



UNDERSTANDING CUSTOMER EXPERIENCES OF PAKISTANI RESTAURANTS: A GENRE ANALYSIS OF GOOGLE REVIEWS

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Abstract

This study investigates Google reviews of restaurants in Pakistan to highlight how customers articulate their dining experiences and evaluations. While existing literature has examined the effects of online reviews on consumer behavior and the structural characteristics of review genres, few studies have focused on understanding the specific genre conventions of restaurant reviews in the Pakistani context, where social influences considerably affect representations of approval or disapproval (Ahmad & Mahmood, 2017; Filieri et al., 2015). By employing Swales' Move Analysis (1990) and Hyland's Metadiscourse Framework (2005), this research aims to identify the rhetorical moves and linguistic strategies utilized in the Google reviews. A qualitative analysis was conducted on a total of 100 Google reviews, uncovering distinct structural patterns in the language that reveal cultural shades and nuances. The results suggest that understanding these genre conventions can develop restaurant marketing strategies by aligning them with local consumer expectations, ultimately contributing to improved customer engagement and satisfaction.

Keywords: *Google Reviews, Genre Conventions, Move Analysis, Metadiscourse Framework*

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1. Introduction

With the new technological advances, especially on the internet, online consumer ratings and reviews have formed an important part in informing consumer behaviour, especially in the hospitality industry. Such reviews can be considered an updated version of mouth-to-mouth advocacy, which is a strong determinant of behaviour and expectations towards the consumers. Studies have proven that almost nine out of ten people, or 90% of the target market view online reviews before they purchase a good or a service illustrating how these reviews control the consumers' decisions in various industries but most notably in restaurants (Zhang & Kim, 2021). This is more so in the restaurant business where many consumers review several sources of information to make appropriate choices about eating out. Furthermore, research findings indicate that positive comments lead to increase in acceptability and sales of the product or enterprise, whereas discouraging comments negatively impact the customers and the product or enterprise (Ho, 2019).

With the development of websites such as Google, Yelp, and TripAdvisor, the customers' experience of sharing a meal has been revolutionized. Such platforms permit the engagement of the customer and the restaurant in a manner that protects and enhances the reputation of the restaurant while positively influencing the perceptions of consumers around the world. This engagement creates an atmosphere where feedback is regarded as a two-way traffic rather than a one-way process thereby making online reputation a crucial aspect in restaurant marketing and operation management. In this regard, the usage of reviews within the social media context is much more complex than simple consumer studies; they go beyond the containment of reviews as simple consumer responses to services or products and include vast marketing or business processes that are based on digital consumers.

Although several studies have focused on the effects of online ratings on consumer behaviour, a considerable amount of literature has yet to be researched with respect to the genre analysis of restaurant reviews, specifically, in the context of Pakistan. The cultural and culinary aspect of Pakistan markedly affects the language of the consumers and the way they engage in posting reviews online (Khan & Rashid, 2016). This study, therefore, aims to fill this gap by using genre analysis to investigate the organization and language of Google reviews about Pakistani restaurants. By analysing the linguistic aspects of customer's review in this context, this study intends to explain the degree to which Patterson's cultural dimensions influence the people's stories and the resultant behaviours of the consumers on the internet.

The aim of this research is to perform comprehensive genre analysis of Google reviews. Special attention will be paid to stylistic, compositional, and other rhetorical characteristics of customer reviews within the restaurant business in Pakistan. This is projected to clarify how effective these reviews are in relation to their socio-cultural and

communication contexts in Pakistan. Such results are hoped to advance both knowledge in the theoretical sense and provide useful tactical approaches to marketing and management of restaurants in practice.

To meet these goals, the present research adopts two analytical frameworks: Swales' Move Analysis (1990) and Hyland's Metadiscourse framework (2005). Swales' Move Analysis (1990) is considered one of the most important concepts in genre studies since it aids researchers in determining the pattern of rhetorical steps in a text. Each of this framework's segments, known as a "move," serves an explicit communicative purpose making it easier to comprehend how reviewers develop their narratives from the context of the story to specific evaluations and finally, recommendations or judgments (Bhatia, 2018). While elucidating each structural element, this, in turn, helps to understand the reviewer's strategies for persuading the potential customers.

Hyland's Metadiscourse Framework (2005) complements Move analysis as it attempts to examine the way the writers use language to engage with their audience. There are two types of metadiscourse in this framework; interactive metadiscourse which helps the reader through the text and interactional metadiscourse which allows the writer to disclose their feelings and viewpoints towards their writing (Hyland, 2005). Therefore, in online review writing, the framework may help explain some personal relations between reviewers and their audience affecting the way their reviews are understood.

