



FURTHER EXAMINING THE INFLUENCES OF FACEBOOK
INTERACTIVITIES ON CONSUMERS' PURCHASING INTENTION
- AN EMPIRICAL CASE IN VIETNAM

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Abstract

Consumers' thought, especially the favor tendency and purchasing intention, is vital to a company. The continuous in-coming customers not only can help a company to survive but also can provide the necessary capital for the expansion. Understanding the advertisement's effectiveness on the website can provide valuable information to make appropriate decisions for the company. This study aimed to further examine the impacts of essential components of Facebook interactivity on the consumers' purchasing intention and develop suitable marketing strategies for the restaurants in Hanoi, VN. Six factors, comments, information sharing, price, location, credibility and restaurant image are selected to analyze the purchasing intention. The results showed that the factors of location, price and information sharing have significant influences on consumers' purchasing intention while others don't. Some suggestions and management implications of the results are proposed.

Keywords: Restaurant, Advertisement, Purchase Intention, Facebook Interactivity

Introduction

Regardless of the ads types, a customer by the exposure of advertisement will go through some specific phases of awareness, knowledge, acceptance, preference, conviction and, in the end, to purchase the products or services. The company's ads play a role to disperse the relevant information to consumers if the

companies are famous, popular and, most importantly, capable of investing a large part of the budgets to implement the TV, print or online ads for promotion. Sometimes, however, the consumers might have a much higher acceptance level to the marketing messages if they are obtained directly from family members, friends or someone known instead of the companies because, in this way, it

could avoid falling into the “every potter praises his pot” situation. Under this scenario, the selection of the media and the source of the message becomes critical and will be the deterministic factor of the advertisement penetration. With the advance of social network technologies and the dramatic changes of the living habits, people are used to spending a lot of time on Internet through either smartphones or computers nowadays and usually are willing to leave thoughts, life details, and opinions on the blogs or social networking platforms to share their comments (Whiting and Williams, 2013; Hashim et al., 2016).

In mid-2018, 94.7 million people are living in Vietnam and the urbanization rate is 35% according to the world population data sheet (2018) and the fixed broadband subscriptions are 12.56 million (Statista, 2018). Besides, the total number of people using a smartphone is more than 70 million and among them, about 55 million people usually access the Internet via cell phone. Meanwhile, most of users, 51.64 million, are categorized as active Internet cell phone users. This is a considerable number of mobile phone Internet users in a developing country compared with the relatively low-income countries in the world. At the same time, the registered number of FB users was 43.5 million in Vietnam and is expected to reach 47.1 million in 2020 (Facebook, 2018). The FB almost becomes an inseparable part of daily lives in Vietnam, especially for the young generations. With the enormous numbers of users, FB not only becomes a remarkable social networking tool but also a noteworthy marketing environment for promoting the products because

of the potential business opportunities. Hence, the study of the effectiveness of advertising products and attracting customers on FB become a necessary and crucial task for survival and expansion of a business in VN where not much literature was found yet. In summary, the objectives of this study are listed as follows:

- To know the relevant factors on FB and at what level these factors influence on the consumers' purchase intention.
- To have a better understanding of social networking applications and activities influencing the PI.
- To build a regression model for predicting the effectiveness of different contents on FB to the PI. And,
- To propose useful suggestions for a restaurant to operate based on the results found.

Literature Review

Thanks to the tourism boom in recent decades, restaurants are fast-growing in the service and hospitality sectors in VN. In the restaurant industry, online ad plays an important role, especially for the tourists from other places, in terms of the information sharing, interactivity, audio/video image of the products and services provided. The development of web technology had even accelerated Internet marketing and the scale of the information economy. The study conducted by Haque et al. (2012) examined the effects of three online ads on the consumer's attitude in the fast-

food industry. Their results showed that consumers prefer online ads to the media or print ads due to the rapid growth of Internet users and the embedded features of interactivity. Some studies were conducted to identify the customers' preferences in selecting a restaurant. Food quality, infrastructure, price, location, cleanliness are all the important factors to the consumers' purchasing intention (Azim et al., 2014; Hanaysha, 2016).

