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INVESTIGATING ANTECEDENT OF ELECTRONIC WORD OF MOUTH (E-WOM) INTENTIONS AND BEHAVIOUR OF CONSUMERS IN RESTAURANT INDUSTRY

Dr. Pallavi Mehta¹ and Pooja Joshi²

¹Professor, Pacific Institute of Management, Pacific Academy of Higher Education and Research University, Udaipur (Raj.), drpmehta2008@gmail.com

²Research Scholar, FOCM, Pacific Academy of Higher Education and Research University, Udaipur (Raj.), joshipooja717@gmail.com

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ABSTRACT

Electronic word of mouth is defined as any positive or negative statement made by customers about the products or services. E-WOM is a crucial component in the restaurant industry, remarkably influencing consumer choices in the selection of products or services and also boost the profitability of any business. Positive reviews, powered by food quality, service, and aura, intensify restaurant recognition, while negative feedback can dissuade customers. High review volume and ratings, especially on these platforms directly linked to increased profitability.

Restaurant industry is considered one of the thriving sectors giving substantial profits to the Indian Economy. Many research studies have examined at the effectiveness of traditional word of mouth behaviour in initiating loyalty or disloyalty towards restaurants. However, there is a need to examines antecedents or factors that drive consumers to spread positive or negative WOM for the restaurants. This research focuses on the factors which lead to spreading E-WOM amongst consumers. The investigation also sheds light on the end result of this e-WOM being spread. Lot of people use e-WOM as a crucial factor while visiting a restaurant.

KEYWORDS: Electronic Word of Mouth, Restaurants, Antecedents, Social Influence, e-WOM engagement.

INTRODUCTION

E-WOM (electronic word of mouth) refers to any favourable or unfavourable statement made by consumers about a product, service, or company via the internet, modifying buying habits. It acts as an online, public, and often anonymous version of traditional word-of-mouth recommendations, including online reviews, social media posts, and forum discussions.

In the restaurant sector, WOM and e-WOM are gaining traction not as mere side effects of customer satisfaction but as essential instruments for advancement and operational alignment. As digital platforms become core to consumer decision-making, understanding what drives review effectiveness is essential for any food & beverage executive or restaurant operator.

Wang et al. (2021) has done a quantitative investigation using actual financial and review data from restaurants in Iowa and discovered that both the volume of reviews and the average star rating were directly proportional with profitability. Contradictorily, **Abdullah et al. (2024)** proclaims that these metrics alone are sparse information, the customer feedback sentiment within review comments i.e., the emotional tone and language may have an even more noteworthy impact than volume or numeric ratings. A meta-analysis by **You et al. (2018)** in Tourism Management explains that e-WOM elasticity across the hospitality sector. It found that valence elasticity (favourable or unfavourable of reviews) was approximately 0.888, while volume elasticity was just 0.055. By this figure we can conclude that a change in the emotional quality of reviews has a noteworthy substantial impact on consumer behaviour than a change in the number of reviews. **Alzahrani and Alshammari (2023)**, analyse consumer behaviour in Saudi Arabia, concluded that e-WOM explains 57.9% of the variance in customer-perceived quality is directly linked to these digital marketing, an important determinant of purchase intention. Similarly, **Nashrudin et al. (2016)** concluded that in Malaysian upscale restaurants, the physical environment which means cleanliness, ambience, and comfort, these factors had a greater impact on WOM generation than either food quality or pricing. The reliability of the evaluator also plays a vital role. **EHL (2023)** evaluated that reviews written by “elite” or expert-level users were almost significantly more powerful in shaping consumer decisions as compared to those from standard users. **Abdullah et al. (2024)** further underscored that review sentiment could account for 20–50% of variation in price premiums, thus surpassing benchmarks as a driver of perceived value. E-WOM is not just an after-action occurrence. **Emerald (2021)** illuminated that restaurant and hotel managers in Italy systematically utilizes review data as part of their structural decision-making processes, especially for service innovation and operational adjustments. The rise of AI tools capable of creating synthetic reviews poses a new trust erosion. **Chen et al. (2024)** illustrated how AI-generated fake reviews can impact the consumer’s trust and suggested algorithms to maintain review integrity and system trustworthiness.

Importance of Electronic Word-of-Mouth

- **The Pervasiveness of Online Reviews:** Online reviews have become an important element of e-WOM. It becomes a part of every business website like TripAdvisor, Yelp and Google Reviews have entitled clients to exchange insights and review different viewpoints before paying for an item. Favourable reviews can remarkably influence a business's estimation, while unfavourable reviews can turn away prospective buyers.
- **The Impact of e-WOM on Consumer Behaviour:** e-WOM is doing work that is crucial in influencing purchasing habits. The data demonstrate that consumers trust peer evaluation and suggestions from other patrons as much as tailored advice. This shows the strength of e-WOM in shaping buying behaviour.
- **Leveraging e-WOM for Business Growth:** For businesses, e-WOM provide a golden opportunity to tackle the strength of contented clients to publicize their brand and services. Inspiring customers to leave favourable reviews and exchanging insights can maximize brand exposure and drive sales.
- **Building Trust and Credibility:** e-WOM is influential in cultivate trust and reliability. Businesses that work closely with user reviews, deal with issues, and provide exceptional service have higher income potential for favourable e-WOM. This, in turn, assist gain credibility and reliability in the eyes of prospective buyers.
- **Administer Unfavourable e-WOM:** Managing online reputation is just as important. Communicating with customer concerns and fixing troubles efficiently and on time can turn an unfavourable situation & it turns the situation around. This illustrates a commitment to client contentment.

Methods of E-WOM Marketing

Buzz Marketing - Buzz marketing is a modern and innovative marketing technique which aims to capture the attention of the target audience and generate an interest and buzz around a product or services.

