

**NEWLY OPENED CAFES: THE IMPACT OF E-WOM,
PHYSICAL ENVIRONMENT, AND PERCEIVED RISK
TOWARDS INTENTION TO VISIT**



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entitled
**NEWLY OPENED CAFES: THE IMPACT OF E-WOM,
PHYSICAL ENVIRONMENT, AND PERCEIVED RISK
TOWARDS INTENTION TO VISIT**

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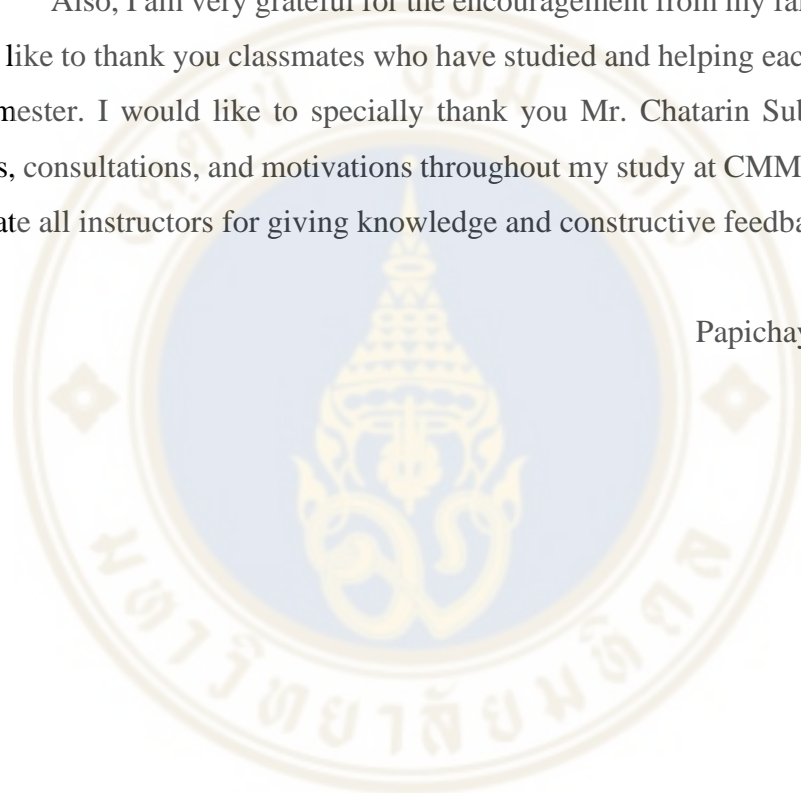
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ABSTRACT

Despite the growth in café business, few research has investigated the visit intention in the context of newly opened cafes. The purpose of this research is to examine the impact of e-WOM, physical environment, and perceived risk towards intention to visit newly opened cafes. A total of 212 samples were collected through online questionnaire. All three factors' questions have been adapted with the 5-point Likert Scale measurement and analyzed using a quantitative method in SPSS. The research result showed that e-WOM and physical environment have positive impacts towards visit intention in which physical environment has a stronger effect. Meanwhile, perceived risk has found no relationship. The findings provide managerial implications for café owners and managers to enhance the use of e-WOM and physical environment in order to attract more customers.

KEY WORDS: new cafe/ e-WOM/ physical environment/ perceived risk/ visit intention

42 pages

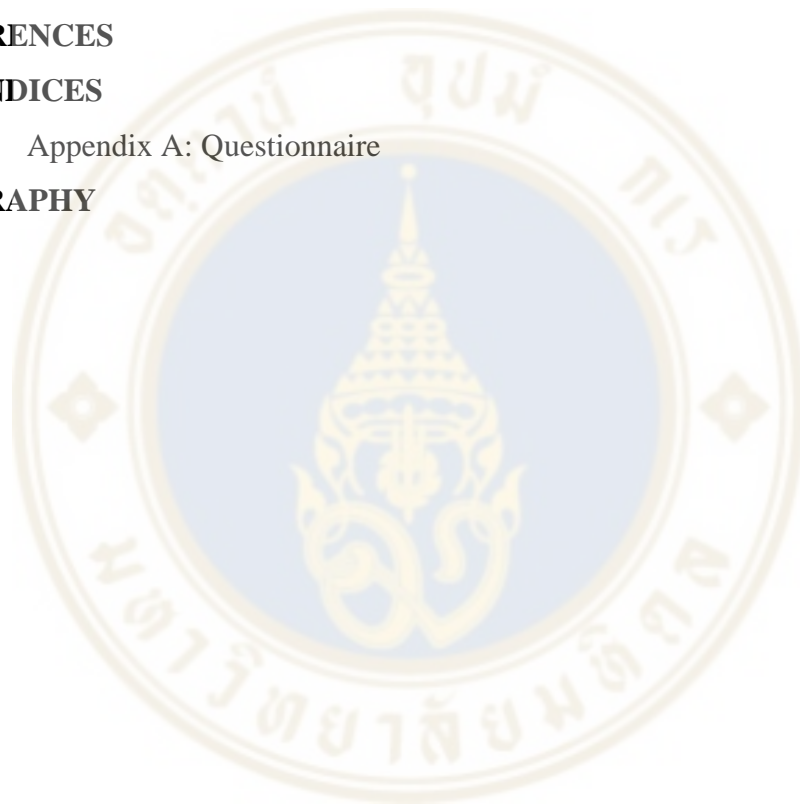
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CHAPTER I

INTRODUCTION

In recent decades, Thailand has seen a continual growth in restaurant and food service sector. It is a significant part for service industry and the country's economy which contributes to more than 400 million Baht per year, accounting for 4.7% of the gross domestic product (GDP) in service sector (Kasikorn Research Center, 2020). According to Euromonitor (2021), the value of cafe and bar business constantly grows and the total number of outlets in the sector is approximately 18,200. Of this number, 3,000 outlets are cafes alone (Table 1.1). Since the onset of COVID-19 pandemic in 2020, food businesses have been largely impacted due to government restrictions and lockdown measures.

Table 1.1 Cafés/Bars by Category (Units/Outlets) 2015-2020

outlets	2015	2016	2017	2018	2019	2020
Bars/Pubs	8,329.0	8,469.0	8,554.0	8,657.0	8,740.0	8,535.0
- Chained	-	-	-	-	-	-
- Independent	8,329.0	8,469.0	8,554.0	8,657.0	8,740.0	8,535.0
Cafés	2,829.0	2,887.0	2,973.0	3,055.0	3,137.0	3,076.0
- Chained	515.0	518.0	533.0	543.0	553.0	542.0
- Independent	2,314.0	2,369.0	2,440.0	2,512.0	2,584.0	2,534.0
Juice/Smoothie Bars	453.0	472.0	492.0	513.0	536.0	400.0
- Chained	102.0	107.0	109.0	112.0	117.0	115.0
- Independent	351.0	365.0	383.0	401.0	419.0	285.0
Specialist Coffee and Tea Shops	4,094.0	4,531.0	4,994.0	5,539.0	5,944.0	6,250.0
- Chained	3,462.0	3,886.0	4,323.0	4,827.0	5,190.0	5,535.0
- Independent	632.0	645.0	671.0	712.0	754.0	715.0
Chained Cafés/Bars	4,079.0	4,511.0	4,965.0	5,482.0	5,860.0	6,192.0
Independent Cafés/Bars	11,626.0	11,848.0	12,048.0	12,282.0	12,497.0	12,069.0
Cafés/Bars	15,705.0	16,359.0	17,013.0	17,764.0	18,357.0	18,261.0

During the pandemic, many cafes has adapted to sell foods and drinks on food delivery applications, such as Starbucks. Other non-chained cafes start to open for longer hours to support the changing of working style to 'work from anywhere'. Despite the fact that the industry is heavily impacted by the COVID-19 pandemic, Euromonitor

(2021) has forecasted a steady growth for the total number of outlets in the café and bar sector, with a CAGR of 3% from 2020 to 2025 which will contribute to the number of outlets greater than 20,000 by 2025. Besides, according to Euromonitor (2021), once the lockdown restriction is lifted, Thai consumers will start to return to their normal lives, visiting cafes and relaxing as many cafes provide a relaxing environment from its decoration. In addition, the sector will have potential to catch the demand of busy consumers when people return to their hectic lifestyles (Euromonitor, 2021)

In general, café is defined as a small restaurant that mainly serves coffee or tea in addition to light refreshment such as baked pastries and snacks. In French, café means coffee. In Thailand, people concern about nice decoration and environment in the cafes, so that most cafes tend to have pleasant architecture and decoration where people can take good pictures (Figure 1.1).



Figure 1.1 Drop by Dough Café's decoration

A booming trend of coffee culture in Thailand has led to growth in cafe business as well as specialty coffee and tea shops. The coffee consumption in Thailand increases approximately 15% each year and the average consumption per person per year is around 300 cups for Thai consumers. In coffee consumption regions like Europe and Japan, the average consumption per person per year is 600 cups and 400 cups, respectively (Jitpleecheep & Hicks, 2019). Jitpleecheep and Hicks (2019) also mentioned that chained coffee shops considered Thai coffee consumption rate as high and see the opportunity to expand business in this market. In 2020, new cafes still

launch despite the economic downturn from the pandemic. Brew Bar, a Thai tea chain, and Tim Hortons, a Canadian coffee chain, opened their new cafes in Seacon Siam Bangkae, a shopping mall in suburban Bangkok. Gaga, a bubble tea chain, also plans to open 3 new branches as a cafe, serving food and drinks (Jitpleecheep, 2020). In the meantime, non-chained brand cafes also opened their new cafes across Bangkok and vicinity. One recently opened cafe is Bonci Cafe, located near BTS Saphan Kwai. Another non-chained cafe that has been opened lately is Knock Knock Cafe & Bar, located in Ari area. Since the openings of both cafes in 2021, they have received popularity and people have talked about them in the social media platforms.

In recent years, it cannot be denied that people received information about products or services through online channels more than traditional channels like newspapers or television. Online reviews started to play an important role in customers' decision-making process. Approximately 61 percent of customers read online reviews before visiting a restaurant and 34 percent choose a restaurant based on information solely available on peer review website (Arevalo, 2017). Abdul (n.d.) also revealed that positive online reviews have increased intention to visit a restaurant. Accordingly, Electronic Word of Mouth or e-WOM has become more important for a business especially for newly opened businesses.