The effects of these factors, however, are not easy to amplify if messages are distributed by the restaurant only. Deeper impressions or stronger influences on the consumers could be achieved if the messages were shared by someone the potential consumers already knew. Jiang et al. (2010) argued that consumers could have higher purchase intentions as interactivity increases because it yields more cognitive involvement. Another study also confirmed that the interactivity on websites does assist people process information more comprehensively and more positively (Lee et al., 2013). The effects of opinions have been further enhanced in the Internet era since individual opinions can be easily accessible to other Internet users.

FB enables clients to leave comments concerning the products or services they experienced. The motives of leaving comments could be different but they can be categorized as social interaction, economic incentives, concerns for other consumers and the potential to enhance their self-worth in the group (Hennig-Thurau et al., 2004). Many previous studies had found that consumers were influenced by comments of other consumers in the decision-making phase (Chevlier and Mayzlin, 2006; Liu, 2006;

Kim et al., 2008; Zhang et al., 2010). After logging on the FB, the messages or comments posted might have immediate impacts on the decision-making of selecting the restaurant when the Internet users are about to dine. Hence, it is expected that H1: The comments about products and services posted on FB positively influence consumers' purchasing intentions.

FB enables users to "share" information or business pages been thought of significance or worthy of sharing. At the moment of posting pictures, connecting to specific pages or business web pages, feedback is shared at some certain times on FB. It will then be reflected in the suggestion lists and newsfeeds, showing the numbers been shared. The sharing will allow each of the clients' companions to remark or further connect to their friends again. Results from the previous studies also confirmed that the interactivity on websites does help people process information more comprehensively and more positively (Lee et al., 2013; Kwok and Yu, 2012). There are, however, few articles investigate the influence of information sharing on the selection of restaurants. Hence, it is worthy of proposing H2: The information of products, services or web pages shared on FB positively influences consumers' purchasing intention.

Price is always one of the most important factors in daily life or business purchasing activities. Price creates cash flows, assists the business to grow and has an influence on the operation. Kotler and Armstrong (2012) mentioned that price is an important component of product ads. The same results were

found in other studies that price has positive effects on the selection of restaurants (Azim et al. 2014) and overall brand equity (Hanaysha, 2016). Purchasing intention reflects the attitudes of how shoppers judge the balance between product price and quality. Price, however, didn't show its positive effect on the word-of-mouth (Jeong and Jang, 2011). It seems that the influences of the price on the PI is not fully clear yet. It is, obviously, worthy of further examining the effects of price on the PI. Therefore, we propose H3: The message of price posted on FB positively influence consumers' purchasing intention.

Location is the key factor that determines the distance, accessibility, population base and time consumed to the place. The distance has a strong attractiveness that makes the consumer decide to go or not. Buyers, in general, inclined toward stores that are effectively available to them. The study of Eppli and Shilling (1996), however, argued that the distance has little on retail sales. On the opposite, the results, in the study of Hanaysha (2016), suggested that a restaurant location was visible and accessible to customers and was an important factor in determining business success. The travel from buyers' homes to the location of the restaurant is an essential expense and is observed to be a significant factor to the PI. Therefore, we propose H4: The message of "restaurant location and accessibility" on FB positively influence consumers' purchasing intention.

Keller (1998) defines corporate credibility as "the extent to which consumers believe that a firm can design

and deliver products and services that satisfy customer needs and wants." According to Ohanian (1990), credibility is a term used to infer a communicator's positive attitudes that influence the receiver's acceptance of the message. It was also referred to as a connection between a company's conduct and the public, showing the linkage between what customers expect and obtain from the products and services delivered (Greysen, 1999). Credibility was found to have strong impacts on the purchasing decision (Kim et al. 2008). Lafferty and Goldsmith suggested that credibility has positive effects on purchasing (Lafferty and Goldsmith, 1999; Goldsmith et al., 2000). Their result for the influence of corporate credibility on PI is consistent with Winters (1998), who also reported that as the credibility increased, so did sales. Therefore, it is expected that H5: The "restaurant credibility" on FB positively influence consumers' purchasing intention.

