

A Study On The Impact Of Online Ratings And Reviews On Bookings In The Hotel Industry: A Special Case Of Vivanta Vadodara

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Abstract:

The advent of online platforms has revolutionized the way consumers make decisions, particularly in the hospitality sector. This study delves into the influence of online ratings and reviews on hotel bookings, focusing on the unique case of Vivanta Vadodara. As travellers increasingly rely on digital feedback, understanding the dynamics of this impact becomes essential for both the hotel industry and consumer satisfaction. This research aims to assess the correlation between online ratings and reviews and the booking patterns at Vivanta Vadodara. Specific objectives include evaluating the significance of positive and negative reviews, analysing the role of rating scores in decision-making, and identifying strategies for leveraging this digital feedback for enhanced customer engagement.

Employing a combination of quantitative and qualitative methodologies, this study will utilize data analytics to assess the statistical relationship between online ratings, reviews, and hotel bookings. In-depth interviews with hotel management and guests will provide qualitative insights into the nuanced aspects of customer decision-making influenced by digital feedback. Anticipated outcomes include a comprehensive understanding of the impact of online ratings and reviews on the booking behaviour of guests at Vivanta Vadodara. Insights into the factors that contribute to positive or negative online sentiment will be explored, along with practical implications for hotel management to enhance their online reputation and, consequently, booking rates. In an era where online reputation significantly shapes consumer choices, this study sheds light on the specific dynamics within the hotel industry, using Vivanta Vadodara as a case study. The insights gained will contribute to the evolving strategies employed by hotels to navigate the digital landscape effectively, ensuring a positive impact on bookings and customer satisfaction.

Key Words: Digital Feedback; Online Reputation; Online ratings and Booking; Hotel Industry.

1. Introduction:

Hospitality industry is fast Growing industry. Which Accommodate the Customers overnights & give luxurious Experience by providing facilities & services. It is also Equally related to travel industry. The idea of hospitality industry is being Develop in India on 17th Century by Foreigners. As of now the availability & Growth of Hospitality Industry widely developed in the India. As area of Technology are also getting Develop day by day which creates awareness about the capability of human to investigate about product or services are rapidly increasing. Due to that the Process of decision making are being change as customer's Capacity to analyse the reviews about the place or product before opting it. It also makes Customers very conscious for selecting or purchasing anything. In addition, the process of making Decision is getting easier as people get Quick Access to the online reviews about the product or services. It can also provide glance of past experience of the customers who already get the service.

India has about 53,000 hotels and 70 lakh Restaurants in Organized Category. If we look into Unorganized Sector it has 2.3 Crores Restaurants in total as of now. Which Shows Large Hospitality Sector. So following the same to understand market of Hotel Industry. This research has Following Objective for Hospitality Industry to examine the Impact of Online ratings & Reviews hotel reservation, Especially in case of Vivanta Vadodara.

This research done by using mixed method Approach. Where quantitative Analysis is done using Online ratings and Reviews & Qualitative analysis is done collected interviews with past and Potential Guests. To begin with Quantitative analysis data, I will use data from different websites like Booking.com and Trip Advisor to analyze the overall rating, review sentiment, review volume, and booking pattern of guests who have discussed their ideas and experiences with Taj Vivanta. Researchers may look at elements like the overall rating, particular hotel characteristics (such as cleanliness, employee conduct, and amenities), and the reviews' substance (positive or negative feelings, specific references to

amenities or services). With this data, we can find the scope of improvement. Which will be beneficial for the Hotel to gain revenue. Furthermore, it will be helpful to determine trends and correlations between

Taj Vivanta reservations and online ratings and reviews. These results can be beneficial for the managers as they develop new strategies to attract more customers. Additionally, here I will apply some statistical techniques to identify the correlation between reviews and Booking patterns. It will provide reasons behind the observed quantitative patterns. It also examines the credibility of the site's review. On the Other hand, this research will also include the qualitative data gathered by conducting the interview. These Interviews will give data related to the perception of the guests about rating, Preference for the hotel, and affected factors in the decision-making process. In a nutshell, this study will produce results that can be useful for hotel managers and marketers to maintain their online reputation and Approach customers to get more positive reviews, which will result in increased bookings.

