Determinants Affecting Willingness of Office Workers to Use Coffee Houses Services in Bangkok During Covid-19 Outbreak

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Abstract

The purpose of this study is to investigate the determinants influencing the willingness of office workers to use coffee houses services in Silom and Sathorn areas in Bangkok during the COVID-19 outbreak. The conceptual framework presented comprises variety seeking, desire for unique products, cosmopolitanism, personal innovativeness, product evaluation, behavioral intention impact willingness to use coffee house services. The sample (n = 490) was gathered from online questionnaires using convenience and snowball sampling techniques. The study employed the Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) for the data analysis to confirm reliability, validity, goodness-of-fit of the model, and hypotheses. The findings revealed that variety seeking and personal innovativeness significantly impacted product evaluation and behavioral intention. In contrast, the desire for unique products and cosmopolitanism had no impact on product evaluation and behavioral intention. In addition, both product evaluation and behavioral intention also had a significant impact on the willingness to use coffee house services. Therefore, for practical implications, business owners and entrepreneurs could enhance product varieties to attract more customers for better sales revenue generation.

Keywords : variety seeking, cosmopolitanism, personal innovativeness, product evaluation, behavioral intention, willingness to use

Introduction

According to Manakitsomboon (2021), coffee consumption in Thailand has increasedby an average of 15% per year. Individual consumption of coffee in Thailand is 300 cups per year on average compared withJapan and Europe; per person per year is between 400-600 cups. Furthermore, Finland has the first ranking coffee consumption per individual, with an estimationof around 1,000 cups a year with total revenue of $1,962 million in 2020. The overall market growth estimation per annumis by 14.5% between 2020 and 2025. It shows that the coffee drinking trend

has slowly become a new cultural trend in many countries, including Thailand, where consumption of coffee in the country has increased dramatically.

In early2019, the first case of COVID-19 was from a Chinesetraveler from Wuhan to Bangkok. The report mentioned that Thailand's Department of Disease Control was requested to assure that Thailand was well-prepared to handle the situation, including infection surveillance, prevention, and control measures implemented throughout the public area such as restaurants around the country. Most coffee shop entrepreneurs have managed social distancing regulations with their premises. After this rule has been used, out-of-home consumption has decreased dramatically due to a restricted lockdown. Coffee shops, offices, and restaurants were temporarily closed to cease the spread of the COVID-19. Thereby, there are many waysfor the coffee shop owners to figure out alternatives to restructure and reorganize strategies while these uncertainties continue.

Nevertheless, many coffee houses inevitably adopt sustainable strategies to survive during the pandemic and generate more revenue to compensate for the losses under the lockdown period. Therefore, it is significant to be adaptable and flexible and forecast toreopen their doors to serve customers successfully.

Research Objectives
1. To examine the factors influencing the consumption willingness of office workers towards coffee houses in Bangkok during theCOVID-19 outbreak.
2. To explore which factor has the most substantial influence on the consumption willingness of office workers towards the coffee house in Bangkok during the COVID-19 outbreak.

Research Questions
1. What factors influenced the consumption willingness of office workers towards coffee houses in Bangkok during theCOVID-19 outbreak?
2. Which factor has the most substantial influence on the consumption willingness of office workers towards the coffee house in Bangkok during the COVID-19 outbreak?

Significance of the Study
The findings of this study can contribute value torestaurant entrepreneurs in Thailand, considering that consumption willingnessis related to sales generation during the COVID-19 pandemic. Therefore, the influencers affecting theconsumers' demand to purchase the food and beverage can inform those entrepreneurs to rethink their sales strategies during the pandemic. In addition, the marketers can apply the recommendations from the results of this study to enhance the consumption willingness of their target customersandtheir intention to buy products or services.