Viral Marketing - Viral Marketing is used as an innovative way to spread information, ideas, and products through audio, video, or any other type of content, related to an organization's products or services through the Internet or email channels. The purpose of viral marketing is to motivate customers to share their experience through messages with family, friends, colleagues and other people to create accelerating growth in the number of its recipients. It relies on various social media platforms to generate a buzz and also generate interest among individuals and groups, ultimately leading to create brand awareness and boost the sales.

Blogging - Blogging is a creative outlet that can be used by many organisations to generate favourable word of mouth among customers about a product, service or company in the market. The blogosphere, where bloggers operate, is mainly a noncompliant and decentralised sphere. Nowadays, bloggers by generating mesmerizing material that connects with customers and can influence the consumer's thinking, acts and purchasing behaviour about the particular product, services and company. Bloggers can also motivate or demotivate the customer to use or not to use particular products or services.

REVIEW OF LITERATURE

- **Setiawardani & Widanti (2025)** study aims to identify the factors that influence the formation of electronic word-of-mouth (e-WOM), specifically the credibility of the source and the accuracy of information, in the context of purchase intention for beauty products on the Shopee e-commerce platform. Furthermore, this study tries to ascertain the moderating role of consumer involvement between e-WOM and purchase intention. The findings indicate that source credibility has a favourable and remarkable impact on e-WOM, acting as an antecedent element. In the contrast, information accuracy does not noteworthy affect e-WOM, suggesting that it is not an antecedent element. This signifies that e-WOM within the Shopee e-commerce platform successfully motivates purchase intention, as reliable e-WOM messages assist persuade shoppers when making decisions regarding beauty products. This investigation provides critical foresight for e-commerce companies to upgrade the standards and emphasizes that reliability and reviews in marketing are vital for boosting product sales.
- **Kavleen Bharej (2025)**, The Systematic Literature Review (SLRA) on the topic of electronic word-of-mouth or e-WOM has initiate that it remarkably influencing decisions of consumer buying. E-WOM influences trust brand loyalty and distinguish product value in a number of ways in maximizing the benefits of shoppers to make informed choices. Both hypotheses H₁ and H₂ are accepted based on the study's findings. The study substantiates that e-WOM reliability fosters trust, driving wider implementation of recommendations, while the perceived informativeness of e-WOM deepens the connection between UGC engagement and purchase intention. And the user-generated content (UGC) details and psychological influences favourably influence consumers' trust in electronic word-of-mouth (e-WOM), resulting in broader implementation of recommendations.
- **Noraihan Mohamad, Nur Aqilah Bathrisyia Abd Hashim & Tasnim Dania Firoz Khan (2025)**, In conclusion, the research findings reinforce the relevance of digital media in heritage tourism destination marketing. As tourists growing dependence on social media to collect and disseminate information about destinations, the heritage tourism marketers are inspired to deepen their understanding of social media's nature and its capacity to shape the tourists' behaviours. It is crucial for marketers to carefully manage their social media action plan to make certain they provide accurate, engaging, and culturally sensitive content that aligns with the values and uniqueness of the heritage sites they promote.
- **Mehta, P., & Joshi, P. (2024)**, the evidence implies that online actions that generate global reach, measurable outcomes and exact alignment for the brand on area wandering in Rajasthan. The investigation concluded that there is no significant effect of gender of tourists on their level of satisfaction towards information available on digital marketing sites regarding regional tourism.

Every organization needs to understand what factor are there that create satisfaction among customer, normally both males and females have different frame of minds towards different products. The investigation further reveals that digital marketing campaigns are also not suitable to influence regional tourism in Rajasthan that reveals, the use of internet marketing in trips presents certain disputes, including the need for skilled professionals to manage the social media accounts, the potential for negative feedback and online reputation management, and the deficiency in power over user-generated gist.

- **Mehta P. & Joshi P. (2024)**, According to this study consumer preference has been studied on travel apps and it has been concluded that the online travel shopping behaviour is dependent on an individual's features and characteristics. Online trends are now increasing rapidly and they are also capturing the greater market share. It has also been concluded that components such as comfort, travel offers etc plays a vital role in booking and planning online travel. Tourists get more involve with all these varieties of travel packages. It can also be concluded that the relation on preference of travellers for buying online travel packages have no noteworthy relationship with demographic profile like age and gender. Now a days despite of age or gender every individual would prefer to book online due to convenience but there are drawbacks which needs to be consider like while purchasing online, customers may have uncertainty about the website's dependability and originality. Forms of payment via the internet is also a menace, it needs to be protected to prevent unauthorized access.
- **Choi-Meng Leong, Alexa Min-Wei Loi, Steve Woon (2024)**, This study examines the influence of various e-WOM information attributes and consumers' behaviours towards e-WOM information on purchase intention via information usefulness and information adoption. The consumers anticipate the e-WOM information to meets their tasks need and, therefore, will distinguish the e-WOM information as useful. Additionally, this investigation disclosed that information seeking drivers do not relate to information usefulness during the period of pandemic. Also, shopping websites are more higher ranking to social media before the pandemic, in which shopping websites are uplifted by information quantity, information readiness, detailed particulars and committed details (Erkan and Evans. 2018). The discovery of this investigation reveals the significance of e-WOM during the pandemic and its role in forecasting purchase intention. With the increasing relevance of e-WOM in a business, understanding the attributes of e-WOM information and the way that consumers' behaviours influence buying decisions is remarkable to the practitioners from a high-stake sector such as the food and drink industry.

METHODOLOGY

This study focusses on the antecedent of Electronic Word of Mouth (E-WOM) intentions and behaviour of consumers in restaurant industry The descriptive research design is used to execute the investigation and data collection was done through primary method where questionnaire was prepared and it was

collected through various respondents who love to go out in a restaurant in Udaipur (Rajasthan) on the grounds of stratified sampling method.

RESEARCH OBJECTIVES

- To examine the influence of electronic word of mouth on customers purchase intention.
- To compare the importance of factors in generating positive word of mouth with different demographic variables such as gender, age, education, occupation, and income.