OVERVIEW OF THE PRODUCT:

Background of the Study:

Having Good analysis of existing strategy is very important as it gives you best remarks to improve customer satisfaction specially in case of Any Hospitality Industry. Following the same aspect this research used Primary research using survey & Secondary Research using Online Reviews. Which are Helpful for Vivanta Vadodara to improve their services as per Customer's Needs & Wants.

2. Literature Review:

Manal. B. (2012) studied on The Effect of Social Media On Hotel Industry Customer Decisions. This study taken place in Northwest Missouri State University at Missouri (United States). For Data Collection this research used 750 Sample size. Which was divided into three different Survey groups named Hotel Website, Positive Vlog, Mixed Vlog. The Analysis is done with the help of Descriptive statistics & Hypothesis Statistics. The Objective of the research is to know What extend Customer Blog can impact perception of the Hotel & What extend positive or negative reviews impact on Hotel. The finding of the Study is Most customers are not getting affected with the Negative reviews. In addition, they are not getting affected with the positive reviews as well as they think that it can be Manipulated by the Hotel. Hence Manager need to be very Caution while applying Blog Opportunity.

Dipendra.S. (2015) did research on Hotel online reviews & their impacts on Booking Transaction Value. This Study took place Rosen College of Hospitality Management University of Central Florida. For Data Collection they used secondary data from 178 Hotels. Basically they gathered no. of Booking transactions to know Total Revenue derived from Online booking average value per booking. Similarly, they also used Trip Advisor to collect data regarding Hotel Booking, Rating of the Hotel & No. of Reviews. For the data Analysis they used Statistical Analysis method using SPSS software. They did Multiple Regression Analysis On Hypothesis formation. The Objective of the research is to understand the role of Hotel's Ranking on Booking Transaction & Impact of No. of reviews on Hotel Transactions. The findings of the Research are shows the positive impact of both online rating and number of reviews on the Average size of Booking Transaction.

Daul.P, Stuart.B., Krystin.Z., Roland.S. (2016) did research on understanding the impact of Online reviews on Hotel Performance. This study took place in university of Kent, Canterbury in United Kingdom. For the data Collection they used 68 platforms to do empirical analysis. They covered 442 Hotels in total for collection of data. They create 11 Hypothesis to do Descriptive Statistics. The Main Objective of the Research is to Investigate the Effect of Online reviews & modeling Hotel Attributes & performance. The Findings of the Research reflects that hotel attributes, quality of Rooms, internet Provision and look of the building impacts positive on Hotel Performance. In addition, positive reviews show highest impact on Consumer demand.

Ali.k.(2018) did research on The Effect of Hotel Online reviews on the Booking intention of Customers. This Study took place in Qatar University. For data collection they did survey using Survey Monkey. Where they get 317 Responses from Managerial Level Hotel Employees, they use their primary data to do statistical analysis for data analysis. Where they did Correlation, Linear Regression, Multiple Regression. The Objective of the Study is to examine the brand Familiarity & Correlation between Perceived value & Booking Intension. The Findings of the Study is to gain understanding of Correlation between Customer's Trust, Volume, Online Reviews on perceived value of the hotel. They also find out that international Hotel brands are not influenced by positive or negative online reviews.

Inder.S. (2019) Studied on the A Review Paper on Hotel Industry: A study of trend in Hospitality Industry & Types of Hotel. This Study taken place in Chandigarh University based in Ghuran, Punjab India. For Data Collection this Research used Secondary sources from the website. The writer used multiple Abstracts of Existing research papers to do research. The Analysis is done with the help of Macroeconomics Models using Descriptive Analysis. The Objective of the Research is to Examine the recent Trend in the Hospitality Industry, to understand Hospitality & CRM. To know Importance & Types of the Hotel. The Finding of the Research are as following. Created inn Industry dependent on the Fruitful Advancement of Any Vacation Destination. The Hotels which are small / Medium size Reflect the structure of Convenience. Which is not the best way to compete in hotel industry successfully. In addition, Many Hotels are getting Confused by Following Previous Development framework it results in Lack of building and Technological Requirement in the Current Travel Industry.

