworthiness of Online Restaurant Reviews 27
- 3. Methodology 29**
 - 3.1. Research Aims and Questions 29
 - 3.2. Research Hypotheses..... 31
 - 3.3. Research Design 32
 - 3.4. Questionnaire Development and Measuring 33
- 4. Data Analysis and Research Results – Main Factors Influencing Google Review Attitude and Restaurant Visit Intention 35**
 - 4.1. Structure of the Sample 35
 - 4.1.1 Demographic Profile of the Sample..... 35
 - 4.1.2 Psychographic Profile of the Sample 36
 - 4.2. Exploring Influencing Factors of Google Restaurant Review Engagement 40
 - 4.3. Understanding the Attitude Towards Google Reviews 46

| | |
|--|-----------|
| 4.4. Understanding the Restaurant Visit Intention of Hungarian Consumers | 47 |
| 4.5. Analysis of the Measurement Model..... | 48 |
| 4.5.1 Overall Model Fit..... | 49 |
| 4.5.2 Measurement Model Fit..... | 50 |
| 4.6. Analysis of the Structural Model..... | 52 |
| 4.7. Hypotheses Testing | 56 |
| 5. Conclusion | 61 |
| 5.1 Summary of Findings | 61 |
| 5.2 Practical Implications | 63 |
| 5.3 Limitations of the Research..... | 64 |
| 5.4 Recommendations and Future Research | 65 |
| List of References | 67 |
| Appendices | 76 |

1. Introduction

In this chapter, the purpose is to provide some essential context about the research topic and identify areas for further research. Furthermore, this chapter will also outline the fundamental aim and objective of the thesis, emphasizing the theoretical relevance of online reviews attributes and its effect on consumers restaurant visit intention. Finally, the study presents a general overview of the thesis paper's structure as the chapter's final section.

1.1 Background

In contemporary companies, digital marketing communication including use of the social media is becoming more and more critical for small businesses (SMEs). This form of marketing provides a cost-effective and precisely targeted means to get in touch with larger audiences, adapt to changing customer preferences and easily compete in the modern business landscape.

The advancement of technology and social media has had a major impact on consumer behavior in today's society. It has influenced consumer attitudes, product evaluation, and purchasing decisions (Popy and Bappy, 2022). Additionally, this shift and the social media enabled consumers to have more power and share their experiences and ratings of services and products via online reviews which is an electronic word of mouth (e-WOM) format. As a result, potential restaurant customers' decisions on where to eat have changed (Zhang et al., 2014). Online customer reviews are essential as they are an excellent source of knowledge for other consumers, but also for businesses. They help consumers make better and more confident purchasing decisions, and businesses can use the feedback to improve and refine their products and services (Li and Zhan, 2011).

1.2 Relevance, Aim, and Theoretical Significance

Online reviews as powerful digital communication tools are particularly relevant for SMEs in the restaurant industry, as it offers advantages in customer trust, feedback, and competitiveness. Embracing and actively taking control of online reviews has the noteworthy ability to be beneficial to the success and growth of SMEs. As consumers' satisfaction and experience are particularly crucial in the restaurant industry. The study of Stephen (2016) states that consumers make online research a priority before their purchases, so that they can obtain information and compare products. Thus, in the evolving digital landscape, studying the effect of online reviews

on consumer behavior becomes important, especially with the rise of e-commerce and AI, enabling businesses to analyze significant consumer data.

The aim of the thesis is to gain insight into attitudes towards Google reviews and intention to visit restaurants among the Hungarian consumers. Thus, to examine the main factors that influence and form the overall attitude and restaurant visit intention. For this purpose, the primary research question of the thesis is: *"What are the main influencing factors of the attitude toward Google restaurant reviews and how does it influence the restaurant visit intention of Hungarian consumers?"*. To get a deeper understanding, in the thesis the main research question is divided into three sub-questions: *"What are the main influencing factors of attitude toward Google reviews?"*, *"How does the attitude influence purchase/restaurant visit intent?"*, and *"Do the socio-demographic factors such as age and gender influence the restaurant visit intention?"*.

According to the survey conducted by KSH (2023), Hungary experienced a 2% growth in internet users in 2023 compared to 2022. Similarly, there was a significant, 26.45% growth in the turnover of the restaurant industry in Hungary in 2022 (Eurostat, 2024). Although, no data was found about Hungarians attitude towards online reviews, rating platforms have received attention all over the world and Google is considered as the most used and trusted review platform (Pitman, 2022). Due to the rapid digitalization, the trend of selecting restaurants based on online reviews increases and there is an emerging number of investigations of the role of online reviews in determining consumers' intention. Several empirical research on consumer behavior investigated the role of online reviews in restaurant visit intention and the main motives for using online reviews that shape consumers' attitude (E.g. Popy and Bappy, 2022; Zhang et al., 2014; Salehi-Esfahani and Kang, 2019; Lee et al., 2012).

Based on prior research, a broader version of the technology acceptance model (TAM) was used in the study to perform an empirical analysis of the research topics. Therefore, besides the ease of use and usefulness of online reviews, perceived enjoyment, quality of information are important influencing factors. Moreover, quantity of online reviews, considered as a sign of a restaurant's popularity, helps consumers to make quick choices. Research also showed that trustworthiness affects attitude, and more and more people trust consumer opinions posted through online reviews (E.g. Zhang et al., 2014; Liu and Park, 2015; Banerjee et al., 2017).

Additionally, in order to explore how these influencing factors affect attitudes towards Google reviews of restaurants and visit intention, the quantitative research method was used. The

findings were structured, analyzed, and evaluated by using IBM SPSS Statistics version 29 and AMOS Graphics software version 29.

Many studies have already explored the significance of online reviews through different platforms and from the perspective of different nationalities. However, the present research focuses on the restaurant industry and the Google review platform considering the Hungarian consumers' perspective which sets it apart.

1.3 Structure of the Thesis

To accomplish the goals of the research and meet the formal requirements of the thesis work, the thesis consists of 4 sections which are presented as follows.

Firstly, Chapter 1 is dedicated to introducing the main topic of the thesis and highlighting its relevance and the motivations of the author for investigating this topic.

Chapter 2 aims to give context to the study by presenting the literature review, which will highlight current research on digital marketing communication and its channels, focusing on e-WOM, the online reviews and the importance of Google Reviews. It will also present the formation of attitude toward online reviews, and the revolution of technology acceptance model (TAM). The influence of the positive attitude toward restaurant visit intention will be introduced as well. The last part of literature review includes the main influencing factors of attitude: the perceived quantity of reviews, perceived usefulness, perceived ease of use, perceived enjoyment, information quality and even trustworthiness.

Further, Chapter 3 consists of some other sections: overview of the methodology. It outlines the research objectives as an overview, followed by the introduction of the methodology chosen. It will give a strong rationale for the selection of the method and explain why it aligns with the research questions.

Subsequently, Chapter 4 will present an extensive overview of the analysis and identify the key empirical findings made during the research.

Finally, Chapter 5 summarizes the main findings of the research. It will examine the results from the previous chapters and offer an interpretation of these findings, drawing valuable insights from the data collected. This section encompasses practical implications, potential limitations of the research and recommendations for possible future studies.

2. Literature Review

Modern business practices have experienced significant transformation as a result of digitalization, commonly referred to as Industry 4.0. It surrounds the combination of the newest technologies like the Internet of Things, artificial intelligence, big data analytics, and automation into various industries (Schwab, 2016). The result leads to an era of exceptional connectivity, efficiency, and innovation, facilitating that consumers increasingly rely on digital platforms to guide their purchasing decisions (Shankar et al., 2022). Therefore, understanding the impact of online reviews has emerged as a crucial facet of the dynamic relationship between consumer behavior and digital marketing.

2.1 Digital Marketing Communication

As an integral part of digital marketing, marketing communication facilitates product and service advertising to the target audience. This way it is acknowledged that communication in this context can go both ways, meaning that it can be started either by the customer or the marketer. (Shankar et al., 2022). Although there are a lot of research on the relationship between digital marketing and consumer behavior, there are only a few that specifically refer to digital marketing communication (DMC) as the communication aspect of digital marketing (Merisavo, 2006).

DMC can be approached from several different perspectives. The research of Merisavo (2006) provides a thorough model that clarifies how DMC affects customer loyalty, commitment, and perceived worth. The model comprises components such as channels for brand communication, customization, engagement, perceived value, dedication, and elements impacting loyalty. Although, companies are aware of DMC channels, their adoption of information technology in these channels, especially regarding big data, is limited. This prevents effective marketing strategies and an understanding of customer behaviors, leaving them open to competition (Yoga et al., 2019).

The study of Shankar et al. (2022) investigated the effectiveness of DMC, showing that the content type has a strong influence on consumer behavior. Consumers are influenced by interactivity, informativeness, and emotional appeal (Shankar et al., 2022). Personalized preferences, emotions, and urgent needs drive consumer actions. Strategies like emotional

appeal, narrative, and engaging visuals play a substantial part in the formation of purchase decisions and strengthening brand image (Lai, 2023).

When consumers communicate with each other digitally, their usual objectives are to consume, be entertained, inform, and express themselves. However, Zhu et al. (2016) note that influencer marketing has shifted content creators' goals to include providing persuasive information to influence consumer choices through UGCs and especially reviews and feedback, which benefits businesses. However, monitoring is challenging due to the vast volume of data and potential fake information. Social media studies indicate that utilizing text mining tools helps companies analyze digital posts more effectively, but separation of fake information is still difficult (Agarwal, 2020; Shankar et al., 2022).

2.1.1 Digital Marketing Communication Channels: e-WOM

As technology evolves, so does digital marketing. In today's interconnected world, effective communication is vital for shaping consumer opinions. Understanding and utilizing the diverse tools offered by the digital environment is essential for businesses to succeed financially and survive in the modern economy (Shankar et al., 2022; Sa'ait et al., 2016) which enables to promote products or services through various online channels, requiring them to employ the latest techniques and maintain constant communication across multiple platforms to reach their target audience effectively (Goyal et al., 2021).

Most users these days use the Internet to research companies or products (Sa'ait et al., 2016). Thanks to the rise of social media and technologies, consumers can now freely discuss their opinions about both positive and negative experiences with services without the constraints of time or location. One of the most significant aspects of the present-day consumer experience is online interactions requiring businesses to use a number of digital marketing communication channels, including social media platforms and electronic word-of-mouth (e-WOM) to connect with consumers and facilitate interactions among consumers themselves (Zhang et al., 2017).

Any comment - negative or positive - made by future, present, or former consumers about a business or product that is available to a large audience online is referred to as e-WOM. This includes emails, reviews, social networks, and blogs (Hennig-Thurau et al., 2004).

Although, consumers already relied on traditional WOM in the past as a significant source of information, e-WOM is a more advanced form in today's modern era and offers a broader coverage due to technological advancements, making it much easily accessible to consumers before making purchase decisions. Moreover, due to the growing prevalence of social media in marketing communication, the opinions of consumers have gained significance. E-WOM has become integral in the tourism industry as it mirrors the attitudes, intentions, and experiences of consumers (Doosti et al., 2016). Sa'ait et al. (2016) suggest that in situations where evaluating products or services becomes challenging, consumers incline towards alternative sources of information, with e-WOM emerging as a preferred choice. This preference is attributed to the perceived high credibility and trustworthiness associated with such sources, as indicated by Godes and Mayzlin (2004). Furthermore, it is noted that consumers exhibit a greater degree of trust in WOM recommendations compared to conventional marketing strategies, because, to the recipient, the communication lacks strong commercial aim (Sa'ait et al., 2016).

2.2 Online Consumer Reviews

Tourism services present distinctive challenges with their unique features like heterogeneity, immutability, intangibility, and inseparability, influencing the prominent role of consumers' emotional decision-making, subjective evaluation, and a large number of substitute services (Pride and Ferrell, 2003; Nagy and Markos-Kujbus, 2019). This complexity complicates the marketing planning process. The specific characteristics create uncertainty, and WOM is a valuable tool to mitigate this uncertainty (Nagy and Markos-Kujbus, 2019)

E-WOM, particularly online reviews, plays a pivotal role in reducing consumers' perceived risks associated with tourism services. By offering insights and comments from other users, e-WOM facilitates the information search, evaluation process, and the ultimate purchase decision (Doosti et al., 2016). Access to varied experiences and opinions empowers customers to balance and evaluate services for informed purchasing decisions.

Online reviews, a subtype of e-WOM, are valuable source of information, especially for tourism-related products and services, such as restaurants. These reviews not only serve as informative guides but also shape consumer expectations of services (Nagy and Markos-Kujbus, 2019). According to Xie et al. (2014) their functions can be simplified into the following two primary objectives: making recommendations and disseminating information about goods and services.

Studies emphasize the importance of online reviews as tourists' main source of information (Ip et al., 2012; Yoo and Gretzel, 2008; Yu et al., 2022). In accordance with a survey conducted by Pitman (2022), 98% of U.S. consumers read online reviews at least “occasionally”, while 76% read “regularly” or “always” when conducting research on local businesses (Pitman, 2022). Numerous product and service categories, including the tourism industry, have undertaken research on online reviews. Most academics agree that online customer reviews are crucial for boosting sales. A study conducted on hotels found that there is an upward trend in online review ratings which indicates that there is a beneficial impact on hotel sales and on prices as well (Yu et al., 2022).

A survey conducted by Podium (2020) examined what factors are the most crucial to consider when selecting a local company. The results showed that reviews are among the top four influencing factors by 41%, being twice as likely to be significant as loyalty.

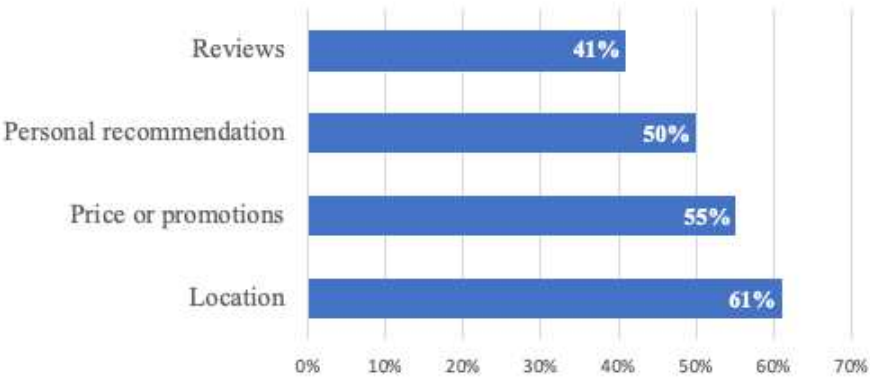


Figure 1: Top Characteristics for Choosing a Local Business. Source: Own elaboration, based on Podium (2020).

The significance of online customer reviews for consumers' decision-making has also been supported by prior research. Knowing how customers obtain information using online reviews is crucial, particularly in the modern era of Internet-driven consumption. For instance, Lee et al. (2008a) discovered that consumers' opinions toward products, particularly low-commitment products, are influenced by unfavorable online customer reviews. Another experiment found that consumers place a high value on credibility of online reviews because there are now more opportunities to learn about it due to its advances in technology (Owusu et al., 2016). Nevertheless, due to the shift to online presence, platform changes, emerging consumer trends, and potentially false information are aspects affecting the perceived credibility of online reviews (Reyes-Menendez et al., 2019).

Online reviews in the hospitality industry were studied in various types on social media, like Facebook, Google or popular review sites, like TripAdvisor for accommodations, and restaurants, hosts diverse e-WOM formats - reviews, photos- providing potential tourists with a comprehensive view (Nagy and Markos-Kujbus, 2019; Reyes-Menendez et al., 2019).

Table 1: Online Review Platforms

| Well-Known Platforms | Main Hospitality Products Available |
|-----------------------------|--|
| TripAdvisor | Hotel reviews |
| Google | Hotel, Restaurant, Local Business reviews |
| Yelp | Restaurant reviews |
| Facebook | Fan reviews of hotel and restaurants |

Source: Own elaboration, based on Kwok et al., 2017; Nagy and Markos-Kujbus, 2019.

All reviews posted on the above listed platforms can be found and viewed by anyone with internet access. Although the designs and appearances of these platforms may vary, the fundamental characteristics of most online reviews remain consistent (Kwok et al., 2017).

However, research suggests that online ratings of the same restaurants differ among the platforms. It compares data from different review platforms, showing variations in average ratings and distribution patterns. For instance, it mentions that if the average user ratings and system-generated aggregated ratings on various platforms don't align, then Chinese online review service providers employ tailored aggregation techniques. These differences imply that the same restaurant might receive different ratings depending on the platform being examined (Shen et al., 2021).

A study examined how various attributes of restaurants and underlying reasons influence the comprehensive customer experience across different types of restaurants. To grasp these experiences, the study analyzed Google online reviews, which serve as crucial sources of customer experience information (Mathayomchan and Taecharunroj, 2020). Google has emerged as a significant participant in the review platform sector. Data from the US indicates that Google is the most used and trusted among review platforms, surpassing Facebook, Yelp, and TripAdvisor (Pitman, 2022).

This makes Google more relevant to study. Therefore, this thesis specifically focuses on Google as a single platform when examining online restaurant reviews. In the next chapter, the importance of Google Reviews will be examined based on previous research.

2.2.1 Importance of Google Reviews

The significance of Google Reviews can be seen even in relation to many studies and academic papers. Regarding the topic of tourism, many scholars investigate the opinions and the experiences of the tourists based on Google Reviews. The study of Alzboun et al. (2023) investigated the opinions of the tourists in relation to gastronomic tourism based on Google Reviews according to the CAC model which examines the cognitive, the affective and the conative components of the opinions. Based on this study, reviews can be used even as extractions as the authors extracted the key words which they looked for. The study of Leiras and Eusebio (2023) concentrated on accessible tourism destinations and their work also based on Google Reviews. However, they applied two methods during their analysis: text mining techniques and content analysis.

Lee and Yu (2018) investigated another segment within tourism, the quality of airport service. The basis of their study was Google Reviews which was used to cross-validate and complement the traditional surveys which measure service quality. For their research, 25 topics were chosen and then extracted from the investigated reviews. Based on their results, these reviews are considered good predictors of airport service quality, and the content of the reviews are in accordance with the service attributes that are applied in the traditional airport service quality surveys. They identify an important advantage regarding Google reviews: they can be applied to measure the quality of airports which haven't measured their quality through airport service quality surveys.

Schuckert et al. (2015) also realized the increasing popularity of Google reviews, and this is the reason why they decided to investigate the online reviews in academic journals which deal with the topic of tourism and hospitality. Their research investigates the period between 2004 and 2013 and the authors choose 50 articles through content analysis and keyword-driven search. Based on their results, more than the half of the investigated articles examines hotels, the relationship of online reviews and online purchases are in the focus of the most studies. They also observed an even distribution regarding the role of reviews, the motivation to post them and even their opinion mining.

According to research, 81% of internet users said they are likely to look up Google Reviews before going in-person to a business. This represents an increase from the previous year's 63.3%. The same individuals stated that they would look up reviews on Google before visiting another website (ReviewTrackers, 2022).

Regarding the importance of Google reviews, data across 26 industries was collected. The industries with the highest likelihood of having Google reviews are bars, restaurants, and hotels. As a result, companies in the hotel sector stand to gain the most from using information gathered through Google reviews. On average, local businesses typically have around 39 reviews on Google, although this number varies considerably depending on the industry. According to BrightLocal's consumer reviews survey, the restaurant sector had an average of 220 Google reviews, the second-highest score, behind the hotel sector, which had 309 (Murphy, 2018).

In conclusion, Google Reviews play a vital part in influencing consumer choices, serving as a valuable resource for researchers in academia who study various topics related to tourism and hospitality. Based on theory, the formation of attitudes toward online reviews will be explained in the next chapter.

2.3 Formation of Attitude Toward Online Reviews

When discussing how attitudes about online reviews are formed, it's critical to clarify what exactly an attitude entails. Based on Solomon (2017):

“An attitude is a predisposition to evaluate an object or product positively or negatively. We form attitudes toward products and services, and these attitudes often determine whether we will purchase or not” (Solomon, 2017, p. 324).

This definition's most crucial component is *“attitudes often determine whether we will purchase or not”* as it has been observed that attitudes may not consistently align with purchasing behavior. Research conducted in the past has revealed a disparity between individuals' attitudes and their buying intent or actual actions (Akhtar et al., 2019).

In the next subchapter a specific adaptation of an attitude-behavior model, the technology acceptance model will be discussed. Based on prior literature, frameworks used to understand and predict human behavior, particularly considering the adoption of technology will be explained, to understand factors influencing the adoption of a technology such as Google reviews.

2.3.1 Technology Acceptance Model

In the past years, many technological developments and innovations appeared, and this is the reason why it has to be examined and understood which factors influence the acceptance in relation to technological developments for the consumers. Furthermore, technology is a constantly evolving field that has a major impact on our lives, our society and our economy. In recent years, increasing interest among the research community in this question has led to the emergence of many theories and designs addressing the principles of technology acceptance and actual use. The origin of technology acceptance model can be found in the doctoral thesis of Davis which was written in 1985. According to Davis, system features and capabilities affect user motivation which is able to predict or explain the actual system use – this conceptual model is presented on Figure 2.

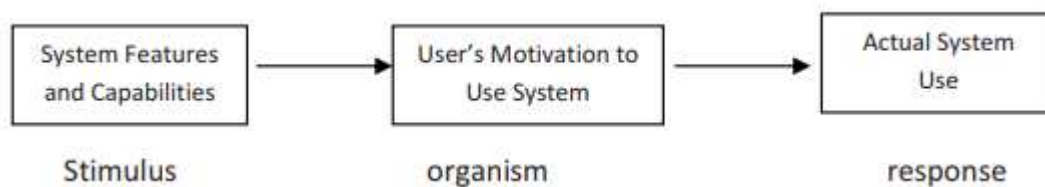


Figure 2: Conceptual Model for Technology Acceptance. Source: Chuttur (2009), p. 1.

Early TAM research found that only three factors are needed to predict and explain, and possibly control, adoption. To develop this model, a general social psychological theory (Holden and Karsh, 2010) was adapted by Fred Davis, named as Theory of Reasoned Action (TRA). TRA asserts that behavioral intention drives people's behavior, which is the willingness to behave in a particular way is influenced by personal attitude and the social expectations and beliefs surrounding the intended performance of behavior. In simple terms, behavior is dependent on attitudes and beliefs (Masrom, 2007). The TRA has had a number of limitations. One concerned those individuals who feel that they have limited influence on their attitudes and behavior. This finding led to the incorporation of the idea of perceived behavioral control by Icek Ajzen, one of the creators of the TRA, to the model, resulting in the creation of the Theory of Planned Behavior (TPB), which developed into an expansion of the TRA (Ajzen, 1991).

