Convergence of Consumer Hygiene Awareness on Coffee Smell, Price, and Shops, Customer Satisfaction, and Repurchases

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Abstract

Purpose – The purpose of this study is to determine consumers' awareness of hygiene and the perceived risks in the service areas of coffee shops and diners, or simply coffee shops.

Research design, data, and methodology – A literature review was conducted on related publications, essays, and periodicals to find correlations among the variables. We developed a research model and hypothesis, and conducted empirical research for statistical data analysis.

Results – The results satisfied adequacy standards, with GFI=0.926, AGFI=0.901, RMR=0.020, NFI=0.941, X^2=403.197, and p-value=0.120. The results also displayed satisfied adequacy standards for the moderating effects of shop types, with GFI=0.998 ($\geq$0.9 desirable), AGFI=0.998 ($\geq$0.9 desirable), RMR=0.004 ($\leq$0.05 desirable), NFI=0.999 ($\geq$0.9 desirable), X^2=1.572, and p-value=0.814 ($\geq$0.05 desirable).

Conclusions – A higher consumer hygienic awareness results in a better brand image. Moreover, greater perceived risk results in a worse brand image. Perceived risk is a vital determinant of brand image and it deeply influences customers' decisions to visit. Therefore, perceived risk is a vital determinant of forming a brand image and must be incorporated when devising strategies.

Keywords: Hygienic Awareness, Coffee Smell, Coffee Price, Coffee shop Type, Customer Satisfaction

JEL Classifications: M3, H8, I11.

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1. Introduction

1.1. The Need for Research and Theoretical Background

In relation to public health, people are more often than not exposed to unhygienic environments in medical institutions, culinary services, cosmetics shops and other public facilities including restroom and baths. Especially, those who are exposed to unhygienic food are prone to suffering from food poisoning(KFDA, 2013a). Hygiene and safety of food service industry are fast becoming a serious social problem as there are increased numbers of dining out and group meals, which may lead to the risk of food poisoning to the unspecified many(Kang et al., 1995). In all culinary establishments, restaurants and group kitchens cause about 79.3% of food poisoning(KFDA, 2013b). Also, in general, many restaurants and kitchens neglect hygienic risks, offering consumers less and less confidence in that aspect(Park et al., 2007).

Although many restaurant chains are well equipped with business capacity and functions such as P.R. and increased sales, they lack scientific or strategic marketing and sales technique(Won, 2008), and it is becoming more and more difficult for restaurant chains to satisfy consumers with differentiated services to their competitors. As such, a more effective strategy and marketing technique are in demand that can induce improved brand imaging and revisiting through differentiated services, customer satisfaction and confidence. Crosby et al. (1990) stated that brand image largely influences customer satisfaction and that positively built brand image is an extremely important company asset to sustain positive relationship with its customers. Accordingly, for restaurant chains, consumers' hygienic awareness and brand image are key elements that can greatly impact their profit. In restaurants, the most important selection criteria for customers are the quality of food, and then hygienic safety and taste(Lee & Je, 2005; Kim et al., 2013). Hygienic safety and taste are mostly influenced by the kitchen environment, including personnel, facility and hygiene(Kim, 2000a).

Researches on food hygiene are mostly composed of papers on commercial kitchen and group meal at public institutions and schools. More specifically, the majority of papers include status

and conditions of hygienic management, development of assessment tools, and hygienic awareness and training of cooks for hospitals and hair and skin beauty shops, large restaurants and school kitchens(Jo & Shin, 2005; Jo & Yoo, 2004; Park & Kwak, 2003; Kim & Song, 2004; Erdem, 1998; Anity, 2007).

Therefore, for the first time, this research is to determine the effect of consumers' hygienic awareness and perceived risks in the service areas have on brand image of coffee shops, and furthermore, analyze their correlation with customer satisfaction and confidence and repurchase intention. This research is to enhance the quality of food hygiene and safety and brand image of food enterprises, and consequently offer practical base data for devising sales strategies for foreign and domestic coffee shops and restaurant chains.