Dr.Rizwan.Q.(2019) did research on Impact of Online Consumer Reviews on Hotel Booking Intension. This Study took place in Hailey College of Commerce situated in Lahor, Pakistan. For the Data Collection they involved 250 part-time Business Graduates of University of Punjab. They used Convenience sampling for collection of the data. For the analysis

of the data they used statistical Technique. Where they use SPSS, AMOS by creating Hypothesis. The Objective of the research is to investigate the influence of Online Consumer Reviews such as Positive, Negative Reviews on Hotel Booking Intension. The findings of the research are the Online Positive Reviews are most affecting factor for Hotel booking. While Online Negative reviews do not effect directly or indirectly

Osman. A. (2020) did Research on the Impact of Online reviews on Hotel Booking Intention. This Study took place in Alexandra University based in Egypt. For the data Collection they used 432 Customers who did Online Booking Previously. They did Statistical Analysis using SPSS Software to do Exploratory Factor Analysis. The Aim of the research is to Understand the impact on Booking Intention & Brand image of the Hotel price by Online reviews. The Finding pf the study is Positive Reviews do not affect booking Intension of the Hotel. While Negative Reviews are Highly Affect booking intension. While Brand Image can be more or less affect (Moderate) by Online Reviews. In nutshell Manager need to address Negative reviews for getting Promotional Opportunities.

Dider.B.(2021) did research on The impact of the Service quality on Customer Satisfaction in Hotel Business Development to Understand the Correlation between Customer Satisfaction & Service Quallity.This Study took place at Karlstad University in Karlstad. For Data Collection he used 100 Hotel Visitors of the Best Western Princess. They used Questionnaires for the Research for collecting Primary Data. Which are Qualitative data. For the Data Analysis he used Statistical Technique by doing Re-Test Technique. The Main Objective of the Study is to Determine the Impact of the service quality on Customer Satisfaction in Hotel Industry & How Hotels can increase or decline in Service Quality. The Finding of the Research shows that 17 Factors are Impacted which shows lack of Building & technological Requirement in the Current Travel Industry.

Karlsson.O. & Strom.M. (2021) did research on Online review's influence on purchase decisions within the Hotel Industry. This study took place at School of Business, Society & engineering at Malardalen University. For Data Collection they used Primary & Secondary data. For the Primary Data they collect data from 183 students from Different Nationalities & For the Secondary data they used prior Journals, books etc. from Google Scholar. They used Tools like Charts, Likert Scale to measure data collection. The objective of the study is to gain Deeper understanding about the impacts in which online Reviews has on Consumer behaviour and their decision to select or purchase service in Different Hotels. The Findings of the Study reflects that premium & Budget Hotel Bookers Used More Traditional Word of mouth rather than Electronic Word of Mouth still they are giving Equal Importance to both because online reviews can be affected to luxury Customer's Choice. In addition, they also Find out that Brand Image of the hotel is most affected Factor for Decision of Purchase in Hotel Industry.

Dr.Sudhanshu.S.(2021) did Research on the Influence of Online reviews on Online Hotel Booking Intention in prayagraj. This Study took place in L.D.C. Institute of Technical Studies prayagraj in U.P.in India. For the Data Collection they used 100 Respondents who booked hotels via website. To understand cause & Effect Relationship. The main Objective of the Study is to Understand influence of Online review on Online Booking in Prayagraj. For the Data Analysis they have to use Quantitative method for casual Analysis. The findings of the research show that promptness, volume, strength of the Online Review does not have Significant Effect on Online Hotel Booking.

3. Objectives of the Study:

- To examine influence of online reviews on hotel booking decision.
- To Find out most prevalent offering at Vivanta Vadodara
- To determine the Preference of hotel booking using demographic variables.

Research Model:

- Dependent Variable: Hotel Booking
- Independent Variable: Online Reviews, Online Ratings, Review Content, Gender, Purpose of Travel, Review Volume, Expectation of People, Brand Image.

