

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH
ON CONSUMER PURCHASE INTENTION ON
RESTAURANTS IN YANGON

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MBA II – 82

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ACADEMIC YEAR (2017-2019)

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**The Influence of Electronic Word-of-Mouth on Consumer Purchase Intention on Restaurants in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The purposes of the study are to analyze the influence of electronic word-of-mouth on behavioral intention, and to examine the effect of behavioral intention on restaurant selection in Yangon. The findings of the study show that social capital, tie strength, homophily, trust, and interpersonal influence have positive influence on attitude towards behavior. Subjective norms are influenced by homophily, trust, and interpersonal influence. Influencing factors of perceived behavioral control are tie strength, homophily, trust, and interpersonal influence. All dimensions of behavioral intention: attitude towards behavior, subjective norms, and perceived behavioral control, have positive effect on restaurant selection of consumers. Hence, restaurants should create and maintain good image and propagate electronic word-of-mouth about their restaurants to create customer purchase intention and selection on their restaurants.

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LIST OF ABBREVIATIONS

SNSs	Social Networking Sites
WOM	Word-of-Mouth
eWOM	Electronic Word-of-Mouth
BI	Behavioral Intention
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior

CHAPTER 1

INTRODUCTION

In recent years, development of new technologies has made people to increase the opportunities of consumers and businesses. Social networking sites permit clients to associate with companions, alternate messages and texts, make profiles with individual information, for example, picture, video, sound and web journals. Due to the net groups (e.g. discussion board) and social nature of social networking sites, brand related customer to buyer discussions manifest digital phrase of mouth (Chu & Kim, 2011). Word-of-mouth is defined as "oral character to individual correspondence between a beneficiary and a communicator whom the collector sees as non-enterprise, with reference to a brand or an item" (Arndt, 1967). Word-of-mouth has been playing a vital role in changing purchaser mindset and behavior related to services and products (Grewal, Cline, & Davies, 2003).

Electronic word-of-mouth (eWOM) refers to a selected form of phrase of word-of-mouth which happens on the internet and can be found in lots of on line channels, which include online discussions, forums, product reviews, and emails. Electronic word-of-mouth can be either positive or negative statements on the Internet. The statements are created by former, potential, and actual consumers of a product or service. With eWOM, people can share their experiences and opinions concerning with a product or service to others who are dispersed geographically. Even complete strangers can see eWOM from those people. Numerous researchers have examined the effect of internet-based electronic phrase of mouth on product fulfillment (Chevalier & Mayzlin, 2006; Hung & Li, 2007) and additionally explored how the electronic word-of-mouth procedure affects consumers' online behaviors (De Bruyn & Lilien, 2008).

In Myanmar, dining out behavior has been a popular activity among people especially among young people. While older people perceive that cooking at home is cheaper and healthier, young people tend to have dining out behavior as a social activity or as a way of recreation. Therefore, to find out good restaurants to dine out, people collect information from various sources. Among various sources such as from people, journals, newspapers and internet, the main source of collecting information for Myanmar

people is through social networking sites. The rapid development in telecommunication sector leads to increasing access to mobile internet. Increasing access to mobile Internet also means that a greater number of Myanmar consumers will have access to social networking sites and commercial sites. Based on the information on social networking sites, especially, electronic word-of-mouth information, Myanmar consumers tend to select restaurants to dine out.

1.1 Rationale of the Study

Social networking sites act a perfect tool for eWOM. Consumers can create information about products and services and spread the information in their personal social networks which include friends, classmates, and acquaintances (Vollmer & Precourt, 2008). Even though SNSs have the capacity to facilitate and shape eWOM in the marketplace, the reasons and the way eWOM takes place in the online social sphere has not been examined yet. An understanding of eWOM mechanisms in SNSs can enhance the knowledge about drivers of eWOM and provide valuable insights into advertising through the internet. One of the characteristics of the internet is the ability to be available for almost everyone in unlimited time. Electronic word-of-mouth is a vital component to be analyzed by researchers and managers (Hennig-Thurau et al., 2004). In spite of the highly social nature of social networking sites, the potential drivers of consumers' reliance on eWOM on these sites are unknown.

Social networking sites are rapidly developing and increasingly assuming a significant role in the lives of consumers, especially the young adults, who comprises young consumers aged between 18 and 35 years. Since the young adults are growing up in an age with tremendous technology developments, they are more likely to make use of the new technology in their daily activities (Carenzio, 2008). In Myanmar, it is reported that 78 % of total social networking sites users are young adults whose ages are between 18 to 35 years. Dining out behavior becomes popular among Myanmar people especially young people. Before they go to the restaurants, they try to find out information about restaurants through social networking sites. At that time, electronic word-of-mouth information becomes an important piece of information for restaurant customers.

Understanding factors that relates with electronic word-of-mouth could help marketers to identify influential individuals in social networks and to effectively generate

and manage positive electronic word-of-mouth communications. Social networking sites are constructed with purpose of socialization. Therefore, social relationship is important in social networking sites. At the same time, findings from this research can become valuable information for marketers to establish their long-term relationships with consumers in social networking sites and use beneficial electronic word-of-mouth to promote their own restaurants. Through this research, marketers will be able to find out new outcomes and create new marketing activities.

1.2 Objectives of the Study

The main objectives of the study are as follows.

1. To analyze the influence of electronic word-of-mouth on behavioral intention on restaurants in Yangon.
2. To examine the effect of behavioral intention on restaurant selection in Yangon.

1.3 Scope and Method of the Study

This study focuses on factors relating electronic word-of-mouth in social networking sites to analyze the influence of electronic word-of-mouth on behavioral intention. Other factors are excluded in this study. The effect of behavioral intention on restaurant selection will be analyzed. The analytical research method is used in this study. The population of people who use social networking sites and view electronic word-of-mouth information about restaurants is unknown. Raosoft is used for sample size calculation. The sample size is 377.

Primary data and secondary data are used in this study. Primary data are collected from respondents through structured questionnaire. Data is collected through online surveys. Simple random sampling method is used as sampling technique. Data is collected for three months. All survey questionnaires are distributed at May 1 and answers are collected at August 3. The questionnaire is constructed by providing multiple choices and five point Likert scale questions. Data is collected from people in Yangon who use social networking sites and view electronic word-of-mouth information about restaurants in social networking sites. Secondary data are organized from text books,

online websites, previous research paper and international research paper. The strength of the relationship is analyzed by using SPSS statistics software.

1.4 Organization of the Study

This study is organized with five chapters. Chapter (1) is introduction chapter, which includes rationale of the study, objectives of the study, scope and method of the study, and organization of the study. In Chapter (2), theoretical background of the study is described. Theory of planned behavior is described in the chapter. Chapter (3) presents profile and social networking sites usage behavior of consumers. In Chapter (4), the analysis on the influence of electronic word-of-mouth on consumer purchase intention on restaurants in Yangon is analyzed. Chapter (5) is concluded with findings and discussions, suggestions and recommendation, and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter focuses on the theoretical background of this study. First, word-of-mouth in the service industry and consumer electronic word-of-mouth in social networking sites will be presented. Then, factors relating electronic word-of-mouth, behavioral intention, theory of planned behavior, and empirical studies will be presented. Conceptual framework of the study is described at the final part of the chapter.

2.1 Word-of-Mouth in the Service Industry

Word-of-mouth in the service industry is especially important because people reduce the risk in their purchases through word-of-mouth information. Unlike purchasing products, people trust information from others more easily when they purchase services. The responsiveness of the service provider and the level of satisfaction of consumers are important in service market and can greatly influence word-of-mouth. Sometimes, negative word-of-mouth is created because of dissatisfaction of consumers. To prevent from engaging in negative word-of-mouth, the service providers should take the complaints seriously and give satisfying responses as fast as they can to consumers. The inconveniency level of consumers is connected with the likelihood of consumers to engage in negative word-of-mouth (Mangold, Miller, & Brockway, 1999).

Failures in service can be occurred because of failing to meet needs and preferences of customers, employee actions (e.g. rudeness), or major service failures such as slow service or services being unavailable to purchase (Bitner et al., 1990; Swanson & Kelley 2001). According to the studies (Keaveney, 1995; Swanson & Kelley, 2001), 45 percent of consumers may easily switch their service providers because of failure in providing services. It may finally lead to engaging in negative word-of-mouth when the service recovery is sloppily provided and the recovery process is too long for customers (Swanson & Kelley, 2001).

2.2 Electronic Word-of-Mouth Behavior in Social Networking Sites

Nowadays, it is more important for business to understand that consumers like to share their opinions and experiences and to know what makes consumers want to share. In the past, people could share the information they had with people from their environment such as family and friends. Now, the internet allows people to interact with each other more quickly and easily and digital word-of-mouth (eWOM) has arisen because of the internet (Brown, Broderick, & Lee, 2007; Goldsmith & Horowitz, 2006).

According to Henning and Thureau (2004), digital word-of-mouth is defined as, “any fantastic or negative statement made via ability, actual, or former customers approximately a product or corporation, that is made to be had to a mess of people and institutions via the net”. In this study, the action of exchanging marketing information among consumers is assumed as digital word-of-mouth. Digital word-of-mouth can take place in various channels, such as blogs (from Bloggers), product review websites (e.g. Amazon.com and TripAdvisor), through emails, online communities, discussion boards, chat rooms, and social networking sites (e.g., Facebook and Instagram) (Goldsmith and Horowitz, 2006; Vilpponen, Winter & Sundqvist, 2006).

The increasing usage of social networking sites provides businesses to find unbiased product reviews in the social venues. It also allows consumers to share their experience and provide advices through digital word-of-mouth. Through social networking sites, people share their experiences with products or services to the members of social networks who are either close friends or just normal acquaintances. Consumers search for recommendation concerning with the products or service by using social networking sites. Electronic word-of-mouth in social networking sites becomes useful as information for consumers who seek recommendation for certain products or services. Social networking sites make consumers easier to find information and keep strong online social relationships. The more social networks take place in the sites, the more electronic word-of-mouth is generated in the websites. Thus, electronic word-of-mouth in social networking sites becomes powerful enough to influence the behavior of consumers.

Due to the desire of users who want to build and maintain the relationship among people in personal networks, users engage in eWOM behavior. Social networking sites users help the member of network (friends or acquaintances) with decision of purchasing products or services by providing or sharing useful information and their own experience

with the products or services. The major reason of using social networking sites is social connectivity. Therefore, social relationship is important and can affect attitude and value of consumers. Electronic word-of-mouth information generated from social networking sites are quite influential to the purchase intention of consumers (Chu & Kim, 2011).

Through various studies concerned with WOM, eWOM and social network study, social capital (Gvili & Levy, 2018), tie strength (Brown & Reingen, 1987), homophily (Gilly et al., 1998), trust (Nisbet, 2006), and interpersonal influence (Bearden et al., 1989) have been identified as factors relating electronic word-of-mouth. These five factors are identified in the consumer behavior and marketing research which studies about their role and impact on WOM behaviors.

2.2.1 Social Capital

According to Organization for Economic Co-operation and Development (OECD), social capital is defined as “networks together with shared norms, values and understandings that facilitate co-operation within or among groups”. Social capital includes bridging and bonding social capital. According to modern day researches, these two types of social capital can be seen in social networking sites (Choi et al., 2008; Donath, 2007). Bonding social capital occurs among a group or community and bridging social capital occurs among between different groups such as race, religion, social class, or groups with diverse characteristics. The difference between two types of social capital concerns with nature of relationship and network characteristics (Claridge, 2019). Some programs from social networking sites allow users to enlarge their social network and also maintain the current network by creating bridging and bonding social capital on the websites (Lenhart et.al., 2007). Users are most likely to engage in eWOM behaviors with not only to close relationship (family and close friend) but also to weak relationship (friends and classmates) through social networking sites.

