



**VILNIUS UNIVERSITY  
BUSINESS SCHOOL**

**DIGITAL MARKETING STUDY PROGRAMME**

**Benedikta ABARAVIČIŪTĖ**

**THE FINAL MASTER'S THESIS**

<b>EWOM VIZUALINĖS INFORMACIJOS ĮTAKA KETINIMUI PIRKTI.</b>	<b>THE INFLUENCE OF VISUAL INFORMATION IN EWOM ON PURCHASE INTENTION.</b>
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**Supervisor: Dr. Neringa Vilkaitė-Vaitonė**

**Vilnius, 2024**

## SUMMARY

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DIGITAL MARKETING STUDY PROGRAMME

BENEDIKTA ABARAVIČIŪTĖ

THE INFLUENCE OF VISUAL INFORMATION IN EWOM ON PURCHASE  
INTENTION

Supervisor - Dr. Neringa Vilkaitė-Vaitonė

Master's thesis was prepared in Vilnius, in 2024

Scope of Master's thesis – 63 pages.

Number of tables used in the FMT – 20 pcs.

Number of figures used in the FMT – 1 pcs.

Number of bibliography and references – 90 pcs.

The main purpose of this master thesis is to understand the influence of visual eWOM towards trust and engagement on social media and how it later leads to purchase intention.

The work consists of four main parts: the analysis of literature, research, analysis of the results from the research and conclusion, recommendations and limitations.

Literature analysis explores the concept of social media, then the analysis presents how visual eWOM, on social media, influences consumers' trust and engagement, and then it is analysed how trust and engagement lead to purchase intention.

After literature analysis, research needed to be done, for that, the author of this thesis created four questionnaires, where each of which contained a different problem. The first questionnaire was finding out how colours influence trust and engagement on social media and how it later leads to purchase intentions, the second questionnaire was finding out how brightness influences trust and engagement on social media and how it later leads to purchase intentions, the third questionnaire was finding out how characters influence trust and engagement on social media and how it later leads to purchase intentions and the fourth questionnaire was finding out how aesthetics influence trust and engagement on social media and how it later leads to purchase intentions.

After the questionnaire, an analysis needed to be done. In total, 273 people participated in the research and the demographic results were distributed equally. For analysing the data from all four questionnaires, the IBM SPSS program was used, where Pearson's correlation, one-way

ANOVA, linear regression and one-way T-test were calculated. The performed research revealed that colours, brightness, characters and aesthetics influence consumers' trust and engagement on social media and that leads to purchase intentions.

The conclusion summarizes the main points of the literature analysis and the results of the analysis, limitations and recommendations provide how the study could be improved and the author believes that the results of the study could help both business and academic fields.

# SANTRAUKA

VILNIAUS UNIVERSITETAS VERSLO MOKYKLA  
SKAITMENINĖS RINKODAROS STUDIJŲ PROGRAMA

BENEDIKTA ABARAVIČIŪTĖ

EWOM VIZUALINĖS INFORMACIJOS ĮTAKA KETINIMUI PIRKTI

Darbo vadovė - dr. Neringa Vilkaitė-Vaitonė

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Pagrindinis šio magistro darbo tikslas – suprasti vizualinio eWOM įtaką pasitikėjimui ir įsitraukimui socialinėje žiniasklaidoje ir kaip tai vėliau lemia pirkimo ketinimą.

Darbą sudaro keturios pagrindinės dalys: literatūros analizė, tyrimas, tyrimo rezultatų analizė ir išvados, rekomendacijos ir apribojimai.

Literatūros analizėje nagrinėjama socialinės medijos samprata, tada analizuojama, kaip vizualinis eWOM socialiniuose tinkluose įtakoja vartotojų pasitikėjimą ir įsitraukimą, o tada analizuojama, kaip pasitikėjimas ir įsitraukimas lemia pirkimo ketinimą.

Išnagrinėjus literatūrą, reikėjo atlikti tyrimus, tam šio darbo autorius sukūrė keturias anketas, kuriose kiekvienoje buvo pateikta skirtinga problema. Pirmoje anketoje buvo išsiaiškinta, kaip spalvos įtakoja pasitikėjimą ir įsitraukimą socialinėje žiniasklaidoje ir kaip tai vėliau lemia pirkimo ketinimus, antrajame klausimyne buvo išsiaiškinta, kaip ryškumas įtakoja pasitikėjimą ir įsitraukimą socialiniuose tinkluose ir kaip tai vėliau lemia pirkimo ketinimus. Trečiojoje anketoje buvo išsiaiškinta, kaip veikėjai įtakoja pasitikėjimą ir įsitraukimą socialinėje žiniasklaidoje ir kaip tai vėliau lemia pirkimo ketinimus, o ketvirtoje anketoje buvo išsiaiškinta, kaip estetika įtakoja pasitikėjimą ir įsitraukimą socialinėje žiniasklaidoje ir kaip tai vėliau lemia pirkimo ketinimus.

Po anketos reikėjo atlikti analizę. Iš viso tyrime dalyvavo 273 asmenys, demografiniai rezultatai pasiskirstė po lygiai. Visų keturių anketų duomenims analizuoti naudota IBM SPSS programa, kurioje buvo apskaičiuota Pearson koreliacija, vienpusė ANOVA, tiesinė regresija ir vienpusis T testas. Atliktas tyrimas atskleidė, kad spalvos, ryškumas, charakteriai ir estetika

įtakoja vartotojų pasitikėjimą ir įsitraukimą socialiniuose tinkluose, o tai lemia pirkimo ketinimus.

Išvadoje apibendrinami pagrindiniai literatūros analizės punktai ir analizės rezultatai, apribojimai ir rekomendacijos pateikia, kaip būtų galima patobulinti tyrimą ir, autoriaus nuomone, tyrimo rezultatai galėtų padėti tiek verslui, tiek akademinėi sričiai.

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## INTRODUCTION

Electronic word of mouth (later eWOM) was introduced to the world in the mid-1990s when consumers started to use the internet more often (Chu, 2021). Therefore, through these years eWOM has been defined in a few different ways, however, the main one is - that people who have used a certain product or service, are sharing their experience online and the information is available to the public. It has been said that people rely more on eWOM than the information posted from the company's account because of the visual information which is more realistic (Nur'afifah & Prihantoro, 2021). eWOM is also greater than the original WOM because of some features, for example, speed, the quantity of information and the ability to communicate with different groups of people at the same time. It has been also noticed that people depend on others' experiences when deciding where and what to buy (Kim & Park, 2013). Liu and Hsu (2017), agree with the fact that eWOM gives people more freedom to share their experiences and it impacts others' decisions because the information shared is personal and real, which has a huge impact on consumers' purchase intentions. In addition, because eWOM usually contains visual information, consumers have a better understanding of what to expect when they decide to buy the product or try the service. When talking about visual information (photos, videos, colours, graphics etc.), it helps to have an understanding of what to expect before visiting the place or purchasing some goods. Usually, when shopping online, businesses put both written and visual descriptions about the product because it makes it easier for customers to make a decision to purchase (Lin et al., 2012).

Visual information in eWOM can be found on social media, especially on Instagram, where opinion leaders share their everyday lives and provide some recommendations for people who come across their accounts. The popularity of social media is growing rapidly each year, for example, according to Hootsuite (2021) 4.20 billion global users have been using social media and the majority of these users are people from Generation Z and Millennials (18-34 year-olds) (Beresford Research, 2022). According to Liu et al. (2021), the British restaurant chain "Zizzi" conducted a survey and found that "Instagram users between the ages of 18 and 35 years spend an average of five days a year browsing food-related photos, and 30% of them will decide in advance whether to go to a restaurant through viewing photos on Instagram" (p.2). In addition, almost half (44.8%) of internet users are using social media when they need to find a specific brand and less than 40% are looking for consumer reviews to find

information about the brand (Hootsuite, 2021). Therefore, it is clear that both of these generations are highly motivated by posts on social media and it affects their purchase intentions.

**Study problem** - does visual information in eWOM on Instagram affect customers' intention to purchase?

**Study aim** - to investigate if different types of visual information in eWOM are affecting customers' trust and engagement and if that leads to purchase intention.

**Study objectives:**

1. To have a better understanding of how eWOM and social media work together.
2. To analyse what kind of influence visual eWOM has on consumers' trust and engagement.
3. To understand how customers' trust and engagement leads to purchase intentions.
4. To develop a methodology in order to test and have a better understanding of the influence of visual eWOM on consumers' trust and engagement and if it leads to purchase intentions.
5. To conduct research on visual eWOM and see if it affects the intention to purchase when consumers' trust and engagement have been affected by visual eWOM.
6. To analyse the collected data and provide a summary and limitations on visual eWOM on purchase intentions.

**Study structure:** the study has four main chapters - literature review (chapters 1 to 4), methodology (chapter 5), analysis of collected data (chapter 6) and conclusion (chapter 7), later references and annexes are presented. Therefore, the literature analysis will review the concept of social media and its users, then it will go in more depth and analyse how visual eWOM influence consumers' trust and engagement, and then it will be reviewed, how that trust and engagement can lead to intention to purchase. And final chapter of the literature analysis will explore the SOR model, which will be used to create the research model for this thesis. The methodology chapter is for the research model, hypothesis, instruments and for calculating the research sample. After creating the research model, 10 hypotheses were created. Also, this study used quantitative research methods. After methodology, data needed to be analysed, for this, the IBM SPSS Statistical 29.0 program was used, where Pearson's correlation, one-way ANOVA, linear regression and one-way T-test were calculated. The last

chapter, the conclusion, summarised everything and provided implications, limitations and recommendations.