ANALYSIS & DISCUSSION

Demographic Profile of the Respondents

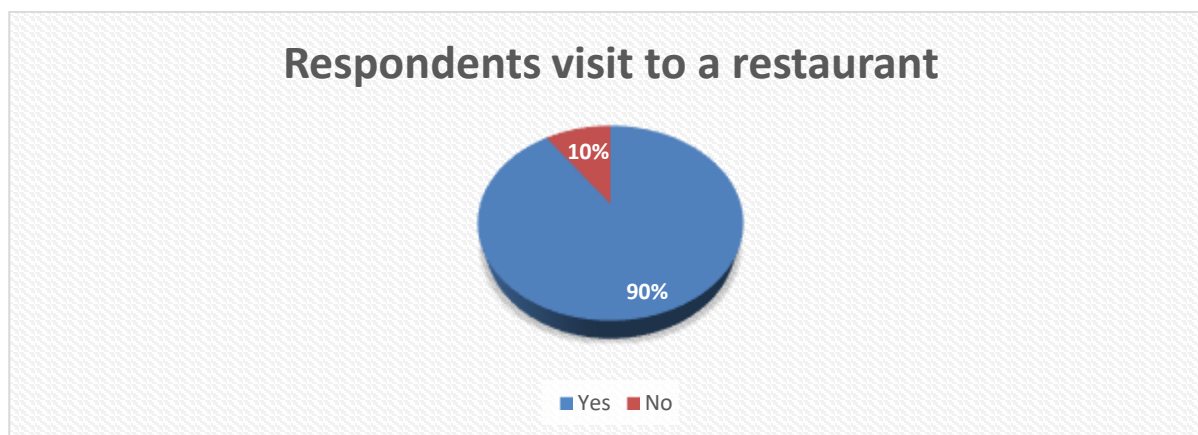
Table 1	
Gender	Percentage
Male	51.61
Female	48.39
Age	Percentage
Below 18 years	9.68
18-20 years	29.03
20-30 years	29.03
30-40 years	16.13
40-50 years	12.90
Above 50 years	3.23
Occupation	Percentage
Students	45.16
Private Employees	19.35
Government Employees	12.90
Business	19.35
Retired	3.23
Others	-
Income	Percentage
Below 25,000	9.68
25,000 - 50,000	25.81
50,000 - 75,000	29.03
75,000 - 100,000	22.58
Above 100,000	12.90
Marital Status	Percentage

Married	54.84
Unmarried	45.16

Interpretations: The table shows demographic profile of the respondents. Majority of the respondents are male that is 51.61% and female accounts for 48.39%. if we look at the age wise distribution of the respondents, 18 to 20 years and 20 to 30 years comprise of 29.03% which is to be considered major followed by 30 to 40 years which accounts for 16.13%. Following our review over half of the participants is classified as students consists of 45.16%. From what they say, they trust real proof from numerous online communities so most people who answered are unmarried. If we look into other factor of demographic profile such as income most of the respondents earn in the bracket of 50,000 to 75,000 which accounts for 29.03% followed by 25,000 to 50,000 accounts for 25.81%.

1. Respondent visit in a restaurants

Table 2	
Respondent visit in a restaurant	Percentage
Yes	90.32
No	9.68

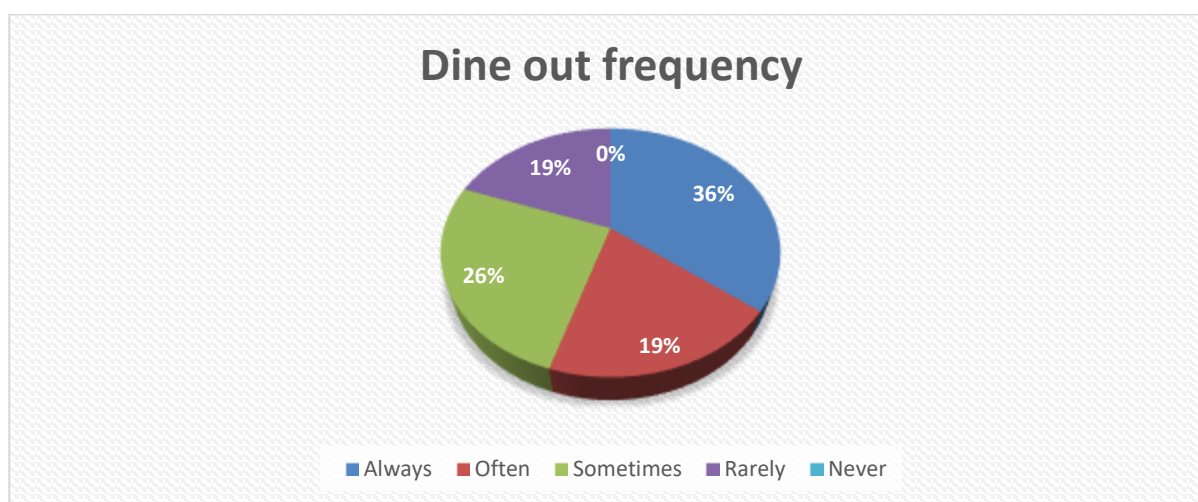


Graph 1: Respondents who visit a restaurants

Interpretation: As per our table it shows majority of respondents visit the restaurants which accounts for 90.32%, primarily for convenience, to save time, socialize, and exploring new culinary horizons. It serves as a way to avoid cooking and cleaning, a way to relax themselves, often indulgent experience that acts as a treat, reward, or a social gathering with friends and family.

