

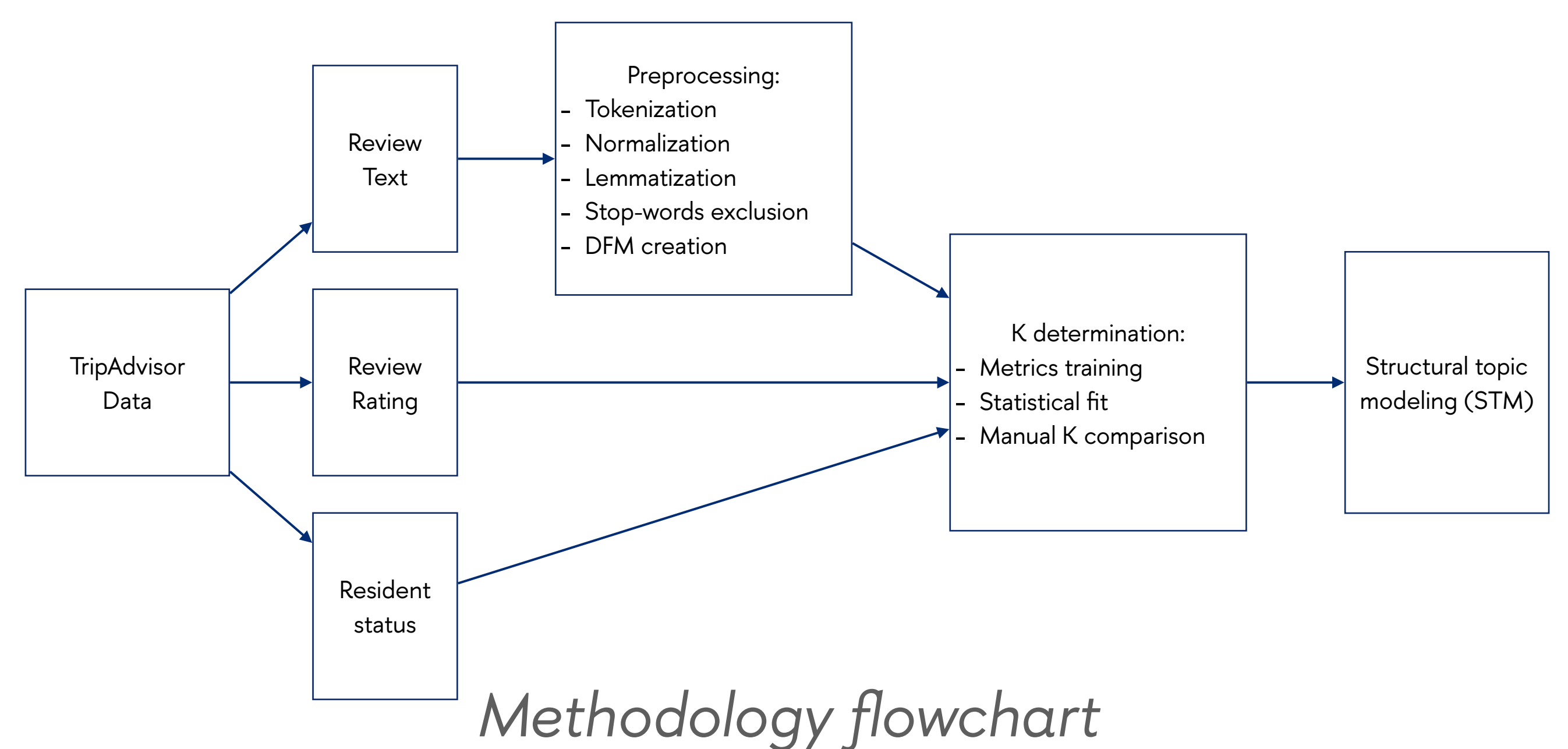
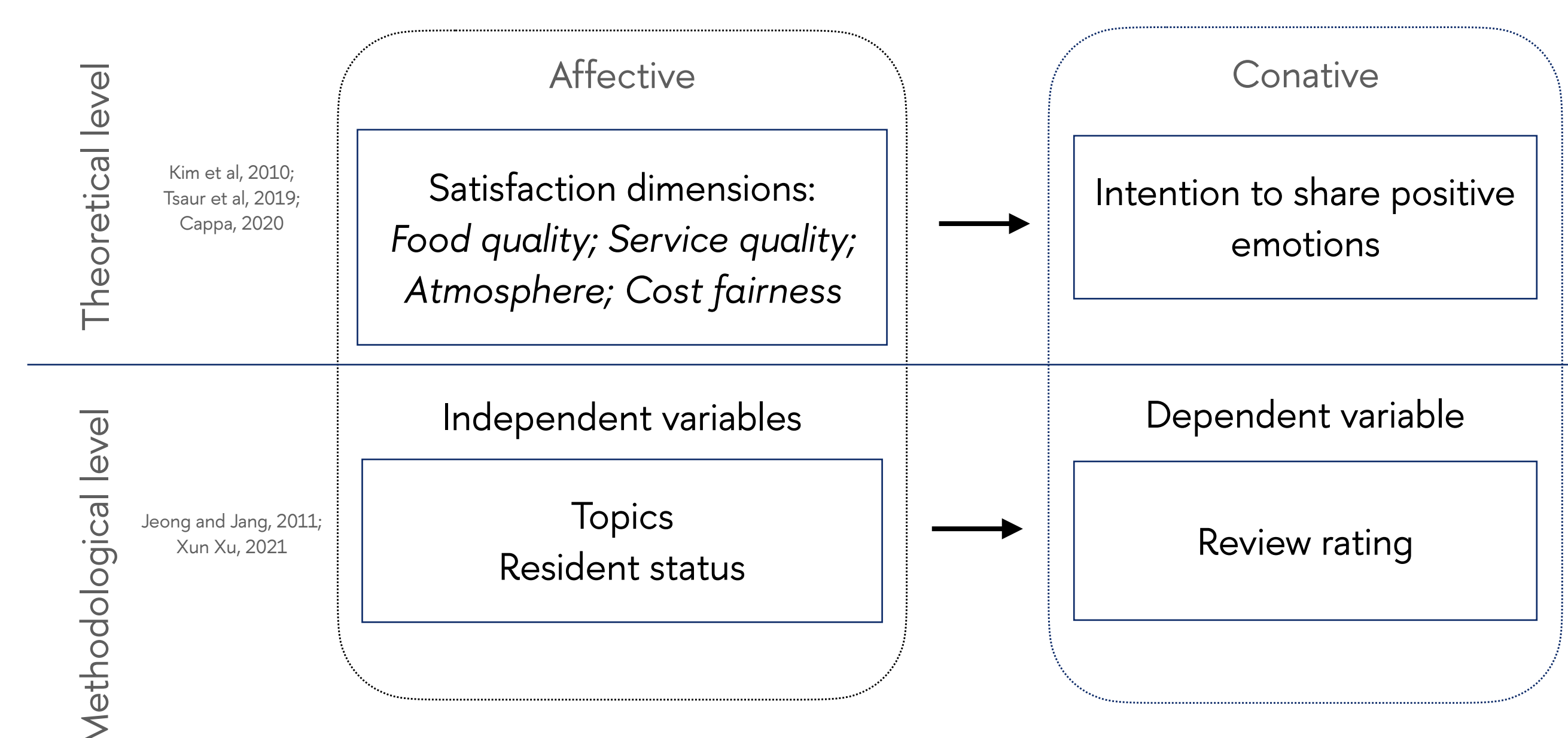
The impact of affective components on behavioral intentions of restaurant visitors: a comparative analysis of tourists and residents

