



Online Rating and Reviews of Restaurant on Customer Acquisition

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Abstract

Online restaurant evaluations have a significant influence on consumer behavior and decision-making processes, as indicated by survey data from Nepal. Important conclusions show that customers' propensity to visit a restaurant is greatly influenced by the quantity and caliber of reviews, with most respondents placing equal weight on the quantity and recentness of evaluations. This emphasizes how important it is to manage your online reputation to draw in clients. While unfavorable reviews might turn away potential customers, positive ones increase visibility and reliability. Additionally, the survey shows that customers are actively participating—many of them have even gone so far as to actively provide reviews—which suggests that a lively and interactive digital ecosystem is influencing dining preferences.

Keywords: Consumer, Decision making, Impact, online review, credibility

Introduction

The market for hotel reservations in India has seen a dramatic transformation since the advent of the internet, which has also affected the communication of booking details. In the current digital era, almost 60% of consumers rely heavily on online customer evaluations to make decisions about what to buy. Thanks to the development of mobile technology and the rise of mobile apps, which provide convenient tools for booking, travelers and tourists now have

greater control. Word-of-mouth marketing is seeing a transformation thanks to the internet's vast audience. Nowadays, people can discuss their thoughts and experiences on a range of internet forums.

Internet reviews are a helpful source of information for potential customers. They offer perceptions into the standard of guest experiences, amenities, cleanliness, and service at hotels. Potential visitors can peruse an abundance of evaluations and rankings left by prior guests, enabling them to make well-informed decisions based on the collective opinions of others. With the advent of internet reviews, guests can now evaluate hotels based on actual experiences rather than just marketing collateral, which has democratized the booking process. It gives the decision-making process an extra degree of openness and trust by enabling people to evaluate the value and suitability of lodgings prior to making a reservation (Mishra, Kishan, & Tewari, 2023). In October 2020, research by Wall Street Journal revealed surprising factual statistics every business would want to know the importance of online review as online shoppers. Firms need to capitalize on their understanding of online reviews as online shoppers. (Fernandes, Panda, Venkatesh, & SwarYangyan, 2022).

While hotel staff always strive to satisfy guests, it is common for guests to exhibit a variety of preferences based on their destination, mode of transportation, and past travel experiences. Customer satisfaction is a helpful metric that managers may use to evaluate hotel performance according to various traveler demographics. In order to improve their marketing approach, hotel management are therefore increasingly trying to find ways to determine the relationship between travelers' preferences and their levels of satisfaction. Hotel managers can increase their marketability in terms of strategic business development, marketing, promotion, and product/service enhancement by having a thorough awareness of what customers want (Ahani, Nilashi, Yadegaridehkordi, Sanzogni, Tarik, & Rashid, 2019).

Online product and service reviews help consumers make pre-purchase decisions, making them valuable tools for e-commerce platforms. Previous studies show those consumer behavior and brand images are impacted by internet reviews. Online product and service reviews are now a crucial part of the product information on e-commerce platforms and are frequently employed as a tactical tool to obtain an edge over competitors. They aid consumers in identifying the products and have a significant impact on marketing communications. Researchers are overwhelmingly interested in learning about the traits of reviews and reviewers that add to the legitimacy of online reviews due to the growing popularity of these reviews (Upadhyaya & k., 2022).

source of information that helps customers decide what to buy. According to a recent Channel Advisor industry study report, internet reviews have a significant impact. They discovered that 83% of online buyers think that reviews have an impact on their decision to buy, and 90% of these buyers read these reviews (Zhang, Zhao, Cheung, & Lee, 2014).

The exponential rise of social media and online user-generated content (UGC) platforms in the last 20 years has made electronic word-of-mouth (eWOM) a vital and trustworthy tool for decision-making that lowers uncertainty and transaction costs. Online reviews are becoming one of the most popular types of electronic word-of-mouth (eWOM) because of its high

adaptability, expressiveness, and user-friendliness. Online reviews are seen by marketers as an effective component of the marketing communications mix and as a kind of no-cost "sales assistant" that can help boost market share (Qiu & Zhang, 2024).

A company would perform better in the market if it raises the number of online reviews it receives through social media platform (SMP) driven marketing initiatives. This technique puts a company's capacity to monitor and appropriately respond to discussions regarding its goods and services to the test. Online evaluations now give businesses and consumers a platform to exchange content and details about goods and consumption habits. This has a significant impact on consumers' decision-making processes and gives marketing managers access to vital market data. For instance, 35% of tourists alter their plans after reading internet reviews, and 49% of consumers won't consider making a hotel reservation without doing so. These factors translate into a 1.4% boost in income per available room (Tran & Thuy, 2020).