2.2.2 Tie Strength

Brown and Reingen (1987) explored the relationship between tie strength and word-of-mouth propagation by using a network analysis framework. It was found out that social tie strength has an impact on WOM propagation. Tie strength is defined as, “the

potency of the bond between members of a network” (Mittal et al., 2008). According to Granovetter (1973), social ties can be classified as strong or weak. Family and friends can be seen as strong ties, and those strong ties can provide important information and emotional support to people who are within their personal network (Pigg & Crank, 2004). On the other hand, weaker and less personal social relationships such as relationship with acquaintances and colleagues can be assumed as weak ties. These weak ties can also provide information concerning with different subjects (Pigg & Crank, 2004). News, rumors, models and product or service related data can be received from both strong and weak ties through social networking sites. Tie strength can encourage people to engage in electronic word-of-mouth (eWOM) behavior.

2.2.3 Homophily

People tend to group and interact with those who are similar in certain attribute or characteristics. Homophily is defined as the degree to which people who interact with each other are similar (Rogers & Bhowmik, 1970). Prior studies showed that friends and members from individual social network tend to have similarity in characteristics such as race, age and gender and in attributes such as attitudes and beliefs (Festinger, 1957; Gilly et al., 1998). Interpersonal communications are more likely to happen among people who are similar or homophilous (Lazarsfeld & Merton, 1954). The reason is because people like to interact and socialize with those who have the similar characteristics or attributes with them which can be called as social homophily (Mouw, 2006). Then, the frequency of information exchange between people share the same characteristics becomes to increase (Rogers, 1995; Rogers & Bhowmik, 1970). Within social networking sites, there are online social groups who share the similar interest, quality and characteristics and those groups attract homophilous people to join the social group and interact within the group.

2.2.4 Trust

Trust refers to willing of an individual to rely on people in whom he or she has confidence (Moorman et al., 1993). Many studies have proved that trust is a crucial factor in exchanging information and integrating knowledge. Trust plays an important role in justifying and evaluating the decision of people about providing or obtaining useful

information (Pigg & Crank, 2004). Especially in the online environment, trust is important because there is not face-to-face interaction and people have some degree of suspects on the information. Therefore, trust is essential to social network members' intention to exchange information with other members in virtual community (Jarvenpaa et al., 1998; Ridings et al., 2002). Electronic word-of-mouth propagation will increase based on the level of perceived trust on the contacts from social networking sites. SNSs users with high level of trust on their contacts may engage in eWOM behavior and intend to purchase products and services more than consumers with low level of trust.

2.2.5 Interpersonal Influence

Interpersonal or social influence can be seen when the actions of a community member encourage other members to change their behavior or attitude. Interpersonal influence is one of the social factors that influence consumer decision making (e.g. D'Rozario & Choudhury, 2000; Park & Lessig, 1977). There are two dimensions of interpersonal influence in the literature: normative influence and informational influence (Bearden et al., 1989). Normative influences occur when people want to conform to the expectation of others, or when attitudes, values and norms are affected (Burnkrant & Cousineau, 1975). People in the environment have normative influence on the others. On the other hand, informational influences refer to the tendency to obtain formation from knowledgeable people and receive suggestion to search stores and buy products and services (Bearden et al., 1989; Deutsch & Gerard, 1955). Information influences occur when people actually want to purchase things but do not know how and where to buy. Since members of social networking sites rely on their contacts as a source of information for products or services, these two interpersonal influences are related to the influence of electronic word-of-mouth (eWOM). Electronic word-of-mouth information generated from the interpersonal influence can affect the consumer intention and behavior.

2.3 Behavioral Intention

A person's likelihood or probability that he or she is going to engage in a specific behavior is defined as behavioral intention (BI) (Committee on Communication for Behavior Change in the 21st Century, 2002). Ajzen (1991) argued that behavioral intention is an indication that a person is ready to engage in a certain behavior. Intentions

motivate people to engage in a given behavior and they are indicating how people are willing to engage and how much effort they are going to use to perform the behavior. Behavior is a noticeable response of a person in a certain situation concerning with a given subject (Ajzen, 1991). There are two main theories of BI mainly used by health communication: Theory of reasoned action (Ajzen & Fishbein, 1980) (TRA) and Theory of Planned Behavior (Ajzen, 1991) (TPB).

Theory of reasoned action was used widely by the social science. TRA suggested that behavior comes from behavioral intention (BI). Both TRA and TPB suggest that BI is determined by attitudes towards performing behavior and subjective norms, perceptions about what people see on engaging in behavior. In theory of planned behavior, perceived behavioral control is added because the ability and level of control to perform the behavior was not considered in TRA. According to the theory of planned behavior, intention and perceived behavioral control is a combined function to perform a specific behavior. In this study, theory of planned behavior will be used to analyze the consumers' intention to go to the restaurants.

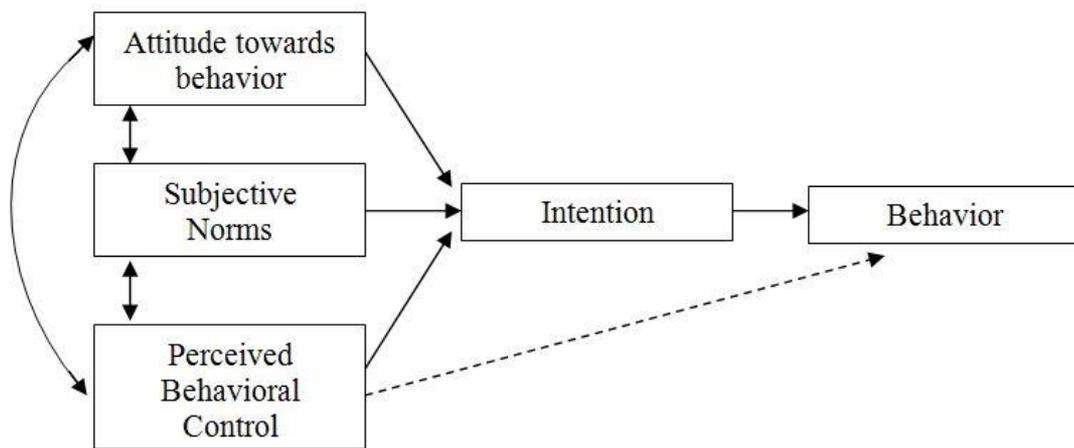
2.3.1 Theory of Planned Behavior

Theory of Planned Behavior (TPB) is extended from Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980). This theory is the most used and influential conceptual framework for studying about human behavior. TPB is widely used to understand not only consumer's behavior but also the health behavior. Health behaviors and intentions such as drinking, smoking, substance use, and health service utilization and consumers' behavior such as purchase behavior are analyzed to examine what factors motivate people to engage in a behavior by using TPB. Motivation (intention to perform a behavior) and ability (behavioral control) can lead to behavioral achievement. According to TPB, there are three variables that determine human behavior: attitude towards behavior, subjective norms, perceived behavioral control.

The opinion which an individual has on the behavior in a positive way or negative way can be referred as attitude towards behavior. Attitude towards behavior is a combination of behavioral belief (the likely consequence of the behavior) and outcome evaluations (positive or negative judgment on performing the behavior). Subjective norms refer to social pressure that an individual perceive to engage or not to engage in a

given behavior. It is composed of normative belief (belief about how other people view on engage in behavior) and motivation to company (positive or negative judgment on the belief). Perceived behavioral control is the ease or difficulty that an individual perceive to perform the behavior. Perceived behavioral control includes control belief (belief about the perceived factors that can facilitate or hinder people to perform the behavior) and influence of control belief (how confident an individual feel to perform the behavior). Figure (2.1) is the conceptual framework of theory of planned behavior.

Figure 2.1 Theory of Planned Behavior



Source: Ajzen, (1991)

According to TPB, it is normal that intention will increase as three variables increase. The more positive attitude and subjective norms that an individual possess, and the greater perceive behavioral control that the individual has, the more likely to increase the intention of the individual to engage in a given behavior. However, the level of importance of attitude, subjective norms, and behavioral control in finding out intention of a person vary depending the behavior and situations. Therefore, only attitude may have an impact on intention, or attitude and perceived behavioral control determines the intention of people to engage in a specific behavior. In some situations, all these three variables will have an impact on intention.

A. Attitude towards Behavior

According to Ajzen (1985), the personal factor which a person has in mind for engaging a specific behavior in a positive or negative way is considered to be attitude. Attitude towards behavior is belief and evaluation that an individual has on a certain

behavior. A joint function of behavioral belief and outcome evaluation results to attitude towards behavior. According to Tarkiainen and Sundqvist (2005), intention to engage in a specific behavior becomes stronger when the attitude towards behavior becomes more positive. In this study, attitude towards behavior is used to identify consumers' attitude on dining out behavior. Attitudes are important for businesses so that they can attract consumers with good image. It is also necessary for consumers to understand their attitudes for overcoming the difficulties they have when they purchase a product or service (Hill & Lynchehaun, 2002).

B. Subjective Norms

Subjective norms refer to the external social pressure that can affect the intentions of consumers. Due to social pressure to engage or not to engage in a specific behavior, the level of subjective norms has increased (Ajzen, 1991). People may engage in a certain behavior if they believe that their important people think it is appropriate to engage. Subjective norms do not concern with the willingness of the individual or the consequences of the behavior (Venkatesh & Davis, 2000). The influence of subjective norms on consumer behavior has been increasing because of social networking sites. Facebook, Instagram, and Twitter have been popular in recent years and scholars have begun studying about behavior on SNSs (Qin et al., 2011). In this study, subjective norm is used to identify whether the respondent's social environment affect the consumer's intention to dine out.

C. Perceived Behavioral Control

Ajzen (2002) argued that behavioral intention and action depends on perceived behavioral control which plays an important role in the theory of planned behavior. Perceived behavioral control is divided into two components: perceived self-efficacy and perceived controllability (Ajzen, 2002). Perceived self-efficacy refers to the perceived level of ease or difficulty that an individual has to perform a given behavior and perceived controllability refers to the level of control that the individual has on resources to perform the behavior.

According to the theory of planned behavior, perceived behavioral control combined with behavioral intention can predict behavioral achievement. Behavioral achievement is determined by the amount of resources and opportunities that a person has to perform a behavior. In this study, amount of income, time and availability are used as the components in perceived behavioral control that represent the perceived self-efficacy and perceived controllability.