In the context of cafes and coffee shops, many past research has explored factors that have an effect on revisit intention. However, factors that would impact visit intention on newly opened cafes have not been widely examined. In addition, most of them only assess the impact of one aspect of the 7Ps, namely, physical environment, on visit intention. However, in the restaurant industry, prior studies have examined different factors that have an impact on visit intention. As cafes and restaurant business shares similar attributes by nature, these factors that have an impact on visit intention in a restaurant context could be adapted in the cafe context as well.

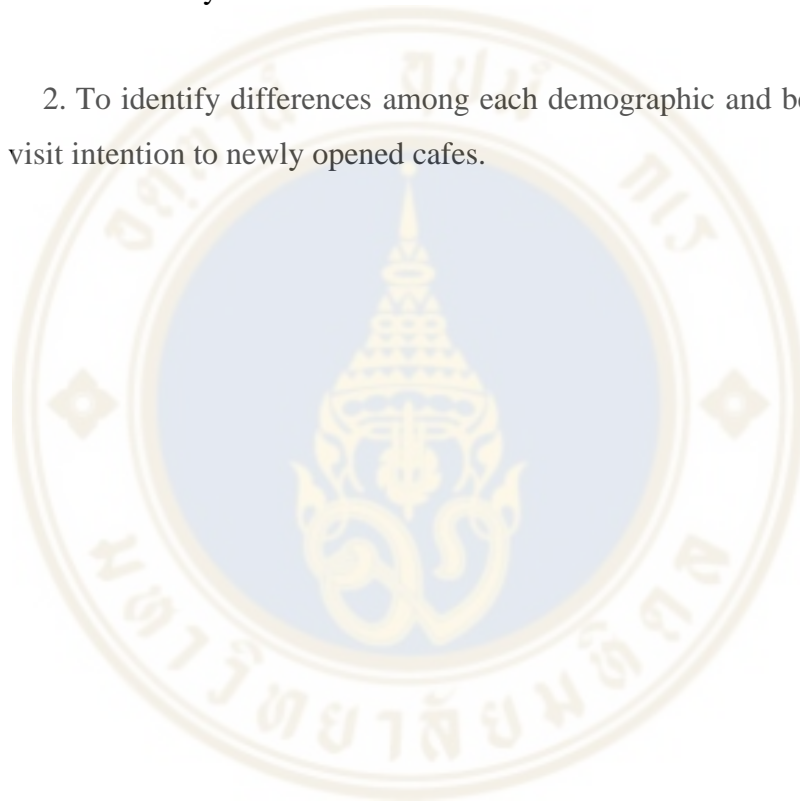
In this research, e-WOM, physical environment, and perceived risk will be examined in the context of newly opened cafes, specifically for non-chained business. With the rising supply of cafe businesses in Bangkok and its vicinity, this paper would aim to benefit entrepreneurs and manager of new cafes to learn what aspects they should focus in developing a new cafe and enhancing customers' intention to visit.

Research questions

1. What are factors that most effect the intention to visit newly opened cafes?
2. For each factor, are there any differences among each demographic group?
3. For each factor, are there any differences among behaviors of the respondents?

Research objectives

1. To identify factors that most influenced visit intention to a newly opened café.
2. To identify differences among each demographic and behavioral groups towards visit intention to newly opened cafes.



CHAPTER II

LITERATURE REVIEW

2.1 Electronic Word-of-Mouth (e-WOM)

Electronic Word-of-Mouth is defined by Hennig-Thurau et al. (2004) as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made to be available to a multitude of people and institutions via the Internet.” In addition, e-WOM refers to informal communication that reaches directly to customers through internet-based technology and is related to a particular product or service (Yayli & Bayram, 2010). Online customer review is a new type of e-WOM that people widely use these days. Cheung (2014) found that high-quality reviews will be perceived as more credible and useful than low-quality reviews, which resulted in higher effects in persuading customers’ decision making.

Past studies pointed out that online reviews influenced customer behavioral intention in the restaurant industry (Yan, Wang & Chau, 2015). Tiz et al. (2014) mentioned that customers can explore overall dining experiences, such as food quality and service, prior to their visits from reading reviews of previous customers. Jeong and Jang (2011) indicated that service quality, ambience, and price preceded e-WOM and resulted in visit intention of the restaurant. As intangibility is one characteristic of the service industry, customers cannot have experiences before their actual visits. In the hotel and restaurant sector, customers regard e-WOM as a credible sources and useful information for purchasing products and services (Mariani et al., 2019). Customers have a high tendency to rely on e-WOM to decrease uncertainties and risks (Lewis & Chambers, 2000). Taylor and Aday (2016) also indicated that positive reviews of restaurant are more able to draw customer attention than negative reviews. In addition, positive reviews increase customer traffic and enhance restaurants’ reputation (Jeong & Jang, 2011). Consequently, the industry has been strongly impacted by customers’ online reviews and comments.

2.2 Physical Environment

In the context of restaurant and foodservice industry, DINESCAPE and SERVICESCAPE were commonly used to measure the impact of physical environment towards customer perception (Ryu & Jang, 2008; Ellen & Zhang, 2014; Shashikala & Suresh, 2018). Physical environment is one important factor that has been widely examined in past studies for cafes and coffee shops. Previous studies have indicated that the physical environment has influenced behavioral intentions like emotion, willingness to pay, and visit intention (Teng et al., 2012; Njite et al., 2015). Leong (2018) adapted physical environment to examine attributes that would impact on visit intention to new cafes. Four attributes of physical environment, namely, facility aesthetics, ambience, lighting, and spatial arrangement were applied in the research.

Facility aesthetics refers to architectural designs that create attractiveness to the restaurant environment including interior design and decoration (Wakefield & Blodgett, 1994). It is an important attribute in physical environment that has an impact on customers' traffic and restaurants' revenue (Ryu and Han, 2011). In addition, facility aesthetics such as decoration, furniture, artwork, color, and flora can contribute to customers' pleasure feeling and will strengthen customers' behavioral intentions, such as word of mouth and intention to visit (Ryu & Jang, 2007). Apart from influencing behavioral intention, decorations and artifacts will form customers' first impressions towards overall ambience of the cafe (Siu et al., 2012). Having a nice decoration with quality artifacts would shape customers' perception of the cafe as premium and high service quality (Lam et al., 2011). The superior quality artifacts come from interior designs, such as color tone of the restaurant, wall, painting, floor, and furniture in which it creates overall good visuals (Lam et al., 2011). Besides, Heung and Gu (2012) also showed that a good view from a restaurants' window can be a selling point to customers because the window table is one of customers' seating choices.

Apart from facility aesthetics, lighting is another significant attribute of the physical environment. Past research indicated that lighting has an impact on a customers' frequency of visit to retail stores as it can attract them to patronize the shop (Basera et al., 2013). Lighting also plays an important role in conveying feelings to customer perceptions. According to Ryu and Jang (2007), warm and comfortable

lighting in upscale restaurants gives a feeling of full-service restaurant and high price, while bright lighting gives a feeling of fast-service restaurant and more affordable price.

In addition to facility aesthetics and lighting, ambience is one attribute that is crucial in physical environment and it refers to temperature, noise, scent, and music in which related to five senses of human (Tuzunkan & Albayrak, 2016), in other words, it regards as an intangible characteristic of the cafe environment (Petzer & Mackay, 2014). Basera et al. (2013) have found that background music influences the image of the store, attracts attention, and controls customers' traffic. Furthermore, ambience has influenced customers' behavioral intentions. It would impact customers' choice of visiting and enjoying the environment, for example, high noise may create discomfort for customers while temperature may create stifling or freezing feeling (Bitner, 1992). Furthermore, scents also have favorable influences to attract customers as well. Pleasant scent can motivate customers to consume food through taste enhancement and emotion, while unpleasant scent might suppress food consumption and lessen the time for their meal (Tuzunkan & Albayrak, 2016).

Spatial arrangement or spatial layout is another attribute in physical environment. It is also described as the arrangement of building, furniture, and equipment in a service setting (Nguyen and Leblanc, 2002). Spatial layout focused on seating and psychological factor such as perceived crowdedness (Heung & Gu, 2012). It is crucial for restaurant to arrange adequate space as well as sufficient seats for customers' physical movement and comfortable seating (Han & Ryu, 2009). The location of tables also influenced customers' overall experiences as it would convey a feeling of privacy, functionality, and be a boundary for the customers (Lin, 2014)

2.3 Perceived risk

In general, perceived risk is defined as uncertainties and consequences in which it will be high in accordance with greater uncertainties and negative consequences associated (Oglethorpe & Monroe, 1987). According to Iglesias and Guillén (2002), perceived risk is internal and subjective factors. It could affect customers' decision that delays or prevents them from purchasing products or services. Past research has indicated that perceived risk is an essential factor to impact dining decision and

restaurant selection (Jang & Kim, 2015). To decrease uncertainty, consumers will search for information before they purchase. It is the company's responsibility to provide information about tangible products or services to reduce perceived risk of the potential customers (Iglesias and Guillén, 2002). Nowadays, online reviews have been frequently used as a source of information for decision-making by reducing perceived risk and uncertainty in purchasing products (Minnema et al., 2016). Online review is more important for the unknown brands than the familiar brands (Vermeulen & Seegers, 2009). With this reason, it is suitable to use perceived risk as a factor to determine visit intention on newly opened cafes.

Mitchell (1999) has identified six types of perceived risks, namely, performance risk, financial risk, physical risk, social risk, psychological risk, and time risk (Mitchell, 1999). Performance and financial risks were identified as the most crucial aspects that influence overall perceived risks (Cunningham et al., 2005) and previous research also indicated the importance of these two aspects (Glover & Benbasat, 2010). Huifeng et al. (2020) have examined perceived risks' impact on visit intention to restaurants in the context of online reviews. The study has defined performance risk as the loss that happens when service of a restaurant does not meet customers' expectations due to poor restaurant choice. Financial risk has been defined as customers' net loss of money that might occur at any restaurants. The result of the research showed that customers perceived less performance and financial risks as the trustworthiness of reviews increases (Huifeng et al., 2020). Wood and Scheer (1996) pointed out that performance risk can determine restaurant desirability and financial risk can evaluate restaurant experience and potential cost incurred. These two types of perceived risk directly impact behavioral intention, while other perceived risk aspects might impact decision making (Huifeng et al., 2020).

