Research Paper

Influence of Facebook on Electronic Word of Mouth (e-WoM), and Customers' Intention to Visit Restaurants in Bangladesh- An Exploratory Study

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ABSTRACT

Purpose: The purpose of this study is to identify the influence of Facebook on electronic word of mouth (e-WoM) communication to motivate customers' intention to visit restaurants; in combination with other variables as Facebook users' characteristics, customers' attitudes in the Bangladesh context. In Bangladesh, more than 3.3 million people are using Facebook and online communities are playing an influential role in changing consumers' dining experiences.

Design/ Methodology/Approach: To conduct this study data were collected through a structured survey questionnaire using Google form. The survey form was sent to the respondents via email, Facebook posts, messenger messages, Google classroom posts. The non-probability, the convenience sampling method was used to collect data and the respondents were from different age groups of Facebook users. The sample size of this study was 171 and to analyze data here used both descriptive and inferential statistics (factor analysis, correlation, regression, and multiple regression analysis).

Findings: Research results indicate that the e-WoM characteristics, Facebook users' characteristics, and customers' attitudes intend to visit restaurants all are statistically significant and supported by the defined hypothesis.

Research limitations/ implications: Researchers can add more respondents and variables to get more insightful ideas about customers' intention to visit restaurants. Also, the marketers can take steps to engage more trustworthy online communities for better understandings to reshape customers' attitudes and intentions to visit restaurants.

Originality/ Value: Developing countries like Bangladesh where Facebook is now emerging social media to influence consumers' behavioral change and hardly research has been conducted in that context. People are concerned to share their views, opinions, experiences on online platforms, and academicians can enrich their research on these contents and address why individuals are more concerned about social factors and so on.

Keywords: e-WoM, Facebook, Customers' intention, Restaurants, Bangladesh

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1. Introduction

Facebook is now turned one of the popular media of communication platforms among the different geo-demographic cultures of people. According to Facebook (2020), the latest news reported that on an average of 1.66 billion people log onto Facebook daily and they are active users. News also illustrated that over the year 9 percent of users' rate has been increased. Day by day a large number of people are more engaging on Facebook and consistently visit the site. The report also mentioned that the most common age demographic group is 25-34, 29.7 percent of users among all age groups. This group is the prime target demographic for many business efforts; this youth segment has a vast influential capability to engage customers. Interesting news shared by Facebook (2020) that daily 4.75 billion pieces of content shared which is almost 94 percent increase from the year 2012. If you consider Bangladesh which is one of the densely populated countries in the world having 164.69 million population; whereas according to NapoleonCat (2019) statistics 19.8 percent of the entire population use Facebook and 18-24 age group was the largest user group. Chatterjee (2001) mentioned in his study that electronic word of mouth (e-WoM) covers a variety of media types and websites where the consumers' post and reviews their usage products and services. According to Forrester (2006), nearly 70% of consumers who are adults in the age category use online ratings and reviews. If we consider the roles of online consumer reviews, we will found out two roles firstly, it serves information about products and services and secondly, the medium of recommendations addressed by researchers Park, Lee, and Han (2007). They also mentioned being informants, they post online reviews, and contests relate with consumer-oriented information; on the other hand, who provides recommendations their information mostly depends on their personal usage experiences either positive word of mouth or negative word of mouth. Akar and Topcu (2011) concluded that food bloggers have given the authority to upheld the restaurant's image or tarnish a restaurant's reputation enlarging to post a detailed statement on the online community. The further relevant study conducted by Bronner and Hoog (2013) also mentioned about the food-bloggers. Findings revealed that food bloggers use social media (Facebook, Twitter, Instagram) as a medium of communication tool and likely post review on restaurants. In another study conducted by Pantelidis (2010) mentioned that customers who frequently visit restaurants they are more dependent on the messages and comments posted by other customers on Facebook than in comparison who reviewed by the restaurant websites. A study result found by Ulusu (2010) that after having dined in a restaurant if they are satisfied with their experiences would be likely to share with the other three customers on Facebook. This finding supported by other researchers' studies where they mentioned sharing information, interests, and reviews via Facebook influence consumers' attitudes and intentions (Chen,2011; Ye et al.2011; Abu-Shanab and Al-Tarawneh, 2013). This study employs the theory of reasoned action that was developed by Fishbein (1967) which explains an individual's discretionary behavior and which forces motivate them to take a certain action. Besides, Ajzen (1991) mentioned in his study that consumers' behavioral intentions are habitually based on consumers' subjective norms and attitudes which eventually considered as the influence of others.