Consumer behavior has changed in tandem with technological advancements, specifically from shopping in physical stores to online stores, or what is now referred to as e-commerce. For small, medium, or large business owners, the rise of e-commerce presents opportunity to grow their enterprise. When making a purchase choice, customers in online businesses frequently rely solely on a trustworthy picture of the items or a trustworthy description of the vendor. Online businesses let buyers view things up close before deciding to buy them, unlike physical storefronts. The consumer in the online store has to pay the seller money before the order can be completed (Purwantoro & Aini, 2023).

Objective

In backing the above statement below research objective was developed:

To assess the customer perception on online rating and review of restaurant

Literature Review

Restaurants rely heavily on online reviews and ratings to influence their customer acquisition strategy (Barbro, Mudambi, & Schuff, 2020). Emphasized the significance of comprehending cultural variations in online word-of-mouth by highlighting the effects of language and nation on the volume, valence, and helpfulness of consumer evaluations (Baek, Choe, & Ok, 2020). underscored the distinct impacts of online reviews, including valence and volume, on the customer share of visits. Their findings indicate that maintaining a high percentage of positive evaluations is crucial for customer retention in the casual dining restaurant sector (Jia, 2020), carried out a study that compared, using online ratings and reviews, the motivation and satisfaction of Chinese and American restaurant patrons. This study highlights the need of comprehending cross-cultural variations in patron feedback (Qiu & Zhang, 2024).

Furthermore, People's perception of risk has a significant impact on how they assess danger, decide what to do, and act. Although there has been much research on the subject, opinions on the relationship between risk perception and client purchase behavior have differed. Thus, the

goal of this paper is to investigate the link and potential moderators of the relationship between customer purchasing behavior and risk perception. This study looked at potential moderators of this association and performed a meta-analysis of it (Li, et al., 2020).

Objective Due to loss-generating quotations and proposals, one of the biggest costs that service companies face is the cost of acquiring new customers. The purpose of this article is to establish a connection between non-interactive marketing communications channels and decreased customer acquisition by service organizations, and interactive marketing communications channels and increased customer acquisition. Design, procedure, and strategy the likelihood of gaining a new client once the prospect makes their initial contact with the business was evaluated through two field investigations that employed hazard models. A number of discrete hazard models were compared between the channels (Majid, 2020).

Few research studies have been carried out to determine the primary factors influencing the financial performance of restaurants. Furthermore, it is still unclear how an excellence certificate modifies the association between factors and restaurant financial performance. This study aims to investigate how operating efficiency indicators and social media evaluations affect restaurant financial success, as well as the moderating effect of an excellence certificate. According to the study's findings, the quantity of internet evaluations patrons write about restaurants significantly improves its performance. Restaurant performance is also impacted by the quality of the cuisine the establishment serves, the overall rating from customers, and the number of guests served each labor hour (Kim, Li, & Brymer, 2016).The impact of disconfirmation and customer experience on the timeliness of online reviews was examined in this study. Based on a special dataset of online reviews and restaurant reservations, the empirical results show that: (1) the timing of online reviews is inversely correlated with consumer experience; that is, customers with highly satisfying or dissatisfying experiences tend to post reviews online earlier than customers with moderate experiences; (2) the disconfirmation between a customer's experience and the average rating of previous reviews negatively relates to the speed at which they post reviews online; and (3) the effect of disconfirmation on review posting speed is significant for customers with strongly satisfying or dissatisfies their experiences, while it is less pronounced for customers with moderate experiences (Li, Xie, & Zhang, 2020).

Methods & Materials

Descriptive research design was employed. The population for this study consists of consumers from major cities in Nepal who actively use online review platforms to make restaurant choices. The sample were include 150 consumers from cities such as Kathmandu, Pokhara, and Lalitpur. These consumers would be selected using a convenient sampling method to ensure a diverse representation across different demographics, including age, gender, and socioeconomic status. This approach aims to capture a comprehensive view of how online reviews influence restaurant choices among different consumer groups in Nepal (Sakyi, Musona, & Mweshi, 2020).

Customer data were collected through an online survey. The survey was distributed through email lists, social media platforms. The data for the study were gathered using a closed-ended structured questionnaire. There is a 5-point Likert scale on the questionnaire. On a scale ranging from 1 (strongly agree) to 5 (strongly disagree), the responder were asked to indicate the extent to which these criteria influence their investment decisions by marking the relevant response (Mahat, Neupane, & Shrestha, 2024). SPSS (Statistical product and service solutions) was used to analysis of data.

Results

Demographic Analysis of the Data

The information was gathered via a floating questionnaire distributed to various customer with different gender identification and about 150 samples were collected. This section discusses the demographic profile of the respondent and how it was evaluated using the primary data acquired through surveys. This will make it easier to understand the respondents' demographic characteristics. The respondent's gender, marital status, age, educational background makes up their profile.