**Methods applied in the study:** literature analysis, 4 questionnaires based on experimental design, statistical data analysis and conclusions.

**Limitations of the study:** firstly, this study focused only on pictures and not on the information provided in the caption, for future studies, it would be interesting to also analyse the written eWOM. Secondly, the majority of the respondents were Lithuanians, however, it would be interesting to analyse and compare two different countries. And finally, questionnaires used random restaurants, however, future studies could focus on two different ones, which would help the questionnaire to be more consistent.

# 1. THE CONCEPT OF SOCIAL MEDIA AND ITS USERS

Social media can be defined in many different ways, for example, Carr and Hayes (2015) defined social media as follows: “Social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others” (p.50). Similarly, Appel et.al. (2020) explained, that social media can be viewed from a few different perspectives, firstly, it can be seen as different platforms with their features, like Facebook, Snapchat, Twitter and Instagram, secondly, social media can be used for advertising while communicating with clients at the same time, and thirdly, it can be seen as an environment where people share their experiences and this allows to social media to become more of a digital place rather than specific digital technology. In addition, according to Kaplan and Haenlein (2010), most social media sites were created so people could connect with their friends and family by sharing experiences and opinions. Each individual had a personal profile where they could share photos and videos or just write what they did during the day. After looking at how different authors define social media, it is easy to formulate a more accurate definition, therefore, social media channels, like Instagram and Facebook are allowing people to share their experiences and interact with each other.

After having the definition of social media narrowed down, it is time to narrow it down to one social media platform, for this thesis it will be Instagram. According to Kemp (2023), the main reasons why people are using social media are as follows: (1) keeping in touch with friends and family (47,1%), (2) filling spare time (36,2%), (3) reading new stories (34,2%), and (6) finding inspiration for things to do and buy (27,3%), this precisely this statistic is important for the thesis. Next, when narrowing just to Instagram, it has been noticed that it is the second favourite social media platform among people, this platform is the most popular among women aged 16-34 and men aged 16-24. When it comes to activities on Instagram, the majority of users are posting and sharing photos or videos (67,9%), and are reaching and following brands and products (60,9%). Finally, most users of Instagram (44,9%) are usually following friends, family and people they know, however, a quarter of all Instagram users are also following restaurants, chefs, or food personalities, which is also very important for this thesis.

It can be seen that users of Instagram love to share food pictures on a daily basis, whether it would be from restaurants or homemade. This trend is especially popular between millennials and Generation Z (18-34 years old) (Statista, 2022). Also, it is very popular among millennial

tourists (Tricas-Vidal et al., 2022; Wachyuni & Yusuf, 2021) to share what and where they eat during their visit (Wachyuni & Yusuf, 2021). Instagram has been found to be the most suitable platform for food content, people who post it are either expressing their lifestyle, sharing experiences and new ideas or simply seeking attention (Weber et al., 2021). However not only posting is popular on Instagram, people also search for restaurant recommendations no matter whether they are travelling or they are looking for a place to have brunch in their own town. There are a few examples of how these kind of accounts look like (see Annex 1), and there it is visible that these accounts, who are runned by one or more people, share, in their opinion, the best places to have breakfast, lunch, dinner or coffee. This leads us to user-generated content.

User-generated Content (UGC) that appears on social media is considered to be eWOM (Kim & Johnson, 2015). Opinions on social media that are developed by other consumers are considered to be credible and it helps others to make a purchase decision (Voramontri & Klieb, 2018). In order for UGC to influence purchase intention, it has to be high quality and quality depends on usefulness and trust (Geng & Chen, 2021). UGC publishers can add rich content (Levy & Gvili, 2015) which includes photos/videos which makes the content richer, more interactive and useful (Geng & Chen, 2021). According to Wachyuni & Yusuf (2021), restaurants are the most popular place to take pictures not only for the food but also for the atmosphere, decorations and other installations that makes the place unique and worth visiting. A couple of food-related hashtags are among the top 50 hashtags on Instagram - #food and #foodporn (Hootsuite, 2021), and using hashtags can produce better eWOM and maximize communication (Lee et al., 2021), however, it is not always the best choice to use the most popular hashtags, therefore it is better to concentrate the hashtags to the location or product/service type (Hootsuite, 2021), this allows individuals to better find the place where, for example, to eat or have drinks.

People who are good at giving opinions and are able to influence others are referred to as opinion leaders (Chu & Kim, 2011; Huhn et al., 2018) or they can also be called early adopters because they both share similar qualities (Eck et al., 2011). These individuals are trying new restaurants, cafes, products and etc., therefore they have more knowledge and experience with these things and it allows them to provide credible information (Huhn et al., 2018) to those who are scared to take risks and who are seeking information about an unfamiliar product or service (Hernández-Ortega, 2011; Huhn et al., 2018). Generally, opinion leaders post their reviews about the product or service to specific review sites (e.g. TripAdvisor.com or Yelp.com), however, social media became another channel where individuals were able to post

their recommendations about products or services they have tried (Riegner, 2007). Therefore, opinion leaders/early adopters are impacting their followers' intention to purchase (van Eck et al., 2011).

Therefore, pictures of food on Instagram, that were uploaded by consumers, will be the focal point of this study.

### **1.1. Electronic Word of Mouth**

Electronic word of mouth can be defined 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” (Hennig-Thurau et al., 2004, p. 39). This definition of eWOM has been used by multiple authors (e.g., Jalilvand et al., 2011; Wang & Rodgers, 2011; Yoo et al., 2013; Chu & Sung, 2015; Erkan, 2015; Bahtar & Muda, 2016) and will be used for this thesis.

According to Wang & Rodgers (2011), eWOM can be divided into two big categories: (1) “eWOM in online feedback systems and consumer review websites”, and (2) “eWOM on electronic discussion boards, online communities, and online social networking sites” (p. 214). The first category can be defined as a place where people are able to exchange and share their opinions about a product or a service. For example, these types of comments can be found on e-commerce sites like ASOS, Pgu.lt or Amazon.com. There are also third-party review sites, for example, Yelp or TripAdvisor, where people can read many reviews for different sectors, like hotels, destinations, restaurants, etc. (Wang & Rodgers, 2011; Mishra & Satish, 2016). The second category can be defined as places where people can share their personal experiences in an interpersonal way. Electronic discussion boards (e.g. Reddit) and online communities (e.g. MOM365 Community) are especially created to communicate, share experiences and hacks with people that have the same or similar interests. Similarly works online networking sites, for example, Facebook, Instagram or Youtube (Wang & Rodgers, 2011; Mishra & Satish, 2016). However, the main difference is that on social media people are sharing information with their friends, whereas on electronic discussion boards and online communities people are sharing information with strangers.

A few authors divided eWOM into two sides - informational and emotional eWOM (Wang & Rodgers, 2011; Kim et al., 2019). Emotional eWOM shows emotions that a person felt while

using the product or service, for example, a person might write a post on Instagram saying how calm she/he felt while watching a sunset in Rome or how they felt alive while dancing in the rain after grabbing some drinks at a local bar (Wang & Rodgers, 2011). Similarly, Kim et al., (2016) says, that emotional eWOM gives psychological and emotional benefits, meaning that it makes you feel the same or at least improves the mood. As a result, emotional eWOM receivers might like this kind of content more because it allows them to feel the connection with the person behind that post on Instagram (Kim et al., 2016) and when searching for a travel destination, people are looking for positive and unique emotions (Serra-Cantallop et al., 2018). In contrast, informative eWOM delivers readers facts with detailed information and reasons (Kim et al., 2019), for example, during or after visiting a restaurant, people might want to share their experience with friends on social media (Wang & Rodgers, 2011). They might post a picture of the meal they ate there and write what exactly they had ordered, how they liked the food, the price of the food and even tag the restaurant itself. Many authors (Bulut & Karabulut, 2018; Kim et al., 2019; Koufie & Kesa, 2020) agreed that informational eWOM is more important to eWOM receivers compared to emotional eWOM. This is due to a fact that consumers prefer quality over quantity (Bulut & Karabulut, 2018; Gopinath et al., 2014) and it makes the eWOM provider look more intelligent and trustworthy (Kim et al., 2019), meaning that informational eWOM is perceived better by people.

Considering the two big categories of eWOM, this thesis will be focusing on the second one - “eWOM on electronic discussion boards, online communities, and online social networking sites” (Wang & Rodgers, 2011, p.214), more specifically, on online social networking sites - Instagram. This is due to the fact, that a lot of studies focus on blogs, therefore it would be beneficial to focus on Instagram. There is also emotional and informative eWOM, therefore for this thesis, informational eWOM will be prioritized because according to Balut & Karabulut, (2018); Kim et al. (2019); Koufie & Kesa (2020), informative eWOM is better perceived by eWOM receivers because it makes the information provided more credible.