Although TRA and TPB are helpful models for predicting and describing people's actual behavior, there have been concerns with the models' adaptation to various circumstances, such as user acceptance of the information system. Fred Davis used the ideas of reasoned action and planned behavior, with some adjustments, to create the TAM, a modern and trustworthy model that could anticipate the actual adoption of particular technologies (Davis, 1985).

The conceptual model in Figure 2 serves as the bases as the original technology acceptance model (TAM: Technology Acceptance Model) which was created by Davis in 1985. In this model, three variables are listed as factors which explain users' motivation. As the most significant variable, attitude toward using is mentioned, because according to Davis (1985), it determines whether the user accepts or rejects the given technology.

Keszey and Zsukk (2017) examined the evolution of the TAM. Based on their examination, they created a table where they summarized the technology acceptance models with their main characteristics. Altogether they characterized five models, at first, they presented the TAM 1 model. The independent variables are the external variables at this model and there are no moderating variables. The dependent variables which are applied in this model are the followings: perceived usefulness, perceived ease of use, attitude toward using, planned use and real-world engagement with the system. This model is broadly acknowledged, and it is the basis of the other models. Despite of these advantages, the TAM 1 has some disadvantages as well: it determines the external variables in general, in addition, it does not consider some important individual factors, like gender or age.

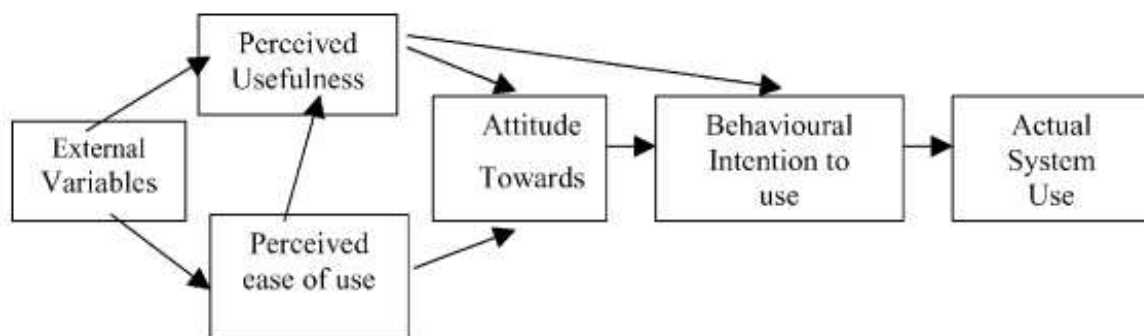


Figure 3: The TAM 1 model. Source: Legris et al. (2003), p. 193.

Although individual's attitude was determined to be fundamental, whether a person will use a system or not, perceived usefulness and perceived ease of use are the two major criteria that

affect this attitude, with the former directly influencing the latter. According to Sharp (2006), the system is also linked to design elements that have a direct impact on the perceived utility and ease of use that were previously given as explanations for attitudes.

The concept did not completely satisfy Davis and other researchers. To create a "narrower" model, they first started making changes that eliminated the attitude component. They explained this by saying that perceived usefulness and perceived ease of use were not entirely mediated by attitude (Davis, 1989).

In later experimental phases, Davis applied refinements to his model that were also suggested by other researchers. Venkatesh and Davis have created an extended model called TAM 2 (Venkatesh and Davis, 2000).

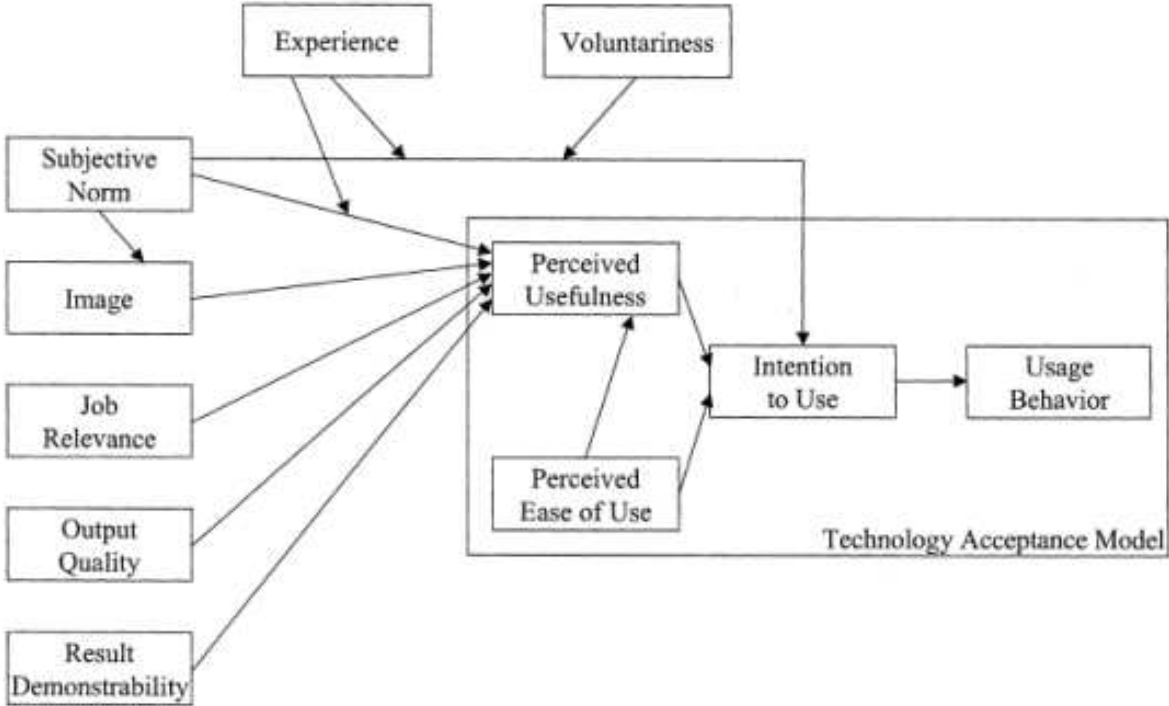


Figure 4: The TAM 2 model. Source: Venkatesh and Davis (2000), p. 188.

TAM 2 is based on the TAM 1, but it is a developed version as it investigates the effects of the external factors on perceived utility in a more detailed way. In addition, it also investigates some influencing factors which affect the intention of use directly or as a moderating variable. The new elements of this model can be differentiated in two groups there are cognitive instrumental processes, and social influence processes which contains image and voluntariness.

Subjective norm means that during the formation of their own values, people consider the opinions of the people who are important for them in relation to a given behavior. In many cases, people are highly affected by their reference group, and in relation to the technology acceptance, this behavior might mean the use of a certain technology (Venkatesh and Davis, 2000).

This model applies five independent variables: the subjective norm, the image, the adaptation to work, the output quality and the visibility of the results, and two moderating variables: experience and voluntariness. The influencing factors of perceived usefulness are explained below:

- Subjective norm: the influence of other people on the decision of an individual whether to use a technology.
- Image: the individual's aspiration to keep up a suitable position.
- Adaptation to work: the extent to which a technology is appropriate.
- Quality of the output: how well the technology has done its necessary functions.
- Result provability: the creation of real results.

Further, there are four dependent variables in this model: perceived usefulness, perceived ease of use, intended and real usage of the system. The main advantage of this model is the explanation of external variables which influences perceived usefulness. Among the disadvantages, Keszei and Zsukk (2017) highlight that this model does not take the factors which affect the perceived ease of use into consideration, moreover, it also does not consider the personal characteristics like gender and age.

Later in 2008 the TAM 3 model was created by Venkatesh and Bala (2008). This model has a different perspective compared to the TAM 2 model as it focuses on the factors which affect perceived ease of use in a detailed way. The model differentiates two groups: the anchors are the variables which come from previous experiences while the adjustments are able to modify the previous perception based on direct experiences with the given technology.

This model applies the most independent variables: the five which is also applied in TAM 2 (subjective norm, image, adaptation to work, quality of output, visibility of results), and six additional variables: technical self-efficacy, perceived external control, technology anxiety, playfulness of technology, perceived enjoyment value and objective usability.

The moderating variables in TAM 3 are experience, voluntariness, and output quality while the dependent variables are perceived usefulness, perceived ease of use, intention of use and real system use. This is a complex model however it does not consider some personal characteristics, like gender and age (Keszey and Zsukk, 2017).

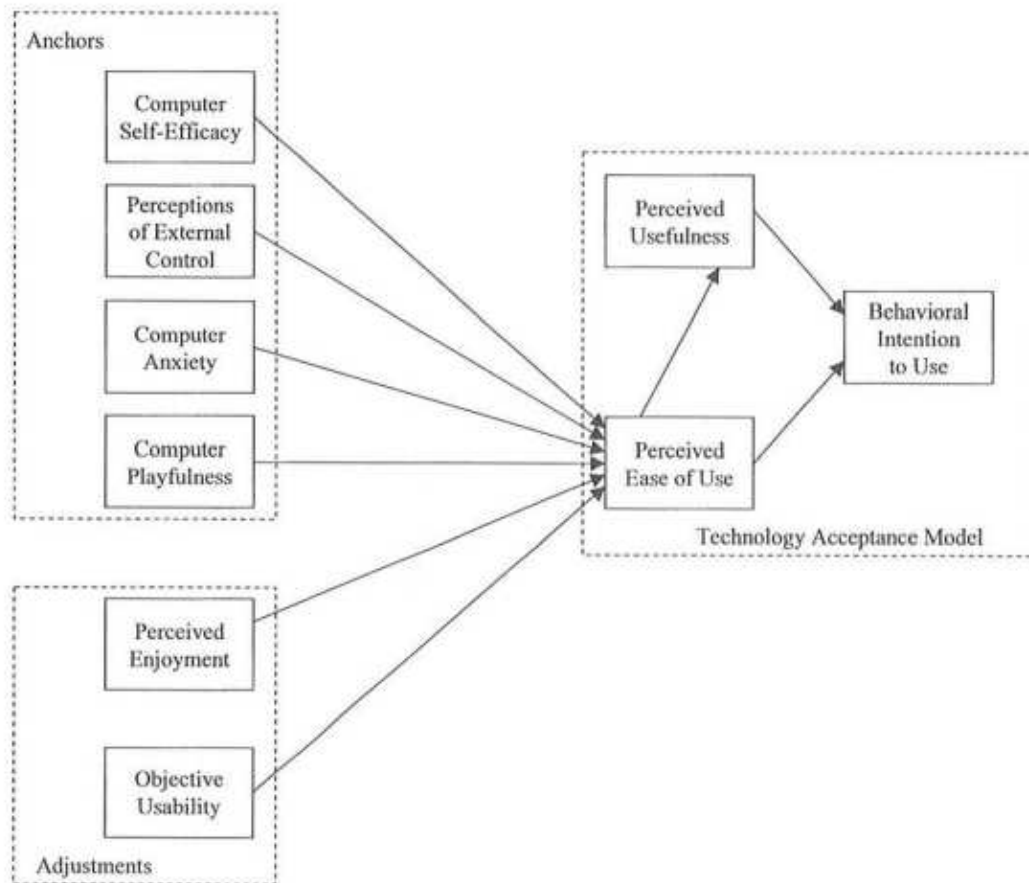


Figure 5: The TAM 3 model. Source: Chuttur (2009), p. 15.

In relation to technology acceptance, the Unified Theory of Acceptance and Use of Technology (UTAUT) has to be mentioned as well. The goal of the so-called UTAUT model is to secure a method for the managers to estimate the probability of the successful implementation of a new technology. This model applies four independent variables: expected performance, expected required effort, social impact and facilitating conditions, and as moderating variables two personal characteristics (gender, age) emerge. There are two dependent variables: intention of use and actual use. This biggest advantage of this model is that it combines eight previous theories, and it applies important individual factors, but its main disadvantage is that it is created especially for workplace (Venkatesh et al., 2003).

The model benefits from incorporating eight key theories, which, when combined, resulted in a predictive efficiency of 70%. According to Oye et al. (2014), this represents a significant improvement above the 30% predictive capability of TAM and the 40% predictive capability of TAM 2.

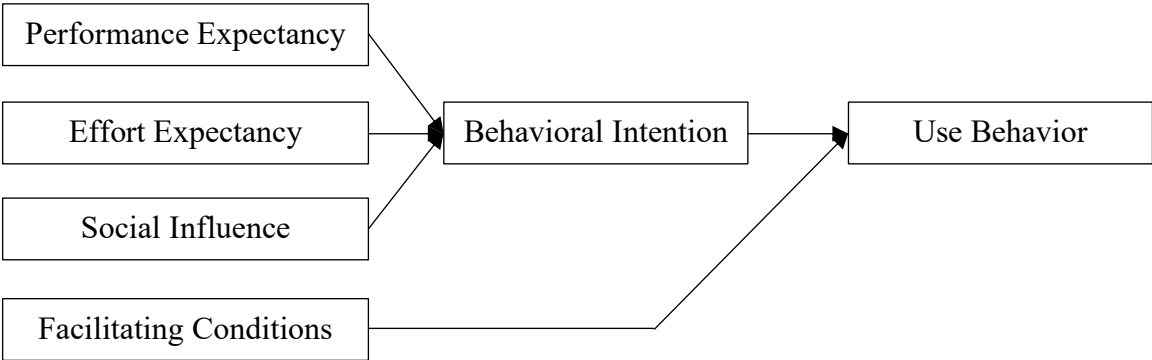


Figure 6: UTAUT model. Source: Own elaboration, based on Im et al. (2011).

An extension of the UTAUT model, UTAUT 2 was created in 2012, which is an improved version. The new model applies the same independent variables which are applied in UTAUT model, but there are three additional ones: hedonistic motivation, price-value, and habit. There are three moderating variables: gender, age and experience, and the same dependent variables as in case of UTAUT model. This is the first model which applies variables that examine the technology acceptance in relation to consumption (Venkatesh et al., 2012).

2.4 The Influence of the Positive Attitude Toward Restaurant Visit Intention

Many well-established models, including the TRA, TPB, and TAM, have relied on attitude towards an object or behavior as a significant predictor of consumers' behavioral intentions (Ajzen, 1991; Davis, 1989; Popy and Bappy, 2022). As to Ajzen (1989), an individual's attitude can be interpreted as their mental reaction to a stimulus, which could be positive or negative. When it comes to perceptions (such as usefulness and ease of use) and the attempt to use, attitude acts as the mediator in the traditional TAM.

There has been discussion in several contexts on the inclusion of attitude as the mediating variable between the predictors and behavioral intention. Hua et al. (2017) investigated the relationship between attitude toward using social media and behavioral intention to choose a tourism destination using social media as a tool from a Malaysian perspective. They found that visitors' intentions to visit the destination are favorably connected with their attitude about using social media as a tool to identify vacation destinations.

Another research was conducted using a framework which is proposed based on the TAM by Popy and Bappy (2022). The authors used an extended version of the model by incorporating the two new concepts of information quality and trust. They not only measured their model by quantitative measurements, but they also held group discussion to determine the impact of unfavorable social media evaluations on consumers' inclination to visit a restaurant. This study further demonstrated that the intention to visit a restaurant is directly influenced by positive attitude toward social media reviews. Furthermore, the focus group discussion's outcomes demonstrated that consumers generally believe unfavorable reviews, which reduces their desire to eat at a restaurant (Popy and Bappy, 2022).

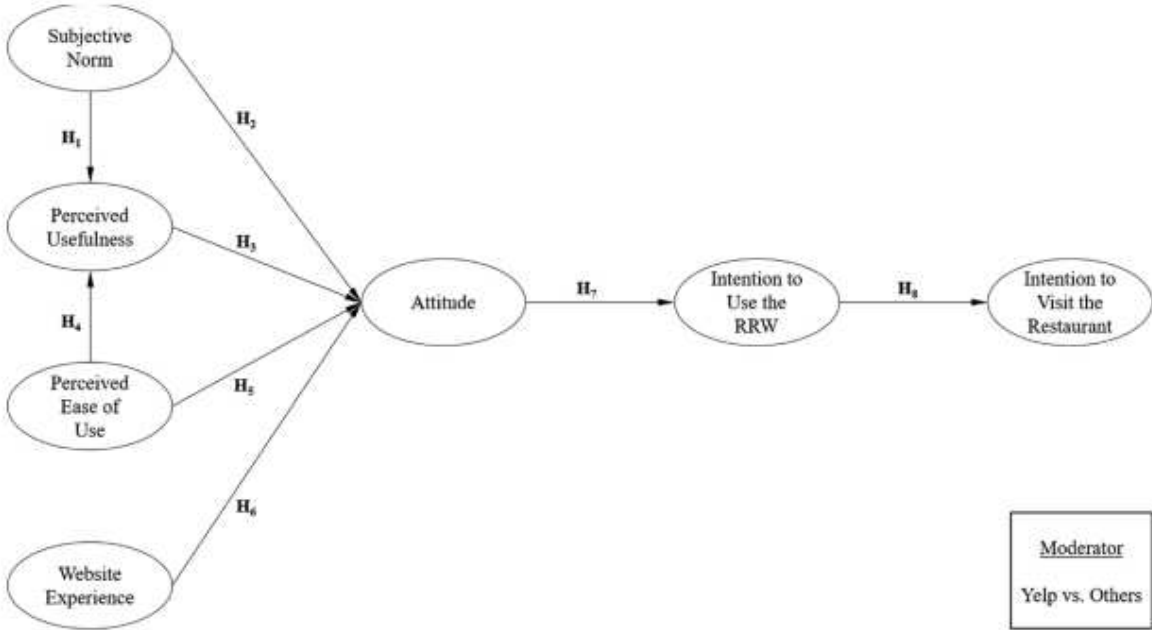


Figure 7: Model for Restaurant Visit Intention. Source: Salehi-Esfahani and Kang (2019), p. 182.

Salehi-Esfahani and Kang (2019) investigated the factors which affect the dining behavior and the website adoption of the consumers. The researchers extended the TAM model in order to examine all factors which might influence the review ratings and the website acceptance which are relevant to restaurant choice decisions. Based on their research, perceived usefulness is affected higher by website experience than the attitude. Positive influence on the intention to use restaurant review websites leads to intention to visit restaurants.

Mudambi and Schuff (2010) examined the online review's role in the usefulness as an attitude toward a review in consumer evaluation. By extending the TRA (Ajzen, 1991) they imply that the opinions people have about a Yelp review will influence how persuasive it is, which influence their behavioral intentions to visit the restaurant that has been rated. The study used persuasiveness as a moderating factor between behavioral intention and attitudes of consumers toward reviews, including helpfulness, credibility, and trustworthiness. Based on their findings, review attitudes have a favorable effect on persuasiveness, and the relationship between behavioral intentions and persuasiveness is complex and nuanced, with regulatory focus having a significant influence.

Akhtar et al. (2019) investigated the relationships between the behavioral responses of the consumers and the attitude ambivalence which comes from the conflicting online reviews in case of hotels. The researchers investigated a sample of 457 people who intended to stay in 3-star or 4-star hotels in China. Based on their findings, there is a significant relationship between the investigated variables, and attitude ambivalence causes psychological discomfort which affects the review rating negatively and the purchase intention positively.

In conclusion, positive attitude does not always lead to an actual buying decision, but highly influences the intention to visit a restaurant. The decision is influenced by different factors and in the next chapter, the thesis will focus on social, personal influence and cultural differences in terms of attitude towards online reviews.

2.5 Personal, Social and Cultural Factors Influence on Attitude Toward Online Reviews

Many researchers investigated the role of the social and the cultural factors from the perspective of the attitude toward online reviews. According to Li et al. (2020), online reviews affect not only the influence on attitude but even the content of the new reviews which highlight the significance of the social influence. In addition, the researchers also stated that this influence is stronger in case of consumers who has only moderate experiences with the given restaurant.

Monterrosa et al. (2020) investigated all social and environmental influences which affect the food choice and the dietary behaviors of the consumers. In relation to the social and the cultural factors, it is important to mention the personal drivers: there are two groups within personal drivers, intra-personal and inter-personal. Among intra-personal drivers, we can find cultural norms, social norms, knowledge and skills, personal meanings, motivations and values, beliefs, attitudes, and perceptions, while among inter-personal drivers there are family and social networks.

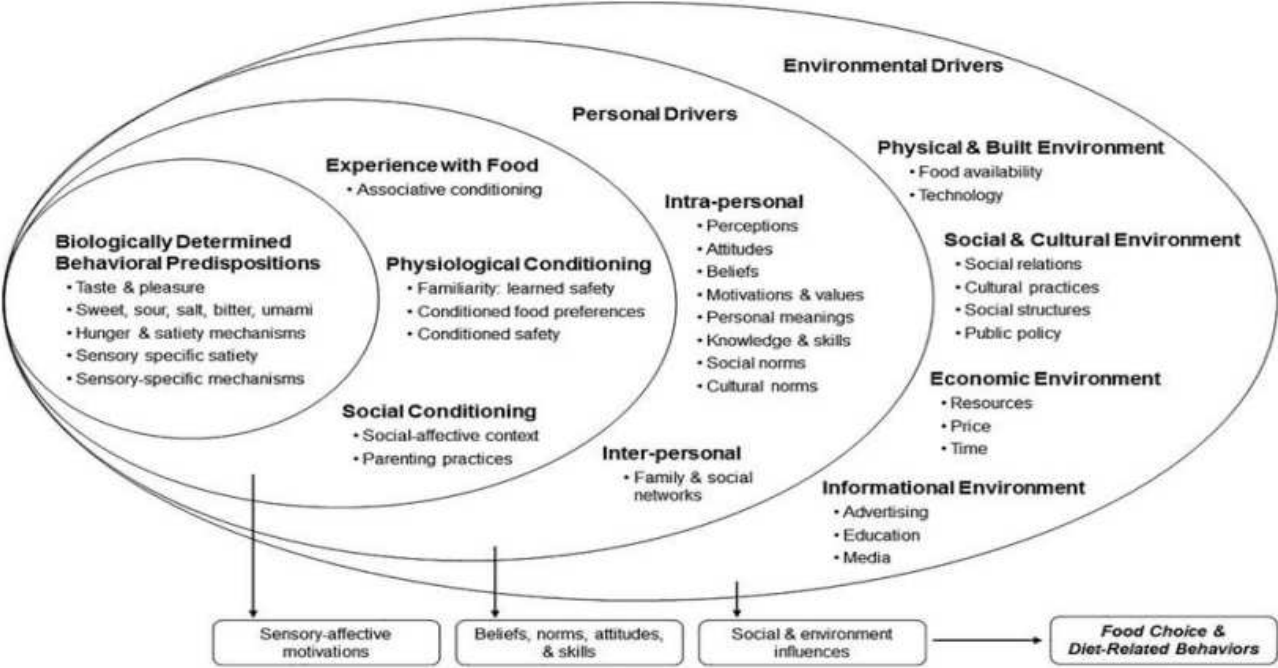


Figure 8: The Social and the Environmental Factors Which Affect Food Choice and Dietary Behaviors. Source: Monterrosa et al. (2020), p. 61.