Apart from performance and financial risks, it is important to include physical and psychological risks due to the ongoing situation of COVID-19 pandemic. Zhong and Moon (2021) had examined dining-out behavioral intention in China and Korea during the pandemic and the research applied physical and psychological risks. Perceived physical risk or health risk is referred to a physical harm to body and health if they consume food (Mitchell & Boustani, 1992). During the pandemic situation, customers might avoid dining at restaurants to prevent them from getting infected with

the virus, resulting in less demand in dining out. For psychological risk, it is referred to human emotions such as fear, guilt, and empathy which emotions would influence behavior, and in this context, fear from uncertainty is more prevalent in food crises (Zhong & Moon, 2021).

2.4 Visit intention

Visit intention is one of the behavioral intentions; it can be defined as a process when customers have the interest to consume, purchase, and visit after they have learned about products and services (Kytö et al., 2019; Morwitz, 2014). Customers' intention to visit is also known as their motivations and desires to visit a place to experience the environment or to buy products and services (Chen & Li, 2020). According to Huifeng and Ha (2021), in hospitality literatures, restaurant's visit intention refers to customers' future intention to visit a restaurant or reserve a seat. Intention to visit restaurants has played an important role in the decision making (Huifeng & Ha, 2021).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Sampling plan

The target population of this study is people in all age groups and genders, and they must live in Thailand. As this research aims to examine the intention to visit newly opened cafes, the samples who are living in Thailand would meet the criteria and pass the screening question. The questionnaire was created via online Google Form and distributed through online social media platforms including Twitter, Facebook, CMMU Line group, and friends' contact.

3.2 Quantitative Method

Data collection method was done through a questionnaire survey. The questionnaire was divided into four main parts; screening questions, factors, visit intention, and general information of the respondents. This paper used e-WOM as one aspect that might influenced customers' intention to visit newly opened cafes. The questions were retrieved from Yan et al. (2018) in evaluating source credibility and valence. For the physical environment factor, this study applied the concept from Leong (2018). Physical environment was evaluated its impact towards visit intention in four attributes which are facility aesthetics, lighting, ambience, and spatial arrangement. The questions were adapted from Yekanielibeiglou (2015), and Ryu and Jang (2007). Perceived risk was evaluated based on four aspects; perceived performance risk, financial risk, physical risk, and psychological risk. Among other 7Ps factors, this study would apply only physical environment factors due to its prevalent application to the past research about café. Physical environment is a more permanent investment in which it requires a certain amount of investment. Exploring the importance of physical environment factors would give more benefits for the investment decision than other factors. Apart from that, as this paper aims to examine visit intention to newly opened

cafés, customers do not require a prior experience at the café. Then, it is important to evaluate perceived performance and financial risks. In addition, the ongoing COVID-19 pandemic is still predominant and has an obvious impact on people's lives. Therefore, assessing physical and psychological risks in the context of the pandemic was considered significant. Besides, this paper examined the impact of perceived risk on visit intention and its mediating effect between e-WOM and intention to visit. The questions for perceived risk were adapted from Zhong and Moon (2021), Huifeng and Ha (2021), and Keni and Wilson (2021). For visit intention, this research applied the concept of restaurants' visit intention to use in new cafes' visit intention since it is in the same industry. The factor will be taken as a dependent variable of this study, in which it was influenced by e-WOM, physical evidence, and perceived risk. Visit intention is measured by the intention of customers to visit the newly opened café in the next six months. A five-point Likert scale was used to measure the respondents' level of agreement towards each factor. The last part is the general information, including behavioral and demographic aspects of respondents.

CHAPTER IV

FINDINGS

Quantitative findings were analyzed through SPSS and explicated the results from the 212 collected questionnaires. There are three parts including descriptive findings, ANOVA, and relationship among factors. All factors including e-WOM, physical environment, perceived risk, and intention to visit were examined and found differences in demographic and behavioral characteristics.

4.1 Descriptive Findings of Respondents

4.1.1 Demographic of Respondents

A total of 212 samples were collected in this study. As shown in Figure 4.1, 173 respondents (82%) are female, 30 respondents (14%) are male, and 9 respondents (4%) are LGBT. 102 respondents (48%) are in 25 - 40 years old range, 88 respondents (42%) are between 18 - 24 years old, and 22 respondents (10%) are more than 41 years old. In terms of average income per month, 63 respondents (30%) have THB 25,001 - 50,000 per month, 55 respondents (26%) have THB 15,001 - 25,000 per month, 39 respondents (18%) have less than THB 9,000 per month, 30 respondents (14%) have THB 9,001 - 15,000 per month, and 25 respondents (12%) have more than THB 50,000 per month.

Regarding the occupation, 94 respondents (44%) are private company employees, 62 respondents (29%) are students, 26 respondents (12%) are business owners, 15 respondents (7%) are government employees, 15 respondents (7%) are unemployed, and there is no retired person. For education level, out of 212 respondents, 145 respondents (68%) hold a Bachelor's degree, 42 respondents (20%) hold a Master's degree or higher, and 25 respondents (12%) hold a high school diploma or lower.

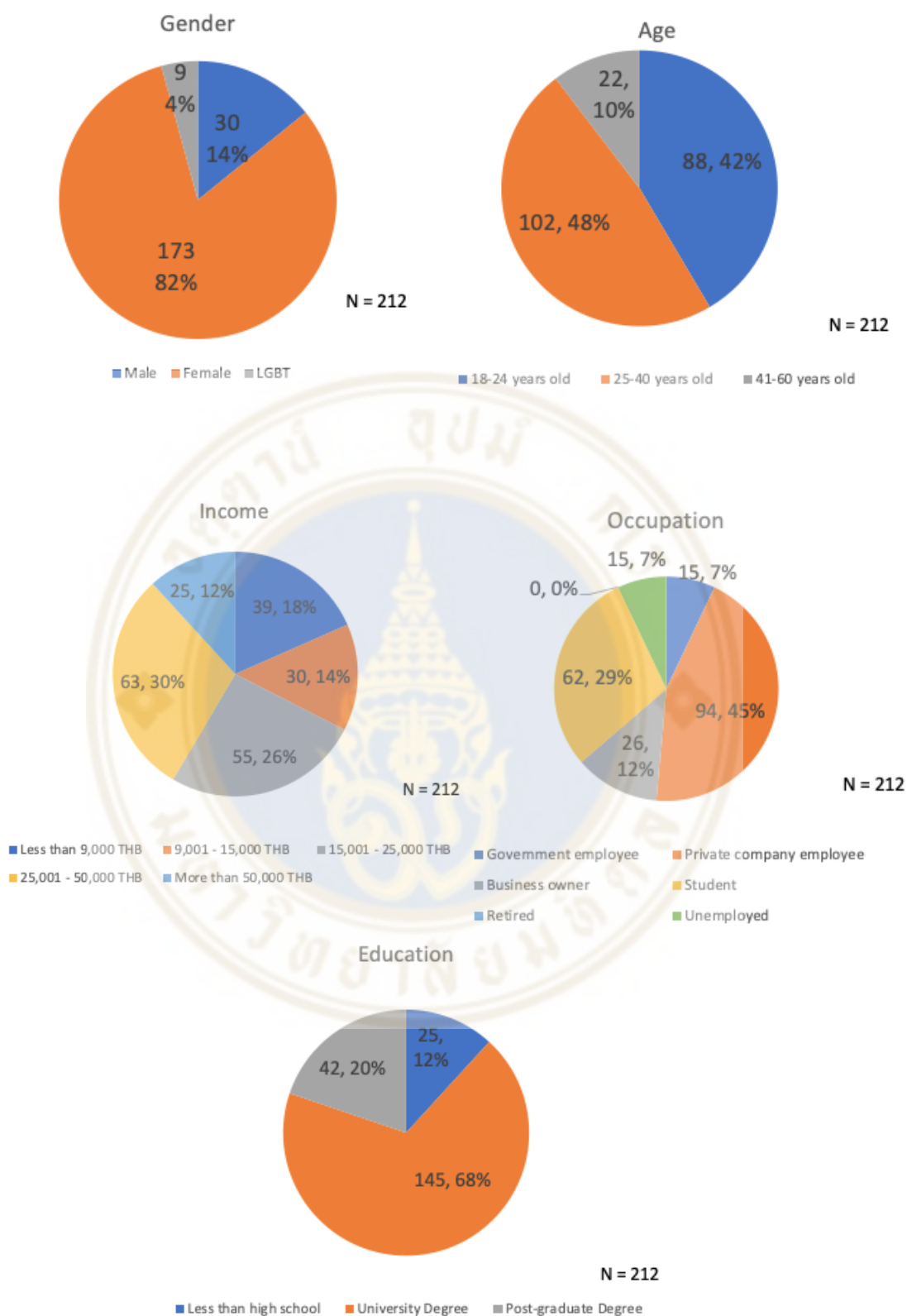


Figure 4.1 Gender, Age, Income, Occupation, and Education of Respondents

4.1.2 Behavior of Respondents

In terms of social media usage shown in Figure 4.2, 118 respondents (56%) use social media more than five hours per day, 70 respondents (33%) use about 3-5 hours per day, while only 24 respondents (11%) use social media less than 3 hours per day. For frequency of visit, 84 respondents (40%) visit cafes 1 - 3 times per month, 57 respondents (27%) visit cafes once in 2 - 3 months, 39 respondents (18%) are very light users who visit cafes once or less in 4 - 6 months, 20 respondents (9%) visit cafes more than 4 times per month, and only 12 respondents (6%) visit cafes every week.

For companionship, 122 respondents (58%) mostly visit cafes with friends, 41 respondents (19%) visit cafes with a girlfriend or a boyfriend, 32 respondents (15%) visit cafes with family members, and only 17 respondents (8%) visit cafes alone the most. The study also found that Instagram is the most popular channel that respondents get information about newly opened cafes, with a frequency of 154. In addition, Facebook is also a popular channel at a frequency of 142, information from friends and family got a frequency at 119, Twitter is a channel with frequency at 101, while only 62 is for passing by the cafe and 8 from other platforms.