Table 1 : Distribution of Respondent by Gender

Gender	Frequency	Percent	Cumulative Percent
Male	86	56.58	56.58
Female	64	42.10	98.68
Non-binary	1	0.66	99.34
Prefer not to say	1	0.66	100
Total	152	100	100

Source: field survey, 2024

The data presents the gender distribution among 152 survey respondents. The majority, 56.58%, are male, which corresponds to 86 individuals. Females make up 42.10% of the respondents, totaling 64 individuals. A small fraction, 0.66%, identified as non-binary, represented by just 1 person. Similarly, 0.66%, or 1 individual, chose not to disclose their gender. The cumulative percentages show that after accounting for males, the total is 56.58%. Including females brings the cumulative total to 98.68%, with non-binary individuals and those who prefer not to say increasing it to 99.34% and 100%, respectively. This data indicates that the majority of respondents are male, followed by female, with minimal representation from non-binary individuals and those who opted not to specify their gender.

Table 2 : Distribution of Respondents by Age

Age Group	Frequency	Percent	Cumulative Percent
Under 18	11	7.2	7.2

18-24	115	75.2	82.4
25-34	22	14.3	96.7
36-45	5	3.3	100.0
Total	153	100.0	

Source: field survey, 2024

The data shows the age distribution of 153 survey respondents. The largest group, 75.2%, is aged 18-24, totaling 115 individuals. The 25-34 age range makes up 14.3% of respondents, with 22 individuals. Those under 18 account for 7.2%, or 11 individuals. The 36-45 age group represents 3.3% of respondents, totaling 5 individuals. Cumulatively, the under 18 group accounts for 7.2%, and the 18-24 group brings the cumulative total to 82.4%. Including the 25-34 group raises the total to 96.7%, and adding the 36-45 group completes the total at 100%. This indicates that the majority of respondents are between 18-24 years old, followed by those aged 25-34, with smaller groups in the under 18 and 36-45 age ranges.

Table 3 : Distribution of Respondents by level of education

Level of Education	Frequency	Percent	Cumulative Percent
Less than high school diploma	12	7.9	7.9
High school diploma or equivalent	31	20.4	28.3
Some college but no degree	24	15.8	44.1
Bachelor's degree	76	50	94.1
Master's degree	9	5.9	100
Total	152	100	

Source: field survey, 2024

The data shows the 152 respondents' educational backgrounds. 20.4% (31 people) of these have a high school diploma or its equivalent, while 7.9% (12 people) have less than that. Of all people, 15.8% have some college education but no degree (24 people). Five percent (9 people) have a master's degree, while the majority, 50% (76 people), have a bachelor's degree. In all, 7.9% of people are not even high school graduates, 28.3% are high school graduates, 44.1% are somewhat educated college grads, 94.1% are bachelor's degree holders, and 100% are master's degree holders. This suggests that the majority of responders had a bachelor's degree, with high school graduates coming in second.

Table 4 : Distribution of Respondents by marital status

Marital Status	Frequency	Percent	Cumulative Percent
Single	129	84.3	84.3
Married	18	11.8	96.1
Divorced	1	0.6	96.7
In a domestic partnership	5	3.3	100
Total	153	100	

Source: field survey, 2024

The data shows 153 survey respondents' marital status. 84.3%, or 129 people, make up a sizable majority who are single. Of the total, 18, or 11.8% of responders are married. Divorced respondents make up 0.6% (1 person), whilst respondents in domestic partnerships make up 3.3% (5 people). According to the total percentages, 84.3% of respondents are single, 96.1% of respondents include married people, 96.7% of respondents include divorced people, and 100% of respondents include people in domestic partnerships. According to the data, the majority of respondents are single, with married respondents making up the second largest group. Divorced or in domestic partnerships make up the smallest percentage of respondents.

Table 5: Questionnaire Asked to Respondents

How often do you read online restaurant reviews before visiting a new restaurant?			
	Frequency	Percent	Cumulative Percent
Always	17	11.2	11.2
Often	51	33.6	44.8
Sometimes	53	34.8	79.6
Rarely	21	13.8	93.4
Never	10	6.6	100
Total	152	100.0	

Source: field survey, 2024

The data shows how often 152 respondents looked up online restaurant reviews before trying a new eatery. Of them, 11.2% (17 people) read reviews every time, and 33.6% (51 people) read them frequently. Of those who read reviews occasionally, 34.8% (53 people) do so. Furthermore, 6.6% (10 people) never read reviews, and 13.8% (21 people) check them infrequently. This suggests that most respondents check internet restaurant evaluations before trying a new establishment at least occasionally, and a sizable portion read them frequently or constantly. Merely a minor portion of participants said they hardly ever or never checked restaurant reviews before trying a new place.