2. Occurrence of dining out frequency

Table 3	
Dine out frequency	Percentage
Always	19.35
Often	35.48
Sometimes	25.81
Rarely	19.35
Never	-

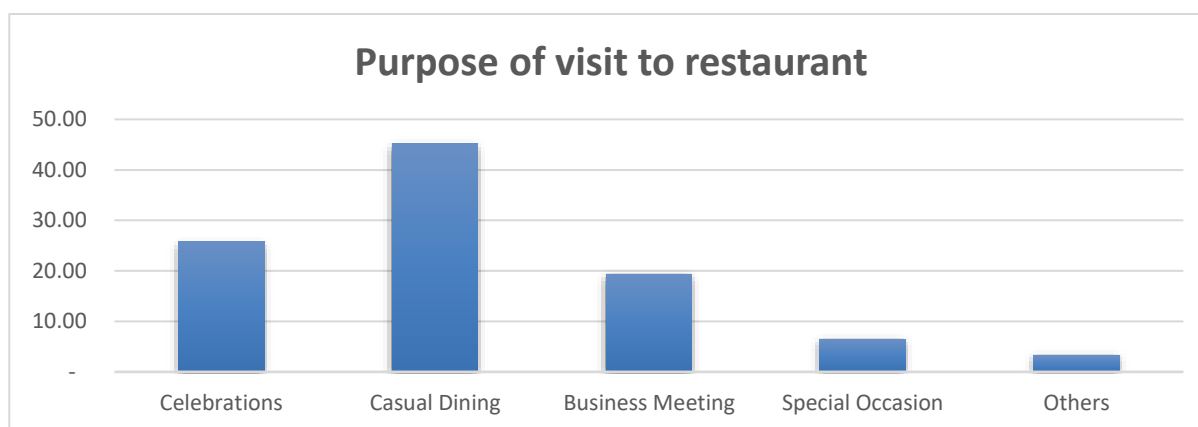


Graph 2- dine out frequency

Interpretation: The table depicts the frequency of dining out in multi-cuisine restaurants among the respondents. A significant proportion of respondents which accounts for 35.48% reported that they **always** dine out in restaurants, indicating a strong preference for eating out. This is followed by **sometimes** which accounts for 25.81%, and **often** accounts for 19.35% reflecting moderate to high dining-out behavior among a large segment of the sample.

3. Purpose of visit to a restaurant.

Table 4	
Purpose of visit	Percentage
Celebrations	25.81
Casual Dining	45.16
Business Meeting	19.35
Special Occasion	6.45
Others	3.23

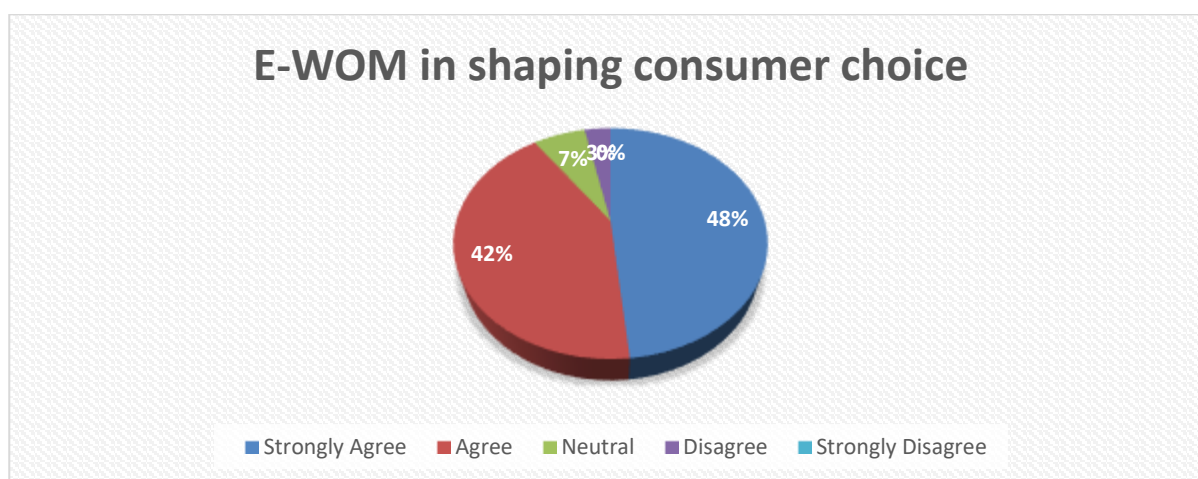


Graph 3 - Purpose of visiting a restaurant

Interpretation: The table shows the purpose of visiting a restaurant. As per our data most of the respondents go for casual dining which accounts for 45.16% followed by celebrations which accounts for 25.81%, business meetings accounts for 19.35%. The purpose of visiting a restaurant may be different for different persons. It can be also considered that people dine out to experience new flavors, to relax, or celebrate, often choosing restaurants for their ambiance, service, and professional culinary skills.

4. E-WOM in shaping consumer choice.

Table 5	
E-WOM in shaping consumer choice	Percentage
Strongly Agree	48.39
Agree	41.94
Neutral	6.45
Disagree	3.23
Strongly Disagree	-



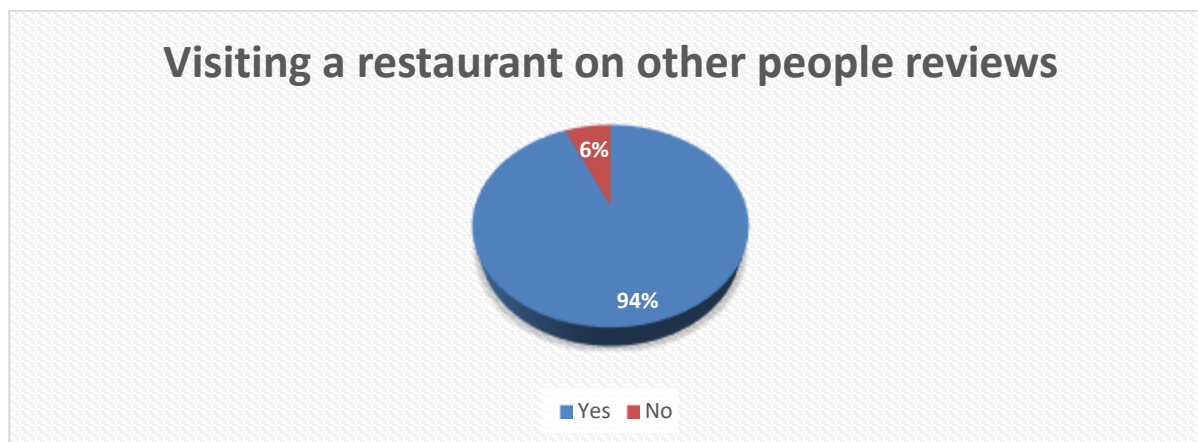
Graph 4: E-WOM in shaping consumer choice