The relationship between cosmopolitanism and online reviews in case of ethnic restaurants was investigated by Zhang and Hanks (2018). Based on their findings, if there is high dispersion in relation to online reviews, the attitude of the cosmopolitan consumers is more positive towards a restaurant if they read many positive online reviews which were written by consumers with different ethnical background. In addition, the attitude of the consumers, whose cosmopolitan level is low, is affected nor at high review dispersion or at low.

Another study of Ali et al. (2022) investigated the personal factors in relation to restaurant choice. According to their findings, the purchase intention of the consumers is influenced positively by perceived crowding and online review ratings. In addition, in case of crowding, the consumer evaluates the relationship between purchase intention and review ratings positively, however, no difference between genders was identified regarding the relationship between review ratings and purchase intentions, however, men like crowded restaurants better than women.

The next chapter will concentrate on the significant influencing elements pertaining to the formation of attitudes about restaurant reviews, such as information quality and trustworthiness.

2.6 Main Influencing Factors of Attitude Toward Online Reviews

There are various factors of online reviews that shape decision-making processes. Studies examining online restaurant reviews in the restaurant industry have looked at a variety of subjects, such as features of restaurants extracted from online reviews (Zhang et al., 2014), features fostering higher trust in reviews (Xia and Ha, 2023; Park et al., 2021; Dong et al., 2019), factors increasing perceived usefulness of online reviews (Yang et al., 2017; Lee et al., 2008b), and online review features evaluated by users impacting attitude and restaurant visit intention (Li et al., 2019; Pan et al., 2022; Popy and Bappy, 2022; Aureliano-Silva et al., 2021; Salehi-Esfahani and Kang, 2019).

The aim of this thesis is to examine main factors of online reviews that influence users' attitudes towards online reviews and their intention to visit restaurants. To achieve this, it is crucial to review the attributes that previous studies have identified as significant.

Regarding review type and image, Le et al. (2022) have emphasized that the main components of online reviews, including textual comment, contextual-visualized comment, and star ratings have an impact on customer behavior. All of these components influence purchasing decisions

in different ways. Textual comments pertain to the comprehensive record of product characteristics that can be indicative of usage, while contextual image has a big role in helping customers make better decisions. Finally, star ratings are a common feature in product comparisons that represent the decisions made by customers.

According to Lee et al. (2008b), the three main components that characterize online reviews of consumers are quantity, quality, and credibility. When customers evaluate the value of online customer reviews in the search for product information, these are the most important elements. However, research on in the literature on the impact of online reviews on restaurant selection shows the importance of other factors such as rated review usefulness, enjoyment of reading or sharing review, and overall online review ease of use (Ali et al., 2022; Lee et al., 2012; Salehi-Esfahani and Kang, 2019).

In the following subsections attributes evaluated by users influencing attitude towards online reviews and restaurant visit intention are discussed.

2.6.1 Influence of Perceived Quantity of Online Restaurant Reviews

The quantity of published perspectives influences prospective customers' purchase intentions. Having many online reviews plays a crucial role in helping people decide where to eat. It's seen as a sign of a restaurant's popularity, making it easier for consumers to make quick choices (Zhang et al., 2010; Zhang et al., 2014). When a restaurant has numerous reviews, it's more likely to attract clicks on its webpage, influencing potential customers (Zhang et al., 2010). Furthermore, the quantity of online reviews is perceived as indicative of the restaurant's quality and serves as a motivating factor for consumers to try it for the first time (Liu et al., 2022). More reviews not only boost restaurant sales but also sway consumers towards places with a higher number of reviews (Luca and Zervas, 2016). When consumers rely on social media reviews to choose a restaurant, a substantial volume of online reviews leaves a strong impression on their perceptions.

Findings of the study also showed that quantity of reviews is important. It was the second most important element of online reviews, falling behind overall star rating. Furthermore, 59,49 % of respondents agree that insufficient quantity of online reviews deterred them from purchasing a product or service (Petak, 2023).

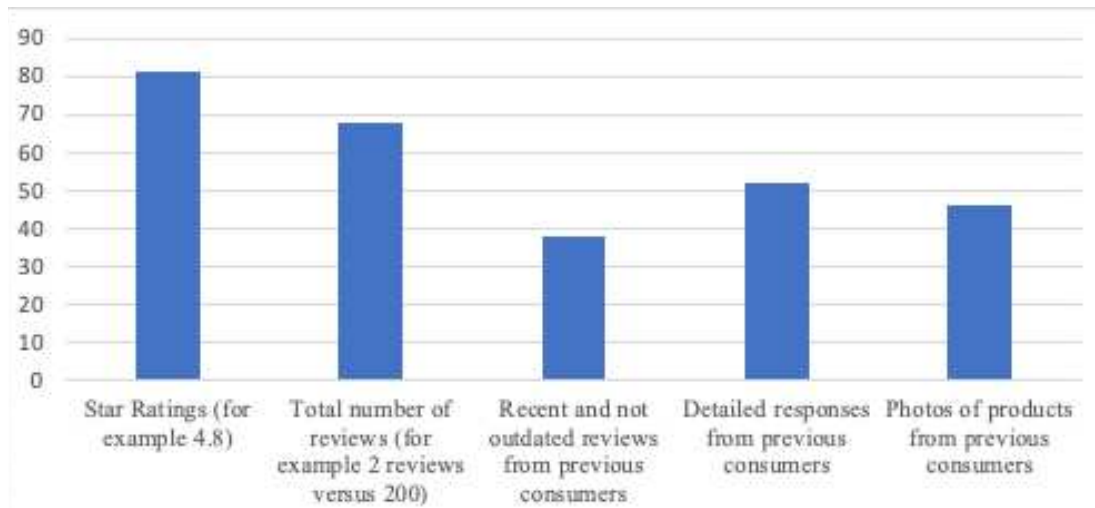


Figure 9: *The Role of Review Quantity*. Source: Own elaboration, based on Petak (2023).

This is also supported by another research which found that a significant majority, 68% of consumers, express that they either "agree" or "somewhat agree" that a high review rating lacks credibility unless there is a substantial number of reviews accompanying it (Podium, 2020).

Referring to the importance of review quantity, it is certain that previous research showed positive impact on the online review attitude. The next chapter will be devoted to perceived usefulness of online restaurant reviews as one of the important factors which forms the attitude.

2.6.2 Influence of Perceived Usefulness of Online Restaurant Reviews

Regarding the influence of perceived usefulness, the rated review usefulness and informativeness will be presented. To expand on the previous factors, studies have shown that consumers' online purchase intentions are significantly influenced by the perceived usefulness of online reviews (Ventre and Kolbe, 2020; Ali et al., 2022). Readers can learn how many (past) people found a review helpful by looking at its rated usefulness (Lopes et al., 2021), i.e. how many likes the review received. Moreover, the most significant factor influencing online purchase intentions was perceived usefulness of online reviews in a study of Mexican consumers (Ventre and Kolbe, 2020). Research was also conducted to measure the significance of review usefulness separately on the attitude and on the visit intention. The researchers found significant interactions in both cases (Purnawirawan et al., 2012)

When evaluating a review's usefulness or informativeness customers consider its timeliness, review depth (length), review extremity (whether positive, negative, or neutral review), content quality, image count, readability, readers' prior knowledge and characteristics of the reviewers

including profile disclosure and expertise (Wang et al., 2019; Mudambi and Schuff, 2010; López and Farzan, 2015; Hu and Yang, 2021; Zhang et al., 2014). Individual cultural backgrounds moderate the link between helpfulness and timeliness. The research of Wang et al. (2019) studied the behavior of Americans, where customers value the thoughts that were posted earlier. For experience products, reviews that are moderate in extremity are considered to be more helpful than those extreme. However, reviews that longer tend to be more beneficial when it comes to search goods (Mudambi and Schuff, 2010; Wang et al., 2019).

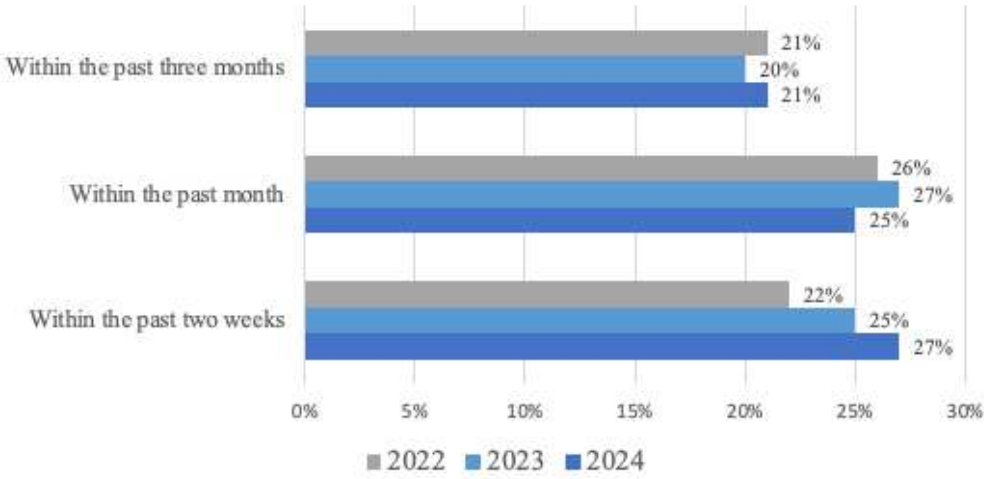


Figure 10: Recency of Online Reviews Considered as Useful. Source: Own elaboration, based on Paget (2024).

Recent reviews are gaining more importance among consumers, with 27% stating that reviews from the past fourteen days influence their decisions, which in 2022 was 22%. However, reviews older than six months to a year have less impact. This trend is logical as consumers seek up-to-date information for accurate insights into a brand's current performance, particularly crucial for hospitality businesses such as food and beverage establishments (Paget, 2024).

Furthermore, the study of Ali et al. (2022) suggests that consumers compare the information with what they already know (collected usefulness of online reviews) and cognitively assess additional information cues (perceived crowdedness), modifying their behavior and judgment on restaurants accordingly. In this context, consumer choice is also influenced by offline cues like crowding, which can be either positive or negative influence based on the industry.

As two of the key elements that influence the formation of attitudes, online reviews' perceived ease of use and perceived enjoyment will be the focus of the upcoming two chapters.

2.6.3 Influence of Perceived Ease of Use of Online Restaurant Reviews

Numerous prior scholarly works have examined the impact of perceived ease of use on attitude regarding an object or behavior as it is one of the key elements influencing how new technology adoption occurs. The concept of perceived ease of use measures how easy it is for someone to utilize any technology application (Davis et al., 1989). According to the research of Popy and Bappy (2022) perceived ease of use represents how much visitors of restaurants believe that obtaining the necessary information about food and restaurants via social media is simple and easy, without any complications. They confirmed that a greater degree of positive attitude toward using social media to book preferred travel destinations will follow from higher perceived ease of use of social media (Hua et al. 2017). Similarly, Popy and Bappy (2022) were able to demonstrate that a greater perceived ease of use of social media reviews generates a favorable attitude for using positive social media reviews to choose restaurants. The study of Samosir et al. (2021) investigated the role of six factors that influence the attitude (see Figure 11). Their findings also suggest that attitudes toward social media reviews can be influenced by perceived ease of use, which can rise by 19.5% if perceived ease of use increases by one unit (Samosir et al., 2021).

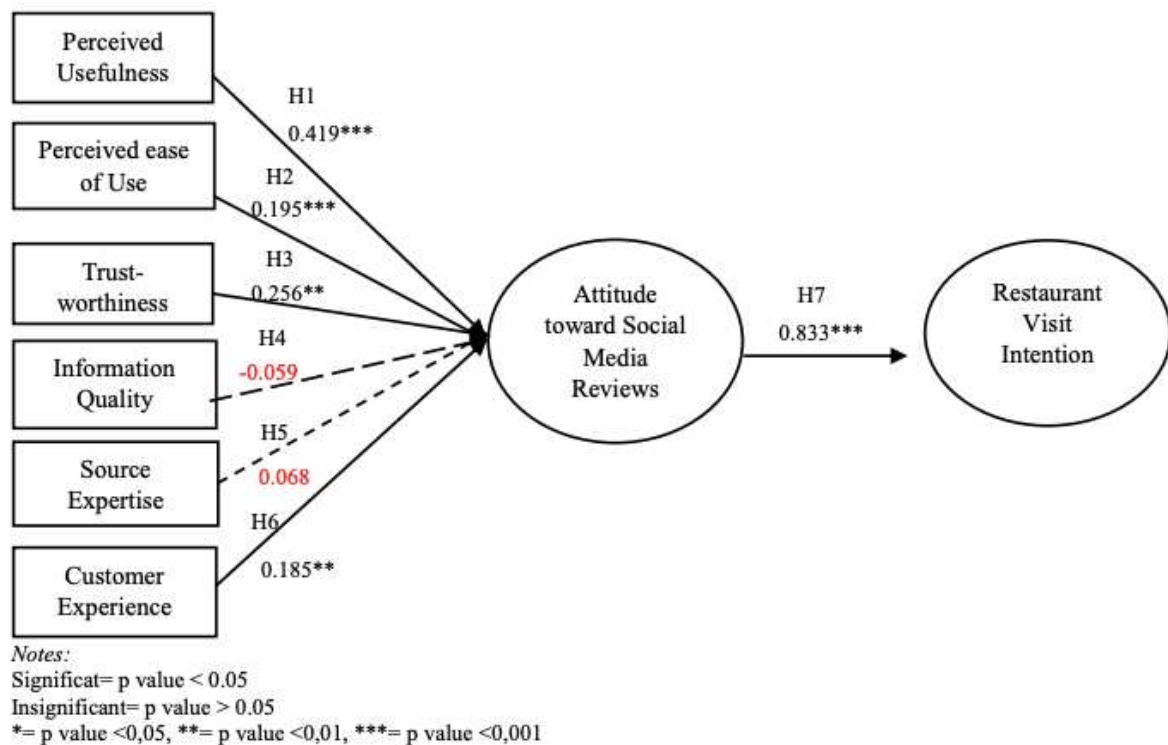


Figure 11: Structural Model of Samosir et al. Source: Samosir et al. (2021), p. 116.

2.6.4 Influence of Perceived Enjoyment of Online Restaurant Reviews

Based on the literature reviewed, perceived enjoyment was examined in combination with other factors. This is the basis on which this chapter is also presented. Perceived Enjoyment is “the extent to which the activity of using the computer is perceived to be enjoyable in its own right” (Davis et al., 1992, p. 1113). They also suggest that searching for product information online is a leisure activity that many consumers engage in for the inherent rewards of satisfaction and pleasure. The readability of online consumer evaluations has a significant role in the perceived enjoyment of reading them; reviews that are easy to comprehend and concise, as opposed to complex and lengthy, are considered as more enjoyable (Liu and Park, 2015).

The study of Lee and Paris (2013) investigates festival and local events promotion in the social media. In order to examine this relationship, this proposed model is based on the TAM model, and it examines knowledge sharing factors, like strength of relationship and influence of trust, in addition, the perceived enjoyment which influences the attitude in relation to the intentions to take part of a festival or a local event. Based on the findings of the study, all investigated factors influence the acceptance of the users towards the online reviews and even their intentions regarding the participation at a local event or a festival.

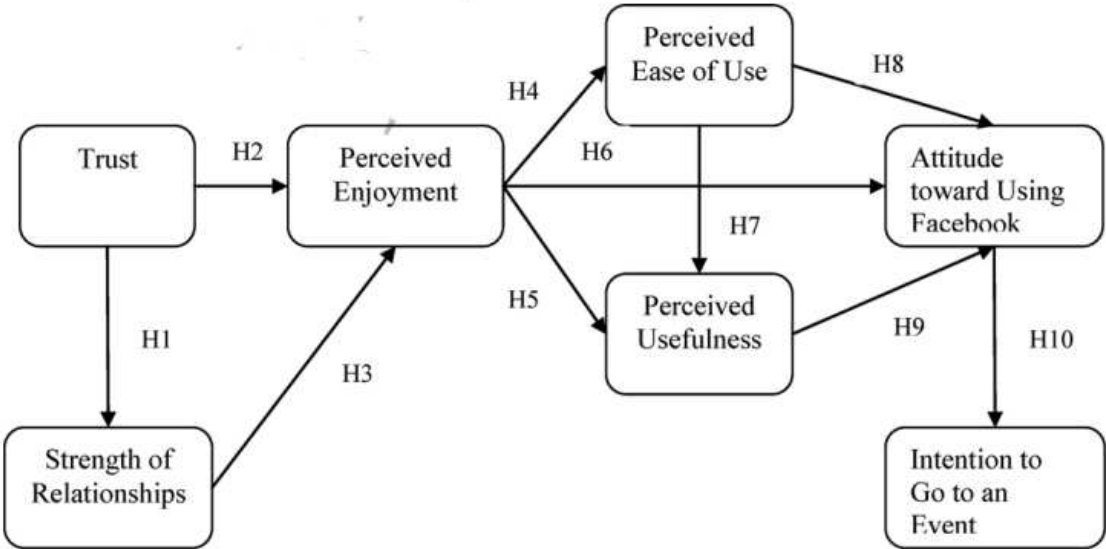


Figure 12: Proposed Model of Lee and Paris. Source: Lee and Paris (2013), p. 461.

Factors affecting the intention of the Facebook users to go to festivals based on the extension of the TAM model was used by Lee et al. (2012). The researchers investigated how social media marketing affects the attitude of the users in relation to Facebook events. Based on their findings only the perceived enjoyment was found to have a significant effect on the attitude towards the Facebook pages Ease of use and usefulness perception was not proved to influence the attitude.

To conclude, it has been shown that the more positively someone perceives enjoyment of using online reviews, the more positive their attitude is towards reviews. The following chapter will be devoted to the information quality of online restaurant reviews.

2.6.5 Influence of Information Quality of Online Restaurant Reviews

Quality information of online restaurant ratings have significant influence on consumer attitude and decision making. Users rely on the opinion of others, however, to benefit from this influence, information posted should be aligned with what the potential consumers are looking for. Online review's information quality is influenced by elements including grammar, structure, and spelling. Grammatical and spelling mistakes are examples of stylistic factors that may diminish from a review's clarity and make it appear less helpful (Wang et al., 2019).

Furthermore, the overall ratings contribute to assessing quality of reviews and have influential importance for organizational performance (Kovács et al., 2014). Lower ratings may be perceived by potential consumers as indicative of poor quality or low popularity, significantly influencing decision-making. Consequently, consumers tend to choose higher-rated restaurants over lower-rated ones. Moreover, 47% says that they are agree or somewhat agree that they are willing to pay more for restaurants having higher-rated reviews (Podium, 2020).

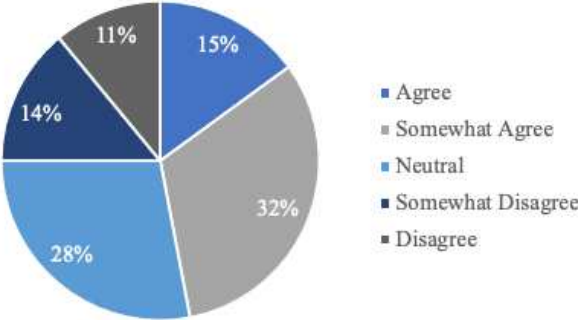


Figure 13: Willingness to Pay for Restaurants with Higher-Rated Reviews. Source: Own elaboration, based on Podium (2020).

Appealed reviews are considered high-quality. According to Aureliano-Silva et al. (2021), the appeal of the review had a substantial impact on the influence of online ratings on the intention to visit a restaurant. Companies utilize messaging appeals and advertising as communication tactics to get consumers' attention, either by highlighting functional features or through emotional approaches. Food quality, service effectiveness, restaurant atmosphere, and cost are typically included in functional comments, while reviews that convey feelings of consumers about certain attributes in their own words are referred to as emotional comments (Standing et al., 2017). Individuals process information differently, as explained by the ELM and the affect-feeling-affect-affectivity (ARI) model (Buck et al., 2004). ELM suggests central and peripheral modes of persuasion, while ARI emphasizes deeper emotional involvement, leading to more profound emotional elaboration. Online reviews and customer opinions play a crucial role in attracting customers' interest, with emotional messages often considered stronger than functional ones because they evoke stronger emotions. The results showed that positive, sentimental remarks appear to be a more powerful indicator for consumers choosing to buy goods or services from a business that hasn't been fully evaluated (Aureliano-Silva et al., 2021).

In the following chapter one of the most important aspects, the influence of trustworthiness of online restaurant reviews will be examined based on previous research.

2.6.6 Influence of Trustworthiness of Online Restaurant Reviews

In relation to trustworthiness, the credibility of online reviews has to be investigated. Credibility of information is smaller than in case of traditional WOM, where it usually comes from a person's social network, in which people have much more trust. Credibility is influenced by several factors, including the reviewers' authenticity, details provided in the review, and the overall consistency of the reviews. Studies have shown that consumers trust online reviews more if the review writer has a track record of providing reliable and honest feedback (Anaya-Sánchez et al., 2019). Primary findings of Lee et al. (2008a) are that reviews with logical and persuasive arguments give buyers useful product details, which positively impact customers' trust and helps in making a purchase decision. Xia and Ha (2023) research on the changes in text-only reviews, star-rated reviews and text reviews with photos over time affect restaurant trust and visitors' behavioral preferences showed no obvious changes. However, they challenge the idea that photo reviews have any real impact on long-term behavioral intentions (Xia and Ha, 2023).