### **Informative eWOM and Social Media**

eWOM on social media had a huge breakout and this topic has been explored by many authors (e.g. Hwang & Park, 2014; Erkan, 2015; Serrano & Ramjaun, 2018). For example, Erkan (2015) has noticed that due to social media, eWOM is becoming more attractive and more enjoyable for internet users, because it gives an opportunity to share new experiences and

opinions with others on the internet with the help of texts, photos and videos. Hwang & Park (2014) explored social media usage when deciding what and where to eat. Participants of the study identified that before visiting the restaurant they look at previous reviews, the location of the restaurant and the taste of the food was also important factor before deciding where to eat. When talking about previous reviews, one of the participants stated that "social media allows for more detail, professionalism and credibility than just visiting a restaurant without that information" (p. 274). The second most important factor is - the location of the restaurant. It has been noticed, that participants of that study sought to know the location of the restaurant and were expecting some sort of explanation on how to get to that place. And the third factor was the taste of the food, therefore participants usually search for phrases like "delicious restaurant near me" (Hwang & Park, 2014). On Instagram, individuals are searching for specific content using hashtags, for example, if a person is travelling and is looking for a restaurant, he/she could use hashtags like - #londoneats; #foodinrome; #wheretoeatlithuania (Hootsuite, 2021). However, more than half of the Hwang & Park, (2014) study participants search for information about restaurants in blogs, thus it is crucial to study what information is important and how people search for it on social media platforms, like Instagram. A similar study, conducted by Koufie & Kesa (2020), found that the most popular variables when choosing a restaurant were considered to be (1) food quality, (2) service quality, (3) price and (4) location. Interestingly, the atmosphere of the restaurant has been ranked as the least important variable when choosing a restaurant. This clashes with Wachyuni & Yusuf (2021) study, where it has been mentioned that individuals are more likely to take pictures in restaurants, where the atmosphere and decorations can be seen, thus it would be valuable to understand whether posting food and atmosphere has any effect on eWOM receivers.



## **2. VISUAL EWOM AND ITS INFLUENCE ON CONSUMERS TRUST AND ENGAGEMENT**

Sight helps us make multiple decisions during the day. There is a saying, that a picture is worth a thousand words, which means that it only takes a single picture for a person to understand the meaning behind it. Sight itself is one of the most important human senses because the eyes contain more than two-thirds of all the sense cells (Hulten, 2009).

When shopping online, people want to see not only the information about the product but also the visuals of it (pictures or videos) (Lin et al., 2012). Lin et al. (2012) conducted an experimental study where it has been found that “visual manipulation produced significant effects not only on perceived eWOM message quality and credibility but also on consumers’ product interest and purchase intention” (p. 20). However, this applies not only to websites but also to social media posts, where an image may tell more information than the text below it. When choosing a restaurant people are expecting to see more than one picture in a review in order to consider it useful and enjoyable. The review should contain pictures of the food and the atmosphere because it shows the food quality and the physical environment of a restaurant, which are one of the most important aspects when choosing where to eat (Hlee et al., 2018).

An image on social media can be perceived in two ways - (1) informative and aesthetically pleasing, which increases the attractiveness of the post, whereas (2) low-quality pictures with uninteresting content may lead to a lower engagement level (Li & Xie, 2019). It is evident that people are more interested and are motivated to engage if visual eWOM is visually appealing and aesthetically pleasing (Serrano & Raijaun, 2018). Visual eWOM itself can be presented through colours (Serrano & Raijaun, 2018; Li & Xie, 2019), product presentation in the picture (Serrano & Raijaun, 2018), physical attractiveness of characters in the picture (Serrano & Raijaun, 2018; Li & Xie, 2019) and the authenticity of the photo (Serrano & Raijaun, 2018). Bright colours are positively influencing people to feel excited and the post itself with bright colours looks more attractive (Serrano & Raijaun, 2018).

Pictures and videos are considered to be rich content which has a positive impact on eWOM credibility (Levy & Gvili, 2015). This means that eWOM receivers are able better to trust visual eWOM rather than eWOM with no visuals. Erkan (2015) and Hwang & Park (2014) agree, that

previous reviews containing some sort of visual are more credible, and also give a sense of professionalism with the number of details provided. Similarly, Wang et al. (2020) noticed that combining both visual (colour) and textual (the content of the message) eWOM could achieve a positive effect on eWOM receivers. A study conducted by Koufie & Kesa (2020) also supports other authors' findings by stating that people perceive eWOM on social media to be credible and seeks others' opinions while deciding where to eat. Therefore, it is safe to say that eWOM on social media can be trusted and is seen as credible.

## **2.1. How colour and brightness influences consumers trust and engagement on Instagram**

"Colour, one of the primary elements relating to the sense of sight, has a significant influence on people's moods, feelings and perceptions" (Ozkul et al., 2020, p. 224). Colour is one of the most important elements when choosing what to eat, for instance, colour is very important when choosing fruits and vegetables because it shows how fresh they are and the appearance (colour) of any food can determine how fresh it is and how it will taste (Pathare et al., 2012). It has been mentioned that people are more attracted to bright colours (Serrano & Ranijaun, 2018), this is supported by Paakki et al. (2019) study, where the main focus was on the importance of visual aesthetics of colours in foods and the author found that most of the participants choose plates of food that were consisting bright colours or just plates that contained colourful food in general. In addition, colours that are clear, simple and vivid were considered eye-catching and pleasant, however, these types of colours should be natural. Yet, colour variation in a picture leads to better engagement, for example, more retweets on the social media channel - Twitter (Li & Xie, 2019), but this is due to the fact that Twitter contains both textual and visual posts, therefore visual posts will be more noticeable. Amelia & Hidayatullah (2020) found that engagement on social media leads to purchase intention.

Talking about the picture's brightness in general, it has been noticed that pictures with dull or low lighting receive less engagement and people do not like them as much (Bakhshi et al., 2019). Thus when the lighting of the restaurant is dim, it creates a romantic mood, whereas bright light expresses sociability and liveliness (Ozkul et al., 2020). The same would apply to pictures - if individuals are looking for a romantic restaurant, they will first check photos that are not so bright and consists of darker shades, whereas if a person is looking where to get brunch, bright lighting and colour will be the focal point for him/her.

## **2.2. How characters in the picture influence consumers' trust and engagement on Instagram**

One of the most powerful visual tools in non-verbal communication is faces because they can show various emotions which helps others to understand what that person is feeling (Goldman & Sripada, 2005). Pictures that contain some sort of character are receiving better engagement on social media, therefore it does not matter what age or gender the person is or how many people are in a picture, until there is a person in a picture, the photo will be liked more (Bakhshi et al., 2014). "This could be explained by the fact that humans are naturally drawn to faces and they like to view photos of themselves, their friends and even faces of strangers" (Bakhshi et al., 2019, p. 88). Moreover, pictures containing human faces in them are "increasing the chances of receiving likes by 38% and comments by 32%" (Bakhshi et al., 2014, p.971). Moreover, when looking at the pictures of the product, it is expected to not only see the product itself but also a human using it (Cyr et al., 2009). In this context, when writing a review, it is better to upload at least one picture of a person enjoying the food because the reader can feel a human connection.

## **2.3. How aesthetics of the picture influences consumers' trust and engagement on Instagram**

Aesthetics are very important nowadays, especially when choosing what to eat. However, pretty-looking food might sometimes be misleading when trying to choose a healthy option. For example, two avocado toast containing the same amount of products (one slice of bread and half an avocado) can look both - ugly and pretty. Ugly avocado toast would be presented with smashed avocado on the slice of bread, this, for consumers, might look like the toast is missing a pattern and is very plain or bland, whereas pretty avocado toast would be presented with symmetrically sliced avocado on the piece of bread, which for consumers it looks well-balanced proportion (Hagen, 2020). Zellner et al. (2014) similarly explained that attractive food presentation on a plate will be liked more than food presented neatly and not in such an attractive way, therefore the way the food looks on a plate can even influence how it will taste. In addition, when comparing atypical versus typical foods, it would be expected that consumers would better enjoy unique-looking foods in pictures, however, it has been noticed that people are more attracted to normal-looking foods and pictures containing typical food receive more engagement from consumers (Philp, 2022). Overall, aesthetics of food presentation are very

important because it determines how the food will taste and how likely the person will choose one meal over another.

However, it is not always about the food but also about the aesthetics of the atmosphere, which also has a great impact on eWOM. For instance, when a restaurant has a unique design people will instantly take pictures of it and post them on social media (Zhang et al., 2022). Ryu & Jang (2008) explored how the physical environment of restaurants are affecting consumer behaviour, this could be defined by the term Dinescape, which is similar to servicescape, however, does not include external factors and non-dining internal environments, therefore, “DINESCAPE is defined as the man-made physical and human surroundings in the dining area of restaurants” (p. 4). Therefore, it has been found that the aesthetics of the restaurant have a positive effect on consumer perception of the restaurant (Ryu & Jang, 2008). Another study conducted by Jeong & Jang (2011) revealed that the attractiveness of the atmosphere of the restaurants motivated consumers to spread positive eWOM.

### **3. CONSUMERS' TRUST AND ENGAGEMENT, INFLUENCED BY VISUAL EWOM, AND INTENTION TO PURCHASE**

Intention can be described as a motivational behaviour of an individual, in other words, awareness of having a need to purchase defines intention to purchase (Rezvani et al., 2012). Intention to purchase can also be defined as a pre-planned decision to purchase a product/service, meaning that a consumer already thinks about this product/service and thinks that he/she will buy it (Le-Hoang, 2019) or "to be prepared to buy" the product/service (Aransyah et al., 2019, p. 185).