Interpretation: As per out data it can be concluded that 48.39% respondents believe that electronic Word-of-Mouth (e-WOM) which includes online reviews, social media posts, and influencer content remarkably influences the restaurant selection. Most people are trusting online reviews as much as personal recommendations. It can be said that now e-WOM has become a primary tool for reducing risk and validating choices.

5. Visiting a restaurant based on other people's reviews

Table 6

Visiting a restaurant on other people reviews	Percentage
Yes	93.55
No	6.45

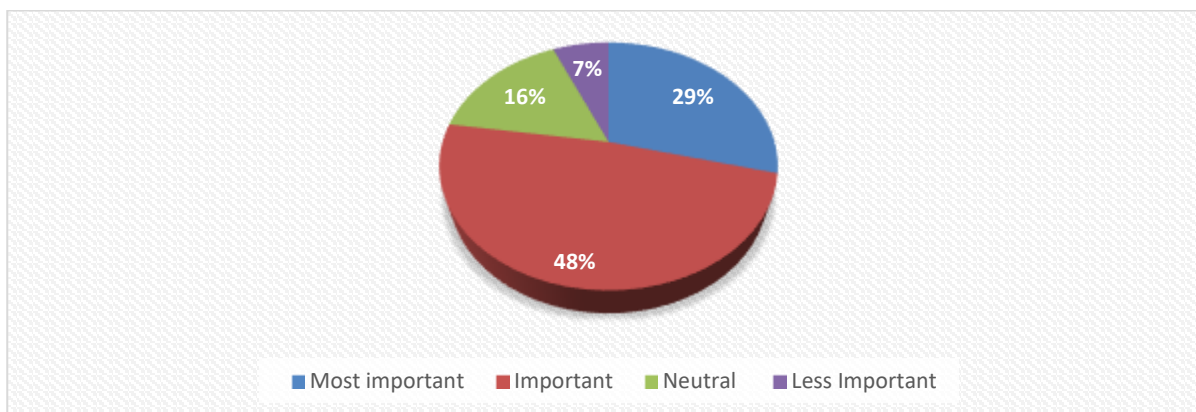


Graph 5: Visiting a restaurant on other people reviews

Interpretations: The table presents respondents' preferences regarding visiting restaurants based on reviews given by others. A majority of respondents which accounts for 94% prefer to visit restaurants **based on reviews**, indicating a strong reliance on peer opinions and shared experiences in the decision-making process

6. Respondent rely on online rating influences choices & seeking validation from others.

Table 7	
Online rating reviews influence choices & seeking validation from others	Percentage
Most important	29.03
Important	48.39
Neutral	16.13
Less Important	6.45

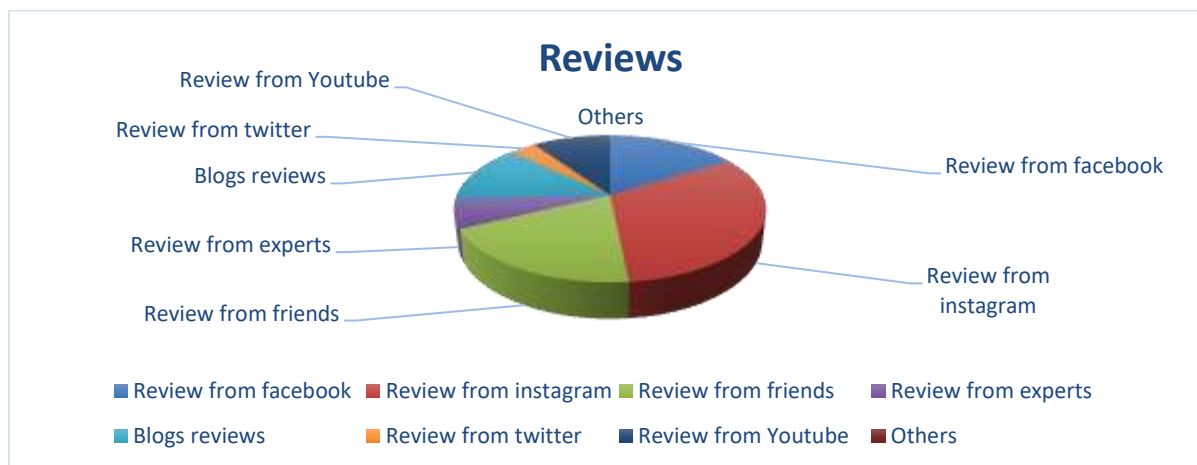


Graph 6: Online rating influences choices & seeking validation from others.

Interpretations: Restaurant reviews from others are considered to be very crucial for building trust, driving revenue, and shaping reputation, as over 48.39% of respondents reads them before dining. They also provide social proof for quality, with a one-star increase in ratings which ultimately boosts revenue. Reviews help diners reduce risks and assist owners in refining services.