The service sector is always having a vast interest area for the academicians. In this aspect, technology is playing its masterstroke in communication purposes. Social media app as the Facebook medium of information sharing is considered to shape customers' experiences and spread Electronic Word of Mouth (e-WoM). Apart from that, the restaurant's industry in Bangladesh context is booming up and according to the reporting

year 2022, this sector will have the worth almost 450 crores. Customers' dine experiences in the restaurants and electronic word of mouth help the potential customers' to explore untapped experiences in the restaurants. The study is also focused on previous literature and developed a research model in the context of the Bangladesh scenario. Though hardly research has been conducted based on Facebook's influence on electronic word of mouth and customers' intention to visit restaurants in Bangladesh context. Researchers have studied social factors and surroundings of individuals how particular variables somehow motivate customers to explore new experiences. For that reason, it could be a logical explanation to conduct this study according to Bangladesh's perspective and how the customers dine experiences are changing due to electronic word of mouth (e-WoM) communication in online platforms and customers' intention to visit restaurants depend on customer's attitudes.

This study focuses to examine the influence of Facebook on electronic word of mouth (e-WoM) and customers' intention to visit restaurants in Bangladesh's perspectives. The specific outcomes of this study are as followed as:

i. To identify the relationship between e-WoM characteristics and customers' intention to visit restaurants.
ii. To identify the relationship between Facebook users' characteristics and customers' intention to visit restaurants.
iii. To identify the relationship between customers' attitudes and customers' intention to visit restaurants.

2. Literature Review

Pick (2014) mentioned in his study that about 54% of customers' buying behavior is directly influenced by how other consumers perceive that particular restaurants and it also found that 60% of consumers' behavior would change if they notice negative e-WoM feedback in Facebook. The researcher also mentioned that customers also pay attention to their self-image which creates their extended self-creation of restaurant experiences. Brown (2016) found in his study that male customers who have a great interest in searching for information and tend to look at recommendations are influenced by Facebook posts and reviews. It's been found out male restaurant visitors prefer looking e-WoM on Facebook rather than asking from family or acquaintances. They always love to share their experiences on social media platforms especially on Facebook because they want to be in touch with their fans and followers to express their opinions which might be a helpful further visit of their fans and would be easy incomparable experiences. Mhlanga and Tichaawa (2017) also notably discussed in his study that in this present world of communication age, Facebook and other social media are also playing traditional marketing and it considers driving force in restaurants consumers buying behavior.

Papasolomou and Melanthiou (2012) have had found out on this study that Facebook users rated their experiences significantly different; especially food and beverage, service, ambiance levels. The reason was also noted that Facebook users' comments have a huge following and popular among the consumers' groups. The researchers also identified that consumers consider restaurant services as an intangible identity which involves comparatively high risk rather than tangible elements. In that consideration, consumers prefer more Facebook involvement in getting recommendations from their acquaintances. Breed (2011) found out that customers' purchase intentions would increase when they

found out positive comments regarding new menus served by restaurants; because positive e-WoM increases consumers' intention to purchase or form the intention to visit.