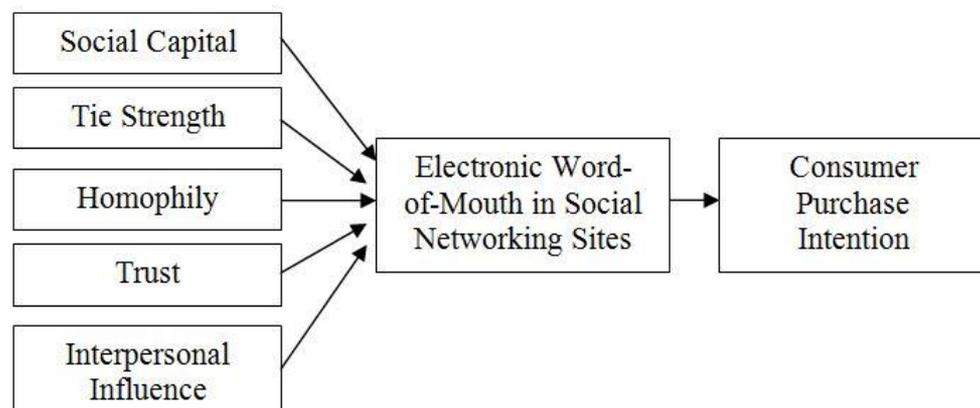
2.4 Empirical Studies

This study is based mainly on two previous research papers. The first previous research is “Influence of Electronic Word-of-Mouth on Consumer Purchase Intention.” Another one is “Factors Influencing the Intention to Purchase and Actual Purchase Behavior of Organic Food”. The briefly explanations, findings and their conceptual framework are described in the following.

2.4.1 Influence of Electronic Word-of-Mouth on Consumer Purchase Intention

Nasif Chowdhury (2016) developed this conceptual model. The researcher explored the determinants that influence electronic word-of-mouth via social networking services on consumers’ purchase intention and the mediating effects of electronic word-of-mouth on the relationship between the determinants and consumers’ purchase intention. The conceptual framework of this study is illustrated in Figure (2.2).

Figure 2.2 Influence of Electronic Word-of-Mouth on Consumer Purchase Intention



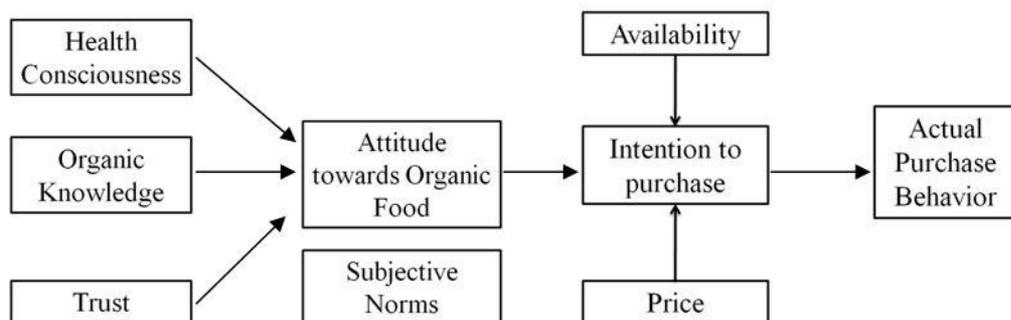
Source: Chowdhury, (2016)

The determinants were social capital, tie strength, homophily, trust, and interpersonal influence. Data was collected with survey questionnaire to 300 respondents who had online purchase experience because of word-of-mouth in Kuala Lumpur, Malaysia. The result was found that social capital, tie strength, trust and interpersonal influence were positively related to the consumers' purchase intention while homophily was negatively related to the consumers' purchase. The mediating analysis approach showed that electronic word-of-mouth via social networking sites mediated the relationship between the determinants and consumers' purchase intention. The researcher assumed that consumers were focusing on the four significant determinants when they view electronic word-of-mouth.

2.4.2 Factors Influencing the Intention to Purchase and Actual Purchase Behavior of Organic Food

Numerous researches have shown that there is an evident relationship between intention and behavior. Intention is the cognitive representation that an individual is ready to perform a specific behavior. According to Brown (2003), consumers with high level of intention to purchase a certain product or service will have higher purchase rates than those who have no or low level of intention. The conceptual framework of this study is illustrated in Figure (2.3).

Figure 2.3 Factors Influencing the Intention to Purchase and Actual Purchase Behavior of Organic Food



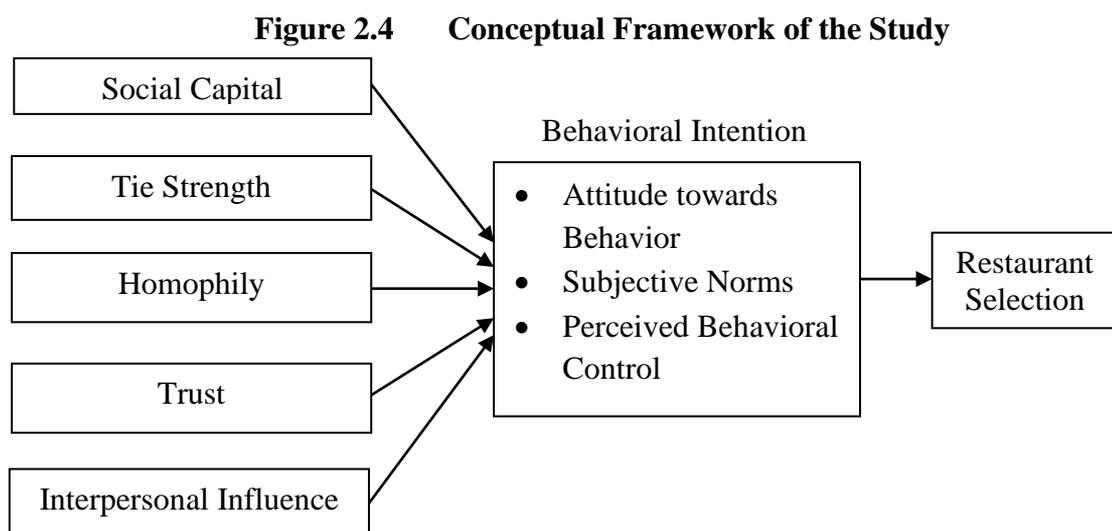
Source: Humaira & Hudrasyah, (2016)

This previous paper was described in Journal of Business and Management, Volume 5, Issue 4, 2016. This study applied the theory of planned behavior (Ajzen, 1991) as a foundation theory to support the relationship between organic food consumption

determinants with intention to purchase and actual purchase behavior by consumers in the market. Health consciousness, knowledge and trust were used as determinants that influence the attitudes towards organic food. Attitudes towards organic food, subjective norms and availability and price as the component of perceived behavioral control were used to identify the relationship between intention to purchase and actual purchase behavior. Data was collected from 200 respondents who have purchased organic food, lives in Jakarta, Indonesia, with age range from 16 – 55 years old. The study was resulted that health consciousness, organic knowledge, and trust had significant influence on attitude toward behavior. In term of intention to purchase, the analysis result showed that it had strong positive influence to attitude towards organic food and subjective norms, although it had low positive influence to price. However, Availability showed to have no influence towards intention to purchase in this research.

2.5 Conceptual Framework of the Study

The conceptual framework is based on previous research papers and theoretical reviews. The framework includes factors relating electronic word-of-mouth, the influence of those factors on behavioral intention of consumers, and the effect of behavioral intention on restaurant selection. Conceptual Framework of the study is illustrated in Figure (2.4).



Source: Own Compilation, 2019.

Factors relating electronic word-of-mouth include social capital, tie strength, homophily, trust, and interpersonal influence. Theory of planned behavior is used to

identify the effect of behavioral intention on restaurant selection. Behavioral intention is measured in three components; attitude towards behavior, subjective norms, and perceived behavioral control. And then, behavioral intention will lead to consumer restaurant selection which is actual behavior.

In the analysis of the influence of eWOM on behavioral intention of consumers, social capital, tie strength, homophily, trust, and interpersonal influence are used as independent variables (Chu & Kim, 2011; Chowdhury, 2016) and attitude towards behavior, subjective norms, are perceived behavioral control are dependent variables. The effect of behavioral intention on restaurant selection will be analyzed. Three components of behavioral intention; attitude towards behavior, subjective norms, are perceived behavioral control are independent variables (Humaira & Hudrasyah, 2016; Wee et al., 2014) and restaurant selection, is a dependent variable for the analysis of the effect of behavioral intention on restaurant selection.

CHAPTER 3

PROFILE AND SOCIAL NETWORKING SITES USAGE BEHAVIOR OF CONSUMERS

This chapter includes social networking sites usage in Yangon. Research design and reliability analysis are presented. Descriptive data such as profile of respondents, social networking sites usage behavior and reasons for going to restaurants are included in this chapter.

3.1 Social Networking Sites Usage in Yangon

Nowadays, Myanmar people can easily access Internet. Mobile penetration rate has dramatically increased because the number of mobile network providers in Myanmar increases during these few years. Moreover, the number of internet service providers has increased. With internet access, people use social networking sites, do businesses, research and learn, and so on. Using social networking sites becomes a daily habit for most people in Yangon. Social networking sites becomes communication medium between families, friends and colleagues. People use social networking sites not only for personal, social purposes but also for business purposes. The social networking sites Myanmar people mainly use are Facebook and Viber. Instagram recently becomes a popular social networking site among Myanmar people especially people in Yangon. There are a few numbers of people who use Twitter. LinkedIn, networking sites for businesses, is used by graduated people for job hunting and by employed people for business networking.

As more and more Myanmar people become to use Social Networking Sites, they exchange various kinds of information through social networking sites. The information can include their experience concerning with certain matters, products, or service, their opinion on a specific topic, suggestion how to do something and so on. The information can be good information or bad information. Good information mostly propagates slower than bad information. This electronic word-of-mouth information spreads through the social networking sites. Electronic word-of-mouth is a type of consumer-to-consumer communication in different forms. Online reviews are one type of electronic word-of-

mouth communication. People in Myanmar know electronic word-of-mouth as online reviews by customers and bloggers.

3.2 Research Design

This study aims to analyze the influence of electronic word-of-mouth on consumer purchase intention on restaurants in Yangon. Study includes to analyze the influence of electronic word-of-mouth on social networking sites, and to examine the effect of behavioral intention on restaurant selection. To achieve these objectives, both primary and secondary data were used in this study. Secondary data were obtained from textbooks, articles from international journal, previous research papers and internet websites. To get the primary data, respondents were asked whether they use any social networking sites such as Facebook, Instagram, Twitter etc., and view electronic word-of-mouth information about restaurants in social networking sites or not. Data were collected from 377 respondents who use social networking sites and view electronic word-of-mouth information about restaurants. The respondents were surveyed with the systematic survey questions.

The sample size was determined by using Raosoft sampling size calculator. This sampling size calculator was used because the population of people who use social networking sites and view electronic word-of-mouth information about restaurants in social networking sites is unknown. The amount of error that can be tolerated is 5%. Confidence interval level is 95%. Response distribution is 50%.

Total 377 respondents who use social networking sites and view electronic word-of-mouth information about restaurants in social networking sites were collected for this study. The descriptive and analytical method was used for this study. Descriptive method aims to describe characteristics of consumers, their social networking usage and reasons of going to the restaurants. Analytical method was used to analyze the effect of behavioral intention on consumer restaurant selection.

The questionnaire consists of five parts; the first part is about demographic data or personal information; the second part is about social networking sites usage and reasons of going to the restaurants. The third part is about factors relating electronic word-of-mouth on social networking sites. Part 4 is about behavioral intention towards restaurant selection. The last part is about restaurant selection. Multiple choice questions are used

for first two parts and the remaining questions are measured with a five-point Likert Scale method (1= Strongly Disagree to 5= Strongly Agree).

3.3 Reliability Analysis

Reliability Analysis was used to identify the internal consistency of the variables in the questionnaire. Cronbach's alpha is a measure that shows how closely related a set of items are as a group. In other word, it shows internal consistency. Cronbach's alpha can show whether Likert scale surveys are reliable or not. Cronbach's alpha can reveal if the test accurately measures the variables of interest.