7. Factors looked upon in the review

Table 8	
Attributes	Percentage
Review from Facebook	16.13
Review from Instagram	32.26
Review from friends	19.35
Review from experts	6.45
Blogs reviews	12.90
Review from twitter	3.23
Review from Youtube	9.68
Others	-

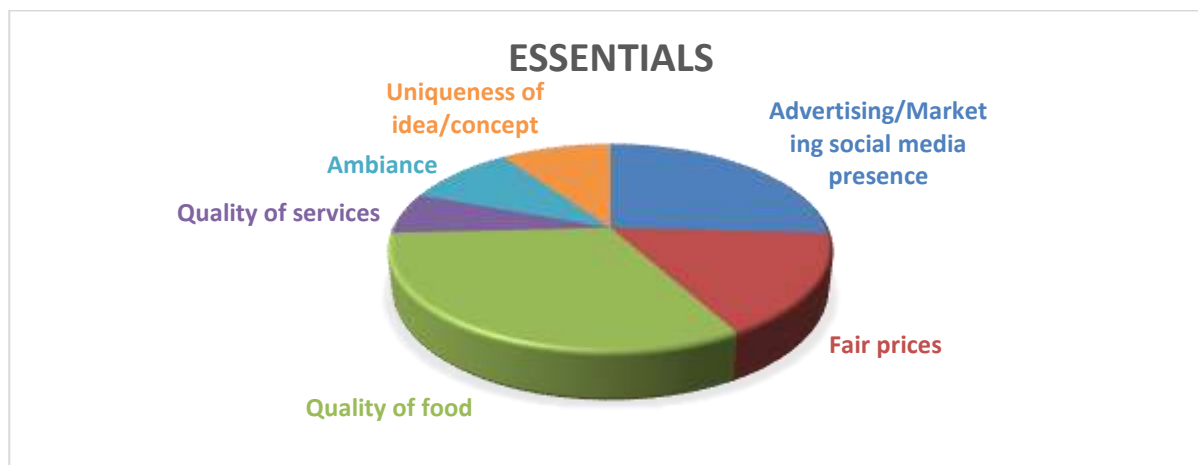


Graph 7: Sources of reviews important for visiting a restaurant

Interpretations: The table shows different sources from which a person can visit their restaurants which is also considered as one of the important factors in driving the traffic and increasing the sales. As per the table which shows reviews from Instagram accounts for the highest that is 32.26%. Second important source is reviews from friends' which accounts for 19.35% followed by review from facebook which accounts for 16.13%. Other important sources are blogs reviews (12.90%), reviews from youtube (9.68%), reviews from experts (6.45%) and at last reviews from twitter (3.23%).

8. Essentials for positive E-WOM

Table 9	
Essentials for positive e-WOM	Percentage
Advertising/Marketing social media presence	25.81
Fair prices	16.13
Quality of food	32.26
Quality of services	6.45
Ambiance	9.68
Uniqueness of idea/concept	9.68

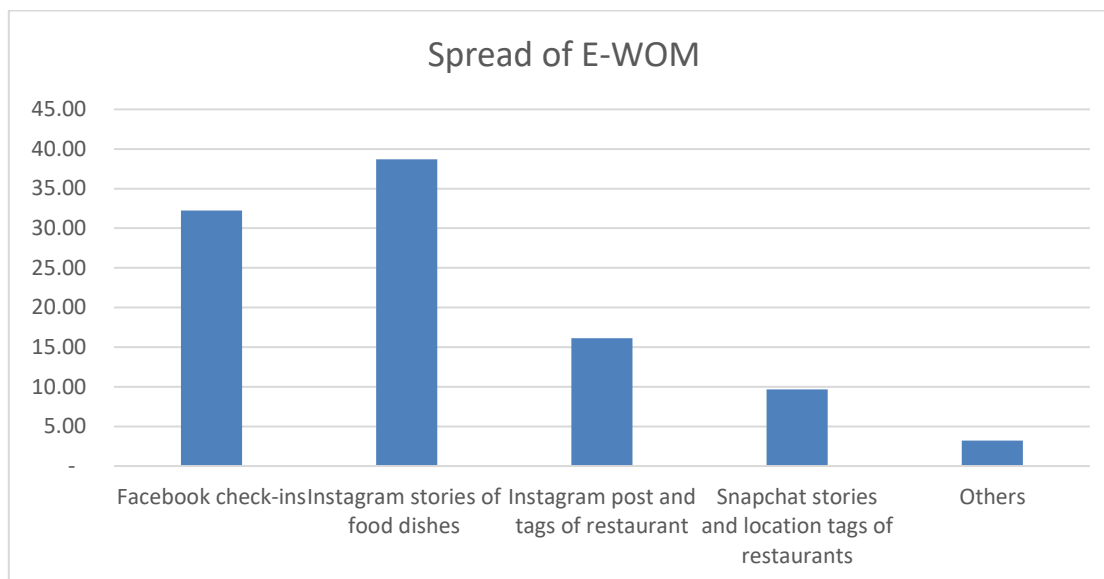


Graph 8: Essentials for positive E-WOM

Interpretations: Through our table it is concluded that majority of respondents consider quality of food as an essential factor which accounts for 32.26% followed by advertisement/ marketing social media presence (25.81%), fair prices (16.13%), ambiance and uniqueness of idea consist of 9.68%. Positive reviews build brand identity, while negative ones can severely damage trust.