#### **eWOM and purchase intention**

The intention to purchase can be formed with the help of eWOM found on social media, where information is mainly shared by friends (Erkan & Evans, 2016). However, individuals on social media can not only trust friends opinions but also can trust food influencers, this has been studied by Kazancoglu & Sati (2020), where the authors defined what social media users consider a food influencer to be and how long they spend on social media, therefore it has been found that participants, who follow at least one food influencer, spend an average of 2-4 hours a day mainly on Instagram or YouTube, also participants said that they follow other influencers that focus on travel, health, lifestyle and/or fashion, however, later it was noticed that some people relate each field with each other because they all sometimes post food-related pictures, in the end, they do influence purchase intention. However, not only do food influencers have a great power towards purchase intention, Wachyuni & Yusuf (2021), found that when travelling, it is very popular among tourists to share what and where they eat during the visit, thus the photos of food that were uploaded by travellers can have an influence on purchase intention. Overall, searching for eWOM is considered to be one of the most important steps before purchasing because it helps to determine the quality of the service/product, moreover, it is a great way for a consumer to reduce risks before trying something new, especially when it comes to food (Aji et al., 2020), therefore eWOM positively influences purchase intentions.

### **3.1. Visual eWOM and purchase intention**

Intention to purchase can also be influenced by the type of pictures found on social media, therefore it has been found that consumers with utilitarian motivations are influenced by "outcome-focused" food pictures because it shows the quality of the food (Liu et al., 2022). When choosing a restaurant, individuals are searching for reviews that provide a picture of a meal and this visual information is crucial when deciding if the information provided can be trusted (Park et al., 2021). In addition, in order for the visual eWOM of restaurants to influence purchase intention, it has to be high quality and quality depends on usefulness and trust (Lin et al., 2012; Yogesh & Yesha, 2014; Bulut & Karabulut, 2018; Kim et al., 2019; Koufie & Kesa 2020; Geng & Chen, 2021; Leong et al., 2022).

Colour plays an important role when it comes to food and its purchase intention (Lou et al., 2019). There are colours that can catch consumers' attention and increase appetite which leads to purchasing food, however, this is mostly used by fast-food restaurants, whereas formal restaurants use certain colours to make their customers relaxed, which leads to higher sales (Khattak et al., 2018). For example, it has been noticed that a lot of fast-food chains (e.g. McDonald's, In-N-Out and Burger King) are using warm colours like red and yellow, whereas formal restaurants (Manami, Ertlio Namas) are using cool colours like blue and green (Khattak et al., 2018). Colours can also have an influence on how a person will feel after being exposed to them, for instance, darker colours, like brown or black, create a negative reaction and might make a person feel sad (Khattak et al., 2018), while lighter and brighter colours, like white, red, pink, blue and yellow, creates positive reactions and makes a person feel happy and exited (Khattak et al., 2018; Serrano & Ranijaun, 2018). It has been also mentioned that bright colours increase engagement on social media (Li & Xie, 2019), which leads to purchase intention (Amelia & Hidayatullah, 2020).

Faces in a picture are also important, especially when making eye contact with the viewer, because it creates this sort of connection of trust, closeness and relatedness (Valentini et al., 2018) and it does not matter what gender the person is or how beautiful he/she is (Bakhshi et al., 2014). Beauty itself can be defined in many different ways and for each and every individual it can be defined in many different ways, for instance, some people admire eyes, others hair or smile, others might consider voice as a beauty feature of a person (Sokolova & Kefi, 2020). Therefore, the attractiveness of the person in the picture (blogger) does not have

any positive or negative effects on their followers, because common values, interests and the information they share with followers are more important (Sokolova & Kefi, 2020). So the intention to purchase comes from the content that the eWOM provider is sharing, meaning that the content has to be credible, and of high quality (Sokolova & Kefi, 2020), in the picture, an individual has to make eye contact and the product itself should not be in the spotlight (Valentini et al., 2018), it is best to show how the person is using the product (Cyr et al., 2009). In general, the image should speak for itself (Valentini et al., 2018).

It has been mentioned before, that customers are encouraged to capture the meal and restaurant's atmosphere if it is aesthetically pleasing and post it on social media while at the same time spreading positive eWOM (Zhang et al., 2022; Jeong & Jang, 2011). According to Hagen (2020) customers are more attracted to foods that look prettier because it makes them taste better (Zellner et al., 2014), meaning that when individuals are searching for a place where to eat, the presentation of food will catch their attention because according to Ozkul et al. (2020) 58% of the decision to purchase comes from sight. In addition, purchase intention is affected if the atmosphere of the restaurant is unique (Worek et al., 2015) or authentic in any way (Kim et al., 2020). Therefore, both the aesthetics of food and restaurant atmosphere have a direct effect on purchase intention.

#### **4. THE S-O-R MODEL AND ITS APPLICATION**

For this thesis, stimulus-organism-response (S-O-R) theory, which has been proposed by Russel & Mehrabian (1978), will be used. “The SOR model describes the connection between stimuli (such as external factors) that will affect organisms (cognition and emotion of people) and the response people have to the stimulus (such as behavior)” (Zhang et al., 2021, p.2.).

The S-O-R model has been used by various authors. For example, Zhu et al. (2019) used SOR model to understand if online promotions, website appearance and security affects online trust and if that trust leads to online repurchase intention. Looking at the results of this study, it is visible that if consumers trust the website, they will repurchase. Tastan & Soylu (2023) explored if the intention to revisit or complain is affected by customer satisfaction on restaurant cleanliness. From the study, it can be seen that people describe restaurant cleanliness factors differently, for example the atmosphere of the restaurant, therefore this stimulus has an affect on customer satisfaction, which later leads to the intention to revisit the restaurant and it has no negative impact on the intention to complain. The S-O-R model was also used by Brewer & Sebby (2021), where the author found out that the visuality of the menu has a positive impact for food desire, which leads to purchase intentions. Shukla & Mishra (2021) noticed a positive reaction of visual information towards trust and how consumers have the intention to purchase. Moreover, Bigne et al. (2020) used the SOR model for understanding how online reviews influences decision-making process, also, Zhang et al. (2022) used the SOR model to see how food images are influencing tourists’ intention to consume it while on vacation. Table 1 shows how other authors used the S-O-R model in more detail. Looking at how the S-O-R model was used in previous studies, it will be beneficial to use it for this research also because it helps to understand which external factors (Stimulus) will affect peoples understanding and emotional state (Organism) and how will they react to this stimulus (Responce).



Table 1. *S-O-R model usage by other authors.*

Author	Stimulus	Organism	Response
Zhu et al., 2019	Website appearance, Security, Online promotion	Online trust	Online repurchase intention
Zhu et al., 2020	Perceived information quality, Social presence	Trust, Satisfaction	Purchase intention
Tastan & Soylu, 2023	Restaurant cleanliness factors	Customer satisfaction	The intention to revisit The intention to complain
Brewer & Sebby, 2021	Menu appeal, Menu informativeness, Perception of COVID-19 risk	Desire for food, Perceived convenience of online food ordering	Purchase intention
Shukla & Mishra, 2021	Visual information, Argument concreteness, Review credibility	Trust, Perceived risk	Purchase intention
Bigne et al., 2019	Conflicting online reviews	Credibility and the helpfulness of online reviews	Intention to visit
Zhang et al., 2022	Aesthetic design	Positive emotional arousal, Self-expression	Intention to post photographs

## **5. VISUAL EWOM INFLUENCE ON PURCHASE INTENTION THROUGH TRUST AND ENGAGEMENT RESEARCH METHODOLOGY**

### **5.1 Purpose of the Research, Research Model and Hypothesis for the research**

#### **Purpose of the research**

It is evidential that people do like to post where they eat on social media and others usually check social media in order to understand what to expect when entering a restaurant. It has been also noticed that colour, brightness, characters and aesthetics of a picture are very important when choosing where to eat. However, there is still a lack of evidence when it comes to what exactly makes people choose one restaurant over another when looking at pictures on Instagram. Therefore, one of the main objectives for this research is to analyse what kind of colours and brightness of the picture motivates people to visit a restaurant. In addition to that, it will be analysed if there is a difference between reviews with a human in it, two examples will be given - first picture with a character or no character in the pictures at all, and this will help to understand if it influences the need to visit a restaurant. Also, how aesthetics of food in a picture influences the intention to purchase will be analysed. Lastly, what kind of visual eWOM makes people trust the review and engage with it the most, will also be analysed.

#### **Research model**

This study is focusing on how visual eWOM: colours, brightness, characters and aesthetics of the picture (stimulus) will affect customers trust and engagement (organism) and if it will lead to purchase intention (response). Therefore, the S-O-R model has been adopted for this study (see Figure 1).

