

A RECOMMENDER SYSTEM FOR RESTAURANT REVIEWS BASED ON CONSUMER SEGMENT

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ABSTRACT

Previous research shows that consumers use online reviews for a variety of reasons. However, the large number of product and service reviews makes it difficult for consumers to decide which reviews to pay attention to. Drawing upon five consumer segments as well as 10 restaurant characteristics found in the literature, we propose and evaluate a content-filtering recommender system that evaluates individual online reviews and assigns a numeric score to each review for each of the five consumer segments. The numeric scores can later be used to sort online reviews for individual consumers according to their perception for restaurants.

Keywords: Restaurant reviews, Yelp.com, recommender system, consumer segment.