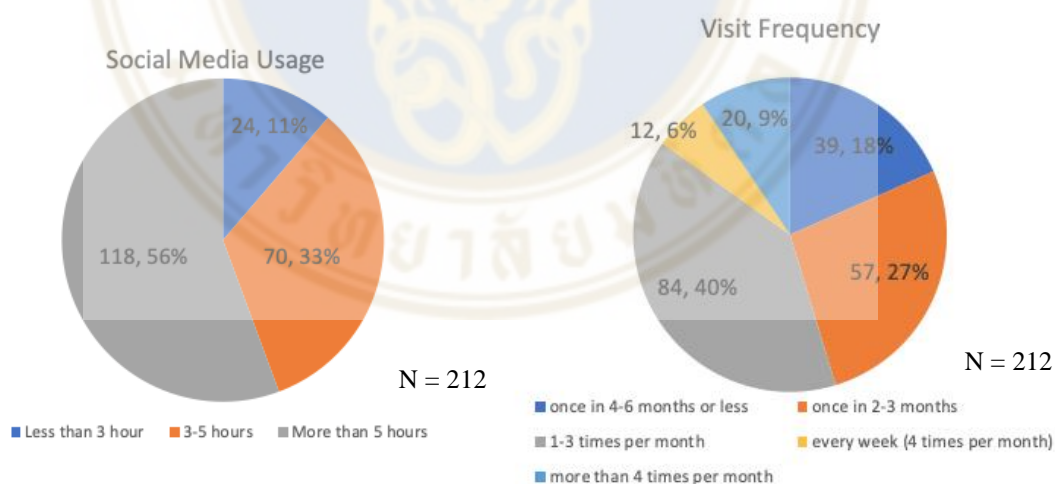


Figure 4.2 Social Media Usage, Visit Frequency, Companion, and Information Retrieved of Respondents

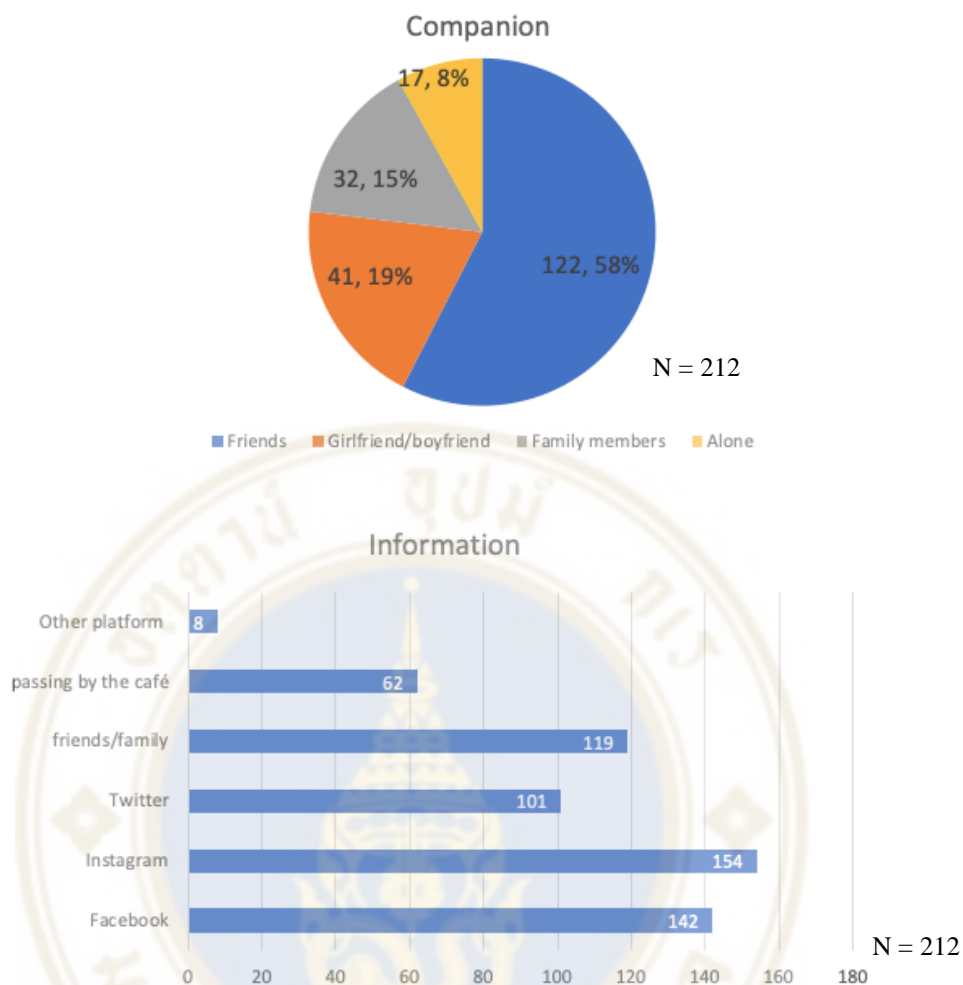


Figure 4.2: Social Media Usage, Visit Frequency, Companion, and Information Retrieved of Respondents (cont.)

4.2 Factors

4.2.1 e-WOM

There is a total of eight attributes for e-WOM. The result shows Cronbach’s alpha of ‘.696’, meaning that data quality is reliable as the Cronbach’s alpha shows how closely the set of attributes are related as a group. Scales in 1 - 5 were used to determine the respondents’ level of agreement in each attribute of e-WOM, in which 1 is strongly disagree and 5 is strongly agree. From the result, the top two attributes with the highest mean score are searching for cafe information from online channels ($\bar{x} = 4.48$) and

online reviews affecting dining experience ($\bar{x} = 4.26$). The least two attributes with the lowest mean score are trusting in reviews written by people of same gender ($\bar{x} = 2.44$) and having terrible experiences when observing online reviews ($\bar{x} = 2.77$). The average mean score of e-WOM is '4.06'.

Table 4.1 Differences in Social Media Usage

Attribute	Social Media Usage	Mean	Mean Diff.	ANOVA		
				Post Hoc	F	Sig.
I actively search cafe information online	More than 5 hours	3.57	0.70	Sig.	6.060	Sig.
	Less than 3 hours	2.87				

Table 4.1 shows a difference in e-WOM for the attribute of searching for cafes' information from online channels ($F = 6.060$; ANOVA Sig. = .003). F represents variation between sample means, while ANOVA Sig. represents that there is difference among the groups if Sig. value is less than '.05'. Differences are found between the mean of light and heavy social media users (Post Hoc Sig. = .002). The Post Hoc Sig. means that there is difference between two specific respondent groups if the value is less than '.05'. It shows that respondents who use social media more than five hours per day ($\bar{x} = 3.57$) are more influenced by e-WOM than respondents who use social media less than three hours per day.

Table 4.2 Differences Among Companions

Attribute	Companion	Mean	Mean Diff.	ANOVA		
				Post Hoc	F	Sig.
I trust the reviews written by people having same gender	Friends	2.59	0.88	Sig.	3.038	Sig.
	Alone	1.71				

Attribute	Companion	Mean	Mean Diff.	ANOVA		
				Post Hoc	F	Sig.
I have terrible experience when observing online review	Girlfriend Boyfriend	3.07	1.01	Sig.	3.091	Sig.
	Alone	2.06				

Attribute	Companion	Mean	Mean Diff.	ANOVA						
				Post Hoc	F	Sig.				
				I actively search cafe information online	Friends	4.59	0.83	Sig.	3.973	Sig.
					Alone	3.76				
Girlfriend Boyfriend	4.49	Sig.	3.973		Sig.					
Alone	3.76					.044				

The result also shows significant differences among companions when visiting cafes. Respondents who mostly visit cafes alone are less influenced by e-WOM than respondents visit cafes with friends and a girlfriend or a boyfriend in three

attributes. The attributes are trusting reviews written by people of same gender, having terrible experiences when observing online reviews, and actively searching cafe information from online channels (Table 4.2).

Table 4.3 Differences Among Gender

Attribute	Gender	Mean	Mean Diff.	Post Hoc	ANOVA	
Online review would affect my dining experience at the café	Female	4.37	0.57	Sig. .004	F 6.763	Sig. .001
	Male	3.80				
Attribute	Gender	Mean	Mean Diff.	Post Hoc	ANOVA	
I actively search cafe information online	Female	4.57	0.67	Sig. .001	F 7.204	Sig. .001
	Male	3.90				
	LGBT	4.78	0.88	Sig. .038	F 7.204	Sig. .001
	Male	3.90				

There are two attributes that male respondents are less influenced by e-WOM than female and LGBT respondents. The attributes are having the online review affect dining experience at cafes and actively searching cafes information from online channels (Table 4.3).

Table 4.4 Differences Among Age

Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA	
Online review would affect my dining experience at the café	25-40 years old	4.42	0.51	Sig. .047	F 3.798	Sig. .024
	More than 41 years old	3.91				
Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA	
I would trust online review	25-40 years old	3.45	0.59	Sig. .008	F 4.702	Sig. .010
	More than 41 years old	2.86				
Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA	
I actively search cafe information online	18-24 years old	4.56	0.65	Sig. .012	F 4.649	Sig. .011
	More than 41 years old	3.91				
	25-40 years old	4.54	0.63	Sig. .013	F 4.649	Sig. .011
	More than 41 years old	3.91				

As shown in Table 4.4, there are differences among age of respondents aged more than 41 years old, 25-40 years old, and 18-24 years old. Table 4.4 indicates that respondents aged more than 41 years old are less influenced by e-WOM than respondents in 25-40 years old for three attributes; having the online reviews affect dining experience at cafes, trusting online reviews, and actively searching cafe

information from online channels. While respondents in age between 18 - 24 years old have higher mean than respondents aged more than 41 years old in actively searching cafes information from online channels.

Table 4.5 Differences Among Educations

Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA
Overall eWOM	High School or Lower	4.25	0.45	Sig.	F
	Master's Degree or higher	3.80		.026	4.377 .014
	Bachelor's Degree	4.10	0.30	Sig.	F
	Master's Degree or higher	3.80	0.29	.036	4.377 .014

Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA
I actively search cafe information online	Bachelor's Degree	4.59	0.52	Sig.	F
	Master's Degree or higher	4.07		.005	5.109 .007

The result highlights the differences in overall e-WOM among educational levels ($F = 4.377$; ANOVA Sig. = .014), in which respondents with a Master's degree or higher have lower mean than respondents with a high school diploma and a Bachelor's degree. Looking into individual attribute in Table 4.5, actively searching information online has a significant difference between a Bachelor's degree and a Master's degree or higher (Post Hoc Sig. = .005).