Table (3.1) Reliability Analysis

Category	Cronbach's Alpha	No. of items	Interpretation
Social Capital	0.797	4	Acceptable
Tie Strength	0.895	4	Excellent
Homophily	0.850	4	Excellent
Trust	0.887	4	Excellent
Interpersonal Influence	0.796	4	Acceptable
Attitudes towards behavior	0.873	4	Excellent
Subjective Norms	0.810	4	Excellent
Perceived Behavioral Control	0.752	4	Acceptable
Consumer Restaurant Selection	0.770	4	Acceptable

Source: Survey Data (2019)

Table (3.1) shows that Cronbach's Alpha Coefficient of all the variables are more than 0.7. Therefore, it can be assumed that all items of questionnaire are consistent and data are reliable.

3.4 Profile of Respondents

Demographic factors are classified into (4) categories and consist of gender, age category, occupation, and monthly income. Data are collected from 377 people who lived in Yangon by using structured questionnaire. The demographic characteristics of respondents are shown in Table (3.2).

Table (3.2) Profile of Respondents

Demographic Data	Number of Respondents	Percentage (%)
<u>Gender</u>		
Male	187	50
Female	190	50
<u>Age Category (Years)</u>		
15-20	4	1
21-25	143	38
26-30	86	23
31-35	92	24
Above 35	52	14
<u>Occupation</u>		
Student	77	20
Employed	206	55
Unemployed	38	10
Others (Self-employed)	56	15
<u>Monthly Income</u>		
Less than 100,000 Kyats	55	15
100,001 to 300,000 Kyats	123	33
300,001 to 500,000 Kyats	71	19
500,001 to 700,000 Kyats	42	11
Above 700,000 Kyats	86	22
Total	377	100

Source: Survey Data (2019)

According to the Table (3.2), half of the respondents are female and the other half are male. It can be assumed that female respondents use social networking sites as many as male respondents do for this study. The majority age group of respondents for this study is between 21 and 25 years followed by the age group of 31 to 35 and the age group of 26 to 30. The age group of 21 to 25, the age group of 31 to 35 and the age group of 26

to 30 are mostly participated for this study. Young people, whose ages range from 21 to 35, like to go out and meet with friends when they have free time. They meet with their friends mostly at restaurants. They want to try foods from new restaurants. They find restaurants information and reviews on the internet especially from social networking sites.

Majority of the respondents are employed people followed by 20% of respondents being students. Occupations of minority are unemployed and self-employed being 10% and 15% respectively. It can be concluded that most of the respondents for this study are employed. It is normal that people can go out to eat only when they have income.

In terms of income level, 33% of respondents have income level of 100,001 to 300,000 Kyats. 22% of respondents have income level which is about 700,000 Kyats. Since most respondents are employed, they have higher income level. They have spending power on restaurants since they have medium level of income.

3.5 Social Networking Sites Usage Behavior

Part 2 of the questionnaire consists of 8 questions which are concerned with social networking sites usage behavior and reasons for going to the restaurants. Social networking sites usage behavior included which kind of social networking sites the respondents use. Since this study will focus mainly on electronic word-of-mouth, further study on social networking sites usage behavior and dining out behavior will not be processed. And finally, two questions related with electronic word-of-mouth information are included in Part 2.

3.5.1 Types of Social Networking Sites

The following Table describes that what types of social networking sites respondents mostly use. Social networking sites which are popular among respondents are organized in the Table.

The detailed frequency and percentage are shown in the Table (3.3). According to Table (3.3), all respondents use Facebook. Instagram is the second most popular social networking site. 11% of respondents use Twitter. Only 1% of respondents use other social networking sites.

Table (3.3) Types of Social Networking Sites

Social Networking Sites	Percentage (%)
Facebook	100
Instagram	24
Twitter	6
Others (VK)	1

Source : Survey Data (2019)

Facebook is the most popular social networking sites in Myanmar. People can easily create a Facebook account by using phone number. Therefore, all the respondents use Facebook. Instagram becomes popular because it can be linked with Facebook. Taking photos can be easily done with the use of mobile phones and uploading photos on social networking sites becomes a trend. Instagram is a social networking site that is based only on photos and videos. Therefore, it begins to be popular in Myanmar. Twitter is widely used globally. However, survey result shows that there are only a few respondents who use these social networking sites. Unlike Facebook, Twitter allows short messages with limited characters. Twitter is not popular in Myanmar. People also do not intend to use Twitter because they can communicate with others by using Facebook. Only a few of people who are mostly educated use Twitter. Last year, VK was popular because of some political news. However, people do not use that social networking sites any longer even though they do have VK accounts. The reason is that all people use Facebook and they can communicate from Facebook. Therefore, people think that they do not need to use other social networking sites except for specific reasons.

3.5.2 Reasons for Using Social Networking Sites

Table (3.4) shows reasons for using social networking sites. Table (3.4) indicates that respondents use social networking sites to keep in touch with my friends and relatives. Getting information about product and services is the second most common reason to go to restaurants.

Table (3.4) Reasons for Using Social Networking Sites

Reasons for Using Social Networking Sites	Percentage (%)
To be more sociable	34
To keep in touch with my friends, and relatives	71
To get information about products and services	54
To exchange opinions and ideas	43
To get relief from stress	31
Others (To read news, to watch videos, to follow celebrities, etc)	10

Source : Survey Data (2019)

Although people go separate ways, they are still connected through social networking sites. They can keep in touch with their friends or relatives whom they have not seen for a long time. Nowadays, social networking sites are more useful for getting information in Myanmar than websites. Therefore, people use social networking sites to get information about products and services. Respondents use social networking sites for other reasons such as to read news, to watch videos, to follow celebrities from social networking sites, to attend online class from the sites, etc. Different people have different reasons to use social networking sites.

3.5.3 Reasons for Going to Restaurants

The purposes of going to restaurants are classified into 8 groups. The detailed information can be seen in the following Table.

Table (3.5) Reasons for Going to Restaurants

Reasons for Going to Restaurants	Percentage (%)
To meet with friends	60
To eat good food	80
To eat food I don't often eat	31
Do not want to cook	17
To relax	31
For special events (birthdays, Valentine's Day, anniversary, etc.)	34
Non-chosen situation (professional, etc.)	18

Source : Survey Data (2019)

As stated by Table (3.5), the strongest reason for going to restaurants is to eat good food. Meeting with friends is the second strongest reason for going to restaurants. The least common reason for going to restaurants is that respondents do not want to cook for foods. Respondents chose other different purposes. Therefore, it can be assumed that different people go to restaurants according to their characteristics.

People sometimes get bored with eating homemade foods. Thus, they want to try out new good foods from restaurants. People make an appointment at the restaurants for meeting with friends. Therefore, restaurants become venues not only for gathering but also for social occasions. People make reservation at restaurants for birthday celebrations, wedding ceremonies, anniversary celebrations, and so on. People still set aside their time for cooking even though they sometimes get bored with eating homemade foods. They think that eating outside all the time is not good for health.

3.5.4 Electronic Word-of-Mouth Information Viewing Frequency

Nowadays, restaurants become to carry out their marketing activities on social networking sites and people also become to openly express their experiences and opinions towards certain brands. People seek information about the brands on social networking sites. In the same way, people check good or bad reviews or opinions about restaurants on social networking sites. The detailed frequency and percentage are shown in the following Table.

Table (3.6) Electronic Word-of-Mouth Information Viewing Frequency

Electronic Word-of-Mouth Viewing Information Frequency	Frequency	Percentage (%)
Sometimes	207	55
Most of the times	133	35
Always	37	10
Total	377	100

Source : Survey Data (2019)

The above Table shows that all respondents view electronic word-of-mouth information before they go to restaurants. Over half of respondents (55%) answered that they sometimes view electronic word-of-mouth about restaurants.

People do not need to check electronic word-of-mouth information about the restaurants they frequently go and may not be able to check reviews because of fewer alternatives available in certain areas. Hence, respondents check electronic word-of-mouth information when it is possible.

3.5.5 Trust on Electronic Word-of-Mouth Information

People have different level of trust on electronic word-of-mouth information because of different reasons. The detailed information is described in the following Table.

Table (3.7) Trust on Electronic Word-of-Mouth Information

Level of trust	Frequency	Percentage (%)
Complete distrust on eWOM	-	-
Having a certain level of distrust on eWOM	45	12
Neutral feeling on eWOM	19	5
Having a certain level of trust on eWOM	251	67
Complete trust on eWOM	62	16
Total	377	100

Source : Survey Data (2019)

Over 80 percent of people have trust on electronic word-of-mouth. Over half of respondents have a certain level of trust on electronic word-of-mouth. 12 percent of respondents have complete trust on electronic word-of-mouth.

Since respondents have to view restaurant information only from the social networking sites, they do have a certain level of trust on electronic word-of-mouth. Social networking sites are the only popular sources of information for restaurants in Myanmar. There is no other source to rely on for restaurant selection if they do not trust electronic word-of-mouth information from social networking sites. Some respondents do not have trust on electronic word-of-mouth because they think that electronic word-of-mouth information is created by food bloggers who get paid for good reviews or by consumers who get certain benefits from the restaurants.

CHAPTER 4

ANALYSIS ON THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON CONSUMER PURCHASE INTENTION ON RESTAURANTS IN YANGON

This chapter presents the influence of electronic word-of-mouth on consumer purchase intention on restaurants in Yangon. In this study, regression model was applied to analyze the influence of electronic word-of-mouth on behavioral intention and the effect of behavioral intention on restaurant selection in Yangon.

4.1 Analysis on Influence of Electronic Word-of-Mouth on Behavioral Intention

First, the mean values and standard deviation values of factors relating electronic word-of-mouth are described. Then, those of behavioral intention factors are presented. After that, influence of electronic word-of-mouth on behavioral intention is analyzed.

4.1.1 Factors relating Electronic Word-of-Mouth on Restaurants

The mean values of factors such as social capital, tie strength, homophily, trust and interpersonal influence which relate with electronic word-of-mouth are presented.

(a) Social Capital

In this study, the combination of four survey questions is used to investigate social capital. The results from analysis on social capital are shown in the Table (4.1).

According to the above data, the highest mean is 3.78 for trying new restaurants because of interaction on SNSs. The lowest mean value is 3.47, which is the mean value of “getting help to solve the problem of finding a restaurant from people on SNSs”. The overall mean of social capital is 3.66.

Table (4.1) Social Capital

Sr No.	Description	Mean	SD
1	Interest in new restaurants because of interaction	3.76	0.89
2	Trying new restaurants because of interaction	3.78	0.85
3	Getting the best price information of restaurants	3.64	0.89
4	Getting help to solve the problem of finding a restaurant	3.47	0.97
	Overall Mean	3.66	

Source: Survey Data (2019)

When a specific new restaurant becomes a topic to discuss among the members of social networking sites, people become curious about that restaurant and want to try that restaurant. People believed that they cannot trust every member of social networking sites for restaurant information. Therefore, they do not think that there are many members who will help in finding a restaurant.

(b) Tie Strength

In this category, there are four questions to analyze tie strength. The mean scores of each variable that relate to tie strength are shown in Table (4.2).

