FACTORS THAT INFLUENCING REVISITING REVIEWED CAFÉ TOWARDS CAFÉ CHARACTERISTIC

NICHAMON CHAIPIPAT

A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2017

Thematic paper
entitled
**FACTORS THAT INFLUENCING REVISITING REVIEWED
CAFÉ TOWARDS CAFÉ CHARACTERISTIC**

Was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
January 7, 2017

…………………………………… ……………………………………….
Assoc. Prof. Vichita Ractham, Miss Nichamon Chaipipat
Ph.D. Candidate
Advisor

…………………………………… ……………………………………….
Asst. Prof. Astrid Kainzbauer, Asst. Prof. Randall Shannon,
Ph.D. Ph.D.
Committee member Chairperson

………………………………………. ……………………………………….
Duangporn Arbhasil, Worapong Janyangyuen,
Ph.D. D.B.A.
Dean Committee member
College of Management
Mahidol University

ACKNOWLEDGEMENTS

FACTORS THAT INFLUENCING REVISITING REVIEWED CAFÉ TOWARDS CAFÉ CHARACTERISTIC

NICHAMON CHAIPIPAT 5849003

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. VICHITA RACTHAM, Ph.D., ASST. PROF. RANDALL SHANNON, Ph.D., AND MR. WORAPONG JANYANGYUEN, D.B.A.

ABSTRACT

The purpose of this study was to discover influential factors that are relevant to consumers who visit the café following online reviews to repeatedly visit and influence factors that make customers who visit cafés following online review not to visit that café again. Qualitative method was used in an in-depth interview non-structurally according to the conceptual framework and literature review. The desired factors that make them revisit reviewed cafés are atmosphere, taste signature, quality of food, quality of service, location and price, and value respectively as follows.

KEYWORDS: Café/ Revisit/ Online Review

26 pages

CONTENTS

CONTENTS (count.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Today is a digital age, we cannot deny that the internet plays an important role in many aspects of our lives, especially in customers' behavior. With the tremendous increase of Internet users, the Internet has become an essential source for consumers to acquire product information and user feedback. Many researchers suggest that Internet technologies, such as search engines could decrease the cost of searching (Bakos ,1997; Brynjolfsson and Smith 2000). Online reviews as a counterpart to these technologies, consumers could use feedback from other users to know more about product quality and the match between the product and their preferences, resulting in online reviews being beneficial for consumer goods.

According to the Consumer Barometer, 85% of Internet users in Thailand go online to search for information about products and service. The latest statistics and trends also show that 90% of consumers read online reviews before visiting a store and 88% of them trust the online review as much as a direct recommendation from their friends and acquaintances. (Source: Invesp)

In a highly competitive market, many business owners utilize the advantage of online reviews to gather and spread information in order to draw customers' attention. These effective channels help businesses disperse product details from consumer to others. Moreover, online reviews have shown business power to increase a good image and sales of the product (Park and Lee, 2008). The online reviews are perceived as trustworthy more than content created by the business as reviews are written by their friends and acquaintances with a consumer-oriented perspective (Dellarocas, 2003; Park *et al.*, 2007). Online reviews help to enhance a consumer recognition that the business is reliable (Dellarocas, 2003; Sher and Lee, 2009).

In Thailand, food industry has had the tendency to expand over a few years

and is expected to continuously grow since consumer behavior has changed. Consumers go to eat outside more often especially those with a busy life style. Cafés have become more popular as they are places that serve light meals and beverages. Moreover, Cafés are perceived as a social hub in which the consumer can read, entertain, congregate and talk to others. After the further development of WI-FI, cafés that provide customers with free Wi-Fi have not only become a social hub but also a place for people to go and surf the internet from their laptops, tablets, and mobile phones.

Cafés are reviewed as one of the top rank by reviewers. Consequently, there are many websites such as Wongnai, EDT guide, open rice, bkkmenu.com and UberEAT recommending places to go hang out and find something to eat. Many cafés and restaurants use these reviews to catch potential customers' attention and draw traffic to their businesses. Once consumers visit the café, business owners need to find a way to retain existing consumers and increase their repeat purchases.

Customer retention is the major issue that many experts have been worried about. Many researches suggest that it is about sixteen times greater when compare the total cost of drawing a prospect consumer to profitability of the lost consumer (Lindgreen et al., 2000) resulting in, many restaurants aim to make consumer revisit by providing consumer with many retention programs.