4.2.2 Physical Environment

There are four factors in physical environment, namely, facility aesthetics, lighting, ambience, and spatial arrangement with a total of 15 attributes. The result shows Cronbach's alpha of '.876'. Scales in 1-5 were used for determining the importance of each factor in the physical environment for newly opened cafes, in which 1 is least important and 5 is most important. The result indicates that the top three attributes with the highest mean score are having enough seat space ($\bar{x} = 4.67$), attractive interior design of cafes ($\bar{x} = 4.61$), and appropriate sound level ($\bar{x} = 4.58$). However, the least three attributes with the lowest mean score are easy-to-move layout ($\bar{x} = 3.68$), attractive paintings and pictures on the wall ($\bar{x} = 3.81$), and crowded seating arrangement ($\bar{x} = 4.02$). Among the four main factors, ambience has the highest mean score at 4.44, while the lowest mean score is spatial arrangement at 4.24. In overall, the average mean score of the physical environment is '4.33'.

Table 4.6 Differences in Overall Physical Environment

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Physical Environment	Friends	4.40	0.57	Sig.	F	Sig.
	Alone	3.83				
	Girlfriend Boyfriend	4.38	0.55	Sig.	F	Sig.
	Alone	3.83				
Overall Physical Environment	Bachelor's Degree	4.39	0.28	Sig.	F	Sig.
	Master's Degree or higher	4.11				

The result shows differences in the overall physical environment among companions ($F = 6.302$; ANOVA Sig. = .000) and education ($F = 4.845$; ANOVA Sig. = .009). Respondents who mostly visit cafes alone ($\bar{x} = 3.83$) are less influenced than respondents who visit cafes with friends and girlfriend or boyfriend. For differences between educational levels, it shows that respondents with a Bachelor's degree ($\bar{x} = 4.39$) are more influenced by physical environment than respondents with a Master's degree or higher (Table 4.6).

4.2.2.1 Differences Among Groups in Facility Aesthetics

Table 4.7 Differences on Overall Facility Aesthetics

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Facility Aesthetics	Friends	4.44	0.71	Sig.	F	Sig.
	Alone	3.73				
	Girlfriend Boyfriend	4.33	0.60	Sig.	F	Sig.
	Alone	3.73				
Overall Facility Aesthetics	Female	4.38	0.32	Sig.	F	Sig.
	Male	4.06				
Overall Facility Aesthetics	High School or Lower	4.50	0.45	Sig.	F	Sig.
	Master's Degree or higher	4.05				
	University Degree	4.37	0.32	Sig.	F	Sig.
	Master's Degree or higher	4.05				

In overall mean of facility aesthetics, Table 4.7 pointed out differences among companion, gender, and education. For companionship ($F = 6.963$; ANOVA Sig.

= .000), respondents who visit cafes alone ($\bar{x} = 3.73$) have a lower mean than respondents who visit cafes with friends and girlfriend or boyfriend, meaning that people visiting cafes alone care less about facility aesthetics. For gender ($F = 3.648$; ANOVA Sig. = .028), it is obvious that female respondents ($\bar{x} = 4.38$) are more concerned about facility aesthetics than male respondents. For education ($F = 5.081$; ANOVA Sig. = .007), respondents with a Master's Degree or higher ($\bar{x} = 4.05$) focus on facility aesthetics less than respondents with a high school diploma and a Bachelor's degree.

Table 4.8 Differences Among Companion

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the interior design of cafes is attractive.	Friends	4.73	0.55	Sig.	F	Sig.
	Alone	4.18				
	Friends	4.73	0.32	Sig.	F	Sig.
	Family members	4.41				
It is important that the decoration of the cafe is appealing.	Family members	4.25	0.72	Sig.	F	Sig.
	Alone	3.53				
	Friends	4.50	0.97	Sig.	F	Sig.
	Alone	3.53				
	Girlfriend Boyfriend	4.49				
Alone	3.53	0.96	Sig.	F	Sig.	
				.000	7.519	.000
It is important that the color of decoration and furniture is suitable	Friends	4.59	0.59	Sig.	F	Sig.
	Alone	4.00				
It is important that the color used on floors and walls creates a warm atmosphere.	Friends	4.41	0.76	Sig.	F	Sig.
	Alone	3.65				
	Girlfriend Boyfriend	4.41	0.76	Sig.	F	Sig.
	Alone	3.65				
				.017	3.954	.009

By looking into each attribute of facility aesthetics, the result highlights that there are differences among companions when visiting cafes. Mostly, respondents who visit cafes alone are less concerned about facility aesthetics than visiting with companions (Table 4.8). There are differences between visiting cafes alone and visiting cafes with friends in four attributes which are attractive interior design, appealing decoration, color of decoration, and warm atmosphere from colour. It can be interpreted

that respondents visiting cafes with friends are more concerned about facility aesthetics than respondents visiting cafes alone.

Table 4.9 Differences Among Gender

Attribute	Gender	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the decoration of the cafe is appealing.	Female	4.46	0.46	Sig. .020	F 3.921	Sig. .021
	Male	4.00				
Attribute	Gender	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the color of decoration and furniture is suitable	Female	4.54	0.65	Sig. .032	F 3.793	Sig. .024
	LGBT	3.89				

From the result, there are differences among gender in which female respondents have a higher mean than male respondents in appealing decoration, and have higher mean than LGBT in color of decoration (Table 4.9).

Table 4.10 Differences Among Education

Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the color of decoration and furniture is suitable	Bachelor's Degree	4.55	0.34	Sig. .028	F 3.570	Sig. .030
	Master's Degree or higher	4.21				
Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that paintings and pictures on the walls are visually attractive.	High School or Lower	4.24	0.79	Sig. .010	F 4.599	Sig. .011
	Master's Degree or higher	3.45				
Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the color used on floors and walls creates a warm atmosphere.	Bachelor's Degree	4.41	0.43	Sig. .016	F 4.070	Sig. .018
	Master's Degree or higher	3.98				

There are differences among educational levels in three attributes (Table 4.10). Respondents with a Master's Degree and higher are less concerned than respondents with a Bachelor's degree in color of decoration and warm atmosphere from color. They also have less concern than respondents with highschool diplomas in attractive paintings and pictures.

4.2.2.2 Differences Among Groups in Spatial Arrangement

Table 4.11 Differences Among Age

Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA
It is important that the cafe provides enough seat space.	18-24 years old	4.77	0.45	Sig.	F
	More than 41 years old	4.32			
Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA
It is important that the cafe manages crowded seating arrangement	18-24 years old	4.15	0.79	Sig.	F
	More than 41 years old	3.36			
	25-40 years old	4.06	0.70	Sig.	F
	More than 41 years old	3.36			

As shown in Table 4.11, there are a total of four attributes in spatial arrangement. The findings pointed out differences among age groups. By looking into attributes, there are differences in two attributes; providing enough seat space and crowded seating arrangement, in which respondents aged more than 41 years old have a lower mean score than other groups.

4.2.2.3 Differences Among Groups in Ambience

Table 4.12 Differences in Overall Ambience

Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA
Overall Ambient	Bachelor's Degree	4.52	0.32	Sig.	F
	Master's Degree or higher	4.20			
Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA
Overall Ambient	Friends	4.51	0.57	Sig.	F
	Alone	3.94			
	Girlfriend Boyfriend	4.46	0.52	Sig.	F
	Alone	3.94			

There are four attributes in ambience. From the findings, there are differences in overall ambience among companions and education (Table 4.12). For companionship ($F = 3.944$; ANOVA Sig. = .009), respondents who visit cafes alone have lower mean than respondents who visit cafes with friends and partners. They care less about ambience than people with companions. For educational level ($F = 4.203$; ANOVA Sig. = .016), the result shows that respondents with a Bachelor's degree were more concerned about ambience than respondents with a Master's Degree or higher.

Table 4.13 Differences Among Companion

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the background music is pleasing.	Friends	4.34	0.69	Sig.	F	Sig.
	Alone	3.65				
	Girlfriend / Boyfriend	4.37	0.72	Sig.	F	Sig.
	Alone	3.65				

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the scent is enticing	Friends	4.47	0.88	Sig.	F	Sig.
	Alone	3.59				
	Girlfriend / Boyfriend	4.39	0.80	Sig.	F	Sig.
	Alone	3.59				

Table 4.13 point out that there are differences among companions in two attributes. The differences are highlighted among visiting cafes alone and visiting cafes with friends and partners. Respondents who visit cafes alone are less concerned with background music and scent than respondents who visit cafes with friends and partners.

Table 4.14 Differences in Frequency of Visit

Attribute	Frequency of Visit	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the temperature is comfortable.	1-4 times per month	4.69	0.49	Sig.	F	Sig.
	more than 4 times per month	4.20				

There is a difference in frequency of visit in regards to the temperature of cafes. Respondents who visit cafes 1-4 times per month are more concerned about temperature in cafes than respondents who visit cafes four times per month (Table 4.14).

Table 4.15 Differences Among Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the background music is pleasing	Government employee	4.93	0.85	Sig.	F	Sig.
	Business owner	4.08				
	Government employee	4.93	1.20	Sig.	F	Sig.
	Unemployed	3.73				
	Private company employee	4.50	0.77	Sig.	F	Sig.
	Unemployed	3.73				

The finding shows that there are differences among occupations in background music (Table 4.15). It indicates that government employees are more

concerned about background music than business owners and unemployed respondents. Besides, private company employees have more concerns over unemployed respondents about the background music.

Table 4.16 Differences Among Education

Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the sound level is appropriate	Bachelor's Degree	4.65	0.32	Sig. .028	F 3.531	Sig. .031
	Master's Degree or higher	4.33				
Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that the background music is pleasing.	Bachelor's Degree	4.40	0.42	Sig. .030	F 4.007	Sig. .020
	Master's Degree or higher	3.98				

There are differences among education in sound level and background music of the café as in Table 4.16. It has found that respondents with a Bachelor's degree have more concern about sound level and background music than respondents with a Master's Degree or higher.

4.2.2.4 Differences Among Groups in Lighting

Table 4.17 Differences in Overall Lighting

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Lighting	Friends	4.42	0.60	Sig. .040	F 2.784	Sig. .042
	Alone	3.82				
Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Lighting	High School or Lower	4.60	0.62	Sig. .010	F 5.651	Sig. .004
	Master's Degree or higher	3.98				
	Bachelor's Degree	4.41	0.43	Sig. .011	F 5.651	Sig. .004
	Master's Degree or higher	3.98				

There are only two attributes in lighting. From the results, there are differences among companions and education. It shows that respondents who visit cafes with friends ($\bar{x} = 4.42$) are more concerned about lighting than respondents visiting cafes alone ($\bar{x} = 3.82$). In addition, respondents with a Master's Degree ($\bar{x} = 3.98$) are less concerned about lighting than respondents with a high school diploma and a Bachelor's degree (Table 4.17).