9. Spread of E-WOM

Table 10	
Spread of E-WOM	Percentage
Facebook check-ins	32.26
Instagram stories of food dishes	38.71
Instagram post and tags of restaurant	16.13
Snapchat stories and location tags of restaurants	9.68
Others	3.23

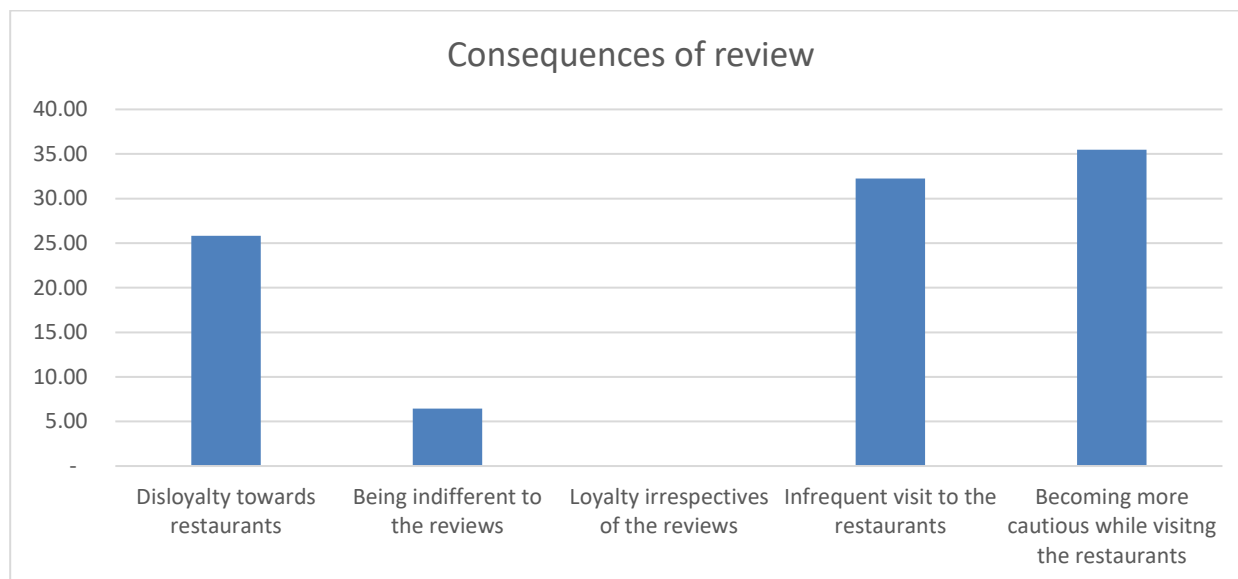


Graph 9- Spread of E-WOM

Interpretation: By looking at the chart, we can conclude that majority of respondents get attracted towards reviews from Instagram which accounts for 38.71% followed by facebook check-ins (32.26%), Instagram post and tags of restaurant (16.13%), snapshot stories (9.68%) and other consist of 3.23%.

10. Consequences of review

Table 11	
Consequences of review	Percentage
Disloyalty towards restaurants	25.81
Being indifferent to the reviews	6.45
Loyalty irrespective of the reviews	-
Infrequent visit to the restaurants	32.26
Becoming more cautious while visiting the restaurants	35.48



Graph 10- Consequences of review

Interpretation: Negative electronic word-of-mouth (E-WOM) refers to unfavourable, public online reviews or comments made by consumers about products or services. It increases suddenly via social media and review sites, remarkably hurting brand reputation, lowering loyalty, and reducing sales more than positive e-WOM increases it. By looking from the table after negative reviews people become more cautious while visiting the restaurants (35.48%) followed by infrequent visits to restaurants (32.26%).

Hypothesis testing

H0: There is no significant association between gender and role of e-WOM in influencing choice towards restaurants.

H1: There is significant association between gender and role of e-WOM in influencing choice towards restaurants.

Chi Square	3.67
Df	4.00
P value	0.45

Interpretation: Since calculated value of χ^2 is 3.67 is less than the tabulated value that is 9.49, it is not significant and the null hypothesis may be accepted at 5% level of significance. Hence, we conclude that there is no significant association between gender and role of e-WOM in influencing choice towards restaurants.

H0: There is no significant association between age and role of e-WOM in influencing choice

towards restaurants.

H1: There is significant association between age and role of e-WOM in influencing choice towards restaurants.

Chi Square	14.97
Df	20.00
P value	0.78

Interpretation: Since calculated value of χ^2 is 14.97 is less than the tabulated value that is 31.41, it is not significant and the null hypothesis may be accepted at 5% level of significance. Hence, we conclude that there is no significant association between age and role of e-WOM in influencing choice towards restaurants.

H0: Gender does not significantly affect the factors which help in restaurant selection.

H1: Gender does significantly affect the factors which help in restaurant selection.

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Advertising/Marketing social media presence	2	8	4.00	-		
Fair prices	2	5	2.50	0.50		
Quality of food	2	10	5.00	2.00		
Quality of services	2	2	1.00	-		
Ambiance	2	3	1.50	4.50		
Uniqueness of idea/concept	2	3	1.50	4.50		
ANOVA						

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	25.42	5.00	5.08	2.65217391	0.133397	4.387374
Within Groups	11.50	6.00	1.92			
Total	36.92	11.00				

Interpretation: The comparison of tabulated value and computed value shows that whether the difference is noteworthy or not and if gender significantly affect various factors in restaurant selection. The F critical at 5% alpha level and 5,6 extents of variations is 4.387374 and computed value of F for this is 2.65217391 since the enumerated value of f is lower than critical value therefore, we can say that null hypothesis is accepted, hence the difference is not significant. This means the gender plays no role on these factors to select the restaurant. Gender often does not significantly affect restaurant selection because universal elements like food quality, price, convenience, and hygiene are predominant to all consumers, regardless of gender.

H0: Age does not significantly affect the factors which help in restaurant selection.

H1: Age does significantly affect the factors which help in restaurant selection.

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Advertising/Marketing social media presence	6.00	8.00	1.33	1.47		
Fair Price	6.00	5.00	0.83	1.77		
Quality of food	6.00	10.00	1.67	2.27		
Quality of services	6.00	2.00	0.33	0.67		
Ambiance						

	6.00	3.00	0.50	0.70		
Uniqueness of idea/concept	6.00	3.00	0.50	1.50		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	8.47	5.00	1.69	1.2151394 4	0.32617 7	2.53355 5
Within Groups	41.83	30.00	1.39			
Total	50.31	35.00				

Interpretation: The comparison of tabulated value and computed value shows that whether the difference is noteworthy or not and if gender significantly affect various factors in restaurant selection. The F critical at 5% alpha level and 5,30 extents of variations is 2.533555 and computed value of F for this is 1.21513944 since the enumerated value of f is lower than critical value therefore, we can say that null hypothesis is accepted, hence the difference is not significant. This means the age plays no role on these factors to select the restaurant.