The purpose of these frameworks concerning Google reviews of Pakistani restaurants is to explore the features and strategies that characterize this specific category of consumer feedback participation. A thorough analysis is expected to help evaluate reviews' effectiveness in persuading people and the cultural context in which they operate. The focus on genre specific analysis using established theoretical frameworks will help gain insights into many of the possible aspects of online restaurant reviews in Pakistan, thus bringing new understanding to both digital consumer behaviour and genre studies.

2. Literature Review

2.1. The Impact of Reviews on Customers' Buying Behaviour

Earlier studies incline towards the view that people's perceptions and actions are also shaped by online reviews, particularly in marketing. According to Zhang et al. (2022), almost ninety percent of the consumers read reviews before they opt to buy anything especially in hotel business. This dependence on online assessment criteria points to the need for appreciating the effects that reviews have on consumers and the effectiveness of such reviews. Positive reviews can enhance a business's reputation and consequent increased sales, but negative reviews can be harmful to potential customers and in turn have a negative effect on brand's image (Ho, 2019).

Customers' decision making is also affected by the emotional tone of online reviews as well. A study conducted by Chen et al. (2021) elaborated the emotional aspect

of reviews and its relation to the impact on the purchase intention of the consumers. They conclude that reviews that elicit high emotions in the readers are the most effective, which calls for businesses to manage their online reputations actively. Similarly, research by Filieri et al. (2020) suggests that the emotional tone of the review is a principal factor in determining how helpful the reader finds the review, thus reiterating the significance of emotional engagement in online reviews.

Trust is an essential element influencing the effectiveness of an online review. Research conducted by Christin (2023) points out that the consumer's attitude is affected by the credibility of the reviews, as well as the intention to purchase the product. Consumers trust reviews that they perceive as original and unbiased. The perception of the credibility of online reviews is also influenced by the reviewer's status, the information contained in the review, and the total quantity of the reviews (Luca, 2016). Similarly, in the findings of Djawa's research (2023), online reviews affect the levels of consumer trust which in turn influence the purchase intentions of the consumers. In carrying out this study, the researcher adopted a quantitative design, and they found that people tend to trust reviews which are credible and informational. This finding consolidates the objective of improving online reputations and therefore, encourages carrying out reviews in a transparent manner which will enhance trust.

Furthermore, the relationship between trust and consumer behaviour has become more pronounced in the post COVID-19 era. In their research, Zhou et al. (2022) stated that pandemic transformed consumer habits and there is more careful consideration of the reviews. Consumers are now more selective and look for reliable information to make purchases. This change calls for businesses to be more vigilant about online reviews of their businesses.

2.2. Analytical Frameworks for Genre Analysis of Online Reviews of Pakistani Restaurants

There are different analytical approaches in context of online reviews which can help in explaining the organization process, interaction and the consequences of the consumer feedback. Two such frameworks that have been widely applied are Swales' Move Analysis (1990) and Hyland's Metadiscourse Framework (2005). These frameworks have relevance as far as the understanding of the how the reviews are written and their role within the consumer engagement process is concerned.

2.3. Swales' Move Analysis (1990)

The Move Analysis is purported to be a method of genre analysis that helps to highlight the rhetorical features in the texts. This model divides the text into Moves. As for the reviews posted on the internet, Move analysis (Swales, 1990) can assist in investigating the manner people explain their experiences, including the review parts that describe the experience, evaluation and the suggestions.

Bhatia (2018) conducted an analysis of online customers' reviews aimed at researching how customers persuade people through the use of suitable devices to achieve their intention. In the evaluation, Bhatia describes the moves in evaluation that include the orientation move in which the evaluator describes the stage of the review under discussion and the evaluation move which includes the customer's judgment. Thus Move Analysis may help to understand how reviewers influence potential customers. The application of Move Analysis is focused not only in the hospitality sector but has been applied to other contexts as well. For instance, Massive Open Online Courses' (MOOCs) discussion forums' analysis was done by Nylén et al. (2015). Their results stressed the importance of enhancing their strategy in analyzing a particular class of discourse in a more appropriate manner. In addition, this also strengthens the relevance of Move Analysis as an approach to facilitate the understanding of communication in various fields.

2.4. Hyland's Metadiscourse Framework (2005)

The Metadiscourse Framework of Hyland (2005) supplements Move Analysis approach as it investigates how writers use language to engage their readers, for instance. This framework investigates the interactive and interactional metadiscourse where the interactive metadiscourse is about helping readers of the text while interactional is about the writer's emotions and thoughts (Hyland, 2005). Interactive metadiscourse consists of features that assist in directing the readers during the reviewing process. For example:

- Transitions: These include words or phrases that link concepts or unite them in a logical manner and thus smooth the text's flow such as "Moreover, in contrast, therefore, etc."
- Frame Markers: These include signs of order such as "First...", "Secondly...", "In conclusion...", and so forth.