Table 4.18 Differences Among Companion

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that lighting creates a warm atmosphere	Friends	4.39	0.68	Sig.	F	Sig.
	Alone	3.71				
	Girlfriend / Boyfriend	4.44	0.73	Sig.	F	Sig.
	Alone	3.71				

From Table 4.18, there are differences among companions regarding a warm atmosphere from lighting. It shows that people who visit cafes alone see less importance of lighting for a warm atmosphere than respondents who visit cafes with friends and girlfriend or boyfriend.

Table 4.19 Differences in Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that lighting creates a warm atmosphere	Government employee	4.73	1.00	Sig.	F	Sig.
	Unemployed	3.73				

There is a difference between occupations regarding a warm atmosphere from lighting. Government employees have a higher mean than unemployed respondents, meaning that they are more concerned about a warm atmosphere from lighting (Table 4.19).

Table 4.20 Differences in Education

Attribute	Education	Mean	Mean Diff.	Post Hoc	ANOVA	
It is important that lighting creates a warm atmosphere	High School or Lower	4.60	0.67	Sig.	F	Sig.
	Master's Degree or higher	3.93				
	Bachelor's Degree	4.37	0.44	Sig.	F	Sig.
	Master's Degree or higher	3.93				
It is important that lighting makes me feel welcome.	High School or Lower	4.60	0.58	Sig.	F	Sig.
	Master's Degree or higher	4.02				
	Bachelor's Degree	4.44	0.42	Sig.	F	Sig.
	Master's Degree or higher	4.02				

There are differences among educational levels in all attributes of lighting (Table 4.20). The finding shows similar characteristics that respondents with a Master's

Degree or higher have the lowest mean compared to other groups, meaning that they are less concerned about lighting in creating a warm atmosphere and welcoming feeling.

4.2.3 Perceived Risk

There are four factors in perceived risk, namely physical risk, psychological risk, performance risk, and financial risk with a total of 12 attributes. The result shows Cronbach's alpha of '0.874'. Scales in 1-5 were used for determining the respondents' level of agreement in each attribute of perceived risk, in which 1 represents the lowest perceived risk and 5 represents the highest perceived risk. For perceived risk, the lower mean score indicates the lower level of perceived risk. The result shows that the least three attributes with the lowest mean score are risk of being punished by authority for failing to comply the government advice if visiting the cafe during the COVID-19 pandemic ($\bar{x} = 3.26$), risk of having subjective taste differences in creating a problem with menu ($\bar{x} = 3.75$), and risk of inability to examine the actual service of the cafe ($\bar{x} = 3.81$). While the top three highest mean score, meaning that respondents have more perceived risk, are risk of being in close contact with people who are tested positive if visiting cafes during the COVID-19 pandemic ($\bar{x} = 4.35$), risk of being infected if visiting cafes during the COVID-19 pandemic ($\bar{x} = 4.23$), and risk of being overcharged ($\bar{x} = 4.05$). Among the four main factors, performance risk has the lowest mean score at '3.83', while financial risk has the highest mean score at '3.97'. In overall, the average mean score of perceived risk is '3.92'.

4.2.3.1 Differences Among Groups in Psychological Risk

Table 4.21 Differences Among Frequency of Visit

Attribute	Frequency of Visit	Mean	Mean Diff.	Post Hoc ANOVA		
				Sig.	F	Sig.
Overall Psychological Risk	once in 4-6 months or less	4.32	1.29	Sig.	F	Sig.
	every week (4 times per month)	3.03		.003	3.463	.009

Table 4.21 Differences Among Frequency of Visit (cont.)

Attribute	Frequency of Visit	Mean	Mean Diff.	Post Hoc	ANOVA	
I feel worried about visiting the café during COVID-19 pandemic	once in 4-6 months or less	4.44	1.27	Sig. .006	F 3.561	Sig. .008
	every week (4 times per month)	3.17				
Attribute	Frequency of Visit	Mean	Mean Diff.	Post Hoc	ANOVA	
I feel uncomfortable about visiting the café during COVID-19 pandemic	once in 4-6 months or less	4.28	1.11	Sig. .029	F 2.341	Sig. .056
	every week (4 times per month)	3.17				
Attribute	Frequency of Visit	Mean	Mean Diff.	Post Hoc	ANOVA	
I feel anxiety and nervous about dining out at café	1-3 times per month	3.88	1.13	Sig. .019	F 4.064	Sig. .003
	every week (4 times per month)	2.75				
	once in 4-6 months or less	4.23	1.48	Sig. .002	F 4.064	Sig. .003
	every week (4 times per month)	2.75				

According to the Table 4.21, differences among frequency of visit are found in all attributes. There are differences in the overall psychological risk ($F = 3.463$; ANOVA Sig. = .009; Post Hoc Sig. = .003), in which respondents who least visit cafes once in 4-6 months ($\bar{x} = 4.32$) perceive higher psychological risk than respondents who visit cafes every week ($\bar{x} = 3.03$). By looking at each attribute, respondents visiting cafes every week have lower perceived risk than respondents visiting cafes once in 4-6 months regarding the worries and discomfort in visiting the cafes during the COVID-19 pandemic.

4.2.3.2 Differences Among Groups in Performance Risk

Table 4.22 Differences Among Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Performance Risk	Government employee	4.27	0.87	Sig. .034	F 2.610	Sig. .037
	Unemployed	3.40				
Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Subjective taste differences may create a problem with menu	Government employee	4.40	1.47	Sig. .007	F 3.081	Sig. .017
	Unemployed	2.93				

There are differences in overall performance risk among occupations, namely, government employee and unemployed respondents ($F = 3.463$; ANOVA Sig. = .009; Post Hoc Sig. = .034). The result pointed out that government employees have perceived higher performance risk than unemployed respondents, especially a

performance risk in problems with the menu from subjective taste differences (Table 4.32).

4.2.3.3 Differences Among Groups in Financial Risk

Table 4.23 Differences Among Age

Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Financial Risk	25-40 years old	4.08	0.55	Sig.	F	Sig.
	More than 41 years old	3.53				
Attribute	Age	Mean	Mean Diff.	Post Hoc	ANOVA	
I might be overcharged	18-24 years old	4.16	0.80	Sig.	F	Sig.
	More than 41 years old	3.36				
	25-40 years old	4.11	0.75	Sig.	F	Sig.
	More than 41 years old	3.36				

For financial risk, there are differences in overall financial risk among age (F = 4.213; ANOVA Sig. = .016; Post Hoc Sig. = .012). The result shows similar patterns that respondents in age range more than 41 years old have lower financial risk than respondents in age 25-40 years old. In addition, they also perceived lower risk than other groups in risk of being overcharged (Table 4.23).

4.2.4 Visit Intention

There are four attributes for the intention to visit newly opened cafes in Bangkok and its vicinity. The result shows Cronbach's alpha of '0.857'. Scales of 1-5 were used to examine the intention to visit new cafes of the respondents. Scale 1 represents the lowest intention to visit newly opened cafes, while 5 represents the highest. The result shows that the mean score of intention to visit cafes in the next six months if possible is the highest at '3.91', the intention to visit cafe has the mean score at 3.78, preferring new cafe more than their known one has a mean score at '3.42', while intention to visit cafe as the first place after lockdown period is eased has the lowest mean score at '3.26'. On average, intention to visit has a mean score of '3.60'.

Table 4.24 Differences Among Social Media Usage

Attribute	Social Media Usage	Mean	Mean Diff.	Post Hoc	ANOVA	
The newly opened café will be the first place I go when the lockdown period is eased	More than 5 hours	3.45	0.82	Sig.	F	Sig.
	Less than 3 hours	2.63				

The finding points out that there is a difference in intention to visit between social media usage. Respondents who use social media more than five hours per day has higher intention to visit a cafe as a first place after the lockdown period than respondents who use social media less than three hours per day (Table 4.24).

Table 4.25 Differences Among Frequency of Visit

Attribute	Frequency of visit	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Intention to Visit	1-3 times per month	3.82	0.74	Sig.	F	Sig.
	once in 4-6 months or less	3.08				

Attribute	Frequency of visit	Mean	Mean Diff.	Post Hoc	ANOVA	
If I can, I will certainly visit the newly opened café in Bangkok and Vicinities in the next 6 months.	1-3 times per month	4.25	1.12	Sig.	F	Sig.
	once in 4-6 months or less	3.13				
	once in 2-3 months	3.86	0.73	Sig.	F	Sig.
	once in 4-6 months or less	3.13				

Attribute	Frequency of visit	Mean	Mean Diff.	Post Hoc	ANOVA	
The newly opened café will be the first place I go when the lockdown period is eased	1-3 times per month	3.48	0.86	Sig.	F	Sig.
	once in 4-6 months or less	2.62				
	more than 4 times per mon	3.85	1.23	Sig.	F	Sig.
	once in 4-6 months or less	2.62				

From Table 4.25, there are differences among frequency of visit in intention to visit newly opened cafes ($F = 4.301$; ANOVA Sig. = .002; Post Hoc Sig. = .002). Respondents who visit cafes once in 4-6 months ($\bar{x} = 3.13$) have lower intention to visit than respondents who visit cafes 1-3 times per month. Besides, the result shows similar patterns that respondents who visit cafes once in 4-6 months have lower mean scores than other groups in the intention to visit cafes in the next six months and intention to visit cafes after lockdown period is eased.