1.2. Purpose of Research

The specific purposes of the research are as follows.
1) To determine the effect of hygienic awareness on brand image
2) To determine the effect of perceived risk on brand image
3) To determine the effect of brand image on customer satisfaction and customer confidence
4) To determine the effect of hygienic awareness and perceived risk
5) To determine the effect of customer satisfaction and customer confidence on repurchase intention

2. Research Summary

2.1. Research Material and Subject

The subjects composed of men and women of all ages above 20 who live in Seoul and Gyeonggi Province and who frequent to franchise and private coffee shop establishments. The duration of survey was 15 days, from Apr. 19th, 2014 to May 4th, 2014. The questions employed Likert 5-point rating scale. Out of 350 questionnaires, a total of 327 questionnaires (93%) were collected and 316 questionnaires (90%) were utilized in statistical analysis, excluding the 11 that were deemed insincere or difficult to apply.

2.2. Research Design

2.2.1. Research model

A research model illustrated in Figure 1 was designed by structuring the fundamental components, i.e. hygienic awareness, perceived risk, brand image and customer satisfaction and confidence, based on prior researches.
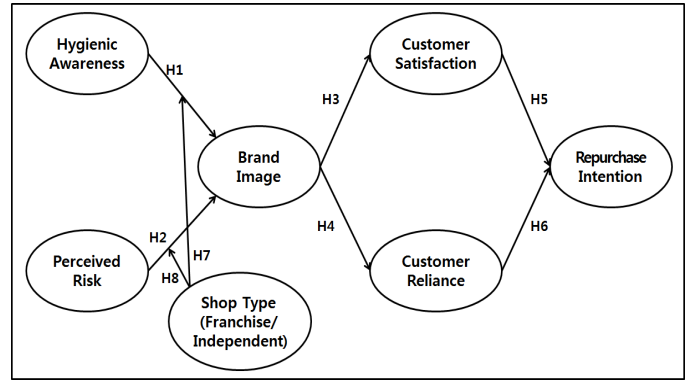
<Figure 1> Research Model

2.2.2. Working hypothesis

2.2.2.1. Relationship between hygienic awareness and brand image

<Hypothesis 1>: Hygienic awareness will have statistically significant impact on brand image.

2.2.2.2. Relationship between perceived risk and brand image

<Hypothesis 2>: Perceived risk will have statistically significant impact on brand image.

2.2.2.3. Relationship between brand image and customer satisfaction

<Hypothesis 3>: Brand image will have statistically significant impact on customer satisfaction.

2.2.2.4. Relationship between brand image and customer confidence

<Hypothesis 4>: Brand image will have statistically significant impact on customer confidence.

2.2.2.5. Relationship between customer satisfaction and repurchase intention

<Hypothesis 5>: Customer satisfaction will have statistically significant impact on repurchase intention.

2.2.2.6. Relationship between customer confidence and repurchase intention

<Hypothesis 6>: Customer confidence will have statistically significant impact on repurchase intention.

3. Research Method

The results from survey questionnaires were statistically analyzed via SPSS 18.0 and AMOS 18.0. In order to verify the val-

idity and reliability of measuring instruments, the research variables were tested for reliability and exploratory factors. Also, to explore the structural causality among the variables, their validity was re-verified via confirmatory factor analysis. In addition, construct reliability and average variance extracted analyses were used to re-verify the research variables. Lastly, the research model was verified via adequacy verification in form of structural equation.

4. Results

4.1. Validity and Reliability of Measuring Instrument

2-stage verification was conducted to verify the validity and reliability of measuring instruments. Stage 1 consisted of reliability and exploratory factor analyses, and stage 2, confirmatory factor and construct reliance analyses.

4.1.1. Reliability and Exploratory Factor Analyses

4.1.1.1. Reliability analysis

Reliability denotes the degree of consistency. Reliability of variables was confirmed via Cronbach's alpha value. In the field of social science, the rule of thumb is that anything above 0.6 is satisfactory(Nunnally, 1978).

