

Table 3

Logistic Regression Analyses for Behavior of Use of a Service or Purchase of a Product After Reading Reviews On An Online Restaurant Review Website

Variable	Univariate OR (95% CI)	p-value	Multivariate OR (95% CI)	p-value
<i>Demographics</i>				
Age (years)	1.03 (0.98, 1.09)	0.20	---	---
Sex (women)	0.84 (0.60, 1.18)	0.32	---	---
Race/Ethnicity				
White	1.00		1.00	
African American	0.96 (0.54, 1.73)	0.90	1.08 (0.50, 2.31)	0.85
Hispanic American	1.01 (0.58, 1.74)	0.98	0.77 (0.38, 1.57)	0.48
Asian/Asian American	1.31 (0.84, 2.05)	0.24	1.01 (0.55, 1.85)	0.97
Southeast Asian	1.83 (0.94, 3.58)	0.08	0.97 (0.41, 2.31)	0.95
Other	1.94 (1.04, 3.60)	0.04	1.67 (0.74, 3.78)	0.22
Born in United States	0.83 (0.60, 1.17)	0.28	---	---
<i>Theory of Planned Behavior</i>				
Intentions	1.27 (1.20, 1.33)	<0.001	1.21 (1.14, 1.28)	<0.001
Attitudes	1.04 (1.00, 1.08)	0.06	---	---

Social Norms	1.14 (1.08, 1.20)	<0.001	1.04 (0.97, 1.12)	0.32
Confidence in decision making based on reviews and review websites	1.18 (1.04, 1.33)	0.01	0.93 (0.77, 1.11)	0.40
Easiness of decision making after reading reviews	0.89 (0.79, 1.00)	0.051	---	---
Control over decision-making after reading reviews	0.85 (0.76, 0.95)	0.004	1.08 (0.92, 1.26)	0.36
Decision-making after reading reviews entirely up to me	0.97 (0.87, 1.08)	0.62	---	---
<i>Trust</i>				
Brand Trust	1.21 (1.13, 1.31)	<0.001	1.09 (0.97, 1.22)	0.17
SEO Trust	1.16 (1.08, 1.25)	<0.001	0.98 (0.87, 1.10)	0.69
Use of positive words makes an online review more trustworthy	1.33 (1.12, 1.57)	0.001	1.09 (0.84, 1.41)	0.51
Use of negative words makes an online review more trustworthy	1.21 (1.03, 1.41)	0.02	0.99 (0.78, 1.26)	0.95
<i>Knowledge</i>				
Knowledge of review fraud based on number of negative reviews (yes)	1.02 (0.73, 1.43)	0.91	---	---
Knowledge of review fraud based on few	1.61 (1.15, 2.26)	0.01	1.57 (1.004, 2.45)	0.048

reviews (yes)				
Knowledge of review fraud based on many reviews (yes)	1.29 (0.92, 1.81)	0.14	---	---
Knowledge of review fraud for vendor part of branded chain (yes)	1.57 (1.12, 2.21)	0.01	1.13 (0.71, 1.80)	0.60
Knowledge of review fraud by vendors who can respond to consumer comments (yes)	2.13 (1.50, 3.03)	<0.001	1.83 (1.16, 2.91)	0.01
<i>Internet Experience</i>				
Typically read online review-based websites before visiting a new vendor or merchant.	1.74 (1.46, 2.08)	<0.001	1.31 (1.02, 1.70)	0.04
Previously wrote UrbanSpoon reviews	2.84 (1.55, 5.21)	0.001	1.81 (0.80, 4.12)	0.16
Never read review on UrbanSpoon	0.36 (0.25, 0.50)	<0.001	0.41 (0.27, 0.64)	<0.001
Number of reviews read before trying a new vendor	1.71 (1.11, 2.64)	0.02	0.88 (0.49, 1.58)	0.68
Percentage of reviews believed to be real	1.001 (1.00, 1.01)	0.73	---	---
Internet hours (weekly)	0.65 (0.41, 1.01)	0.06	---	---

Note: OR=odds ratio, CI=confidence, SEO=search engine optimization