مجلة الأصيل للبحوث الاقتصادية والإدارية
El - Acil Journal forEconomic and Administrative Research
ISSN: 2571-9866
EISSN: 2661-7854
Volume:10./ N°1./ **April**,2026, PP 199-218

The Influence of Electronic Word of Mouth (EWOM) on Consumer Behavior in the Restaurant Industry: A Case Study of Facebook Restaurant Review Groups

تأثير الترويج الشفهي الإلكتروني (EWOM) على سلوك المستهلك في قطاع المطاعم: دراسة حالة لمجموعات تقييم المطاعم على فيسبوك

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Received *:11/06/2025* ***Accepted:****30/04/2026* ***Published:*** *30/04/2026*

Abstract :
The fast growth of social media has reshaped consumer decision making processes, particularly via Electronic Word of Mouth (EWOM). This study examines the influence of electronic word of mouth (EWOM) in facebook restaurant review groups on consumer behavior in the cities of Annaba and Guelma, Algeria. using a quantitative survey of 204 influential facebook group members, the research analyses participation motives, the various types of information valued in reviews, and how they influence restaurant selections. the research also investigates the impact of restaurant manager's reactions to online reviews on customer impressions. statistical study indicates a weak yet substantial association between group involvement and restaurant selection based on recommendations, although demographic characteristics such as age reveal no significant impact. Also, how much managers respond to reviews has a significant impact on how likely consumers are to change their opinions about restaurants. The results show how important EWOM is becoming in making decisions about where to eat. They also show how important it is for restaurant owners to actively manage their online reputation in order to better interact with customers in the digital age.

Key words : Electronic Word of Mouth (EWOM), Social Media influence, consumers behavior, Restaurant Review Groups.

JEL classification codes : M37,M31

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1. Introduction.

The rapid growth of social media platforms has profoundly changed how consumers access information and make decisions, particularly in tourism and hospitality (Kaplan & Haenlein, 2010, p. 60). Among the most consequential aspects of this transformation is Electronic Word of Mouth (EWOM) the informal sharing of opinions, reviews, and recommendations through digital channels (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004, p. 39). In the restaurant industry, EWOM, particularly within Facebook restaurant review groups, plays a significant role in shaping consumer behavior and influencing dining choices (Litvin, Goldsmith, & Pan, 2008, p. 459). As consumers increasingly rely on the experiences of others before making decisions, the impact of online reviews has become an essential formarketing researchers and restaurant managers (Trusov, Bucklin, & Pauwels, 2009, p. 91).

This article explores how EWOM shapes consumer decisions in the restaurant industry, with a specific focus on Facebook groups dedicated to restaurant reviews in the cities of Annaba and Guelma in Algeria ,a context in which social media influence marketing has been shown to produce measurable effects on local restaurant customers (Saadi & Bouaziz, 2022, p. 316).

The study dives into what drives people to engage in these groups, what kind of information they value most, and how these reviews influence their restaurant choices. Moreover, it looks at how restaurant owners and managers respond to these online reviews, and whether their engagement has any impact on customer perceptions and decision-making. The goal is to shed light on the power of online reviews and help restaurant owners understand how to better connect with their customers in this digital age.

1.1.Research Problem :

The restaurant industry, particularly within the tourism sector, has experienced changes in how consumers make dining decisions, with a growing reliance on social media platforms as sources of recommendations (Mangold & Faulds, 2009, p. 357). While a developing body of research has examined EWOM's impact on consumer behavior, few studies have particularly targeted Facebook restaurant review groups and their role in shaping dining choices, particularly within Algeria(Sparks & Browning, 2011, p. 1311; Godes &Mayzlin, 2004, p. 546). This study aims to address the following research questions:

- What is the relationship between participation in Facebook restaurant review groups and the likelihood ofconsumers making restaurant choices based on recommendations?

- How do demographic factors influence the impact of EWOM on restaurant choices?
- How do restaurant managers responses to reviews in Facebook groups affect consumer perceptions and decision-making?