The results of reliability analysis are presented in Table 1 – hygienic awareness α=0.883, perceived risk α=0.900, brand image α=0.855, customer satisfaction α=0.870, customer confidence α=0.898, and repurchase intention α=0.881. All values surpassed 0.8, signifying that reliability of the variable are very high.

<Table 1> Results of reliability analysis

Variables	Initial category	Reliability analysis result	Alpha coefficient
Hygienic awareness	6	6	0.883
Perceived risk	5	5	0.900
Brand image	5	5	0.855
Customer satisfaction	5	5	0.870
Customer confidence	5	5	0.898
Repurchase intention	5	5	0.881

4.1.1.2. Exploratory factor analysis

In this research, r-type factor analysis was conducted and used varimax rotation. As for factor extraction process, we extracted factors greater than the standard eigenvalue of 1 and factor loading of 0.5. Because factor loading varies depending on the number of samples(Hair et al., 1998), we set factor loading standard to greater than 0.35 to correspond to the sample size of 316. The result of exploratory factor analysis on hygienic

awareness is shown in Table 2. The dimension with eigenvalue of greater than 1.0 was divided into more than 1 and the factor loading of the dimension was greater than 0.7 with 63.51% dispersion index - validity of measurements on hygienic awareness has been secured.

<Table 2> Exploratory factory analysis about health awareness

Factors	Variables	Factor Loading	Eigen value	Dispersion index (%)
Hygienic awareness	Sanitation management of tools used on coffee shop is good	0.805	3.811	63.510
	Menu of coffee shop is cooked in sanitation condition	0.784		
	Sanitation condition of staffs of coffee shop is good	0.830		
	Uniform wearing and sanitation condition of staffs of coffee shop are good	0.810		
	W/C cleaning condition of coffee shop is good	0.726		
	Sanitation management of coffee shop is good	0.824		

The result of exploratory factor analysis on perceived risk is shown in Table 3. The dimension with eigenvalue of greater than 1.0 was divided into more than 1 and the factor loading of the dimension was greater than 0.7 with 71.821% dispersion index - validity of measurements on perceived risk has been secured.

<Table 3> Exploratory factor analysis about perceived risk

Factors	Variables	Factor Loading	Eigen value	Dispersion index (%)
Perceived risk	Coffee shop uses old food material that seems bad for health	0.783	3.592	71.831
	Coffee shop seems to have no proper preservation of food material	0.836		
	Sanitation condition of coffee shop is not good	0.888		
	Safety problem seems to occur after intake at coffee shop	0.847		
	Quality of bean and subsidiary material of coffee shop are not good	0.880		

The result of exploratory factor analysis on brand image is shown in Table 4. The dimension with eigenvalue of greater than 1.0 was divided into more than 1 and the factor loading of the dimension was greater than 0.7 with 63.71% dispersion in-

dex - validity of measurements on brand image has been secured.

<Table 4> Exploratory factor analysis about brand image

Factors	Variables	Factor Loading	Eigen value	Dispersion index (%)
Brand image	Coffee shop brand gives positive image	0.792		
	Coffee shop brand gives differentiated image for sanitation management	0.708		
	Coffee shop brand is reliable	0.845	3.186	63.713
	Coffee shop brand image is refined	0.809		
	Overall image of coffee shop is good	0.829		

The result of exploratory factor analysis on customer satisfaction is shown in Table 5.

<Table 5> Exploratory factor analysis about customer satisfaction

Factors	Variables	Factor Loading	Eigen value	Dispersion index (%)
Customer satisfaction	Satisfied with brand image of coffee shop .	0.767		
	Satisfied with menu quality of coffee shop	0.831		
	Satisfied with atmosphere and sanitation condition of coffee shop	0.873	3.320	66.394
	Satisfied with services of staffs of coffee shop	0.756		
	Satisfied with coffee shop on the whole	0.842		

The dimension with eigenvalue of greater than 1.0 was divided into more than 1 and the factor loading of the dimension was greater than 0.7 with 66.39% dispersion index - validity of measurements on customer satisfaction has been secured.