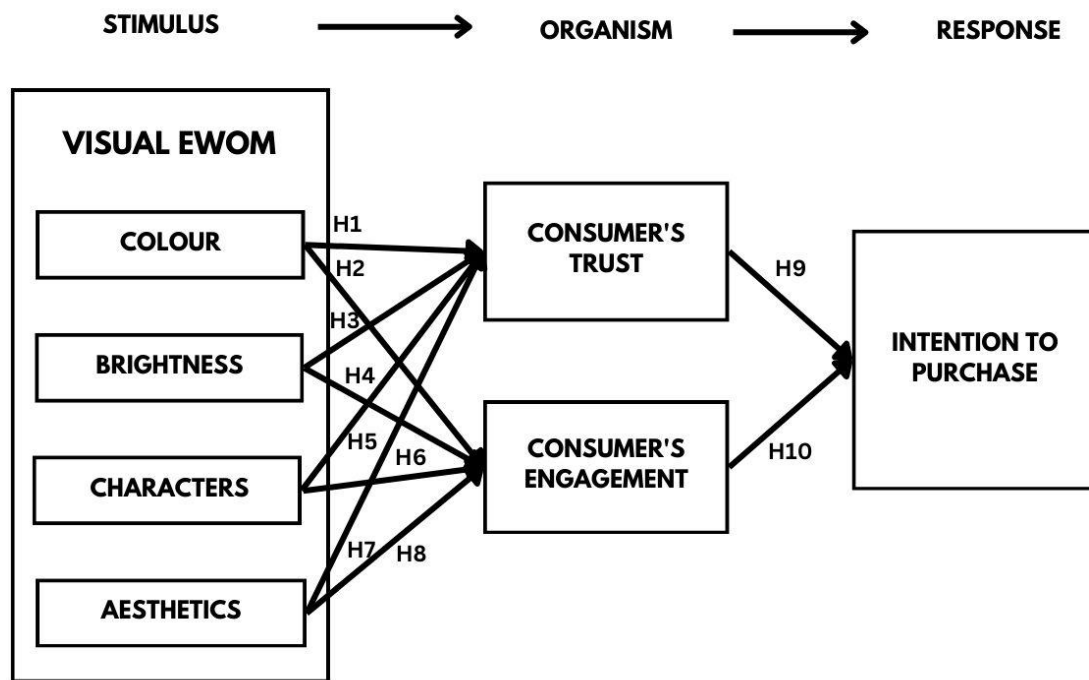


Figure1. *Proposed Model for the Research*

### Hypotheses of the research

When looking at food, the first thing that draws attention is colour because it shows how fresh the product is, especially when choosing which fruits or vegetables to eat (Pathare et. al., 2012). This shows that depending on the colour of the products, individuals can decide to either trust or distrust them. In addition, plates with colourful food in them are often chosen first (Serran & Raniijaun, 2018; Paaki et. al., 2019). When scrolling on Instagram people see reviews from various restaurants with colourful plates and colourful foods in them, this catches their attention and motivates them to engage with the review, which later leads to purchase intention (Li & Xie, 2019; Amelia & Hidayatullah, 2020).

Therefore, the hypotheses that can be formulated are as follows:

**H1: Colours of food online have a positive influence on consumers' trust on social media.**

**H2: Colours of food online have an influence on consumers' engagement on social media.**

The lighting of the picture also has a big influence on consumers' trust and engagement. For example, Bakhshi et. al. (2019) found that dull or low lightning leads to low engagement, however, Ozkul et. al. (2020) explained, that dull lighting gives a romantic feel, whereas bright lighting makes people feel sociable and the whole atmosphere feels more alive. This means

that if someone is looking for a romantic restaurant, dull lighting is what they will be looking for and these reviews will be trusted more and will receive better engagement, however, if someone is looking for a pleasant brunch place, they will definitely trust and engage with the review that is shown by the bright picture.

Therefore, the hypotheses that can be formulated are as follows:

**H3: Pictures of food online, that are presented in bright lightning will be trusted more on social media.**

**H4: Pictures of food online, that are presented in bright lightning will receive better engagement on social media.**

Pictures with characters in them, especially when there is eye contact with the receiver, receive better engagement and are trusted more, because according to Valentini et. al. (2018), eye contact creates trust. In addition, because faces show various emotions, it is very easy to communicate with an audience without any words (Goldman & Sripada, 2005).

Therefore, the hypotheses that can be formulated are as follows:

**H5: Characters in the picture have an influence on consumers' trust on social media.**

**H6: Characters in the picture have an influence on consumers' engagement on social media.**

Both aesthetics of the food and the atmosphere in the picture have a significant influence on consumers' trust and engagement. For example, Hagen (2020) explained, that the same meal can look both – pretty and ugly, it all depends on the presentation, this study has been complimented by Zellner et. al. (2014), where it has been shown that the way the food tastes can be influenced by its looks. Moreover, normal-looking pictures of food receive better engagement (Philp, 2022), likewise, the unique atmosphere of the restaurant also receives better engagement (Zhang et. al. 2022).

Therefore, the hypotheses that can be formulated are as follows:

**H7: Aesthetics of food and atmosphere have an influence on consumers' trust on social media.**

**H8: Aesthetics of food and atmosphere have an influence on consumers' engagement on social media.**

Consumers' trust and engagement on social media can lead to purchasing intention. Kazancoglu & Sati (2020) explained that people nowadays are not only trusting their close friends' opinions

about restaurant recommendations but also they started to trust food bloggers, likewise, Wachyuni & Yusuf (2021) showed, that travel bloggers are also receiving trust from their followers by watching how they use the provided recommendations for where to eat abroad. Therefore, trust leads to purchase intention. In addition, visual information itself helps a person to trust the review better (Hwank & Park, 2014; Levy & Gvili, 2015; Park et. al., 2021) and engage with it (Bakhshi et.al. 2014; Amelia & Hidayatullah, 2020; Philp, 2020; Zhang et. al. 2022).

Therefore, the hypotheses that can be formulated are as follows:

**H9: Trust, influenced by visual eWOM, will lead to purchase intention.**

**H10: Engagement, influenced by visual eWOM, will lead to purchase intention.**

## **5.2. Data collection methods and instruments**

For this thesis, quantitative research methods have been chosen. This method is best to use for this study because of its ability to provide reasonable justifications and reliability, however in order to achieve that, the data has to be consistent. Other characteristics of quantitative methods are that it seeks to identify specific variables, which usually are emphasized as numerical and measurable. One of the greatest examples of quantitative methods is experimental design, which includes independent and dependent variables, and are testing specific hypotheses (Park & Park, 2016). According to Rahi (2017), experimental design helps to examine relationships among variables and what impact one variable has on another. This design will be used for this thesis.

Independent variables are variables that are manipulated, caused or influenced and later the effects are compared and measured (Malhotra & Birks, 2007). For this thesis, these variables will be colour (more bright colour versus less bright colour), lightning (bright versus dull), character (character versus no character), and aesthetics of food and atmosphere (aesthetical versus non-aesthetical). Whereas dependent variables are variables that receive results from independent variables (Malhotra & Birks, 2007). The dependent variables here will be - trust, engagement (like, comment, share, save) and intention to purchase. The construct of the questionnaire with questions and their types are presented in Table 2.

Table 2. *Construct of the questionnaire.*

Variable	Research Questions / Statements	Measurement
Trust	<p>I trust the first review better rather than the second one.</p> <p>I think the first review is more reliable than the second one.</p> <p>I think the first reviewer is more honest than the second one.</p>	5-point likert type scale (from strongly disagree to strongly agree)
Engagement	<p>I would instead click a like button for the first review rather than the second.</p> <p>I would rather share the first review with my friends and family rather than the second one.</p> <p>I would rather comment on the first review rather than the second one.</p> <p>I would instead save the post of the first review rather than the second one.</p>	5-point likert type scale (from strongly disagree to strongly agree)

Continuation of Table 2

<p>Intention to purchase</p>	<p>I am very likely to have a meal at the place that is reviewed in the first image rather than the second one.</p> <p>I intend to have a meal at the place that is reviewed in the first image rather than the second.</p> <p>It is very likely that I would revisit the first reviewed place more often than the second one.</p>	<p>5-point likert type scale (from strongly disagree to strongly agree)</p>
<p>Visual eWOM</p>	<p>The restaurant presented in the first picture has more visually attractive food rather than the second one.</p> <p>The restaurant presented in the first picture has more visually attractive lighting rather than the second one.</p> <p>The restaurant presented in the first picture is more visually attractive because of the character in it.</p> <p>The restaurant presented in the first picture has a more visually attractive interior and food rather than the second one.</p>	<p>5-point likert type scale (from strongly disagree to strongly agree)</p>
<p>Demographics</p>	<ol style="list-style-type: none"> <li>1. Gender</li> <li>2. Age</li> <li>3. Income</li> <li>4. Education level</li> <li>5. Location</li> </ol>	<p>Close ended questions (Multiple choice)</p>

The experiment was conducted as an online survey using apklausa.lt, where four surveys were presented (see Annex 3), each containing a different link. Respondents were asked to choose any survey from the four of them and answer the questions that were presented there, 11 questions about two image sets and 5 demographical questions. The time to complete the survey was not limited. As it already has been mentioned, each questionnaire provided two different image sets (see Annex 2). Each respondent had a free will to complete one or more questionnaires.

### 5.3. Research sample size and collection

In this section target population, data collection methods and sample size will be defined. Firstly, there was no specific gender or age selected for this research. There was only one requirement for respondents - to be above 18 years old because at this age people are responsible for their own actions, and can make their own decisions when it comes to where to eat and how to spend their money on it. Even though the legal age to have Instagram is 13 years old (Instagram, n.d.), it has been decided, for ethical reasons, to use respondents who are above 18 years old. Secondly, nonprobability convenience sampling has been chosen for data collection methods simply because testing a sample that would represent the whole population would be too time-consuming and not efficient for this research. And finally, the sample size has been calculated after comparing the number of respondents of ten different authors (see Table 3). The average number of respondents for this research will be 262.