Table 1

How much weight do you give to online restaurant reviews in deciding where to eat?			
	Frequency	Percent	Cumulative Percent
A lot	35	22.9	22.9
Somewhat	71	46.4	69.3
Not much	40	26.1	95.4
Not at all	7	4.6	100
Total	153	100.0	

Source: field survey, 2024

The data shows how much weight respondents give to internet restaurant ratings when choosing a dining spot. Of the 153 respondents, 35 people, or 22.9%, place a high value on internet reviews. A greater percentage, 46.4% (71 people), think reviews are somewhat significant. In

contrast, 4.6% (7 people) do not give reviews any consideration at all, and 26.1% (40 people) do not give them considerable weight. This suggests that the majority of respondents consider internet restaurant evaluations to be at least somewhat significant when making decisions, and a sizable portion give them a great deal of weight. When selecting a restaurant, only a tiny percentage of respondents said they pay little to no attention to online evaluations.

Table 2

Have you ever discovered a new restaurant to try based on online reviews?			
	Frequency	Percent	Cumulative Percent
Yes	115	75.2	75.2
No	38	24.8	100
Total	153	100.0	

Source: field survey, 2024

The data shows whether respondents have used internet reviews to find a new restaurant to try. 75.2% of the 153 respondents (115 people) said they have used internet reviews to discover a new restaurant. By comparison, 38 people, or 24.8%, have not found new restaurants in this manner. This highlights the enormous influence of internet reviews on respondents' eating decisions, as the majority of them rely on them to research and try new dining options. The percentage of responders who don't utilize internet reviews to find new eateries is relatively low.

Table 3

Have you ever changed your mind about visiting a restaurant because of online reviews?			
	Frequency	Percent	Cumulative Percent
Yes	119	77.8	77.8
No	34	22.2	100
Total	153	100.0	

Source: field survey, 2024

The data demonstrates how respondents' decisions to visit a restaurant are influenced by online reviews. Based on online reviews, 119 out of 153 respondents, or 77.8% of the sample, altered their minds about going to a restaurant. In contrast, 34 people, or 22.2% of the sample, have not allowed internet reviews to have a significant impact on their choice. This suggests that most respondents find online evaluations important enough to change their plans, highlighting the substantial impact of reviews on respondents' dining decisions. The percentage of respondents who say that reading internet reviews does not make them decide not to go to a restaurant has decreased.

Table 4

How important is the overall star rating of a restaurant on review sites like Foodmandu?			
	Frequency	Percent	Cumulative Percent
Very Important	53	34.8	34.8
Somewhat Important	73	48	82.8
Not very Important	20	13.2	96
Not important at all	6	4	100
Total	152	100.0	

Source: field survey, 2024

The data shows how much weight respondents give to a restaurant's overall star rating on review websites such as Foodmandu. Of the 152 respondents, 34.8% (or 53 people) think the total star rating is crucial. The majority, 48% (73 people), believe it to be somewhat significant. In the meantime, 4% (6 people) believe it is not significant at all, and 13.2% (20 people) think it is not very important. This suggests that a substantial majority of respondents—82.8%—value the star rating when choosing a restaurant, with many of them thinking it is extremely important. Just 17.2% of respondents said they didn't think the total star rating mattered much.

Table 5

How likely are you to visit a restaurant with an average rating of:			
	Frequency	Percent	Cumulative Percent
1-2 stars?	19	12.5	12.5
3 stars?	55	36.1	48.6
4 stars?	58	38.2	86.8
5 stars?	20	13.2	100
Total	152	100.0	

Source: field survey, 2024

Based on an average restaurant rating, the data shows respondents' propensity to visit. Twelve percent (19 people) of the 152 respondents said they would go to a restaurant with a star rating of 1 to 2. A higher percentage, 36.1% (55 people), are inclined to eat at a restaurant with a three-star rating. The largest group, 38.2% (58 people), said they would dine at a 4-star rated establishment. In the meantime, 20 people, or 13.2% of the total, would prefer to eat in a restaurant with five stars. This suggests that while fewer respondents are drawn to restaurants with either low or extremely high ratings, the majority of respondents choose restaurants with intermediate to high ratings, especially those with three or four stars.