The result of exploratory factor analysis on customer confidence is shown in Table 6.

The dimension with eigenvalue of greater than 1.0 was divided into more than 1 and the factor loading of the dimension was greater than 0.7 with 71.90% dispersion index - validity of measurements on customer confidence has been secured. Lastly, the result of exploratory factor analysis on repurchase intention is shown in Table 7.

<Table 6> Exploratory factory analysis about customer confidence

Factors	Variables	Factor Loading	Eigen value	Dispersion index (%)
Customer confidence	Coffee shop is reliable	0.865		
	Coffee shop is relieved.	0.867		
	Coffee shop does not disappoint me	0.807	3.555	71.093
	Brand image of coffee shop is always reliable	0.815		
	Menu quality of coffee shop is reliable	0.860		

<Table 7> Exploratory factory analysis about repurchase intention

Factors	Variables	Factor Loading	Eigen value	Dispersion index (%)
Repurchase intention	Will use coffee shop next time	0.784		
	Will preferably select coffee shop next time	0.864		
	Will recommend coffee shop to others actively	0.795	3.393	67.861
	Will use same brand of coffee shop as far as possible	0.815		
	Will use coffee shop continually	0.858		

The dimension with eigenvalue of greater than 1.0 was divided into more than 1 and the factor loading of the dimension was greater than 0.7 with 67.86% dispersion index - validity of measurements on repurchase intention has been secured.

4.1.2. Confirmatory factor and construct reliance analyses

4.1.2.1. Confirmatory factor analysis

In order to explore the structural causality between consumers' hygienic awareness and perceived risk and the variables of brand image, customer satisfaction and confidence and repurchase intention, their validity was re-verified via confirmatory factor analysis. This is to determine adequacy to draw the variables of each stage in their optimal state.

The verification was conducted using AFI (absolute fit index), GFI (goodness of fit index), AGFI (adjusted goodness of fit index) and RMR (root mean square residual) to assess model fit, and IFI (incremental fit index), NFI (normed fit index) to identify the degree of model improvement. Major criteria are GFI ($\geq$0.9 desirable), AGFI ($\geq$0.9 desirable), RMR ($\leq$0.05 desirable), NFI ($\geq$0.9 desirable), X^2(the smaller the more desirable), and p-value ($\geq$0.05 desirable).

The result of confirmatory factor analysis is shown in Table 8.

<Table 8> Confirmatory factor analysis

Variables	No. of initial category	No. of category after analysis	GFI	AGFI	RMR	NFI	X^2	P-value
Hygienic awareness	6	6	0.996	0.987	0.005	0.997	3.353	0.763
Perceived risk	5	5	0.995	0.980	0.005	0.996	4.141	0.387
Brand image	5	5	0.991	0.955	0.008	0.989	7.345	0.062
Customer satisfaction	5	5	0.995	0.962	0.006	0.995	3.911	0.141
Customer confidence	5	5	0.996	0.980	0.004	0.997	3.192	0.363
Repurchase intention	5	5	0.995	0.980	0.006	0.995	4.014	0.404

For hygienic awareness, the result was GFI=0.996, AGFI=0.987, NFI=0.997, RMR=0.005, and X^2=3.353 (p-value=0.763), and satisfied all fit criteria. For perceived risk, the result was GFI=0.995, AGFI= 0.980, NFI=0.996, RMR=0.005, and X^2=4.141 (p-value=0.387), and satisfied all fit criteria. For perceived risk, the result was GFI=0.991, AGFI= 0.955, NFI=0.989, RMR=0.008, and X^2=7.345 (p-value=0.062), and satisfied all fit criteria. For customer satisfaction, the result was GFI=0.995, AGFI= 0.962, NFI=0.995, RMR=0.006, and X^2 =3.911 (p-value=0.141), and satisfied all fit criteria. For customer confidence, the result was GFI=0.996, AGFI= 0.980, NFI=0.997, RMR=0.004, and X^2 =3.912 (p-value=0.363), and satisfied all fit criteria. Lastly, for repurchase intention, the result was GFI=0.995, AGFI= 0.980, NFI=0.995, RMR=0.006, and X^2 =4.014 (p-value=0.404), and satisfied all fit criteria.