Restaurant image decides how consumers experience in dining. Susskind and Chan (2000) noticed some elements such as service, atmospheres, and food can attract consumers to dine in the restaurant and the physical environment can increase consumer satisfaction and bring relaxation, joy and excitement to the customers (Namkung and Jang, 2008). The study of Jeong and Jang (2011) reported that the atmosphere has a significant effect on electronic word-of-mouth because of the satisfaction experienced. A similar result was found in the earlier study of Zhang et al. (2010). Besides, the positive experiences of the consumers could further suggest or bring others to dine in the same restaurant.

Therefore, it is expected that H6: The “restaurant image” posted on FB positively influence consumers’ purchasing intention.

Questionnaire Structure and Analysis Method

Based on the hypotheses proposed, the survey questionnaire with a total of 32 questions were established. It consisted of six independent variables, comment, information sharing, price, location, credibility and restaurant image, and one dependent variable, purchasing intention as shown in the Appendix. The 5-point Likert scale (1. Strongly disagree; and 5. Strongly agree) was used in this study. The statistical methods include exploratory factor analysis, reliability analysis and regression analysis. The loading factors less than 0.5 will be deleted from the reliability analysis. The multiple regression analysis was then conducted to establish the relationship between the independent and dependent variables.

Research Results

The questionnaires were distributed to Hanoi areas via email, Internet and paper formats during Jan. 2019 to Mar. 2019. A total of 300 effective data were gathered and analyzed. The demographic profile is shown in Table 1. The findings indicate that the majority of the subjects are females (59.3%) and aged at 23 years old and below (41.7%). The results also show that the majority of subjects (36%) spend 60 ~ 120 minutes on the Internet per day. The demographic variables of gender, age and online time don’t have

significant influences on the purchasing intention.

Reliability Test and Factor Analysis

The results of the reliability test show Cronbach's values are larger than 0.6 in all factors (Table 2). However, the items of SHA4, PRI4, and LOC6 were deleted because of the small loading factors. After removing these items from the scale, the reliability test was conducted again. The second results show that all observed items in the scale have the loading factor larger than 0.5. Cronbach’s alpha are 0.898 for LOC, 0.851 for CMT, 0.853 for RES, 0.794 for PRI, 0.828 for SHA, 0.818 for CRE and 0.642 for PI. All the dimensions’ names remain the same except the credibility where it changes to trust (TRU). From Table 2, all the eigenvalues are greater than 1 and Exploratory Factor Analysis extracted 6 factors from 26 observation variables and the extracted cumulative variance is 66.556%. The top contribution of purchasing intention goes to location (LOC), explained by 41.805% of the total variance with an eigenvalue of 12.123. Comment (CMT) is the second-largest contribution which accounts for 7.549% of the total variance with an eigenvalue of 2.189, followed by restaurant image (RES), price (PRI), information sharing (SHA) and restaurant trust (TRU). The RES explains 5.458 % of the total variance with an eigenvalue of 1.583; the PRI explains 4.374% of the total variance with an eigenvalue of 1.268; the SHA explains 3.756% with an eigenvalue of 1.089 and the TRU explains 3.614% of the total variance with

Table 1. Demographic Information of Respondents

Variable	Descriptions	Frequency	Percent (%)
Gender	Male	122	59.3
	Female	178	40.7
Age (yo)	23 and below	125	41.7
	24 ~ 30	107	35.7
	31 and more	68	22.7
Online time (min. per day)	60 and below	69	23.0
	61 ~ 120	108	36.0
	121 ~ 180	51	17.0
	180 and more	72	24.0

Table 2. Factor Analysis of Facebook contents on consumers' purchasing intention

Factors	Loadings	Eigenvalues	% Variance explained	% Cumulative Variance	Cronbach's alpha
LOC1	.694				
LOC2	.634				
LOC3	.701				
LOC4	.725	12.123	41.805	41.805	0.898
LOC5	.545				
CRE1	.714				
CRE2	.686				
CMT2	.767				
CMT1	.766				
CMT4	.606	2.189	7.549	49.353	0.851
CMT3	.547				
CMT5	.533				
RES3	.728				
RES4	.697				
RES2	.679	1.583	5.458	54.811	0.853
RES5	.672				
RES1	.654				
PRI1	.777				
PRI2	.763	1.268	4.374	59.185	0.794
PRI3	.643				
SHA2	.754				
SHA1	.704	1.089	3.756	62.941	0.828
SHA3	.608				
CRE3	.812				
CRE5	.667	1.048	3.614	66.556	0.818
CRE4	.630				

an eigenvalue of 1.048. All the factor loadings range from 0.533 to 0.812 and exceed the requirement of 0.4. In the analysis of extracting factors, the Bartlett's test of sphericity was conducted and found at $\chi^2 = 5232.3$, $p = 0.000$. Besides, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was found to be 0.933.