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Background

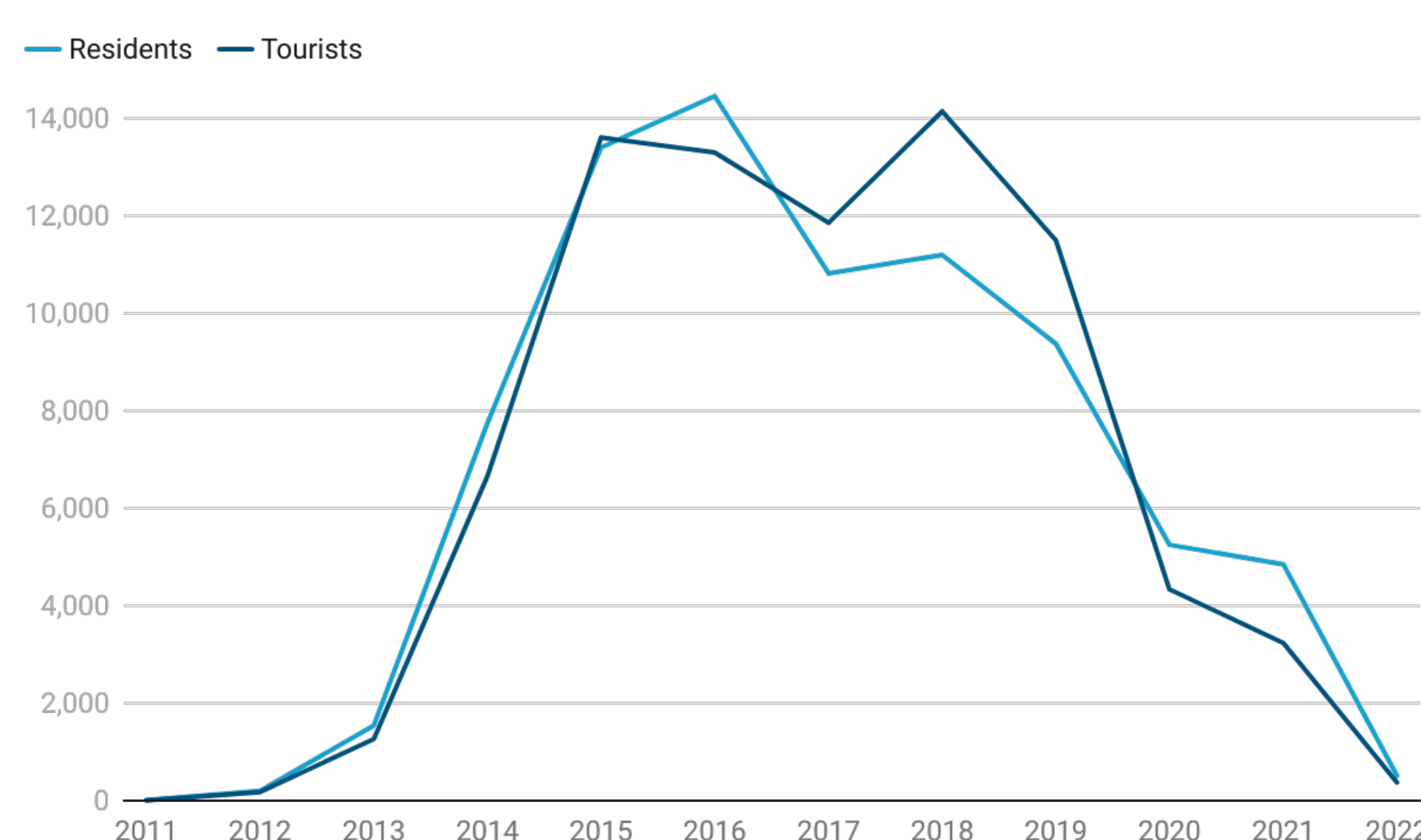
Employing a novel methodology of structural-topic modeling, the study identifies key satisfaction drivers influencing customers' behavioral intentions in St. Petersburg restaurants, focusing on both tourists and locals. Drawing upon the cognitive-affective-conative model (Kim et al., 2010; Tsaur et al., 2019), the research underscores satisfaction as the strongest predictor of behavioral intention (Cao, 2018). Additionally, it highlights user-generated content (UGC) as a vital source for understanding consumer preferences (Kasprzyk, 2017) and the trustworthiness of reviews as electronic word-of-mouth (eWOM) (Kirilenko et al., 2021). Moreover, the study recognizes the variability of satisfaction factors across different demographic groups, emphasizing the importance of uncovering these nuances in relation to residential status (Vidal Rua, 2020).