4.1.2.2 Construct reliability analysis

Variable reliability was re-verified using construct reliability analysis and AVE. Construct reliability is used to measure internal consistency of the indices, and high value denotes high consistency. In general, acceptable level of reliability is 0.70 or higher.

Construct Reliability = (∑Standardized Load)² / (∑Standardized Load)² + ∑Measurement Error

AVE (average variance extracted) index shows the average amount of variance in indicator variables that a construct is managed to explain. AVE illustrates the magnitude of dispersion that is explicable by the indicator and must be greater than or equal to 0.5 to be regarded as reliable. AVE is calculated as the following.

AVE = ∑(Standardized Load ²) / ∑(Standardized Load ²) +∑ Measurement Error

The results of construct reliability and AVE are shown in Table 9. In all constructs, construct reliability is greater than 0.9 and AVE is greater than 0.8, well exceeding the customary requirements (≥0.7 for construct reliability and ≥0.5 for AVE).

<Table 9> Construct reliability and Variance extracted index

Variables	No. of question	Construct reliability	AVE
Hygienic awareness	6	0.952	0.878
Perceived risk	5	0.986	0.933
Brand image	5	0.970	0.868
Customer satisfaction	5	0.982	0.918
Customer confidence	5	0.986	0.932
Repurchase intention	5	0.984	0.924

4.1.2.3. Correlation analysis

Through correlation analysis, criterion-related validity has been verified. Criterion-related validity is an extent to which a measure is related to an outcome and compares the measures in question with an outcome assessed at a later time(Kim, 2000b). In this research, we'd conducted correlation analysis on perceived risk, brand image, customer satisfaction and confidence and repurchase intention, using summated scale, to decrease measurement errors and increase representation of the construct. The result of correlation analysis is shown in Table 10. The correlations of brand image, customer satisfaction and confidence and repurchase intention displayed statistically significant positive correlation, whereas that of perceived risk displayed negative correlation.

<Table 10> Results of Correlation analysis

Category	Average	Standard Error	Hygienic awareness	Perceived risk	Brand image	Customer satisfaction	Customer confidence	Repurchase intention
Hygienic awareness	3.462	0.561	1					
Perceived risk	2.530	0.634	-0.456***	1				
Brand image	3.359	0.545	0.533***	-0.311***	1			
Customer satisfaction	3.436	0.551	0.648***	-0.421***	0.687***	1		
Customer confidence	3.370	0.580	0.573***	-0.406***	0.670***	0.768***	1	
Repurchase intention	3.384	0.615	0.434***	-0.291***	0.608***	0.658***	0.760***	1

* p< 0.1, ** p< 0.05, *** p< 0.01

4.2. Testing of Research Model and Hypothesis

4.2.1. Research model testing

The result of structural equation model fit testing is illustrated in Table 11 below. Because GFI=0.926 (≥0.9 Desirable), AGFI=0.901 (≥0.9 desirable), RMR=0.020 (≤0.05 desirable), NFI=0.941(≥0.9 desirable), X^2 =403.197 with p-value=0.120 (=0.05 desirable), the research model is regarded as fit.

<Table 11> Fitness of the Research Model

Factor	GFI	AGFI	RMR	NFI	X	P-value
Fitness of Research Model	0.926	0.901	0.020	0.941	403.197	0.120

4.2.2. Hypothesis testing

4.2.2.1. Hypothesis 1: Hygienic awareness will have statistically significant impact on brand image.

The result of analysis of the effect of consumers' hygienic awareness on brand image is illustrated in Table 12. H1 was accepted, as the path coefficient of 0.698 (p=0.000) indicates that H1 has statistically significant positive effect – the higher the hygienic awareness of consumers, the more positive effect it has on brand image.