4. Methodology:

- Type of Research : Descriptive research (Qualitative & Quantitative)
- Research Design : Descriptive Research Design
- Source of data : Internet & Interviews
- Sampling Type: convenience
- Methods for Data Collection: Online Google form & Personal Interview
- Data Collection Tools : Interview Questionnaires
- Type of Data: Primary & Secondary

Type of Research:

- The type of research used in the project is descriptive research.
- The descriptive research means the brief Analysis of summarizes the data set, and can either be a representation of the entire sample of a population.
- The descriptive research is used in this research because to summarize and describe the dataset of the project.

Research Design:

- The Research Design used in the research is Descriptive Research Design
- The Descriptive Research design refers in describing the facts and characteristics of a given population in systematically and accurate manner.

Source of Data:

- In this Research i also did qualitative Analysis. Where I used online reviews to identify Repeating Most Satisfied points of the Vivanta Vadodara. Hence my source of data for research includes reviews which I got from Internet & Interviews of Customers of Vivanta Vadodara.

Sampling Type:

- The Sampling Technique used for this research is Convenience Sampling.
- This Sampling Technique is belonging to Non-Probability Sampling Method. Where samples are selected due to their easiest availability to the researcher.
- This research used this Type of sampling to get numerous advantages of the Convenience Sampling as it covers almost many generations.

Methods for Data Collection:

- The method used for data Collections Were Online Google form Surveys & Interviews.

Sample Size:

- The sample size for this project I took is 106 Surveys & 200 Online reviews.

Type of data:

- In this research Primary data is collected via Google forms & Interviews.
- On the Other hand, Secondary Data is Collected via Online Reviews on Trip Adviser, Make My trip, Booking.com etc.

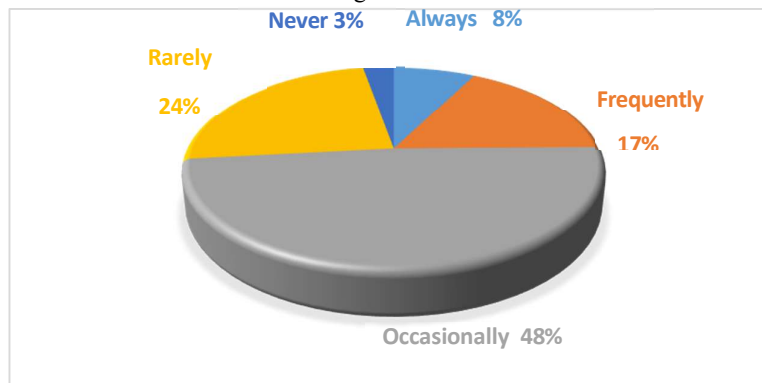
Research Gap:

- This Research did not occur in past in Gujarat particularly in Vadodara.
- This Research did not occur in past in Vivanta Vadodara for reviewing online reviews.

5. DATA ANALYSIS, FINDINGS AND INTERPRETATION:

Data Analysis:

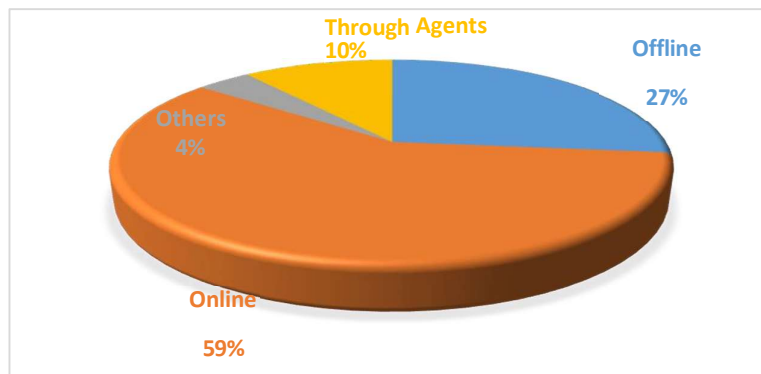
- How often do you read online reviews before booking hotel??