Online reviews can entice consumers to visit the business for the first time, while revisiting intention may be impacted by their good memory. This statement shows how first-timers and repeaters are different in efficient market.

Online reviews are some effective communication channels that retailers use in order to spread product information from customer to customer .The problem is that when once a potential customer visits a café following online review, how can retailers ensure that they visit the café again? Retaining existing customers and improving on their repeat purchases is also very essential for business.

Therefore, the expected result of this study is to find the influencing factors of revisiting a reviewed café. It will be beneficial for both potential and existing entrepreneurs who use online reviews which are considered to be effective marketing tools to draw the attention of potential customers and produce traffic in a

business and allow them to know how to drive those customers to make visit again in the future.

1.2 Research Objectives

This study aims to find

• Factors influencing customers to revisit a reviewed café towards café characteristic

• Factors influencing customers not to revisit a reviewed café towards café characteristic

1.3 Research Questions

• What factors influence consumers to revisit a reviewed café?
• What factors influence customers not to revisit a reviewed café?

1.4 Potential Output

The expected result of this research is to find the factors that influence customers to revisit a reviewed café. This study will be of benefit for both potential and existing entrepreneurs who use online reviews, which are considered effective marketing tools, to draw the attention of potential customers and produce traffic in a business and to give them information on how to convince customers to revisit the café.

CHAPTER II
LITERATURE REVIEWS

2.1 Background of Café

Brenson (2010) defined Cafés, coffeehouses and coffee shops as unique places in social living and social imaginaries of urban society. Ray Oldenburg (1999) explained the significance of a place where neighborhoods get together in enhancing the lives of people. These gathering places can be defined as a third place. Oldenburg also stated that third place does not mean office or home but a place that drives people to get through the day. The third place is also a place where people can connect to one another in communities and exchange ideas and news. The beverages served can express the identity of the third places. Pendergrast (1999) also described that in history, people in communities have used coffee houses as a place for social intercourse, making conversation as well as political discussion.

Cafés, coffeehouses, and coffee shops are constructed spaces that usually provide consumers with indoor and outdoor seating and serves soft drinks and simple food (Brenson, 2010).

However, recent research proposes a shift in cafés. Hampton and Gupta (2008) suggest that Wi-Fi has crucially influenced café social life. Nowadays, many consumers hide themselves behind "protective shields" (e.g., tablets and laptops). Cafés as a third place have been transformed from stimulating social spots to private zones. Many freelance or non-staff visit cafés because cafes provide as a social hub to those who can work anywhere or who need to separate themselves from "typical corporate farms" (Lee, 2007). Blank and Van Vooren (2007) claim that café consumers stay for a long period of time because they want to get away from the business of everyday life and want to spend time alone more than to attract in society. Likewise, research from Waxman (2006), suggests that students prefer working in cafés or coffee shops since as to avoid "a sterile library atmosphere".

2.2 Theoretical

2.2.1 eWOM (Electronic Word of Mouth)

From the emegance of humanity, word-of-mouth or WOM has been considered as one of the most influential source of communication. (Godes et.al 2004; Maxham et.al 2002). Before the Internet era, consumers shared product experiences with each other via traditional word-of-mouth (Sundaram et.al,1998). The message that is transferred between sender and receiver regarding product and service is not for heavy commercial purposes (Anderson, 1998; Harrison-Walker, 2001). This is the reason that many people trust WOM more than commercial propaganda (Herr et al., 1991).

Today, with the emergance of the Internet era, the electronic word of mouth (eWOM) has been created between consumers who have never seen one another (Gruen et.al., 2006). The Internet encourages consumers to share their own experience and opinions about the product or service through eWOM activity. People's behavior has been changed according to the eWOM phenomenon. Consumers usually make offline decisions based on online information.

Online consumer reviews are one type of electronic word of mouth, which gives consumers information and recommendations about products and services according to the consumers' perspective (Lee et al., 2008). As consumers continue to make online purchase, online consumer reviews also become increasingly essential. Online consumer reviews have impact on making decisions to buy products or services, according to the recent survey from Opinion Research Corporation. 61% of respondents read in online reviews, blogs and other sources of online consumer feedback before making a new purchase. In order to eliminate risk regarding the seller's truthfulness and product and service quality, consumers often rely on eWom when judging a product in person is not possible.

Moreover, recent studies propose that consumers believe fellow consumers' recommendations more than that of the professional reviewers because they perceive the opinions of other consumers to be less-biased compared to professional reviewers. It is also easier to find consumers' experiences (Bickart et al.,2001).