<Table 12> Hypothesis Verification of the Relationship between Hygienic Awareness and Brand Image

Hypothesis	Factors	Path Coefficient	Standard Error	T-value	P-value	Yes or No
H1	Hygienic Awareness → Brand Image	0.698	0.066	8.366	0.000	Yes

4.2.2.2. Hypothesis 2: Perceived risk will have statistically significant impact on brand image.

The result of analysis of the effect of consumers' perceived risk on brand image is illustrated in Table 13. H2 was accepted, as the path coefficient of 0.117 (p=0.039) indicates that H2 has statistically significant negative effect – the lower the perceived risk by consumers, the more positive effect it has on brand image.

<Table 13> Hypothesis Verification of the Relationship between Perceived Risk and Brand Image

Hypothesis	Factors	Path Coefficient	Standard Error	T-value	P-value	Yes or No
H2	Perceived Risk → Brand Image	-0.117	0.035	-2.062	0.039	Yes

4.2.2.3. Hypothesis 3: Brand image will have statistically significant impact on customer satisfaction.

The result of analysis of the effect of brand image on customer satisfaction is illustrated in Table 14. H3 was accepted, as the path coefficient of 0.949 (p=0.000) indicates that H3 has statistically significant positive effect – the higher the positive image of and confidence in the brand and hygienic quality perceived by consumers, the more positive effect it has on customer satisfaction.

<Table 14> Hypothesis Verification of the Relationship between Brand Image and Customer Satisfaction

Hypothesis	Factors	Path Coefficient	Standard Error	T-value	P-value	Yes or No
H3	Brand Image → Customer Satisfaction	0.949	0.112	9.223	0.000	Yes

4.2.2.4. Hypothesis 4: Brand image will have statistically significant impact on customer confidence.

The result of analysis of the effect of brand image on customer confidence is illustrated in Table 15. H4 was accepted, as the path coefficient of 0.885 (p=0.000) indicates that H4 has statistically significant positive effect – the higher the positive image of the brand perceived by consumers, the more positive effect it has on customer confidence.

<Table 15> Hypothesis Verification of the Relationship between Brand Image and Customer Confidence

Hypothesis	Factors	Path Coefficient	Standard Error	T-value	P-value	Yes or No
H4	Brand Image → Customer Confidence	0.885	0.113	11.156	0.000	Yes

4.2.2.5. Hypothesis 5: Customer satisfaction will have statistically significant impact on repurchase intention.

The result of analysis of the effect of customer satisfaction on repurchase intention is illustrated in Table 16. H5 was not accepted, as the path coefficient of 0.101 (p=0.266) indicates that H5 has positive effect but not statistically significant – customer satisfaction will not necessarily lead to repurchase.

<Table 16> Hypothesis Verification of the Relationship between Customer Satisfaction and Repurchase Intention

Hypothesis	Factors	Path Coefficient	Standard Error	T-value	P-value	Yes or No
H5	Customer Satisfaction → Repurchase Intention	0.101	0.114	1.112	0.266	No

4.2.2.6. Hypothesis 6: Customer confidence will have statistically significant impact on repurchase intention.

The result of analysis of the effect of customer confidence on repurchase intention is illustrated in Table 17. H6 was accepted, as the path coefficient of 0.765 (p=0.000) indicates that H6 has statistically significant positive effect – the higher the customer confidence in their coffee shop of choice, the higher the repurchase intention at that coffee shop.

<Table 17> Hypothesis Verification of the Relationship between Customer Confidence and Repurchase Intention

Hypothesis	Factors	Path Coefficient	Standard Error	T-value	P-value	Yes or No
H6	Customer Confidence → Repurchase Intention	0.765	0.096	7.687	0.000	Yes

4.2.2.7. Hypothesis 7: Hygienic awareness will have statistically significant impact on brand image by shop type.

4.2.2.8. Hypothesis 8: Perceived risk will have statistically significant impact on brand image by shop type.

The results of testing on H7 and H8 are illustrated in Table 18. The path coefficients of franchise and privately-owned coffee shops displayed considerable disparity. However, in terms of relationship between variables of the two shop types, only perceived risk had statistically significant effect on brand image. More specifically, perceived risk displayed statistically significant negative effect on brand image for franchise shops, but for privately-owned establishments, the relationship was not statistically significant but had positive effect.