Table (4.2) Tie Strength

Sr No.	Description	Mean	SD
1	Personally known people	3.71	1.05
2	People who talked before	3.46	1.02
3	Important people	3.58	1.04
4	Close people	3.62	0.99
	Overall Mean	3.59	

Source: Survey Data (2019)

According to Table (4.2), the highest mean score value is 3.71. It means that respondents rely on the electronic word-of-mouth information of people they know personally. Relying on electronic word-of-mouth information of people whom are talked to before shows the lowest mean score. According to the Table, the overall mean value of tie strength is 3.59.

People tend to rely on others whom they know and can even have open discussion with them. They can exchange the reasons why the certain restaurant is good to go. People think that the person whom respondents talk to cannot be seen as a reliable person. The person is not reliable enough not only to trust but also to ask suggestion.

(c) Homophily

Regarding homophily, respondents are required to respond to four statements. The mean scores of each statement that relate to homophily are shown in Table (4.3).

Table (4.3) Homophily

Sr No.	Description	Mean	SD
1	Same age group	3.06	1.05
2	Same dining out habits	3.48	1.00
3	Same interest	3.43	1.04
4	Having similar taste on foods	3.72	1.00
	Overall Mean	3.42	

Source: Survey Data (2019)

From the result shown in Table (4.3), the highest mean score is 3.72 for the statement of relying on electronic word-of-mouth information of people who have similar taste on foods. Relying on electronic word-of-mouth information of people who are in the same age group has the lowest mean score. Overall mean of this category is 3.42.

People tend to trust others who have the same taste with them because they are most likely to like the foods from the restaurants that other people with similar taste recommend. If the person who recommended a specific restaurant does not have the same taste with them, they may or may not like the foods. Even people are in the same age group, they will have different tastes and other different characteristics.

(d) Trust

The combination of four survey questions is used to investigate Trust in this study. The mean scores of each variable that relate Trust are shown in Table (4.4).

Table (4.4) shows the influence of trust on behavioral intention of consumers to go to the restaurants. With the highest mean value, respondents replied that the contacts

on “friend” list on the social networking sites will help for selecting a restaurant for respondents as best as they can. The statement, “Confidence about having discussion with the contacts on SNSs for selecting a restaurant”, shows the lowest mean score, 3.21. Overall mean value of trust is 3.29.

Table (4.4) Trust

Sr No.	Description	Mean	SD
1	Trust on contacts on SNSs for restaurant selection	3.25	0.90
2	Getting honest opinions for selecting a restaurants	3.31	0.95
3	Gaining the best help from the contacts on SNSs	3.38	0.94
4	Confidence about discussing for restaurant selection	3.21	0.92
	Overall Mean	3.29	

Source: Survey Data (2019)

Although people believed that they cannot trust every member of social networking sites for restaurant information, they still believe that contacts from “friend” list on the social networking sites will help them to select a restaurant. Social networking sites exist to communicate and build a social relationship between members. To create a good relationship, people are likely to help others as much as they can. However, people will not feel confidence to discuss with random people about restaurant selection.

(e) Interpersonal Influence

Table (4.5) includes four survey questions and shows the mean score of each question that concerns with interpersonal influence.

Table (4.5) Interpersonal Influence

Sr No.	Description	Mean	SD
1	Use of eWOM when having little experience	3.66	0.98
2	Consulting to choose the best alternative restaurant	3.01	1.12
3	Information gathering before going to restaurants.	3.25	1.10
4	Consideration of other’s opinions or expectations	3.11	1.20
	Overall Mean	3.26	

Source: Survey Data (2019)

According to Table (4.5), most people use electronic word-of-mouth information about the restaurants on social networking sites if they have little experience with restaurants. The statement of “consulting with people on social networking sites to choose the best alternative among various restaurants” shows the lowest mean score with 3.01. The overall mean value of interpersonal influence is 3.26.

Nowadays, it is easier for people to search information that they do not know. People can search information about restaurants from the internet especially from the social networking sites. Most restaurants in Myanmar do not have active official websites although they have their own official page or account on social networking sites. On their page or account, they update their restaurant information. Through social networking sites, people like to share their opinions on certain subjects. In the same way, they also share their opinions about restaurants. Therefore, other people who do not have knowledge about restaurants can look for electronic word-of-mouth information on social networking sites. People do not trust all members in social networking sites. Therefore, they ask for suggestion. However, they do not take every suggestion seriously. And they do not like to consult with other people on social networking sites because they do not know other people personally and do not want to reveal personal information to other people.

4.1.2 Behavioral Intention Factors

Behavioral intention is determined by attitude towards behavior, subjective norms and perceived behavioral control. The mean scores of these factors are presented in the following.

(a) Attitude towards Behavior

The combination of four survey questions is used to investigate Attitude towards Behavior in this study. The mean scores of each variable that relate with Attitude towards Behavior are shown in Table (4.6).

From the result shown in Table (4.6), the highest mean score is 3.91 for the statement of “Preference for going and eating at the restaurants”. The statement of

“Saving effort and time by going and eating at restaurants” has the lowest mean score of 3.34. Overall mean of this category is 3.68.

Table (4.6) Attitude towards Behavior

Sr No.	Description	Mean	SD
1	Preference for going and eating at the restaurants	3.91	0.93
2	Enjoyment of going and eating at restaurants	3.81	0.96
3	Going and eat at restaurants for relaxation	3.67	1.04
4	Saving effort and time by going and eating at restaurants	3.34	1.10
	Overall Mean	3.68	

Source: Survey Data (2019)

People like going and eating at the restaurants because they can meet with their friends and talk with them. They feel relaxed when they go and eat at the restaurants. Even though going and eating at the restaurants can save the effort and time for cooking, going to the restaurants surely takes effort and time. This is why respondents do not think that going and eating at restaurants can save their effort and time.

(b) Subjective Norms

In this category, there are four questions to analyze subjective norms. The mean score of each variable that concerns with subjective norms is shown in the following Table.

Table (4.7) Subjective Norms

Sr No.	Description	Mean	SD
1	Opinions of friends	2.78	1.03
2	Opinions of family	2.40	1.14
3	Opinions of peers	3.41	0.99
4	Opinions of surrounding people	3.05	1.15
	Overall Mean	2.91	

Source: Survey Data (2019)

Table (4.7) shows that the statement, “Considering the opinions of peers on dining out behavior”, has the highest mean score with 3.41. The mean score of “Considering the

opinions of family on dining out behavior” is the lowest with 2.40. According to the Table, the overall mean value of subjective norms is 2.91. Overall mean value of subjective norms do not surpass value of three.

Respondents go to the restaurants because of their peers such as their colleagues, or their friends. Their peers take respondents to restaurants to socialize with them. Friends make an appointment at restaurants to meet with them. However, respondents may go to the restaurants or not because family makes them go. The different tastes and opinions are different even among family members.

(c) Perceived Behavioral Control

Four questions are used to investigate perceived behavioral control. The following Table shows the mean score of the statement that is related to perceived behavioral control.

Table (4.8) Perceived Behavioral Control

Sr No.	Description	Mean	SD
1	Current social trend	3.40	1.03
2	Free time	3.27	1.15
3	Income	3.49	1.22
4	Ease in going and eating at the restaurants	3.45	1.04
	Overall Mean	3.40	

Source: Survey Data (2019)

According to Table (4.8), the highest mean score value is 3.49 for the statement of “Influence of income on the decision to go and eat at restaurants”. The statement of “Influence of free time on the decision to go and eat at restaurants” shows the lowest mean score. The overall mean value of perceived behavioral control is 3.40.

Without having any income, it is not possible to go to the restaurants. For respondents, income is the most influential factor that controls the decision to go to the restaurants. It takes time to go to the restaurants and people consider how much time they will take to the restaurants before they have intention to go. However, they will set aside time to go to the restaurants once they have intention to go. Therefore, respondents

do not usually think that amount of free time will affect their intention to go to the restaurants.

4.1.3 Influence of Electronic Word-of-Mouth on Attitude towards Behavior

To analyze the influence of electronic word-of-mouth on attitude towards behavior (behavioral intention) of consumers, linear regression method is practiced. The influence of electronic word-of-mouth on attitude towards behavior is explained in below section.

Table (4.9) Influence of Electronic Word-of-Mouth on Attitude towards Behavior

Sr. No.	Independent Variables	Unstandardized		Standard Coefficient (Beta)	t	Sig.	VIF
		B	Std. Error				
	(constant)	0.857	0.191		4.478	0.000	
1	Social Capital	0.175**	0.071	0.145	2.447	0.015	2.176
2	Tie Strength	0.116**	0.050	0.121	2.305	0.022	1.706
3	Homophily	0.207***	0.055	0.205	3.798	0.000	1.811
4	Trust	0.131**	0.060	0.122	2.187	0.029	1.934
5	Interpersonal Influence	0.192***	0.054	0.194	3.537	0.000	1.864
R		0.633					
R Square		0.411					
Adjusted R Square		0.393					
F Value		49.616***					
Durbin-Watson		2.035					

Source: Survey Data (2019)

Note: ***Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

In this analysis, dependent variable is attitude towards behavior and independent variables are social capital, tie strength, homophily, trust and interpersonal influence. The output from generating linear regression model is shown in Table (4.9).

Results from Table (4.9) show that all five variables are significant. Homophily and interpersonal influence have significant values which are less than 0.01. Therefore, these two variables have positive relationship with attitude towards behavior at 1 % significant level. The variables which significant values are less than 0.05 are social

capital, tie strength and trust. At 5% significant level, Therefore, the relationship between these three independent variables and attitude towards behavior is significant.

Social capital, tie strength, homophily, trust, and interpersonal influence have positive influence on attitude towards behavior. 1 unit increase in social capital will increase 0.175 units of attitude towards behavior. An increase in tie strength by 1 unit raises 0.116 units of attitude towards behavior. 1 unit increase in homophily will raise the attitude towards behavior by 0.207 units. 1 unit increase in trust will increase 0.131 units of attitude towards behavior. An increase in interpersonal influence will increase 0.192 units of attitude towards behavior.

Correlation coefficient (R) is used to measure relationship between dependent variable (attitude towards behavior) and independent variables (social capital, tie strength, homophily, trust, and interpersonal influence). According to the result shown in Table (4.9), R value lies between 0 and 1 which is 0.633. Hence, electronic word-of-mouth and attitude towards behavior are correlated. The values of R square (0.411) with adjusted R square (0.393) show that the model can explain 41% about the variance of independent variables and dependent variable in this study.

According to the standardized coefficient (Beta) result, it suggests that there is positive correlation between all independent variables (social capital, tie Strength, homophily, trust, and interpersonal influence) and dependent variable (attitude towards behavior). Homophily has highest Beta value of 0.207 showing that homophily or having same quality or characteristics have the greatest influence on attitude towards going and eating at restaurants behavior.

The Durbin-Watson value is close to 2, which is 2.035. Hence, it shows that there is no auto correlation in sample. The value of F test, which indicates the overall significance of the model, is highly significant at 1 percent level. VIF values of all variables are less than 10. It indicates that there is no multi-collinearity problem in this case. It also describes that there is no correlation among independent variables. According to t values of all the variables in Table (4.9), which are greater than 0, it is shown that evidence against the null hypothesis that there is no significant difference.