Table 6

How much does the number of reviews a restaurant has influence your decision to visit?			
	Frequency	Percent	Cumulative Percent
A lot	39	25.5	25.5
Somewhat	75	49	74.5
Not much	33	21.5	96
Not at all	6	4	100
Total	153	100.0	

Source: field survey, 2024

The data illustrates how respondents' decisions to visit a restaurant are influenced by the quantity of ratings it has. Of the 153 responses, 39 people, or 25.5%, are greatly impacted by the quantity of reviews. A higher percentage of respondents—49%, or 75 people—feel that the quantity of reviews has some influence. In the meantime, 4% of respondents (6 people) think the review count is unimportant, and 21.5% of respondents (33 people) do not think it influences them at all. This suggests that the majority of respondents—74.5% in total—give the number of reviews a restaurant at least some weight, with a sizeable portion being very or somewhat influenced. When choosing which restaurant to visit, just a smaller portion of consumers—25.5%—give the quantity of reviews little to no thought.

Table 7

Have you ever left an online review for a restaurant?			
	Frequency	Percent	Cumulative Percent
Yes	80	52.6	52.6
No	72	47.4	100
Total	152	100.0	

Source: field survey, 2024

The percentage of respondents who have reviewed a restaurant online is displayed in the data. 52.6% (80) of the 152 respondents have submitted an online review, while 47.4% (72) have not. This suggests that a small proportion of participants have actively engaged in posting their experiences and opinions as part of online restaurant reviews. In the meantime, almost 50% of the participants have not written any online reviews. The aforementioned data indicates that although a considerable proportion of the population reviews restaurants on the internet, a sizable portion does not engage in this activity.

Table 8

How honest do you think most online restaurant reviews are?			
	Frequency	Percent	Cumulative Percent
Very honest	16	10.6	10.6
Somewhat honest	96	63.6	74.2
Not very honest	33	21.8	96
Not honest at all	6	4	100
Total	151	100.0	

Source: field survey, 2024

The information shows how respondents felt about the majority of internet restaurant reviews' veracity. 10.6% (16 people) of the 151 respondents think that the majority of reviews are really honest. Most people, 63.6% (96 people), think the reviews are fairly honest. In the meantime, 4% of respondents (6 people) feel that reviews are completely dishonest, while 21.8% (33 people) think they are not very honest. This suggests that although if a sizable majority of respondents believe that internet restaurant evaluations are, at the very least, fairly honest, a sizable fraction is still dubious about the reviews' veracity, with some even questioning their validity completely.

Table 9

Do you think online restaurant reviews are generally helpful in deciding where to eat?			
	Frequency	Percent	Cumulative Percent
Yes	128	84.2	84.2
No	24	15.8	100
Total	152	100.0	

Source: field survey, 2024

The data shows the opinions of the respondents regarding the value of internet restaurant reviews in making dining decisions. Of the 152 respondents, 128 people, or 84.2% of them, think that online reviews are generally beneficial. On the other hand, 24 people, or 15.8%, do not think these reviews are useful. This implies that while a lesser percentage of respondents do not find internet restaurant evaluations to be helpful in making eating decisions, the majority of respondents consider them as a significant resource for selecting dining options.

Table 10

Should restaurants be allowed to remove negative reviews?			
	Frequency	Percent	Cumulative Percent
Yes	54	35.8	35.8

No	97	64.2	100
Total	151	100.0	

Source: field survey, 2024

This data shows respondents' thoughts on whether or not eateries ought to be able to delete unfavorable reviews. Of the 151 participants, 35.8% (54 people) think that eateries ought to be able to delete unfavorable evaluations. On the other hand, a greater majority of 64.2% (97 people) disagree, saying that bad reviews shouldn't be eliminated. This suggests that while a sizable minority favors giving eateries the freedom to control their internet reputation by eliminating unfavorable reviews, the majority values openness and thinks that all reviews—positive and negative—should be accessible to the general public. It is undoubtedly the case that the majority believes that negative evaluations hold restaurants responsible for the quality and service they deliver and offer valuable information.

Table 11

	Frequency	Percent	Cumulative Percent
Yes	109	72.2	35.8
No	42	27.8	100
Total	151	100.0	

Source: field survey, 2024

The data shows respondents' opinions about whether or not reviewers' identities should be confirmed on websites that provide restaurant evaluations. Of the 151 responses, 109 people, or 72.2% of the total, think that these platforms ought to be forced to confirm the identity of reviewers. On the other hand, 42 people, or 27.8%, disagree with this criterion. This indicates that the majority of respondents place a high value on the veracity and authenticity of online evaluations, with the belief that identity verification could lessen phony or biased comments and improve the feedback's reputation. The minority who disagrees with this criterion can be worried about potential effects on the number of reviews, privacy, or the viability of verification procedures. Overall, the evidence shows that policies targeted at enhancing the validity of online restaurant reviews are strongly supported.

