Research on the Influence Mechanism of Online Word of Mouth From Third-Party Review Platform Affecting Sichuan Consumers' Choice of Catering Brands

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Abstract: In the context of Internet development, third-party comment platforms have flourished. With their strong user interaction and the ability to spread viral word-of-mouth information, they subverted the traditional ways and models of word-of-mouth communication. In the era of rapid development of intelligent technology, consumers would rely on the online word-of-mouth information of third-party review platforms when choosing catering brands. With the help of the powerful information dissemination ability of the Internet platform, IWOM delivered a large amount of valuable reference information to consumers. Therefore, it would be great to study the influence of online word-of-mouth information dissemination in third-party comment platforms on consumers' brand selection and for merchants to carry out accurate online marketing activities. The study objectives were to explore the influencing factors of homogeneity, relationship strength, specialty, website credibility, quality, quantity, and direction in third-party review platforms of consumer brand selection in Sichuan and; suggest the improvement of online word-of-mouth influencing mechanisms in third-review platforms affecting Sichuan consumers' choice of brand selection

Keywords: Online Word of Mouth; Third-Party Review Platform; Consumers' Choice of Catering Brands

1. Introduction

In recent decades, China's economy has developed rapidly, Internet technology has been continuously updated, and Internet users have continued to increase. According to statistics, the scale of netizens in my country is enormous, and the Internet penetration rate is exceptionally high. The increase in Internet users has injected vitality into the Internet and boosted the development of the Internet economy. In today's world, computer networks profoundly affect consumers' thinking and behavior. More consumers like to express their experiences and feelings about the related products or services of restaurants in the catering industry on the Internet. Because consumers are not only satisfied with providing simple food and beverage information on the Internet, but they try to be able to reach people. Regarding the experience and evaluation of this restaurant, third-party review websites became a way to make consumption decisions. Consumers can make their consumer evaluations of this store on third-party review websites openly or anonymously based on their experience.

2. Theoretical Basis
2.1 Theoretical Significance and Value

This paper mainly reframes the previous articles, makes corresponding dimension extensions, and has related latest data updates, which is more meaningful for the times. IWOM has become a hot field of marketing research, and most of the current academic research focuses on the impact of IWOM on consumers' purchasing decisions. However, there are few research studies on the influence of online word of mouth on third-party review websites. Scholars' research primarily focuses on the impact of word-of-mouth on consumers' purchase intention and purchase behavior, brand loyalty, brand trust, conversion, etc., combined with

third-party website research. Online word-of-mouth rarely influences consumer brand choice, and there are even fewer studies on consumer brand choice through online word-of-mouth.

2.2 Practical meaning and value

Online word-of-mouth has significant reference value and significance for consumers in choosing catering brands. In terms of actual value, through this research, offline catering stores can improve their word-of-mouth marketing strategies, enhance brand influence and improve their competitiveness. It can also make operators realize which aspects of catering store operations consumers care most about to make improvements to cater to consumers' tastes and to urge stores to rectify and improve service levels, and operating capabilities, which is very important for developing the entire catering industry has practical significance.

3. Understanding the Influence Mechanism of Online Word of Mouth From Third-Party Review Platform Affecting Sichuan Consumers' Choice of Catering Brands

3.1 Theoretical basis of brand selection

The supplier of the brand refers to the producer and operator of the brand, who either produce the brand or operate the brand daily. Manufacturers of products' choice of brands are mainly to launch distinctive brands consistent with product performance and characteristics, including unique brand names, deep brand concepts, excellent brand quality, close Brand affinity, etc., to make the brand easy to find and recognized by consumers. The ultimate goal of its brand selection is to help foster consumer brand loyalty (Gershoff; et al. 2007) [1].

3.2 Third-party reviews

Third-party review sites should be classified as guidance sites. There are many guidance websites; the most familiar ones are the shopping guide network, medical guide network, and so on. However, the most prominent feature of third-party review sites is "comments," which are based on user comments to achieve guidance. This is very consistent with people's living habits. In the traditional world, the user's agent is fragmented, and the Internet provides a platform to reflect the user's voice centrally. The cost is meager, which was impossible to achieve before (Wei; & Sheng. 2014) [2].

4. The Conceptual Framework for the Research Study

4.1 Third-party review strategies

Wu; & Chen. (2015) [3] suggested that enterprises and merchants carry out accurate online word-of-mouth marketing and promote their catering brands on third-party reviews; they should first understand the audience of the catering brands. The closeness of the relationship between the sender and receiver of brand word-of-mouth can affect the usefulness of word-of-mouth information dissemination to a certain extent, thereby affecting the brand promotion and marketing of catering businesses.

5. The Influence Mechanism of Online Word of Mouth From Third-Party Review Platforms Affecting Sichuan Consumers' Choice of Catering Brands

Song (2017) [4] pointed out that In the era of Internet development, the rise of third-party review websites significantly impacts consumers' choice of catering brands. Therefore, this research can also reveal how consumers make brand choices and let relevant companies understand how to attract and retain them. More young users will enhance the industry's competitiveness and improve the industry's status, thereby improving the economic benefits of related enterprises. Using the existing theoretical models of previous scholars as a perspective, quantify the indicators that affect users' willingness to choose, systematically divide the factors that affect users' desire to select, conduct further research on each element, and verify the proposed hypothesis. According to the statistical analysis results, compare each factor's importance, formulate targeted marketing strategies, and provide practical suggestions for catering operators to develop marketing strategies and guide consumer behavior.

6. Conclusion

Due to the development of Internet platforms, third-party review platforms have developed rapidly, and consumers have various

ways to obtain information about surrounding catering brands. May become a potential consumer of a catering brand. At this time, the professionalism of the sender of catering brand word-of-mouth information will affect people's purchase decisions. Their understanding of the catering brand also determines to a certain extent, whether it can be listed on the Dianping platform. Provide accurate, effective, and professional information to those potential consumers. The more similarity there is between the provider of word-of-mouth information and these potential consumers, the easier it is for consumers to trust the word-of-mouth information provided by the sender in Dianping. When companies and merchants in Dianping publicize their catering brand information on the platform, if they strengthen cooperation with professional Internet word-of-mouth senders and let their catering brands become opinion leaders in this field, this time, through these professional Strong IWOM senders will be more motivated and attract more potential consumers. According to marketers, it is the communication and creation of customer value, including all the elements customers feel and experience when interacting with the business. In other words, it uses different promotional strategies and campaigns to impact brand equity positively.

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