The article of Banerjee et al. (2017) looks into how people's perception of a reviewer's trustworthiness affects whether they trust and accept the reviews provided, which in turn can affect sales. By analyzing data from Yelp.com, the study aims to determine if a reviewer's trustworthiness plays a role in how much influence their reviews have on people's decisions to patronize a business. Based on Mayer et al. (1995) trust can be characterized as when someone is ready to put themselves in a vulnerable position regarding the actions of another, with the belief that this other person will carry out a specific action that matters to the one trusting them, even if there isn't always the capability to supervise or influence the other party's actions. The results indicate that reviewer trustworthiness is linked to six key characteristics: positivity, engagement, expertise, reputation, competency, and sociability (Banerjee et al., 2017).

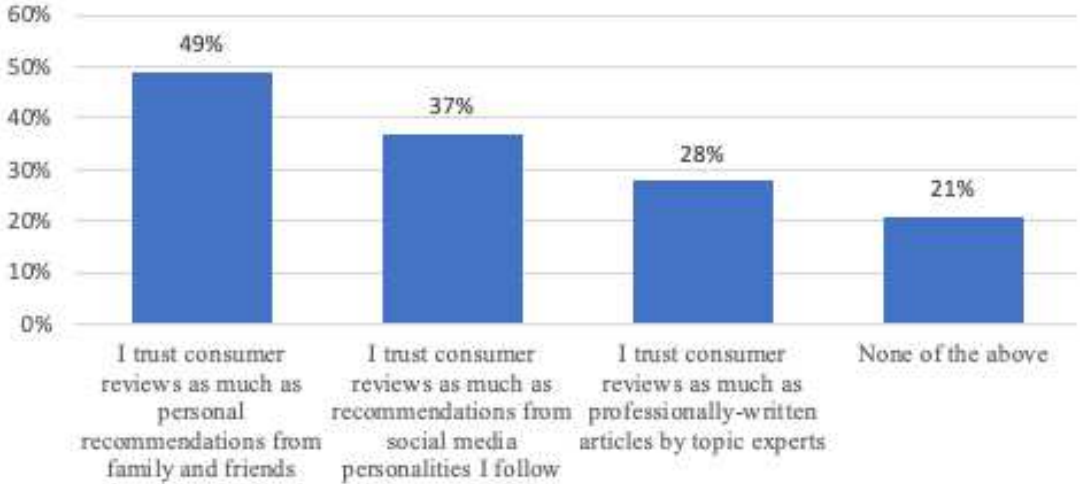


Figure 14: Trust in Consumer Reviews. Source: Own elaboration, based on Pitman (2022).

According to the research of Paget (2024), in 2023, only 46% of customers (compared to 49% previous year) said they trust reviews found on the internet as much as recommendations given by friends or family members. The change in behavior can be explained by customers becoming more discerning and able to tell the difference between reviews that are authentic and those that have been manipulated by influencers or sponsored campaigns.

As a conclusion of this chapter, it is apparent that perceived information quality, perceived quantity of reviews, trustworthiness, perceived enjoyment, perceived ease of use, and perceived usefulness are factors which have significant importance for online reviews. In the following chapter, the research methodology of the present study will be introduced.

3. Methodology

This chapter's objectives are to outline the research questions and methods. In addition, the introduction of the hypothesis and justification of the selected research methodology are provided.

3.1. Research Aims and Questions

This study examines the impact of Google review attributes on Hungarian consumers' attitude towards Google reviews and restaurant visit intention. Based on a review of existing literature, various factors within online reviews influence consumer attitude towards online reviews. As a result, an expansion of the TAM model was developed as framework to further investigate the impact of online reviews (see Figure 15). This examination will be conducted within the context of Google reviews of SMEs in the Hungarian restaurant industry.

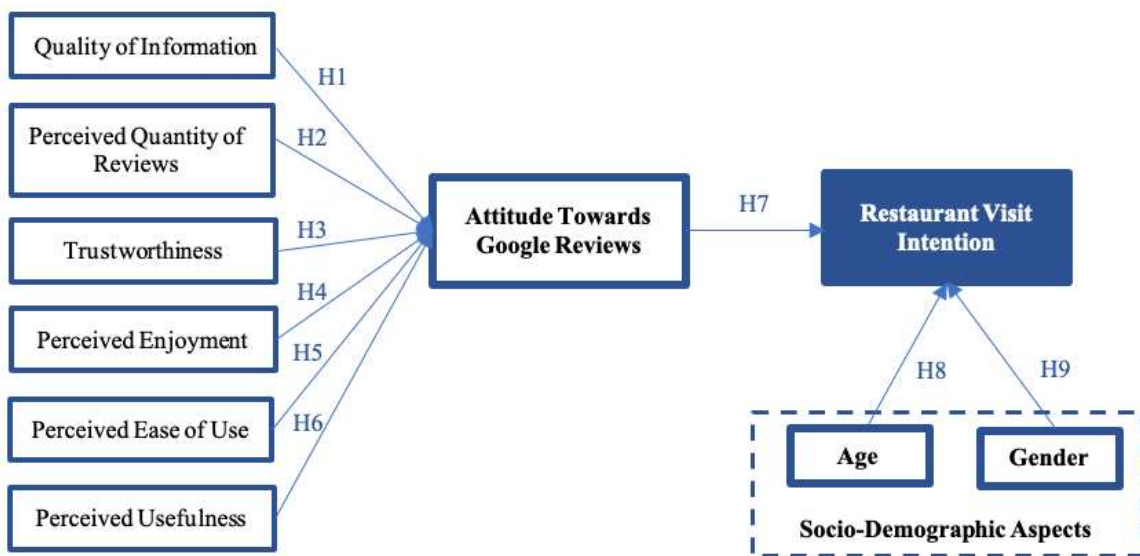


Figure 15: Framework of the Influencing Factors on Attitudes and Restaurant Visit Intention.

Source: Own elaboration, based on Popy and Bappy, 2022; Salehi-Esfahani and Kang, 2019; Lee et al., 2012; Zhang et al., 2014, Mudambi and Schuff, 2010.

The main research question of this thesis is the following:

1. What are the main influencing factors of the attitude toward Google restaurant reviews and how does it influence the restaurant visit intention of Hungarian consumers?

As previous research (Akhtar et al., 2019) demonstrated that there is a gap between attitude and buying intent, indicating that positive attitude does not always translate into positive purchase intention. With this in mind, the primary research question is divided into three sub-questions to help with the investigation and analysis of the influencing elements that affect the attitude and purchase intent. Therefore, the 3 sub-questions are framed as follows:

- Q1.1. What are the main influencing factors of attitude toward Google reviews?
- Q1.2. How does the attitude influence purchase/restaurant visit intent?
- Q1.3. Do the socio-demographic factors such as age and gender influence the restaurant visit intention?

Due to the complexity of consumer behavior, the research delves specifically into both geographical and online review platform perspectives. In terms of geographical location, the study is narrowed down by focusing on Hungarian consumers. Additionally, the research specifically concentrates on Google reviews among various online review platforms as it is indicated as the most used review platform (Pitman, 2022).

Figure 11 presents the framework that explains the components that impact attitudes and restaurant visit intention. The influencing factors—such as perceived information quality, perceived quantity of reviews, trustworthiness, perceived enjoyment, perceived ease of use, and perceived usefulness - that are revealed in Chapter 2.6 serve as the foundation for this framework. Previous studies (Popy and Bappy, 2022; Salehi-Esfahani and Kang, 2019; Lee et al., 2012; Zhang et al., 2014) have identified these parameters as most influential. These factors will be examined in the scope of this thesis, in order to evaluate how these factors influence the attitude of Hungarian consumers towards Google reviews.

Additionally, the assessment of the elements that influence attitude will be followed by an analysis of the attitude itself to determine whether or not consumers have a favorable or unfavorable attitude toward Google restaurant reviews. Furthermore, an analysis of the relationship between attitude and visit intention will be conducted to see whether a good attitude has a beneficial effect on restaurant visit intent. Lastly, an assessment will be made of the socio-demographic factors' impact on restaurant visit intention. To do this, the respondents' age and gender, will be compared to their restaurant visit intention influenced by Google reviews.

3.2. Research Hypotheses

The foundation of research is a set of hypotheses that center on the influencing elements that include perceived information quality, perceived quantity of reviews, trustworthiness, perceived enjoyment, perceived ease of use, and perceived usefulness. As previous research examined, these factors are considered as main influencing factors of the attitude towards online reviews, which leads to restaurant visit intention. Therefore, the following hypotheses were formed based on the existing literatures (see Chapter 2.6):

- H1. Quality of information has a positive effect on the attitude toward Google reviews.
- H2. Perceived quantity of reviews has a positive effect on the attitude toward Google reviews.
- H3. Perceived trustworthiness has a positive effect on the attitude toward Google reviews.
- H4. Perceived enjoyment has a positive effect on the attitude toward Google reviews.
- H5. Perceived ease of use has a positive effect on the attitude toward Google reviews.
- H6. Perceived usefulness has a positive effect on the attitude toward Google reviews.

All the hypotheses mentioned above are connected to how attitude affects restaurant visit intention. Whether the attitude is positive or negative, it affects the intention to visit a restaurant. This intention could be influenced indirectly by all the factors mentioned earlier, either through shaping the attitude or directly, along with other factors. Hence, H7 examines how a positive attitude influences the restaurant visit intention of Hungarian consumers.

- H7. Positive attitude increases restaurant visit intention.

As for other influencing factors, socio-demographic factors should be also considered. Assuming that the restaurant visit intention may be significantly influenced by factors such as age and gender. Based on Von Helversen et al. (2018), young and older adults have different motivations towards online reviews and for purchase intention. In addition, as research showed, the thinking of male and female is different, they approach situations and make decisions differently. Based on the findings, when it comes to purchasing intentions, women are more impacted by online reviews than men are (Bae and Lee, 2011). Therefore, H8 and H9 were formed as follows:

- H8. Younger consumers are more inclined to visit restaurants based on Google reviews.
- H9. Women are more inclined to visit a restaurant based on Google reviews.

3.3. Research Design

In previous studies, various methods have been employed to measure the impact of online review attributes on attitude and on consumers' restaurant selection, often using extensive sample analyses. Ali et al. (2022) used the Smart PLS-SEM statistical technique for analyzing the complex relationships between the variables, perceived usefulness, and crowdedness impact on the selection of restaurants. In other research, data analysis on the effect of online rating and online review appeal on customers' intention to visit restaurants where the involvement has moderating role was conducted using T-tests, ANOVA and the SPSS PROCESS macro (Aureliano-Silva et al., 2021). While Lopes et al. (2021) examined the relative importance of different indicators for the credibility and usefulness of the review using Conjoint analysis which is a statistical technique used to understand how people make choices by analyzing their preferences for different attributes of a product or service (Louviere, 1994).

To understand how attributes of online reviews impact attitudes and restaurant visit intention, this thesis will use a quantitative research method, also known as descriptive research. Quantitative research methodology is referred to as "*A research methodology that seeks to quantify the data and, typically, applies some form of statistical analysis*" (Malhotra, 2010, p 139).

Quantitative research is selected for this thesis due to its ability to handle a large number of participants. A larger sample size allows for more generalizable conclusions. Additionally, statistical methods are utilized to measure results, enabling the quantification of findings and the drawing of reliable conclusions based on numerical data (Boncz, 2015). Given the objective of understanding the general attitude of the Hungarian population, standardized comparisons are sufficient to grasp the overall perspective of Hungarian consumers' thoughts and behaviors regarding Google reviews and restaurant visit intention.

For this thesis, survey research is selected as the descriptive research method. An online survey will be conducted through social media platforms. Since the primary objective is to comprehend the attitudes of the broader Hungarian population, a convenience sampling approach will be employed. Respondents will be selected based on the criterion that they are native Hungarians with prior experience with Google restaurant reviews. Further, the respondents must have experience with online reviews for decision-making to be qualified. To guarantee accurate participant selection, screening questions were incorporated such as „How often do you go to

restaurant per year?” and “How often do you check other diners’ restaurant reviews/opinions before dining out?”. For those respondents who replied “Not at all” or “Never” the survey ended.

3.4. Questionnaire Development and Measuring

Data collection was carried out through an online survey to address the research questions and assess the hypotheses. For data collection Qualtrics online survey platform was used. The questionnaire could be completed between 1 and 19 March 2024, in an online format, which both facilitated the processing of the data and allowed more respondents to be reached. The questionnaire originally was conducted in English which was translated to Hungarian regarding the Hungarian target consumers.

A total of 282 responses was received through the questionnaire, which does not represent Hungarian consumers, thus the research cannot be considered representative. Among the responses 41 questionnaires were incomplete and 37 questionnaires did not qualify the screening questions. As a result, these responses were eliminated from the final analysis.

The initial part of the questionnaire starts with two screening questions. Respondents are asked about the frequency of their annual restaurant visit and how often they look for online reviews before dining out. The purpose is to filter out respondents who never dine at restaurants and have never checked Google reviews before dining out, as they cannot provide meaningful insights regarding the subject under investigation. Additionally, respondents are required to rank various review platforms based on their usage frequency.

In the following part of the survey, questions about participants' browsing and Google restaurant review searching habits are asked. The aim is to find out more about the lifestyles and habits for restaurant visit and online reviews. Measuring their browsing habits and the frequency of online reviews can help reveal how and how actively they search for information about restaurants, and the extent to which this influences their actual visit behavior. These questions will provide a deeper insight into the lifestyle and preferences of the participants, which is essential for understanding and analyzing the topic under study.

The subsequent part of the questionnaire focuses on the factors influencing the attitude towards Google reviews and restaurant visit intention. As for this part, the survey employed a method that utilized multiple items to measure each factor that was being examined. Measurement of

perceived information quality, perceived quantity of reviews, trustworthiness, perceived enjoyment, perceived ease of use, perceived usefulness, attitude, and restaurant visit intention was carried out. The items used for data collection were assessed with a “Likert scale” consisting of five response alternatives, from 1= “Totally Disagree” to 5= “Totally Agree”. This measurement type has advantageous features, as it is well-suited for assessing attitudes and possesses qualities that make it simple to create, implement, and interpret (Malhotra, 2010). The questionnaire items used had been previously validated as they were collected from previous research. The factors, including quality of information, perceived enjoyment, perceived ease of use, perceived usefulness, attitude, and restaurant visit intention were measured via three indicators each. On the other hand, two items were used to test perceived quantity of reviews, while trustworthiness was measured by 4 items. All the scale statements, together with their references and sources, are illustrated in Appendix 2.

To identify consumers who had prior experience with Google restaurant reviews and their attitudes, the questionnaire includes inquiries about socio-demographic details like age, gender where 1=woman, while 2=man, and income level. The first section enables the examination of how socio-demographic factors affect restaurant visit intention. Respondents are asked to provide answers in an open-ended format, typing their responses, or provide answers by selecting options from predefined choices.

In the next chapter, the responses of the questionnaire respondents will be analyzed, starting with the distribution of the demographic data of the respondents. This is followed by an analysis of the data on the factors influencing attitudes and visit intentions, and then the analysis of the attitudes of Hungarian consumers towards google review and restaurant visit intentions. Finally, the analysis of the measurement and structural model will follow, and the hypotheses will be tested.

4. Data Analysis and Research Results – Main Factors Influencing Google Review Attitude and Restaurant Visit Intention

The sample size of the collected responses was 241 after removing the incomplete responses. However, the results of the first question showed that 4.15% of the respondents does not go to restaurants at all, they were also removed from the final sample. Moreover, 11,68% of the remaining respondents never check online restaurant reviews posted by other diners before making their restaurant selection. After the data cleaning the final sample consists of a total of 204 responses. The data was gathered and organized into IBM SPSS statistics version 29 to evaluate the data and run various statistical analysis. Subsequently, structural equation modelling (SEM) using AMOS software was used to test the hypotheses and achieve the research objectives.

4.1. Structure of the Sample

4.1.1 Demographic Profile of the Sample

At the end of the survey, respondents were asked to provide information about their gender and age. Finally, the share of the female participants was 77% while the number of male respondents was relatively small, only 23%.

In the sample the respondents’ age was quite diverse, ranging from the youngest respondent who was 17 years old, to the oldest respondent who was 67 years old. The average age of respondents was 33 years. As Figure 16 shows, respondents were categorized into 5 different age groups. The largest group consists of people aged between 17 and 25, accounting for the 41.7% of the total sample. It is followed by 26-35 (22.1%), 36-45 (19.6%), 46-55 (11.3%) and finally, the smallest age group reported as people older than 56 years old (5.4%).

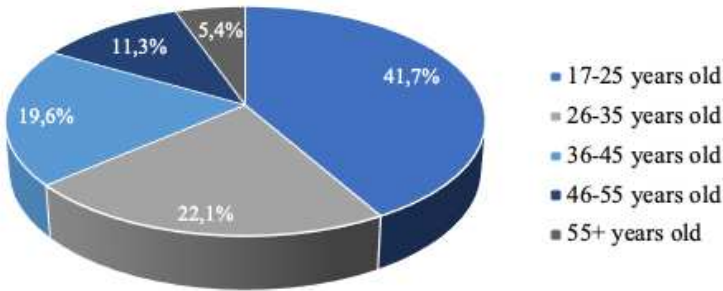


Figure 16: Age Distribution of the Sample (n=204). Source: Own Research

As for the nationality, all the respondents were Hungarian, which fulfilled the basic requirement of the research (see Appendix 3). In terms of net income level, majority of the respondents, 21.1% earn 250.001 - 350.000 HUF. Students without their own income accounted for the 11.3% of the respondents, unemployed for 2.5%, respondents who earn 50.000 – 100.000 HUF were 2.9%, respondents who earn 100.001 – 250.000 HUF were 14.2%, respondents who earn 350.001 – 450.000 HUF were 17.2%, respondents who earn 450.001 – 600.000 HUF were 15.7%, and respondents who earn more than 600.001 HUF were 15.2%.

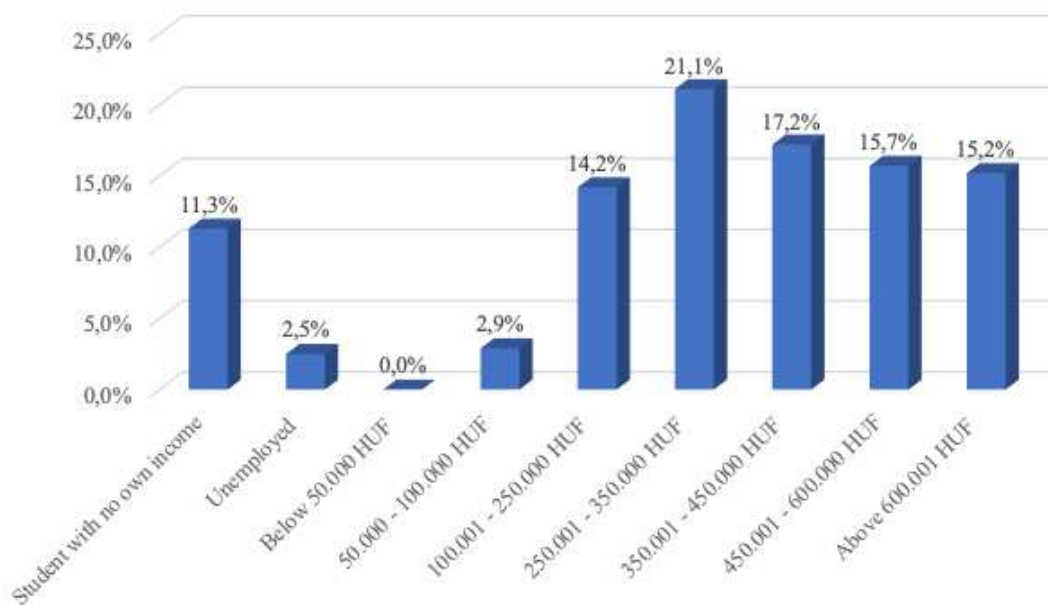


Figure 17: Distribution of Respondents by Net Income Level (n=204). Source: Own research

The demographic sample suggests that those in the age group of 17 to 25 account for almost half of the total sample. Furthermore, The majority of the sample is comprised of women, as proportionally few men filled out the questionnaire.

4.1.2 Psychographic Profile of the Sample

The following question was focusing on the restaurant visit habits of the respondents, to see in general how often people go to restaurants each year. Based on the results, majority of respondents, 42,2% go to restaurants more than 12 times per year, while 13.2% go 1-3 times, 17.2% go 4-6 times, 16.2% go 7-10 times, and 11.3% go 11-12 times.

In order to find out online restaurant review habits, respondents were asked how often they check other diners’ restaurant reviews/opinions before dining out. Results showed that most frequently people often check online reviews before going to a restaurant with the highest share of 37.3%. It is followed by the answer occasionally (27.0%), rarely (15.7%), always (11.8%), and very rarely with the lowest percentage (8.3%).

To explore the importance of Google among online review platforms of restaurants from the perspective of Hungarian consumers, respondents were asked to rank the review platforms of Google, TripAdvisor, and Facebook based on how often they use these platforms. It was also possible to add an “Other” platform to the ranking. The popularity rankings of the different platforms clearly indicated that 75% of the respondents use the review service of Google the most frequently. After Google, the results showed that Facebook was the second most used restaurant review platform with 56.9%, followed by TripAdvisor, which secured the third place with a 51% majority. Finally, the “Other” option remained in last place, ranked fourth by 79.9% of respondents. In response to the “Other” option, several respondents indicated Instagram and TikTok platforms, while one-one respondent also marked the “HappyCow” and “Ittjártam” restaurant review websites.