Table 3. *Sample size comparison.*

No.	Author	Type of questionnaire	Sampling	Number of respondents
1.	Bigne et. al., 2020	Eye-tracking and an online questionnaire	Nonprobability sampling	104
2.	Jeong & Jang, 2011	Printed survey	Nonprobability sampling	201
3.	Koufie & Kesa, 2020	Survey	Nonprobability sampling	120



Continuation of Table 3

<b>4.</b>	<b>Liu et. al., 2021</b>	<b>Paper questionnaire</b>	<b>Nonprobability sampling</b>	<b>340</b>
<b>5.</b>	<b>Kazancoglu &amp; Sati, 2020</b>	<b>Online questionnaire</b>	<b>Nonprobability sampling</b>	<b>394</b>
<b>6.</b>	<b>Liu et. al. 2022</b>	<b>Self-administered survey</b>	<b>Nonprobability sampling</b>	<b>232</b>
<b>7.</b>	<b>Luo et. al., 2019</b>	<b>An interview with a follow-up questionnaire and an online questionnaire</b>	<b>Nonprobability sampling</b>	<b>200</b>
<b>8.</b>	<b>Paakki et. al., 2019</b>	<b>Paper and online questionnaires</b>	<b>Nonprobability sampling</b>	<b>188</b>
<b>9.</b>	<b>Liao &amp; Fang, 2019</b>	<b>Face-to-face survey</b>	<b>Nonprobability sampling</b>	<b>395</b>
<b>10.</b>	<b>Zhang et. al., 2022</b>	<b>Online questionnaire</b>	<b>Nonprobability sampling</b>	<b>449</b>
			<b>Average:</b>	<b>262</b>

Since this study contains an experimental design of 4 different surveys, the average number of respondents for each survey will be around 66.

## 6. ANALYSIS OF COLLECTED DATA

### 6.1. Analysis of demographic characteristics and reliability check of the questionnaire

The period that the questionnaire took was from 28th of November 2022 till 23rd of November 2023. Total number of respondents was 278, however after filtering the data, 273 answers were left. 5 answers were eliminated because the questionnaire was answered too quickly and this kind of data is not reliable to use. Out of 273 respondents, 65.9% were women and throughout all four questionnaires the number of women was kept the same (see Table 4). Most of the respondents were between the age of 18 and 24 (67.4%), also throughout all questionnaires the age was kept the same (see Table 5). When talking about income, less than 500 and 501-1000 were chosen by majority of respondents (see Table 6). This can be considered as low to medium income and it can be explained when looking at the majority of respondents age, which is 18-24, therefore, most of their education level is either secondary degree (30%) or Bachelor's degree (54.9%) (see Table 7). Also, 80.2% out of all respondents are living in Lithuania (see Table 8). Looking at all the demographic results, it can be seen that gender, age, income, education and country was kept similar throughout all four questionnaires.

Table 4. *Gender distribution by questionnaires.*

Visual eWOM	Brightness	Colour	Characters	Aesthetics
<b>Respondents</b>	69	69	69	66
<b>Female</b>	65.2%	63.8%	71%	63.6%
<b>Male</b>	34.8%	36.2%	29%	36.4%

Table 5. *Age distribution by questionnaires.*

Age	Brightness	Colour	Characters	Aesthetics
<b>18-24</b>	69.6%	69.6%	72.5%	57.6%
<b>25-31</b>	21.7%	21.7%	20.3%	30.3%
<b>32-38</b>	2.9%	2.9%	4.3%	3%
<b>39-44</b>	2.9%	1.4%	-	1.5%
<b>45+</b>	2.9%	4.3%	2.9%	7.6%

Table 6. *Monthly income after taxes distributed by questionnaires.*

<b>Income</b>	<b>Brightness</b>	<b>Colour</b>	<b>Characters</b>	<b>Aesthetics</b>
<b>Less than 500€</b>	29%	26.1%	18.8%	21.2%
<b>501-1000€</b>	24.6%	18.8%	33.3%	25.8%
<b>1001-1500€</b>	14.5%	24.6%	18.8%	18.2%
<b>1501-2000€</b>	15.9%	14.5%	15.9%	22.7%
<b>More than 2000€</b>	15.9%	15.9%	13%	12.1%

Table 7. *Education lever distributed by questionnaires.*

<b>Education</b>	<b>Brightness</b>	<b>Colour</b>	<b>Characters</b>	<b>Aesthetics</b>
<b>Secondary degree</b>	30.4%	34.8%	36.2%	18.2%
<b>Bachelor's degree</b>	50.7%	53.6%	49.3%	66.7%
<b>Master's degree</b>	14.5%	11.6%	14.5%	15.2%
<b>Other</b>	4.3%	-	-	-

Table 8. *Country distributed by questionnaires.*

<b>Country</b>	<b>Brightness</b>	<b>Colour</b>	<b>Characters</b>	<b>Aesthetics</b>
<b>Lithuania</b>	81.2%	84.1%	75.4%	80.3%
<b>United Kingdom</b>	15.9%	11.6%	18.8%	15.2%
<b>Italy</b>	1.4%	1.4%	2.9%	-
<b>Other</b>	1.4%	2.9%	2.9%	4.5%

To check if the questionnaire is reliable, Cronbach's Alpha reliability test has been used. If the Cronbach's Alpha is greater than  $0,6 < \alpha < 0,95$  is considered reliable. It can be seen that according to Cronbach's Alpha, the questionnaire is reliable because  $\alpha < 0,95$ . When checking normality, variables are considered normal when Skewness is in between -3 and 3 and Kurtosis is in between -10 and 10 (Griffin & Steinbrecher, 2013). Looking at the results, data is considered normal because  $-3 < \text{Skewness} < 3$  and  $-10 < \text{Kurtosis} < 10$ . Questionnaire constructs are presented in the table below (see Table 9).

Table 9. Construct normality and reliability tests.

<b>Construct</b>	<b>Skewness</b>	<b>Kurtosis</b>	<b><math>\alpha</math></b>
<b>Trust</b>			0.907
I trust the first review better rather than the second one.	-.62	-.62	
I think the first review is more reliable than the second one.	-.44	-.86	
I think the first reviewer is more honest than the second.	-.38	-.94	
<b>Engagement</b>			0.942
I would instead click a like button for the first review rather than the second.	-.77	-.52	
I would rather share the first review with my friends and family rather than the second one.	-.53	-.87	
I would rather comment on the first review rather than the second one.	-.58	-.62	
I would instead save the post of the first review rather than the second.	-.70	-.60	
<b>Intention to purchase</b>			0.942
I am very likely to have a meal at the place that is reviewed in the first image rather than the second.	-.63	-.62	
I intend to have a meal at the place that is reviewed in the first image rather than the second.	-.60	-.60	
It is very likely that I would revisit the first reviewed place more often than the second one.	-.57	-.62	

## 6.2. Testing if colour, brightness, characters and aesthetics have influence on trust and engagement and if leads to purchase intention

Firstly, the influence of colours of food online on trust and engagement will be analysed using Pearson's correlation, one-way ANOVA, linear regression and one-way T-test.

First, colours of food online influence on consumers trust will be evaluated. Pearson's correlation for colour is  $R = 0,538$ ,  $p < 0,001$ . According to this there is a strong correlation. Trust ANOVA  $F(1) = 6,9$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,289 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance =  $0,118 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 29,9. The higher the Standardized Coefficients Beta, the stronger the influence. In this case,  $\text{trust}^\beta = 0,538$  ( $p < 0.001$ ) (see Table 10). Based on the findings it can be stated that colours have a positive influence on consumers trust on social media, therefore ***H1 is approved.***

Table 10. *Coefficients of colour influence on trust.*

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.425	.514		2.770	.007		
	Trust colours	.692	.132	.538	5.221	<.001	1.000	1.000

Second, colours of food online influence on consumers engagement will be evaluated. Pearson's correlation for colour is  $R = 0,790$ ,  $p < 0,001$ . According to this there is a strong correlation. Trust ANOVA  $F(1) = 38,7$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,625 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance =  $0,174 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 31,6. The higher the Standardized Coefficients Beta, the stronger the influence. In this case,  $\text{engagement}^\beta = 0,790$  ( $p < 0.001$ ) (see Table 11). Based on the findings it can be stated that colours have a positive influence on consumers engagement on social media, therefore ***H2 is approved.***

Table 11. *Coefficients of colour influence on engagement.*

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.002	.393		-.005	.996		
	Engagement colours	.989	.094	.790	10.562	<.001	1.000	1.000

Secondly, the influence of bright pictures online on trust and engagement will be analysed using Pearson's correlation, one-way ANOVA, linear regression and one-way T-test.