Regression Analysis

The correlation analysis shows that the purchasing intention (PI) is significantly correlated with all the independent variables. The Pearson correlation (R) ranges from 0.543 to 0.748 with the largest between PI and LOC. The R between PI and independent variables of PRI and RES are greater than 0.6. Besides, the independent variables were also correlated with each other and ranged from 0.449 to 0.702. Hence, it is necessary to check whether the collinearity (VIF) occurs in the regression analysis. As shown in Table 3, the collinearity VIF, ranged from 1.667 to 2.491 among the independent variables showing that multicollinearity doesn't occur in this study. Per the results of the regression analysis, the coefficient of determination R^2 is 0.684 and Adjusted R^2 is 0.677, implying that the linear regression model can explain 67.7% of the total variation in purchase intention. The significance (p-value) of .000 shows that the regression model was suitable.

Three factors, location, price and information sharing, out of six proposed in this study have significant effects (with significance level less than .001) on the consumers' PI. Among them, the standardized coefficients (b) are as fol-

lowing: location (b=.432), price (b=.288), and information sharing (b=.152). Based on the results, it can be stated that location, price, and information sharing positively influence on PI. The influence of "location" on the PI is the highest followed by price and information sharing. The findings indicate that shorter distance a restaurant is located, the cheaper products a restaurant offers, the more information sharing posted on the Internet, the more opportunity a restaurant can attract the consumers. The regression formula is written as the following:

$$PI = 0.251 + 0.234*PRI + 0.137*SHA + 0.441*LOC$$

Conclusions, Implications and Limitations

This study conducted a questionnaire survey about the effectiveness of the contents on Facebook for the restaurant in Hanoi. The factors of location, price and information sharing have remarkable influences on consumers' PI and the others, comment, credibility and restaurant image, don't.

The location of the restaurant shows the most important influence on customers' PI. As stated in the marketing principles, location still plays a decisive role in seizing attraction from the consumers and is the critical factor for the prosperity of the restaurant. Easy accessibility and convenient location with sufficient parking spaces for consumers are vital to the restaurant and it can attract more attention. The more attention implies more chances, more revenues,

Table 3. Summary of purchasing intention regression analysis

	B	Std. Error	Beta	Sig.	VIF
Constants	.251	.147		.088	
TRU	.043	.039	.048	.272	1.774
PRI	.234	.034	.288	.000	1.667
SHA	.137	.042	.152	.001	1.993
CMT	.029	.046	.031	.526	2.240
RES	.067	.051	.062	.193	2.118
LOC	.441	.053	.432	.000	2.491
R square			.684		
Adjusted R square			.677		
F (p-value)			105.6 (.000)		

and eventually more profits. The price of products and services on FB has a remarkable influence on customers' PI as well. People always care about the price and the price fairness will get a positive response from the consumers. The restaurant management, however, should be very careful about the price advertisement. Unless the restaurant management is aware that the price fairness and the product quality have a competitive advantage against the rivals in the market, blindly showing the product price without knowing the balance between the price and quality could cause a negative impression on the purchasing intention. Hence, before selecting price as a competitive tool and posting it on the Internet, the restaurant management should have a detailed understanding of surrounding areas. This study also shows that information sharing has a positive influence on consumers' PI and could be served as an effective tool for promoting the restaurant. The possible reason could be that the information is screened and directly shared by someone known already and consequently results in a strong impression to the potential con-

sumers. It would be a good idea for restaurant management if some kinds of incentives can be implemented to encourage consumers to share dining activities with their friends.