2.2.2 Customer Satisfaction and Revisit Intention

Consumers tend to judge a service provider on the basis of their products and service experiences. Whether the customer likes or dislikes the product and or service is heavily related to the customers' intentions to revisit and to generate further word-of-mouth. Behavioral intentions (i.e., word-of-mouth and repurchase intentions) have been defined as ''a stated likelihood to engage in a behavior'' (Oliver,1997). Furthermore, repurchase intention becomes the heart of commitment and royalty (Day, 1969; Jacoby et al., 1973; Jarvis et al., 1977). Customer satisfaction is defined as the post-purchase evaluation of products or service compared to purchase expectations (Fornell, 1992). For example, consumers will have an expectation about what and how they will be served in a specific restaurant where they plan to have a meal. If the quality of service at the restaurant exceeds or is equal to expectations customers will feel satisfied resulting in a possibility to revisit, and vice versa.

A study on the relationship between quality of service, satisfaction, and behavioral intentions has been conducted by Getty and Thompson (1994). It proposed that customer's behavioral intentions to repurchase and recommend are positive functions of their perception of satisfaction and quality of service. The role of intentions is defined as a link between revisiting and satisfaction in a restaurant setting (Soderlund et al.,2005) Moreover, behavioral intentions have been significantly influenced by dining satisfaction according to the link between dining satisfaction and post-dining behavioral intentions (Kivela et al., 1999) These studies present a positive relationship between customer satisfaction and revisit intention in the restaurant industry.

2.3 Previous Empirical Studies

Veljko Marinkovic et al.,(2014) ,The antecedents of satisfaction and revisit intentions for full-service restaurants discovered the significant impact of atmosphere and quality of interaction on guest satisfaction. 218 respondents who were guests in a restaurant were involved in this study. They used confirmative factor analysis to test the suitability of the proposed model for measuring satisfaction and revisit intentions, while structural equation modeling was employed to analyze the relationship among

variables of the conceptualized model. The results showed that satisfaction, atmosphere and perceived price emerged as significant factors of revisit intentions.

Xiangbin Yan et al., (2013), Customer revisit intention to restaurants: evidence from online reviews studied factors influencing customers' revisit intention to a restaurant by analyzing online reviews. Regression analysis is used to analyze quantitative scores of 10,136 restaurant reviews collected from an online life community in China. The result found that food quality, price and value, quality of service, and atmosphere were the antecedents of restaurant customers' revisit intention. Customer satisfaction also effects quality of service, atmosphere, and price and value on revisit intention. The results of this research serve to benefit the restaurant industry so that they can utilize their potential in order to retain more customers.

Milos Bujisi et al., (2014), The effects of the quality of the restaurant attributes to customers' behavioral intentions stating that the objective of this research is to examine the relationship between restaurant quality attributes and customer behavioral intentions. The results showed that the type of restaurant moderated the relationship between restaurant service and ambience quality and customer behavioral intentions. In term of experimental design, it was chosen to provide a high level of internal validity. The results of this study suggest that management of quick-service and upscale restaurants should focus on food quality, but also establish different resource allocation priorities with respect to service and quality of ambience.

2.4 Conceptual Framework

According to the foundation theories as mentioned above, the relationship of all variables are shown as follows:

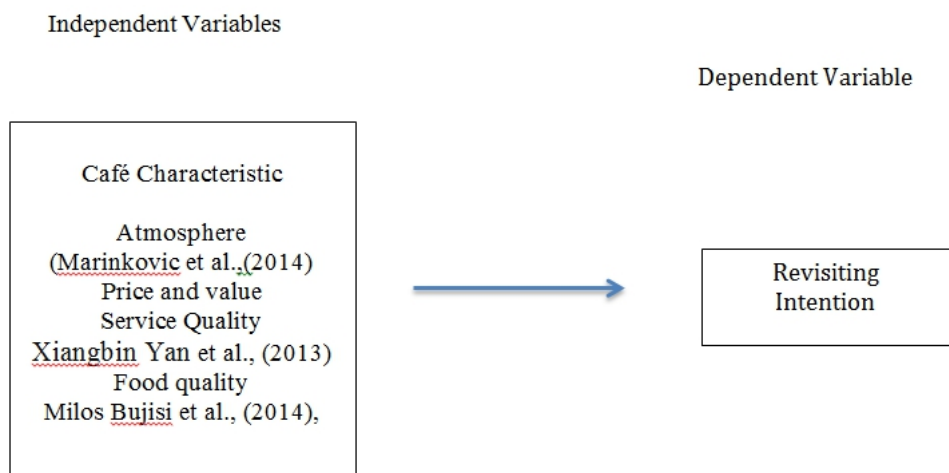Independent Variables

Dependent Variable

Café Characteristic

Atmosphere
(Marinkovic et al.,(2014)
Price and value
Service Quality
Xiangbin Yan et al., (2013)
Food quality
Milos Bujisi et al., (2014),