Interpretation:

The Graph indicates 48% of the Respondents are reading Online reviews before Booking hotels. While there are 3% of respondents who never Reading Online reviews before Hotels.

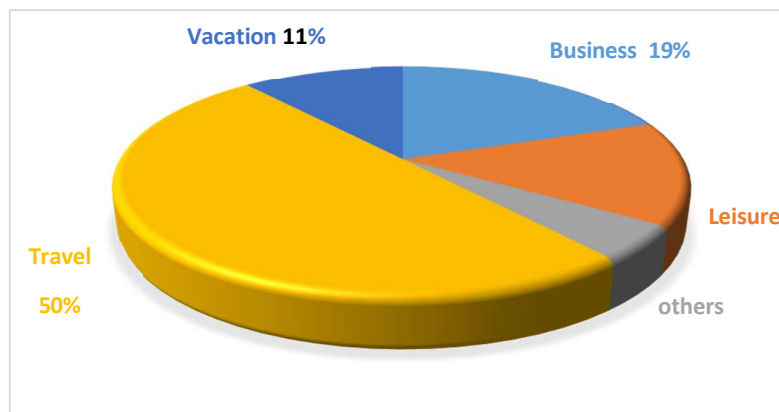
- What is your preference to book hotel?



Interpretation:

59% of the Respondents prefer to book Hotels online while only 4% of the Respondents book hotels via other sources.

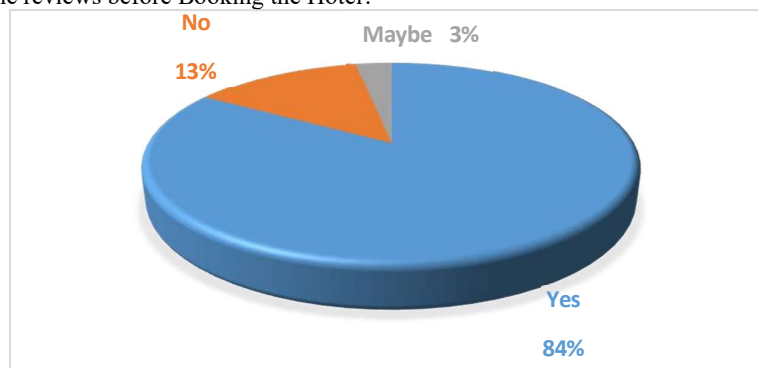
- What is most Probably purpose of booking Hotel?



Interpretation:

50% of Respondents are booking Hotels for leisure purpose including travelling, Vacation while only 19% of the Respondents booking hotels for the Business purpose.

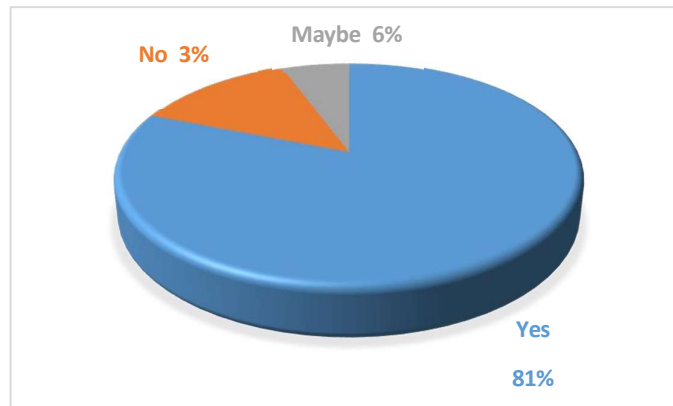
- Do you check Online reviews before Booking the Hotel?



Interpretation:

84% of the respondents check online reviews before booking hotels. Which shows awareness & great utilization of reviews impacts for Booking Hotels.