Interactional metadiscourse comprises of elements concerning how an author interacts with the audience: For example:

- Hedges: Expressions that weaken the degree of the certainty of the claim made like 'might', 'could'.
- Boosters: Words that increase the force of the assertion being made such as 'definitely', 'certainly.'

Hyland's (2005) framework enables researchers to investigate the nature of arguments of reviewers and the impact on the readers' minds. For example, a review with a number of hedges may reflect an 'uncertainty' or a 'softer' opinion, while a review with many boosters may imply that the reviewer has a greater level of confidence in their evaluation of the text than the reviewer (Ötügen et al., 2021).

With respect to online reviews, this framework can, among other things, enable researchers to understand how reviewers articulate their experience, and readers'

experience as well, and how this articulation is important for evaluation of their reviews. As noted by Hyland and Tse (2004), metadiscourse is a defining characteristic of academic dialogue and perhaps of online reviews as well. In the process of analysing the reviews, the researchers are able to look at the metadiscursive features of the reviews and use them to enhance the authority of the reviewer. In other words, to improve the way the audience is targeted – all these are integral elements of metadiscourse.

Several studies have employed the metadiscourse framework by Hyland (2005) in the analysis of online reviews (Hyland, 2008; Kuo, 2011). Its use in this study is in line with the expanding exploration of discourse on the net particularly in the context of restaurant reviews (Zhu, 2013). In their study, Lim and Van Der Heide (2015) examined metadiscourse in context of online review and highlighted the various linguistic strategies that can boost the evaluative strength of a review. The findings of the study demonstrated the use of various interactive metadiscourse elements such as transitions and frame markers to enhance the flow and organization of the reviews. Hyland's (2005) metadiscourse framework has also been utilized in the analysis of online reviews by some other scholars (Hyland, 2008; Kuo, 2011). Its application in this research is consistent with the trend of investigating online communication especially restaurant reviews (Zhu, 2013).

The Metadiscourse Framework by Hyland (2005) has been applied to analyzing a variety of other genres as well. Zolnoori et al. (2019), through their thorough assessment of patient narratives, prove the utility of metadiscourse in the healthcare sector. Their study addresses the contribution of metadiscourse in bridging the barriers of communication and interaction in distinct levels of society, therefore expanding umbrella scope of the framework.

2.5. Cultural Influences on Analytical Frameworks

There are many cultural differences between countries which affect the way how consumers articulate their satisfaction or dissatisfaction in relation to the online reviews. As stated by Mattila (2000), it has been shown that one's culture can affect one's behaviour regarding complaints and the tendency to leave negative remarks. As for the Pakistani market, Hussain, and Ahmed (2017) explained that cultural aspects including hospitality-based factors and food integration have a deep influence on how the experience is described in a review. These findings imply that being cognizant of the cultural contexts that inform online reviews would enhance understanding of consumers and their expectations in any given culture.

Furthermore, some cross cultural studies have also been done on the realization of the extent to which such behaviours are culture-dependent. For instance, Khan and Mour (2017) showed that perceived usefulness, reciprocity and the reputation of online reviews significantly affected the review intentions of Pakistani and Chinese people. This suggests that there will be potential problems with respect to user-generated content management

for businesses as there are likely to be differences in the cultural aspects of different societies.

2.6. Combining Analytical Frameworks

It is expected that the combined application of both Swales' Move Analysis and Hyland's Metadiscourse Framework may provide greater understanding of online reviews of a product or service than applying either of the frameworks alone. This integration is useful to researchers as it enables them to gain insights into the reviews' rhetorical structures and language in greater detail. For example, Reyes-Menéndez et al. (2020) used both frameworks while analyzing reviews in the context of tourism, and explained how culture influences review writing. The research highlighted the aspects of rhetorical moves and metadiscourse and how cultural contexts influence people's self-expression.

In addition, a combination of these frameworks can be useful for analyse of the reviews as it enhances the intricacy of the analysis. Gao & Qiu (2014) proposed ideal strategies that adapt multiple analytical methodologies to assist in addressing the intricacies of consumer interactions on social media platforms. As their example demonstrates, it is beneficial to incorporate such frameworks to help consumers' communications.