First, it will be evaluated how the brightness of the pictures online affect consumers trust on social media. Pearson's correlation for brightness is  $R = 0,442$ ,  $p < 0,001$ . According to this there is a medium correlation. Trust ANOVA  $F(1) = 4,36$ ,  $p = 0,004$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,2 \geq 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance =  $0,195 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 24,5. The higher the Standardized Coefficients Beta, the stronger the influence. In this case,  $\text{trust}^\beta = 0,442$  ( $p < 0.001$ ) (see Table 12). Based on the findings it can be stated that pictures with bright lightning have a positive influence on consumers trust on social media, therefore ***H3 is approved.***

Table 12. *Coefficients of brightness influence on trust.*

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.353	.435		5.405	<.001		
	Trust Brightness	.466	.116	.442	4.029	<.001	1.000	1.000

Second, it will be evaluated how the brightness of the pictures online affect consumers engagement on social media. Pearson's correlation for brightness is  $R = 0,642$ ,  $p < 0,001$ . According to this there is a strong correlation. Engagement ANOVA  $F(1) = 11,94$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,412 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance =  $0,336 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 23,91. The higher the Standardized Coefficients Beta, the stronger the influence. In this case,  $\text{engagement}^\beta = 0,642$  ( $p < 0.001$ ) (see Table 13). Based on the findings it can be stated

that pictures with bright lightning have a positive influence on consumers engagement on social media, therefore **H4 is approved.**

Table 13. *Coefficients of brightness influence on engagement.*

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.653	.364		4.538	<.001		
	Engagement Brightness	.664	.097	.642	6.855	<.001	1.000	1.000

Thirdly, the influence of characters in the pictures online on trust and engagement will be analysed using pearson’s correlation, one-way ANOVA, linear regression and one-way T-test. First, it will be evaluated how the characters of the pictures online affect consumers trust on social media. Pearson’s correlation for characters is  $R = 0,718$ ,  $p < 0,001$ . According to this there is a strong correlation. Trust ANOVA  $F(1) = 17,48$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,515 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook’s distance =  $0,170 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 25,68. The higher the Standardized Coefficients Beta, the stronger the influence. In this case,  $\text{trust}^\beta = 0,718$  ( $p < 0.001$ ) (see Table 14). Based on the findings it can be stated that pictures with characters in them have a positive influence on consumers trust on social media, therefore **H5 is approved.**

Table 14. *Coefficients of characters influence on trust.*

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.874	.356		2.452	.017		
	Trust Characters	.820	.097	.718	8.443	<.001	1.000	1.000

Second, it will be evaluated how the characters of the pictures online affect consumers engagement on social media. Pearson’s correlation for characters is  $R = 0,712$ ,  $p < 0,001$ . According to this there is a strong correlation. Engagement ANOVA  $F(1) = 17,06$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,507 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook’s distance =  $0,156 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t

value is 25,65. The higher the Standardized Coefficients Beta, the stronger the influence. In this case, engagement<sup>t</sup> = 0,712 ( $p < 0.001$ ) (see Table 15). Based on the findings it can be stated that pictures with characters in them have a positive influence on consumers engagement on social media, therefore **H6 is approved.**

Table 15. *Coefficients of characters influence on engagement.*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.900	.359		2.507	.015		
	Engagement Characters	.820	.099	.712	8.301	<.001	1.000	1.000

Fourthly, the influence of food online on trust and engagement will be analysed using pearson's correlation, one-way ANOVA, linear regression and one-way T-test.

First, it will be evaluated how aesthetics of the pictures online affect consumers trust on social media. Pearson's correlation for aesthetics is  $R = 0,668$ ,  $p < 0,001$ . According to this there is a strong correlation. Trust ANOVA  $F(1) = 14,5$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,447 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance =  $0,374 < 1$ , therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 21,38. The higher the Standardized Coefficients Beta, the stronger the influence. In this case, trust<sup>t</sup> =  $0,668$  ( $p < 0.001$ ) (see Table 16). Based on the findings it can be stated that aesthetical pictures have a positive influence on consumers trust on social media, therefore **H7 is approved.**

Table 16. *Coefficients of aesthetics influence on trust.*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.954	.360		2.647	.010		
	Trust aesthetics	.767	.107	.668	7.189	<.001	1.000	1.000

Second, it will be evaluated how aesthetics of the pictures online affect consumers engagement on social media. Pearson's correlation for aesthetics is  $R = 0,836$ ,  $p < 0,001$ . According to this there is a strong correlation. Engagement ANOVA  $F(1) = 35,79$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,698 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are



distributed evenly. Maximum Cook's distance = 0,125 < 1, therefore no samples are needed to be excluded from the study. T - test showed high significance  $p < 0,001$ , and t value is 23,28. The higher the Standardized Coefficients Beta, the stronger the influence. In this case, engagement<sup>β</sup> = 0,836 ( $p < 0.001$ ) (see Table 17). Based on the findings it can be stated that aesthetical pictures have a positive influence on consumers trust on social media, therefore **H8 is approved.**

Table 17. *Coefficients of aesthetics influence on engagement.*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.079	.287		.274	.785		
	Engagement aesthetics	1.001	.082	.836	12.166	<.001	1.000	1.000

Finally, if trust and engagement, which are affected by visual eWOM, will lead to purchase intention will be analysed using pearson's correlation, one-way ANOVA and linear regression. First, it will be analysed if trust, which is influenced by visual eWOM, will lead to purchase intention. Pearson's correlation for trust is  $R = 0,750$ ,  $p < 0,001$ . According to this there is a strong correlation. Purchase intention ANOVA  $F(1) = 348,34$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,562 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance = 0,055 < 1, therefore no samples are needed to be excluded from the study. The higher the Standardized Coefficients Beta, the stronger the influence. In this case, trust<sup>β</sup> = 0,750 ( $p < 0.001$ ) (see Table 18). Based on the findings it can be stated that trust, influenced by visual eWOM, will lead to purchase intention, therefore **H9 is approved.**

Table 18. *Coefficients of trust influence on purchase intention.*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.962	.148		6.518	<.001		
	Trust visual ewom	.749	.040	.750	18.664	<.001	1.000	1.000

Second, it will be analysed if engagement, which is influenced by visual eWOM, will lead to purchase intention. Pearson's correlation for engagement is  $R = 0,858$ ,  $p < 0,001$ . According

to this there is a strong correlation. Purchase intention ANOVA  $F(1) = 755,09$ ,  $p < 0,001$ . Following metrics will indicate if analysis is reliable.  $R^2 = 0,736 > 0,2$ ,  $VIF = 1 < 4$ , therefore the results are distributed evenly. Maximum Cook's distance =  $0,114 < 1$ , therefore no samples are needed to be excluded from the study. The higher the Standardized Coefficients Beta, the stronger the influence. In this case, engagement<sup>b</sup> =  $0,858$  ( $p < 0.001$ ) (see Table 19). Based on the findings it can be stated that engagement, influenced by visual eWOM, will lead to purchase intention, therefore ***H10 is approved.***

Table 19. *Coefficients of engagement influence on purchase intention.*

		Coefficients <sup>a</sup>				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.553	.116		4.773	<.001		
	Engagement visual ewom	.842	.031	.858	27.479	<.001	1.000	1.000

To see the results of all the hypothesis, a table has been made (see Table 20) to see which hypothesis got accepted and which got rejected. It can be seen that all of the hypothesis were approved.

Table 20. *Results of hypothesis analysis.*

Hypothesis	Results
<b>H1: Colours of food online have a positive influence on consumers' trust on social media.</b>	<b>Approved</b>
<b>H2: Colours of food online have an influence on consumers' engagement on social media.</b>	<b>Approved</b>
<b>H3: Pictures of food online, that are presented in bright lightning will be trusted more on social media.</b>	<b>Approved</b>
<b>H4: Pictures of food online, that are presented in bright lightning will receive better engagement on social media.</b>	<b>Approved</b>

Continuation of Table 20

<b>H5: Characters in the picture have an influence on consumers' trust on social media.</b>	<b>Approved</b>
<b>H6: Characters in the picture have an influence on consumers' engagement on social media.</b>	<b>Approved</b>
<b>H7: Aesthetics of food and atmosphere have an influence on consumers' trust on social media.</b>	<b>Approved</b>
<b>H8: Aesthetics of food and atmosphere have an influence on consumers' engagement on social media.</b>	<b>Approved</b>
<b>H9: Trust, influenced by visual eWOM, will lead to purchase intention.</b>	<b>Approved</b>
<b>H10: Engagement, influenced by visual eWOM, will lead to purchase intention.</b>	<b>Approved</b>

### 6.3. Discussion

The main goal of this study is to analyse if colour, brightness, characters and aesthetics have any influence on trust and engagement and if it can lead to purchase intentions. Looking at the analysis results of the questionnaire, it can be seen that all of the hypothesis were accepted, which was expected when analysing previous literature.

The first thing that needs to be done is to understand if visual eWOM has positive influence on trust and engagement. From the analysis, it can be seen that the biggest influence on trust has characters in the picture, whereas on engagement the biggest influence is from aesthetics. In previous literature it has been found that when uploading a picture of a human enjoying the food, receivers can feel the human connection, which leads to trusting the post more. When it comes to aesthetics, previous literature explained that both food and atmosphere aesthetics have influence on engagement, because if the food and atmosphere is pretty and corresponds to customers aesthetics, they will definitely engage with the post, and not only that, customers who are willing to interact with this post, most likely will visit the place, take pictures of it and the food they are eating, and then post it to social media.

Second thing, which has been already slightly touched, is purchase intention. When asking a question, which of the two - trust or engagement, has a bigger influence to lead to purchase intention, the results show that it is engagement. Looking at previous literature, it can be seen that visual eWOM has bigger effect on engagement rather than trust. For example, consumers are more likely to interact with the post if the colours are brighter and if the lighting is better, if a picture contains a human, then that post will most likely get more comments and likes, and as it has been discussed above, aesthetics also has a big influence on engagement. Therefore, the more people interact with posts the more influenced they are to purchase, in other words, herd mentality, it can be described that people are influenced by the majority, rather than to be left out.

