

**Hot Food, Good Event: Understanding the role of
food in cosplay restaurant patronised by
Bangkok's ACG subculture.**

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ATTESTATION OF AUTHORSHIP

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning

Signed 

Date July 23, 2018

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ABSTRACT

Fandom subculture has a large influence on the lifestyles of postmodern people and the hospitality industry. A cosplay restaurant is an amalgam between hospitality services and fantasy elements from fandom subculture. Some consider that food is not an important element of a cosplay restaurant; however, the presence of food in the cosplay restaurant environment suggests that it has an attraction value that is different from a typical restaurant. This study determined how and why food is important in cosplay restaurants. Consumption practices of fan-marketing follow guidelines of affective economics where the customer makes purchase decisions as a result of an emotional connection with the product which is not based on utility. Affective economics of fandom subculture suggests that cosplay restaurant customers have a different set of satisfaction elements compared to typical restaurants. Data were gathered from a sample of 190 participants, categorised into four types as serious and casual fans in maid and fanmade cafés. Five attributes which affected the quality of cosplay restaurants were divided into two groups. The food group included taste, appearance and fandom identity while the event group included activity and hospitality services. Participants' perceptions and satisfaction were analysed to assess the differences within each of the four types and relationships between the five attributes. Results determined that among all grouping variables, including demographics, the only factor significantly affecting customer perception was fan level. Serious fans regarded all five attributes as having a higher degree of importance. Attributes all correlated with each other, while casual fans recorded a higher degree of correlation due to their limited ability to distinguish each separate factor. Customer perception regarding all attributes was high with not much difference between each; however, for customer expectation, the most important attribute was fandom food identity. Findings indicated a gap between perception and expectation which suggested that businesses did not fully understand the needs and wants of their customers. Food quality was considered less important for cosplay restaurants compared to event quality. Customers regarded fandom food identity as the most important attribute and this supported the idea of fandom subculture. The status of postmodern ethnicity suggested that fandom food is now becoming a new ethnic cuisine. Food served in cosplay restaurants is important but in a different way from typical restaurants. Results will assist cosplay restaurant managers to better understand and comprehend the expectations of their customers and the growing importance of fandom food. This research model can be further developed to investigate fandom food culture and identity in other regions.

Chapter 1: Introduction

1.1 Rationale

Food is one of the most important necessities for day-to-day living; as such, this has seen the rise of the restaurant business that has had a major role side by side with the long history of humanity. Despite the creation of the restaurant business in 17th century France (Mealey, 2016), the style of the restaurant has been influenced by the eating culture in each region resulting in a variety of business types. Today, the characteristics of a restaurant have become more diversified from the initial onset. Consequently, the contemporary style of restaurant features many cultural influences whether it is ethnic cuisine, fusion cuisine, molecular gastronomy, and so on.

One of the cultural influences that has affected consumption by people in the postmodern era is the so-called fandom subculture, which has also had a great influence on contemporary food culture. In Thailand, one example resulting from the combination between fandom and a restaurant is the cosplay¹ restaurant. The most common example of a cosplay restaurant is the maid café which was the first business of this type established in Japan in 2001 (Sharp, 2014). In addition to providing general food and beverage services, the maid cafe also offers special services. The waiter/waitress dresses up in a maid's costume to deliver a fantasy experience for the customer. As such, the cosplay restaurant is a place where customers not only eat or drink, but also get to participate in activities. One of the main activities of the cafe is interaction with the cosplay staff, or 'cast'². Such activities may be conversations, taking photographs, playing minigames, or role playing (Kincaid, 2015). Due to the realism of these fan elements, the customers experience being part of the fandom. This unique style of service makes this type of place popular, especially to the Anime, Comic and Games (ACG) culture group in Japan. Since the cosplay restaurant is primarily intended to serve customers as a fandom community; therefore, it is necessary to understand 'what fandom is'.

A 'fan' is a status of the person "who admires and supports a person, sport, sports team, etcetera" ("Fan", 2018), and together with other fans shares a common interest in the collective subculture of the fan, which is called the 'fandom' ("Fandom," 2018; Ito, Okabe, and Tsuji,

¹ The hobby of dressing as and pretending to be a character from a film, TV programme, comic book, etc. (cosplay, 2018)

² Term to call cosplay staff in a cosplay restaurant that usually works in cosplay as a specific character.

2012; McCudden, 2011; Stevens, 2010). While the history of the term ‘fandom’ can be traced back to 1903, the popularity of the subculture has exponentially risen and become a symbol of postmodernism and pop culture today (McCudden, 2011; Stevens, 2010). The substance of fandom could be anything about a human cultural interest; such as, a hobby, novel, movie, or even an individual celebrity (McCudden, 2011).

The cultural characteristics of the fans are similar to an ethnic society in which the elements are identified by their distinctive characteristics. Obvious examples of ethnicities include race, nationality, or tribe. However, there are also other cultural ethnicities; such as language and religion (Bomani, 2018; 2018; Steinbach, 2013). Steinbach (2013) suggested the important characteristic that distinguishes ethnicity is the identity which is held by an adequate number of people. However, fandom subculture has many elements that reflect the similarities of traditional cultural ethnicity because fans use their interest to distinguish themselves within their group through ethnic elements, including language, social norms, or cultural identity practices (Annett, 2011; Ito, Okabe, and Tsuji, 2012; McCudden, 2011). These items suggest the theory of fandom subculture is a form of postmodern ethnicity.

From a business point of view, the fans are a very interesting market. Pareto's principle states that 80% of sales come from just 20% of customers (Lavinsky, 2014), indicating that businesses should only focus on this important segment. However, the consumption behaviour of these fans is different from the general consumer. Their behaviour cannot be explained by a general marketing theory, so theory from affective economics has been used to describe such behaviour (Jenkins, 2008). For postmodern marketing, affective economics is arguably the most effective tool for a business (Hills, 2014; Jenkins, 2008; Kitabayashi, 2004; Stevens, 2010). Affective economics asserts that the business should create a story for the product to “create emotional connections between the product and the consumer in order to shape purchasing decisions” (Jenkins, 2008); thus, allowing consumers to feel connected to being part of a brand (Stevens, 2010). As a consequence, the fans are very honest, and are willing to pay to support what they are interested in. This gives them the potential to be the best customer of the business, and further emphasises the interest of a fan consumer behaviour study.

This research has focused on the situation of the ACG fandom subculture in Thailand, the researcher’s home country. However, in order to study the evolution of ACG fandom

subculture, Japan, the origin of ACG³ subculture, makes an interesting case study of the influence of the fandom subculture on a national level.

Each year, Japan generates huge revenue from the ACG industry. Based on the concept of "Cool Japan", a strategy of becoming a cultural superpower in the late 2000s ("Cool Japan Initiative 2014"; "Cool Japan Strategy 2012"), this country has become known for using its cultural products to spread its influence around the world, and the ACG industry is one of the country's most important cultural exports (Stevens, 2010). From the effect of the "Cool Japan" strategy, the ACG subculture is expanding rapidly, especially in other Asian countries such as, China, Taiwan, South Korea, Indonesia, and Thailand. The size of the ACG subculture in Thailand has dramatically increased, particularly in the last ten years. From a few hundred attendees of the fandom convention in the 2000s, the number of attendees has increased to more than 30,000 in the year 2017 ("ANIME FESTIVAL ASIA - HISTORY," 2018).

The difference in the cultural details between Thailand and Japan has resulted in difficulties in the former country adopting the ACG culture. In Thailand, the status of fandom subculture, especially ACG fandom, has not been as publicly accepted as its counterpart in Japan (Finlay, 2018). Factors that may make fandom subculture secondary include the novelty and bizarreness of the subculture (Chachavalpongpun, 2018). Moreover, when compared with the size of the community in Japan, the fandom community in Thailand is small, which has resulted in the market appeal not being comparable to a mass market. This requires fandom marketing in Thailand to be very different from Japan.

Nevertheless, it is evident that the community is experiencing constant growth ("ANIME FESTIVAL ASIA - HISTORY," 2018; Hulme, 2018). The success of the fan-oriented marketing of idol girl group 'BNK48'⁴ further expanding the fandom community in Thailand (Hulme, 2018; Lersakvanitchakul, 2018). As "the hottest idol girl group shaking up the country's music circle" (Lersakvanitchakul, 2018), the girls are constantly in the media, at events and attending product launches. In realising the opportunity of the fandom market, PLAN B, the market leader in Thailand's multimedia industry invested 200 million Thai Baht

³ Abbreviation of "Anime, Comic and Games" used to describe the phenomenon in the relative fields of strong economic and cultural connections existing between anime, manga and games in the Japanese market (Ito, et al., 2012).

⁴ Sister project of the famous Japanese idol girl group AKB48, which was based on the concept 'idols you can meet'.

with the expectation that in 2018, BNK48 will contribute 300 million Thai Baht in revenue generating 60 million Thai Baht in profit. As a result, PLAN B knew that most sales would come from the fan base; thus, confirming that the band's fans had become a very interesting customer base.

Moreover, in these past few years, non-official cosplay restaurants have organised and hosted non-profit events for fans by fans. These are good signs for the expansion of the fandom community and cosplay restaurants in Thailand. However, due to the novelty of the fandom subculture, there is little research explaining this fan behaviour. The arrangement of the cosplay restaurant is different from other fandom activities because of the restaurant's hospitality elements, which feature the importance of the food service that represents the identity of the culture. As such, this emphasises the interest in studying the fandom food in Thailand.

1.2 Aim and Objectives

Based on previous research, the role of food is obviously recognised as an important part of the success of the restaurant business. However, for a cosplay restaurant, the role of food is different. Most customers do not expect a hospitality service like a typical restaurant when visiting because a cosplay restaurant is a combination of a hospitality service and fandom elements. The fan part is what makes the cosplay restaurant differ from a typical restaurant because of the need to compose a story (affective economics) to make the business successful and profitable. The fan market is interesting, but the related research is very limited, especially research on fandom food. The role of the fandom food culture is more interesting when considering the similarity of the fandom subculture with ethnicity suggesting the status of fandom as postmodern ethnicity, which gives the fandom food the status of a postmodern ethnic cuisine.

The goal of this research was to study and explain the behaviour of the fans and the factors that contribute to the success of a cosplay restaurant and the importance of fandom food in the subculture. The main research question is: "In what ways does the food context become the important factor of the cosplay restaurant?". This suggests five research objectives for a cosplay restaurant:

Q1. "What is the relationship between food and events in cosplay restaurants?"

Q2. "What are participant's expectations regarding the food served in cosplay restaurants?"

Q3. “What are the circumstances that affect the perceived importance of food

Q4. “Do different types of cosplay restaurant require different food qualities to maximise success?”

Q5. “What are the theoretical gastronomical implications for food service in cosplay restaurants?”

1.3 Significance of the Research

The success of the idol girl group ‘BNK48’ emphasises the interest of these fan customers and the necessity of fan-oriented marketing (Hulme, 2018; Lersakvanitchakul, 2018). However, Stevens (2010) indicated that the fandom community is a risky market as fans tend to be concerned more on the authenticity of fandom elements. The consumption behaviour of these fans cannot be explained by the general consumer behaviour theory, especially considering the differences between the cultural context of Thailand and Japan. Therefore, it is necessary to study the topic of fan consumer behaviour in Thailand. As such, the research will aim to investigate the importance and function of the food context in the fandom community, and uncover which attributes were important towards customers’ satisfaction — leading to the cafes’ success. The result of this research will create understanding in the settings of a cosplay restaurant, as well as how the food context works in the fandom community. For further research, this study will generate the basis of knowledge of the fandom community, especially with regard to the food culture. Finally, the result of the study could help to improve the overall performance of the cosplay restaurant by creating a better understanding of the customers’ expectations.

1.4 Methodology

This research aims to answer the above-mentioned research questions and was conducted within the scope of fandom communities in Thailand. Research Questions 1-4 were answered by using quantitative data analysis, which showed the broader implications of the whole community. For Question 5, the answer was deduced from the results of the survey assessment combined with information from the literature. A survey instrument developed from the literature review and pilot interviews was used to find which food quality attributes were important to a cosplay restaurant. This research collected data from cosplay restaurant participants in Bangkok, Thailand as its research scope.

1.5 Dissertation Overview

Chapter 2: Literature Review. The first part of the second chapter will provide a review of the restaurant hospitality service concept. This will be followed by a review of the literature related to fandom. The final part of this chapter will discuss the theoretical basis and development of a research model.

Chapter 3: Methodology. The conceptual framework used in the research will be discussed. This research is based on a positivist framework that uses questionnaires to find answers to research questions. This chapter will discuss the process of creating a survey assessment followed by the process of data sampling and data collection method. The chapter will end with a summary of the methods used to analyse the data.

Chapter 4: Results and Discussion. This chapter will outline and explain the results of the collected data, which will answer the five research questions followed by discussion. The data presentation will start with a section on the demographics followed by descriptive statistics and an analysis of the results of inferential statistics. This chapter closes with discussions both from the analysis and literature review to cover every aspect of the research questions.

Chapter 5: Conclusion. The last chapter concludes the overall dissertation in which the key findings of the research will be presented according to the answers of the five research questions. Moreover, a summary of the key points on the importance of food for the cosplay restaurant's success and how it relates to fandom and has become the object of defining the cultural identity of postmodern ethnicity will be provided. Furthermore, the implications of the research, both practical and theoretical, will be presented concluding with the limitations and suggestions for further studies.

Chapter 2: Literature Review

In order to maintain a competitive advantage, all businesses need to analyse their markets for potential trends that will keep them ahead of their rivals. A cosplay restaurant is a new business trend, which features the elements of Japanese pop culture of animation, games, and comic subculture into the classic practice of the restaurant service business (Galbraith, 2013). While the importance of the food context in a classic restaurant is commonly observed, no study has been conducted to provide any evidence on the importance of the settings in a cosplay restaurant.

This chapter will present a literature review in two dimensions: gastronomy and fan subculture. The first part, focusing on the gastronomic issue, will demonstrate the importance of food in the general context in human culture. The next section focuses on the practice of fandom subculture merging with the gastronomic tradition, and its result in the cosplay restaurant. This will show how the fandom subculture has had constant growth in today's modern world, and how the minor activities of cosplay can be merged with a restaurant into a theme and cosplay cafe. The final section of this chapter provides a summary of the literature review and presents the theoretical framework of this research, which would lead to the argument of the research question of the study.

Part 1: Food

2.1.1 Food as a hospitality complement

One of the most necessary factors for survival is food, as it provides every human being the energy and nutrients to grow, develop and be functional (Winkler, 2011). However, food is not limited to just being fuel for life, it also has a symbolic meaning, as it has been associated with love, sensuality, comfort, stress reduction, security, reward, and power among other items (Parasecoli, 2011; Stano, 2016).

Food is used as a measurement for the prosperity of one's civilisation, as hunger from a lack of food for consumption is considered as universal anguish (Stano, 2016). Food security includes the ability to eat what one wants that is considered as an important aspect of a good life while the poor can only feed themselves with a cheap, calories-oriented meal, which could lack the necessary nutrition — such as minerals and vitamins that are required for the body's development and its proper functions (Winkler, 2011). Food security is not only measured by the number of calories, but also the nutrients received from consumption. Furthermore, a lack of food does not only lead to malnutrition, but also hunger. The state of lacking nutrients and

calories to sustain the body is considered a critical risk for human survival. Hunger and malnutrition could result in diseases, or in the worst case, death.

2.1.2 Food for providing the utmost hospitality

A famous quote from Socrates states, “The best seasoning for food is hunger” (“Socrates quotes”, 2018). This is a shared experience for most people who eat delicious food for pleasure in which the desired form of eating can be explained in both the scientific and cultural aspects. On the scientific side, from people’s DNA, we crave for the development of pleasure from eating to live. By developing the sense of deliciousness and all the five senses, we can detect the required nutrient to fuel our body; for example, we enjoy a sweet taste because it represents high-calorie food, and we dislike a bitter taste as it refers to something that is inedible or toxic (Small, 2012). This form of preferable deliciousness is instinctive and commonly shared among humanity no matter to what culture a person belongs. Nevertheless, once humans developed technology, as well as the process of ‘cooking’, we have learned to change the deliciousness from instinctive pleasure into a more cultural concern (Klosse, 2014). As this conditioned deliciousness is a product of culture; therefore, what may seem delicious for one culture might be unacceptable to another culture.

In addition, throughout human history, food has been mainly related to the practice of providing hospitality. To define the meaning of the word ‘hospitality’, the Cambridge Dictionary (2018) states “the act of being friendly and welcoming to guests and visitors”, and, “food, drink, entertainment etc. that an organisation provides for guests or business partners”. Furthermore, Brillat-Savarin (2004) provided the definition of the word as, “To invite someone is to take responsibility for ensuring his happiness for so long as he is beneath your roof”(p.18). Thus, the act of hospitality could be considered as the ultimate form of providing the utmost happiness that humans could do for each other. Moreover, the elements of food have always had a close relationship with the concept of providing hospitality (Merrill and Merrill, 2011).

More than the necessary needs for everyday life, food is also used to express joy and happiness. On special occasions when people celebrate a good event, the celebration will mostly be in the form of a feast presenting excessive quantities of food and beverages, as well as extraordinary services and entertainment, which are considered as the elements of celebration. When people eat their staple food, the pleasure from consuming delicious food is present (Casotti, 2005). However, we have developed a culture of consuming special food for important occasions, which are always rare luxuries and expensive, and not consumed in everyday life. These

extraordinary food objects have gained the status as a symbol of prosperity along the development of human culture. The most obvious consumption items for a celebration is an alcoholic beverage. There is evidence of the usage of alcoholic beverages for celebrations worldwide as each major civilisation has a record of its own forms of alcohol.

The evidence of food presentation as an item to show prosperity and celebration, as a form of utmost hospitality is found all over the world (Baird, n.d.; “Food and celebrations,” 2017; Rae Chong, 2015; Saxena, 2018). In Chinese culture, food is strongly presented as a symbol of prosperity and wellness in the form of providing hospitality. The greeting words of asking if people have eaten yet is common, especially in the family. Additionally, excessive food shows the status of the family and the provision of hospitality to the guest by serving an irregular amount or luxurious food. However, for the most powerful man in the country, who was the emperor, a chef would serve luxurious food with almost a hundred courses for just one meal; as such, this is the evidence of the Chinese people’s concern for the role of food as a symbol of providing hospitality in their culture. One of the shared traditions among Asians, from China, Japan, to Southeast Asia is a rite to pay respect to their ancestors. The descendants would bring their ancestor’s favourite food to the cemetery to place at the tomb. The food object is not only considered a centre of providing hospitality to the living, but to the deceased as well (Merrill and Merrill, 2011).

In the West, the trend of the usage of food as an item for providing hospitality to celebrate is presented in its most common form of a feast (Merrill and Merrill, 2011). This tradition can be traced back to the celebration of the nobles in Europe, as they considered a feast to present their social status. The celebration of major festivals such as Christmas or New Year were also always followed by a party, which was full of entertainment and food. Another festival where the food context has become more prominent is Thanksgiving, which is a festival in America and Canada. The purpose of the festival is to celebrate the blessing of the harvest, and to show how to celebrate such a blessing by eating excessive and luxurious food. The celebration has been in practice since the 17th century when agriculture at that time barely produced enough crops, and food was scarce. However, the practice of eating is still a major part of the celebration, and some kinds of food like turkey and pumpkin have become the symbols of the event (ibid). When we look into these histories of humankind, they imply that food is the utmost form of presenting hospitality.

2.1.3 The definition of a restaurant

The Cambridge Dictionary's (2018) definition for the word 'restaurant' is "a place where meals are prepared and served to customers.", viewing it as a business that, the Guest takes Rest in the restaurant and pays rent for ~~the~~ having refreshment, food and beverage." Moreover, Brillat-Savarin (2004, p. 217), the famous French writer and founding father of gastronomy defined a 'restaurateur' as "the business of whom is to offer a dinner always ready, and with prices to suit those that consume them"

Although the food selling business has a history as old as the human civilisation itself — when the oldest form of food selling business has been a food stall — the concept of a restaurant as a hospitality place where people gather and dine on good food occurred just after the French Revolution in the 18th century. Before the revolution, only the noble class had enough resources to hire professional chefs who were trained to provide exceptional hospitality services. Once the French revolution had displaced their noble employers, these chefs became jobless. Therefore, these unemployed chefs adapted the practice of serving their former high-class master by starting their own business in a public place where they offered hospitality services in the same manner. This type of business became known as a restaurant (Mealey, 2016).

However, the restaurant business today has changed much from what it was in France in the 18th century. In examining the research of the restaurant business, a restaurant is considered to be one of the most common service businesses that provides hospitality (Olver, 2015). This is different from a food selling business of the past, as the customer does not only consume food, for what the restaurant business provides is an experience (Chen et al., 2015; Parasuraman et al., 1988; Stevens et al., 1995, 1996; Vanniarajan and Meharajan, 2012). In other words, the main product of a restaurant business is not a tangible object like food, but the overall experience of using the services.

Part 2: Fandom

2.2.1 What is fandom?

In the postmodern era, the mass media has dramatically increased the audience's ability to receive the content of various subjects. This has given birth to the subculture, fandom, in which a group of people who share a common interest towards a respective topic have gathered together (Ito et al., 2012; McCudden, 2011). Moreover, by adding the suffix '-dom' to the word fan, gives it a meaning similar to kingdom (McCudden, 2011). Baym (2007, "Fandom", para.1) explained the phrase fandom as "a collective of people organised socially around their shared

appreciation of a pop culture object or objects.” The fandom group can be in any field of human interests and activities, such as music, film, television series, sports, comics, video games, real-life celebrity, or another aspect related to pop culture. The communities are driven by the fans who have a common interest in the same thing. Although fandom is usually associated with one respective topic, common fans in the community are likely to participate in multiple fan communities at the same time making it possible for the fans to overlap fandom (Brown, 1997).

2.2.2 Affective Economics

As described, fandom subculture is a group of people who gather together based on their common interests, and one of the most interesting studies towards the behaviour of the fan, which is also of interest to investors, is their consumption practice. This could be described under the theory of affective economics. According to Jenkins (2007, p.279), ‘affective economics’ is “A new discourse in marketing and brand research that emphasizes the emotional commitments consumers make in brands as a central motivation for their purchasing decisions.”. Because the basis of fandom subculture is created from the fans, the concept of affective economics is heavily involved in the process of the relationship between the fan and the fandom (Hills, 2014; Stevens, 2010). This is similar to sport when people supporting their favourite sports teams are also considered as one kind of fandom. The fan consumers are very loyal towards the business, which also functions as their content creator. While the Pareto principle (“Pareto Principle,” 2018) suggest that 80% of sales comes from 20% of the customers, the very loyal characteristic of these fans makes them an ideal customer of the business in the fandom society.

2.2.3 A brief history of the otaku subculture

Among the fandom subcultures, the largest and most well-known is the otaku subculture. The word ‘otaku’ is literally translated in Japanese as an honour word for the other’s home (Kaichirō, 2012). However, the word is also used as slang for people with an obsessive interest.

The history of the otaku subculture can be traced back to the mid-20th century. While recovering from World War II, Japan invested its infrastructure including transportation into the form of a rail network (Ito et al., 2012). Obsession with the steel horse as a symbol of hope was transformed into a tangible form of a replica model — a toy train — which became very popular among boys in the 1950s. Thus, this group of people could be considered as an early form of otaku.

Although people could become an otaku in any respected topic with which they were obsessed, in general, the word otaku was mostly aimed towards the Japanese animation, games and comics⁵ or ACG⁶ otaku. The early generation of otaku, the train otaku, were mostly composed of unattractive males (ibid), but during the beginning of the animation era; such as, the famous ‘Mobile Suit Gundam’ in 1979, the focus of interest of boys shifted into a deeper fantasy realm. Thus, these otakus in the late 1980s had a major influence on the otaku subculture, as they became creators in the industry. Studio GAINAX, which was founded by ACG subculture fans, is an example.

In the real world, the otaku who wanted to express themselves culturally had to create an environment in which they were comfortable because they were considered to be losers by society (Ito et al., 2012). The otaku is considered equal to a person with a mental health condition who cannot distinguish between fantasy and reality (Azuma et al., 2009). However, there are arguments about this. Although most otaku prefer fantasy over reality, it is not because they cannot distinguish between the two but rather as a result of having considered which is more effective for their human relations. The otaku has a social function the same as the non-otaku people. The reason that otaku prefer staying within their community environment is that, “as social values and standards are already dysfunctional, they feel a pressing need to construct an alternate value and standard.” (Azuma et al., 2009, p. 27)

2.2.4 ‘Moe’ consumption

The otaku market is a model of affective economics, the same as the other fandom markets in the world. Azuma et al. (2009) provided the details of the otaku market model. In the beginning, it was the model of a grand narrative where comics and toys were not consumed in the form of themselves, but with the existence of the story behind the product. For example, Mobile suit Gundam created its narrative as a series that also launched many sequels but was set in the same fictional universe, which featured a similar series of elements, such as giant robots and war. The success of the series has also been expanded to other related products. One example was produced by Bandai Co. Ltd, one of the largest toy producers in Japan, in which one of

⁵ Also known as ‘manga’ in Japanese language (Ito et al., 2012).

⁶ Sometimes also known as AMC, as the abbreviation of Animation, Manga and Game, as comics are also known as Manga within the Otaku fandom subculture (Ito et al., 2012).

their most all-time successful product lines is the Gunpla⁷, an action replica featuring the robot characters in Mobile suit Gundam.

Though the influence of the grand narrative, which features the story behind the consumption practice of the customer, has still been presented as a major part of the media consumption in otaku society until today, another shift among the subculture was raised among the otaku in the 1990s. Besides consuming the whole narrative, there is an independent and decreased relationship to the original narrative compared to the previous generation of otaku. The 90s otaku consume only such fragmentary illustrations or settings which they feel empathy. These otakus called this consumption behaviour as Chara-moe, the feeling ‘moe’ towards the character and alluring characteristics.

When GAINAX Co. Ltd. released its classic hit ‘Neon Genesis Evangelion’ in 1994, being a studio founded by an earlier generation of modern otaku, Evangelion created another model of narrative consumption different from other franchises of the same era. In addition to featuring many storylines within the same universe, the Evangelion fan focused on the settings and character designs as objects for the Chara-moe (Azuma et al., 2009). As for them, even the grand narrative of the fictional world setting was no longer desirable; instead, they focused their interest on character sets. Unlike the Mobile Suit Gundam, which was followed by many sequels that “most were developed along the lines of a single fictitious history under the supervisions of one general director” (Ito et al., 2012, p. 43), there were no sequels or any plans to make sequels for Evangelion. As an alternative, GAINAX developed the work based on the related concept to the series in the form of derivative work; the studio even created their parody version to feature the character and series elements from the series. The launch of Evangelion is not a single grand narrative like the Mobile Suit Gundam but is a simulacrum at the same level as derivative works, contrasting to the practice of a grand narrative consumption model, and calling the practice as a form of grand non-narrative consumption (Azuma et al., 2009).

The empathy towards the character settings — Chara-moe — has become important in the consumption practice of the otaku from the 90s until the present (Azuma et al., 2009). Though there is no direct translation of the word ‘moe’, the term could be described as a concept of affection towards a character that is mostly from anime manga and games, but actually the meaning cannot be described (“MOE!: Is it good, evil, or a sinister concoction beyond

⁷ Abbreviation from Gundam plastic model. (“Gunpla,” 2006)

understanding?,” 2016; “MOE! What does it mean? What hath it wrought?”, 2015). As in Japanese, the term ‘moe’ could mean to sprout and to burn; this may interpret that ‘moe’ is a strong feeling towards something that was burning inside (Galbraith, 2009). The ‘moe’ elements have gone far beyond the elements of one narrative, but more as a form of a collective database shared among the otaku subculture (Azuma et al., 2009). Since the practice of the grand non-narrative consumption is valued more in the character’s design than the storyline, “the moe-elements are not the setting of the character’s design created by the individual talent of the author, but an output generated from preregistered elements and combined according to the marketing programme of each work” (Ito et al., 2012, p.47). The ‘moe’ elements are presented in many character design settings in unrelated work. The elements, such as cat’s ears, glasses, maid’s costume, or the character like the quiet personality of Amami Rei, one of the main characters from Evangelion, which is registered as a ‘cool-dere’ type character personality are examples of the popular elements (Azuma et al., 2009). These ‘moe’ elements are broken and taken from their series narrative and recorded by the consumer. The creator understands each element, breaking down the ‘moe’ elements from the popular character, and rearranging these elements as the material from which to create a new character; thus, the trend of the otaku’s consumption changes from a grand narrative to the character that is featured in the ‘moe’ elements (ibid).

The consumption of the ‘moe’ elements of the otaku in the late 90s was not a simple act of empathy, as the otaku themselves wished to believe, but a form of postmodern consumer behaviour sustained by the movement back and forth between the characters and the ‘moe’ elements. The trend of the narrative consumption was shifted to the ‘moe’ elements registered in each otaku ‘database’, thus resulting in the trend of database consumption (Azuma et al., 2009). “Each character is merely a simulacrum delivered from the database of the ‘moe’ elements” (Ito et al., 2012, p. 57); the work creates the background story, which lets the characters perform their setting whereby the otaku consumes the character and sometimes, if matching with their database of ‘moe’ elements, they will feel the ‘moe’ towards them. The practice of character consumption is heavily related to the contemporary practice of calling their favourite female character as waifu⁸, or husbando⁹ for the male character. Though some

⁸ (fandom slang) A fictional female character from non-live-action visual media (typically an anime, manga or video game) to whom one is attracted (waifu, 2018).

⁹ (fandom slang) A male character from non-live-action visual media (typically an anime, manga or video game) to whom one is attracted (husbando, 2018).

otaku would explain that their feelings towards waifunism is different from 'moe', as they feel love towards the character, so it can still be argued that there is a similar manner to the 'moe' elements.

The practice of otaku consumption from the 1990s until today has shifted far beyond the system of narrative consumption. Instead, the otaku uses his/her database to find what content he/she would like to consume. Furthermore, because of the database consumption, the importance of originality has been reduced from what it was in the 1970s whereby the non-narrative consumption of the 'moe' elements distorted the original and the copy (Ito et al., 2012). The otaku culture is filled with an influence of derivative works, which are received in the equal value as the original, though not all, but only good derivative works are accepted. The otaku consumer can tell the difference between the good and bad derivative works from the database writing of their consciousness. Hence, for the example of the Bikkuriman¹⁰ sticker, which has 772 originals, if someone unofficially created a derivative 773rd sticker, it would have to share the same database as the previous 772 originals to be considered as a work in the same series (ibid)., as well as the parody series of Evangelion created by GAINAX Co. Ltd. itself. Therefore, the consumer would consider the quality of the work more than the originality as long as it is considered within the same database. However, the practice of the grand narrative and grand non-narrative might be blended though it could not be denied that the practice of the 'moe' elements' consumption has become the major otaku consumption practice of today (Galbraith, 2010; Ito et al., 2012; Kitabayashi, 2004). The equality between originality and derivative of the otaku consumption has given an opportunity to anyone who is interested in creating the work using the elements delivered in the series on an equal plane. This has created the sector of the parody works called the 'doujin' market (Ito et al., 2012). Though in fact, the reproduction of the original works is against the copyright laws, these derivative works have been accepted by the practice of the subculture, which they called this derivative creation 'doujin' works.

2.2.5 Doujin – the fan made market by fans for fans

The word 'doujin' itself is literally translated as "a group of people with the same interests." Although there is no official definition of the term 'doujin' work, it could be described as "self-financed, self-published work created by an individual or in collaboration between individuals"

¹⁰ A line of wafer snacks produced by Lotte made notable for the randomly assorted bonus stickers included inside each snack (Bikkuriman, 2018).

(“What is ‘Doujin’??”, 2003) ‘Doujin’ work is not limited to printed media, but is also available in the form of software, props, dressing up as a character, or organising an event, as long as that ‘doujin’ work does not occur in any professional or mainstream channel of distribution.

2.2.6 Introduction to cosplay

The unique characteristic of the Japanese ACG blend culture with fashion gave birth to the cosplay subculture. Osmud et al. (2012, Introduction section, para.1) defined the word cosplay as “a term that represents the combining of the words for ‘costume’ and ‘play’ or ‘role-play.’” It is a term that is often used to describe a particular subculture of people who enjoy dressing up and acting as characters from popular animation, videos or comics. However, the term cosplay is not only limited to fictional characters, but also can include many other genres including historical figures, real-life celebrities, fetishism or gothic lolita fashion¹¹ (Osmud et al., 2012; Peirson-Smith, 2013). This takes into consideration the rules of the comic marketing committee that accepts cosplay as a ‘doujin’ work to cosplay as a fictional character and use intellectual property in the character’s design. However, this practice is an acceptable subculture at the same level as other forms of ‘doujin’ work.

There is a practice among the cosplay subculture that cosplaying is not just dressing up, but it will give a person a chance to be a character (Osmud et al., 2012). Thus, cosplaying is the opportunity for bringing fantasy into the real world, wearing costume props and makeup to transform into the desired character. The cosplayer always gives value to accuracy rather than beauty. Today, the cosplay subculture has become bigger than the niche subculture that it was in the past decade, Unlike the past, when cosplayers had to make DIY¹² with costumes and props, the bigger market today attracts commercial companies to provide such services with affordable prices making it easy for the cosplayers; hence, increasing the number of new cosplayers in the past decade though the people in the subculture still value the DIY works more (Ito et al., 2012). Global competitions such as the World Cosplay Summit, the biggest cosplay competition, have required competitors to bring everything they require including the props, accessories and costumes to the competition.

¹¹ A fashion subculture from Japan that is highly influenced by Victorian and Edwardian children's clothing and styles from the Rococo period (Alyssa, 2018).

¹² Abbreviation of the phrase “Do It Yourself” (“DIY,” 2018).

2.2.7 Rise of the theme cafe

Taking into account the latest restaurant trends, the fandom theme cafés are a great example of the reflection of affective economics to the real-world market. Some theme cafes are operated based on a family restaurant model using the elements or characters from a series to decorate a place and dish to create a series-based environment (Pitts and Vega, 2015); the theme café is considered simple and attracts both fan and non-fan customers. For example, the Pompompurin¹³ café in Japan, which is decorated by using a yellowish theme and a design of the character (“Pompompurin Cafe Harajuku: a super kawaii Sanrio restaurant in Tokyo,” 2017). The Pompompurin cafe menu is based on the design of the Pompompurin character, which not only includes the food, but the cafe also provides the character’s goods like a mug or cup if customers order a set menu. For customers who come alone, the cafe will ask if they would like to have a human-sized stuffed doll to sit with them (Travel Pockets, 2017). Some branches of these cafes also sell special merchandise of that character, which is unable to be obtained in a normal shop; thus, embracing the obvious concept of the affection business further. These official cafes while operating mainly to deliver a uniquely memorable experience for those fan customers, also welcome customers who are not fans.

2.2.8 The cosplay restaurant in the form of a maid café

As a place that originated from the otaku subculture, the cosplay restaurant has also become very popular in Japan. Compared to other theme cafes, the cosplay restaurant has featured a much higher fandom element. The concentration of these fandom elements has made the cafe very different compared to a typical restaurant. For the typical non-fan customer, the excessive fandom element may result in a bizarre experience and uncomfortable visit. However, this distinctive style of café is considered extremely pleasant for the fan customer, who comprises a major part of the café’s customers.

One of the obvious examples of a cosplay café is the maid café. In the restaurant that has a maid cosplay theme, the staff are given the role of servants, and serve the customers who are given the role as masters (Kincaid, 2015). It was first established in the year 2001 in Akihabara, an area in Tokyo, Japan, which was nicknamed as the capital of the otaku subculture (Galbraith, 2010). The cafe gives the fundamental services of providing food and beverage like a normal restaurant; however, its primary product is sometimes considered different. A maid café offers

¹³ Golden Retriever dog character from by the Japanese company Sanrio (“Pompompurin,” n.d.)

a distinctly different ambience from usual restaurants by catering to the needs of these otakus by providing a great experience and making the popularity of those cafes increase dramatically (Itō et al., 2012; Kincaid, 2015). For those otaku customers, who are considered as major business customers and are stereotyped as “socially awkward, withdrawn, or uninterested people” (Kincaid, 2015, “Maid café customer”, para. 1), the business provides them with the place between real life and fantasy, and a maid is considered as a 2.5-dimensional character who creates an atmosphere of dimension where they can interact with a fictional character who is physically real (Galbraith, 2013; Kincaid, 2015). The fantasy settings are related to the concept of affective economics since maid cafes offer the relationship between the maid and customer as one of their primary products. Most of the maid cafes rely on most of their sales from Joren¹⁴ (じょれん; Kincaid, 2015), so the relationship between the maid and customer has evolved in the same way as a popular dating simulation among male otaku. Therefore, the main purpose of the product sold in the cafe is mainly an opportunity to interact with maids. The relationship between the maid and master creates the loyalty towards the brand, so the otaku may heavily support the business from this relationship. Each maid may have her Joren, which continuously support her. Moreover, a popular maid might issue her merchandise in which it could be as simple as some special photo sets, a poster with a sign, or special merchandise (Galbraith, 2013) such as unique handmade goods. For those otakus, this also creates the space of a 2.5 dimension that allows them to interact with their ‘living moe interest’ (Galbraith, 2013). Consequently, the employee of the restaurant, the maids, is the most important factor of the business who are chosen based on experience. The stereotype of a maid is considered as young, attractive and cheerful (Kincaid, 2015), which originates from the concept of the ‘moe’ feelings. While some employers may have this person in real life, most are just a character given by the cafe manager. In considering this fact, it can be said that the maid cafe is the original fictional character created for commercial purposes; a character who only exists to serve and please her master (Galbraith, 2011, 2013).

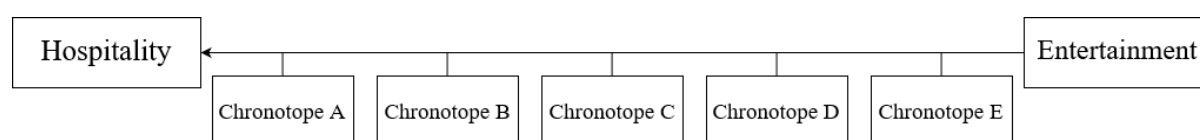
2.2.9 The heterogeneity of maid cafés

There is a Japanese proverb saying. “you come to maid café not to eat” (Kincaid, 2015, para.1); this suggests the importance of the food is a secondary element of the maid café business though it is the most direct source of income of the café. Furthermore, in realising that the cost

¹⁴ Japanese word for regular customer (Kincaid, 2015).

of visiting a maid café is higher than the standard, this is acceptable for most of the cafes as they are providing more than pleasure from the dining experience. Since the main product of a maid café is relationship, food and beverages are considered as a ticket for participating in such a relationship with the maid (Galbraith, 2013; Kincaid, 2015).

Figure 1 Sharp's (2014) heterogeneity of maid cafés



Sharp (2014) categorised the heterogeneity of maid cafés in Japan into chronotope A to E while separating the service of the maid café into two categories, which are the *Iyashi-kei* or relaxing type, and the *moe-kei* or entertainment type (refer to figure 1). However, Type D, which is in between the relaxing type and entertainment, is a maid café more like the stereotype of a maid café described in Galibarth's (2011, 2013) works; it has many entertaining elements with a fantasy role-play relationship between the maid and master that focuses on the interactive elements. The full entertainment Type E maid café is more like an idol theatre that provides a lot of performances from the maid and the special event, but with less interaction between the maid and customer. However, both chronotope D and E consider food as the least important factor providing only a small range of choices; such as, curry and rice, pasta and omurice.¹⁵ Some maid cafes in these chronotope only serve beverages and snacks, and because there is a limited importance of the food in these cafés, food art, which is considered as one of the maid café's classic services, is not available.

On the other hand, chronotope A maid cafés give importance to food more than other maid cafes but limits the importance of the maid and the role-play elements. Although the menu presented in these maid cafes are higher in quality than others, they have many varieties of dishes including “fish and other seafood, deep fried foods, gourmet pizza and various red meat dishes” (Sharp, 2014, “Chronotope A”, para. 2), so the level of interactivity of the chronotope A is the lowest of all; however, some maid café elements might occur only during a special event day, which is related to a specific sponsor. Milkcafé in Nipponbashi, Osaka “leaves no ambiguity about its intentions or function as an establishment” (Sharp, 2014, “Chronotope A”,

¹⁵ A Western-influenced Japanese cuisine consisting of an omelette made with fried rice and usually topped with ketchup (Marc, 2016).

para. 5). The first page of the menu contains the extensive list of expectations while the first item states that “this establishment is a restaurant, beyond offering food and drinks we provide no other kinds of services” (Sharp, 2014, “Chronotope A”, para. 6). The chronotope A, the relaxing type maid café, focuses on providing the customer with food and restaurant hospitality service. Thus, the importance of food is maximised in this type of maid café. The chronotope B, similar to chronotope A tends to focus more on a dining experience than the entertainment experience; however, chronotope B provides more maid café elements; such as, interactivity and chatting between the maid and customer, with more maid goods being available and more special events. Even though it is still like a full-service restaurant, the chronotope B is still considered as a maid café unlike chronotope A. Milkcafe states this in its expectation, and Fairy Tale café in Sendai has even considered itself to present the image of a classic maid café (Sharp, 2014).

Nonetheless what is closest to the traditional maid café, which is presented in Galbraith's (2011, 2013) study, is the chronotope C maid café that represents 46.5% of the total number of establishments. As such, they present a high volume of interactions between the maid and the customer that provides a standard maid café service; such as, cheki¹⁶ and have regularly held events. Eventually, the chronotope C café provided food arts, which seemed rare for the chronotope D and E that considered the food elements for the café settings to be less important. The food quality of the chronotope C is considered standard comparing other chronotope. The major purpose of the food in chronotope C café is to create opportunities for the customer to interact with the maid by having a relationship, which Galbraith (2011) stated to be the main product of the maid café business.

Part 3: Developing a Research Model

This part of the chapter will summarise the information from the previous part of the literature review to present the theoretical concept used in this research.

2.3.1 The hierarchy in the fandom community

Like a society, fandom subculture is highly structural and features the issue of a hierarchy among members. The fandom social status is basically measured using the authenticity of being a fan. McCudden (2011) stated the status of this authenticity could describe how much that person devotes him/herself to the fandom object and community. While it is easy to separate

¹⁶ Japanese word for a polaroid *photograph* (Baseel, 2018).

the fan and non-fan, they usually consider this status by themselves, yet the harder version is the conceptualisation of what it means to be a casual fan or the real fan.

The concept of hierarchy in the fandom community is closest to authenticity (McCudden, 2011). However, the term ‘authentic fan’ is not a term that fans commonly use to describe their fandom whereas the minor fan, described as a non-fan, frequently uses the word casual fan to define themselves. On the other hand, the authentic fan is usually called severe, hardcore, big, real or true fans (gottahaveguts, 2012; MarCas92, 2015; McCudden, 2011) in which the value of the fan in the community is measured by the degree of devotion towards the fandom; thus, while the authentic fan is a well-accepted status among the fan community, the casual fan is placed in the position of a lower class in the hierarchy. In addition, the serious fan is more devoted to the fandom and will be more aggressive and sensitive than the casual fan. They will also support the creations more than a casual fan that positions the status of a fan in the consumer market. Therefore, this could affect the quality of the content of the fan’s activity that they may need for different fandom.

McCudden (2011, p. 120) used several markers; such as, “cost, effort exerted, socialising, knowledge, and quoting with fan participant communities pointed to official authority, investment, cultural capital and social capital as a means of hierarchy creation”, which can be defined as some attributes to measure the level of fans in this research.

The attributes used for measuring the fan status of this research include:

- **Time** is the length of time fans participate or are a fan with the fandom community. McCudden (2011) states that “the fan that has been in fandom longer is described as the group with more status and power”(p.83) since they are familiar with the fandom practice than the newcomers.
- **Effort** is the exertion extended on behalf of one’s fandom, especially for the action, which can be difficult or burdensome. This includes fan activities, love and knowledge about each fandom.
- **Resource Spent**, which McCudden (2011) used the word ‘cost’ to describe, a monetary output to the fan community to show the willingness to support and fuel the community. The example of these attributes are in the form of self-owned collectibles.

The demographic information, such as age and gender are also applicable to the status of the fan within the fandom. For example, woman and young people are commonly considered as less favourable fans, thus usually have a lower status in the fandom community.

2.3.2 Fandom subculture as postmodern ethnicity

Fandom plays an important role in creating its own concept when fans create their identity based on their fandom (Ito et al., 2012; Jenkins, 2008; McCudden, 2011; Taylor, 2009), so it becomes more of a hobby or interest. It also reflects the lifestyle and allows the individual to associate him/herself with some texts or characters that reflect the individual's personality. As fans often choose to engage other fans in sharing the information of their common interest, the practice leads to creating a collective group identity, not the individual self but as a representation of a collective group.

The concept of the status of being part of a fandom shares some similarities to the concept of cultural ethnicity. From the definition of the Cambridge Dictionary (2018) ethnicity is “a large group of people who have the same national, racial, or cultural origins, or the state of belonging to such a group”. Though race or nationality is the most common example of ethnicity (Steinbach, 2013), it does not cover all aspects of race as a 'construct' from the human culture (Bomani, 2018). As long as the characteristics can identify a large group of people with the same characteristics, then this can be regarded as ethnic.

From the concept of having ethnicity, fandom subculture meets the criteria to consider itself as an ethnic group. The population of the fandom subculture is followed by a large number of people around the world (Ito et al., 2012; McCudden, 2011; Stevens, 2010). With fandom that also shares the same traits; such as, ‘fandom language’ or cultural practice, fandom could place itself as postmodern ethnicity, as it has strong enough traits of cultural practice to define its population from others, between the fan and non-fan, for example. This postmodern ethnicity is more independent when compared to the traditional form of ethnicity; such as, nationality or race as the members have voluntarily selected to follow this ethnicity. However, this does not mean that there is no problem of being considered inferior. The casual fan is often shown or respected less because they are secondary to the group.

2.3.3 Fandom food culture

One important object that defines the identity of ethnic groups is material culture: the physical objects, resources, and spaces that people use to define their culture. Moreover, food is one of the most prominent aspects of material culture in human history (Stano, 2016). Since every living thing must consume nutrients for survival, many cultures use food as a material culture to express their cultural identity (Parasecoli, 2011). The highly structural food culture involves “substances, practices, habits, and techniques of preparation and consumption that are part of a system of differences in signification” (Stano, 2016, para.1). Each ethnicity presents their identity through food; some cultures even have strong nationalities despite their fusion influences (Parasecoli, 2011; Soo Cheong and Kim, 2015; Stano, 2016;).

Kwon (2015) defined ethnic food as “an ethnic group’s or a country’s cuisine that is culturally and socially accepted by consumers outside of the respective ethnic group” (para.2). This ethnicity includes national cuisine; such as, Thai food, Italian food, Indian food or non-national but culturally accepted ethnicity like religion; such as, Buddhist food or Muslim food.

For the fandom subculture, which has been accepted in this study with the status as ‘postmodern ethnicity’, this is also similar to national or religious ethnic groups, which have ethnic cuisine to represent their cultural identity. Fandom food, most of which is in the form of food art, is created by inserting the elements from that fandom in food regardless if it is just a decoration or a concept or gimmick to that dish to create food that presents elements of fandom (Nguyen, 2016). One of the most obvious examples is the maid café’s all-time best-selling cuisine, the moe-omurice. Though omurice had been created for a long time before the birth of the maid café, the moe-omurice is considered a different form of cuisine because its unique characteristics of the ‘moe’ elements. The café created background stories as it became imbued with the magic or love of the maids as the manifestation of the ‘moe’ character. The omurice is often served with the maids drawing a picture as per the customer’s request in which typical omurice does not have such a practice (Kincaid, 2015). The cuisine is widely accepted among the Japanese, by both members and non-members of the otaku fandom subculture, as the only place one could get moe-omurice is in a maid café. Therefore, the cosplay restaurant presents strong elements of the otaku fandom subculture by showing how the menu is “accepted by consumers outside of the respective ethnic group” (Kwon, 2015, para.2) to meet the criteria of the ethnic cuisine.

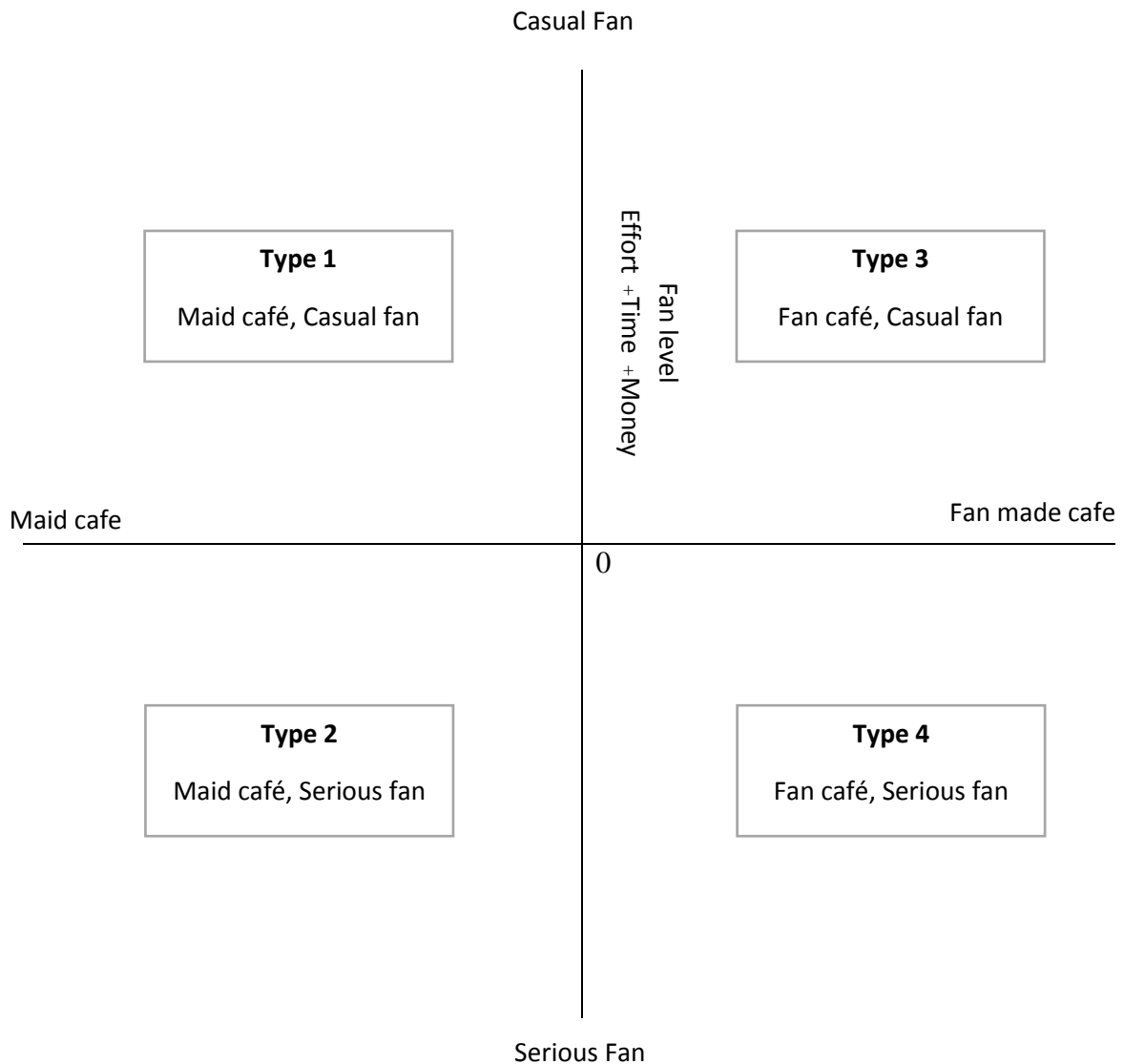
2.3.4 Types of cosplay restaurants

According to Sharp's (2014) study, there is the issue of the difference of the types of cosplay cafes. However, due to the general data and the context of the fandom subculture in Thailand, this study would categorise the cosplay cafes into two kinds: official café and fandom café.

Official café: The official café is a type of fully commercial cosplay restaurant operated to respond to the demand of the contemporary members of the otaku subculture (Galbraith, 2010, 2011, 2013; Kincaid, 2015; Sharp, 2014). The most popular among this kind is the maid café. The attraction of the maid café is the example of the influence of the derivative consumption of the otaku subculture, as the maid has the chara-moe elements created from a collective database of all consuming behaviours that represent the trend of a subculture to occur.

Fandom café: Another type of cosplay café though not officially named, for this research, the author calls it a 'fandom café'. The fandom cafe is the non-official café mostly operated as a non-profit event for a fan by fans. It is similar to the practice of 'doujin' work with a self-published amateur being a parody of the existing work. For example, the Star Wars theme fandom café aims to serve the fan of the Star Wars franchise. These fandom cafés always require a theme from the existing fandom in order to be established. Comparing to the maid café as the representative of the collective database of the subculture, the fandom café is narrower and a niche segment of the fandom subculture but has a higher concentration of fans' contents as well. Unlike the official café, which is a fully commercial operation in a permanent shop like other restaurants, these fandom cafés are operated based on a much lower budget. While their aim is not gaining profit but to please other fans in the same fandom, most cafes are organised as a temporary cafe, usually as a one-day event, which needs to schedule a reservation before participating in the event.

Figure 2 Type of cosplay restaurant participants



Source: Author's own

The theoretical framework of the type of participants in this research is based on Sharp's (2014) study on the maid café and McCudden's (2011) research on fandom hierarchy (refer to figure 2). The type of cosplay café customer in this study focused on the two dimensions of the fandom hierarchy, or fan status of the customer as a casual fan or serious fan, and the type of café they participate.

2.3.5 Cosplay restaurant attributes

Sharp (2014) categorised the maid cafes in Japan using the type of service focused. He defined the difference between the relaxation type, which was featured more like an ordinary restaurant,

and the entertainment type, which was featured more like a stage theatre. However, this research focused on the attributes, which reflect the overall customer satisfaction between the food and the other attributes. Taken from the concept of Sharp's (2014) study between hospitality and entertainment, this research defined the attributes that affected customer satisfaction in a cosplay restaurant into two groups of food and event variables.

2.3.5.1 Fandom food variables

Table 1 shows the review from the previous literature regarding the attributes to measuring the food quality in a restaurant.

Table 1 Attributes for measuring the food quality in a restaurant.

Research	Attributes Mentioned		
Namkung and Jang (2007)	Presentation	Menu Variety	Healthy Options
	Taste	Freshness	Serving Temperature
Peri (2006)	Safety and Nutrition	Immaterial Requirements	Ethical Requirements
	Sensory Requirements	Price	Availability
	Packaging	Guarantee Requirements	
Kivela (1997)	Menu Variety	Nutritious Food	Tastiness of the Food
	Freshness of the Food	Food Quality	
Jaafar (2010)	Presentation	Taste	Freshness
	Smell	Food Looked Appetising	Food Was Cooked Properly
	Fat Content	Serving Portion	Serving Temperature
	Expectation		
Zhang (2017)	Taste	Freshness	Variety
Jang and Ha (2014)	Aromatic Taste	Spicy Taste	Exotic Taste
	Overall Taste	Food Portion	Menu Variety
	Healthy Food Options		
(Tiago et al., 2015)	Taste	Eye Appeal	Consistency
	Preparation	Composition	

Source: Author's own

These research studies suggest that food quality is commonly accepted as one of the most important attributes of a restaurant's success; however, in the context of a cosplay café, the fandom elements might affect the perception regarding the food item by generally presenting in how much the served dish related to the elements taken from the fandom. The food object in these settings might be stated as a gastronomic object, as the food in fandom presents the identity of a subculture. Thus, the food in a cosplay café could complete the overall experience of visiting this type of café in a different way compared to a general restaurant. The previous research on the cosplay cafes in Japan stated that some food quality variables; such as, the value of money or menu variety did not seem applicable for customer satisfaction since the service provider also included entertainment from an activity (Galbraith, 2013; Kincaid, 2015; Stevens, 2010). For this research, the attributes that were used in measuring the quality of food in a cosplay cafe were selected as follows:

2.3.5.1.1 Taste

For this study, taste is defined as a sensory perception including both the taste and smell to create the flavour of the food (Brillat-Savarin, 2004; Klosse, 2014; Small, 2012). From the gastronomes' theory, taste is what develops the appetite that differs us from the animal; thus, taste has become accepted as the first and most obvious issue (Brillat-Savarin, 2004). Some gastronomes even considered the taste of receiving the flavour as the most important feelings of pleasure from appetite. According to the previous study, taste is considered as one major factor to measure the quality of the food context. Regardless if it is a study regarding the overall service quality (Bujisic and Hutchinson, 2014; Chen et al., 2015; Jaafar et al., 2014; Namin, 2017; Parasuraman et al., 1988; Stevens et al., 1995, 1996; Sukh u et al., 2017; Vanniarajan and Meharajan, 2012), or regarding the pure food context (Namkung and SooCheong, 2007; Tiago et al., 2015), taste is usually considered as the most influential factor for customer satisfaction and also reflects the total quality of the food context, and when defining the good quality of food, it must be delicious (Namkung and Soo Cheong, 2007). However, though the normal concept of good taste is applied, when considering the propriety of taste in fandom subculture, it has to accurately remind the fandom elements in the food. Thus, the high satisfaction level of fandom food should meet the expectation of the fan participants regarding delivering the taste of the fandom element like the example of the unique flavour of the character. However, the pilot study suggested that the flavour should still preserve the deliciousness in a general sense. Therefore, for example, although the food is very spicy and

can be delivered properly, it cannot be considered a good fandom food taste if nobody enjoys it.

2.3.5.1.2 Appearance

The presence of the food is described as a feature of the product that would make a visual recognition (Osseo-Asare, 2002). Brillat-Savarin (2004) stated the importance of the appearance towards the gastronomical sense as “The eye perceives external objects, reveals the wonders by which a man is surrounded, and tells him he is’ a portion of the great whole” (p.37) and the great appearance of food “excites the gustatory organs” (p.140). One research study states that we “eat first with our eyes” (Osseo-Asare, 2002, para.1) similar to the scientific side when seeing the food, as the picture of food drives the experience of the pleasure of consumption thus making the appearance to be considered to be a part of the deliciousness (ibid). While it could not manipulate to reflect the real state of that food, so the appearance may not reflect the true quality of the food. Yet, appearance is also the first thing that consumers perceive when eating. This results in an overall perception of the quality of the food. Effecting the overall status of the food elements, the poor appearance of food has been described as a meal that was presented carelessly; thus, reflecting the low quality of food (ibid).

However, when considering the terms of fandom food, which should satisfy the participants, meeting the expectation of the fan is the first priority in its creation. The appearance or the presentation of the food is expected to be accurately taken from the respective fandom parody elements. Comparing the taste, which still preserves the measurement in a general sense, the appearance of the food focuses more on the accuracy of the fandom elements; for example, if there was a maggot café that showed the disgusting presentation of a maggot shaped design food, it would become appropriate as long as it met the setting of the fandom elements.

2.3.5.1.3 Fandom Food Identity

Fischer (1988) suggested that processes to create the identity of food have transformed food into cultural material. The process of cooking not only transforms food but also applies meaning which differs from culture to culture. One example is food which is edible in one culture but taboo in another. The food is not poisonous or inedible, but acceptance relates to cultural practices. Food identity is influenced heavily by culture which defines the concept of ethnic cuisines. Kim et al. (2018) researched attributes that most affected the quality of ethnic cuisine, result suggested authenticity. Food identity comprises not only appearance, taste, smell and ingredients but also the conceptual knowledge of individuals to collectively accept

members as belonging to that ethnic group (Parasecoli, 2011). Each ethnic food has characteristics which acknowledge it as the heritage of cultural identity. However, ethnic cuisine does not have to be invented at the place of its origin. Tikka masala, the famous Indian curry was invented in Britain by a Bangladeshi chef who improvised the sauce from many non-Indian ingredients (Nelson & Andrabi, 2009). However, the dish has a strong identity of Indian cuisine with authentic origin and it is now accepted as Indian food. The characteristics of Indian food involve the usage of spices. This goes beyond the issue of flavour since nobody tasted tikka masala before it was invented and usage of spices in Britain differs from India. Thus, cultural identity goes far beyond flavour, appearance or ingredients. One heritage of cultural identity is the famous Thai dish Pad Thai. Most of the ingredients as rice noodle, tofu and cooking method of high heat stir fire were adapted from Chinese fried noodles but transformed by cultural practice to become Thai food (Mayyasi, 2015). Pad Krapao, another common Thai food uses oyster sauce and adapted most ingredients and the cooking method from the Chinese (Thompson, 2002). This is different from fashion food which does not present elements which acknowledge other ethnicities. Thais do not consider Pad Krapao or Pad Thai as a Thai-Chinese fashion food since the context of the food has fused with cultural identity and transformed into Thai food. Fandom cuisine has adapted in the same way based on existing food.