1.2.Methods and Materials :

a) Research Design :

This study utilizes a quantitative research design based on a survey questionnaire. The questionnaire was distributed to participants who are active in two specific Facebook groups dedicated to restaurant review, one from Annaba and the other from Guelma, two cities in Algeria. These groups were selected because they represent a cross-section of local dining communities where consumers actively share their opinions and experiences. The data collected includes information about consumer behavior, motivations for participating in EWOM, and their perceptions of the impact of restaurant reviews on their dining decisions.

b) Sample Selection :

The sample consisted of 204 participants, selected using convenience sampling from the two Facebook groups. Specifically, one group was based in Annaba and the other in Guelma. These groups were chosen to capture the behavior of consumers from different cities, providing a broader understanding of EWOM's impact across regional contexts. The sample was diverse in terms of age, gender, and dining habits, ensuring that the results are representative of the general population of Facebook group members in both cities.

c) Data Collection :

The data collection process involved administering an online questionnaire using Google Forms to respondents within the two Facebook restaurant review groups.

The Google Forms survey was distributed through posts within the groups and completed by willing participants. This platform allowed for easy collection and organization of the data. The survey responses were then compiled for analysis.

d) Data Analysis :

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences). This software was used to run descriptive statistics to summarize sample characteristics (age, sex, participation rates) and inferential statistics to test the hypotheses. Specifically, the Phi correlation coefficient and Kruskal-Wallis test were employed to analyze the relationships between variables such as participation in EWOM and the likelihood of making restaurant

choices based on recommendations, as well as the effect of restaurant managers responses to reviews on consumer opinions. The statistical analysis helped identify significant patterns and correlations, which were used to assess the validity of the hypotheses.

2. Literature review :

2.1. Definition of Electronic Word of Mouth (EWOM) :

The concept of EWOM has drawn growing interest as digital marketing have reshaped howconsumers share opinions and experiences. Hennig-Thurau, Gwinner, Walsh, and Gremler (2004, p. 39) define EWOM as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." This definition points to a key difference from traditional word of mouth, whereit circulates through direct interpersonal contact, EWOM reaches audiences well beyond personal networks (Dellarocas, 2003, p. 1408).

What gives EWOM its particular marketing relevance is the credibility consumers attach to it. Unlike institutional advertising, which audiences tend to approach with a measure of skepticism, peer-generated content carries a sense of impartiality that amplifies its persuasive effect (Schiffman & Kanuk, 2010, p. 441). Bickart and Schindler (2001, p. 32) demonstrated early on that consumer exposed to Internet discussions about products showed greater interest than those who consulted only corporate information sources. This credibility advantage is especially pronounced in service industries, where intangibility pushes consumers toward the experiences of others as a first decision (Cheung & Thadani, 2012, p. 462). More broadly, Jalilvand and Samiei (2012, p. 461) confirmed that EWOM exerts a direct and measurable influence on brand image and buying intentions, reinforcing powerful communication channel. King, Racherla, and Bush (2014, p. 169) confirm that EWOM functions as a primary trust signal that guides consumer decisions more reliably than marketer-controlled communication channels.

2.2. The Role of Social Media in EWOM :

Social media makes EWOM spread faster and farther. Kaplan and Haenlein (2010, p. 61) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content." Platforms such as Facebook, Instagram, and X provide consumers withopinions to travel at an unprecedented pace. Mangold and Faulds (2009, p. 358) positioned social media as a hybrid promotional element that merges traditional marketing

communication with consumer-to-consumer exchange a dynamic that organizations can no longer manage through conventional one-way communication alone. Kietzmann, Hermkens, McCarthy, and Silvestre (2011, p. 242) complemented this perspective by proposing a functional framework for social media built around seven building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. Kotler and Keller (2012, p. 568) acknowledge this shift, noting that word-of-mouth referrals carry a persuasive power that paid advertising seldom matches, particularly when consumers are evaluating experiential services such as dining.
Research by Leong, Loi, and Woon (2022, p. 148) specifically shows that peer-generated information shared via social media has a measurable effect on buying intentions, primarily because of the trust consumers place in recommendations from their networks.