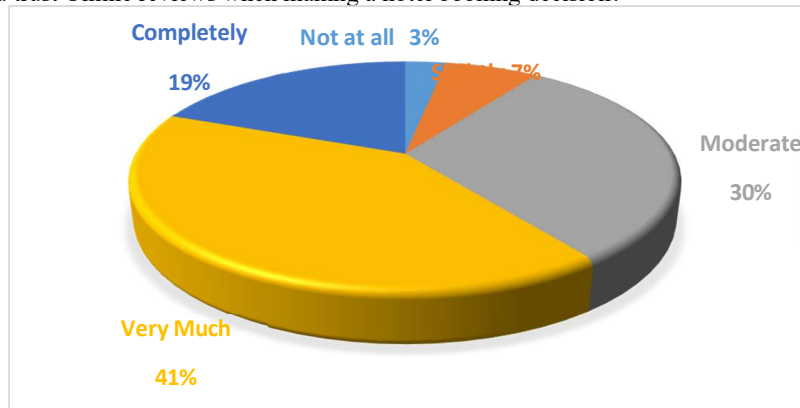
- Do you do hotel booking in your home?



Interpretation:

81% of Respondents are booking hotels in their household. while 13% of Respondents do not book hotels in their Household.

- How much do you trust Online reviews when making a hotel booking decision?



Interpretation:

In this case very different responses shown by Respondents. As 41% Respondents very much trust on Online reviews. While 30% Respondents showing Moderate trust. Additionally, 19% of respondents completely trust on Online reviews. While 7% of respondents shown slightly trust on Online reviews & 3% of them not at all trusting on Online reviews while Booking Hotels.

- Have Online reviews influenced your choice of Hotel?

Interpretation:

In this case very different responses shown by Respondents. As 41% Respondents very much trust on Online reviews. While 30% Respondents showing Moderate trust. Additionally, 19% of respondents completely trust on Online reviews. While 7% of respondents shown slightly trust on Online reviews & 3% of them not at all trusting on Online reviews while Booking Hotels.

Sample Size (N):

- The sample size for both variables is 105.

Correlation:

- " Do you Check online reviews before booking the hotel " and " Do you do book hotels in your home".

Null Hypothesis (H0):

There is no significant linear relationship between Checking online reviews before booking the hotel and booking hotels in one's home.

- Alternative Hypothesis (H1):

Correlations

| | | Do you Check online reviews before booking the hotel | Do you do book hotels in your home |
|--|---|--|------------------------------------|
| Do you Check online reviews before booking the hotel | Pearson Correlation Sig. (2-tailed) N | 1 105 | .327** .001 105 |
| Do you do book hotels in your home | Pearson Correlation Sig. (2-tailed) N | .327** .001 105 | 1 105 |

** . Correlation is significant at the 0.01 level (2-tailed).

Significance (p-value):

- The p-value associated with this correlation coefficient is approximately 0.001
- Which is relatively low, it indicates that the observed correlation between Checking online reviews before booking the hotel and booking hotels in one's home is statistically significant.
- There is significant relationship between these variables in your sample as relatively low p-value (0.001) suggests that the observed correlation is statistically significant.

The Strong and Significant correlation suggests that these two variables are strongly related to each other.

In Nutshell, the p-value is less than 0.05. Here, in the above table the correlation value between booking from home and referring online reviews are 0.327 which indicates low level positive relationship.

" How Frequently do you read online reviews before booking hotel " and " Have online reviews influenced your choice of hotel?"

- Null Hypothesis (H0):

There is no significant linear relationship between frequency of reading online reviews before booking a hotel and the influence of online reviews on the choice of hotel.

- Alternative Hypothesis (H1):

There is significant linear relationship between frequency of reading online reviews before booking a hotel and the influence of online reviews on the choice of hotel.

Correlations

| | | How Frequently do you read online reviews before booking hotel | Have online reviews influenced your choice of hotel? |
|--|---|--|--|
| How Frequently do you read online reviews before booking hotel | Pearson Correlation Sig. (2-tailed) N | 1 105 | -.001 .992 105 |
| Have online reviews influenced your choice of hotel? | Pearson Correlation Sig. (2-tailed) N | -.001 .992 105 | 1 105 |

- The Pearson correlation value between reading online review before booking and getting influenced by the reviews is -0.001 which means it has a negative relationship.
- There is significant relationship between these variables in your sample as relatively high- value (0.992) suggests that the observed correlation is not statistically significant.