Table 12

Have you ever visited a restaurant specifically because it had a high rating on google maps (restaurants)?			
	Frequency	Percent	Cumulative Percent
Yes	96	63.2	63.2
No	56	36.8	100
Total	152	100.0	

Source: field survey, 2024

Based on their excellent Google Maps ratings, the respondents' dining habits are indicated by the data. 96 people, or 63.2% of the 152 respondents, said they have gone to a restaurant especially because it had a good Google Maps rating. On the other hand, 36.8% (56 people) have not been impacted in this manner by high ratings. This implies that a sizable majority of respondents are inclined to try eateries that have received high reviews on Google Maps, suggesting that these ratings are important considerations when making decisions. On the other hand, a considerable proportion of participants do not base their restaurant selections on the ratings provided by Google Maps, suggesting that they may consider alternative variables or information sources.

Table 13

Have you ever avoided visiting a restaurant because it had a low rating?			
	Frequency	Percent	Cumulative Percent
Yes	88	58	58
No	64	42	100
Total	152	100.0	

Source: field survey, 2024

The data shows the respondents' inclinations to steer clear of poorly rated eateries. Among the 152 participants, 88 (58%), have refrained from dining at a certain restaurant due to its low rating. On the other hand, 64 people, or 42% of the sample, said they haven't allowed bad reviews stop them from avoiding a restaurant. This suggests that low ratings have a significant influence on respondents' dining decisions, as the majority of them are hesitant to eat at restaurants with low ratings. However, a sizable percentage of respondents either don't think about ratings at all or aren't put off by a restaurant's low rating alone. This report emphasizes how consumer behavior in the restaurant business is shaped by online ratings.

Table 14

Have you ever avoided visiting a restaurant because it had a low rating?			
	Frequency	Percent	Cumulative Percent
Indifferent	69	45.4	45.4
Curious/Worried	71	46.7	92.1
Energetic/Excited	12	7.9	100
Total	152	100.0	

Source: field survey, 2024

The data shows how respondents feel about going to a restaurant that has a bad rating. 46.7% of respondents, or 71 people, say they are either inquisitive or concerned about going to these kinds of places, suggesting that they will proceed with caution or hesitancy based on the

restaurant's rating. On the other hand, 45.4% (69 people) have no preference for the rating, indicating that they might not give ratings much weight when choosing a restaurant. A smaller subset, 7.9% (12 people), may be motivated by curiosity or a spirit of adventure, but they feel animated or pleased about the idea of going to a restaurant with a poor rating. Overall, the data shows a range of emotional reactions from respondents to restaurants with poor ratings, indicating varying degrees of anxiety, indifference, and even joy.

Table 15

Would you be more likely to visit a restaurant if it had a mix of positive and negative reviews rather than just positive reviews?			
	Frequency	Percent	Cumulative Percent
Yes	115	75.7	75.7
No	37	24.3	100
Total	152	100.0	

Source: field survey, 2024

In a study of 152 people on their restaurant preferences, a sizable majority—75.7%, or 115 respondents—said they would be more likely to visit a restaurant with a combination of favorable and negative reviews than with only positive ones. This implies that a variety of opinions could be seen as more genuine and reliable, thereby painting a more accurate picture of the dining experience. However, 24.3% of respondents (37 in all) said they prefer businesses that only receive good evaluations, suggesting that some customers might still find value in an entirely favorable reputation. Overall, the data shows that when it comes to influencing dining decisions, there is a clear preference for openness and fair criticism.

Table 16

How important is the recency(recentness) of online restaurant reviews?			
	Frequency	Percent	Cumulative Percent
Very Important	38	25.33	25.33
Somewhat Important	90	60	85.33
Not very Important	18	12	97.33
Not important at all	4	2.67	100
Total	150	100.0	

Source: field survey, 2024

A significant proportion of respondents place a high value on recent reviews, according to statistics on the significance of recentness in online restaurant reviews. More specifically, 25.33% of respondents rate recentness as "Very Important," while 60% rate it as "Somewhat Important," suggesting a substantial desire for current information. Relatively speaking, 12% consider recency to be "Not very important," and just 2.67% think it is "Not important at all." By adding together, the "Very Important" and "Somewhat Important" replies, 85.33% of the

participants prefer recent reviews, highlighting the overall trend of valuing current experiences when assessing restaurants. According to the data, most individuals consider recency to be important when reading online restaurant reviews.

Table 17

How important is the diversity of online restaurant reviews (e.g., reviews from different types of customers)?			
	Frequency	Percent	Cumulative Percent
Very Important	53	35.1	35.1
Somewhat Important	78	51.2	86.3
Not very Important	17	11.3	97.6
Not important at all	3	2.4	100
Total	151	100.0	

Source: field survey, 2024

According to data on the significance of diversity in online restaurant reviews, most respondents think it's important to see evaluations from a variety of clientele. More specifically, 51.2% of respondents think diversity is "Somewhat Important," and 35.1% think it is "Very Important," demonstrating a high desire for a range of viewpoints. On the other hand, diversity is seen as "Not very important" by 11.3% of people, and "Not important at all" by 2.4%. Combining the "Very Important" and "Somewhat Important" replies, this indicates that 86.3% of participants favor diverse reviews. According to the study, the majority of consumers think that when assessing internet restaurant reviews, the variety of customer experiences is an important consideration.