H0: Occupation does not significantly affect the factors which help in restaurant selection.

H1: Occupation does significantly affect the factors which help in restaurant selection.

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Advertising/Marketing social media presence	6	8	1.33	2.27		
Fair prices	6	5	0.83	1.77		
Quality of food	6	10	1.67	3.47		

Column 4	6	2	0.33	0.67		
Ambiance	6	3	0.50	0.70		
Uniqueness of idea/concept	6	3	0.50	0.70		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	8.47	5.00	1.69	1.0627177 7	0.40035 7	2.53355 5
Within Groups	47.83	30.00	1.59			
Total	56.31	35.00				

Interpretation: The comparison of tabulated value and computed value shows that whether the difference is noteworthy or not and if gender significantly affect various factors in restaurant selection. The F critical at 5% alpha level and 5,30 extents of variations is 2.533555 and computed value of F for this is 1.06271777 since the enumerated value of f is lower than critical value therefore, we can say that null hypothesis is accepted, hence the difference is not significant. This means the occupation plays no role on these factors to select the restaurant.

H0: Income does not significantly affect the factors which help in restaurant selection.

H1: Income does significantly affect the factors which help in restaurant selection.

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Advertising/Marketing social media presence	5	8	1.60	0.80		
Fair Prices	5	5	1.00	2.00		

Quality of food	5	10	2.00	2.00		
Quality of services	5	2	0.40	0.80		
Ambiance	5	3	0.60	1.80		
Uniqueness of idea/concept	5	2	0.40	0.30		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	11.20	5.00	2.24	1.74545455	0.162614	2.620654
Within Groups	30.80	24.00	1.28			
Total	42.00	29.00				

Interpretation: The comparison of tabulated value and computed value shows that whether the difference is noteworthy or not and if gender significantly affect various factors in restaurant selection. The F critical at 5% alpha level and 5,24 extents of variations is 2.620654 and computed value of F for this is 1.74545455 since the enumerated value of f is lower than critical value therefore, we can say that null hypothesis is accepted, hence the difference is not significant. This means the occupation plays no role on these factors to select the restaurant.

Implications of the study

FINDINGS & CONCLUSION

The investigation has been done on the antecedent of E-WOM intention and behaviour of consumers in restaurant industry. From the demographic data which has been collected it can be concluded that 51.61% are males and rest 48.39% are females. Majority of respondents comes under the age category of 18 to 20 years and 20 to 30 years. The large portion of respondents were students who can actually relate to the topic as now a days everybody seems familiar with social media and electronic word of mouth.

Based on the study it is seen that maximum respondents strongly agree that electronic word of mouth do plays important role in influencing the choices of customer. Also, if we are visiting any new restaurant so

we will look into the reviews, take other opinions about the food, their services, ambiance, prices and many more factors. Positive electronic word-of-mouth (e-WOM) is vital element in the restaurant industry because it serves as trusted, high-impact social proof that mitigates consumer risk when choosing dining options. It directly drives boost sales, builds brand reputation, stimulate customer loyalty, and acts as free, influential marketing that outperforms traditional advertising.

Now a days due to busy schedule people like to eat out in restaurants chiefly for convenience, socializing, food quality, and a change of atmosphere. Key components here include saving time, relieving stress, celebrating on some special occasions, experiencing diverse cuisines, and enjoying a relaxing ambiance without the hassle of cooking or cleaning. In the study, we have compared the importance of factors in generating positive word of mouth with different demographic variables such as gender, age, education, occupation, and income. Research suggests that demographic factors like age, gender and others often play a limited or negligible role in generating positive electronic word-of-mouth (e-WOM) because the inspiration to share positive experiences are mainly caused by universal psychological needs and the applicability of social media, rather than demographic identity. While some investigation shows differences in how different groups share (e.g., platforms used), the core catalysts for posting favourable content are becoming more stable across genders and generations.

There are many more elements that actually affect the ‘electronic word of mouth’ strategy, such as customer satisfaction, loyalty, trust, perception, etc. The consequences of these components can cause favourable as well as unfavourable electronic word of mouth. As an example, a restaurant is offering quality food along with a complementary sweet will help to create referrals and recommendations, while a restaurant is offering poor quality service by stalling the service can create a bad mouthing or negative word of mouth. Unfavourable word of mouth has bigger impact than favourable word of mouth.

With the help of ‘electronic word of mouth’, consumers actually talk about their personal narratives. that could be inaccurate. Qualitative research methods can be utilized to analyse the data to judge the incident of a particular experience. Restaurant management should conduct a survey periodically, according to the electronic word of mouth to optimize their service delivery. ‘Decision Making’ plays a vital role in the analysis. It is defined as the process of developing and deciding among alternative ways of resolving a problem or choosing from among alternative opportunities.

FUTURE IMPLICATION OF STUDY

- This research topic “Investigating Antecedent of Electronic Word of Mouth (E-WOM) Intentions and Behaviour of Consumers in Restaurant Industry” has vast future research scopes.

- Researchers can further focus on how influencers focusing on e-WOM, how AI is driving today's business scenario, how social media is changing the consumer habits and buying intention of the customer.
- Researcher can also take other states and study different investigating factors affecting electronic word-of-mouth in restaurant sector. As our study focus on small area that is Udaipur (Rajasthan).
- Researcher can also explore how negative reviews or service failure effect business and the reasons which effect purchase intention, impact long term brand equity & consumer recover strategies.

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