The Weak and Non-Significant correlation suggests that these two variables are weakly related to each other.
In Nutshell, the p-value is more than 0.05 hence we do not reject the null hypothesis.

Chi-squares of Demographic variable:

“Gender * Preferences of booking hotel”

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|--------------------|---------------------|----|--|
| Pearson Chi-Square | 46.259 ^a | 8 | .000 |
| Likelihood Ratio | 19.092 | 8 | .014 |
| N of Valid Cases | 107 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

Interpretation:

Pearson Chi-Square: 0.00

- P-values (all below 0.05) are statistically significant at the conventional significance level of 0.05, as they have value less than 0.05. This represents that there is strong evidence to conclude that there is a significant association between gender and preference of booking a hotel based on the collected data.

In nutshell based on the chi-square tests shows that there is significant association between gender and the preference of booking a hotel.

“Preferences of booking hotel * Purpose of booking Hotel”

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|--------------------|----------------------|----|--------------------------------------|
| Pearson Chi-Square | 131.974 ^a | 24 | .000 |
| Likelihood Ratio | 42.620 | 24 | .011 |
| N of Valid Cases | 107 | | |

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .02.

Interpretation:

- Pearson Chi-Square: 0.000
- P-values (all below 0.05) are statistically significant at the conventional significance level of 0.05. as they have value less than 0.05. This represents that there is strong evidence to conclude that there is a significant association between Purpose of booking Hotel and preference of booking a hotel based on the collected data.
- In nutshell based on the chi-square tests shows that there is significant association between Purpose of booking Hotel and the preference of booking a hotel.



[Source: Derived from Word art, Inputs entered Manually using reviews]

Most prevalent offering at Vivanta Vadodara according to Online reviews.

Findings:

- Generally, most of the people go through Online reviews before Booking of the Hotel & the frequency of checking online reviews does not influence the decision of booking the hotel.
- Preference of booking hotels may vary by gender and purpose of the booking hotel.

LIMITATION AND CONCLUSION:

Limitation of the study:

- This Study is based on Online reviews & Survey of 105 respondents.
- This study is only for Vivanta Vadodara hotel.
- This study is done only in Gujarat State.

Conclusion of the study:

- The study was conducted on Impact of online reviews on hotel Industry in special case of Vivanta Vadodara. From the study it determines Customer Preference about hotel booking. The research also provides scope of improvements Vivanta Vadodara. which can boost the sale of the Organization. Study also determine satisfied Customer's Most preferable services.

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Questionnaires:

- Respondent Name:
- Gender: Male Female
- Age:
 - o 18-24
 - o 25-27
 - o 28-30
 - o 30-40
 - o Other
- Monthly Income
 - o < 25000
 - o 25000-50000
 - o 50000-75000
 - o >75000
- How often do you read online reviews before booking hotel??
 - o Always
 - o Frequently
 - o Occasionally
 - o Rarely
 - o Never

- What is your preference of booking hotel?
 - ☐ Online
 - ☐ Offline
 - ☐ Through Agents
 - ☐ Other

- What is most Probably purpose of booking Hotel??
 - ☐ Business
 - ☐ Travel
 - ☐ Vacation
 - ☐ Leisure

- Do you check Online reviews before Booking the Hotel?
 - ☐ Yes
 - ☐ No
 - ☐ Maybe

- How much do you trust Online reviews when making a hotel booking decision?
 - ☐ Completely trust
 - ☐ Neutral
 - ☐ Do not Trust

- Have Online reviews influenced your choice of Hotel?
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Slightly Disagree
 - ☐ Disagree

- Do you book hotels in your home??
 - ☐ Yes
 - ☐ No
 - ☐ Maybe
- According to you which Factor is important while selecting the hotel??

| Factors | Strongly Agree | Agree | Neutral | Slightly Disagree | Disagree |
|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Brand Image | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Service Quality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Safety & Security | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hotel Cancellation Policy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Amenities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Restaurant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food Quality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special Offers & Promotions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |