

The Study of Key Influential Factor on Weblog of Consumer Confidence to  
Choose Restaurant

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Abstract

Weblog is widely regarded as the marketing tool for restaurant. Prior studies have largely overlooked the effects of consumer choose restaurant by fact finding. But for the way change of consumer choose restaurant special on web, the influence of weblogs is going to increase. The purpose of this research is to analyze the key influential factor on weblogs of consumer to choose restaurant, and to be the reference basis for blogger and to be the management basis for restaurant owner. The result showed that the three key inferential aspects to choose restaurant are information practicability, substantial in contents, and psychological experience. The result provides suggestions and recommendations on management of fine food blog. The restaurant owner has to take the blogs seriously, and make marketing of the blog to serve their business interests.

Keyword : fine food, blogs manage, blogs content, consumer confidence