2.3. EWOM in the Restaurant Sector :

The restaurant sector has been particularly affected by the rise of EWOM, because quality and service can only be fully assessed after the experience, consumers naturally seek out the evaluations of others before committing to a choice. Litvin, Goldsmith, and Pan (2008, p. 460) were among the first to document this phenomenon systematically in hospitality, showing that electronic reviews have become a principal information source fortravelers and local diners. Pantelidis (2010, p. 485) analyzed restaurant comments posted on a leading review platform and found that food quality, service level, and value for money were consistently the dimensions consumers discussed most, highlighting the evaluable attributes that carry the greatest weight in dining decisions. Gretzel and Yoo (2008, p. 37) confirmed this pattern in the tourism context, finding that the majority of travellers consult online reviews before making dining decisions, placing digital peer assessments ahead of traditional promotional materials as a primary information source.
Zhang, Ye, Law, and Li (2010, p. 695) demonstrated that both the volume and the overall sentiment of online reviews directly affect restaurant customers, with negative reviews proving disproportionately influential in deterring potential customers. This asymmetry between positive and negative EWOM is well established in the broader literature: Sen and Lerman (2007, p. 78) found that negative reviews tend to be processed more carefully and to produce stronger attitudinal changes than positive ones, particularly when the stakes involve an experiential purchase. Bambauer-Sachse and Mangold (2011, p. 39) further demonstrated that sustained negative EWOM can dilute brand equity even for well-established restaurants, underscoring the long-term reputational risks that unmanaged digital criticism carries. In the Algerian

context, the growing adoption of Facebook as a multipurpose platform for social interaction and consumer exchange has given rise to dedicated restaurant review groups that function as informal yet influential digital forums (Saadi & Bouaziz, 2022, p. 317).

2.4. Consumer Motivations for Participating in EWOM :

Understanding why consumers participate in EWOM requires attention to both practical and social motivations. Sparks and Browning (2011, p. 1312) argue that review contributors are typically driven by a wish to inform fellow consumers about their experiences, positive or negative, and the sense of belonging to a digital community. Thisexplains why dedicated restaurant review groups attract and sustain high participation rates over time. Hennig-Thurau, Gwinner, Walsh, and Gremler (2004, p. 42) identified a broader range of motivations for online articulation, including concern for other consumers, the desire for social interaction, economic incentives, and the need to express dissatisfaction or positive feelings. Solomon (2013, p. 374) places these motivations within a broader framework of consumer behaviour, arguing that individuals seek social reinforcement before committing to a service experience.

Chu and Kim (2011, p. 50) further examined the social dimensions of EWOM engagement in social networking sites, their findings suggest that individuals who perceive stronger relational bonds within a group are significantly more inclined to contribute reviews and respond to others. This is consistent with Munar and Jacobsen (2014, p. 49), who observed that social media has progressively shifted the experience-sharer's motivational profile from individual validation-seeking toward a broader culture of digital sociality.

2.5. The Impact of Restaurant Manager's Responses :

How restaurant managers choose to engage with online reviews constitutes a growing area of research with direct practical implications. Hennig-Thurau et al. (2004, p. 42) noted early on that businesses responding to consumer-generated content could shape the subsequent trajectory of its impact, a finding confirmed in multiple hospitality studies that followed. Xie, Zhang, and Zhang (2014, p. 3) investigated the link between management responses and hotel performance, finding that establishments with systematic response practices tended to attract better subsequent reviews and measurable improvements. Their analysis suggests that active online engagement functions not merely as reputation management but as a credible signal of service quality and genuine customer orientation.

Park and Allen (2013, p. 66) documented that managerial responses to online reviews ,particularly to critical ones, led both original

reviewers and prospective customers to update their perceptions of the establishment in a more favorable direction. Levy, Duan, and Boo (2013, p. 51) found considerable variation in the quality and strategic intent of responses to one-star reviews, with responses that acknowledged specific complaints and offered concrete resolutions proving most effective ,reputational damage. Wei, Miao, and Huang (2013, p. 318) concluded that customer engagement behaviors, including review posting, should be understood as invitations for dialogue, and that management responses framed as genuine conversation rather than formulaic deflection are far more likely to produce positive downstream effects on consumer perception and restaurant standing. Taken together, these findings underscore the importance of an active, considered, and timely online presence for restaurant managers seeking to leverage EWOM to their advantage.

3. Results and discussion :

3.1. Age :

Table 1. distribution of the sample members by age

Age	Percentage (%)	Frequency
Less then 18	2,5	5
18-24	28,8	58
25-44	58,3	119
45-64	10,8	22
Total	**100**	**204**

Source : Done by the researchers using SPSS and Excell

The table above illustrate the distribution of the sample members by age, where we find that the predominant age group is the youth category between 25 to 44 years at a rate of 58.3%. We also find that the age group with the lowest percentage is the teenagers under 18 years at a rate of 2.5%.

3.2.Sex :

Table 2. distribution of the sample by sex

Sex	Percentage (%)	Frequency
Male	41,2	84
Female	58,8	120
Total	100	204

Source : Done by the researchers using SPSS and Excell

The sex distribution of the study sample members is depicted in the above table and figure, with women making up the biggest percentage at 58.8% and men making up the smallest percentage at 41.2%.

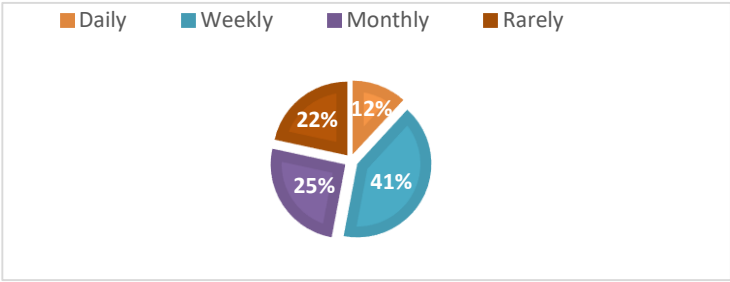
3.3.How often do you have dinner at restaurants ?

Table 3. distribution of the sample by how often they go restaurants

	Percentage (%)	Frequency
Daily	11,8	24
Weekly	41,2	84
Monthly	25,5	52
Rarely	21,6	44
Total	100	204

Source : Done by the researchersusing SPSS and Excell

Fig1. distribution of the sample by how often……



The table and figure above illustrate the respondents' answers regarding their frequency of dining at restaurants. We find that the predominant rate is 41.2% weekly, while the lowest rate is 11.8% daily, indicating the popularity of dining at restaurants among the sample members at varying rates.

Source : Done by the researcher using Google forms.

3.4.Do you participate in any Facebook groups dedicated to restaurant reviews? :

Table 4. distribution of the sample by participation in any Facebook groups

	Percentage (%)	Frequency
Yes	92,2	188
No	7,8	16
Total	100	204

Source : Done by the researcher using SPSS and Excell

The table aboveillustrate the respondents sentiments over their involvement in Facebook groups focused on restaurant reviews, revealing that 92.2% of respondentsconcur, while7.8% dissent. The specifics of the reply will be clarified in the forthcoming answers.

3.5.How often do you participate in discussions or read reviews in these groups?

Table 5. distribution of the sample by participation in discussions or read reviews in these groups

	Percentage (%)	**Frequency**
Daily	11,3	23
Weekly	41,7	85
Monthly	22,1	45
Rarely	16,7	34
Never	8,3	17
Total	100	204

Source : Done by the researchers using SPSS and Excell

The table abovedepict the respondent's responses concerning their engagement levels in discussions and reading reviews inside restaurant review groups. The most common rate is weekly at 41.7%, and the least common rate is never at 8.3%. This signifies the differing levels and frequencies of engagement among the study sample members in commenting on restaurant reviews.

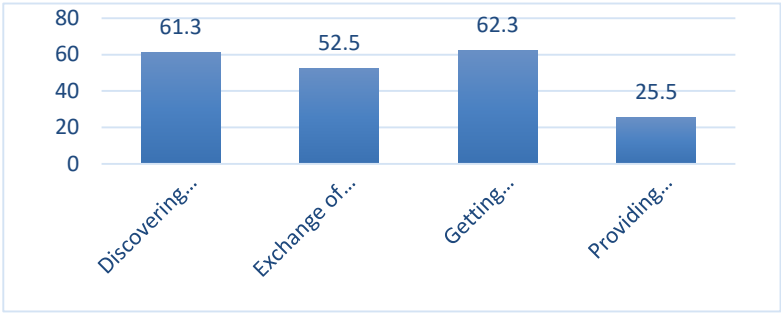
3.6.What are the factors that motivate you to join and participate in the restaurant review group on Facebook?