Literature Review

Variety Seeking

Variety seeking could be identified as atrend to explore diversity in purchase decisions (Lin & Matila, 2006). In this context, the meaning of variety-seeking behavior includes eating out behaviors. Moreover, variety seeking indicates coffee diversity, encouraging consumers who seek variety in their alternatives of coffee brewing and related experiences. A consumer who tends to have the variety-seeking aspect would voluntarily explore new and different coffee shops and experiences. Most of the research in the coffee industry concentrates on the effect of variety seeking on customer loyalty, retention, and switching habits (Bernéet al., 2001; Matila, 2006; Van Trijp et al., 1992). Furthermore, varietyseeking is one of the leading consumer attributesthat stimulate themto engagein daily purchasing behavior (Foxall, 1993; Gouken et al., 2007; Kahn & Isen, 1993; Kahn et al., 1986; Menon & Kahn, 1995; Roehm & Roehm, 2005; Trivedi & Morgan, 2003). Consumers are likely to search for diversity in their purchasing behavior when they have intrinsic demand or a high level of participation in a product assortment (Roehm & Roehm, 2005; Trijp et al., 1996). Variety seeking probably causes customer retaliation and the drop in loyalty levels (Gounaris & Stathakopoulos, 2004; Homburg & Giering, 2001). Most existing research has looked at variety-seeking effects on products and services evaluation and behavioral intentions (Trivedi & Morgan, 2003).Thus, the following hypotheses are as follows:

H_1: Variety seeking has a significant impact on product evaluation.

H_2: Variety seeking has a significant impact on behavioral intention.

Desire for Unique Products

Past research indicated thatconsumers inquireabout rare, custom, outstanding, and unique products(Tanasapsakul & Vongurai, 2018).Influencer marketing emphasizes the significance of targeting customers who desire outstanding experiences such as consumers'customization and products uniqueness.Retailers must provide unexpected and one-of-a-kind experiences as it is advantageous to target customers looking for diversity and outstanding and individualized experiences. Based on the theory, consumers' inquiry is exceptionally vital because it affects consumers' re-patronage. This kind of target market focuses on innovation, unique product offerings, and exceptional visiting experiences. Product uniqueness fascinates the brand-influencerwho is appealed to new and innovative experiences to share stories with others (Albinsson & Perera, 2012; Grewal et al., 2009).Furthermore, materialism is a component that could stimulate the desire for outstanding products. In addition, personal materialism shows personal uniqueness and social status by acquiring unique customer products (Lynn & Harris, 1997). Many research also indicated that the new endurance of pop-up shops may attract mental desire createdhedonic benefits for innovators (Venkatraman & Price, 1990). According to the previous research, consumers nowadays prefer co-design products to fulfill the desire for experience. Fiore et al. (2002) identified that mass customization of fashion products not only raise value for the customers through the

development of differentiation and unique products but also provide experiences that attract the customers' purchase intention as stated in the following hypotheses:

H_3: Desire for unique products has a significant impact on product evaluation.

H_4: Desire for unique products has a significant impact on behavioral intention.

Cosmopolitanism

Some studies examined that cosmopolitan customersusually ask for a cultural experience in consuming various products for theirpurchase decision. Cosmopolitanism is concerned with cultural differences, including the diversity of different cultures (Riefler et al., 2012). This demand also appeals to attitude towards overseas advertising (Zhou & Belk, 2004). An open mindset indicates a propensity to affirm new perspectives, reducing negative perceptions of global advertisements (Kwak et al., 2006). Several studies also indicated that cosmopolitanism explains a common belief of intercultural encountersthat describes people from different communities with different perspectives, cultures, and values (Cleveland et al., 2015; Riefler et al., 2012). Thus, intercultural encounters can provide learning opportunities to explore other cultures and develop individuals'behavior. Nonetheless, the intercultural encounter could encourage customers to go to the coffee shops, shopping malls,and public areas from different cultures more than their own. The theoretical relationship is derived to determine hypotheses:

H_5: Cosmopolitanism has a significant impact on product evaluation.

H_6: Cosmopolitanism has a significant impact on behavioral intention.

Personal Innovativeness

Growth in personal innovativeness can raise the willingness of customers to engage behavioral intention. Personal innovativeness has a medium effect on behavioral intention (Jackson et al., 2013). Multiple studies have explored that a customers' cognitive-based trust is mainly related to personal innovativeness, common tendency to trust others, experience, and technology.In addition, any digital gadgets, including a smartphone app that is uncomplicated to handle, could positively influence building trust because it could encourage the level of customer appreciation in using them (Rese et al., 2014). Previous research applied personal innovativeness and investigated its effects on economic, emotional, social, altruistic, regarding attendingthe film festival. The results showed that personal innovativeness could positively affect electronic word of mouth (Hun& Byenghee, 2020). Based on the study of existing journals, consumers' innovativeness increases new product evaluation and behavioral intention (Manning et al., 1995; Midgley & Dowling, 1978; Yi et al., 2006). Consequently, H7 and H8 comprised:

H_7: Personal innovativeness has a significant impact on product evaluation.

H_8: Personal innovativeness has a significant impact on behavioral intention.

Product Evaluation

Numerous marketing studies have recommended that the measurement and evaluation of a new product comprise four categorized ratings on the following adjective scale, including "low quality or high quality," "inferior or superior," "negative or positive," and "not at all likely to buy or extremely likely to buy" (Kumar, 2005). Furthermore, past studies specified that product evaluations werehigh in highly developed countries, newly manufactured countries, newly-marketizing, and developingcountries (Manrai et al., 1998). Moreover, many researchers discovered that the warranty evaluationcould provide essential information on product performance, and thus a product guarantee asa marketing tool (Barsky, 1995) that comprises a trustable sign of attribute that could convince customers to purchase a product (Erevelles et al., 1999; Price & Dawar, 2002; Bearden& Shimp, 1982).Hence, the following hypothesis obtained includes:

H9: Product evaluation has a significant impact on willingness to use the coffee house services.

Behavioral Intention

Behavioralintention is a primary factor that encourages consumers to recommend products to others, create positive word-of-mouth (WOM) and present a willingness to become a loyal partner with a brand or a company (Reichheld & Sasser, 1990). According to prior customer research, behavioral intention is underlined by customers' actions. Furthermore, behavioral intention is the reflection of negative or positive experiences. Nonetheless, consumption is positively related to intention. Regarding previous studies, it is proposed that a behavioral model with three steps comprises the customer's perception of the visiting and the decision-making process, post-purchase evaluation, and upcoming decision-making (Loi et al., 2017). Another research identified that behavioral intention is by the number of attempts that one plans to carry out a behavior (Ajzen, 1991). Furthermore,behavioral intention is a part of the most reliable forecast of actual behavior due to its testing on the willingness to perform finalbehaviors (Ajzen, 1991). A more vital purpose of performing a behavior enlarges the possibility to carry out the behavior. The previous research concentrated on two types of behavioralintention, which are repurchase intention and word-of-mouth communication. Repurchase intention means the psychological engagement or willingness to repurchase based on a product or service (Cronin & Morris, 1989; Seiders et al., 2005). Therefore, H10 derived as follows:

H10: Behavioral intention has a significant impact on willingness to use the services of the coffee house.

### Research Framework

The conceptual framework is illustrated in Figure 1, adopted from the prior theoretical model by Sapic et al. (2019). Thisresearch aims to study factors influencing consumption willingness towards the coffee house in Silom and Sathorn, Central Business District of Bangkok,during the COVID-19 outbreak.The variables used in this study arevariety seeking (VS), desire for unique products (DP), cosmopolitanism (CP), personal innovativeness (PI), product evaluation (PE),

behavioral intention (BI), and willingness to use coffee house services (WC). Furthermore, the research has studied the causal relationship between each variable to clarify the impact of each factor on willingness to use coffee house services.

Figure 1

Conceptual Framework
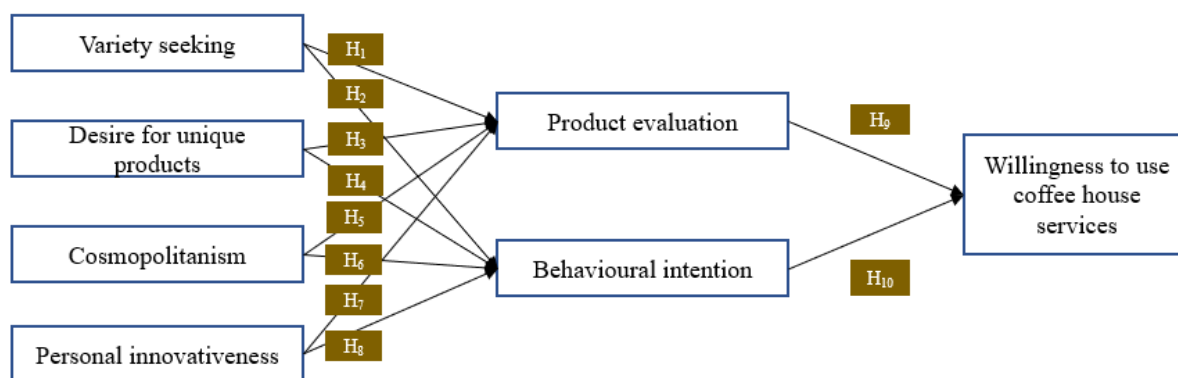
Note. Constructed by the author (2021).

Research Methodology

Research Design
   This research adopted a quantitative approach, using an online questionnaire distributed to the target group of 490office workers, and investigated factors influencing consumption willingness towards the coffee house in Sathorn and Silom, Bangkok, during COVID-19 Outbreak. The questionnaire is composed of three parts which are screening questions, five-point Likert scale questions (ranked from "1-strongly disagree" to "5-strongly agree"),and respondent's profile. Prior to the data collection, the researcher tested the reliability with a pilot group of 48 participants. Afterward, Confirmation Factor Analysis (CFA) and Structural Equation Modeling (SEM) were used to analyze the data, applying factors loading, fit model, convergent and discriminant validity.

Population and Sample Size
   The population for this study is office workers who have been experiencing coffee house services in Silom and Sathorn, Bangkok, during COVID-19 Outbreak. The researcher performed A-priori Sample Size Calculator for Structural Equation Models (SEM) to calculate the minimum sample size (Soper, n.d.). The value was formulated based onseven latent variables and 24 observed variables with a probability level of 0.05. Accordingly, a minimum sample size of425 was acceptable. The questionnairewere distributed to 500 participants. The respondents who passed screening questions were remained at 490.
Sampling Technique

This study employeda non-probability sampling method, using convenience and snowball sampling techniques to gather data. For convenience sampling, the chosen respondents are those experiencing the coffee house services in Bangkok during COVID-19 Outbreak. The researcher distributed the online questionnaires to diverse demographical samples through social media platforms--Line and Facebook. The participants were also recommended to forward the survey link to their co-workers, friends, and relatives as the snowball sampling method.

Pilot Test

Cronbach's Alpha reliability test was appliedto measure items of each variable in the questionnaire. The researcher performed pilot testing by collecting 48 responses and examining them using SPSS AMOS version 26 as a statistical tool. The results of Cronbach's Alpha Coefficient are in Table 1. The obtained reliability scores rangedfrom 0.705 to 0.922, while the acceptable level is >0.7 or higher(Nunnally, 1967); this confirmed the internal consistency as per the reliability test.

Table 1

Pilot Test's Reliability Results (n=48)

Variables	Source of Questionnaire (Measurement Indicator)	Number of Items	Cronbach's Alpha
Variety Seeking (VS)	Grünhagen et al. (2012)	4	0.890
Desire for Unique Products (DP)	Lynn and Harris (1997)	3	0.838
Cosmopolitanism (CP)	Jin et al. (2016)	5	0.922
Personal Innovativeness (PI)	Thakur and Srivastava (2013)	3	0.922
Product Evaluation (PE)	Sharma and Sharma (2017)	3	0.721
Behavioral Intention (BI)	Sharma and Sharma (2017)	3	0.862
Willingness to Use Coffee House services (WC)	Zeugner-Roth et al. (2015)	3	0.705

Note. Constructed by the author (2021).

Results and Discussion

Demographic Information

Most of the respondents were female, representing 67.2% of the target population, while male respondents accounted for 32.8%. Most respondents were Thai, representing 99.18%., and non-Thai was0.82%. The majority age range was between 28-32 years old, representing 42.9%, followed by 23-27 years old (34.8%), 33-37 years old (12.5%), 38-42 years old (9.3%), and 43 years old and above (0.5 %). In terms of occupation, most respondents were corporate employees, representing 71.3%, followed by government employees (22.5%), business owners (4.4%), and others (1.8%). Lastly for an income range, the majority earned an average monthly income of in

between 35,001-50,000 THB (38.1%), followed by 50,001-65,000 THB (29.2%), 20,001-35,000 THB (16.8%), 80,001 THB and above (10.3%), and under 20,000 THB (5.6%).

Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) or measurement model is a scheme to define the variation and covariation among a set of indicators. In other words, CFA makes a judgment whether a model is acceptable or not. Hence, composite reliability (CR), factor loading, and average variance extracted (AVE) were carried out to validate all first-order constructs. Firstly, the value of factor loading is greater or equal to 0.3 is acceptable. Based on the analysis, factor loading of 24 indicators range between 0.732 - 0.917, with a significant value of $t > 1.98$; this suggests that all indicators were adequate for further analysis. Next, composite reliability and average variance extracted were adapted to evaluate the convergent validity. Convergent validity is the technique to estimate the level of correlation of multiple indicators in a single construct in the same phenomenon (Hamid et al., 2017). The value of composite reliability varies between 0 and 1. Therefore, the higher values define higher levels of reliability. However, composite reliability values with at least or equal to 0.60 is an acceptable value (Hair et al., 2006). Based on the analysis, the lowest CR was 0.820, which suggested that all constructs were acceptable for further analysis. Lastly, Average Variance Extracted (AVE)falls between 0 to 1. Therefore, the value of AVE should exceed 0.50 to ensure convergent validity (Bagozzi& Yi, 1988; Hair et al., 2006). Based on the analysis, the value of AVE ranged between 0.614-0.727, which means that all constructs were sufficient for further analysis. The results of the factor loading, CR, and AVE are presented in Table 2.

Table 2

Confirmatory Factor Analysis (CFA), Composite Reliability (CR), Average Variance Extracted (AVE), and Cronbach's Alpha Results for First-order Constructs

Constructs	Factor loading (> 0.3)	CR (≥ 0.6)	AVE (≥ 0.5)
Variety Seeking (VS)	0.811-0.891	0.913	0.724
Desire for Unique Products (DP)	0.751-0.822	0.834	0.627
Cosmopolitanism (CP)	0.806-0.869	0.922	0.705
Product Innovativeness (PI)	0.757-0.813	0.827	0.614
Product Evaluation (PE)	0.732-0.826	0.835	0.628
Behavioral Intention (BI)	0.795-0.917	0.876	0.703
Willingness to Use Services of Coffee Houses (WS)	0.828-0.900	0.888	0.727

Note: Composite Reliability (CR) and Average Variance Extracted (AVE)

In addition, Voorhees et al. (2015) indicated that discriminant validity is significant because each construct is intangible. Therefore, the researcher requires evidence to show that all constructs in the research are distinct rather than empirical reflections of each other. Hence, the researcher applied Fornell and Larcker (1981) criterion to assess the discriminant validity in this study. The discriminant validity is measured by collating the squared correlation between a pair of constructs with the average variance extracted (AVE) for every two constructs. If the square correlation is more diminutive than AVEs, the discriminant validity is established (Fornell & Larcker, 1981). The outcome of discriminant validity for this research is established, as shown in Table 3.

Table 3

Discriminant Validity

Variables	Factor Correlations						
	VS	**DP**	**CP**	**PI**	**PE**	**BI**	**WC**
VS	0.850						
DP	0.009	0.791					
CP	-0.098	0.058	0.839				
PI	0.405	-0.041	-0.145	0.783			
PE	0.526	-0.077	-0.077	0.662	0.792		
BI	0.488	-0.02	-0.122	0.574	0.352	0.838	
WC	0.549	0.023	-0.073	0.579	0.5	0.745	0.852

Note: The square root of AVE (Average Variance Extracted) is shown on diagonal and correlation coefficients is shown in off-diagonal for first-order constructs

Structural Equation Model (SEM)

Structural equation modeling (SEM) isalso known as covariance structure analysis and correlation structure analysis (Cheung, 2015). Likewise, Ainur et al. (2017) revealed that SEM is a statistical technique that combines elements in traditional multivariate models (factor analysis and regression analysis). Following adjusted the model of SEM, the result illustrated overall model fit index, including CMIN/DF = 2.901, GFI = .899, AGFI = .872. NFI = .915, CFI = .942, TLI = .933, RMSEA = .062, and RMR = .031as shown in Table 4.

Table 4

Goodness of Fit

Goodness-of-Fit Indices	Criterion	Value
CMIN/DF	≤ 3.0 (Schreiber et al. 2006)	2.901
GFI	≥ .90 (Bagozzi & Yi, 1988)	0.899
AGFI	≥ .85 (Schermelleh-engal et al., 2003)	0.872
NFI	≥ .90 (Arbuckle, 1995)	0.915
CFI	≥ .90 (Hopwood & Donnellan, 2010)	0.942
TLI	≥ .90 (Hopwood & Donnellan, 2010)	0.933
RMSEA	≤ .08 (MacCallum et al., 1996)	0.062
RMR	≤ .05 (Hair et al., 2006)	0.031

Note: The ratio of the chi-square value to the degree of freedom (CMIN/DF); Goodness-of-Fit Index (GFI); Adjust Goodness-of-Fit Index (AGFI); Normed Fit Index (NFI); Comparative Fit Index (CFI); Turker Lewis Index (TLI); Root Mean Square Error of Approximation (RMSEA); Root Mean Square Residual (RMR)

Research Hypothesis Testing

To define the predecessor of consumption willingness of office workers toward Coffee House in Bangkok during COVID-19 Outbreak by individual perspective on variety seeking, desire for unique products, cosmopolitanism, personal innovativeness, product evaluation, behavioral intention, the researcher performed SEM analysis. The summary of the resultsis shown in Table 5.

H_1: The standard path coefficient between variety seeking and product evaluation was 0.325 with a t-value of 6.809***. There is a casual relationship between variety seeking and product evaluation towards the coffee house in Bangkok during the COVID-19 outbreak. Thereby, H_1 was supported. Having only 'one of everything' is insufficient, so the coffee houses initiate a new or different product or service category to enhance a positive evaluation among customers. Hence, the owner of coffee houses should get customers to try out new products or services in a completely different category. Nonetheless, the diversity could make products come to customers' minds and become one of their purchasing choices instead of the competitors. These outcomes are consistent with prior research on the impact of variety seeking on buying decisions and eating at restaurants (Trivedi & Morgan, 2003).

H_2: The standard path coefficient between variety seeking and behavioral intention was 0.329 with a t-value of 6.978***. There is a casual relationship between variety seeking and behavioral intention towards the coffee house in Bangkok during the COVID-19 outbreak. Therefore, $H_2$was supported. The finding means that variety-seeking behavior affects the value creation process and influences customers' loyalty, which also affects theirpurchasing intention. The relationship between these two constructs was aligned with the previous empirical research, which clarified that customers would decrease their preference for the products they previously purchased and do not change the judgment of unpurchased products. In case of a variety-seeking

customer has experienced products with standardized services, they might not be interested in the experienced products when they decide to repurchase(Liu et el., 2019).

H$_3$: The standard path coefficient among desire for unique products and product evaluation was -0.055 with a t-value of -1.285 and a p-value of 0.199. There is no causal relationship between the desire for unique products and product evaluation. Thus, H$_3$ was not supported. This research found that desire for unique products does not statistically and significantly impact product evaluation towards the coffee house in Bangkok during the COVID-19 outbreak. Similarly, previous empirical research profound that desire for unique products harmed evaluation of products (Lynn & Harris, 1997).

H$_4$: The standard path coefficient between the desire for outstanding products and the behavioral intention was 0.007 with a t-value of 0.163 and a p-value of 0.871. There is no causal relationship between unique products and behavioral intention towards the coffee house in Bangkok during the COVID-19 outbreak. Hence, H$_4$ was not supported. Regarding the previous study, encouraging consumers' interest is essential due to its effects on consumers' re-patronage. This target market can be successfully convinced by focusing on innovation, distinctive product offerings, and unique visiting experiences. This strategy also fascinates the customers who appeal to innovative and new experiences and share stories with others (Albinsson & Perera, 2012; Grewal et al., 2009).

H$_5$: The standard path coefficient between cosmopolitanism and product evaluation was 0.035 with a t-value of 0.855 and a p-value of 0.392. There is no causal relationship between cosmopolitanism and behavioral intention. Thus, H$_5$was not supported. In this study, a respect for the cultures and international perspectives enforced in personals by their culture or religion has no impact on consumers' intentions and willingness to use coffee houses' services. The result of this relationship was also supported by various empirical research when the effect of cosmopolitanism on the evaluation of the services and products of fast foods is concerned; it can be observed that it has no significant impact on product evaluations of customers. (Sapic et al., 2019).

H$_6$: The standard path coefficient between cosmopolitanism and behavioral intention was -0.022 with a t-value of -0.543 and a p-value of 0.587. There is no causal relationship between cosmopolitanism and behavioral intention. Therefore, H$_6$ was not supported. This study found that cosmopolitanism did not statistically and significantly impact behavioral intention towards the coffee house in Bangkok during the COVID-19 outbreak. Similarly, previous empirical research found that perceived cosmopolitanism was not connected with behavioral intention (Seetharaman et al., 2017)

H$_7$: The standard path coefficient between personal innovativeness and product evaluation was 0.0.517 with a t-value of 9.707***. There is a causal relationship between personal innovativeness and product evaluation. Consequently, H$_7$ was supported; this can be assumed that innovative strategies can raise brand awareness and help businesses survive and generate more profits. Moreover, when the customers recognize the products, they will be more likely to buy

products or use services from the businesses rather than the competitors. The relationship between these two constructs was aligned with previous studies(Liao & Cheng, 2014).

H_8: The standard path coefficient between personal innovativeness and behavioral intention was 0.423 with a t-value of 8.363***. There is a causal relationship between personal innovativeness and behavioral intention towards the coffee house in Bangkok during the COVID-19 outbreak. As a result, H_8 was supported. The customers perceived that innovativeness is "the degree to which an individuals' adoption is involved earlier in adjustment to new initiations than other members in a social system" (Rogers, 2002, 2005). Agarwal and Parasad (1998) identified individual innovativeness as the willingness of a person to create behavioral intention to test any new innovative technology. Personal innovativeness can be asadequate as usefulness perception. The results of this study were also supported by Lu et al. (2005).

H_9: The standard path coefficient between product evaluation and willingness to use services of coffee houses was 0.218 with a t-value of 5.743***. There is a causal relationship between product evaluation and willingness to use services of coffee houses in Bangkok during the COVID-19 outbreak. Thereby, H_9 was supported, meaning that customers who perceive product evaluation tend to have a positive perspective towards willingness to use services of coffee houses. The relationship between these two constructs was also supported by numerous research (Josiassen, 2011; Riefler & Diamantopoulos, 2009; Zeugner-Roth et al., 2015).

H_{10}: The standard path coefficient between behavioral intention and willingness to use services of coffee houses was 0.757 with a t-value of 16.848***. There is a causal relationship between behavioral intention and willingness to use services of coffee houses. So, H_{10} was supported; this means that behavioral intentions illustrate visitors' behavior to repurchase, including the willingness to use a product or service. Moreover, the relationship between these two constructs was aligned with the previous empirical research in "Consumption of fast-food restaurants," which stated that "behavioral intention is a better forecast than the evaluation of actual consumer willingness to use fast-food services"(Sapic et al., 2019).

Table 5

Hypothesized Relationship

	Hypothesized Path	Standardized Coefficients	T-Value	P-Value	Result
H₁	VS → PE	0.325	6.809	***	Supported
H₂	VS → BI	0.329	6.978	***	Supported
H₃	DP → PE	-0.055	-1.285	0.199	Not supported
H₄	DP → BI	0.007	0.163	0.871	Not Supported
H₅	CP → PE	0.035	0.855	0.392	Not Supported
H₆	CP → BI	-0.022	-0.543	0.587	Not Supported
H₇	PI → PE	0.517	9.707	***	Supported
H₈	PI → BI	0.423	8.363	***	Supported
H₉	PE → WC	0.218	5.743	***	Supported
H₁₀	BI → WC	0.757	16.848	***	Supported

Note. Constructed by the author (2021).

Direct, Indirect, and Total Effects of Relationship

The standardized regression weight value assessment stated the direct, indirect, and total effect between independent constructs and a dependent construct in the model of this study. The direct effect is relevant to the relationship between two constructs without the mediating construct. On the other hand, indirect effect refers to the relationship between two constructs with at least one mediating construct (Hair et al., 2013). The direct, indirect, and total effects of each construct are clarified as below.

Product Evaluation

The direct effect of variety seeking on product evaluation towards the coffee house in Bangkok during the COVID-19 outbreak was 0.325. Moreover, there is a direct effect between personal innovativeness and product evaluation of 0.517. There was no evidence of an indirect effect. Therefore, the total effects were equal to 0.842. In conclusion, total effect, variety seeking, and personal innovativeness are essential factors that significantly influence attitude towards willingness to use services of coffee houses.