According to the results from Table (4.9), it can be seen that tie strength, homophily, trust, and interpersonal influence affect perceived behavioral control. Tie strength has the most significant effect on perceived behavioral control. Respondents

believe electronic word-of-mouth information of others who are close to them. Close people give information which is suitable for the other person. Through the information, the level of control that respondents have on the behavior has changed. Close people give information about restaurants with reasonable prices when the income level of the other person is low. During discussion about social trend, they give electronic word-of-mouth information about restaurants which are currently popular. It becomes easier for people to change their intention when they listen to suggestions from close tie strength or relationship.

Respondents adjust their behavioral control based on the electronic word-of-mouth information from people with similar characteristics. They have similar level of control on free time and income and take their electronic word-of-mouth information for decision making because they have similar characteristics. Trust on people on social networking sites and their electronic word-of-mouth information influences perceived behavioral control. Through honest opinions of people on social networking sites, respondents wisely consider the spending of their limited free time and income on restaurant selection. When respondents do not have knowledge about restaurants, they rely on eWOM of knowledgeable consumers about restaurants. They determine whether it is convenient to go and whether they can afford to go based on electronic word-of-mouth information from knowledgeable people.

4.1.4 Influence of Electronic Word-of-Mouth on Subjective Norms

To analyze the influence of electronic word-of-mouth on subjective norms (behavioral intention) of consumers, linear regression method is practiced. The influence of electronic word-of-mouth on subjective norms is explained in below section. The output from generating linear regression model is shown in Table (4.10).

In this analysis, dependent variable is subjective norms and independent variables are social capital, tie strength, homophily, trust and interpersonal influence.

Results from Table (4.10) show that three among five variables are significant. Trust and interpersonal influence have significant values which are less than 0.01. Therefore, these two variables have positive relationship with subjective norms at 1 % significant level. The relationship between homophily and subjective norms is significant at 5% significant level. The significance value is 0.032. The significant values of social

capital and tie strength are greater than 0.01. Therefore, it is not significant at any significant level. Electronic word-of-mouth information generated from the social network among people in the social networking sites and close relationship between people cannot pressure to engage in going and eating at restaurants. The reason can be because people have different tastes or behaviors. Behavior about going to restaurants which may seem good for one person may not be good to the other person. Even there is strong relationship or tie strength among people, people may not be willing to comply with going to restaurants behavior.

Table (4.10) Influence of Electronic Word-of-Mouth on Subjective Norms

Sr. No.	Independent Variables	Unstandardized		Standard Coefficient (Beta)	t	Sig.	VIF
		B	Std. Error				
	(constant)	0.351	0.194		1.812	0.071	
1	Social Capital	0.002	0.072	0.002	0.035	0.972	2.176
2	Tie Strength	0.056	0.051	0.059	1.106	0.269	1.706
3	Homophily	0.119**	0.055	0.118	2.150	0.032	1.811
4	Trust	0.317***	0.061	0.294	5.201	0.000	1.934
5	Interpersonal Influence	0.275***	0.055	0.275	5.004	0.000	1.864
R		0.622					
R Square		0.387					
Adjusted R Square		0.379					
F Value		49.924***					
Durbin-Watson		2.116					

Source: Survey Data (2019)

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Homophily, trust and interpersonal influence have positive influence on subjective norms. 1 unit increase in homophily will increase 0.119 units of subjective norms. An increase in trust by 1 unit raises 0.317 units of subjective norms. 1 unit increase in interpersonal influence will raise subjective norms by 0.275 units

Correlation coefficient (R) is used to measure relationship between dependent variable (subjective norms) and independent variables (social capital, tie strength, homophily, trust, and interpersonal influence). According to the result shown in Table

(4.10), R value lies between 0 and 1 which is 0.622. Hence, influence of electronic word-of-mouth and subjective norms are correlated. The values of R square (0.387) with adjusted R square (0.379) indicate that the model can explain 38% about the variance of independent variables and dependent variable in this study.

According to the standardized coefficient (Beta) result, it suggests that there is positive correlation between all independent variables (social capital, tie Strength, homophily, trust, and interpersonal influence) and dependent variable (subjective norms). Trust has highest Beta value of 0.317 showing that trust on eWOM made by contacts in the social networking sites have the greatest influence on subjective norms.

The Durbin-Watson value is close to 2, which is 2.116. Hence, it shows that there is no auto correlation in sample. The value of F test, which indicates the overall significance of the model, is highly significant at 1 percent level. VIF values of all variables are less than 10. It indicates that there is no multi-collinearity problem in this case. It also describes that there is no correlation among independent variables. According to t values of all the variables in Table (4.10), which are greater than 0, it is shown that evidence against the null hypothesis that there is no significant difference.

According to the Table (4.10), homophily, trust and interpersonal influence, affect on subjective norms. Subjective norms are influenced by trust on the contacts from the social networking sites. Since the respondents trust on the people on social networking sites especially from their peers, the opinions of peers are important. They easily change their intention if there are bad opinions of peers on going to restaurants. When the peers think the respondents should go to the restaurants, they will go to the restaurants. If the respondents do not have trust on the contacts on social networking sites, they will not consider the opinions of these contacts. Therefore, trust has the most significant effect on subjective norms.

Respondents do not intend to go the restaurants when people with similar characteristics do not accept going to the restaurants. People with similarities include peers, family, friends, and some important people from the environment. Interpersonal influence has an impact on subjective norms of respondents. Respondents go to the restaurants to conform the expectations of other people who are family, friends, and peers. Respondents also take electronic word-of-mouth information from knowledgeable

person. They take the information because knowledgeable person accept the behavior of going to the restaurants.

4.1.5 Influence of Electronic Word-of-Mouth on Perceived Behavioral Control

To analyze the influence of electronic word-of-mouth on perceived behavioral control (behavioral intention) of consumers, linear regression method is practiced. The influence of electronic word-of-mouth on perceived behavioral control is explained in below sections. The output from generating linear regression model is shown in Table (4.11).

Table (4.11) Influence of Electronic Word-of-Mouth on Perceived Behavioral Control

Sr. No.	Independent Variables	Unstandardized		Standard Coefficient (Beta)	t	Sig.	VIF
		B	Std. Error				
	(constant)	0.669	0.189		3.543	0.000	
1	Social Capital	0.109	0.070	0.092	1.551	0.122	2.176
2	Tie Strength	0.188***	0.050	0.199	3.783	0.000	1.706
3	Homophily	0.172***	0.054	0.173	3.191	0.002	1.811
4	Trust	0.158***	0.059	0.150	2.666	0.008	1.934
5	Interpersonal Influence	0.169***	0.054	0.174	3.164	0.002	1.864
R		0.630					
R Square		0.397					
Adjusted R Square		0.389					
F Value		48.779***					
Durbin-Watson		1.806					

Source: Survey Data (2019)

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

In this analysis, dependent variable is perceived behavioral control of consumers and independent variables are social capital, tie strength, homophily, trust and interpersonal influence.

Results from Table (4.11) show that four among five variables are significant. Tie strength, homophily, trust and interpersonal influence have significant values which are

less than 0.01. Therefore, these four variables have positive relationship with perceived behavioral control at 1% significant level. The significant value of social capital is greater than 0.1. Therefore, it is not significant at any significant level. The reason can be because the social network between people cannot promote the ease of conducting the behavior or the individual level of control to conduct such behavior.

Tie strength, homophily, trust, and interpersonal influence have positive influence on perceived behavioral control. An increase in tie strength by 1 unit raises 0.188 units of perceived behavioral control. 1 unit increase in homophily will raise the perceived behavioral control by 0.172 units. 1 unit increase in trust will increase 0.158 units of perceived behavioral control. An increase in interpersonal influence will increase 0.169 units of perceived behavioral control.

Correlation coefficient (R) is used to measure relationship between dependent variable (perceived behavioral control) and independent variables (social capital, tie strength, homophily, trust, and interpersonal influence) are measured by correlation coefficient (R). According to the result shown in Table (4.11), R value lies between 0 and 1 which is 0.630. Hence, electronic word-of-mouth and perceived behavioral control are correlated. The values of R square (0.397) with adjusted R square (0.389) indicate that the model can explain 39% about the variance of independent variables and dependent variable in this study.

According to the standardized coefficient (Beta) result, it suggests that there is positive correlation between all independent variables (social capital, tie Strength, homophily, trust, and interpersonal influence) and dependent variable (perceived behavioral control). Tie strength has highest Beta value of 0.317 showing that eWOM created by close relationship or close tie strength has the greatest influence on perceived behavioral control.

The Durbin-Watson value is close to 2, which is 1.806. Hence, it shows that there is no auto correlation in sample. The value of F test, which indicates the overall significance of the model, is highly significant at 1 percent level. VIF values of all variables are less than 10. It indicates that there is no multi-collinearity problem in this case. It also means that there is no correlation among independent variables. According to t values of all the variables in Table (4.11), which are greater than 0, it is shown that evidence against the null hypothesis that there is no significant difference.

According to the results from Table (4.11), it can be seen that tie strength, homophily, trust, and interpersonal influence affect perceived behavioral control. Tie strength has the most significant effect on perceived behavioral control. People believe electronic word-of-mouth information of others who are close to them. Close people give information which is suitable for the other person. Through the information, the level of control that people have on the behavior has changed. Close people give information about restaurants with reasonable prices when the income level of the other person is low. During discussion about social trend, they give electronic word-of-mouth information about restaurants which are currently popular. It becomes easier for people to change their intention when they listen to suggestions from close tie strength or relationship.

Respondents adjust their behavioral control based on the electronic word-of-mouth information from people with similar characteristics. They have similar level of control on free time and income and take their electronic word-of-mouth information for decision making because they have similar characteristics. Trust on people on social networking sites and their electronic word-of-mouth information influences perceived behavioral control. Through honest opinions of people on social networking sites, respondents wisely consider the spending of their limited free time and income on restaurant selection. When respondents do not have knowledge about restaurants, they rely on eWOM of knowledgeable consumers about restaurants. They determine whether it is convenient to go and whether they can afford to go based on electronic word-of-mouth information from knowledgeable people.

4.2 Analysis on the Effect of Behavioral Intention on Restaurant Selection of Consumers

Behavioral intention is determined by attitude towards behavior, subjective norms and perceived behavioral control. The mean scores of restaurant selection are mentioned in the following. In this section, the effect of behavioral intention on restaurant selection is analyzed.

4.2.1 Restaurant Selection

In this study, the combination of four survey questions is used to analyze consumer restaurant selection. The results from analysis on consumer restaurant selection are shown in the Table (4.12).

According to Table (4.12), the highest mean value score is 3.72, which means that respondents will make every effort to be able to go to the restaurant that they selected. The lowest mean score value represents for going to the selected restaurants with regular basis. Overall mean value shows 3.55.

Table (4.12) Restaurant Selection

Sr No.	Description	Mean	SD
1	Making effort for going to the selected restaurant	3.72	0.92
2	Regular visit to the selected restaurant	3.18	1.08
3	Preference on the selected restaurant among choices	3.59	0.98
4	Recommending the selected restaurant to friends	3.70	1.01
	Overall Mean	3.55	

Source: Survey Data (2019)

Once respondents have been made their decision and their intention, they will definitely make effort to go to the restaurants. They will go to the restaurants even they still cannot go immediately or in the near future because they have already made their decision. However, respondents cannot guarantee that they will visit restaurants regularly that they have selected. It depends on the respondents' characteristics. They may or may not like the restaurants once they have visited once. They do not know when they will visit again in the future after they have visited.

4.2.2 Effect of Behavioral Intention on Restaurant Selection

To analyze the effect of behavioral intention on restaurant selection, linear regression method is practiced. The effect of behavioral intention is explained in below Table.