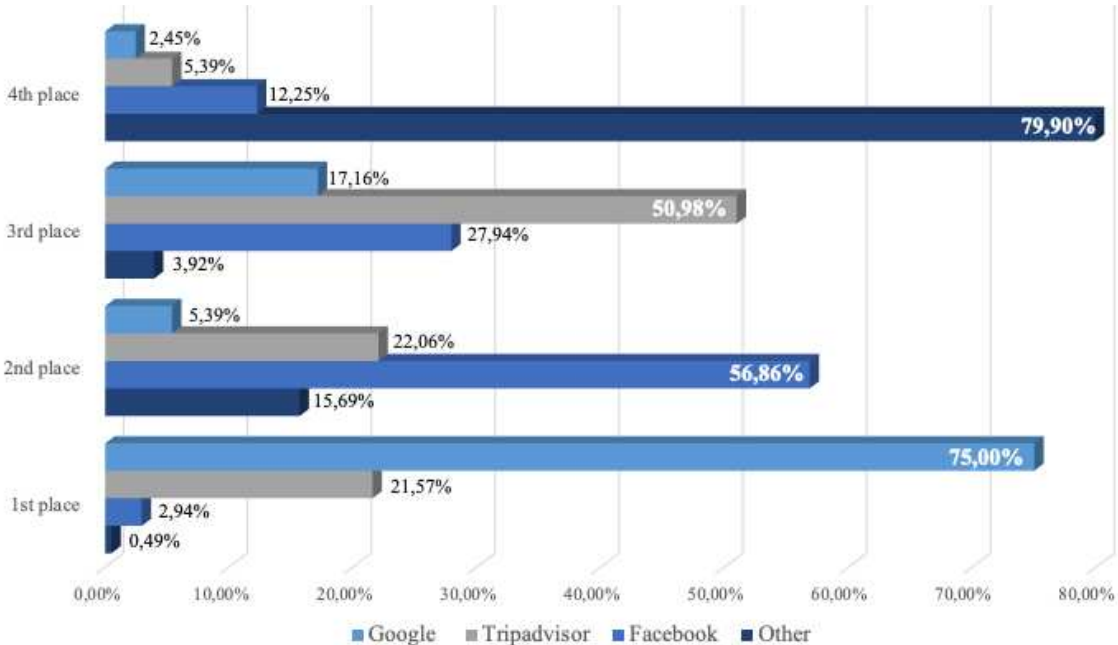


Figure 18: Ranking of Restaurant Review Platforms. Source: Own research

The next question was focusing on the internet usage habits of the respondents. Since Google reviews are posted online and can be accessed through the internet and browsers, understanding respondents' browsing habits can provide more insights into their online activity and interaction with review platforms. This question was optional, and therefore 197 answers were received from the total sample of respondents (n=204). The average daily browser usage among respondents was 2.9 hours, with a median of 2.0 hours (i.e. half of respondents use browsers less than this and half more than this). The mode is 1 hour, indicating that most of the respondents answered that they use browsers 1 hour per day, while the standard deviation is 2.75 hours. The mean is relatively close to the standard deviation, indicating that the data points are moderately dispersed around the average value of daily browser usage, and it is worth to check other parts of dispersion as well. The lowest spender spends 0.1 hours per day using browsers, while the highest spender spends 15 hours per day using browsers. The low daily browsing time does not necessarily mean that online restaurant reviews are viewed infrequently. Since respondents may prioritize certain online activities, such as checking online restaurant reviews, despite spending less time online overall. Moreover, for example, some respondents answered that they check online reviews frequently via TripAdvisor or Facebook. This can be explained by the fact that these platforms can be accessed without the use of a browser, through apps and social media platforms.

Since Google reviews are relevant for the thesis, respondents were asked how many times they looked for Google reviews of restaurants in the past 1 month. Most of the respondents looked for Google restaurant reviews 1-3 times in the past 1 month (57.4%), which was followed by respondents who not once looked at Google reviews of restaurants (22.5%) and 4-7 times (11.3%). Finally, 5.4%, 2.9%, and 0.5% of the respondents gave the answers 8-10, more than 11, and "I don't want to answer" respectively.

The subsequent question was linked to the previous one. It focused on how many of the restaurants checked on the Google review platform in the last 1 month were actually visited by respondents. Table 2 illustrates the comparison of two questions, which are also presented by gender distribution.

Table 2: Frequency of Checking Restaurant Reviews and Actual Visit

| | | In the past 1 month how many times have you looked for Google reviews of restaurants? | | | Among the restaurants whose Google reviews you searched for in the past 1 month, how many restaurants did you actually visit? | | |
|--------------|-----------------|---|---------|----------------|---|---------|----------------|
| | | Gender | | | Gender | | |
| | | Female | Male | <i>Total</i> | Female | Male | <i>Total</i> |
| Not on(c)e | Count | 38 | 8 | 46 | 48 | 12 | 60 |
| | % within Gender | 24,20% | 17,02% | 22,55% | 30,57% | 25,53% | 29,41% |
| 1-3 | Count | 86 | 31 | 117 | 91 | 31 | 122 |
| | % within Gender | 54,78% | 65,96% | 57,35% | 57,96% | 65,96% | 59,80% |
| 4-7 | Count | 16 | 7 | 23 | 7 | 2 | 9 |
| | % within Gender | 10,19% | 14,89% | 11,27% | 4,46% | 4,26% | 4,41% |
| 8-10 | Count | 10 | 1 | 11 | 0 | 0 | 0 |
| | % within Gender | 6,37% | 2,13% | 5,39% | 0,00% | 0,00% | 0,00% |
| More than 11 | Count | 6 | 0 | 6 | 1 | 1 | 2 |
| | % within Gender | 3,82% | 0,00% | 2,94% | 0,64% | 2,13% | 0,98% |
| I don't know | Count | 1 | 0 | 1 | 10 | 1 | 11 |
| | % within Gender | 0,64% | 0,00% | 0,49% | 6,37% | 2,13% | 5,39% |
| Total: | Count | 157 | 47 | 204 | 157 | 47 | 204 |
| | % within Gender | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% |

Source: Own research

The results show that most people, regardless of gender, searched for restaurant reviews 1-3 times and similarly visited 1-3 restaurants among the restaurants they checked on the Google review platform. On the other hand, there were no cases where someone visited 8-10 restaurants out of the 8-10 or more than 11 restaurants they had previously checked. Regarding gender distribution, there was no significant relationship between the gender of respondents and the number of restaurants searched for via Google review in the past month (Pearson Chi-Square = .344). Furthermore, the relationship was also not significant between gender and the number of restaurants respondents actually visited among the restaurants whose Google reviews were searched in the last 1 month (Pearson Chi-Square = .604).

In conclusion, the results indicated that the majority of respondents dine out more than 12 times a year, spend an average of 2.9 hours browsing the internet, but only occasionally check restaurant reviews. Among restaurant review platforms, Google is the most used, and women show a higher propensity to read Google restaurant reviews.

4.2. Exploring Influencing Factors of Google Restaurant Review Engagement

As the primary goal of this thesis is to investigate the factors that shape attitudes regarding Google restaurant reviews, we must address the factors that prior research has determined to be significant. In this chapter, research results regarding information quality, quantity of reviews, trustworthiness, enjoyment, ease of use, and usefulness will be disclosed.

Perception of Information Quality

In order to investigate the attitude towards information quality of Google restaurant reviews, respondents were asked to agree or disagree to the statements which were focusing on information quality and overall satisfaction with the content of these reviews. Research results showed that people find Google restaurant reviews rather clear and well-understandable. As Figure 19 demonstrates, the highest mean score 3.93 with a standard deviation of 0.742 was achieved in case of the statement: “Google review posts regarding restaurant items is understandable”. The second highest mean score is 3.73 (Std. Deviation=0.880) was recorded for the statement which provides insights about the clarity of Google reviews. Followed by the mean score 3.38 (Std. Deviation=0.831) which was given for the statement “In general, quality of Google review posts regarding restaurant items is high” which is more related to the overall perception. Although, 40.2% of the respondents feel neutral (either agree or disagree) towards the overall perception of review quality, it is doubtless that more people agree that Google restaurant reviews are well-understandable (77.4%) rather than disagree (4.4%).

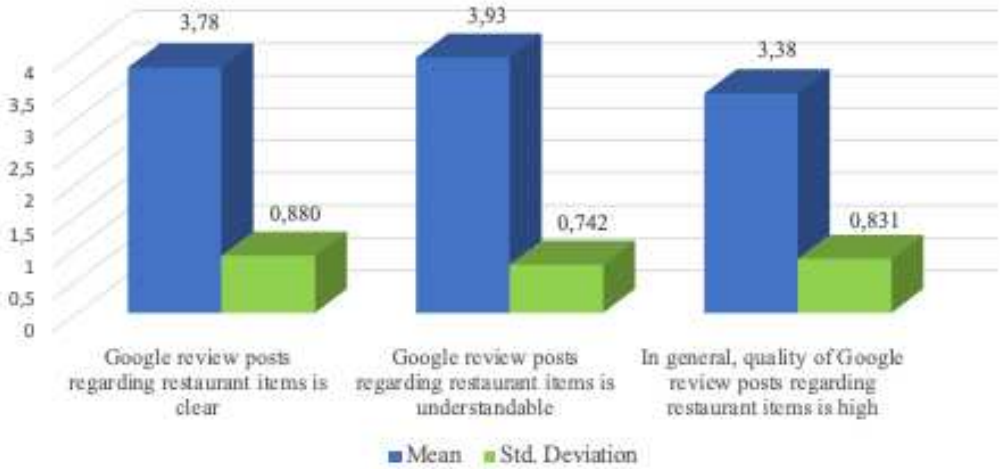


Figure 19: Perception of Information Quality. Source: Own research, SPSS output

Perception of Quantity of Reviews

In order to investigate the perception of quantity of Google restaurant reviews, respondents were asked to choose to what extent they agree or disagree with the following statements: “Restaurants have a large number of Google reviews” and “Many people post Google reviews about restaurants”. Seemingly, people more think that restaurants have a lot of Google reviews (Mean=3.93, Std. Deviation=0,865) rather than many people posts Google reviews (Mean=3.67, Std. Deviation=0,986).

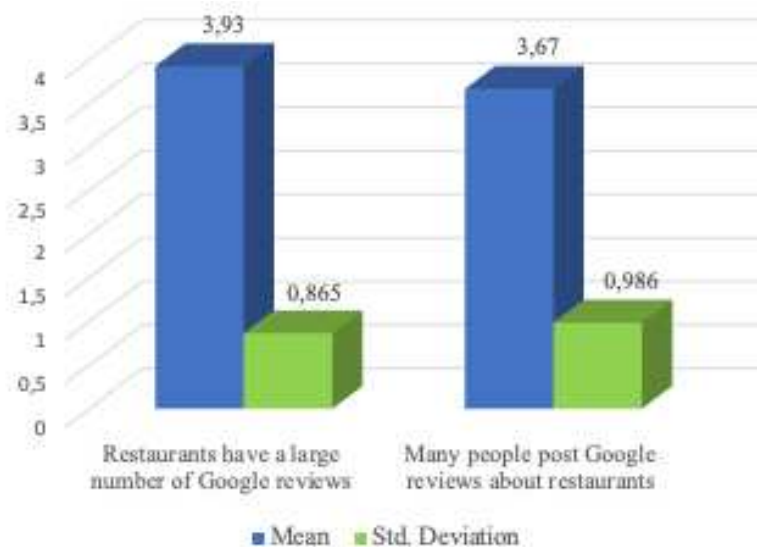


Figure 20: Perception of Quantity of Reviews. Source: Own research, SPSS output

Perception of Trustworthiness

After examining the perception of quantity of reviews, perception of trustworthiness was investigated. Respondents were asked to agree or disagree with the statements focusing on the factors such as trustworthiness in general, specifically focusing on credibility and reliance, and the behavior of other kind of social groups. The influence of other social groups, such as other diners' opinions of restaurants, was assessed in relation to paid advertising. As Figure 21 shows, people are not very confident in regarding the credibility of Google restaurant reviews and the responses resulted in the lowest 3.50 mean score with the standard deviation of 0.918. One of this block's primary statement which directly emphasized the trustworthiness of Google reviews “I feel Google reviews about restaurants are trustworthy” resulted in the exact same 3.50 mean score (Std. Deviation=0,944) as above, which means they agree with these statements.

Overall, results showed that Hungarian consumers tend to trust Google reviews. In the total sample, there were only 30 people who disagreed. However, the amount of people who rather agree dominated and presumably had a big influence on the result.

Other statements have higher score compared to credibility and trustworthiness; however they do not differentiate with very high results. Apparently, people think more that reviewers share their real, genuine experiences however 36.8% of the sample does not agree or neutral (Mean=3.56, Std. Deviation=0,968) with the statement: “Google reviews are written based on the reviewer’s actual experience”.

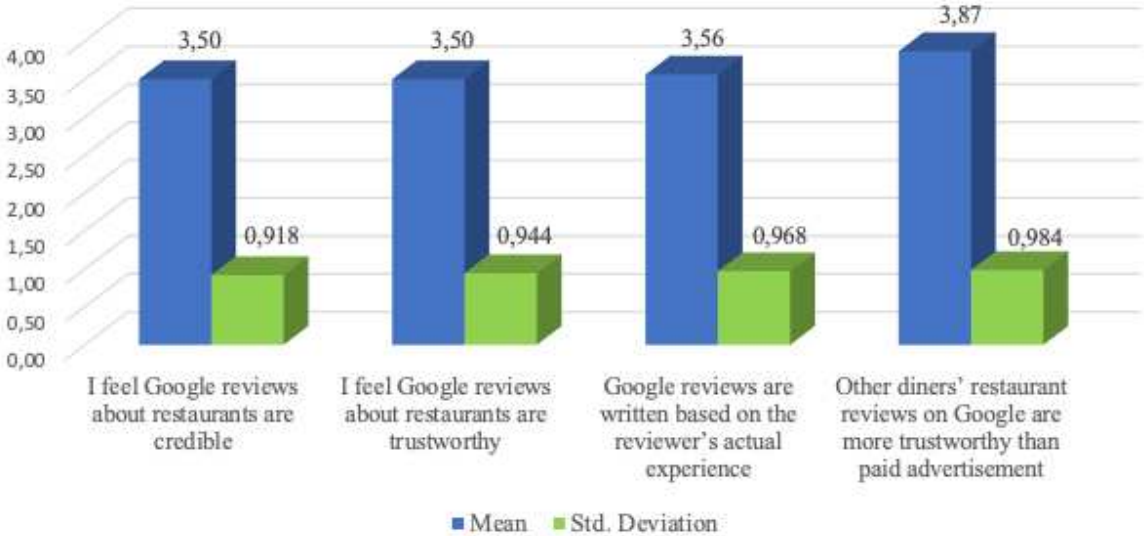


Figure 21: Perception of Trustworthiness. Source: Own research, SPSS output

The highest mean score 3.87 with a standard deviation of 0.984 was recorded under the statement “Other diners’ restaurant reviews on Google are more trustworthy than paid advertisement”. This result suggests that respondents place a high value on the opinions and experiences of other diners when making decisions about restaurants as they might view these reviews as more reliable due to the shared experience and perspective of other diners. Moreover, paid advertisements might be perceived as biased or influenced by commercial interests which reduces trustworthiness, unlike reviews from other diners are perceived as genuine and unbiased opinions. Referring to previous research (Popy and Bappy, 2022) paid advertisements were mentioned as demotivating factors for trusting online reviews. The overall results showed that trustworthiness is rated positively in terms of Google restaurant reviews.

Perception of Enjoyment

Subsequently, the respondents' perception of enjoyment has been examined. The statements mostly focused on the enjoyment derived from interacting with Google reviews and the process of sharing and receiving information about restaurants through this platform. The results showed that people tend to find the process of sharing and reading Google reviews fun (Mean=3.18, Std. Deviation=1,101). Thus they enjoy receiving information about restaurants in the form of Google reviews. The mean score is 3.46 with a standard deviation of 1,071, which suggests that the information provided through Google reviews is important to the respondents.

However, the lowest mean score in this block of the survey was recorded as low as 2.72 with a standard deviation of 1.278, for the statement: "I enjoy sharing information about restaurants in the form of Google review". In the total sample, there were only 18 people who totally agreed to this statement, but the number of those who strongly or rather disagreed was dominant and this seems to have a significant impact on the final outcome. However, this result is in contrary with the finding that it is fun to read and share a Google review. However, there is only a small difference between the two results which might be explained by that although people like to read Google reviews, they are much more reluctant to share their own opinions.

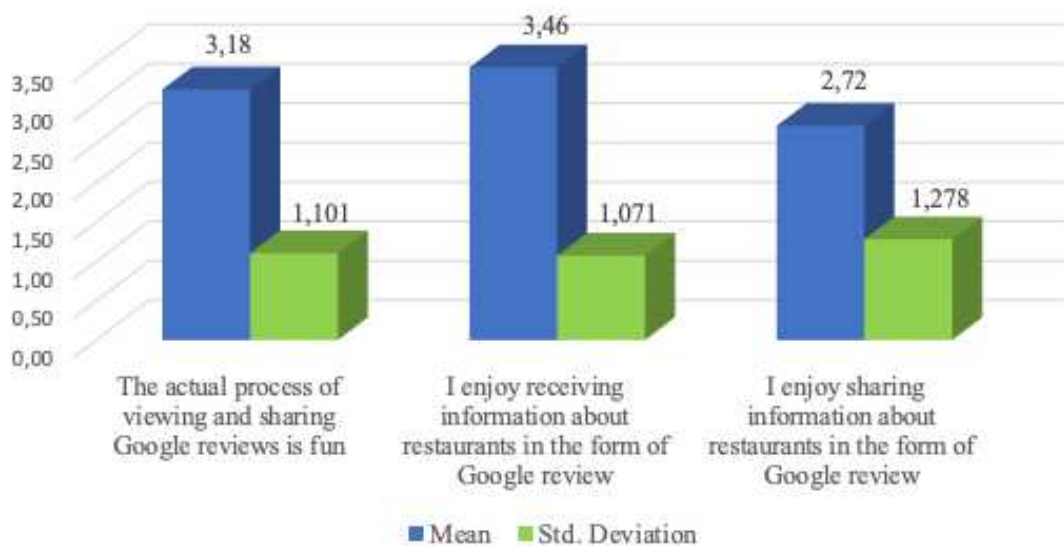


Figure 22: Perception of Enjoyment. Source: Own research, SPSS output

Perception of Ease of Use

The next influencing factor is the perception of ease of use and its effect on the attitude towards Google reviews. Respondents were asked to indicate to which extent they agree or disagree with the statements regarding ease of use.

As Figure 23 shows, respondents strongly agree that Google restaurant reviews are quickly accessible. The mean score for the statement “I can quickly access the Google reviews about restaurant” is 4.19 with a standard deviation of 0.982. Furthermore, respondents indicated that they think Google reviews about restaurants are easy to obtain, resulting the highest means score 4.23 (Std. Deviation=0.871).

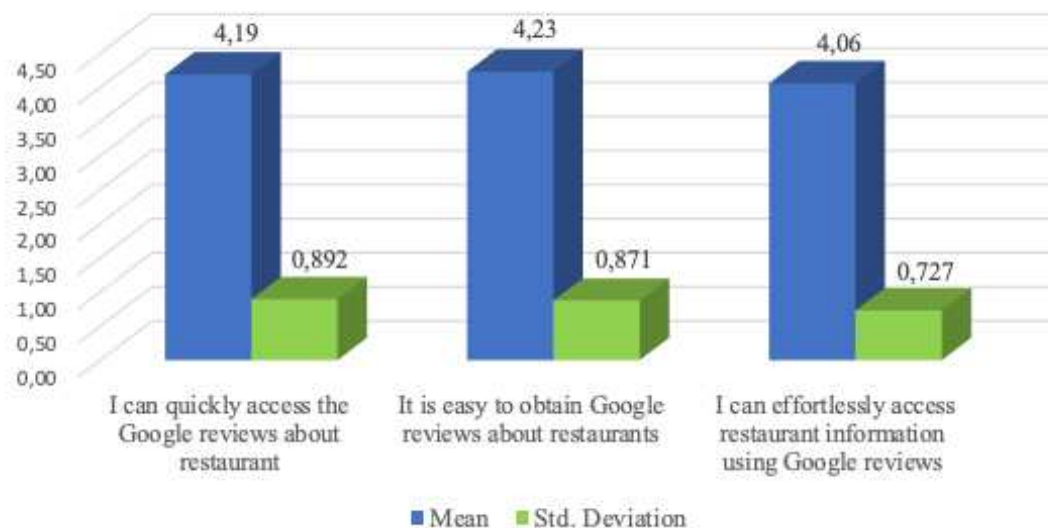


Figure 23: Perception of Ease of Use. Source: Own research, SPSS output

The statement “It is easy to obtain Google reviews about restaurants” measured how easily respondents access Google restaurant reviews, whilst “I can effortlessly access restaurant information using Google reviews” measured how effortlessly and conveniently respondents accessed restaurant information through Google reviews (Mean=4.06, Std. Deviation=0.727). This last statement resulted in the lowest mean, however, it still has a value above four indicating that respondents strongly agree that they access restaurant information through Google reviews with ease and without any complications or difficulties.

Perception of Usefulness

Next, the respondents' perception of Google review usefulness has been examined. The statements were mostly focused on Google review usefulness regarding the respondents' decision which restaurant to visit and the influence on their knowledge. The highest mean score of this block of the survey was recorded as high as 4.05 with a standard deviation of 0.761 for the statement: "Google reviews are useful for finding which restaurants to visit". Which can be explained by the detailed descriptions Google reviews can provide, such as ratings and photos, which provide a comprehensive insight into the quality of the food, service, and atmosphere of different restaurants. This might increase the usefulness for diners who want to make informed restaurant choices. Referring to previous research done by Zhang et al. (2014) and Wang et al. (2019) images and review timeliness are among factors that make reviews useful.