Overall, online reviews can be studied effectively using Swales' Move Analysis and Hyland's Metadiscourse Framework methodologies. These models give scholars guidelines that facilitate the exploration of the structure of the language of the reviews and the broad goals of the consumer reviews. The application of both of these models together with consideration to the cultural dimension, may contribute to narrowing the disparity in the comprehension of consumer behavior in various markets, especially the digital one. As consumer-generated content on the web becomes ever more crucial in determining which products get sold, more research of this kind will be required.

2.7. The Impact of Culture on Online Reviews

Several factors help to determine how consumers show satisfaction or dissatisfaction in customer reviews on a particular product, and one of them is culture. According to Mattila's (2000) study, diverse cultural backgrounds have an impact on complaint behaviour and the probability of negative feedback. Hussain and Ahmed (2017) while focusing on the Pakistani consumers have noted that socio-culture factors such as hospitality and food quality have a substantive influence in the manner the experiences are narrated in the reviews. It can be seen from the literature that acknowledging the cultural specificities is relevant in gauging how the consumers from the given market will react and what they will expect to receive.

In addition, the understanding of cultural differences in review behaviour has also been improved by empirical studies of cultures and their differences. For example, in a comparative study of Khan and Mour (2017), among Pakistani and Chinese consumers,

perceived usefulness, reciprocity, and reputation were found to be significant predictors of the intention to engage in online reviews. Therefore, it implies that businesses must keep the cultural aspects of online review strategies because the expectations and behaviours of consumers differ when looking at diverse cultures.

In conclusion, the existing literature reveals that online reviews have a decisive impact not only on consumer behaviour but also on business operations especially in the tourism and hospitality industry. The application of analytic frameworks such as Swales' Move Analysis and Hyland's Metadiscourse framework provides a strong basis for the analysis of the language and the rhetorical patterns used in online reviews. In addition, the cultural contexts also alter the attitude that consumers take toward experiences, making those aspects particular for example, the case of Pakistan. This extensive review of the existing body of work gives a firm basis for the present study which will focus on examining the genre of online restaurant reviews in Pakistan.

3. Methodology

This study employs the interpretative approach of qualitative research to evaluate the structure and communicative aspects of google reviews of ten restaurants in Islamabad. The focus of the research is on the rhetorical moves and metadiscourse strategies deployed by the reviewers in order to understand the genre better and the interaction of users in online restaurant reviews.

3.1. Data Collection

The data for the study include a total of 100 google reviews of 10 restaurants in Islamabad with review rating of 4 plus (out of five) and with more than 1000 google reviews so that a wider audience sentiment be gathered. Instead of focusing on short/long reviews or old/new reviews, first ten reviews generated by 'most relevant' option in google reviews were taken for analysis because most of them had appropriate details about the dining experience and they were not too short. With more than 1000 reviews available for a single restaurant, it is reasonable to presume that the dataset is large enough to include many reviewers with different ways of communicating their thoughts on a restaurant's functions and how the reviewers perceive its value. For analysis, each restaurant's reviews were manually extracted into a word file.

As the data was in the public domain and individual privacy was not compromised because all personal information was de-identified, there were minimal ethical issues involved. The large datasets that were used are consistent with the works of Liu (2006) and Scholz and Smith (2020) who also undertook analysis of large volumes of online user content.

The details of the restaurants whose reviews were taken for this study are given in the table below.

Serial Number	Restaurant Name	Total Number of Reviews	Overall Review Rating (Out of 5)
1.	1969	7490	4.2
2.	The Lost Tribe	1027	4.6
3.	Hanif Rajput	1347	4.4
4.	Bistro Noir	1094	4.5
5.	Xtapa Steak & Salsa	1203	4.6
6.	Butt Karahi by Usman Tahir (F-10)	7607	4.6
7.	Savour Foods Islamabad	64810	4.3
8.	TKR3	23062	4.7
9.	Khokha Khola	2907	4.2
10.	Habibi Restaurant F-8	6080	4.1

*Table 1: Restaurants' Details***3.2. Data Analysis Procedure**

Steps followed in the analysis process include the following:

- Each review was thoroughly read and broken into segments based on the moves suggested by Swales' (1990). These segments were then labeled.
- A second phase of analysis was carried out with the aim of delineating interactive and interactional components of metadiscourse in the reviews. Each metadiscourse element was tagged according to Hyland's (2005) tag system.
- In the last phase, the results are discussed in relation to the research questions posed at the beginning of the study.