Revisiting
Intention

Figure 2.1 Framework

CHAPTER III
RESEARCH METHODOLOGY

3.1 Study of Research

In this study, factors influencing the revisiting of reviewed café aims to find influential factors that are relevant to consumers who visit the café following online reviews to repeatedly visit and influence factors that make customers who visit cafés following online review not to visit that café again. Qualitative method was used in an in-depth interview non-structurally.

3.2 Key Informants

30 key informants in this study consisting of 30 store consumers who had visited cafés after reading the reviews.

3.3 Research Instrument

Qualitative method was used in an in-depth interview non-structurally according to the conceptual framework and literature review.

The interview process consisted of 3 parts; demographic questions, general questions and in-depth interview questions.

The in-depth interview consisted of the following:

- Have you ever visited a café in accordance to an online review?
- What did you expect when you visited the café according to the online review?
- Did those reviewed cafés meet your expectations? How and why?
- Do you have different expectations between walk-in cafés and cafés according to the online reviews? How and why?

- Have you ever revisited those reviewed cafés?
- Please explain the reason of what drove you to revisit/ not to revisit the reviewed café

3.4 Instrument Design

The researcher had already reviewed previous empirical studies in order to design open- ended questions according to the conceptual framework and objectives. The validity of questions has been refined and improved by an advisor.

3.5 Data Analysis

Content analysis is a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns (Hsieh & Shannon, 2005). This method is used to analyze and classify the related variables into the same factors while reducing unrelated variables of both positive and negative values (Patton, 2002). Each factor was categorized and identified by code or theme helping to find a correlation and comparability of outcomes with other similar studies (De Wever et al., 2006). The benefits of content analysis are as follows;

- The method helps to reduce the quantity of variables, identify the main factors and relationship between each variable.
- The correlation structure of variables can be observed more vividly
- Each factor can be described and presented as key issues. It will be used to reconstruct the meanings derived from the data, which will be of benefit to the development of strategic planning and future research.

CHAPTER IV
RESEARCH FINDINGS

This research is a study of "Factors influencing revisiting reviewed cafés towards café characteristics". This section analyzes the research outcome in terms of key factors influencing customers revisiting reviewed café. The data analysis is based on in-depth interviews from thirty respondents. The main factors from the results are accordingly;

4.1 Finding

4.1.1 Demographic Data

There were 30 respondents in the interview. The respondents in this study were eighteen females and twelve men. The average age of the respondents was between 26-35years. The youngest respondent was 23 years old and the oldest respondent was 41 years old. Twenty-six of the respondents work in private companies. One respondent is looking for a job and 3 respondents are full- time students of master's degrees.

Table 4.1 Demographic profile of the respondents

Demographic		Number of Respondents	Percentages (%)
Gender	Male	18	17.7
	Female	12	82.3
	Total	203	100.0

Table 4.1 Demographic profile of the respondents (cont.)

Age	15 - 20 years old	21	10.3
	21 – 25 years old	80	39.4
	26 – 30 years old	70	34.5
	31- 40 years old	26	12.8
	41 - 50 years old	1	0.5
	Over 50 years old	5	2.5
Education	Less than High school	2	1
	High school	20	9.9
	Bachelor's degree	108	53.2
	Master's degree	71	35
	Ph.D.	2	1
Personal Income (monthly)	Below or equal 15,000 THB	41	20.2
	15,001 - 30,000 THB	72	35.5
	30,001 – 45,000 THB	41	20.2
	45,001 – 60,000 THB	24	11.8
	More than 60,001 THB	25	12.3
Occupation	Student	45	22.2
	Private company employee	86	42.2
	Government employee	15	7.4
	State Enterprises employee	18	8.9
	Business owner	27	13.3
	Other	12	5.9

According to Table 4.1, the Demographic profile of the respondents illustrated that there were 203 respondents who participated in this research. There were 36 male respondents and 167 female respondents totaling 203 respondents which can be calculated as male 17.7% and female 82.3%. Regarding age range, the respondents were divided into 6 groups which illustrated that 21 respondents (10.3%) are 15-20 years old, 80 respondents (39.4%) 21-25 years old, 70 respondents (34.5%)

26-30 years old, 26 respondents (12.8%) 31-40 years old, 1 respondent (0.5%) 41-50 years old, and 5 respondents (2.5%) more than 50 years old.