Table 18

How likely are you to visit a restaurant if it has been recently recommended by a friend or family member, even if it has mixed or negative online reviews?			
	Frequency	Percent	Cumulative Percent
Very likely	59	38.8	38.8
Somewhat likely	74	48.7	87.5
Not very likely	13	8.6	96.1
Not at all likely	6	3.9	100
Total	152	100.0	

Source: field survey, 2024

The information on the probability of going to a restaurant that was recently suggested by a friend or family member, even in the face of conflicting or unfavorable internet reviews, indicates that human recommendations are highly valued. In particular, 38.8% of respondents are "Very likely" and 48.7% of respondents are "Somewhat likely" to visit such a restaurant. By comparison, 3.9% and 8.6%, respectively, say they are "Not at all likely" and "Not very

likely," to visit based only on personal recommendations. When combining "Very likely" and "Somewhat likely" replies, the overall percentage of participants who are inclined to believe recommendations from friends or family above online reviews is 87.5%. This emphasizes how important recommendations from friends and family are when choosing a restaurant.

Table 19

Would you be more likely to visit a restaurant if it had a high rating on a food delivery app Pathao or Foodmandu?			
	Frequency	Percent	Cumulative Percent
Yes	115	76.7	76.7
No	35	23.3	100
Total	150	100.0	

Source: field survey, 2024

Research on how restaurant visits are impacted by high ratings on food delivery apps like Pathao or Foodmandu reveals a significant inclination towards highly rated establishments. More precisely, 76.7% of participants said they would be inclined to go to a restaurant that had a high rating on these apps. On the other hand, 23.3% of respondents said that a restaurant's high ratings would not affect their choice to eat there. This suggests that a sizable portion of the population bases their eating decisions on app reviews, underscoring the important influence of internet reviews on how customers behave when they visit restaurants.

Table 20

How important is the overall star rating of a restaurant on delivery apps like Pathao or Foodmandu?			
	Frequency	Percent	Cumulative Percent
Very Important	49	32.2	32.2
Somewhat Important	74	48.7	80.9
Not very Important	26	17.1	98
Not important at all	3	2	100
Total	152	100.0	

Source: field survey, 2024

According to research, the majority of respondents believe that a restaurant's overall star rating—which can be found on delivery apps like Pathao or Foodmandu—is a key consideration. In particular, 32.2% consider the total star rating to be "Very Important," while 48.7% consider it to be "Somewhat Important." By comparison, 17.1% of participants consider it to be "Not very important," while only 2% think it is "Not important at all." Hence, when assessing restaurants, 80.9% of participants (comprising "Very Important" and "Somewhat

Important" replies) attach significant weight to the star rating, underscoring the crucial role that overall ratings play in swaying customer choices on meal delivery systems.

Table 21

How likely are you to visit a restaurant if it has been recently recommended by a friend or family member, even if it has mixed or negative online reviews?			
	Frequency	Percent	Cumulative Percent
Very likely	22	14.5	
Somewhat likely	68	44.7	59.2
Not very likely	54	35.5	94.7
Not at all likely	8	5.3	100
Total	152	100.0	

Source: field survey, 2024

The information on the probability of going to a restaurant that a friend or family member suggested, even in the face of conflicting or unfavorable internet reviews, indicates that personal recommendations are still very important, even when they come with caveats. In particular, 14.5% of respondents said they are "Very likely" to visit such a restaurant, while 44.7% said they are "Somewhat likely" to do so. On the other hand, a sizable percentage remains wary, with 5.3% saying they are "Not at all likely" and 35.5% saying they are "Not very likely" to visit based only on personal recommendations. When "Very likely" and "Somewhat likely" responses are combined, 59.2% of participants indicate that they are generally inclined to believe personal recommendations, underscoring their importance even in the face of unfavorable online reviews.

Table 22

How important is the recency(recentness) of online restaurant reviews on delivery apps like Pathao or Foodmandu?			
	Frequency	Percent	Cumulative Percent
Very Important	36	24	24
Somewhat Important	85	56.7	80.7
Not very Important	28	18.7	99.4
Not important at all	1	0.6	100
Total	150	100.0	

Source: field survey, 2024

The majority of respondents place a high value on recent reviews, according to research on the significance of recent online restaurant evaluations on delivery apps like Pathao or Foodmandu. In particular, 24% of participants think that recency is "Very Important," while 56.7% think it is "Somewhat Important." Alternatively, 18.7% think that recency is "Not very important," and only 0.6% think it's "Not important at all." This indicates that, when evaluating restaurants on

various delivery apps, 80.7% of respondents (combining "Very Important" and "Somewhat Important" replies) give priority to recent evaluations, highlighting the importance of current feedback.