4. Results

The Swales' three Moves (1990), in the context of the current study have been modified to Move 1 (establishing context), Move 2 (sharing of experiences), and Move 3 (evaluating and concluding) for both structural and evaluative purposes. These moves reveal the rhetorical strategies employed by the reviewers to narrate their stories, gain authority, or persuade the audience. A critical evaluation of the reviews of ten restaurants illustrates how these rhetorical moves achieve the communicative purposes of the text in the same way that they add to the self-presentation aspect of the text by employing convincing elements. Given below is the analysis of each of these moves with examples from the reviews.

4.1.1. Move 1: Establishing Context

Move 1 frames the review by giving an introduction to the restaurants' geographic location, the purpose of the visit, and the atmosphere of the restaurant during the time of the visit. This move helps establish contextual credibility to a reader making it important.

1. Locational Details

When a reviewer is unfamiliar with a restaurant it is the reviewer's first sight of the location that helps set the context, and is why most reviewers start their reviews with the location and which is a critical component as most reviews tend to go. Locational markers are well defined and often include its nearness to a certain area or building:

- "At Lok Virsa museum on jungle track road." (1969)
- "In Shakar Parian Islamabad." (TKR 3)

The geographical and cultural aspects of the restaurant are captured by these references and are directed towards local customers as well as tourists.

2. Purpose and Occasion

The reviewers sometimes mention the reasons why they visited which personalizes their story. These references then help in striking the right tone and help in justifying the reason for writing the review:

- "Visited to celebrate the birthday of my son" (Xtapa Steak & Salsa).
- "On the way to Murree through Islamabad, I thought my family deserves to have a dinner break" (Bistro Noir).

The use of birthdays, family dinners, or even special holidays reinforces the idea of a restaurant being helpful for these events.

3. Ambiance and Accessibility

The ambiance is often a part of the explanation provided for Move 1 and acts as a part of a frame on what to expect in the restaurant. People say complementing remarks such as:

- "The Rooftop with great views of Faisal Mosque" (Hanif Rajput).
- "The Lost Tribe is decor - the themed interiors are unique and lovely" (The Lost Tribe).

In contrast, negative accounts tend to be associated with something uncomfortable or unmanageable, such as:

- "The seating is extremely uncomfortable and the atmosphere out is unhealthy" (Khokha Khola).

Emphasizing remarks like 'good parking space' or 'easy access for the disabled' are also not uncommon and serve the reader's practical needs.

The examples highlight that Move 1 provides the necessary context for the reader. Starting with an overview of locational information as well as personal stories and description of atmosphere - the reviewers form an all-around image of the restaurant. This

part of the review makes the assessments on the text more personal and thus makes any evaluation in Move 2 easier to digest.

4.1.2. Move 2: Accounts of Personal Experience

Move 2 of the review is where the reviewer goes in depth into narrating their experience of the restaurant. Accounts relating to the quality of food, service, atmosphere, and price are provided. This specific approach taken by the review in this move is rich in sensory elements accompanied by explanation of the experience.

1. Food Quality

Food evaluations are the centerpiece of most reviews, characterized by detailed descriptions of taste, presentation, and consistency.

Positives include:

- “The textures, the flavours and the brilliant food artistry were all mind blowing,” (Bistro Noir)
- “The puris were golden with a crispy outer and a soft filling” (Khokha Khola)
- “The pulao, tender chicken and succulent kebab made for a satisfying meal” (Savour Foods)

Critiques tend to balance these praises with equal level of detail.

- “We had a sweet dish that was quite raw and the rice was not properly cooked” (Xtapa Steak and Salsa)

Restaurants get useful feedback in the form of criticism from the reviewers by giving them an insight when it comes to service since they focus on a few dishes.

2. Service analysis

Importance of service is written about in reviews and is defined as an integral part of the dining aspect. Good performance is often cited in service reviews for example:

- “The staff was so friendly & patient with us even when the orders became a bit complicated”. (Hanif Rajput)
- “Kind and friendly staff who made sure that everything was perfectly done.” (Xtapa Steak & Salsa).

Or rather conflicts with them, for example

- “The waiter took a long to serve us and was disinterested during the ordering.” (Butt Karahi)

3. Ambiance/Atmosphere

Atmosphere has always been in the same category with the value attached to the experience of dining out which is rated positively or sometimes not in a very positive manner:

- “It is an ideal place for Breakfast, the appealing down-to-earth and warm Khokha Khola atmosphere.” (Khokha Khola).

And more often say that it is about the average or even above average that discomfort offers maintenance of venues offers:

- Cramped seating and flies detracted from the experience" (Habibi F-8).
Sometimes there is a criticism of high prices:
- While the price may be on the higher side, the quality and variety make it well worth it" (Xtapa Steak & Salsa).
- "Prices are unfair and the quantity that is served is very inadequate!" (Bistro Noir)

From the examples, it is evident that Move 2 provides an all encompassing perspective regarding the experience. The combination of pleasing aspects along with unpleasant critiques adds layers to the reviews making them more engaging to the audience. The strength of this move is that it is able to allow the audience to feel as if they were present during the dining experience through the use of details.