Moreover, the highest education level of the respondents shows that there were 2 respondents (1%) with the highest current level of education as below high school, 20 respondents (9.9%) high school, 108 respondents (53.2%) bachelor's degree, 71 respondents (35%) master's degree, and 2 respondents (1%) with a Ph. D.

In addition, the range of respondents' personal income illustrated that 41 respondents (20.2%) have an income less than 15,000 baht per month, 72 respondents (35.5%) have an income around 15,001-30,000 baht per month, 41 respondents (20.2%) around 30,001-45,000 baht per month, 24 respondents (11.8%)around 45,001-60,000 baht per month, and 25 respondents (12.3%) have an income of more than 60,001 baht per month.

Furthermore, 45 respondents (22.2%) are students, 86 respondents (42.2%) are private company employees, 15 (7.4%) are government employees, 18 (8.9%) are state enterprises employees, 27 (13.3%) are business owners, and 12 respondents (5.9%) are other occupations such as doctors, freelancers, and housewives.

4.1.2 General Question

Café Visiting

- More than once a week 20%
- Once a week 20%
- 2-3 times per month 35%
- Once a month 15%
- Less than once a month 10%

Figure 4.1 General information on the frequency of visiting café

Figure 4.1 shows general information on the frequency of visiting café. The chart illustrates that 14 people (6.9%) answered more than once a week, once a week 48 people (23.6%), 2-3 times a month 75 people (36.9%), once a month 48 people (23.6%), and less than once a month 28 people (13.8%).

4.1.3 Interview Questions

From the interview, the researcher can answer research objectives and find new and useful information.

4.1.3.1 Atmosphere

In this study atmosphere refers to theme, decoration, color, lighting, noise level as well as landscape. Regarding respondents' perception, most of them mention about the atmosphere first when interviewers ask about what they expect whenever they go to a café according to a review. Moreover, when respondents were asked about how those reviewed cafés met their expectations and drove them to visit again, twenty-one key informants answered that the atmosphere was very nice. They love how the café is decorated. The rich aroma of the coffee beans made them feel relaxed. The café also had a nice flow of air and the lights in the shop were also important to them.

Moreover, fifteen of them agreed that Cafés in which they would visit again should not be too noisy and must give them some privacy in order to encourage them to do some work after office hours. They like cafés that provide them some privacy, whether individual or for the small group that they go with.

On the contrary, twelve of thirty respondents chose not to revisit those reviewed cafés because those reviewed cafés did not meet their expectations. They mentioned that the reviewed café is always crowded and too small compared to the picture in the review.

4.1.3.2 Price and Value

In terms of price and value, there were only two key informants that mentioned about price and value having an influence on whether or not they revisit the shop. They mention that if the price is reasonable they will visit again. If the price is high compared to other cafés but the quality of food and coffee is

also high, they can accept the steeper price. However, if the price is standard compares to other cafés but the quality of food is quite low, they will not visit again. If the customer feels that it is not worth their money, they will not revisit those reviewed restaurants.

4.1.3.3 Food Quality

None of the key informants directly mentioned about the quality of food as it is a basic standard all cafés should have. Overall, from their experience, the quality of food also plays an important role of revisiting. Most of the key informants mentioned that if those reviewed cafés meet their level of expectation; the freshness, cleanliness and consistency of taste, they would visit those cafés again.

Ten of the key informants mentioned that if they go with their friends they will focus more on the food. They want to spend good time with friends on superb dessert so that in order to revisit said café with their friends, the food must be of high quality including the freshness of ingredients, cleanliness and consistency of taste.

4.1.3.4 Quality of Service

In terms of quality of service, all of the key informants expected good service as a standard of every café meaning that good service will not affect their choice of revisiting, necessarily.

However, bad service will keep them from visiting again and will also be spread to their friends via word of mouth, which cannot be controlled.

Moreover, queue management is a factor that many key informants mentioned as many reviewed cafés are quite crowded. Accordingly, if the café has poor queue management, the informant will not visit again.