Table 6. distribution of the sample by factors that motivate to join and participate in the restaurant review group on Facebook

	Percentage (%)	**Frequency**
Discovering new restaurants	**61,3**	**125**
Exchange of personal experiences	**52,5**	**107**
Getting recommendations	**62,3**	**127**
Providing feedback and opinions for restaurants	**25,5**	**52**

Source : Done by the researcher using SPSS and Excell

Fig 5. distribution of the sample by factors that motivate to join and participate in the restaurant review group on Facebook



Source : Done by the researcher using Google forms.

The table and figure above reflect the respondents' reactions concerning the aspects that motivate their participation in restaurant evaluations on Facebook. The predominant factor, accounting for 62.3%, is acquiringrecommendations for the best restaurants. The subsequent aspect, accounting for 61.3%, is the identification of new restaurants via the assessments and reviews provided by individuals inside groups. The least significant aspect among the respondents, at 25.5%, is providing of feedback and thoughts regarding their personal experiences with restaurants. This suggests that the participants in the study favour obtaining advantages from the experiences of others instead of sharing their own.

3.7. How much do you think the reviews and recommendations in the Facebook group influence your restaurant choices?

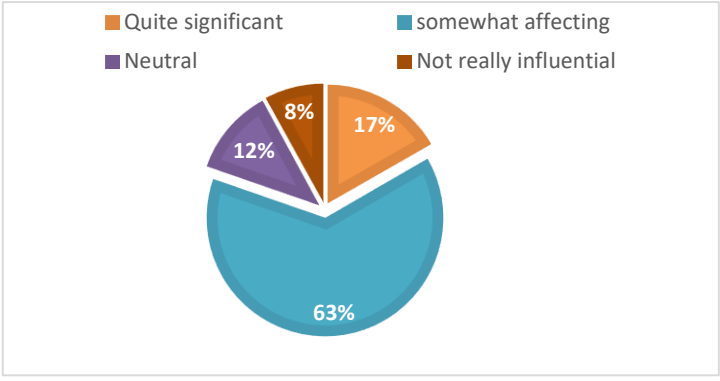
Table 7. distribution of the sample by how the reviews and recommendations in the Facebook group influence their restaurant choices

	Percentage (%)	**Frequency**
Quite significant	16,7	34
somewhat affecting	63,7	130

Neutral	11,8	24
Not really influential.	7,9	16
Total	100	204

Source : Done by the researchersusing SPSS and Excell

Fig2. distribution of the sample by how the reviews and recommendations in the Facebook group influence their choice



Source : Done by the researchersusing Google forms.

The table and figure above illustrate the respondents' reactions regarding the impact of ratings and recommendations found in the Facebook group on their opinions about restaurant choices. We find that they are somewhat significant according to the majority, with a percentage of 63.7%, while the minority, at 7.9%, find them not really influential. Thus, we see that the respondents are affected by others' ratings to varying degrees.

3.8.Have you ever chosen a restaurant based on a recommendation or review from a Facebook group?

Table 8. distribution of the sample by chosen restaurant based on a recommendation or review from a Facebook group

	Percentage (%)	**Frequency**
Yes	**95,6**	**195**
No	**4,4**	**9**
Total	**100**	**204**

Source : Done by the researchersusing SPSS and Excell

The table aboveillustrate the respondents' reactions regarding their choice of a restaurant based on recommendations or evaluations from others through Facebook groups. We find that the prevailing majority, at a rate of 95.6%, agree with this, while the minority, at a rate of 4.4%, do not agree.

3.9 How likely are you to trust the recommendations of other group members?

Table 9. distribution of the sample byhow likely they trust the recommendations of other group members

	Percentage (%)	**Frequency**
Very likely	**11,8**	**24**
Somewhat likely	**67,6**	**138**
Neutral	**14,2**	**29**
It is unlikely.	**6,4**	**13**
Total	**100**	**204**

Source : Done by the researchersusing SPSS and Excell

The table aboverepresent the respondents perceptions of their trust in the recommendations of fellow group members, revealing that the majority 67.6% indicate a high level of trust, whereas an insignificant 6.4% express low trust.