In this analysis, dependent variable is restaurant selection and independent variables are attitude towards behavior, subjective norms, and perceived behavioral control.

Table (4.13) Effect of Behavioral Intention on Restaurant Selection

Sr. No.	Independent Variables	Unstandardized		Standard Coefficient (Beta)	t	Sig.	VIF
		B	Std. Error				
	(constant)	1.008	0.133		7.585	0.000	
1	Attitude towards Behavior	0.385***	0.044	0.429	8.767	0.000	1.816
2	Subjective Norms	0.166***	0.042	0.186	3.956	0.000	1.670
3	Perceived Behavioral Control	0.188***	0.048	0.429	3.923	0.000	2.082
R		0.712					
R Square		0.507					
Adjusted R Square		0.503					
F Value		127.847***					
Durbin-Watson		1.917					

Source: Survey Data (2019)

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Results from Table (4.13) show that all variables are significant. The significant values of attitude towards behavior, subjective norms, and perceived behavioral control are less than 0.01. At 1% significant level, these three variables have positive relationship with restaurant selection. To perform restaurant selection, positive attitude towards going to the restaurants is important. If people from the environment do not accept engaging in certain behavior, it is less likely to actually engage in restaurant selection. Without control factors, it is not possible to select restaurants. The output from generating linear regression model is shown in Table (4.13).

Attitude towards behavior, subjective norms, and perceived behavioral control have positive influence on restaurant selection. 1 unit increase in restaurant selection will increase 0.385 units of attitude towards behavior. An increase in subjective norms tie

strength by 1 unit raises 0.166 units of restaurant selection. 1 unit increase in perceived behavioral control will raise restaurant selection by 0.188 units.

Correlation coefficient (R) is used to measure relationship between dependent variable (restaurant selection) and independent variables (attitude towards behavior, subjective norms, and perceived behavioral control). According to the result shown in Table (4.13), R value lies between 0 and 1 which is 0.712. Hence, electronic word-of-mouth and attitude towards behavior are correlated. The values of R square (0.507) with adjusted R square (0.503) indicate that the model can explain 50% about the variance of independent variables and dependent variable in this study.

According to the standardized coefficient (Beta) result, it suggests that is positive correlation between all independent variables (attitude towards behavior, subjective norms, and perceived behavioral control) and dependent variable (restaurant selection). Attitude towards behavior has highest Beta value of 0.385 showing that attitude towards behavior of going and eating at a restaurant has the greatest influence on restaurant selection.

The Durbin-Watson value is close to 2, which is 1.917. Hence, it shows that there is no auto correlation in sample. The value of F test, which indicates the overall significance of the model, is highly significant at 1 percent level. VIF values of all variables are less than 10. It indicates that there is no multi-collinearity problem in this case. It also means that there is no correlation among independent variables. According to t values of all the variables in Table (4.13), which are greater than 0, it is shown that evidence against the null hypothesis that there is no significant difference.

All three variables, attitude towards behavior, subjective norms, and perceived behavioral control affect restaurant selection. According to the result of Table (4.13), attitude towards behavior impacts restaurant selection of respondents the most. When the attitude of respondents has changed, the level of willingness to go to the restaurants has decreased. Respondents go to the selected restaurants because they like to go to the restaurants or have a positive attitude towards restaurants. Respondents consider the opinions of the surrounding people and important people such as family and friends before restaurant selection. They do not go to the restaurants if those people do not accept on going to the restaurants. Perceived behavioral control of respondents influences

restaurant selection. Without income and free time, respondents cannot go to the restaurants.

CHAPTER 5

CONCLUSION

This study is about analyzing the influence of electronic word-of-mouth on consumer purchase intention on restaurants in Yangon and about investigation of the effect of behavioral intention or consumer purchase intention on restaurant selection. This chapter presents the findings and discussions from analysis, suggestions and recommendations, and needs for further studies.

5.1 Findings and Discussions

Going and eating at restaurants becomes a trend in the current generation. Social or business occasions are now celebrated in restaurants. If people want to find information about restaurants in Myanmar, they can search information about restaurants from social networking sites. Nowadays, social networking sites are widely used and businesses attract customers through social networking sites. People tend to share their opinions and information in social networking sites. People collect electronic word-of-mouth information from many people without having to use much energy and money.

The main objectives of the study are to analyze the influence of electronic word-of-mouth on behavioral intention, and to examine the effect of behavioral intention on restaurant selection. A total of 377 respondents were participated in this study. Structured questionnaires were used to collect primary data concerning with factors relating eWOM, behavioral intention and restaurant selection. Influence of electronic word-of-mouth on electronic word-of-mouth and the effect of these variables on behavioral intention were analyzed in this study.

According to results from descriptive findings, all respondents use Facebook. They use social networking sites because they want to keep in touch with friends and family, to get information about products and services, and to be more sociable. Checking information about restaurants on social networking sites can help people to save energy and money. The main purpose of going to restaurants is to eat good foods. Therefore, people need to ask suggestion about restaurants with good foods from the others. Depending on the information and the relationship that two parties have between, people

determine whether they should go to the restaurants or not. Social capital, tie strength, homophily, trust and interpersonal influence can be seen on social networking sites. The influence of eWOM on behavioral intention is analyzed in this study.

Social capital, tie strength, homophily, trust, and interpersonal influence have positive relationship and significant influence on attitude towards behavior of going to restaurants. Homophily has influence on attitude towards behavior of going to restaurants the most. When people ask opinions about restaurants from others, they consider the opinions of people who have similar tastes, qualities, and characteristics with them more than other people. People frequently exchange information among people who are similar with each other. People assume that they will also have the same opinion if they have experienced in going to the restaurant. Their opinions are seen to be agreeable to those people. Depending on the opinions, their attitude towards behavior has completely changed.

Homophily, trust, and interpersonal influence has positive relationship and significant influence on subjective norms. Subjective norms are about people's belief about how close people or people who are important will think upon engaging the behavior of going to the restaurant. Trust impacts on subjective norms the most. People will change their belief and engage in behavior of going to restaurants only when they have trust on people from social networking sites. If they do not have trust, they will not intend to go to the restaurants or may not care what people see them upon engaging in the behavior.

Perceived behavioral control is positive related to tie strength, homophily, trust, and interpersonal influence. These four factors have significant influence on perceived behavioral control. Perceived behavioral control includes two parts; perceived self-efficacy and perceived controllability. Perceived self-efficacy is the level of difficulty or ease that a person perceives to engage in performing the behavior. Perceived controllability is the level of control that a person has on his or her resources to perform the behavior. Tie strength has the most influence on perceived behavioral control. People seek advice from others, especially those who have close relationship with them. They take their advice or suggestion or eWOM from them and determine perceived self-efficacy and perceived controllability. Depending on the eWOM generated from close tie strength, the perceived level of difficulty or ease to engage in behavior of going to restaurant has increased. Their level of control has changed because of eWOM from close

people. People who have close relationship know each other well. They will give only eWOM that is suitable for the other person because they know other people and the level of control, which others have on resources.

Behavioral intention leads to engaging restaurant selection. Attitude towards behavior of going to restaurants, subjective norms, and perceived behavioral control have positive relationship and significant influence on restaurant selection. For people in Myanmar, attitude towards behavior determines the most about whether to go to the restaurants or not. Positive attitude will stimulate people to go to the restaurants. When their attitude becomes negative, they will never go to the restaurants and may even generate negative eWOM to another people. Therefore, it is important for restaurants to build goodwill to change the attitude people have on the restaurants and going to the restaurants.

In social networking sites, social capital, tie strength, homophily, trust, and interpersonal influence have an impact on consumers. Because of these factors, their intention and behavior can change greatly. For businesses which will use SNSs as marketing tools, they should closely analyze these factors and attract to change their intention and behavior.

5.2 Suggestions and Recommendations

Nowadays, going and eating at the restaurants becomes one of the popular social trends. People go out to eat for various reasons such as wanting to eat good foods, social gathering, relaxation, and so on. The number of restaurants has also increased due to the social trends. These restaurants are also attracting customers with various marketing tools. Social networking sites are one of the marketing tools that restaurants have to use. Especially for new restaurants, social networking sites are the major tools that can promote about the restaurants and attract customers. Therefore, restaurants should know which factors should be used to encourage people to go to the restaurants and attract more potential customers.

According to the descriptive data, all the respondents use Facebook. Therefore, restaurants should have their official page on Facebook. They should also invite popular food bloggers who write reviews about restaurants on the internet for promoting the restaurants. Most of the reasons are to meet friends and to eat good foods. Therefore, it is

important for the restaurants to provide quality foods and services to customers. And the restaurants should create a pleasant and comfortable interior design and layout for customers because customers use restaurants for social gathering. To attract more customers on weekends, the restaurants should offer various promotional services to customers. Since most of the customers check electronic word-of-mouth information before going to the restaurants, the restaurants should meet the needs of the current customers through quality foods, services, clean and pleasant environment, and promotion activities.

Not only reviews from bloggers but also electronic word-of-mouth from customers is also important. Electronic word-of-mouth (eWOM) from social networking sites can impact the behavior of consumers. In this study, how social capital, tie strength, homophily, trust, and interpersonal influence impact consumers' behavior is presented. The restaurants should closely analyze these five factors relating eWOM for attracting customers. Homophily, tie strength and trust have influence on the behavioral intention of restaurant customers. The reason that restaurants should invite food bloggers is because of homophily. Food bloggers who are interested in foods have followers who are also interested in food. Food bloggers writing about a specific restaurant may be seen as an advertisement. People may intend to go to the restaurants at least once because food bloggers and followers have the same interest. There are some people who actually have the similar taste with food bloggers and like the same similar environment to enjoy the foods. They will begin to have intention to go to the restaurant.

Since people go to the restaurants mainly with their family and friends, tie strength becomes an important factor that can influence intention of consumers. Positive word-of-mouth or electronic word-of-mouth from close relationship can make people to want to go to the restaurants. Therefore, restaurants should recognize that current customers can bring new customers through close tie strength. Promotion for special days such as birthdays, anniversaries, mother's day, and father's day should be offered to customers. The restaurants should also offer discounts and promotions for holding social occasions. Consumers will not want to go to restaurants unless they have trust on the social networking sites and eWOM from the sites. The restaurants should show to the public that they actually live up to what reviews from food bloggers and eWOM from consumers said. And the restaurants should make sure that there is no ethical issue. They

should immediately respond to the customers' complaints when there is something wrong. In this way, the restaurants should build trust from potential customers.

Social capital and interpersonal influence also impact behavioral intention of consumers. During information exchange through social network from SNSs, people become to have an interest to try out new restaurants. Creating a promotional activity and making people to participate in the activity will increase the awareness of consumers on the restaurants. Electronic word-of-mouth created from social network may attract new consumers. Most people follow the social trends because they may want to be accepted by the society. Some people do not follow the trend because they do not know how to follow the trend. All those people review electronic word-of-mouth information of restaurants to see which restaurants are popular. From the information, they intend to go to the restaurants.