However, apart from the four factors mentioned above, there are other influencing factors affecting customers revisiting accordingly;

4.1.3.5 Signature Taste

Regardless to the cafés included in this study, all respondents understand that cafés are where light meals, desserts and coffee are served. Eighteen of thirty key informants stated that they expected those reviewed café must be different from previous cafés that they had visited. Pictures of beautifully decorated dishes in reviews drive them to visit the café and expect different and unique tastes

from other cafés. Also, ten key informants added, "If the taste is not unique and different from others, there is nothing making them want to visit again"

Moreover, signature taste can be measured by the ingredients and creative menu as well as a creativeness in presentation.

4.1.3.6 Location

Location is another factor among key informants in revisiting reviewed cafés. They choose to revisit cafés that are located in convenient places that can easily be reached or that provide a parking lot. Many key informants mentioned that if the atmosphere of the café is very nice and they are served with superb dessert but the location of the café is difficult to access, they will hardly revisit. However, if they have an opportunity to go nearby, they will visit again.

4.2 Discussion

According to the general factors of revisiting restaurants, the findings reconfirm the theory of previous research which are price and value, quality of food, quality of service and atmosphere have an impact on customers revisiting. However, in the reviewed café, there is also another key factor that affects customers' revisiting for which there is no previous research mentioned before. This is signature taste. According to customers, the desired factors that make them revisit reviewed cafés are atmosphere, taste signature, quality of food , quality of service, location and price, and value respectively as follows;

First, atmosphere is regarded as the top key determining factor on revisiting a reviewed café. Regarding the respondents' perception, most of them mention the atmosphere first when the interviewers ask about what they expect whenever they go to a café according to a review. Moreover, when respondents were asked about how those reviewed cafés met their expectations and drove them to visit again, the answer also is atmosphere. It is correspondent to previous research of Xiangbin Yan et al., (2013), who found that atmosphere is the antecedent of restaurant customers' revisit intention and Veljko Marinkovic et al.,(2014), who states that the antecedents of satisfaction and revisit intentions for full-service restaurants find out the significant impact of atmosphere and quality of interaction on guest satisfaction

Moreover, it is also correspondent with key informant numbers 2,5,8,11 and 27 who agree that

"After work hours, I always find somewhere else to work except my office and my home as they cannot boost my creativity. Reviewed   cafés where I like to go have a very nice and warm atmosphere, beautifully decorated, and lighting is very suitable for me to work."

The second ranking is signature taste. The customer expects the taste of dessert and food to be different from other cafés. They will visit again if those reviewed cafés can meet their expectations.

Third, the location is another factor influencing customers' revisiting reviewed cafe. Even though the restaurant has a good reputation in terms of food, service, and atmosphere, customers are concerned about transportation. Since customers prefer cafés located in a convenient place, they can easily make an appointment with their friends, partners, and family. Moreover, there are available parking lots or public transportation such as the BTS close by in which the respondents can use easily.

Forth, quality of food is another factor key informants consider when revisiting reviewed restaurant. It is correspondent to previous research "Customer revisit intention to restaurants: Evidence from online reviews" Xiangbin Yan et al., (2013), which states that the quality of food is one of the revisit intention's factors.

Another thing is quality of service. It is one of the general factors in revisiting a reviewed café. It is also correspondent to previous research "Customer revisit intention to restaurants: Evidence from online reviews" Xiangbin Yan et al., (2013) Based on this study, good service is default. It is the basic standard that every café should have so that good service does not affect the customer revisiting. However, bad service makes the customer to not revisit.

Lastly, based on this research price and value is the factor that key informants hardly mention about. There are a few key informants who stated that price and value has impact on revisiting intention.

CHAPTER V
CONCLUSION

According to the research questions to find out factors influencing customers to revisit and not to revisit a reviewed café, this study can answer the said questions in accordance to the foundation theories and the relationship of all variables; which states that atmosphere, quality of food, quality of service, and price and value have an impact on revisiting a reviewed café respectively. Moreover, this study also found that signature taste and location are additional factors, which influence revisiting intention and are ranked in the second and the third positions. In this part, the summary of all dominant and interesting issues from the research findings will be shown. Then the recommendation will be discussed respectively. Finally, the limitations and suggestions of further research papers related to this topic will be identified.