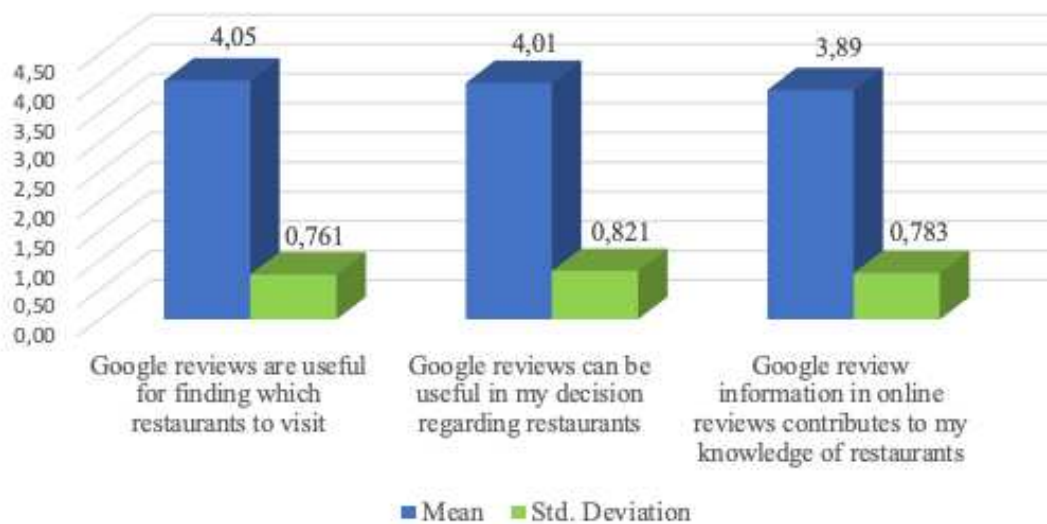


Figure 24: Perception of Usefulness. Source: Own research, SPSS output

The findings showed that people tend to perceive Google reviews useful when making decisions about which restaurants to choose (Mean=4.01, Std. Deviation=0.821). Moreover, respondents believe that Google reviews contribute to their knowledge of restaurants, since they agree with the statement: "Google review information in online reviews contributes to my knowledge of restaurants". The statement received a mean score 3.89 with a standard deviation of 0.783. The overall result showed that usefulness is positively rated in terms of Google reviews about restaurants.

4.3. Understanding the Attitude Towards Google Reviews

A significant element of this study explored the general attitude towards Google reviews. In order to determine the influence of the previously discussed factors on the attitude, it is important to understand what the opinion of Hungarians is and how they feel about Google reviews. Therefore, respondents were asked to agree or disagree with the statements which were focusing on the general attitude related to sharing and receiving restaurant visit experiences through Google reviews. For instance, “I like to learn others’ restaurant visit experiences from Google reviews”. As Figure 25 demonstrates, respondents had to decide whether to agree or disagree with 3 distinct statements.

Based on the mean score of 2.62 with a standard deviation of 1,240 respondents rather disagree on the first statement that they like to discuss their restaurant visit experiences with others through Google reviews. It can be explained as most of the respondents, 58 people rather disagree, and 45 people totally disagree, whilst only 16 people agree totally with the statement. Thus, the amount of people who rather disagree dominated and presumably had a big influence on the result.

On the contrary they agree with the second statement, which is related to their reading perception of Google reviews. They seem to like learning others’ restaurant visit experiences from Google reviews (Mean=3.83, Std. Deviation=0.958). This might be explained by that posting an online review takes more effort than reading them. Furthermore, a person can read online reviews anonymously, while for posting a Google review login to a Google Account is required, which reveals the identity of the reviewer publicly.

This result is in line with one of the previous results about the perception of enjoyment regarding Google reviews (see Figure 22), as respondents rather disagreed that they enjoy sharing their experiences via Google reviews. The third statement focused on the positive feeling derived from the online information provided by other diners. In response, respondents said they agreed with this statement, and they perceive online information posted by other diners with a positive feeling with the mean score of 3.62 (Std. Deviation=0.843).

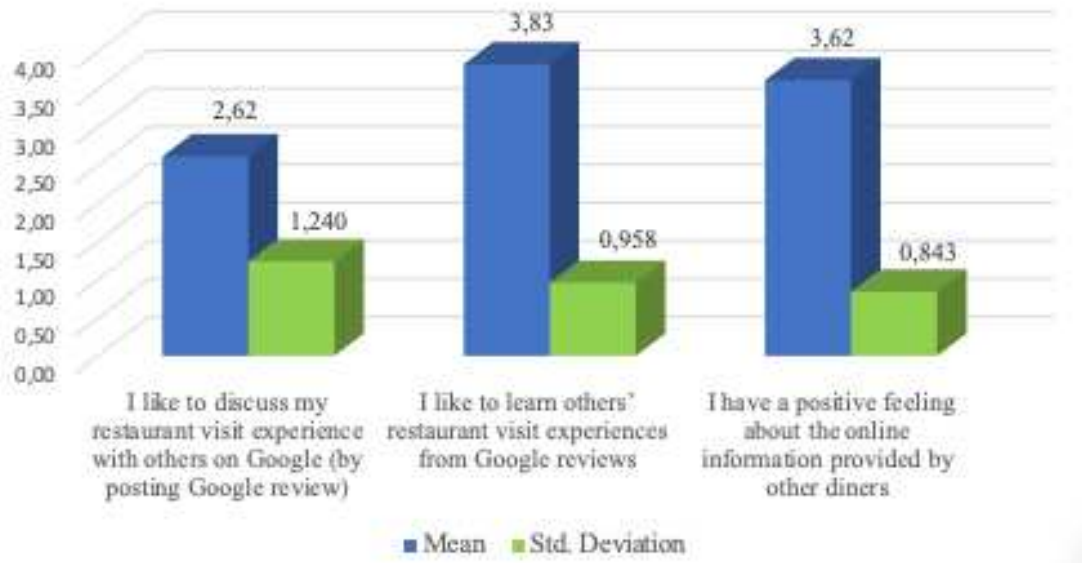


Figure 25: Attitude Towards Google Reviews. Source: Own research, SPSS output

To summarize the findings regarding the attitude towards Google reviews, the respondent's opinion about it is clearly positive because Google reviews provides personal benefits like it gives a positive feeling and valuable insights into dining experiences shared by other diners. Which fosters informed decision-making and enhances the overall dining experience. Overall the mean score of the attitude towards Google reviews was 3.36.

4.4. Understanding the Restaurant Visit Intention of Hungarian Consumers

In this study it is essential to understand the Hungarian consumers' restaurant visit intention based on Google reviews. Therefore, respondents were asked whether they agreed or disagreed with the statements which were focusing on the influence of Google reviews on their dining decisions and restaurant choices.

The highest mean score of this block of the survey was recorded as high as 3.92 (Std. Deviation=0.890) for the statement: "Google reviews solidify my decision to visit a restaurant", followed by "My willingness to follow restaurant recommendations based on Google reviews is very high" (Mean=3.54, Std. Deviation=1.004). Finally, with the smallest mean score of 3.51 (Std. Deviation=0.980) the statement "The likelihood that I base my dining decisions off of Google reviews is very high" followed.

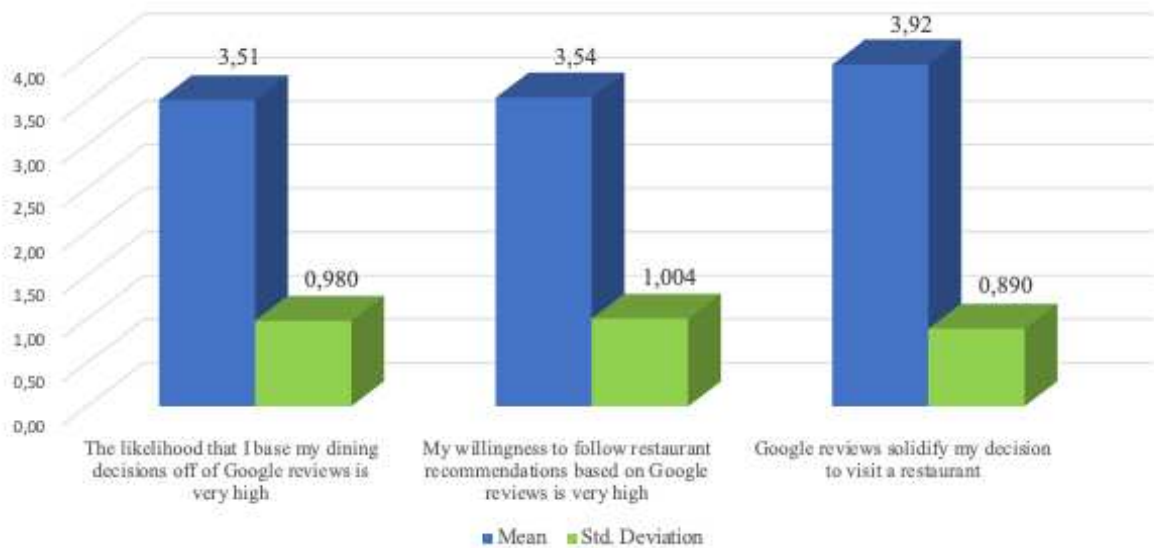


Figure 26: Restaurant Visit Intention of Hungarian Consumers. Source: Own research, SPSS output

In conclusion, the restaurant visit intention of those Hungarian consumers who gave responses to this thesis is positive because most of them agreed that Google reviews help them making decision about which restaurant to visit. In the subsequent chapter the analysis of the measurement model follows.

4.5. Analysis of the Measurement Model

The purpose this thesis is to gain insight into Hungarian consumers' perceptions, attitudes, and intentions to visit restaurants in relation to Google reviews. In line with this aim, the SEM was conducted using version the IBM Amos Graphics 29. SEM is able to examine several independent and dependent variables at the same time. The 6 factors that influence attitude (see Figure 15) were chosen as independent variables, and the attitude itself and the intention to visit the restaurant were chosen as dependent variables. The outputs from AMOS are illustrated in Appendix 5.

SEM has several criteria that need to be assessed beforehand, including the number of parameters. However, different approaches are used in different research. Based on Bentler and Chou (1987) the minimum expected sample size is five times the estimated parameters. Another study indicates that the difference between the sample size and the estimated parameters should be at least 50 (Bagozzi, 1981). While according to Civelek (2018) it is recommended that the

minimum sample size be 200 and the maximum sample size be 500. Although the sample size of the current research does not exceed the suggested minimum by much, it falls within the accepted range of 200-500, thus the sample size of 204 satisfies the above requirement.

In addition, before testing the research hypotheses, the model must meet additional model fit criteria. Therefore, following the assessment of the overall fit of the model, the evaluation of the measurement model follows.

4.5.1 Overall Model Fit

Without using precise numbering, a number of goodness-of-fit indices are used to assess the overall model fit including normed fit index (NFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA). The most important model fit measures were evaluated during the study. The results show that the model fit was not in the acceptable threshold for all indicators. Regarding incremental indices, the NFI and CFI values closer to 1 indicate better fit and more than or equal to 0.90 are considered good or acceptable. In the present case, these values are slightly lower than the acceptable threshold (NFI=0.808, CFI=0.877), therefore they did not indicate a high fit. This means that based on these two indices the hypothesized model does not adequately fit the observed data, yet they are much closer to 1 than 0. Furthermore, research suggests that with smaller sample sizes, which is also the case of the present study, it is harder to attain high enough fit indices (Bentler, 1990). While other studies also suggest that when interpreting fit indices, it's important not to rely solely on threshold values, and even if fit indices fall slightly below the recommended thresholds, a strong alignment with established theories can compensate for this shortfall and enhance the overall validity of the model (Ansari et al., 2018). In this study, the framework and the analysis were carried out on the basis of confirmatory analysis, which enhances that the framework for the model was done by the support of existing research and theories.

Despite the slightly poor fit results of CFI and NFI, other measure of fit, at parsimonious and incremental levels, suggest an acceptable fit: RMSEA=0.075, and ECVI=3.535. Indeed, values for RMSEA below 0.08 indicate a mediocre fit (Kenny et al., 2015), while values for ECVI lower than 5 suggest acceptable fit (Campos et al., 2017). Even though the NFI and CFI values are just below the accepted threshold, existing literature supports the research framework, and RMSEA and ECVI indicated acceptable fit. Thus it can be concluded that the model fit is acceptable, and adequate for the purpose of the present analysis (see Table 3).

Table 3: Model Fit Indices

| Measure | Estimate | Threshold | Interpretation |
|---------|----------|-----------|----------------|
| NFI | 0.808 | > 0.90 | Poor fit |
| CFI | 0.877 | > 0.90 | Poor fit |
| RMSEA | 0.075 | < 0.08 | Acceptable |
| ECVI | 3.535 | < 5.00 | Excellent |

Source: Own research, AMOS output

After checking the overall model fit, the reliability and validity of the measurement model used in the study will be assessed.

4.5.2 Measurement Model Fit

In order to confirm the various scales used in this study, a measurement model consisting of eight elements was constructed in the research. Confirmatory Factor Analysis (CFA) was then carried out to verify the measurement model. With the exception of perceived quantity of reviews, which contains 2 indicators, all the other latent constructs had 3 - 4 indicator variables, and there was a positive 277 degree of freedom, leading to the identification of this CFA model.

When assessing the measurement model, validity and reliability are the most fundamental concepts. To verify the reliability of the scales which were used to assess the latent constructs, factor loadings, Cronbach's alpha, and composite reliability (CR) were used. All three, the factor loading, Cronbach's alpha and CR should be greater than 0.7 to have sufficient confidence levels. However, factor loadings above 0.6 indicates weak loading. Cronbach's alpha was calculated using SPSS, while CR was calculated by "the squared sum of the individual item loadings divided by that squared sum of the individual item loadings plus the sum of error variances for the measures" (Malhotra and Dash, 2015). As Table 4 illustrates, findings showed that factor loading for all scales were over 0.6, except the QI3, PEOU3, and ATT1, however they were not eliminated from the model as they were close to the threshold value, their Cronbach's alpha was acceptable, the preferable statement number is 3-4 and they are theoretically significant. Moreover, Cronbach's alpha for all scales were between 0.675 and 0.904; and the CR were between 0.695 and 0.905. Thus, it may be concluded that mostly reliable scales were employed in the study.

Table 4: Results for the Measurement Model

| Latent Variables | Indicators | Factor Loadings | Cronbach's Alpha | CR | AVE |
|---------------------------------|------------|-----------------|------------------|-------|-------|
| Quality of Information | QI1 | 0.834 | 0.787 | 0.803 | 0.581 |
| | QI2 | 0.836 | | | |
| | QI3 | 0.591 | | | |
| Perceived Quantity of Reviews | PQR1 | 0.796 | 0.685 | 0.695 | 0.534 |
| | PQR2 | 0.660 | | | |
| Trustworthiness | TR1 | 0.879 | 0.904 | 0.905 | 0.706 |
| | TR2 | 0.883 | | | |
| | TR3 | 0.821 | | | |
| | TR4 | 0.772 | | | |
| Perceived Enjoyment | PE1 | 0.716 | 0.737 | 0.757 | 0.512 |
| | PE2 | 0.800 | | | |
| | PE3 | 0.620 | | | |
| Perceived Ease of Use | PEOU1 | 0.942 | 0.861 | 0.878 | 0.714 |
| | PEOU2 | 0.947 | | | |
| | PEOU3 | 0.599 | | | |
| Perceived Usefulness | PU1 | 0.895 | 0.865 | 0.869 | 0.691 |
| | PU2 | 0.864 | | | |
| | PU3 | 0.725 | | | |
| Attitude Towards Google Reviews | ATT1 | 0.480 | 0.675 | 0.716 | 0.398 |
| | ATT2 | 0.679 | | | |
| | ATT3 | 0.708 | | | |
| Restaurant Visit Intention | VI1 | 0.803 | 0.887 | 0.889 | 0.728 |
| | VI2 | 0.894 | | | |
| | VI3 | 0.861 | | | |

Source: Own research and calculations, AMOS output

Furthermore, average variance extracted (AVE) was calculated to evaluate convergent validity, where the minimum acceptable value is 0.5. In the research all the AVE exceeded 0.5, except for the “Attitude Towards Google Reviews”. However, previous research recommend that convergent validity can be concluded using CR alone (Malhotra, 2010; Fornell and Larcker, 1981), which indicator is above the acceptable threshold level for the latent variable. Consequently, the low AVE value of “Attitude Towards Google Reviews” does not affect the convergent validity, and the scales are generally regarded as sufficiently reliable for reaching valid conclusions and appropriate for the purpose of this analysis.

Table 5: Correlations and the Squared Root of AVE of the Independent Variables

| Fornell and Larcker Criteria | | | | | | |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Constructs | QI | PQR | TR | PE | PEOU | PU |
| QI | 0.762 | | | | | |
| PQR | 0.406 | 0.731 | | | | |
| TR | 0.576 | 0.444 | 0.840 | | | |
| PE | 0.261 | 0.480 | 0.404 | 0.716 | | |
| PEOU | 0.323 | 0.507 | 0.466 | 0.440 | 0.845 | |
| PU | 0.551 | 0.501 | 0.634 | 0.427 | 0.565 | 0.831 |

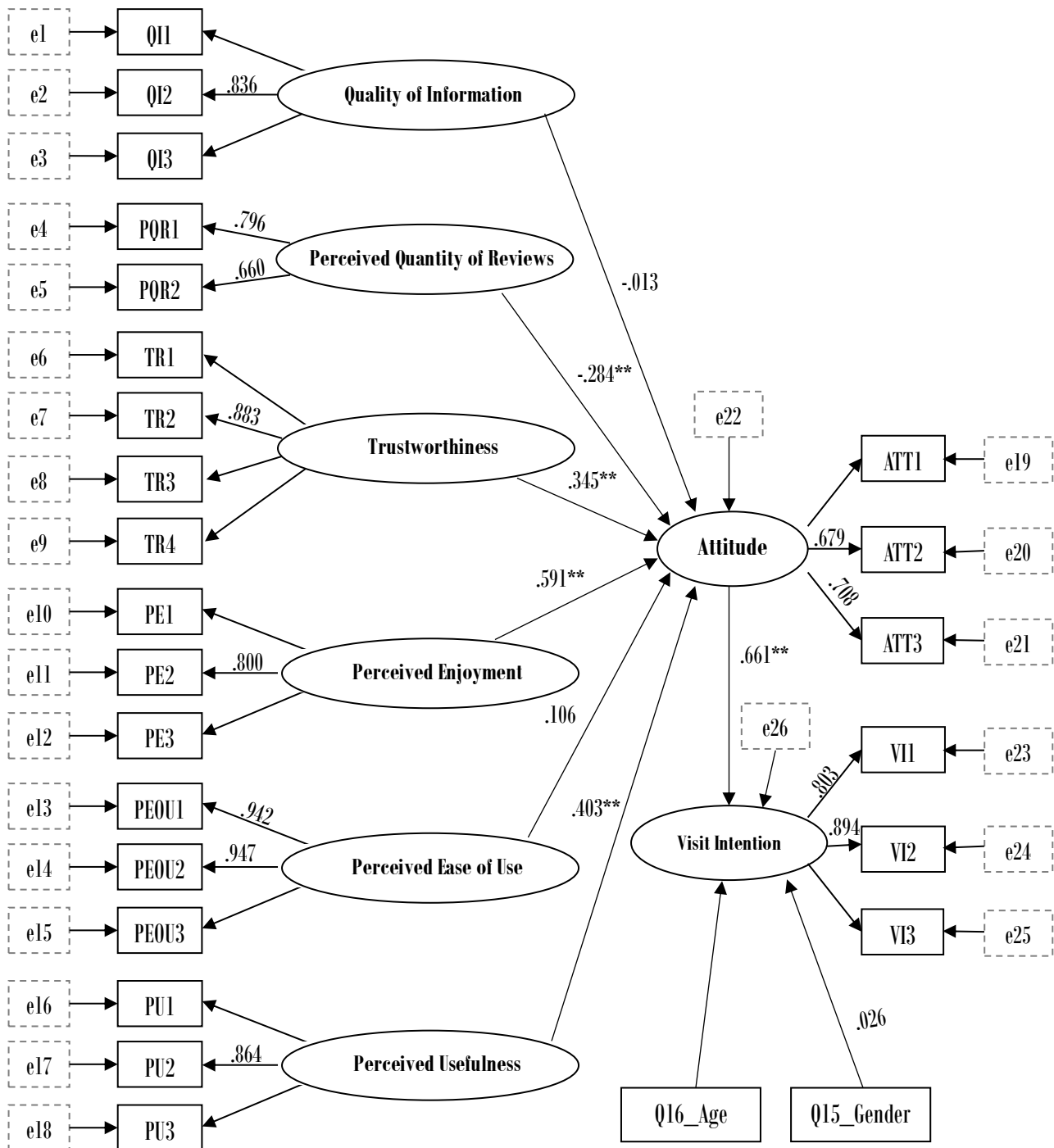
Source: Own research and calculations, AMOS output

As a final step, another measure was used in order to assess discriminant validity. Based on the Fornell-Larcker criteria, the squared root of each AVE was compared to the constructs' correlations between each other (Fornell and Lacker, 1981a). Based on the results from Table 5, all constructs had the AVE' square root values bigger than the inter-construct correlations. Which indicates that discriminant validity between the latent constructs is supported.

In summary, the measurement model has been successfully tested for reliability and validity. Furthermore, it has verified that the model fit is satisfactory, thus, in the next chapter the structural model is examined after which the hypotheses formulated for this thesis are tested.

4.6. Analysis of the Structural Model

The aims of this study include the analysis of the structural model and examination of the hypotheses, either accepting or rejecting them, the latter is presented in the next chapter (see Chapter 4.7.). The previously suggested framework of the influencing factors on attitudes and restaurant visit intention is shown in Figure 27. Regression weights are demonstrated for each of the influencing factors. To be able to evaluate direct effects on attitude and restaurant visit intent, standardized regression weights were examined.



Note(s): **p < 0.01; *p < 0.05 (Statistically Significant)

Figure 27: Research Framework and Its Estimated Parameters. Source: Own research, AMOS output

The illustrated standardized regression weights represent the strength of the relationships between the factors, which means that the strongest correlation is observed between attitude towards Google reviews and visit intention ($\beta = 0.661$; $p \leq 0.01$). In the group of statements which measured the attitude factor, the strongest effect was associated with “I have a positive feeling about the online information provided by other diners” ($\beta = 0.708$), followed by “I like to learn others’ restaurant visit experiences from Google reviews” ($\beta = 0.679$). The least strong effect in this category belonged to “I like to discuss my restaurant visit experience with others on Google (by posting Google review)” ($\beta = 0.480$).

The second strongest relationship was in case of perceived enjoyment and attitude ($\beta = 0.591$; $p \leq 0.01$). The most important statement of this group of statements was “I enjoy receiving information about restaurants in the form of Google review” ($\beta = 0.800$). The second one was “The actual process of viewing and sharing Google reviews is fun” ($\beta = 0.716$). The next effect in strength was “I enjoy sharing information about restaurants in the form of Google review” ($\beta = 0.620$).

Perceived enjoyment is followed by the usefulness perception ($\beta = 0.403$; $p \leq 0.01$). Here, the strongest effect belonged to the statement “Google reviews are useful for finding which restaurants to visit” ($\beta = 0.895$), and “Google reviews can be useful in my decision regarding restaurants” ($\beta = 0.864$) lagging not much behind. The last effect in strength was for the statement “Google review information in online reviews contributes to my knowledge of a restaurants” ($\beta = 0.725$).