Table 4.26 Differences Among Companion

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA
Overall Intention to Visit	Family members	3.50	0.91	Sig.	F Sig.
	Alone	2.59	0.91	.016	7.041 .000
	Friends	3.67	1.08	Sig.	F Sig.
	Alone	2.59	1.08	.000	7.041 .000
	Girlfriend Boyfriend	3.87	1.28	Sig.	F Sig.
	Alone	2.59	1.28	.000	7.041 .000

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA
I will visit the newly opened café in Bangkok and Vicinities.	Friends	3.86	0.92	Sig.	F Sig.
	Alone	2.94	0.92	.005	4.411 .005
	Girlfriend Boyfriend	3.98	1.04	Sig.	F Sig.
	Alone	2.94	1.04	.005	4.411 .005

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA
If I can, I will certainly visit the newly opened café in Bangkok and Vicinities in the next 6 months.	Family members	3.91	1.15	Sig.	F Sig.
	Alone	2.76	1.15	.009	6.447 .000
	Friends	3.96	1.20	Sig.	F Sig.
	Alone	2.76	1.20	.001	6.447 .000
	Girlfriend Boyfriend	4.24	1.48	Sig.	F Sig.
	Alone	2.76	1.48	.000	6.447 .000

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA
The newly opened café will be the first place I go when the lockdown period is eased	Friends	3.33	1.09	Sig.	F Sig.
	Alone	2.24	1.09	.012	3.945 .009
	Girlfriend Boyfriend	3.54	1.30	Sig.	F Sig.
	Alone	2.24	1.30	.006	3.945 .009

Attribute	Companion	Mean	Mean Diff.	Post Hoc	ANOVA
I prefer to visit newly opened cafe more than the cafe that I already known	Friends	3.53	1.12	Sig.	F Sig.
	Alone	2.41	1.12	.004	5.095 .002
	Girlfriend Boyfriend	3.71	1.30	Sig.	F Sig.
	Alone	2.41	1.30	.002	5.095 .002

From the findings, differences among companions are found in all attributes of intention to visit newly opened cafes (Table 4.26). There are significant differences in overall intention to visit ($F = 7.041$; ANOVA Sig. = .000), in which respondents who mostly visit cafes alone ($\bar{x} = 2.59$) have lower intention to visit newly opened cafes, compared to other respondents who mostly visit cafes with friends, family members, and partners. By looking at each attribute, it also shows similar characteristics that respondents who visit cafes alone have a lower mean score than other groups, especially respondents visiting cafes with friends and a girlfriend or boyfriend. It can be interpreted

that respondents visiting cafes alone have lower intention to visit newly opened cafes than visiting cafes with companions.

Table 4.27 Differences Among Income

Attribute	Income	Mean	Mean Diff.	Post Hoc ANOVA		
				Sig.	F	Sig.
The newly opened café will be the first place I go when the lockdown period is eased	15,001 - 25,000 THB	3.82	0.92	.003	3.847	.005
	25,001 - 50,000 THB	2.90				

From the result, there is a difference among income ranges in intention to visit cafes after the lockdown period is eased. It shows that respondents with average monthly income at THB 15,001 - 25,000 have higher intention to visit cafes than respondents with THB 25,001 - 50,000 monthly income (Table 4.27).

4.3 Investigation of Relationship Among Factors

The relationship between each factor was examined by the Regression analysis method. There are three factors that have been taken as independent variables, which are e-WOM, physical environment, and perceived risk. One dependent variable is intention to visit.

Intention to Visit

For intention to revisit, all three independent variables have been used to examine the relationship (Table 4.28). The result found that e-WOM and physical environment have a positive relationship with intention to visit, while perceived risk has no relationship. Physical environment has a stronger relationship (Beta = .315; $t = 4.371$; Sig. = .000) than e-WOM (Beta = .174; $t = 2.516$; Sig. = .013)

Table 4.28 Relationship between independent variables and intention to visit

Dependent Variable : Intention to Visit				
	Independent Variables	Beta	t	Sig.
1	Overall eWOM	.174	2.516	.013
2	Overall Physical Environment	.315	4.371	.000
X	Overall Perceived Risk	.014	.214	.831

By looking in each factor under the physical environment, the result shows that only facility aesthetics has a positive relationship with intention to visit (Beta = .394; $t = 4.803$; Sig. = .000). As shown in Table 4.29, other factors including spatial arrangement, ambience, and lighting, have no relationship with intention to visit.

Table 4.29 Relationship between physical environment attributes and intention to visit

Dependent Variable : Intention to Visit				
	Independent Variables	Beta	t	Sig.
1	Facility Aesthetics	.394	4.803	.000
X	Layout	.409	.704	.482
X	Ambience	-.027	-.277	.782
X	Lighting	.070	.753	.453

Perceived Risk

For perceived risk, the result indicates that e-WOM has no relationship with the perceived risk (Table 4.30). It means that online reviews do not have influence towards customers' perceived risk in visiting new cafes during the COVID-19.

Table 4.30 Relationship between e-WOM and perceived risk

Dependent Variable : Perceived Risk				
	Independent Variables	Beta	t	Sig.
X	Overall eWOM	.093	1.301	.195

4.4 Conceptual Framework Summary

Figure 4.3 summarizes all beta values of the relationships among each factor. Beta value highlighted in red shows the stronger relationship, which are physical environment on intention to visit (Beta = .315), while e-WOM has a lower beta value at '.174'. In the physical environment, only facility aesthetic has a relationship to intention to visit. Furthermore, perceived risk shows no relationship towards intention to visit and e-WOM also has no relationship with the perceived risk. It can be concluded that physical environment has the most impact to visit intention, followed by the influence

from e-WOM. Meanwhile, intention to visit will not be influenced by the perceived risk, in turns, e-WOM also has no impact on reducing or increasing perceived risk.

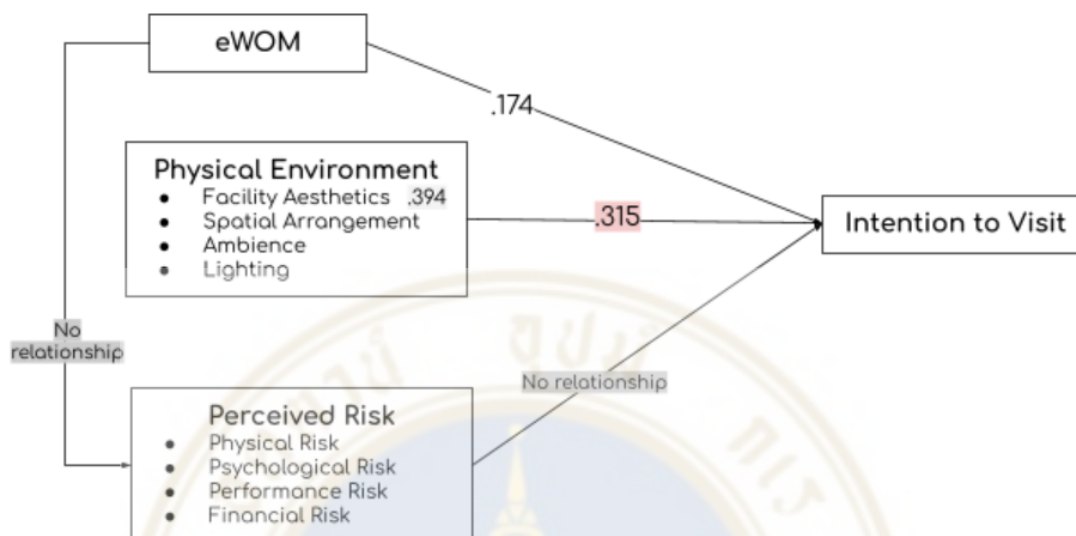


Figure 4.3 Conceptual Framework Summary

CHAPTER IV

CONCLUSION

5.1 Discussions

5.1.1 Relationship Among Intention to Visit and Other Factors

Past researchers have demonstrated a positive relationship between physical environment and intention to visit cafes. It shows that physical environment has influenced behavioral intentions including intention to visit (Teng et al., 2012; Njite et al., 2015; Leong, 2018). The result from this study also indicates identical results that physical environment has the most influenced on intention to visit newly opened cafes.

In addition, this study has adapted the attributes in the physical environment from Leong (2018) in which there are four attributes, namely, facility aesthetics, ambience, lighting and spatial arrangement. Leong (2018) pointed out that facility aesthetics and lighting have an impact on intention to visit newly opened cafes. Besides, Ryu & Jang (2017) also supported the positive influences from facility aesthetics to behavioral intention. This study shows similar findings that facility aesthetics has a positive relationship to visit intention despite no relationship in other attributes.

In previous research, e-WOM has been pointed out its influence on intention to visit and it was largely examined in the restaurant industry (Yan, Wang & Chau, 2015; Jeong and Jang, 2011). Positive e-WOM tends to draw more customer traffic and reputation to the restaurant (Jeong & Shawn, 2011). This study has used the impact of e-WOM in the context of newly opened cafes. The quantitative findings revealed the same result as the past literatures that e-WOM has a positive relationship with intention to visit. Accordingly, findings from the past literature and this study are in the same direction.

5.1.2 Relationship Among e-WOM, Physical Environment, and Perceived Risk

According to the literature review, Lewis & Chambers (2000) demonstrated that customers rely on e-WOM to decrease uncertainties and risks. However, the results from the quantitative method show no relationship between e-WOM and customers' perceived risks. It can be concluded that even if the respondents explored information about the cafes from e-WOM, their levels of perceived risks do not decrease.

5.2 Summary of Findings

The two objectives of this research are to identify factors that impact intention to visit new cafes the most and identify differences among demographic and behavioral groups towards the intention to visit.

For the first objective, the result shows that the physical environment has the most influence on the intention to visit newly opened cafes. At the same time, e-WOM also has an impact on the intention to visit as well. However, perceived risk has no impact at all. In the physical environment, facility aesthetics has contributed to visit intention, while other attributes do not have an effect. From the result, it can be interpreted that customers would see more importance of the physical environment than what is being said about the cafes in e-WOM. More than that, customers' visit intention will not be demotivated by the perceived risks even if there is ongoing situation of the COVID-19 and the cafes are newly opened.

Secondly, there are differences among demographics in each factor, namely, e-WOM, physical environment, and perceived risk. This research has found differences in a perception of e-WOM in which respondents with a higher education in a Master's degree have a lower influence of e-WOM than respondents with a lower degree. For the physical environment, the differences are prevalent among educational levels. Respondents with a Master's degree or higher see less importance of the physical environment than respondents with a Bachelor's degree. The similar results are also found in facility aesthetics, ambience, and lighting in which respondents with a Master's degree are less focused on facility aesthetics, ambience, and lighting than respondents with a lower degree. Besides, the facility aesthetics also shows that females are more

focused on this attribute than male. It can be inferred that a higher education level can be less influenced by e-WOM and have less focus on physical environment factors. For perceived risk, there is no difference in overall perceived risks. However, a difference in occupation has been found in the performance risk. Respondents who are government employees tend to have higher performance risk than unemployed people. The finding also pointed out that respondents in age between 25 - 40 years old have perceived higher financial risk than respondents who are older than 41 years old. For the intention to visit, the result shows no difference among demographic groups.