5.1 Conclusion

Based on the results of revisiting reviewed cafés, the top factor influencing revisiting reviewed café towards café characteristics is atmosphere. It can imply that a customer focuses on the atmosphere more than other factors including food quality and service quality. However, it does not mean entrepreneurs do not need to focus on these two factors but it means entrepreneurs should develop their quality of food and service continuously, as good quality of food and service are the what of every restaurant should have. Therefore, customers expect a higher standard of food and service quality more than before.

Additionally, today as a social era customers are significantly prone to take a photo of their daily life and upload it on social network platforms such as Facebook and Instagram, resulting in atmosphere playing an important role in photography as it

helps the photo to be more beautiful and attractive. This is one of the top reasons why customers focus on atmosphere more than other factors.

Furthermore, signature taste of its own café can make the café more outstanding from others. Customers can recall to memory that this café has a distinctive menu and taste so that when consumers want this kind of dish, they will revisit the café that meets their expectations.

Location as one of the top key determinants of revisiting reviewed cafés should be easy to reach according to target group. As a café is a physical store that cannot be reached by everyone, entrepreneurs should focus on where their target groups are and how convenient they are to reach.

Finally, according to the results that consumer focus on price and value in the lastly, implies that the consumer is willing to pay if they perceive a product is worth their money. However, it does not mean café owners can set the price as high as they want. Market price is another thing that café owners need to be concerned about.

5.2 Recommendations

From the results of revisiting reviewed cafés, the factors primarily influencing revisiting reviewed café towards café characteristics are atmosphere, signature taste and location. The information can help existing café owners or potential café owners who use online reviews which are considered to be powerful and effective marketing tools in order to draw consumers' attention to visit their store. Based on the result, atmosphere is the top factor that leads customers to revisit. The store should provide customers with suitable lighting and keep the customer feeling relaxed and private. Moreover, the smell and noise is also important.

Furthermore, the cafés where customers choose to revisit should have a signature taste that makes the café itself different from other cafes in term of both menu and dessert. Cafés should create signature taste itself and this signature can tell the story of the café well. Moreover, the signature taste can represent the identity of the café as well.

Location is another factor that the entrepreneur should consider as a determining factor to reach the target market effectively as well as the frequency of

visiting that restaurant. Also, to grow in sustainability, the owners of the café should think about Human Resource Management and marketing tools such as communication channels to keep a close relationship with the target group of customers as well.

5.3 Limitations

This research faces some limitations. The first limitation is the sampling size as there were only thirty key informants from the interview in this research. Some key variables may have been missed the respondents cannot represent all of the consumers' views in Thailand as all of the key informants live in Bangkok and metropolis areas.

Second, another limitation is the time period of collecting data as this research took only 7 weeks to conduct. Moreover, different time periods of customers consuming in cafés may lead to different expectations and experiences. The customers who go to a café during the day time on weekdays might be satisfied with the atmosphere more than those who go to the café at peak times such as the evening period.

Third and finally, the experience of customers in this research is limited as the major key informants visit café only 2-3 times per month. It may lead to miss some key variables.

5.4 Suggestions for Further Research

For future research the key informants should be diversified more as the major key informants of this research are consumers between 26-35 years old and also different groups of key informants should be interviewed such as store managers, store staff and café owners in order to gain more information with different perspectives. In addition, future research should be incorporated with the quantitative method.

REFERENCE

Andreassen, 1995 T. *Andreassen Dissatisfaction with Public Services*. The Case of Public Transportation Journal of Services Marketing, 9 (5) (1995), pp. 30–41

Assael, 1998. *Consumer Behavior and Marketing Action (6th ed.)South-   Western Publishing, Cincinnati (1998)*

Baker and Crompton, 2000.Quality, *Satisfaction, and Behavioral Intentions Annals of Tourism Research*, 27 (2000), pp. 785–804

Bakos, Y. (1997). *Reducing Buyer Search Costs*: Implications for Electronic Marketplaces. Management Science, 43(12), 1676–1692.

Bigne et al., 2001 J. Bigne, M. Sanchez, J. Sanchez Tourism Image. *Evaluation Variables and After Purchase Behavior*,Inter-relationship Tourism Management, 22 (2001), pp. 607–616

Bowen, 2001 . *Antecedents of Consumer Satisfaction and Dissatisfaction(CS/D) on Long-Haul Inclusive Tours*, A Reality Check on Theoretical Considerations Tourism Management, 22 (2001), pp. 49–61

Brynjolfsson, E., & Smith, M. (2000). *A Comparison of Internet and Conventional Retailers*. Management Science, 46(4), 563–585.