Sinclaire and Vogus (2011) mentioned in his findings that when consumers post positive e-WoM regarding that particular restaurants it reduces the promotional costs of organizations and eventually helps to develop a brand image. University of Kentucy (2011) found out from their study that negative comments of consumers also negatively impact on purchasing intentions. They identified that negative e-WoM reduces the chances of purchase intention of any form of products and services. The very relevant study findings have been found by Daniel (2011), he mentioned in his study overly 44% of consumers are motivated to visit restaurants while they read the positive comments on online communities; in addition to he also identified that mostly 10% of online comments come across past restaurants patron. Apart from positive e-WoM, Williams (2015) found out consumers who weren't happy about any particular restaurant's services; they would have comments on negative e-WoM about their experiences.
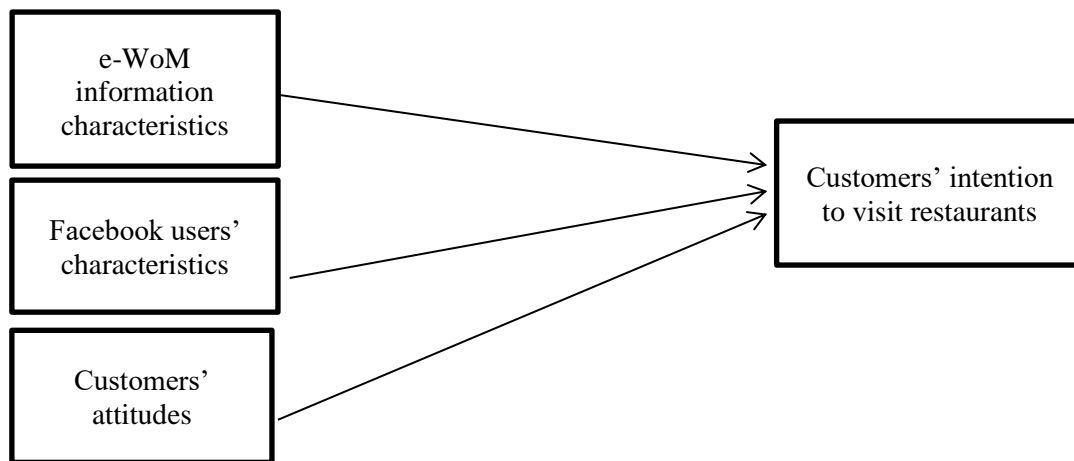
A study conducted by Dunphy (2014) and the findings of his study revealed that customers whose age is over 60 years they considered Facebook as one of the most influential social media to share their dining experiences. Buscall (2015) also mentioned in his study that Facebook is popularly accepted despite demographics, geographical location, and behavioral patterns of consumers; and one of the effective mediums to reach a vast amount of consumers because of that usage. Katherine (2013) also found out Facebook is one of the easiest and effective tools of influencers to reach a new number of consumer groups and building connectivity. Williams (2015) also mentioned in his empirical study that most of the time consumers can't gain experience before using that particular restaurant's services; because of that reason they might seek information search in the Facebook online community and be informed trustworthy sources. Besides, Duggan and Smith (2013) have found that in that modern age of communication, among consumers' groups' social media has become a vital medium of getting information.

Kim and Jung (2014) found out on their research that Social Network Site is fondly used as consumers all purchase decisions from information search to evaluation. They also mentioned that from their empirical evidence it has been noticed that Social Network Site is also being used as a medium of sharing dietary experiences. Oh (2014) found out in his study that Social Network Site dependence and searching information this tendency is also increasing rapidly. It is also noted that the trust of consumers is also inclined to rely on information search on SNS. Park and Lee (2014) found that consumers perceived one-sided information that contains only positive words and the most authentic information. Joung (2015) found out from his study that e-WoM affects consumers' attitudes of eating outside and it has a significant effect one-WoM. On the other hand, eWoM information consent characteristics have also a significant effect on attitudes. Apart from these findings, also found the neutrality of e-WoM characteristics has no significant impact. Lee (2015) also described in his study that e-WoM for restaurants and the characteristics of messages which are determined by reliability have a significant impact. Han and Lee (2016) also found that consumers' trust in e-WoM has a significant impact on purchase intention.

3. Conceptual framework of the study

To conduct this study, the researcher developed the conceptual framework based on the theory of reasoned action (TRA) which was initially developed by researcher Fishbien

(1967). This study focuses on e-WoM influence and customers' intention to visit restaurants in Bangladesh. On the eve of information technology, people are more involved in the social media platform to share information as well as communication purpose. If we consider e-WoM information characteristics of users focus on reliability, timeliness, and neutrality of information that they follow on online platforms like online reviews, friends' posts, and on-time access to information. According to previous literature, few items have been developed under these constructs. On the other hand, Facebook user characteristics focus on information searching on Facebook, friends' suggestions, and experiencing new food items, and so on. The attitude dimension focuses on customers' belief in food reviews, positive/ negative feelings about e-WoM information, and others. Eventually, intention to visit the restaurant's focus on how customers perceive the information if they need to go on dine either they will consider the food-bank reviews or not. The proposed research model is given below and the hypothesis has been developed.

Figure 1: Conceptual framework

Hypothesis 1: e-WoM information characteristics are significant to change customers' intention to visit restaurants.

Hypothesis 2: Facebook users' characteristics have a significant impact on changing customers' intention to visit restaurants.

Hypothesis 3: Attitudes of customers will have a significant impact on customers intend to visit restaurants

4. Methodology of the study

4.1. Research design

To conduct this study, both primary and secondary data were used. Secondary data was collected to develop a literature review and findings of this study that helps to identify the research objectives in Bangladesh's perspectives. Secondary data sources are different published journals, books, websites, and so on. To address the objectives of this study, primary data was collected through a self-administered structured survey questionnaire, and Google form was used to develop the questions. The constructs were developed from existing literature to address the insights of this study.