Lastly, differences among behaviors of respondents are shown in physical environment and intention to visit, while the results from e-WOM and perceived risk show no difference among behaviors. Differences among companionship are predominantly found in the physical environment. Respondents who mostly visit cafes alone tend to have less focus on the physical environment than respondents who visit cafes with companions, such as friends and partners. The similar result is shown in facility aesthetics, ambience, and lighting as well. Apart from the physical environment, the intention to visit cafes also has differences among companions in which respondents who mostly visit cafes alone have less visit intention, while respondents who mostly visit cafes with others have higher visit intention to newly opened cafes. From the result, it shows that companionship is one reason that drives customer's motivation to visit. In addition, the frequency of visits has differently impacted on the visit intention. Respondents who visit cafes 1 - 3 times per month have a higher intention to visit newly opened cafes than respondents who visit cafes once in 4 - 6 months or less. It can be concluded that people who frequently visit cafes have a higher tendency to try out new cafes than people who rarely visit cafes.

5.3 Managerial Implications

Being a brand-new cafe in a highly competitive market, the cafe needs to draw customer's attention first to gain awareness. This study points out that the physical environment plays an important role in influencing customer's visit intention. The attributes of the physical environment include facility aesthetics, spatial arrangement, ambience, and lighting. More precisely, the cafe owner can put more focus on facility

aesthetics as it tends to have the highest influence on intention to visit. Facility aesthetics can be related to color, decoration, and furniture in the inside and outdoor area of the cafes. From the result, attractive interior design is what respondents most expected, followed by the matched color of decoration and furniture, appealing decoration, warm atmosphere from colors, and pictures and painting are least important. The existing cafes might try to add more decorations to match with their brands or the current environment, such as putting flowers as a decoration. On the other hand, entrepreneurs who plan to open a cafe could consider investing in interior and exterior design of the cafe, especially in the decoration, furniture, or even the colors. For example, if the new café wants to be a Korean style cafe, colors could be in earth tone, furniture made from woods, and overall moods should give a warm and bright feeling.

In addition, even if physical environment seems to have an impact on visit intention, there are differences among groups in which some people do not take the decoration into account. This is related to the target of the cafes in which the café manager can choose to focus more on some groups. This research pointed out that people visiting cafes with companions and people who hold a Bachelor's degree see more importance of the physical environment than other groups. Besides, it showed that female is also more concerned about the facility aesthetics than male. It is depending on the target of the cafes. If the cafes target female more than male, they need to have a nice decoration. In regard to companions, if the café targets a group of friends, it will be the concerned for them about the decoration, ambient, and lighting. On the other hand, if the café wants to target customers who visit cafes alone, factors in physical environment will be less important.

According to Cho et., al. (2020), the atmosphere of dessert cafes, such as color, decoration, layout, lighting, and music, has significantly influenced brand image, and the brand image has contributed to customer loyalty. Hence, physical environment not only has an impact on the intention to visit, but it is also related to the image of a cafe. Physical environment could help strengthen customers' perception towards the cafes' brand because brand image is one important factor for a new cafe. As cafe market is highly competitive, entrepreneur could plan to differentiate itself from others by having an outstanding decoration or style in which it matches with the target customers as well.

Apart from that, new cafes could be promoted through online channels such as Facebook and Instagram which, according to this study, are popular sources where people get information about newly opened cafes. For the content, cafe owners can use beautiful pictures of the overall environment, decoration, outstanding spots, or mood and tone of the cafe in order to grab people's attention. As there are differences among customers regarding the demographic and behavior in visit intention, cafe manager can target to advertise on a specific group to save marketing budget. From the finding, customers who visit cafe 1 - 3 times per month have a higher visit intention than customers who visit less than one time in 4 - 6 months. It means that heavy users are more willing to visit new cafes than a light user. Therefore, the cafe manger can scope to advertise on those people who frequently visit cafes through Facebook ads and cafe group in Facebook page. Besides, the findings showed that people who use social media more than five hours per day and people who have income between THB 15,001 - 25,000 have high intention to visit new cafes as a first place after the lockdown period is eased. Therefore, once the café is re-opened, the café manager can choose to advertise on both groups in order to let them know that the café is now opened.

Other than that, as people who visit cafes with companions has higher intention to visit newly opened cafes, the cafés can specifically target people who comes with companions. One online campaign that can attract customer is that the cafés could create a lucky draw activity to giveaway gift vouchers by letting customers comment and tag at least three friends. This campaign would create more awareness to people through their friends and it could encourage them to try out at the cafés. Besides from online activity, the cafés can have sales promotion related to companions. For example, buy two cups of coffee and customers will get another free small cup or bakery. Apart from that, the cafes' manager could motivate customers to review and post positively about the cafes in online channels which include the pictures they took around the cafes. A small contribution can be given to the participated customers, such as a 10% discount on the next purchase. Focusing on spreading positive online reviews could be beneficial to the cafes as e-WOM was found to positively influence customer's intention to visit newly opened cafes.

Apart from recommendation in e-WOM and physical environment, this research found that perceived risk does not have an impact on intention to visit cafes.

Even if customers might have high or low perceived risk, they will still have intention to visit. In the COVID-19 situation, it prevents customers from visiting the cafe due to the lockdown measures, not because of the perceived risks. However, once the lockdown restriction is lifted, cafes owner can re-open the store to welcome customers. Implementing standard preventive measures, such as social distancing and frequent alcohol cleaning, would be enough to gain customers' trust due to the fact that perceived risk does not discourage customers from visiting cafes.

5.4 Limitation

In regard to data collection, this study has collected 212 respondents in which 173 respondents are female, accounting for 82% of the total. Accordingly, the data might be more in the perspective of women. Future studies could try to balance the data from different genders. Apart from that, this study has been conducted during the COVID-19 pandemic. Respondent's perception might be influenced by the ongoing situation of the pandemic. Some aspects such as physical environment and perceived risk might be different from a normal situation.

In addition, this study has examined the effectiveness of e-WOM, physical environment, and perceived risk in the context of newly opened cafes, which have not been opened for more than six months. Further research could explore these factors on chained, branded, as well as franchised cafes. Besides, the scope of this research is only cafes located in Bangkok and its vicinity areas. It could be done in other provinces especially with a high popularity of cafes hopping trend, such as Chiang Mai, Chiangrai, Hua Hin, and Phuket.

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APPENDIX A: Questionnaire

PART 1: Screening Question

Are you living in Thailand?

Yes (continue to next part)

No (end of the questionnaire)

PART 2: The Impact of Factors on Intention to Visit Newly Opened Cafe

2.1 e-WOM

Please rate your LEVEL OF AGREEMENT in the context of newly opened café on the following statements.

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

Statement	1	2	3	4	5
1. Online review would affect my dining experience at the café.					
2. Review length shows the degree of a reviewer's effort					
3. I would trust online review					
4. I trust the reviews written by people having same gender					
5. Online review would help me to build amazing experience.					
6. Online reviews provide the bad experience of past customers					
7. I have terrible experience when observing online review.					
8. I actively search cafe information online.					

2.2 Physical environment

Please rate your LEVEL OF AGREEMENT on the following statements.

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

Statement	1	2	3	4	5
1. It is important that the interior design of cafes is attractive.					
2. It is important that the decoration of the cafe is appealing.					

Statement	1	2	3	4	5
3. It is important that the color of decoration and furniture is suitable.					
4. It is important that paintings and pictures on the walls are visually attractive.					
5. It is important that the color used on floors and walls creates a warm atmosphere.					
6. It is important that the table arrangement in the cafe provides enough space for my privacy.					
7. It is important that the cafe provides enough seat space.					
8. It is important that the cafe manages crowded seating arrangement					
9. It is important that the cafe has easy-to-move layout					
10. It is important that the temperature is comfortable.					
11. It is important that the sound level is appropriate.					
12. It is important that the background music is pleasing.					
13. It is important that the scent is enticing.					
14. It is important that lighting creates a warm atmosphere.					
15. It is important that lighting makes me feel welcome.					

2.3 Perceived Risk

Please rate your LEVEL OF AGREEMENT on the following statements.

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

Statement	1	2	3	4	5
1. I may get infected by the Virus if I visit the cafe during COVID-19 pandemic					
2. I may have close contact with people who are tested positive if I visit the cafe during COVID-19 pandemic.					

Statement	1	2	3	4	5
3. I might be punished by the authorities for failing to comply to the governments' advice if I visit the cafe during COVID-19 pandemic.					
4. I feel worried about visiting the café during COVID-19 pandemic					
5. I feel uncomfortable about visiting the café during COVID-19 pandemic					
6. I feel anxiety and nervous about dining out at cafe					
7. It is unable to examine the actual service of the cafe.					
8. Subjective taste differences may create a problem with menu.					
9. The food and beverage may not taste as good as I expect.					
10. I may not get what I expect.					
11. The food and beverage may not be good value.					
12. I might be overcharged.					

PART 3: Intention to Visit

Please rate your LEVEL OF AGREEMENT on the following statements.

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

Statement	1	2	3	4	5
1. I will visit the newly opened cafe.					
2. If I can, I will certainly visit the newly opened café in the next 6 months.					
3. The newly opened café will be the first place I go when the lockdown period is eased					
4. I prefer to visit newly opened cafe more than the cafe that I already known					

PART 4: General information

4.1 Behavioral information

1. How often you use social media per day?
 - Less than 3 hour
 - 3-5 hours
 - More than 5 hours
2. How often you visit cafés?
 - once in 4-6 months or less
 - once in 2-3 months
 - 1-3 times per month
 - every week (4 times per month)
 - more than 4 times per month
3. How do you get information about newly opened cafe?
 - Facebook
 - friends/family
 - Twitter
 - passing by the cafe
 - Instagram
 - others, please identify_____
4. Who do you mostly visit the cafe with?
 - Family members
 - Friends
 - Girlfriend/boyfriend
 - Alone

4.2 Demographic information

1. What is your gender?
 - Male
 - Female
 - LGBT
2. What is your age?
 - 18-24
 - 25-40
 - 41+
3. What is your average monthly income?
 - Less than 9,000 THB
 - 9,001 - 15,000 THB
 - 15,001 - 25,000 THB
 - 25,001 - 50,000 THB
 - More than 50,000 THB
4. What is your occupation?
 - Government employee
 - Private company employee
 - Business owner
 - Student

- Retired
 - Unemployed
 - Others (Please specify)
5. What is your level of education?
- Less than high school
 - University Degree
 - Post-graduate Degree