Court and Lupton, 1997 B. Court, R. Lupton *Customer Portfolio Development*. Modeling Destination Adopters, Inactives, and Rejecters Journal of Travel Research, 36 (1) (1997), pp. 35–43

Cole and Scott, 2004 S. Cole, D. Scott Examining *the Mediating Role of Experience Quality in a Model of Tourist Experiences Journal of Travel and Tourism Marketing*, 16 (1) (2004), pp. 79–90

Dellarocas, C. (2003). *The Digitization of Word of Mouth.* Promise and Challenges of Online Feedback Mechanisms. Management Science, 49(10), 1407- 1424.

Echtner and Ritchie, 1991 C. Echtner, J. Ritchie *The Meaning and Measurement of Destination Image The Journal of Tourism Studies*, 2 (2) (1991), pp. 2–12

Ekinci, 2004 Y. Ekinci *An Investigation of the Determinants of Customer Satisfaction Tourism Analysis*, 8 (2004), pp. 197–203

Fakeye and Crompton, 1991 P. Fakeye, J. Crompton *Images Differences between Prospective.* First-Time and Repeat Visitors to the Lower Rio Grande Valley Journal of Travel Research, 30 (2) (1991), pp. 10–16

Hirschman and Holbrook, 1982 E. Hirschman, M. Holbrook Hedonic consumption: Emerging Concepts, Methods, and Propositions Journal of Marketing, 46 (3) (1982), pp. 92–101

Hu and Ritchie, 1993 Y. Hu, J. Ritchie Measuring Destination Attractiveness: A Contextual Approach Journal of Tourism Research, 32 (2) (1993), pp. 25–34

Kim, 1998 H. Kim *Perceived Attractiveness of Korean Destinations Annals of Tourism Research*, 25 (1998), pp. 340–361

Milos Bujisi et al., (2014), *The effects of the quality of the restaurant attributes to customers' behavioral intentions.* International Journal of Contemporary Hospitality Management

Lee, J., Park, D.-H. & Han, I. (2008). *The effect of negative online consumer reviews on product attitude: An information processing view*. Electronic Commerce Research and Applications, 7(3), 341.

Lindgreen, A., Davis, R., Brodie, R.J., Buchanan-Oliver, M., 2000. *Pluralism in contemporary marketing practices*. International Journal of Bank Marketing 18 (6),294–308

Park, D.H., Lee, J. & Han, I. (2007). *The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention*: The Moderating Role of Involvement. International Journal of Electronic Commerce, 11(4), 125-148.

Veljko Marinkovic et al.,(2014) , *The antecedents of satisfaction and revisit intentions for full-service restaurants*. Journal of Marketing Practice: Applied Marketing Science

Xiangbin Yan et al., (2013), *Customer revisit intention to restaurants: evidence from online reviews*. Information Systems Frontiers

APPENDICES

Appendix A: Questionnaire

QUESTIONNAIRE

Introduction: This study aims to find

    - Influence factors that make relevance consumers who visit café following online review to repeat visit.

    - Influence factors that make customers who visit café following online review not to visit that café again.

Demographic

Gender   ☐ Female   ☐ Male

Age   ☐ Under 18   ☐ 18-25   ☐ 26-35   ☐ 36-45   ☐ More than 45

Education   ☐ Less than High school   ☐ High school   ☐ Bachelor's

degree   ☐ Master's degree   ☐ Ph.D.

          ☐ Other : _____

Occupation   ☐ Student   ☐ State enterprise company   ☐ Government employee

          ☐ Private company   ☐ Others ___

Personal Income

          ☐ Below 15,000   ☐ 15,001-30,000   ☐ 30,001-45,000   ☐ More than 45,001

General Question

1) How often do you visit café?

     ☐ More than once a week   ☐ Once a week   ☐ 2-3 times per month

     ☐ Once a month   ☐ Less than once a month

2) Whom do you go with when you visit café?

     ☐ Alone   ☐ Friends   ☐ Family   ☐ Others

3) What are the reasons that make you go to café?

Interview Questions

Question	Answer	Note
1. Have you ever visited café according online review?		
2. What do you expect when you visit café according to online review?		
3. Does those reviewed café meet your expectation? How and why?		
4. Do you have different expectation between walk-in café and café according to online reviews? How and why?		
5. Have you ever revisited those reviewed café?		
6. Please explain the reason of what drive you to revisit/ not revisit reviewed café		
7. How do you feel satisfy with those reviewed café and make you revisit?		
Suggestion		