Theoretical and methodological model

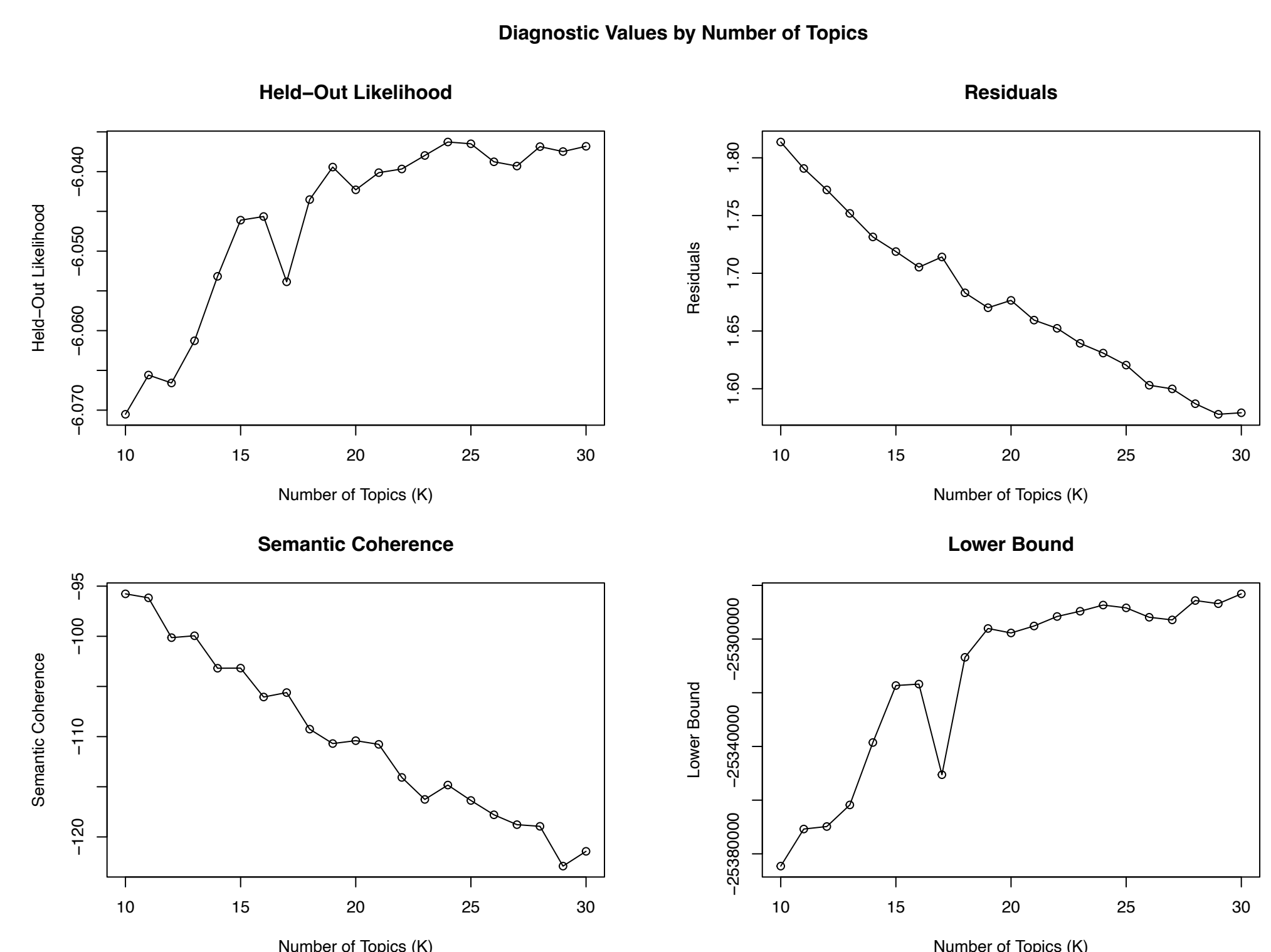


Data

Total restaurants: 10 424
Total reviews: 286 642
Resulting dictionary: 142907



Resident status distribution