To conclude, the goal has been achieved - it has been successfully analysed that colour, brightness, characters and aesthetics have influence on trust and engagement and it lead to purchase intentions.

## **7. CONCLUSION, IMPLICATIONS, LIMITATIONS AND RECOMMENDATIONS**

### **7.1. Conclusion**

To sum up, the main problem for this thesis was - does visual information in eWOM on Instagram affect customers' intention to purchase? In short, yes, visual information in eWOM does have an effect on customer's intention to purchase. This was achieved by following the objectives of the study.

First, there was a need to understand how eWOM and social media work together. To no surprise, they work perfectly together. Nowadays, when you are looking for a place to eat, most of the time you seek information on social media, and there is plenty of eWOM, especially visual because if you want to post a review about a place you just visited, you need to post a picture with it, therefore, eWOM and social media work perfect together.

Second, what kind of influence visual eWOM has on customers' trust and engagement needs to be analysed. Visual eWOM was divided into four groups: colour, brightness, characters and aesthetics. When researching, it was found that colour shows how fresh the food is, therefore people trust plates of food that contain brighter food and people are more likely to engage when the colours are brighter. It is similar when it comes to brightness, people trust and engage more, when the lightning is brighter, especially when choosing where to eat brunch. Next, people are naturally drawn to faces, therefore if a restaurant review is posted with a human in it, it has a higher engagement level and people trust the review because you can see that other people are eating and they are sharing it, so naturally it looks trustworthy. Lastly, aesthetically pleasing food is more trusted because well-plated food might seem well-balanced. Also, it has been found that the way food looks, will determine how it will taste. And of course, if the food and/or atmosphere is aesthetically pleasing, people will naturally take pictures of it and share them on their social media.

Third, it needed to be understood how customers' trust and engagement leads to purchase intentions, however this is pretty simple, engagement in general will lead to purchase intention, because people engage with post that they they find attractive and trust in some way.

Then, methodology needed to be developed to test and have a better understanding of the research problem. For this, research model and from it, ten hypotheses were created. For data

collection, four online surveys were created using apklausa.lt, and for all questions, a 5-point likert type scale was used, except for demographical questions.

Finally, the collected data needed to be analysed, for this IBM SPSS Statistical 29.0 program, where where Pearson's correlation, one-way ANOVA, linear regression and one-way T-test were calculated. After calculations, all hypotheses were approved. Analysis showed that the biggest influence on trust had characters in the picture, whereas on engagement the biggest influence is from aesthetics. When talking about purchase intention, bigger influence came from engagement, therefore, the more people interact with posts the more influenced they are to purchase it.

## **7.2. Implications**

For business: this research can help businesses to have a better understanding of what kind of photos will receive better trust and engagement, and after posting these kinds of posts businesses will be positive that they will receive new clients.

For education: previous researchers did not provide enough information about visual eWOM, specifically about characters in the photos. Therefore, this research provides with more information not only on characters but also about colours, brightness and aesthetics.

For creators: it allows them to create better content and receive better engagement and trust from customers.

## **7.3. Limitations and recommendations for future researchers**

The current thesis gave some insightful research on the topic, however, there are some limitations and recommendations for future researchers:

1. Photo can only capture the visuals of the food, however description provides how the food tasted, price range, business, etc. It would be great if future studies would consider not only the visual eWOM but also the written one.
2. Most of the respondents were Lithuanians. Further studies could focus on two different countries and compare how similar or different they are when it comes to trusting and engaging with visual eWOM and what has a bigger influence on the intention to purchase.
3. For this study, four online questionnaires were distributed, and each questionnaire had two different pictures from different restaurants, which might seem not quite consistent.

Therefore, future researchers could focus on two specific restaurants and explore how visual eWOM influences trust and engagement and the intention to purchase.

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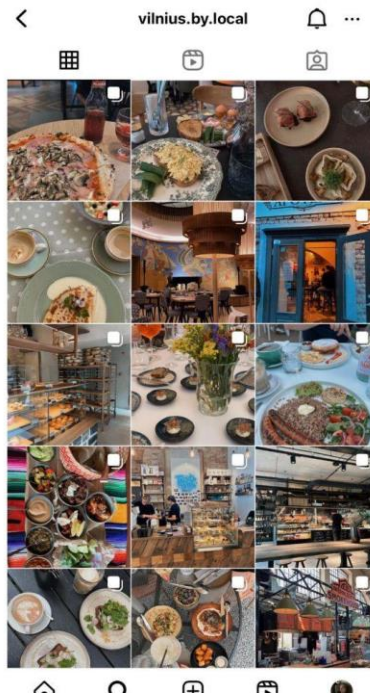
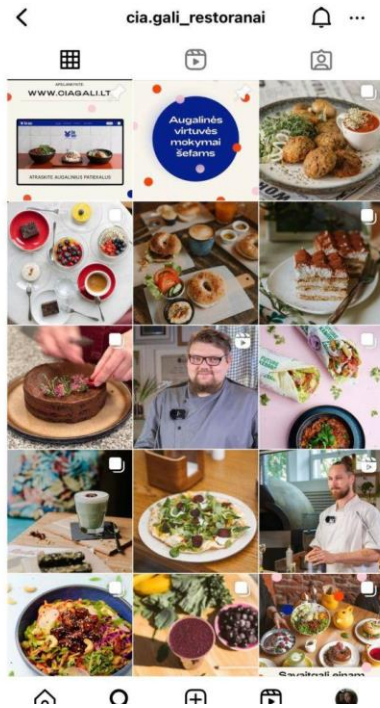
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# ANNEXES

## Annex 1

Instagram accounts



## Annex 2

Images of all four questionnaires:

Questionnaire 1.

*Colours of visual review on Instagram.*



IMAGE 1.



IMAGE 2.

Questionnaire 2.

*Brightness of pictures in reviews on Instagram.*



IMAGE 1.



IMAGE 2.

Questionnaire 3.

*Characters in the reviews on Instagram.*





IMAGE 1.



IMAGE 2.

#### Questionnaire 4.

*Aesthetics of atmosphere and food in reviews on Instagram.*



IMAGE 1.



IMAGE 2.

### Annex 3

#### Questionnaires development

The following information is provided to inform you about the survey and your participation in it. Please read this form carefully.

This questionnaire is for people who enjoy eating out at a restaurant after reading a review on Instagram.

This survey is anonymous, that is, we will not ask for your name or any other personal information that can identify you. It is also confidential. The questionnaire will take approximately 5-10 minutes to complete. Participation is entirely voluntary.

If you have any questions you would like to ask before going ahead with completing the questionnaire, you can contact the student researcher:

Name: Benedikta Abaravičiūtė

University email address: [benedikta.abaraviciute@vm.stud.vu.lt](mailto:benedikta.abaraviciute@vm.stud.vu.lt)

#### Questionnaire 1

*Colours of visual reviews on Instagram.*

The images below represent two different reviews that have been posted by two different individuals on Instagram. Take a good look at them and agree or disagree with the presented statements.

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
1. I trust the first review better rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I think the first review is more reliable than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I think the first reviewer is more honest than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would instead click a like button for the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would rather share the first review with my friends and family rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I would rather comment on the first review rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I would instead save the post of the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am very likely to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I intend to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. It is very likely that I would revisit the first reviewed place more often than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The restaurant presented in the first picture has more visually attractive food rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Questionnaire 2

### *Brightness of pictures in reviews on Instagram.*

The images below represent two different reviews that have been posted by two different individuals on Instagram. Take a good look at them and agree or disagree with the presented statements.

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
1. I trust the first review better rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I think the first review is more reliable than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I think the first reviewer is more honest than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would instead click a like button for the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would rather share the first review with my friends and family rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I would rather comment on the first review rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I would instead save the post of the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am very likely to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I intend to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. It is very likely that I would revisit the first reviewed place more often than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The restaurant presented in the first picture has more visually attractive lighting rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Questionnaire 3

#### *Characters in the reviews on Instagram.*

*The images below represent two different reviews that have been posted by two different individuals on Instagram. Take a good look at them and agree or disagree with the presented statements.*

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
1. I trust the first review better rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I think the first review is more reliable than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I think the first reviewer is more honest than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would instead click a like button for the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would rather share the first review with my friends and family rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I would rather comment on the first review rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I would instead save the post of the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am very likely to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I intend to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. It is very likely that I would revisit the first reviewed place more often than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The restaurant presented in the first picture is more visually attractive because of the character in it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Questionnaire 4

### *Aesthetics of atmosphere and food in reviews on Instagram.*

*The images below represent two different reviews that have been posted by two different individuals on Instagram. Take a good look at them and agree or disagree with the presented statements.*

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
1. I trust the first review better rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I think the first review is more reliable than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I think the first reviewer is more honest than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would instead click a like button for the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would rather share the first review with my friends and family rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I would rather comment on the first review rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I would instead save the post of the first review rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am very likely to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I intend to have a meal at the place that is reviewed in the first image rather than the second.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. It is very likely that I would revisit the first reviewed place more often than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The restaurant presented in the first picture has a more visually attractive interior and food rather than the second one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>