Behavioral Intention

Two factors directly affect behavioral intention. The first direct effect is a variety-seeking with 0.329, followed by personal innovativeness with a direct effect of 0.423. In summary, in terms of a total effect on behavioral intention, personal innovativeness has the most statistical effect on behavioral intention (0.423), followed by variety-seeking (0.329).

Willingness to Use Services of Coffee Houses

Two factors directly affect the willingness to use the services of coffee houses. The first significant direct effect is a product evaluation with 0.218, followed by behavioral intention equal to 0.757. Meanwhile, two factors had indirect effects: variety seeking and personal innovativeness, which accounted for 0.325 and 0.517, respectively. In summary, in terms of a total effect on willingness to use services of coffee houses, the behavioral intention has the most significant effect on willingness to use services of coffee houses (0.757), followed by personal innovativeness (0.517).

Conclusion

This research aims to study factors affecting the willingness to use coffee house services in the downtown area of Bangkok during the COVID-19 outbreak. Four hundred twenty-five questionnaires were dictributed to office workers who have been experiencing coffee house services in Silom and Sathorn, Bangkok Central Business District. The proposed research model was developed from various theories and empirical research.The factors include variety seeking, desire for unique products, cosmopolitanism, personal innovativeness, product evaluation, behavioralintention, and willingness to use coffee house services. However, the outcome of this research was examined by confirmatory factor analysis (CFA) to ensure reliability and validity. Furthermore, a structural equation model (SEM) was applied to test all the hypotheses and model fit.

In conclusion, varietyseeking and personal innovativeness have a significant impact on product evaluation. The results of this research were consistent with empirical research in the impact of cognitive lifestyle regarding consumers′ variety-seeking under food innovations. (Foxall, 1993). Furthermore, personal innovativeness impacted product evaluation, supported by the existing research on the moderating impact of inherent innovativeness on customers' response to utilize innovation. According to this, the researcher claimed that product innovation plays a significant role in product evaluation. Therefore, it was summarized that purchasing products are essential in customers' lives depending on the perception of products' utilization (Fournier, 1991).

Additionally, it was concluded that variety seeking and personal innovativeness hada significant impact on behavioral intention. Once the researcher performed this research, it was identified that the behavior of variety-seeking moderates the influence of price on purchase intention. Moreover, this study concluded that innovation tends to build behavioral intention to use customers, which involvesadopting the technology. Finally, the results appeared that product evaluation and behavioral intention significantly affectwillingness to use coffee house services. It means product evaluation and behavioral intention could make products come to customers' minds and become one of their purchasing choices rather than competitors.

Regarding the hypothesis testing result, the findings of this research revealed that variety seeking and personal innovativeness have the most substantial influence on the willingness to

usecoffee house services in the downtown area of Bangkok. Therefore, the researchers should focus on these variables to increase the intention to visit the coffee houses, which can impact revenue generation by engaging customers to try new products or services.

Recommendations

This research found various factors that are considered the antecedents of office workers' willingness to shop in Bangkok during the COVID-19 outbreak. Consequently, the recommendations from the result of this study would begin with the enhancement of variety seeking by renovating the store environment and innovatingnew products(Ratner & Kahn, 2002). In addition, personal innovativeness is another critical factorthat suggests the coffee houses owner build awareness to enhance the willingness to use the services of coffee houses. The more customers buy the coffee houses' products and services, the more profitable the coffee shop. Nevertheless, coffee shop owners should not only serve quality beverages and snacks in a trendy and relaxing atmosphere but also provide product diversity and add innovation or variation to the shopto make it more attractive and generate more revenue to retain their survival during the pandemic period.

Limitation and Further Study

There are limitations for this study that should be inspected and extended in future research. Firstly, this study examined factors affecting the willingness of office workers towards coffee houses in Bangkok during COVID-19 Outbreak, rather than other consumers. Secondly, the sample group can be applied in the overseas market that potentially produces different results. Lastly, the spread of coronavirus worldwidehas sufferedworldwide entrepreneurs to assess their current and future losses. Further studycan investigate more factors or expand the research model to find out what other variables could be to provide a better understanding of key drivers for otherbusinesses to survive and thrive through the COVID-19 pandemic.

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