4.2. Data collection and sample design

To conduct this study, data were collected by a structured online-based Google form survey questionnaire where items were adopted from previous studies. The data was collected via email, Facebook posts, messenger messages, Google Classroom posts because of faster responses from respondents and to gain lower costs advantages and time. The non-probability sampling method, convenience sampling was used to analyze data and here 95% confidence interval also considered. The survey period was conducted for about 10 days and about 250 questionnaires were distributed. About 171 questionnaires were usable for analysis purposes.

4.3. Measures and scales

A questionnaire was developed regarding e-WoM information characteristics; whereas nine questions were adopted from Chu and Yim (2011). The questions were focused on reliability, neutrality, and timeliness of e-WoM information characteristics. The Facebook users' characteristics, four questions were developed from Wetzer et.al.(2007). Customers' attitude towards visiting restaurants, four questions were developed from Kuo and Yen (2009). Eventually, customers' intention to visit restaurants, three questions were developed from Gefen and Straub (2004). A five-point Likert scale was used to measure the respondents' behavioral patterns and attitude formation regarding restaurant experiences and how do they perceive Facebook as an influential tool. Johnson and Christensen (2004) mentioned since each point in the Likert-scale had a descriptor, a fully anchored rating scale was applied. The five-point scale measured customer experiences were (1) Strongly Disagree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree, and (5) Strongly Agree. The demographic profile of the respondents includes gender, marital status, age, monthly income, level of education, occupation, time of use Facebook in a day, the period of Facebook use, and either they follow reviews or not.

4.4. Statistical application

For data analysis purposes, SPSS 22.0 version was used to test the proposed hypotheses and other analyses. The questionnaire was designed as a Google form and responses were sorted in a form that can be directly exported to SPSS analysis. Both descriptive statistics and inferential statistics were used for data analytic purposes. Firstly, descriptive statistics were applied (frequency) to describe the different characteristics of the respondents. On the other hand, inferential statistics were applied to measure the validity and reliability of constructs; factor Analysis, correlation matrix analysis and regression analysis was used to estimate the significance in the variable relationships. The significance level is considered 0.05 (confidence interval 95%).

4.5. Reliability and validity

Though this study is quantitative and according to Altinay and Paraskevas (2008) mentioned in their study that reliability as a measure to ensure the data collection procedures more consistent or stable findings. Another research conducted by Veal (2011), he also identified the Cronbach's Alpha coefficient as the most appropriate method to measure the reliability of the survey results. Pallent mentioned that Cronbach's Alpha coefficient which is higher than 0.7 is acceptable. From our data analysis, it has found that reliability statistics, Cronbach's Alpha 0.875. According to George and

Mallery (2003), the output of reliability statistics 0.8 was considered 'good' and 0.9 interpreted as 'excellent'; so this study supported reliability statistics of analyzed results. Cronbach (1970) also mentioned that to ensure the reliability value of the coefficient must range between 0 to 1 and cross 60 percent and will be referred to as having satisfactory internal consistency reliability.

Table 1: Reliability statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.875	0.877	20

Source: Authors elaboration

5. Data analysis and discussions

5.1. Respondents' profile

To conduct this study, we have conducted a self-administered Google form survey. From that analysis, here found that 66.3% are male and 33.7% female. The major part of respondents' is unmarried 81.4%. Education level of respondents' 39.5% post-graduate, 33.1% undergrad students and 27.3% graduate students. 64.5% of respondents' were students, rest are service-holder, homemaker, and entrepreneur. The majority age group of the respondents is 65.1% which belonged in 24-29 (See table-1 for details). The income level of respondents' 55.2% belonged below 10,000 tk. The majority of the respondents' 43.6% use Facebook 2-3 hours in a day. Besides, respondents' have been using Facebook for more than 5 years which rate is 87.8%. Most important thing is, 79.65% of respondents follow food-bank reviews while visiting restaurants.