In this study, attitude towards behavior, subjective norms, and interpersonal influence affect restaurant selection. Attitude towards behavior of going to the restaurants influence the actual behavior of going to the restaurants of Myanmar people the most. Through electronic word-of-mouth, the attitude can be changed easily. Therefore, the restaurants should build trust and good image to create positive attitude from consumers. Subjective norms and perceived behavioral control also have an impact on restaurant selection. People tend to look for acceptance from the society. If they will not be accepted to go to the restaurants, they will not go to the restaurants. The image of the restaurant is important in this matter and the restaurants should maintain a good image. Based on the level of difficulty and control on the resources, people decide whether to go to the restaurants or not. Market segmentation should be conducted because people have different level of perceived behavioral control. Restaurants should choose specific target market and provide quality foods and services which are suitable for the target market. Or the restaurants should offer different services for different level of perceived behavioral control without conducting market segmentation.

Electronic word-of-mouth (eWOM) is one of the marketing tools that restaurants should use. To create positive eWOM, the restaurants should offer quality foods, services, environment and various promotional activities. Word-of-mouth information can be spread easily especially on social networking sites. Therefore, the restaurant should create and maintain good image to live up to the positive eWOM and maintain the positive attitude of consumers.

5.3 Needs for Further Research

In this study, data was collected only from 377 people in Yangon who use social networking sites and view electronic word-of-mouth information about restaurants in social networking sites. This study does not represent all the customers of restaurants who use SNSs and view electronic word-of-mouth information about restaurants in social networking sites. A larger and geographically diversified sample may change the result of the study. This study does not cover for consumers of other products such as cosmetics, electronics, commodities, and so on.

This study focuses only on those five factors relating eWOM and the effect on behavioral intention. There are other factors that can affect restaurant selection and physical factors about restaurants that can affect behavioral intention. Therefore, further study will be required to study the effect on behavioral intention and the effect of the physical factors on behavioral intention. Quantitative research method was used for this study. Qualitative research methods such as focus group discussion, depth interview and projective techniques should be used for further studies to find out new findings and to be comprehensive study.

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APPENDIXES

APPENDIX A: Survey Questionnaire

Dear Respondent,

I am a student from MBA program at Yangon University of Economics carrying out a thesis on “The Influence of Electronic Word-of-Mouth on Consumer Purchase Intention on Restaurants”. I would like to request you to kindly spare some of your time to fill up this questionnaire which is required for my thesis study. Thank you very much for your cooperation.

Part 1

Demographic Factors

1. Gender

- Male
- Female

2. Age category

- 15 -20
- 21- 25
- 26 -30
- 31 -35
- Above 35

3. Occupation

- Student
- Employed
- Unemployed
- Self employed
- Others (Please specify)

4. Monthly income

- Less than 100,000 Kyats
- 100,001 to 300,000 Kyats
- 300,001 to 500,000 Kyats
- 500,001 to 700,000 Kyats
- Above 700,000 Kyats

Part 2

Social networking sites usage and reasons for going to the restaurants

5. Which of the social networking sites do you use? (You can choose more than one.)

- Facebook
- Twitter
- Instagram
- Others (Please specify)

6. Why do you use Social networking sites?

- Reasons for Using Social Networking Sites
- To be more sociable
- To keep in touch with my friends, and relatives
- To get information about products and services
- To exchange opinions and ideas
- To get relief from stress
- Others (Please specify)

7. What are your main reasons for going out to restaurants?

- To meet with friends
- To eat good food
- To eat food I don't often eat
- Do not want to cook
- To relax
- For special events (birthdays, Valentine's Day, anniversary, etc.)
- Non-chosen situation (professional, etc.)
- Other, please specify:

8. How often do you check electronic word-of-mouth information by other diners before dining at a restaurant?

- Never
- Sometimes
- Most of the time
- Always

9. How much do you trust other diners' reviews about restaurants?

- Do not trust at all
- Have a certain level of distrust
- Neutral
- Have a certain level of trust
- Trust completely

Part 3

Influencing Factors relating eWOM in Social Networking Sites

Based on the scale below, please tick your response to indicate the extent you agree or disagree with the statement.

Strong Disagree (1) Disagree (2) Neutral (3) Agree (4) Strongly Agree (5)

Social Capital

No.	Statement	1	2	3	4	5
1	Interacting with people on social networking sites makes me interested in new restaurants.					
2	Interacting with people on social networking sites makes me want to try new restaurants.					
3	The people I interact with on the social networking site would share their best price information of restaurants.					
4	There are many several members of the social networking sites I trust to help in solving my problems in finding a restaurant.					

Tie Strength

No.	Statement	1	2	3	4	5
1	I rely more on electronic word-of-mouth information of people I know them personally.					

No.	Statement	1	2	3	4	5
2	I rely more on electronic word-of-mouth information of people I talked to them before.					
3	I rely more on electronic word-of-mouth information of people who are important to me.					
4	I rely more on electronic word-of-mouth information of people who are close to me.					

Homophily

No.	Statement	1	2	3	4	5
1	I rely more on electronic word-of-mouth information of people who are in my age group.					
2	I rely more on electronic word-of-mouth information of people who have the same dining out habits like me.					
3	I rely more on electronic word-of-mouth information of people who have the same interest with me.					
4	I rely more on electronic word-of-mouth information of people who have similar taste on foods with me.					

Trust

No.	Statement	1	2	3	4	5
1	I trust contacts on my “friend” list on the social networking site for selecting a restaurant.					
2	My contacts on my “friend” list on the social networking sites offer honest opinions for selecting a restaurant					
3	The contacts on my “friend” list on the social networking sites will do everything within their capacity to help for selecting a restaurant.					
4	I feel confident about having discussions with the contacts on the social networking sites for selecting a restaurant.					

Interpersonal Influence

No.	Statement	1	2	3	4	5
1	If I have little experience with restaurants, I often use reviews on social networking sites about the restaurants.					

No.	Statement	1	2	3	4	5
2	I often consult with other people on social networking sites to help choose the best alternative among various restaurants.					
3	I frequently gather information from friends on social networking sites before going to restaurants.					
4	It is important that others like the foods and restaurants I go.					

Part 4

Behavioral intention

Attitude towards Behavior

No.	Statement	1	2	3	4	5
1	I like going and eating at the restaurants.					
2	I think that going and eating at restaurants is enjoyable.					
3	I feel relaxed when I go and eat at a restaurant.					
4	I think that going and eating at restaurants can save my effort and time.					

Subjective Norms

No.	Statement	1	2	3	4	5
1	My friends think that I should go and eat at the restaurants.					
2	My family thinks that I should go and eat at the restaurants.					
3	My peers go and eat at the restaurants.					
4	My surrounding influences me to go and eat at the restaurant.					

Perceived Behavioral Control

No.	Statement	1	2	3	4	5
1	Current social trend influences my decision to go and eat at the restaurants.					
2	The amount of free time I have influences my decision to go and eat at the restaurants.					

No.	Statement	1	2	3	4	5
3	The amount of income influences my decisions to go and eat at the restaurants.					
4	For me, going and eating at the restaurants is easy to do.					

Part 5

Restaurant Selection

No.	Statement	1	2	3	4	5
1	I will make every effort to be able to go to the restaurant that I selected.					
2	I will go to the restaurant I selected in regular basis.					
3	Even when I have many choices of restaurants, I will still go to the restaurant that I selected.					
4	I will go to the restaurant I selected and then recommend to my friends.					

APPENDIX - B

Regression Model 1- Influencing Factors relating eWOM on Attitude towards Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.633 ^a	.401	.393	.66849	2.035

a. Predictors: (Constant), Social Capital Mean, Tie Strength Mean, Homophily Mean, Trust Mean, Interpersonal Influence Mean

b. Dependent Variable: Attitude towards Behavior Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	110.860	5	22.172	49.616	.000 ^b
	Residual	165.790	371	.447		
	Total	276.650	376			

a. Dependent Variable: Attitude towards Behavior Mean

b. Predictors: (Constant), Social Capital Mean, Tie Strength Mean, Homophily Mean, Trust Mean, Interpersonal Influence Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.857	.191		4.478	.000		
	Social Capital Mean	.175	.071	.145	2.447	.015	.460	2.176
	Tie Strength Mean	.116	.050	.121	2.305	.022	.586	1.706
	Homophily Mean	.207	.055	.205	3.798	.000	.552	1.811
	Trust Mean	.131	.060	.122	2.187	.029	.517	1.934
	Interpersonal Influence Mean	.192	.054	.194	3.537	.000	.537	1.864

a. Dependent Variable: Attitude towards Behavior Mean

Regression Model 2- Influencing Factors relating eWOM on Subjective Norms

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.622 ^a	.387	.379	.67731	2.116

a. Predictors: (Constant), Social Capital Mean, Tie Strength Mean, Homophily Mean, Trust Mean, Interpersonal Influence Mean

b. Dependent Variable: Subjective Norms Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.631	5	21.526	46.924	.000 ^b
	Residual	170.194	371	.459		
	Total	277.826	376			

a. Dependent Variable: Subjective Norms Mean

b. Predictors: (Constant), Social Capital Mean, Tie Strength Mean, Homophily Mean, Trust Mean, Interpersonal Influence Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.351	.194		1.812	.071		
	Social Capital Mean	.002	.072	.002	.035	.972	.460	2.176
	Tie Strength Mean	.056	.051	.059	1.106	.269	.586	1.706
	Homophily Mean	.119	.055	.118	2.150	.032	.552	1.811
	Trust Mean	.317	.061	.294	5.201	.000	.517	1.934
	Interpersonal Influence Mean	.275	.055	.278	5.004	.000	.537	1.864

a. Dependent Variable: Subjective Norms Mean

Regression Model 3- Influencing Factors relating eWOM on Perceived Behavioral Control

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 ^a	.397	.389	.65908	1.806

a. Predictors: (Constant), Social Capital Mean, Tie Strength Mean, Homophily Mean, Trust Mean, Interpersonal Influence Mean

b. Dependent Variable: Perceived Behavioral Control Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.946	5	21.189	48.779	.000 ^b
	Residual	161.159	371	.434		
	Total	267.105	376			

a. Dependent Variable: Perceived Behavioral Control Mean

b. Predictors: (Constant), Social Capital Mean, Tie Strength Mean, Homophily Mean, Trust Mean, Interpersonal Influence Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.669	.189		3.543	.000		
	Social Capital Mean	.109	.070	.092	1.551	.122	.460	2.176
	Tie Strength Mean	.188	.050	.199	3.783	.000	.586	1.706
	Homophily Mean	.172	.054	.173	3.191	.002	.552	1.811
	Trust Mean	.158	.059	.150	2.666	.008	.517	1.934
	Interpersonal Influence Mean	.169	.054	.174	3.164	.002	.537	1.864

a. Dependent Variable: Perceived Behavioral Control Mean

Regression Model 4- The Effect of Behavioral Intention on Restaurant Selection

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712 ^a	.507	.503	.54183	1.917

a. Predictors: (Constant), Attitude towards Behavior Mean, Subjective Norms Mean, Perceived Behavioral Control Mean

b. Dependent Variable: Restaurant Selection Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	112.598	3	37.533	127.847	.000 ^b
	Residual	109.504	373	.294		
	Total	222.102	376			

a. Dependent Variable: Restaurant Selection Mean

b. Predictors: (Constant), Attitude towards Behavior Mean, Subjective Norms Mean, Perceived Behavioral Control Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.008	.133		7.585	.000		
	Attitude towards Behavior Mean	.385	.044	.429	8.767	.000	.551	1.816
	Subjective Norms Mean	.166	.042	.186	3.956	.000	.599	1.670
	Perceived Behavioral Control Mean	.188	.048	.206	3.923	.000	.480	2.082

a. Dependent Variable: Restaurant Selection Mean