

电子口碑对餐厅在线浏览量影响研究

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The Impact of Electronic Word-of-mouth on the Online Page View of Restaurants

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摘要 图/表 参考文献 相关文章 (15)

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摘要 Web 2.0技术和用户创造内容的发展改变了人们搜索和分享信息的方式, 电子口碑作为传统口碑在互联网时代的发展产物, 日渐成为消费者收集信息和进行决策的主要渠道。特别是近年来第三方点评网站数量不断增加, 汇集了海量的信息, 形成电子口碑效应, 但是目前对这种效应的评价和测量研究不足。因此, 文章借助第三方点评网站, 研究消费者点评和编辑点评对餐厅网页浏览量的影响以及点评网上呈现餐厅的哪些口碑因素是吸引消费者浏览餐厅网页最重要的因素。研究发现, 这两种形式的电子口碑对增加餐厅网页浏览量都具有显著的作用, 编辑点评的重要性开始凸显, 但消费者点评的作用更强。其中, 点评数量是影响消费者浏览餐厅网页的最重要因素, 其次是价格因素和消费者在餐厅网页上发布的图片。在餐厅体验的3个基本因素中, 食物味道是影响餐厅网页浏览量最重要的因素。研究结果对第三方点评网站和旅游企业都具有重要的现实意义。

关键词 : 电子口碑, 消费者点评, 网页浏览量

Abstract : The development of web 2.0 and use-generated content have changed the way of people seeking, reading and sharing information. Online information is an important source for consumers. Electronic word-of-mouth, as a result of traditional word-of-mouth development in the Internet era, has gradually become the main way of seeking information, reviewing products or service and decision-making for consumers. At present, the third-party of consumer advice websites are increasing rapidly, which have collected a huge number of information about various products or service and cause the effect of electronic word-of-mouth. The wealth of information available has created a poverty of attention and a need to allocate that attention efficiently across the abundance of information sources. However, there is little research on evaluating and measuring the effect of electronic word-of-mouth in China. Therefore, this study aims to find out what the impact of online consumer reviews and editor reviews on the online page views of restaurants is and what elements should be used to construct the websites to attract online consumers to visit the webpage of restaurant are. Meanwhile, the data used in this paper were retrieved from Dianping.com, which is one of the leading consumer advices website in China, and a linear regression analysis was used to investigate the relationship between independent variables and a dependent variable. The conclusion shows that: firstly, both online consumer reviews and editor reviews have a significantly impact on increasing online page views to restaurants. Compared to the editor reviews, the effect of online consumer reviews is more powerful in improving the volume of restaurant webpage. On the other hand, the editor reviews are increasingly important which means that the consumer advices website is inclined to be more and more objective and are perceived to be more credible than before. Secondly, there are three factors of online reviews created by consumers to have vital influence on attracting consumer to visit the webpage of restaurants. The number of online consumer reviews is put in the first place by consumer in search of a restaurant webpage, in other words, the more online consumer reviews are created by consumers on a restaurant, the more consumers are attracted to visit the webpage of this restaurant. And the other two factors are expense and pictures of restaurant produced by consumer. The pictures taken by consumer should not be ignored by restaurants' managers any more because pictures not only transform intangible meal experience to "tangible" experience, but also save consumers' time of seeking information online and enhance consumers' trust of the products of restaurants. In addition, on the three basic factors of restaurant experience, the taste of food was identified as being of great importance in attracting the attention of online restaurant hunters, but the environment was less effective for drawing consumers' attention or increasing consumers' visitation to the webpage of restaurants. At the end of this study, the author provides some useful advices for the consumer advices websites and hospitality and tourism companies, and concludes the limitation of this research.

Key words : electronic word-of-mouth consumer reviews page views

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