Table 23

How important is the diversity of online restaurant reviews on delivery apps like Pathao or Foodmandu (e.g., reviews from different types of customers)?			
	Frequency	Percent	Cumulative Percent
Very Important	45	30	30
Somewhat Important	77	51.3	81.3
Not very Important	26	17.3	98.6
Not important at all	2	1.4	100
Total	150	100.0	

Source: field survey, 2024

The majority of respondents value a variety of viewpoints, according to statistics on the significance of diversity in online restaurant evaluations on delivery apps like Pathao or Foodmandu. In particular, 30% of respondents think diversity is "Very Important," while 51.3% think it is "Somewhat Important." In contrast, diversity is seen as "Not very important" by 17.3% of people, and "Not important at all" by 1.4% of people. Combining "Very Important" and "Somewhat Important" responses, this shows that 81.3% of respondents value diverse evaluations, highlighting the importance of getting input from various clientele when assessing restaurants on these delivery apps.

Table 24

Would you be more likely to visit a restaurant if it had a high rating on a food blog, even if you had never heard of the blog before?			
	Frequency	Percent	Cumulative Percent
Yes	94	62.7	62.7
No	56	37.3	100
Total	150	100.0	

Source: field survey, 2024

According to the findings, even if they were not familiar with the food blog, the majority of respondents 62.7% would be more likely to visit a restaurant if it had a high rating on the site. On the other hand, 37.3% of participants said that in similar conditions, they would not be more likely to visit. This implies that a considerable proportion of the public, irrespective of their prior awareness of the blog's reputation, is greatly influenced by a positive review on a respectable food blog when making restaurant choices. This emphasizes how influential food blogs are as reliable resources for restaurant suggestions and how they influence consumer behavior in the food industry.

Table 25

How important is the diversity of online restaurant reviews on food blogs (e.g., reviews from different types of customers)?			
	Frequency	Percent	Cumulative Percent
Very Important	54	35.8	35.8
Somewhat Important	71	47	82.8
Not very Important	24	16	98.8
Not important at all	2	1.2	100
Total	151	100.0	

Source: field survey, 2024

According to data on the significance of diversity in online restaurant reviews on food blogs, most respondents think it's important to read reviews from a variety of consumers. To be exact, 47% of respondents think diversity is "Somewhat Important," and 35.8% think it is "Very Important." As an example, 16% of respondents consider diversity to be "Not very important," and just 1.2% consider it to be "Not important at all." By adding together, the "Very Important" and "Somewhat Important" responses, this indicates that 83.8% of participants value diverse opinions, highlighting the importance of many viewpoints when reviewing restaurants on food blogs. This research emphasizes how important it is to accommodate a wide range of consumer experiences and tastes when using online reviews on food blogs to reach a larger audience.

Conclusion

Online restaurant evaluations have a significant influence on consumer behavior and decision-making processes, as indicated by survey data from Nepal. Important conclusions show that customers' propensity to visit a restaurant is greatly influenced by the quantity and caliber of reviews, with most respondents placing equal weight on the quantity and recentness of evaluations. This emphasizes how important it is to manage your online reputation to draw in clients. While unfavorable reviews might turn away potential customers, positive ones increase visibility and reliability. Additionally, the survey shows that customers are actively participating—many of them have even gone so far as to actively provide reviews—which suggests that a lively and interactive digital ecosystem is influencing dining preferences.

There are differing opinions on how real reviews are, yet a significant portion of people believe that online reviews are honest. Given that most consumers find internet reviews useful when choosing restaurants, this trust is essential in influencing their purchasing decisions. There are ongoing disputes over the fairness and transparency of digital feedback systems, as seen by the difference of viewpoints regarding the influence of review diversity and the appropriateness of eliminating bad evaluations. Going forward, in order to sustain confidence and draw in a wide clientele in Nepal's cutthroat urban dining scene, eateries and review sites need to carefully manage these dynamics by creating environments that value genuineness and response to customer feedback.

To sum up, restaurants in major Nepalese cities that want to use internet reviews and ratings as a tool to draw in and keep consumers must grasp these demographic distinctions. Restaurant exposure and reputation can be improved by implementing customized marketing tactics that address the tastes and habits of various demographic groupings, with a particular emphasis on younger, educated persons who are the majority of online interaction users. Furthermore, in Nepal's cutthroat urban eating scene, promoting inclusive practices that recognize a range of consumer identities and preferences will be essential to maximizing engagement and building enduring client loyalty.

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