The result of this study indicates that a large number of comments on FB won't be able to ensure the consumers pay more attention to the advertisement. The reason for this could be too many interactivities existing between consumers and the Website, and it eventually results in the distractions from the comments. The restaurant management could consider some effective approaches to control the comments at a reasonable level and avoid the negative feedbacks from the consumers. The restaurant's credibility doesn't show the significant influences on consumers' PI in this study either. The possible reason could be that the traditional word-of-mouth still plays the major advertisement role for the restaurant's credibility and the virtual trust hasn't been fully established in Hanoi yet. Furthermore, credibility is an intangible factor and is not easy to evaluate. The restaurant management needs to be

very discreet and constantly deal with credibility because the establishment of credibility requires a long period and the invisible value of credibility could decide the brand value and the survival of a restaurant. Although this study doesn't confirm the restaurant image having a significant influence on customers' PI, the appearance or space of a restaurant is still important that it serves as the first impression and could affect the feeling of the comfortable sensation and influence the willingness of retention.

A questionnaire survey was conducted in this study. Some limitations exist and are inevitable. The ages of respondents are relatively young in this study. The customers of the restaurants,

however, are not necessarily young persons, although this number reflects the actual situation that the users registered on FB tend to be younger. Some older persons, aged from 40 and above, can be included to demonstrate a more comprehensive demographic structure of the potential consumers. Second, the number of registered FB users is much larger than the sample size collected in this study. A larger size of samples would reflect a more generalized picture of the effects. Finally, the effect of web site design is not included in this study although the visual design had been found to have a direct influence on the consumer's PI (Shaouf et al., 2016). The factor can be included in future studies as well.

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Appendix. The independent and dependent variables on the purchasing intention

No.	Code	Description
1	CMT1	You pay attention to the restaurant review comments posted on Facebook
2	CMT2	Restaurant review comments posted interests you to make your attention
3	CMT3	You would pay attention to those comments when your friends post their comments on Facebook
4	CMT4	It is interesting to you when you see a lot of restaurant comments on Facebook restaurant page
5	CMT5	The more comments posted on Facebook, the more you pay attention to

them

6	SHA1	You pay attention to restaurant products and Facebook fan pages
7	SHA2	It attracts your attention when restaurants' pages are shared
8	SHA3	You will pay more attention when you see more times of sharing on restaurant Facebook pages
9	SHA4	You pay attention to your Facebook friends who share restaurant Facebook pages

10	PRI1	You pay more attention to the price of the product on Facebook ads rather than the price of the product at the restaurant
11	PRI2	You would be attracted by more inexpensive products shown on Facebook
12	PRI3	You like the price listed on Facebook more than other places
13	PRI4	You would spend more time to search restaurant information if the product price of this restaurant is inexpensive on Facebook

14	LOC1	If the location of restaurants is close to your area it would get your attention
15	LOC2	You will pay attention to the restaurants' location on Facebook when the number of their customers is a lot
16	LOC3	You will pay attention to the restaurant if there are many ways to get there
17	LOC4	You pay attention to the restaurant if the address is easy to find
18	LOC5	You will pay more attention to the restaurant's location when your friends checked in and posted it on Facebook frequently
19	LOC6	You will click the restaurants' location button on Facebook if your friends have checked in and posted on Facebook

20	CRE1	Credibility of the restaurant has a significant impact on your awareness
21	CRE2	The more recommends, the stronger confidence you believe the restaurant is good
22	CRE3	The number of "Like" reflects the reputation of the restaurant
23	CRE4	The number of "Share" tells you the trust of the restaurant
24	CRE5	The more comments discussed the restaurant, the stronger the confidence you believe the restaurant is good

25	RES1	You pay attention when you see a nice environment photo/video of the restaurant
26	RES2	You will more pay attention when the restaurant is decorated with light at night
27	RES3	You feel interested when the photo/video of the restaurant shows a wide space
28	RES4	You will be interested in the restaurant when it has a modern style
29	RES5	You will be interested in the restaurant when it has an ancient style

30	PI1	You will go to the restaurant when you see the information about that restaurant often
31	PI2	Price of the product is an important factor and drive you to purchase it
32	PI3	Location is the key factor for choosing the restaurant to dine