Table 2: Demographic profile of the respondents

	Characteristics	N	%
Gender	Female	58	33.7
	Male	114	66.3
Marital status	Unmarried	140	81.4
	Married	32	18.6
Education	Undergrad	57	33.1
	Graduate	47	27.3
	Post-graduate	68	39.5
Occupation	Student	111	64.5
	Service holder	57	33.1
	Homemaker	2	1.2
	Entrepreneur	2	1.2
Age	18-23	55	32
	24-29	112	65.1
	30-35	2	1.2
	36-40	1	0.6
	Above 40	2	1.2
Income level	Below 10,000	95	55.2
	10,000-20,000	26	15.1
	20,000-30,000	9	5.2
	30,000-40,0000	23	13.4
	Above 40,000	19	11
Time of use Facebook in a day	Below 1 hour	32	18.6
	2-3 hour	75	43.6
	3-4 hour	30	17.4
	4-5 hour	21	12.2
	Above 5 hours	14	8.1
Period of Facebook use	Less than 1 year	7	4.1
	Between 1-3 year	5	2.9
	Between 3-5 year	9	5.2
	More than 5 years	151	87.8
Follow Food-bank reviews while visiting restaurants	Yes	137	79.65
	No	35	20.35

Source: Authors elaboration

Here, factor analysis was conducted to reduce many individual items into a fewer number of dimensions. The extraction method was used to ensure independence between factors and Principal component analysis during exploratory factor analysis (see table 3).

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Table 3: Result of factor analysis

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Factor	Items	Factor loading	Communality
e-WoM information characteristics	e-WoM 1	0.748	0.560
	e-WoM 2	0.808	0.653
	e-WoM 3	0.671	0.450
	e-WoM 4	0.597	0.357
	e-WoM 5	0.718	0.516
	e-WoM 6	0.724	0.524
	e-WoM 7	0.836	0.698
	e-WoM 8	0.888	0.789
	e-WoM 9	0.742	0.550
	FBUC 1	0.791	0.625
Facebook user characteristics	FBUC 2	0.688	0.474
	FBUC3	0.844	0.713
	FBUC 4	0.710	0.504
Customers' Attitude	CA 1	0.828	0.686
	CA 2	0.846	0.716
	CA 3	0.860	0.739
	CA 4	0.800	0.640
Customers' Intention to visit	CIV 1	0.725	0.525
	CIV 2	0.673	0.453
	CIV 3	0.754	0.568

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Source: Authors elaboration

Table 4: Result of Correlation matrix analysis

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Factor	1	2	3	4
e-WoM characteristics	1	0.374**	0.547**	0.497
Facebook users' characteristics	0.374**	1	0.474**	0.462**
Customers' attitude	0.547**	0.474**	1	0.529**
Customers' intention to visit	0.497**	0.462**	0.529**	1

Notes: *p <0.05, **p <0.01; **Correlation is significant at the level 0.01 (2-tailed)

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Source: Authors elaboration

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Pearson bivariate correlation matrix was used to examine the directionality analysis. The correlation analysis matrix examines the degree of interrelationship between variables. Using Pearson's correlation coefficient analysis we have found that e-WoM characteristics, Facebook users' characteristics, customers' attitudes, and customers' intention to visit restaurants each item is statistically significant and correlate.

5.2. Regression analysis

Testing the First Hypothesis: Relationship between e-WoM information characteristics and customers' intention to visit restaurants.

Table 5 shows the regression model of e-WoM information characteristics and customers' intention to visit restaurants; we have found that R represents the simple correlation and value is 0.497, and R square value is 0.247 whereas variables explained by 24.7 %. Here,

the p-value is 0.000 (sig. value) which is less than 0.05 and indicates that the regression model is statistically significant.

Table 5: Result of regression analysis between e-WoM information characteristics, and customers' intention to visit restaurants

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.458	0.154		15.968	0.000
e-WoM characteristics	0.233	0.031	0.497	7.471	0.000

Notes: a. Dependent Variable: Customers' intention to visit restaurants; R= 0.497, R Square= 0.247, Adjusted R square= 0.243, F=55.814, Sig.=0.000.

Source: Authors elaboration

Therefore, the first hypothesise-WoM information characteristics are significant in a relationship.

Testing the second hypothesis: Facebook users' characteristics have a significant impact on the customers' intention to visit restaurants.

Table 6 shows the regression analysis of Facebook users' characteristics and customers' intention to visit restaurants and here we have found that R-value indicates 0.462, and R Square value is 0.214 that represents 21.4 % of variables explained. Here, the p-value is 0.000 (sig. value) that is lower than 0.05 and highly significant.

Table 6: Result of regression analysis between Facebook user characteristics and customers' intention to visit restaurants

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.343	0.185		12.673	0.000
Facebook users' characteristics	0.349	0.051	0.462	6.798	0.000

Notes: a. Dependent Variable: Intention; R= 0.462, R Square= 0.214, Adjusted R square= 0.209, F= 46.207, Sig=0.000.

Source: Authors elaboration

Here, Facebook users' characteristics have a significant impact on customers intend to visit restaurants that supported the second hypothesis.