4.1.3. Move 3: Evaluating and Concluding

This move indicates the end of the review. Using this move, recommendations, suggestions or even cautionary advices are offered. This move is significant because it assists the reader in making a decision while simultaneously promoting the authority of the reviewer.

1. Positive Evaluations

Positive conclusions aim on informing the readers about certain special aspects of the experience which is why they make for some strong endorsements.

- “Without a doubt, I would recommend Khokha Khola for traditional breakfast which was great, and I would for sure go back there again” (Khokha Khola).
- “Everybody looking for a great place to eat should go there” (The Lost Tribe).

2. Constructive Feedback

The constructive critique puts recommendations in place to make the experience even better:

- "Kindly focus on enhancing the flavor and quality of your dishes" (Habibi F-8)
- “I really think that they should work on their empowerment imbalance, which will make their consistency and service time improve” (Hanif Rajput).

3. Balanced Reflections

Mixed conclusions attest to both the pros and the cons of the experience:

- “The naans were nice but the full karahi was a bit disappointing in its quantity” (1969).
- "While the ambiance is nice, the dining experience didn't quite meet our expectations" (TKR3).

Move 3 finalizes the review bringing the readers into concrete perception. Reviewers make an effort to appear as rational and reliable evaluators by adding suggestions and criticism. This move facilitates the transition from the realm of a personal story to that of recommendations, thus performing a dual role.

The use of Swales' (1990) rhetorical moves framework demonstrates that there is an underlying structural pattern in restaurant reviews. Move 1 puts a framework around the description, providing practical and artistic information that readers generally need. Move 2 provides context by detailing the outcome and providing an assessment of this outcome. Move 3 offers a vivid description of the outcome followed by how much added value was created. The combination of these moves show how reviewers combine different perspectives and narratives for more actionable insights. The structural features in the reviews not only promote understanding but also serve as important resources to guide consumers, and aid in restaurant experience.

4.2. Reviews' Analysis Using Hyland's (2005) Metadiscourse Framework

According to Hyland's metadiscourse framework, (2005) there are two forms of metadiscourse, which are interactive and interactional. The review writers complement their review with actionable recommendations for the restaurant management and a persuasive narrative for potential customers.

4.2.1. Interactive Resources

These include transitions, frame markers, code glosses and evidentials. These resources aid in organizing the review and highlighting important aspects of the review.

1. Transitions

Transitions are important tools that connect ideas throughout the narrative and enhance the cohesiveness of the review. These connectors often compare and contrast the positives with the negatives adding to the depth of the review.

Examples

- “The place had a nice ambiance, **however**, the food was not good” (1969).
- I can surely say the chapli kababs were on point **even though** the lamb karahi was undercooked. (TKR3)
- The service was top tier **and** the food was great, I cannot complain. (Bistro Noir)

These assist the reviewers in providing realism in their appraisal as they provide a balanced evaluation about certain features of the service being reviewed.

2. Frame markers

Frame markers express the order of the frames, and thus help the readers in understanding the narrative's flow.

Examples

- **What we ordered:** Burrata Salad, Margherita Pizza, Pollo Chicken Pizza (Bistro Noir).
- **Starters:** Bhel puri. Main course- Tawa chilli chicken and chicken karahi in black pepper (Hanif Rajput).
- **Overall** it was great, I had a wonderful dining experience (Xtapa Steak & Salsa).

It is essential that the markers be included as they pinpoint the completeness of the dining experience

3. Code Glosses

Code glosses elaborate or interpret a term or experience and so make the review more comprehensible for the audience. They are particularly needed for some unfamiliar terms and may also be used for comparison with some common terms.

Examples

- "Nachos were **dahi bara papri**" (The Lost Tribe).
- "Bhel puri was made with a fusion of crackers and fresh salad, **like tacos**" (Hanif Rajput).
- "The halwa was deliciously sweet, **with a smooth texture and added crunch from almonds and cashews**" (Khokha Khola).

The first example explains the unconventional preparation of nachoes and other two examples describe the dishes. Such comparisons and descriptions make it easier for the readers to comprehend the text while at the same time improve the imagery.

4. Evidentials

Evidentials make the review credible by comparing and referring to such external events, experiences as benchmarks. The authority of the reviewers is reinforced by their claims by anchoring their comments in some personal or situational context.