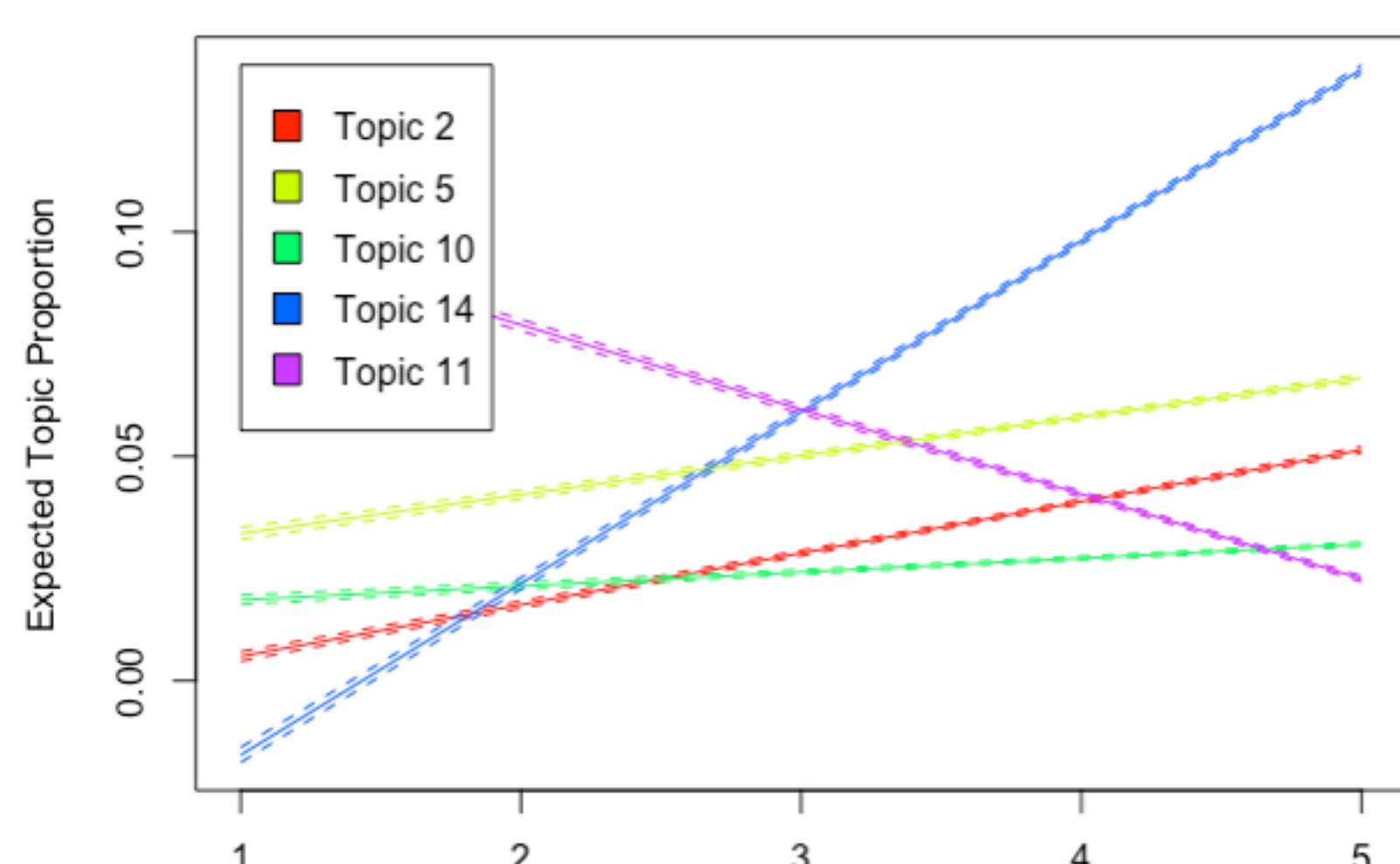
Optimal number of topics determination

Results

Residents

Positive effect:
(2) Culinary Delight
(5) Celebration Time
(10) Family Friendly
(14) Pleasant Ambiance