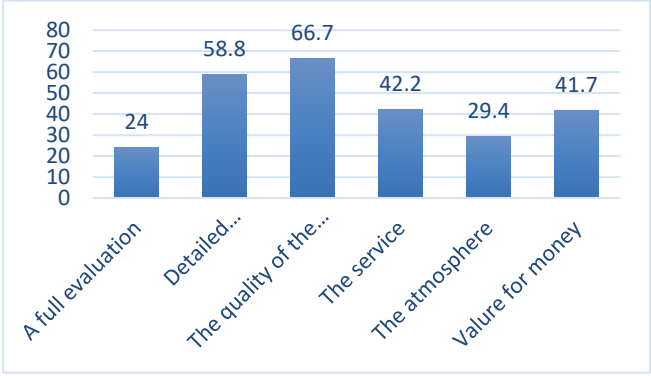
3.10.What types of information do you find most valuable in restaurant reviews on the Facebook group?

Table 10. distribution of the sample bytypes of information they find most valuable in restaurant reviews on the Facebook group

	Percentage (%)	**Frequency**
A full evaluation	24	49
Detailed overview of the experiments	58,8	120
The quality of the meal	66,7	136
The service	42,2	86
The atmosphere	29,4	60
Value for money	41,7	85

Source : Done by the researchersusing SPSS and Excell

Fig 8. distribution of the sample by types of information they find most valuable in restaurant reviews on the Facebook group



The table and figure above illustrate the respondents' feedback concerning the types of pertinent information

Source : Done by the researcher using Google forms.

found in other's restaurant reviews within categories. The majority position is occupied by information regarding the quality of the meal at 66.7%, succeeded by full evaluations of other's experiences at 58.8%. Subsequently, we identify service at 42.2%, succeeded by value for money at 41.7%. The atmosphere is ranked worst at 29.4%.

3.11.How do you usually contribute to the Facebook group?

Table 11. distribution of the sample by how they usually contribute to the Facebook group

	Percentage (%)	**Frequency**
Writing detailed reviews	16,2	33
Commenting on others' posts	47	97
Request for recommendations	42,2	86
Photo sharing	20,1	41
None of the above	23	47

Source : Done by the researcher using SPSS and Excell

The table above illustrate the respondent's reactions regarding their contributions to food review groups. We find that the first place is taken by commenting on others' posts with a rate of 47%, either to support or oppose their opinions or to ask for more details. In second place, we find requesting recommendations for specific restaurants with a rate of 42.2%. Finally, in the last place, we find writing detailed reviews about personal restaurant experiences.

3.12.In your opinion, how does the use of electronic word of mouth in restaurant review groups on Facebook affect the tourism and dining experience in your area?

Table 12. distribution of the sample by how they think EWOM affect the tourism and dining experience in their area

Source : Done by the researcher using SPSS and Excell

	Percentage (%)	frequency
Positive impact	47,1	96
Neutral effect	41,2	84
Negative impact	5,9	12
Not sure	5,9	12
Total	100	204

The table above illustrate the respondent's reactions regarding how the electronic word of mouth in restaurant review groups on Facebook affects the overall dining and tourism experience in the area. We find that the majority, 47.1%, perceive it as a positive impact, while the minority, 5.9%, see it as a negative impact.

3.13.Do you think that restaurant owners and managers actively monitor and respond to reviews in these Facebook groups?

Table 13. distribution of the sample by how they think restaurant owners monitor and respond to reviews in these Facebook groups

	Percentage (%)	Frequency
Yes	75	153
No	25	51
Total	100	204

Source : Done by the researchersusing SPSS and Excell

The table above illustrate the respondent's views on whether restaurant owners and managers actively monitor and respond to reviews in Facebook groups. We find that the majority, 75%, agree with this, while 25% do not.

3.14. How likely are you to change your opinion about a restaurant based on how the owners/managers respond to reviews in a Facebook group?

Table 14. distribution of the sample by how likelythey changeopinion about how the managers respond to reviews

	Percentage (%)	**Frequency**
Very likely	**27**	**55**
Somewhat likely	**48**	**98**
Neutral	**15,7**	**32**
It is unlikely.	**9,3**	**19**
Total	**100**	**204**

Source : Done by the researcher using SPSS and Excell

The table aboveillustrate the respondent's reactions regarding the likelihood of changing their opinions about a restaurant based on how the owners/managers respond to reviews in the Facebook group. We find that the majority, 48%, agree that their opinion would change significantly, while 9.3% do not agreewiththat.