Perceived trustworthiness regarding Google restaurant reviews had strong influence on attitude as well ($\beta = 0.345$; $p \leq 0.01$). Each statement that measured this factor had a similarly significant effect. The strongest effect was associated with the statement “I feel Google reviews about restaurants are trustworthy” ($\beta = 0.883$), followed by “I feel Google reviews about restaurants are credible” ($\beta = 0.879$). The strength of the third statement did not fall very far from the second one “Google reviews are written based on the reviewer’s actual experience” ($\beta = 0.821$) and “Other diners’ restaurant reviews on Google are more trustworthy than paid advertisement” ($\beta = 0.772$) being the least strong effect in the trustworthiness group.

The quantity of reviews perception proved to be slightly weaker than the previous one ($\beta = -0.284$; $p \leq 0.01$). Besides it received a negative value, indicating a contrary direction of co-movement. This negative correlation implies that respondents who perceive a higher quantity

of reviews may have a less favorable attitude towards Google reviews, while those who perceive a lower quantity of reviews may have a more positive attitude. Perceived quantity of reviews was measured only with two statements: “Restaurants have a large number of Google reviews” ($\beta = 0.796$) and “Many people post Google reviews about restaurants” ($\beta = 0.660$).

Similarly to perceived quantity of reviews, the age of the respondents has a significant influence on the restaurant visit intention, also with a negative correlation ($\beta = -0.151$; $p \leq 0.05$). This suggests that as the age of the respondents increases, their restaurant visit intention tends to decrease, and conversely, younger respondents may have a higher restaurant visit intention.

The perception of ease of use of Google restaurant reviews did not show any significant influence on the attitude ($\beta = 0.106$; $p \not\leq 0.05$). The effect of the statement “I can quickly access the Google reviews about restaurant” was one of the most influencing factors ($\beta = 0.942$) after the statement “It is easy to obtain Google reviews about restaurants” ($\beta = 0.947$). While the last statement had a more tempered effect with “I can effortlessly access restaurant information using Google reviews” ($\beta = 0.599$) being the least strong effect in this group.

Unlike age, the other socio-demographic factor, gender of the respondents showed no significant effect on the restaurant visit intention ($\beta = 0.026$; $p \not\leq 0.05$).

Finally, the perception of the quality of information did not have any significant influence on the restaurant visit intent ($\beta = -0.013$; $p \not\leq 0.05$). The strongest statement was “Google review posts regarding restaurant items is understandable” ($\beta = 0.836$) which was followed closely behind with a very small difference by “Google review posts regarding restaurant items is clear” ($\beta = 0.834$). While the third statement “In general, quality of Google review posts regarding restaurant items is high” ($\beta = 0.591$) was the least strong considering this category.

Overall, as a result from the positive pathways of the significant factors, it can be derived that higher trustworthiness, perceived enjoyment, and perceived usefulness of Google reviews creates favorable attitude towards using Google reviews for restaurant selection. Furthermore, restaurant visit intention is increased by positive attitude. Conversely, the negative pathways indicate that as the age of the respondents decreases restaurant visit intention increases as well as positive attitude increases as perceived quantity of reviews decreases.

4.7. Hypotheses Testing

Within the framework of this thesis nine hypotheses were formulated, which were evaluated by examining each path coefficient's sign and statistical significance. Table 6 summarizes the standardized regression weights, the pathways between the latent constructs, as well as the results of the hypotheses.

Table 6: Findings of Structural Model Path Analysis (H1-H9)

| Hypotheses | Path | Standardized β | Unstandardized β | SE | p | Decision |
|------------|-------------------------|----------------------|------------------------|------|--------|-----------|
| H1 | QI \rightarrow ATT | -.013 | -.016 | .096 | .865 | Rejected |
| H2 | PQR \rightarrow ATT | -.284 | -.260 | .092 | .005** | Rejected |
| H3 | TR \rightarrow ATT | .345 | .271 | .070 | .000** | Supported |
| H4 | PE \rightarrow ATT | .591 | .445 | .074 | .000** | Supported |
| H5 | PEOU \rightarrow ATT | .106 | .145 | .104 | .164 | Rejected |
| H6 | PU \rightarrow ATT | .403 | .423 | .103 | .000** | Supported |
| H7 | ATT \rightarrow VI | .661 | .839 | .110 | .000** | Supported |
| H8 | Age \rightarrow VI | -.151 | -.010 | .004 | .014* | Supported |
| H9 | Gender \rightarrow VI | .026 | .047 | .106 | .659 | Rejected |

Note(s): ** $p < 0.01$; * $p < 0.05$ (Statistically Significant)

Source: Own research, AMOS output

H1. Quality of information has a positive effect on the attitude toward Google reviews.

Despite the fact that the more respondents agree that Google reviews of restaurants are understandable (see Figure 19), the positive relationship between the quality of information perception and attitude towards Google reviews could not be proved ($\beta = -0.013$; $p = 0.865$), therefore H1 is rejected. Based on this finding, Hungarian consumers' attitude can be positive or negative regardless of the higher quality of the perceived information. This result contradicts findings of Popy and Bappy (2022), where they found that information quality of social media reviews has a significant positive effect on the attitude from the perspective of consumers of Bangladesh. However, cultural differences can influence how individuals perceive and value information, affecting their attitudes toward it. Furthermore, the perception of quality of information might vary from one individual to another, with different people considering different aspects of information to be of quality. For some people relevance or completeness of the review is the most important aspect regarding review quality and value detailed descriptions of food quality and service, while other people might prioritize information about the ambiance or pricing.

Additionally, different people may prefer different levels of detail in information, thus the perceived quality of information in Google reviews might depend on whether it aligns with an individual's preferred level of depth or brevity, which may also explain the result obtained within the scope of this thesis.

H2. Perceived quantity of reviews has a positive effect on the attitude toward Google reviews.

The influence of perceived quantity of reviews on the attitude towards Google reviews was measured to test H2. Perceived quantity of reviews has a moderately strong, significant, however negative effect on attitude ($\beta = -0.284$; $p = 0.005$). In conclusion, results suggest that an increase in perceived quantity of reviews is associated with a decrease in attitude toward Google reviews. In other words, the results proved that perceived quantity of reviews has a negative effect on the attitude toward Google reviews of restaurants. Although based on the results of the significance level of the initial H2 would be supported at a 99% confidence level, the results suggest a negative effect of perceived quantity of reviews on the attitude which contradicts H2 where positive effect was indicated. Consequently, H2 is rejected. This result contradicts previous research (Zhang et al., 2014; Petak, 2023), where they showed that higher number of reviews help customers to make choices, serve as a motivating factor and leaves a stronger impression in the individuals' perception. However, this contrary finding of the present thesis can be explained in several ways. Firstly, there is a possible explanation related to nationality, suggesting that this is a result that is specifically characteristic of Hungarians. Additionally, there is a temporal explanation, indicating that the large number of opinions might suggest that many reviews are outdated and not relevant anymore. Finally, it is possible that the high quantity of reviews creates uncertainty among consumers, as there is a concern that these reviews may be paid for or generated by chatbots.

H3. Perceived trustworthiness has a positive effect on the attitude toward Google reviews.

There is a significant, positive relationship between trustworthiness perception and attitude towards Google reviews. The results showed that perceived trustworthiness was the least significant factor that influenced Hungarian consumers' attitude towards Google reviews of restaurants ($\beta = 0.345$; $p = 0.000$). Consequently, H3 is supported at a 99% significance level. This means that as Hungarian consumers perceive Google reviews of restaurants to be more trustworthy, their attitude toward Google reviews is expected to become more positive. Popy

and Bappy (2022) draw similar conclusion in their study. They found that that social media has developed into a trustworthy source from the perspective of consumers of Bangladesh who are looking for assistance with relevant users of the brand community.

H4. Perceived enjoyment has a positive effect on the attitude toward Google reviews.

The analysis proved that perceived enjoyment has a significant, positive effect on the attitude towards Google reviews ($\beta = 0.591$; $p = 0.000$). The results showed that perceived enjoyment was the most significant factor that influenced Hungarian consumers' attitude towards Google reviews of restaurants. It can be concluded that the more enjoyable the use of Google reviews is perceived, the more positive is the attitude of the Hungarian consumers towards Google reviews about restaurants. Therefore, H4 can be accepted, at a 99% significance level. Previous studies (Lee and Paris, 2013; Lee et al., 2012) also found that there was a significant relationship between perceived enjoyment and attitude towards online reviews, however these studies were focusing on another platform. Lee et al. (2012) examined that enjoyment perception is the main factor, which influences the positive attitude towards using Facebook and the intention to go to an event. While the previous studies focused on Facebook, the current analysis demonstrates that a similar relationship exists in case of the use of Google reviews. Despite the focus and functional differences between the two platforms, the results suggest that there is a parallel between Google and Facebook in terms of the effect of perceived enjoyment on Hungarian and American user attitudes towards online reviews.

H5. Perceived ease of use has a positive effect on the attitude toward Google reviews.

Although, the results showed that ease of use of Google reviews is perceived as easy to use and quick to access by most of the respondents (see Figure 23), the analysis indicated that there is no significant effect on attitude towards Google reviews ($\beta = 0.106$; $p = 0.164$). Therefore, the ease of use perception does not have effect on the attitude towards Google reviews. Although numerous studies found that there was a significant relationship between perceived ease of use and attitude (Samosir et al., 2021; Popy and Bappy, 2022; Hua et al., 2017), similarly to this thesis other studies (Lee et al., 2012; Salehi-Esfahani and Kang, 2019) found that perceived ease of use has an insignificant effect on the attitude towards Google reviews. However, Lee et al. (2012) examined its effect on perceived enjoyment which showed a strong relationship. This result might be caused by the acceptability of using the internet is not entirely determined by

perceived ease of use. Especially social media platforms like Facebook and Google function primarily as a friendly social space where people create new connections and look for information, enjoyment, and entertaining experiences. Despite the results of the study, it should be noted that the small sample size ($n = 204$) obtained within the framework of this thesis can strongly influence significance levels. Therefore, it is possible that a larger sample size could demonstrate a significant relationship.

H6. Perceived usefulness has a positive effect on the attitude toward Google reviews.

Based on the analysis perceived usefulness has a positive effect on the attitude towards Google reviews ($\beta = 0.403$; $p = 0.000$). This means that H6 can be accepted at a 99% significance level. The results show that perceived usefulness was one of the significant constructs that influenced the Hungarian consumers' attitude towards Google reviews about restaurants. The positive relationship suggests that higher level of perceived usefulness results in a more positive attitude towards Google reviews. Referring to the previous research, it has been examined that usefulness perception of social media reviews is one of the main factors, which influences the attitude (Samosir et al., 2021). Moreover, they indicated that some of the review information remains in the short-term memory of potential customers after they have read the reviews. Later their attitude towards the product or service discussed in the review comes from their memory of this information (Purnawirawan et al., 2012). The influence of online information that contributes to the knowledge in this case is high. As the results on the survey showed that people feel as Google review information contributes to their knowledge of restaurants (see Figure 24).

H7. Positive attitude increases restaurant visit intention.

According to the results of the research, positive attitude has a significant effect on the restaurant visit intention ($\beta = 0.661$; $p = 0.000$). The results showed that path between attitude towards Google reviews and restaurant visit intention based on the Google reviews has the most significant relationship within the present study. Consequently, H7 is accepted at a 99% significance level. Furthermore, H7 assumed a positive relationship between positive attitude and restaurant visit intention, thus meaning that the more positive the attitude of the Hungarian consumers', the higher the level of the restaurant visit intention is expected to be. The result of this hypothesis is important as it confirms the relationship between the attitude and buying intention which was challenged by Akhtar et al. (2019) who pointed out that there is a disparity between attitude

and actual buying intention of the individuals. The results of this study suggest that factors influencing attitude regarding Google reviews indirectly affect restaurant visit intention.

H8. Younger consumers are more inclined to visit restaurants based on Google reviews.

In order to test H8 and H9 socio-demographic questions were asked. In case of H8, the respondents' age was examined. The results showed that the age of Hungarian consumers have a significant, negative impact on the restaurant visit intention ($\beta = -0.151$; $p = 0.014$). The negative impact indicates that lower age results in a higher restaurant visit intention. Therefore, H8 is supported, however, age is only associated with restaurant visit intention at a 95% significance level. Moreover, the effect of age indicates a rather weak correlation. This finding is in line with the research conducted by Von Helversen et al. (2018), who showed that there is a difference between the motivation of younger and older age groups to use online reviews and their purchase intentions. They showed that overall younger people are more sensitive to online consumer recommendations, however, older generations are more influenced by negative reviews. Since this thesis work focuses on Google reviews in general, it is not possible to disaggregate and compare positive and negative reviews separately. However, the significant influence of age on attitude towards Google reviews can be justified.

H9. Women are more inclined to visit a restaurant based on Google reviews.

The research findings did not show any significant effect between gender and restaurant visit intention ($\beta = 0.026$; $p = 0.659$). Therefore, H9 is rejected, and the results show that the gender of the Hungarian users of Google restaurant reviews has no measurable impact on their restaurant visit intention. Thus, whether Hungarian consumers are female, or male is independent of their restaurant visit intention.

To summarize, H3, H4, H6, and H7 were supported at a 0.01 significance level, while H8 was supported only at a 0.05 significance level. However, H1, H2, H5, and H9 were rejected based on the SEM analysis. The conclusions of the overall research findings will be addressed in the subsequent section.

5. Conclusion

5.1 Summary of Findings

As a result of the empirical research conducted within the framework of my thesis, it can be concluded that several factors have influence on the attitude towards online reviews of restaurants. Following the literature review, the research design and evaluation of the responses helped me to answer the research questions I formulated in the introduction of the methodology (see Chapter 3).

The main purpose of this thesis was to explore the role of attitude toward Google reviews in the restaurant visit intention from the perspective of Hungarian consumers and investigate the main influencing factors of attitude. Therefore, the thesis aimed to answer the following research question: “What are the main influencing factors of the attitude toward Google restaurant reviews and how does it influence the restaurant visit intention of Hungarian consumers?”. Furthermore, the main research question was broken down into 3 additional sub-questions to better understand the results in detail. By this approach, we sought to answer in detail “Q1.1.: What are the main influencing factors of attitude toward Google reviews?”, “Q1.2.: How does the attitude influence purchase/restaurant visit intent?”, and “Q1.3.: Do socio-demographic factors such as age and gender influence the restaurant visit intention?”.

The findings showed that Hungarian consumers consider Google reviews of other diners more trustworthy than paid advertisement, also as credible source of information. Thus, they perceive Google reviews of restaurants as trustworthy, and it has significant, positive influence on the attitude towards Google reviews of restaurants. The higher enjoyment has also a positive effect on the attitude towards Google reviews of restaurants. Hungarian consumers tend to enjoy receiving information about restaurants in the form of Google reviews, and overall, the process of viewing and sharing experiences. However, they do not get the same level of enjoyment from the process of sharing information about restaurants by itself. In addition, Hungarian consumers perceive Google reviews of restaurants as useful regarding their decision-making process and it has a positive influence on the attitude towards Google reviews. These findings were not surprising and support the results of earlier research in this area (Lee and Paris, 2013; Lee et al., 2012; Samosir et al., 2021; Popy and Bappy, 2022).

Interestingly, despite recognizing the quality of information in Google reviews (see Figure 19), this factor did not translate into more positive attitudes among Hungarian consumers. The

following factor, which was examined for its potential to positively influence attitude, was the quantity of Google reviews of restaurants. Unexpectedly results showed that although, perceived quantity of reviews has an influence on the attitude towards Google reviews of restaurants, this effect is not positive but negative. Suggesting that lower quantity of reviews may foster a more favorable attitude among Hungarian consumers. This result was surprising for me, at first it might seem illogical to everyone while it also contradicts previous research (Zhang et al., 2014). However, from another point of view it can be explained by a possible characteristic critical attitude that might describe Hungarians. As the high quantity of reviews may be due to fake and paid reviews, it may also mean that there are many irrelevant, untimely reviews that take time and effort to filter out, possibly reducing the positive attitude of Hungarians. Therefore, this finding warrants further investigation into potential underlying reasons, such as concerns about review recency, relevance, or authenticity. The results of the next factor, perceived ease of use, showed a non-significant influence on the attitude towards Google reviews.

Regarding the positive attitude towards Google reviews of restaurants, there is a positive influence on the Hungarian consumers' restaurant visit intention. However, not both socio-demographic factors showed significant effect on the visit intention. Although, the results supported that younger consumers are more likely to visit restaurants after reading their Google reviews, the gender did not show any significant effect on the restaurant visit intention.

In conclusion, the strength of the influence should be used to discuss the impact of the most important factors on the attitude. To answer the first sub-research question (see Chapter 3.1. Q1.1.) the main influencing factors of the attitude towards Google reviews of restaurants is the perceived enjoyment, which has a strong, positive effect on the attitude ($\beta = 0.591$; $p = 0.000$). Enjoyment is followed by the usefulness perception ($\beta = 0.403$; $p = 0.000$). The next important factor is perceived trustworthiness regarding Google reviews of restaurants, which has a positive effect on attitude ($\beta = 0.345$; $p = 0.000$). Furthermore, perceived quantity of reviews has a significant influence on the attitude towards Google reviews, however, this relationship is negative ($\beta = -0.284$; $p = 0.005$). Finally, ease of use perception did not have an influence on the attitude. This result can be explained by the strengths of the other effects which form the positive attitude towards Google reviews, such as perceived enjoyment, usefulness, and trustworthiness derived from using the Google review platform. Similarly, perceived information quality of reviews did not have any significant influence on the attitude towards Google reviews. The reason behind this result might be the fact that other factors have stronger influence on the

attitude. Moreover, individuals may value different aspects of the review content such as grammatical accuracy, the overall tone and writing style of the review, the timeliness and recency of the reviews, the level of detail provided, or the presence of photos about the food or the environment.

In addition, the positive attitude has a significant, positive influence on the restaurant visit intention of Hungarian consumers ($\beta = 0.661$; $p = 0.000$). Thus, the answer for Q1.2. have been obtained: attitude significantly and positively influences the restaurant visit intention of Hungarian consumers, as a positive attitude leads to an increase in their intention to visit restaurants.

Finally, as for the answer regarding Q1.3., results show that not both socio-demographic factors surveyed have a significant influence on the restaurant visit intention of Hungarian consumers. Although, the age showed significant influence, the gender could not show any measurable influence toward using Google reviews for increase of the restaurant visit intention.

5.2 Practical Implications

Based on the findings of the thesis, it is possible to provide several suggestions, managerial implications to the SME businesses operating in the restaurant industry. As perceived usefulness is directly related to customers' attitude toward Google reviews, restaurant managers should focus on educating consumers about the benefits of using Google reviews when making restaurant decisions. Restaurant marketers can achieve this by creating promotional campaigns, engagement on social media platforms, or signage placed within the restaurant, highlighting the usefulness of Google reviews in finding quality dining experiences. Furthermore, information about the restaurant such as opening times, address, phone number, and every other existing contact detail (i.e., link of the website and relevant social media platform) should be checked and upgraded continuously.

On the other hand, since trustworthiness influences consumers' attitude towards Google reviews of restaurants, restaurants should prioritize strategies that enhance perceived trustworthiness. This could be done by ensuring that accurate and truthful information is posted, however Google reviews are not validated. Even though reviews can be checked and removed it might happen only after a request for removal or detection of false information. However, this process is complex and often rejected, as there is no reliable method to determine which party is correct regarding the consumer's experience. Therefore, restaurant managers should regularly monitor

Google reviews and respond to consumer feedback, both positive and negative, as maintaining a positive reputation through Google reviews is crucial for attracting new consumers and retaining the existing ones. To this end, addressing customer concerns and acknowledging positive feedback can demonstrate responsiveness and improve overall customer satisfaction, which further reinforce consumers' positive attitude towards Google reviews.

In addition, from a marketing perspective, restaurants should focus on leveraging positive reviews for marketing. By featuring positive Google reviews on the social media platforms of the restaurants can help build credibility and trust among potential customers and reinforce their positive attitude toward Google reviews. Moreover, it can enhance the overall customer experience and foster loyalty. In contrast, restaurants should not focus on using paid influencers to promote their services and products. The reason behind this is that respondents reported that they consider other diners' reviews more trustworthy than paid advertisements, reviews. Thus, the restaurants' credibility and reputation would be damaged as soon as the paid reviews were discovered.

Besides, as positive attitude towards Google reviews increases restaurant visit intention, marketers need to discover and connect with restaurant reviewers who have a high level of acceptance on the Google platform and who frequently post their experiences about restaurants. To do this, restaurant managers may offer discounts, or coupons to get food bloggers to visit and try their offerings, which might result in a positive Google review post that can motivate consumers to visit the restaurant. However, this suggestion might include additional evaluation in terms of feasibility as well as potential ethical concerns.

Finally, monitoring and analyzing customer feedback from Google reviews can provide valuable insights into the areas where the restaurant excels and areas that need improvement. Restaurants can use this feedback to continuously improve their offerings and service quality, thereby maintaining a positive consumer attitude and increasing their visit intention.

5.3 Limitations of the Research

Even though the research results effectively addressed the research questions regarding the attitude towards online consumer reviews and Hungarian consumers' restaurant visit intention, it should be noted that there are some limitations that should not be disregarded. Firstly, the sample collection did not involve random sampling. Since the sampling was limited to a specific

segment, namely, the survey was conducted among the more helpful members of a circle of acquaintances, whose attitudes towards Google reviews and restaurant selection habits may differ from those of the total Hungarian population.

Also, gender and age bias are factors that indicate that the thesis' results are not representative. As a result, the study is not considered representative of the total Hungarian population, and the findings may not be applicable beyond the sample studied within the framework of this thesis. Therefore, although the results may provide valuable insights, drawing general conclusions from the study should not be done.

Furthermore, the final results may be impacted by the relatively small sample size ($n=204$) of the research, which although met the minimum criterion expected by SEM, may have significantly affected the results of significance and hypotheses testing. In several previous research for instance done by Hua et al. (2017) and Popy and Bappy (2022), the ease of use has been regarded as an influencing factor on the attitude towards online reviews. However, the findings of this research were unable to support this statement at a satisfactory significance level.