5. Conclusion

5.1. Summary

For the first time, this research strived to closely examine the effects of consumers' hygienic awareness and perceived risk on

coffee shop brand image through customer satisfaction and confidence. Validity and reliability analyses were performed on the measuring instruments and model fitness and hypothesis testing were conducted for the purpose of this research. As a result, the instruments, hypotheses and research model were proved to be adequate, and the summarized results are as follows.

First, while coffee drinking is irrelevant to gender or age, most coffee drinkers prefer international franchise shops. People tend to choose shops serving great tasting and smelling coffee at low prices (Kim et al., 2004).

Second, the higher the hygienic aware of consumers, the better the brand image. Garry and Sansolo (1993) claimed that for service industries, cleanliness has strong influence on consumer awareness. Daly went further and said that consumers relate cleanliness to food and culinary safety and influence their purchase decisions(Daly, 1976). Based on these results, it is not a stretch to assume that coffee shops' cleanliness observed by consumers not only imprint hygienic awareness, but also greatly influence brand image. As such, it is important to establish marketing strategies that enhance consumers' hygienic awareness of the brand.

Third, the higher the perceived risk, the worse the brand image. A research by Han (2006) discovered that the more good-willed a traveler is toward travel agency brand, the lower the perceived risk on purchasing. Perceived risk is a vital determinant of brand image, deeply influencing customers' decision to visit. Negative brand image will pessimistically affect consumers' purchase behavior and repurchase intention.

Fourth, the better the brand image, the higher the customer satisfaction. A research by Kang & Kim (2004) explicated that the higher the degree of perception on the determinant of brand image, the higher the customer confidence. For coffee shops and other comparable culinary businesses, positive brand image or shop image positively influences consumers.

Fifth, the better the brand image, the higher the customer confidence. For coffee shops and other comparable culinary businesses, positive brand image or shop image positively influ-

<Table 18> Hypotheses Verification of the Moderating Effect of Coffee Shop Types

Hypotheses	Factors	Franchise Coffee shop				Privately-Owned Coffee Shop				Moderating Effect (z-Value)
		Path Coefficient	Standard Error	T-value	P-value	Path Coefficient	Standard Error	T-value	P-value	
H7	Hygienic Awareness → Brand Image	0.480	0.060	7.705	0.000	0.492	0.097	5.133	0.000	0.335
H8	Perceived Risk → Brand Image	-0.163	0.054	-2.627	0.009	0.055	0.081	0.582	0.561	1.936*

* p< 0.1, ** p< 0.05, *** p< 0.01

ences consumers, and especially, customer confidence increased brand image.

Sixth, customer satisfaction does not influence repurchase intention. After a purchase, the consumer decides a series of attitude and actions in comparison to expectations determined by reality awareness and level of satisfaction due to that purchase experience. Culinary businesses must devise how to continuously enhance satisfaction regarding their products and concentrate on encouraging repurchase intention through studying consumer complaint behavior.

Seventh, the higher the customer confidence, the higher the repurchase intention. Confidence and stability in brand image induces customer loyalty.

Eighth, in moderating effects of shop types, negative brand image intensifies as perceived risk increases, for both types. However, for franchise shops, the degree of negative impact is greater as expectation and formerly accrued positive image is greater. Therefore, perceived risk is a vital determinant of forming brand image and must be incorporated when devising strategies.

5.2. Indications

In theoretical aspect, one of the indications from this research is that this is the first study on coffee shops regarding consumers' hygienic awareness and brand image. In practical aspect, it is anticipated that the results will have great practical values in the field. In conclusion, this research has provided feasible and practical outcome and statistical data for coffee shop brands.

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