4. Testing the study hypotheses:

4.1. The first hypothesis:

H0: There is no statistically significant relationship between the sharing of electronic word-of-mouth in restaurant review groups on Facebook and the likelihood of making restaurant choicesbased on recommendations.

H1: There is a statistically significant relationship between the sharing of electronic word-of-mouth in restaurant review groups on Facebook and the likelihood of making restaurant choicesbased on recommendations.

To test this hypothesis, the composite tables and the Phi correlation coefficient were extracted, as shown in the followingtable:

Table 15. Phi correlation coefficient

Do youparticipate in any Facebook groups dedicated to restaurant reviews?	**Have you ever chosen a restaurant based on a recommendation or review from a Facebook group?**		The value of the Phi coefficient	Statistical significance level
	Yes	No	0.292	0.00
Yes	183	5		
No	12	4		

Source : Done by the researchersusing SPSS and Excell

It is clear from the table above the intersection of the responses of the sample members between participation in restaurant evaluation groups and choosing the restaurant according to the recommendations in the groups. We find that the predominant frequency is concentrated in the intersection of agreement on both questions. We also find that the Phi correlation coefficient, which reached 0.292 at a significance level of 0.00, is smaller than the significance level adopted in the study, 0.05, which indicates a weak but statistically significant correlation between the two variables. Therefore, we reject the null hypothesis and accept the alternative hypothesis.

4.2. The second hypothesis:

H0: There are no statistically significant differences in the impact of EWOM on restaurant choices due to the age variable.
H1: There are statistically significant differences in the impact of EWOM on restaurant choices attributed to the variable of age.
To test this hypothesis, the results of the Kruskal-Wallis test were extracted, as shown in the following table:

Table 16. Kruskal-Wallis test

	Age	**N°**	**Average ranks**	**Value of the coefficient Kruskal Wallis**	**Statistical significanc e level**
How much do you think the reviews and recommendatio ns in the Facebook group influence your restaurant choices?	**less 18 then**	5	83,10	**1.316**	**0.725**
	18-24	58	107,09		
	25-44	119	101,59		
	45-65	22	99,73		

Source : Done by the researchersusing SPSS and Excell

4.2. The third hypothesis:

H0: There is no statistically significant correlation between the way restaurant managers respond to reviews in the Facebook group and the likelihood of customers changing their opinions about the restaurant.

H1: There is a statistically significant correlation between the way restaurant managers respond to reviews in the Facebook group and the likelihood of customers changing their opinions about the restaurant.

To test this hypothesis, the composite tables and the Phi correlation coefficient were extracted, as shown in the following table:

Table 17. Phi correlation coefficient (The third hypothesis)

		How likely are you to change your opinion about a restaurant based on how the owners/managers respond to reviews in a Facebook group?				The value of the Phi coefficient	Statistical significance level
		Very likely	Somewhat likely	Neutral	It is unlikely.		
Do you think that restaurant owners and managers actively monitor and respond to reviews in these Facebook groups?	**Yes**	40	81	22	10	**0.209**	**0.030**
	No	15	17	10	9		

Source : Done by the researchersusing SPSS and Excell

It is clear from the above table the results of the intersection of the sample members responses between the way restaurant owners/managers respond to reviews in the Facebook group and the likelihood of customers changing their opinions about the restaurant. We find that the predominant frequency is concentrated in the intersection of the belief in monitoring reviews and responding to them actively by restaurant managers and the likelihood of changing the sample's opinions based on how the managers respond in some way. We also find the Phi correlation coefficient value, which reached 0.209 at a significance level of 0.03, which is smaller than the significance level adopted in the study of 0.05, indicating a weak but statistically significant correlation between the two variables. Therefore, we reject the null hypothesis and accept the alternative hypothesis.

4. Conclusion :

The study reveals the growing influence of EWOM on Algerian restaurant industry behavior, with engagement and quality of information playing key roles. Restaurant manager's responses to online reviews influence customer perception and willingness to change opinions. The findings highlight the importance of active online presence and digital interactions for restaurant managers.

The study reveals the growing influence of EWOM on Algerian restaurant industry behavior, with engagement and quality of information playing key roles. Restaurant manager's responses to online reviews influence customer perception and willingness to change opinions. The findings highlight the importance of active online presence and digital interactions for restaurant managers.

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