Examples

- **"It was her birthday and we had a party** there which the staff helped to make unforgettable," (Hanif Rajput).
- "Considering the Karachi prices, the prices here are extremely high, **but then the atmosphere compensates.**" (Hanif Rajput).
- **"It was the first time I had pulao in about 10 years,** and it just didn't disappoint" (Savour Foods).

Evidentials provide reassurance that the reviewer is talking about facts and presented knowledge that was not imaginary but situational.

Regardless of the type of restaurant review, interactive resources are essential for a well-structured and coherent restaurant review. Evidentials, code glosses, transitions, and frame markers, help the reader to comprehend the review and enhance the credibility of it. This is because they enable the reviewers to articulate and assess issues that are intricate and are of a multi-functional nature.

4.2.2. Interactional Resources

Interactional resources are those that seek to make the reader an active participant, as well as the author/presenter's attitude or the tone of the text to be conversational in nature. Reviewers rely on these markers to express their concerns and relate to their target audience emphasizing their opinions. Engagement markers, hedges, boosters, and attitude markers allow reviewers to connect with their audience and at the same time provide their own viewpoint.

1. Attitude Markers

Attitude markers act as a reviewer's sentiment based on their experience with the restaurant. They are important in a review as the reviewer expresses their feelings towards the marker.

Positive emotions

- “**I truly enjoyed** my visit at Hanif Rajput, especially how everything turned out to be up to standard!”(Hanif Rajput).
- “Xtapa Steak & Salsa has **the most amazing** steak ever, it's something that I look forward to have again.” (Xtapa Steak & Salsa)

Negative emotions

- “To sum it up, Habibi has the **worst gajar halwa** as it tasted more like a carrot submerged in saalan.” (Habibi F-8)
- “Despite the ambiance being nice, I **did not enjoy** the food at all.” (Bistro Noir)

Attitude markers shape the reader's view towards the restaurant while also showcasing the view of the reviewer.

2. Boosters

When reviewers desire to express their agreement or disagreement on any specific aspect of the restaurant, boosters assist them in doing so.

Positive examples

- “I enjoyed Bistro Noir as it is **the best place** to have culinary dishes in Pakistan” (Bistro Noir)
- “TKR3's chapli kababs **are brilliant**, the **taste is unbelievable**, compliments to the chef.” (TKR3)

Negative examples

- “Without a doubt Butt Karahi is **the worst restaurant** in terms of food we recommend to avoid it at all costs” (Butt Karahi F-10)

Boosters change the tone of the review and persuade the audience to think in the same manner as the reviewer.

3. Hedges

Hedges add precision and restraint to a statement. These are used when a reviewer is aware that not everyone’s opinion would be same about the dining experience, and wants to reflect that in their statement.

Examples

- “The chicken **could** have been a bit more tender, but the spices were on point” (1969).
- “Prices are **slightly** high but justified by the quality” (Savour Foods).
- “The lamb karahi was **undercooked**, though it had a flavorful taste that showed potential” (TKR3).

As hedges moderate a reviewer’s statements, they enhance the reliability of the reviewer as it paints them in a more nuanced light rather than biased.

4. Engagement Markers

The engagement markers give an engaging tone to the review by actively soliciting the reader’s involvement to the narration instead of passively providing them with information about the review.

Examples

- “I **highly recommend** Khokha Khola for a traditional breakfast. You won’t regret it!” (Khokha Khola).
- “**If you visit, make sure to try** their signature pulao—it’s incredible!” (Savour Foods).
- **Better to order separate dishes for variety.** Staff is friendly and accommodating, so don’t hesitate to ask for recommendations” (Khokha Khola).

These markers serve as approaches on how to develop an effective argument, and thus make the review focused on recommendation and more valuable.

Interactional resources are one of the key markers in a review as they interact with the audience by blending emotion and action. Interactional resources individualize the review, appealing readers by combination of emotion, persuasion, and direct interaction. Attitude markers and boosters express persuasive opinions, while hedges add gradation, ensuring the review seems reliable and impartial. Engagement markers generate a sense of discussion, advancing conviction and reliability.

Hyland’s (2005) Metadiscourse Framework provides examples for the linguistic features that operate in restaurant reviews, the purpose of the review, the audience of the

reviews, and characteristics of the writer. Interactive resources such as transitions, frame markers and evidentials facilitate the organization of reviews. Interactional resources such as attitude markers, boosters and engagement markers are interactional elements incorporated in the text and encourage the readers to follow the recommendations from the reviewer. Hyland's metadiscourse framework gives insight into how restaurant reviews develop their structure and appeal. Reviews extend powerful accounts of reality with the assistance of these language devices that influences consumer behavior and also provides feedback to the restaurant managers.