Testing the third hypothesis: Customers' attitudes have a significant impact on customers' intention to visit restaurants.

Besides, table 7 shows regression analysis between customers' attitudes and customers' intention to visit restaurants and we have found that R-value is 0.529, and R Square is 0.280 which represents 28.0% variables explanation. On the other hand, here p-value is

0.000. From coefficients analysis, we state that standardized coefficients value is 0.529 and significant value is 0.000; which represents highly significance between tested variables.

Table 7: Result of regression analysis between customers' attitude and customers' intention to visit restaurants

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.090	0.186		11.218	0.000
Customer' Attitude	0.440	0.054	0.529	8.104	0.000

Notes: a. Dependent Variable: Customers' intention to visit restaurants; R= 0.529, R Square= 0.280, Adjusted R square= 0.276, F=65.671, Sig=0.000.

Source: Authors elaboration

Customers' attitudes and customers' intention to visit restaurants have a highly significant impact and that supported hypothesis.

5.3. Multiple regression analysis

From table 8 we can say those e-WoM characteristics, Facebook users' characteristics, and customers' attitudes all variables are positive and statistically significant; as well as the p-value is less than 0.05 and their coefficients are greater than 0. We have found R-value is 0.618, R square of the final model is 0.382; the variation of all significant independent variables can explain 38.2% of the variation of the dependent model, customers' intention to visit restaurants.

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Table 8: Multiple regression model on customers' intention to visit restaurants

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 **(Constant)**	1.598	0.200		7.987	0.000
e-WoM characteristics	0.120	0.035	0.255	3.467	0.001
Facebook users' characteristics	0.177	0.053	0.235	3.354	0.001
Customers' attitudes	0.232	0.064	0.278	3.593	0.000

Notes: a. Dependent Variable: Customers' intention to visit restaurants; R= 0.618, R Square= 0.382, Adjusted R square= 0.371, F=34.380, Sig.=0.000.

Source: Authors elaboration

The following equation expresses the relationship:

Where,

$Y = a + bx_1 + bx_2 + bx_3$

Customers' intention to visit restaurants, $Y = 1.598 + 0.120$ (e-WoM characteristics) + 0.177 (Facebook users' characteristics) + 0.232 (customers' attitudes)

5.4. Limitations and recommendations for further study

The users of Facebook are continuously growing up and Facebook is playing a vital factor in influencing consumers' food habit changing. Though e-WoM and customers intention to visit restaurants based on this content hardly empirical studies have done in the Bangladesh context. The findings of this study indicated that e-WoM in Facebook and customers' attitudes formation and its influence on customers' intention to visit restaurants make an understanding of how much e-WoM can be viewed from customers' perspectives. The findings also help them to some extent to explore new restaurants what they have accessed information from online platforms. In developed countries, several studies have done in the tourism and hospitality sector but in restaurants, the experience might not be properly applicable regarding cultural context. Safko (2012) mentioned in his study that the cultural environment is also varying to influence consumers mostly the way of living determines the influential factor in restaurant experiences. The researchers can add more variables and sample size to address this particular issue to justify their findings. Apart from that, this study can be the initial stage to figure out how effectively e-WoM is playing a significant role among consumers for attitude formation. On the other hand, the empirical findings can be implemented for the managerial decisions making process if they consider this study is justified. Apart from that, they should emphasize Facebook users' characteristics, customers' attitudes formation to get insight views, and understanding their opinions intend to visit restaurants.

6. Conclusion

Facebook is one of the fastest popular social media that attracts people to share their views, ideas, experiences, reviews, and so on online platforms. The popularity of different online food review groups somewhat motivates a different group of customers to explore something different. The online reviews either positively or negatively influence the customers to intend to visit restaurants in Bangladesh's perspectives. The findings of this study indicated that e-WoM characteristics on online presence, Facebook users' characteristics, and customers' attitudes all the items are tested statistically significant which helps the individuals to change their views and explore the horizon. The friends' post on Facebook platforms as on foodbank reviews, check-in posts, their experiences always matter for changing attitudes and influence them to visit restaurants. The restaurants' marketers can take the online presence of the customers and post sponsored ads through foodbank personalities to change customer's attitudes and most of the restaurant's businessmen are also taking part in these marketing activities. Besides, it can be said, in Bangladesh perspectives customers are becoming more concerned about e-WoM on online platforms, and their attitudes are somehow shaped by their social surroundings that help the restaurant marketers to influence their potential customers as well.

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