Additionally, no investigation was conducted about the residence of the respondents. This limitation prevented the determination of the fact that the visit of a restaurant is not always driven by the use of Google reviews but could be driven by the low number of restaurants available in the local area. People living in smaller towns may have potential constraints on their restaurant choices as they often do not really have the opportunity to travel far to visit a particular restaurant. Thus, they may be constrained to visiting familiar local restaurants, regardless of online reviews.

Although some qualitative insights have been provided concerning income levels, its effect on visit intention has not been tested with objective evidence from the Hungarian consumers' perspective as there was no support found from the literature and the model was already large.

5.4 Recommendations and Future Research

Recommendations regarding future research include to focus on exploring the examined topic in more depth and addressing the limitations. This includes the incorporation of additional potential mediating and moderating variables into the existing model, such as source expertise, perception of negative reviews, review depth or/and timeliness, to enhance the predictive power of the model. Moreover, addressing the limitations includes having a larger sample size,

combined with research regarding the place of residence and checking the effect of income groups on costumers' visit intention. One option for the analysis of income level groups in more depth and inclusion in the model could be a multi group analysis. Besides a comparison of the attitude towards Google reviews between Hungarian restaurant visitors and foreign, for instance Portuguese restaurant visitors could also be examined.

Although, possible reasons were mentioned in the study (see chapter 4.7.), the results of the present thesis do not reveal the reason why the quantity of reviews has a negative effect on the attitude towards Google reviews of restaurants, which opens opportunities for further research.

Further enhancement of the findings could include the examination of motivations behind sharing (positive or negative) and reading online reviews. Although the research included some qualitative insights concerning attitude towards sharing and reading Google reviews, the motivations behind were not investigated. The most appropriate method to achieve this would be in-depth interviews within the qualitative research method, in order to uncover the motivating factors behind sharing and reading online reviews.

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Appendices

Appendix 1: Survey

1. How often do you go to restaurant per year? / Ön milyen gyakran jár étterembe évente?
 - Not at all / Egyáltalán nem járok étterembe
 - 1-3 times / 1-3 alkalommal
 - 4-6 times / 4-6 alkalommal
 - 7-10 times / 7-10 alkalommal
 - 11-12 times / 11-12 alkalommal
 - More than 12 times / Több, mint 12 alkalommal

2. How often do you check other diners' restaurant reviews/opinions before dining out? / Ön milyen gyakran nézi meg más vendégek online értékeléseit/véleményeit mielőtt étteremben étkezik?
 - Always / Mindig
 - Often / Gyakran
 - Occasionally / Alkalmoszerűen
 - Rarely / Ritkán
 - Very Rarely / Nagyon Ritkán
 - Never / Soha

3. Please rank the following restaurant review platforms based on how often you use them (with 1st being the most frequently used; 4th being the least frequently used): / Kérem rangsorolja az alábbi étterem értékelési platformokat aszerint, hogy milyen gyakran nézi meg őket (1. = leggyakrabban használt, 4. = legritkábban használt):
 - Google (Maps or Reviews) / (Térkép vagy Értékelések)
 - TripAdvisor
 - Facebook
 - Other: / Egyéb:

4. On average how many hours per day you use browsers e.g., Chrome, Safari, Firefox, etc. (Tip: You can check this in the phone settings, screen time.) / Naponta átlagosan hány órát használja a böngészőt pl.: Chrome, Safari, Firefox stb. (Tipp: A telefon beállítások, képernyőidőnél ellenőrizhető.)

_____ hour(s) / órát

5. In the past 1 month how many times have you looked for Google reviews of restaurants? / Az elmúlt egy hónapban Ön hányszor keresett Google értékelést étteremről?
- Not once / Egyszer sem
 - 1-3 times / 1-3 alkalommal
 - 4-7 times / 4-7 alkalommal
 - 8-10 times / 8-10 alkalommal
 - More than 11 times / Több, mint 11 alkalommal
 - I don't know/I don't want to answer / Nem tudom/nem szeretnék válaszolni
6. Among the restaurants whose Google reviews you searched for in the past 1 month, how many restaurants did you actually visit? / Azok közül az éttermek közül, amelyeknek a Google értékelésére Ön rákeresett az elmúlt 1 hónapban, ténylegesen hány éttermet látogatott meg?
- Not one / Egyet sem
 - 1-3
 - 4-7
 - 8-10
 - More than 11 / Több, mint 11
 - I don't know/I don't want to answer / Nem tudom/nem szeretnék válaszolni
7. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)
- 7.1. Google review posts regarding restaurant items is clear. / Az éttermekkel kapcsolatos Google értékelések egyértelműek.
- 7.2. Google review posts regarding restaurant items is understandable. / Az éttermekkel kapcsolatos Google értékelések érthetőek.
- 7.3. In general, quality of Google review posts regarding restaurant items is high. / Általában elmondható, hogy az éttermekkel kapcsolatos Google vélemények minősége magas.
8. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)
- 8.1. Restaurants have a large number of Google reviews. / Az éttermekről sok értékelés/vélemény van Google-n.

- 8.2. Many people post Google reviews about restaurants. / Sok ember tesz közzé Google véleményt éttermekről.
9. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)
- 9.1. I feel Google reviews about restaurants are credible. / Úgy érzem, hogy az éttermekről szóló Google értékelések hitelesek.
- 9.2. I feel Google reviews about restaurants are trustworthy. / Úgy érzem, hogy megbízhatóak az éttermekről közzétett Google értékelések.
- 9.3. Google reviews are written based on the reviewer's actual experience. / A Google értékelések az értékelő valós tapasztalaton alapulnak.
- 9.4. Other diners' restaurant reviews on Google are more trustworthy than paid advertisement. / Más vendégek Google-n közzétett éttermi értékelései megbízhatóbbak, mint a fizetett reklámok.
10. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)
- 10.1. The actual process of viewing and sharing Google reviews is fun. / A Google értékelések elolvasása vagy saját vélemény megosztása szórakoztató számomra.
- 10.2. I enjoy receiving information about restaurants in the form of Google review. / Örömmel olvasok éttermekkel kapcsolatos információkat/értékeléseket Google értékelések formájában.
- 10.3. I enjoy sharing information about restaurants in the form of Google review. / Örömmel osztom meg az éttermekkel kapcsolatos véleményemet Google értékelés formájában.
11. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)
- 11.1. I can quickly access the Google reviews about restaurant. / Gyorsan hozzá tudok férni az éttermekkel kapcsolatos Google értékelésekhez.
- 11.2. It is easy to obtain Google reviews about restaurants. / Könnyű elérni az éttermekkel kapcsolatos Google értékeléseket.
- 11.3. I can effortlessly access restaurant information using Google reviews. / A Google értékelések segítségével könnyedén ferek hozzá információkhoz az éttermekről.

12. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)

12.1. Google reviews are useful for finding which restaurants to visit. / A Google értékelések hasznosak abban, hogy melyik éttermet látogassam meg.

12.2. Google reviews can be useful in my decision regarding restaurants. / A Google értékelések hasznosak lehetnek az éttermekkel kapcsolatban hozott döntéseimben.

12.3. Google review information in online reviews contributes to my knowledge of restaurants. / A Google értékelésekben található információk hozzájárulnak az adott étteremmel kapcsolatos tudásomhoz.

13. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)

13.1. I like to discuss my restaurant visit experience with others on Google (by posting Google review). / Szeretem másokkal megosztani az étteremlátogatásaim élményeit/tapasztalatait a Google vélemény formájában.

13.2. I like to learn others' restaurant visit experiences from Google reviews. / Szeretem mások étteremlátogatási élményeit/tapasztalatait megtudni Google értékelésekből.

13.3. I have a positive feeling about the online information provided by other diners. / Pozitív érzéseim vannak a más vendégek által nyújtott online információkkal/véleményekkel kapcsolatban.

14. Please indicate to which extent do you agree with the following statements. (1: totally disagree, 5: totally agree) / Jelezd, hogy mennyire értesz egyet az alábbi állításokkal. (1: egyáltalán nem, 5: teljes mértékben)

14.1. The likelihood that I base my dining decisions off of Google reviews is very high. / Nagyon magas a valószínűsége annak, hogy az étterem választási döntéseimet a Google értékelések alapján hozom meg.

14.2. My willingness to follow restaurant recommendations based on Google reviews is very high. / Nagyon nagy a hajlandóságom arra, hogy kövessem a Google értékeléseken alapuló éttermi ajánlásokat.

14.3. Google reviews solidify my decision to visit a restaurant. / A Google értékelések megerősítik az étteremlátogatási döntéseimet.

15. Is your nationality Hungarian? yes/no

16. What is your gender? / Mi az Ön neme?

- Female / Nő
- Male / Férfi

17. What is your age? / Mi az Ön életkora?

18. Please select your average monthly income level: / Kérlek válaszd ki mekkora az átlagos havi jövedelemszinted (nettó):

- I'm a student with no income of my own / Tanuló vagyok saját jövedelem nélkül
- I'm unemployed / Munkanélküli vagyok
- Below 50.000 HUF / 50.000 Ft alatt
- 50.000 - 100.000 HUF / Ft
- 100.001 - 250.000 HUF / Ft
- 250.001 - 350.000 HUF / Ft
- 350.001 - 450.000 HUF / Ft
- 450.001 - 600.000 HUF / Ft
- Above 600.001 HUF / 600.001 Ft felett

Appendix 2: Scale statements

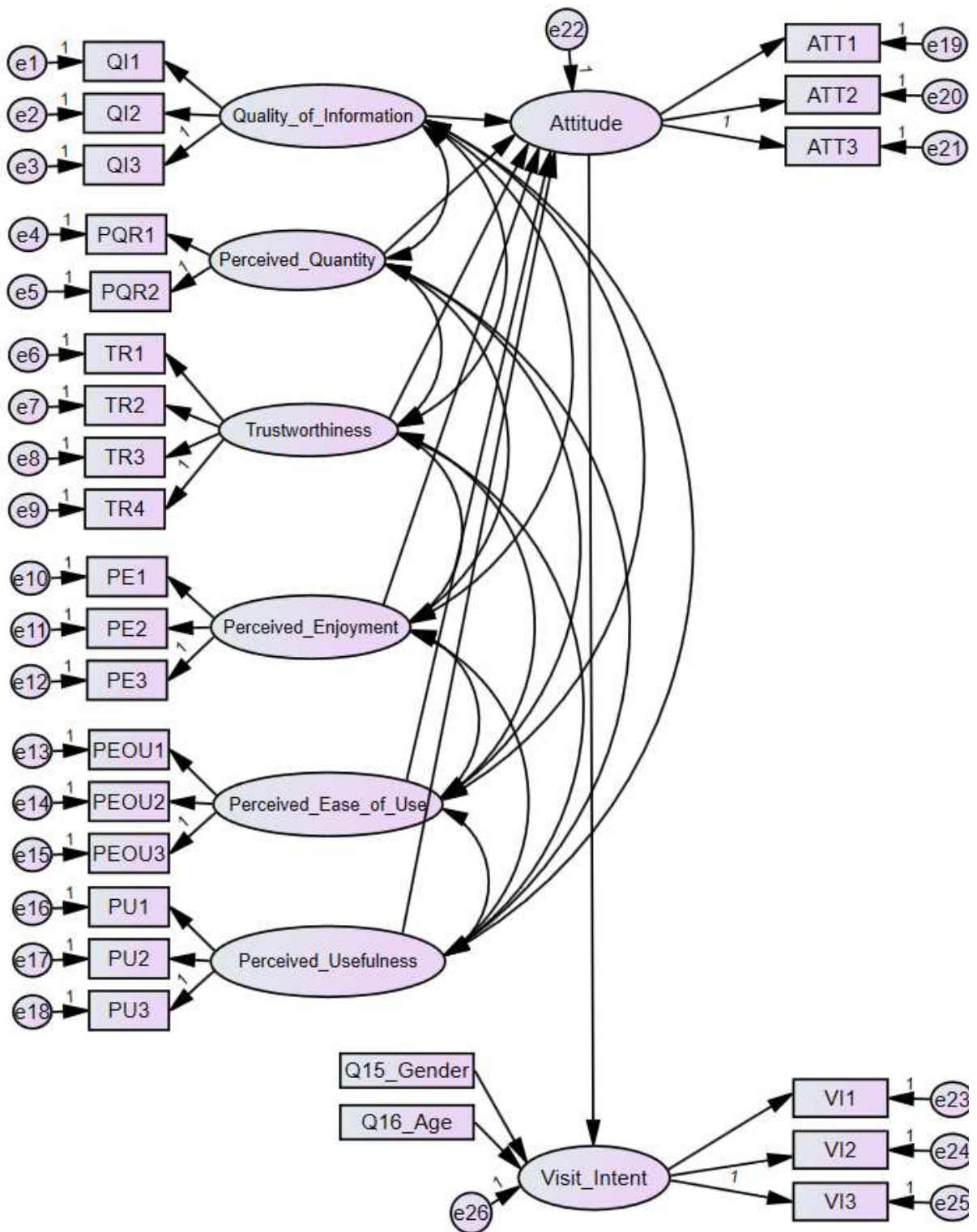
| Constructs | Survey Item Codes | List of the scale items used in this research | References |
|---------------------------------|-------------------|---|---------------------------------|
| Quality of Information | QI1 | Google review posts regarding restaurant items is clear. | Popy and Bappy (2022) |
| | QI2 | Google review posts regarding restaurant items is understandable. | |
| | QI3 | In general, quality of Google review posts regarding restaurant items is high. | |
| Perceived Quantity of Reviews | PQR1 | Restaurants have a large number of Google reviews. | Zhang et al. (2014) |
| | PQR2 | Many people post Google reviews about restaurants. | |
| Trustworthiness | TR1 | I feel Google reviews about restaurants are credible. | Pan et al. (2022) |
| | TR2 | I feel Google reviews about restaurants are trustworthy. | Popy and Bappy (2022) |
| | TR3 | Google reviews are written based on the reviewer's actual experience. | |
| | TR4 | Other diners' restaurant reviews on Google are more trustworthy than paid advertisement. | |
| Perceived Enjoyment | PE1 | The actual process of viewing and sharing Google reviews is fun. | Lee et al. (2012) |
| | PE2 | I enjoy receiving information about restaurants in the form of Google review. | |
| | PE3 | I enjoy sharing information about restaurants in the form of Google review. | |
| Perceived Ease of Use | PEOU1 | I can quickly access the Google reviews about restaurant. | Popy and Bappy (2022) |
| | PEOU2 | It is easy to obtain Google reviews about restaurants. | |
| | PEOU3 | I can effortlessly access restaurant information using Google reviews. | |
| Perceived Usefulness | PU1 | Google reviews are useful for finding which restaurants to visit. | Salehi-Esfahani and Kang (2019) |
| | PU2 | Google reviews can be useful in my decision regarding restaurants. | |
| | PU3 | Google review information in online reviews contributes to my knowledge of a restaurants. | |
| Attitude Towards Google Reviews | ATT1 | I like to discuss my restaurant visit experience with others on Google (by posting Google review. | Popy and Bappy (2022) |
| | ATT2 | I like to learn others' restaurant visit experiences from Google reviews. | |
| | ATT3 | I have a positive feeling about the online information provided by other diners. | |
| Restaurant Visit Intention | VI1 | The likelihood that I base my dining decisions off of Google reviews is very high. | Salehi-Esfahani and Kang (2019) |
| | VI2 | My willingness to follow restaurant recommendations based on Google reviews is very high. | |
| | VI3 | Google reviews solidify my decision to visit a restaurant. | |

Appendix 3: Demographic Profile

| Variables | Number (<i>n</i> =204) | Percentage (%) |
|---------------------------------------|-------------------------|----------------|
| <i>Gender</i> | | |
| Female | 157 | 77,0 |
| Male | 47 | 23,0 |
| <i>Age</i> | | |
| 17-25 years old | 85 | 41,7 |
| 26-35 years old | 45 | 22,1 |
| 36-45 years old | 40 | 19,6 |
| 46-55 years old | 23 | 11,3 |
| 55+ years old | 11 | 5,4 |
| <i>Nationality</i> | | |
| Hungarian | 204 | 100,0 |
| <i>Income level (net)</i> | | |
| Student with no income of his/her own | 23 | 11,3 |
| Unemployed | 5 | 2,5 |
| Below 50.000 HUF | 0 | 0,0 |
| 50.000 - 100.000 HUF | 6 | 2,9 |
| 100.001 - 250.000 HUF | 29 | 14,2 |
| 250.001 - 350.000 HUF | 43 | 21,1 |
| 350.001 - 450.000 HUF | 35 | 17,2 |
| 450.001 - 600.000 HUF | 32 | 15,7 |
| Above 600.001 HUF | 31 | 15,2 |

Appendix 4: AMOS path diagram – Structural Equation Model

Appendix 5: Structural Equation Model – AMOS outputs



Regression Weights: (Group number 1 - Default model)

| | | Estimate | S.E. | C.R. | | PLabel |
|--------------|----------------------------|----------|------|--------|------|--------|
| Attitude | <-- Perceived_Quantity | -,260 | ,092 | -2,816 | ,005 | par_33 |
| Attitude | <-- Trustworthiness | ,271 | ,070 | 3,860 | *** | par_34 |
| Attitude | <-- Perceived_Enjoyment | ,445 | ,074 | 6,014 | *** | par_35 |
| Attitude | <-- Perceived_Ease_of_Use | ,145 | ,104 | 1,392 | ,164 | par_36 |
| Attitude | <-- Perceived_Usefulness | ,423 | ,103 | 4,127 | *** | par_37 |
| Attitude | <-- Quality_of_Information | -,016 | ,096 | -,171 | ,865 | par_38 |
| Visit_Intent | <-- Attitude | ,839 | ,110 | 7,633 | *** | par_32 |
| Visit_Intent | <-- Q15_Gender | ,047 | ,106 | ,441 | ,659 | par_39 |
| Visit_Intent | <-- Q16_Age | -,010 | ,004 | -2,459 | ,014 | par_40 |
| QI3 | <-- Quality_of_Information | 1,000 | | | | |
| QI2 | <-- Quality_of_Information | 1,265 | ,161 | 7,860 | *** | par_1 |
| QI1 | <-- Quality_of_Information | 1,495 | ,179 | 8,330 | *** | par_2 |
| PQR2 | <-- Perceived_Quantity | 1,000 | | | | |
| PQR1 | <-- Perceived_Quantity | 1,058 | ,167 | 6,338 | *** | par_3 |
| PU3 | <-- Perceived_Usefulness | 1,000 | | | | |
| PU2 | <-- Perceived_Usefulness | 1,249 | ,105 | 11,903 | *** | par_4 |
| PU1 | <-- Perceived_Usefulness | 1,199 | ,102 | 11,759 | *** | par_5 |
| PEOU3 | <-- Perceived_Ease_of_Use | 1,000 | | | | |
| PEOU2 | <-- Perceived_Ease_of_Use | 1,899 | ,191 | 9,964 | *** | par_6 |
| PEOU1 | <-- Perceived_Ease_of_Use | 1,932 | ,197 | 9,800 | *** | par_7 |
| TR4 | <-- Trustworthiness | 1,000 | | | | |
| TR3 | <-- Trustworthiness | 1,047 | ,083 | 12,667 | *** | par_8 |
| TR2 | <-- Trustworthiness | 1,097 | ,083 | 13,153 | *** | par_9 |
| TR1 | <-- Trustworthiness | 1,063 | ,082 | 12,911 | *** | par_10 |
| PE3 | <-- Perceived_Enjoyment | 1,000 | | | | |
| PE2 | <-- Perceived_Enjoyment | 1,081 | ,145 | 7,454 | *** | par_11 |
| PE1 | <-- Perceived_Enjoyment | -,996 | ,138 | 7,238 | *** | par_12 |
| ATT3 | <-- Attitude | 1,000 | | | | |
| ATT1 | <-- Attitude | ,997 | ,158 | 6,308 | *** | par_13 |
| ATT2 | <-- Attitude | 1,089 | ,119 | 9,143 | *** | par_14 |
| VI3 | <-- Visit_Intent | 1,000 | | | | |
| VI1 | <-- Visit_Intent | 1,024 | ,073 | 13,965 | *** | par_30 |
| VI2 | <-- Visit_Intent | 1,166 | ,075 | 15,504 | *** | par_31 |

Standardized Regression Weights: (Group number 1 - Default model)

| | | E stimate |
|--------------|----------------------------|-----------|
| Attitude | <-- Perceived_Quantity | -,284 |
| Attitude | <-- Trustworthiness | ,345 |
| Attitude | <-- Perceived_Enjoyment | ,591 |
| Attitude | <-- Perceived_Ease_of_Use | ,106 |
| Attitude | <-- Perceived_Usefulness | ,403 |
| Attitude | <-- Quality_of_Information | -,013 |
| Visit_Intent | <-- Attitude | ,661 |
| Visit_Intent | <-- Q15_Gender | ,026 |
| Visit_Intent | <-- Q16_Age | -,151 |
| QI3 | <-- Quality_of_Information | ,591 |
| QI2 | <-- Quality_of_Information | ,836 |
| QI1 | <-- Quality_of_Information | ,834 |
| PQR2 | <-- Perceived_Quantity | ,660 |
| PQR1 | <-- Perceived_Quantity | ,796 |
| PU3 | <-- Perceived_Usefulness | ,725 |
| PU2 | <-- Perceived_Usefulness | ,864 |
| PU1 | <-- Perceived_Usefulness | ,895 |
| PEOU3 | <-- Perceived_Ease_of_Use | ,599 |
| PEOU2 | <-- Perceived_Ease_of_Use | ,947 |
| PEOU1 | <-- Perceived_Ease_of_Use | ,942 |
| TR4 | <-- Trustworthiness | ,772 |
| TR3 | <-- Trustworthiness | ,821 |
| TR2 | <-- Trustworthiness | ,883 |
| TR1 | <-- Trustworthiness | ,879 |
| PE3 | <-- Perceived_Enjoyment | ,620 |
| PE2 | <-- Perceived_Enjoyment | ,800 |
| PE1 | <-- Perceived_Enjoyment | ,716 |
| ATT3 | <-- Attitude | ,708 |
| ATT1 | <-- Attitude | ,480 |
| ATT2 | <-- Attitude | ,679 |
| VI3 | <-- Visit_Intent | ,861 |
| VI1 | <-- Visit_Intent | ,803 |
| VI2 | <-- Visit_Intent | ,894 |