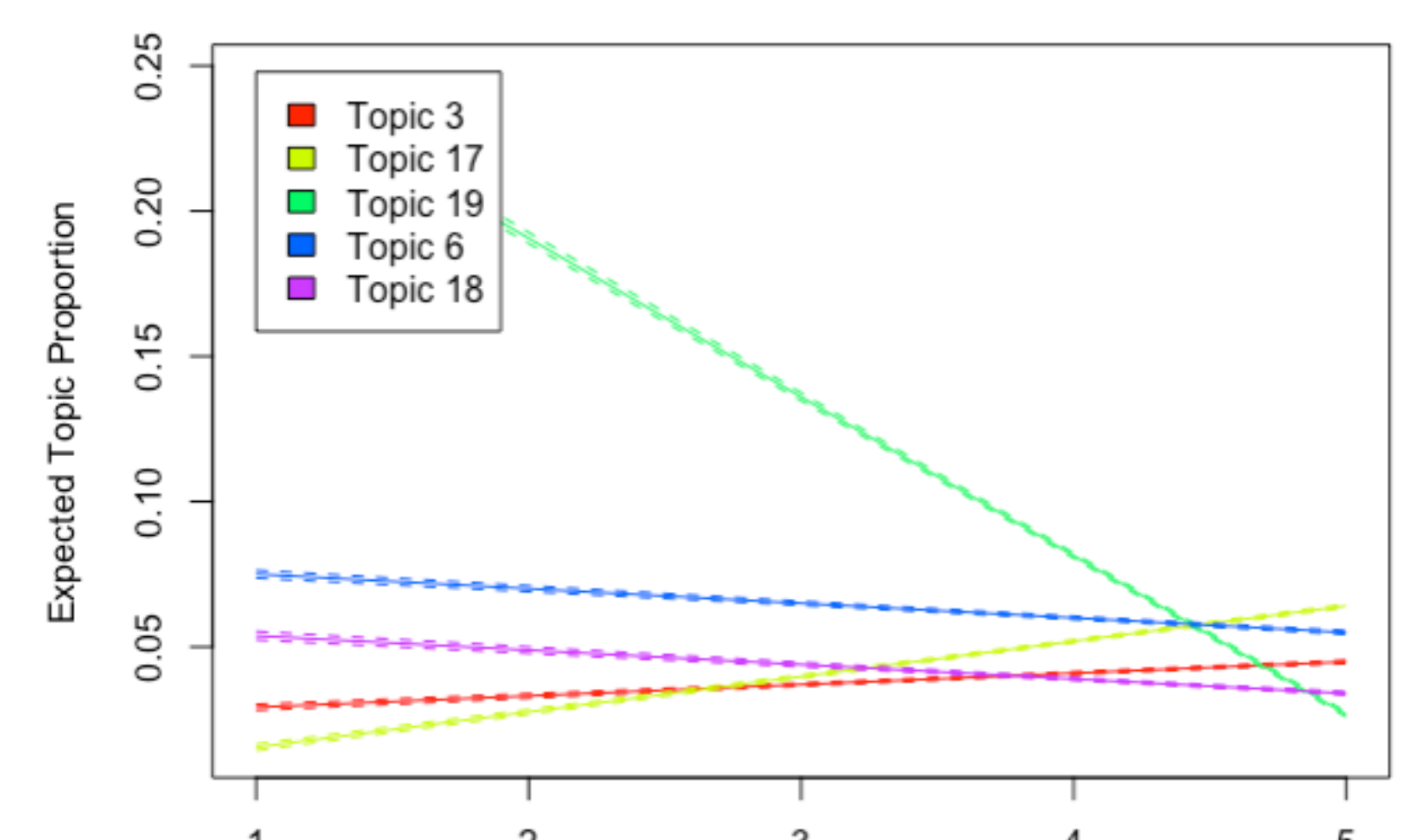
Negative effect:
(11) Waiting Woes



Tourists

Positive effect:
(3) Location Spot
(17) Memorable Moments
(19) Staff Interaction

Negative effect:
(6) Price Concerns
(18) Table Arrangement



Conclusion

Theoretical implication by (1) understanding relevant factors forming dimensions which lead to visitors' satisfaction on existent data referring to their residence status. (2) Applies methods which may bring more view and opportunities for study in the field. **New theoretical implications:** for residents, the study highlights the importance of dish taste, social event spaces, and pleasant atmospheres in restaurants, while addressing concerns regarding long wait times. Tourists prioritize restaurant locations, memorable experiences, positive staff interactions, but express dissatisfaction with costs and seating arrangements. **Practical influence** to be used by restaurants' authorities and managers, experts.