5. Discussion

The analysis of the Google reviews by the consumers for Pakistani restaurants provides an effective understanding of the genre elements and the persuasive techniques deployed within the reviews as influenced by culture. This paper employed Swales' Move Analysis (1990) and Hyland's Metadiscourse Framework (2005) to analyse the language and the structure of the review making it possible to provide comprehensible insights into the online consumer behavior in Pakistan.

It is also important to discuss the limitations of the study. The current study has two main limitations. Firstly, there is no discussion of the quantitative dimensions that may include the number of moves and interactional and interactive metadiscourse used. Secondly, this is a single city study, and therefore, generalizability of the findings to other contextual or cultural relations may be limited.

5.1. Rhetorical Moves in Reviews

The move analysis provided context to the claim that there are certain rhetorical moves that restaurant reviews possess, which include the orientation, evaluation and recommendation moves. Reviewers tend to first present the background context of their dining event which is then followed by the evaluation, a section where they make their comments regarding the food, the service provided and the restaurant ambiance. These findings are akin to Bhatia (2018) who also asserted the importance of these moves in attracting a prospective client. In addition to these structured moves, which are necessary for the systematic composition of the review, these also assist in increasing the persuasion tendency of the consumer, this corroborates with Zhang et al. (2022) who suggest that reviews with structure greatly impact consumers' choice.

Furthermore, the recommendation move is usually placed in the last segment of the review and it is an important component that assists in determining what diners will order. This practice goes hand in hand with the cultural norms in Pakistan where the practice of eating together is appreciated as pointed by Ahmad and Mahmood (2017). So the cultural environment insight has significant connection with the way the respondents understand their experiences in making an interpretation of restaurant reviews.

5.2. Engagement and Metadiscourse

Reviewer's use of metadiscourse to understand how to speak and write is brought to light using Hyland's Metadiscourse Framework. The analysis revealed the presence of an interactional metadiscourse where reviewers share feelings and evaluations of their own sense of self. This is consistent with Chen et al. (2021), when they highlighted that emotional engagement in the activity is high and it has a significant impact on the purchase intention. In the reviews of Pakistani restaurants, however, almost all reviewers used a lot of emotions when they wanted to recommend or build a negative opinion. Such an approach meets the expectations of customers of restaurants who wish to get quality food.

Interactive metadiscourse including transitions and frame markers not only increase the ease of understanding of the information in the reviews but also the sequence of the reviews. Lim and Van Der Heide (2015) found that with the help of linguistic features, reviewers may create an atmosphere that can be exciting and interesting that makes reviews and other forms of ecommerce marketing more effective and convincing. Thus the study highlights the value of language in changing the minds and behaviors of customers.

5.3. Cultural Context of Review Practices

Customers' behavior in the context of usage of online review systems appears to be affected by the cultural context of the country where they are located. Food, culture and reviews or, as Hussain and Ahmed (2017) highlight, hospitality customs and the cuisine have a considerable impact on the wording and content of the review. Such a cultural perspective is important for determining the rationale behind the use of certain moves in the review.

In addition, intersocietal evaluations show that different nationalities behave differently to various online feedback activities. Khan and Mour (2017) found that there are cultural barriers that restrict review intentions across different populations, for instance, perceived usefulness. This finding places the difficulties that businesses contend with in dealing with user-generated content in a sharply contrasting cultural context.

6. Conclusion

This research offers more breadth to the literature on the analyses of the genres of online consumer feedback by focusing on the restaurant reviews from Pakistan. Employing aspects of Move Analysis as proposed by Swales (1990) and Hyland's (2005) Metadiscourse framework, the study explored the dynamic relationship between rhetorical, linguistic, and sociocultural elements embedded in the customers' experiences.

The results show that restaurant reviews are more than personal evaluations of different entities: they are also a product of Pakistani society in which dining out is a part of its culture. These reviews are marked by their persuasive power through the metadiscursive elements that facilitate and assist the interaction between the potential customers and the reviewers.

With the rise of digital technologies, insights such as those from this study should be integrated into the overall restaurant marketing plan. Restaurant owners need to be aware of the role online reviews play in altering consumer perceptions and expectations. In future studies, research studies in this dimension may analyze how these genre conventions change over time or differ across regions in Pakistan. In this regard, this study argues the need for a comprehensive knowledge of consumers by not just analyzing genre but considering the culture in which these consumers are embedded. This helps to contextualize the findings within the academic conversation but also informs restaurant management of the implications in practice.

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