Fandom food identity is the element of fandom inside a dish served in a cosplay cafe. Regardless if it is a direct element brought by fans or to complement the perfection of hospitality and entertainment, they will visit a cosplay cafe. Participants in the interview all agreed that the fandom identity value is what makes the served food in a cosplay café different from other restaurants. While some participants state that they did not want to eat the food in a cosplay café compared to when going to restaurants where food was more important than a cosplay cafe, the food was necessary for the cosplay café as its elements are necessary to create and complete the experience of visiting. The cosplay café's customer does not only eat the food, but also plays and enjoys their fantasy experience (Galbraith, 2011; Kincaid, 2015; Sharp, 2014). This could range from the role of food as an object to creating interactivity between the participants and the 'character staff' in the cosplay café, or the elements taken from fandom are presented in the concept of food design, which plays with the fandom narrative knowledge of the customer. The identity of fandom in the food functions as an important tool to express the collective cultural identity to the world in a similar way the ethnic food presents its cultural identity, which is the identity of fandom food that is also taken from the elements of the fandom subculture it belongs.

2.3.5.2 Event variables

This study investigated the attributes related to the quality of the cosplay cafe based on the food structure and other variables, which were identified as the event group variables for this research. **Table 2** states the attributes related to measuring the service quality from previous research.

Table 2 Attributes for measuring the event quality in a restaurant.

Research	Attributes mentioned		
Zhang (2017)	Communication Skills	Knowledge	Friendliness
Jang and Ha (2014)	Service Reliability	Service Responsiveness	Service Assurance
	Atmospherics		
Kivela (1997)	Friendliness	Attentive	Greetings
	Willingness to Serve	Atmosphere	Reservation
(Parasuraman et al., 1988)	Tangible	Reliability	Responsiveness
	Assurance	Empathy	
(Jaafar, 2010)	Decoration	Layout	Cleanness
	Comfort	Helpful and Friendly Staff	Anticipation
	Staff Listening	Competent	Efficient
	Promptness		
(Stevens et al., 1995)	Assurance	Reliability	Responsiveness
	Tangible	Empathy	

Source: Author's own

These attributes from the literature related to service quality were viewed as separate attributes from food quality. Most limited to the five attributes of measuring the restaurant's quality of service: Assurance, Reliability, Responsiveness, Tangibility and Empathy, which could be

grouped based on these items. However, in a cosplay cafe, the measurement of general services is insufficient. In addition to the hospitality of the typical restaurant services, the cosplay cafe has a mix of entertainment elements from the fandom subculture. Therefore, the measurement of the quality of the cosplay café in the activities of the group can be divided into two parts: entertainment activities and quality of service typical of restaurants.

2.3.5.2.1 Activity

The main function of the cosplay restaurant is to provide the entertainment experience. This activity attribute includes interaction with the cosplay staff through games or presented merchandise. The activity variable usually presented the most elements of the fandom identity, as the activity was designed based on the details taken from a fandom narrative making it strongly present the relationship with the respective fandom parody. While the food variables feature both the entertainment and relaxation aspects, the activity variables of the fandom café are considered as pure entertainment. Many customers (Galbraith, 2013; Kincaid, 2015; Sharp, 2014) considered the activity variable as the notable factor regarding their satisfaction of visiting a cosplay restaurant. This proved that it held a degree of significance towards the result of the research, which was to primarily study the relationship between the variables of the food and services aspects.

2.3.5.2.2 Hospitality service

The previous study on total service quality, such as SERVQUAL and DINSERV, took service quality into similar dimensions; such as, tangibles, reliability responsiveness, fairness, communication and other related elements (Chen et al., 2015; Hansen, 2014; Parasuraman et al., 1988; Stevens et al., 1996; Vanniarajan and Meharajan, 2012). However, this study considered the quality of the hospitality service only in general terms, which reflected the service quality that participants could perceive; such as, responsiveness, empathy towards the customer, service accuracy and availability of the service (Jaafar, 2010). The hospitality service in a cosplay restaurant is considered as a different dimension from measuring the quality in a non-fan restaurant, while the activity is purely entertainment, the service tends to focus more on the hospitality aspect. although both variables coordinate together to achieve the excellent quality of competition. This is a result from the difference from the pleasure of eating. Brillat-Savarin (2004) stated that the gastronomic delight of pleasure on the table included the elements of hospitality. Pleasure from a hospitality service causes the human behaviour of food consumption to develop to a level that is deepened. Therefore, eating to survive can be considered as a form of culture and it is presented in the gastronomic dining place of the

restaurant where it is designed to deliver the utmost gastronomic experience expression (Casotti, 2005). However, the measurement of the hospitality service in a cosplay restaurant is affected by the fandom affective economics that may differ from the general measurement (Galbraith, 2013; Hills, 2014). For example, while the basic service provided is considered not satisfactory in the general context, if the fandom character the staff role play has a rough persona, the accurate fandom elements of a rude persona is viewed as a chara-moe, and this becomes acceptable for the fandom café as long as they keep delivering the precise role-play experience to the café participants.

2.4 Summary

Based on the literature presented, it was shown that there were no previous studies on the topic of the food context in the cosplay café. Prior studies showed that to understand the importance of the attributes and how they work in the context of the restaurant requires forecasting the restaurant's success. The second part of this chapter demonstrated the fascinating and unique nature of the fandom subculture, especially ACG fandom, which is one of the most popular and most influential subcultures in the world (Ito et al., 2012; Stevens, 2010; Taylor, 2009). However, it also showed that there is very limited research regarding the settings of the cosplay café, which is the amalgam of the fandom activity and restaurant's hospitality which might operate in a different way compared to a general restaurant, especially regarding the topic of fandom food that had never been studied before. Therefore, an analysis on the relationship with the attributes in the cosplay restaurant was also needed to understand how the food context in the cosplay restaurant functioned. These issues underlined the importance of the research in the context of fandom food and fandom café events in Bangkok where no one has ever conducted research.

Chapter3: Methodology

This chapter presents the research methodology beginning with the theoretical paradigm followed by details of the survey assessment development process. An explanation regarding grouping variables, measurement attributes, sampling procedures and data collection methods is presented and statistical analysis techniques are also briefly introduced.

3.1 Research paradigms

Crotty (1998) suggested an interrelationship between ontology, epistemology, methodology and research methods. Ontology is the study of knowledge itself and what constitutes reality, while epistemology concerns how this knowledge can be created, acquired and communicated. These theoretical perspectives influence the methodology and methods used to achieve the research objectives (Gray, 2014). The objectivist epistemology followed in this research is objectivism which believes that reality exists independently of consciousness; the researcher aims to discover knowledge without interference from personal feelings or value. Positivists are impartial and consider only reality. They believe that both the natural and social worlds operate within a strict set of laws which science had to discover through empirical inquiry (Felgi, 2018). As such, reality exists externally to the researcher through appropriate measurements of scientific inquiry to accumulate ‘brute data’ such as shape, size or motion (Gray, 2014). Theoretical research perspectives of objectivist epistemology and positivist paradigm influence the use of quantitative methods to analyse data collected from the survey assessment.

3.2 Method

A quantitative analytical method via survey assessment was mandated under the positivism paradigm to generalise data regarding the Anime Comic and Games (ACG) fandom subculture in Thailand. However, due to the lack of literature concerning ACG subculture, a pilot study was conducted to learn about the context of this practice by customers of Thai cosplay cafés to ensure reliability of the survey instrument.

3.2.1 Pilot study

A pilot study was undertaken to discover information regarding the theoretical perspectives of the research and ensure validity of the survey instrument. The pilot study ensured that the survey questionnaire covered all related aspects according to the research topic. The researcher selected three participants to interview from each café type, as official café and fandom café, for a total of six samples. Interview questions were semi-structured and generated based on the research question and five sub-questions. Information from interviews was used to support data collected from the literature to generate questions in the survey instrument. Participants were also asked for their opinions and comments concerning the instruments to determine whether the questions provided suitable answers regarding the five research questions.

3.2.2 Sample type variables

The fourth research question asked: ‘Do different types of cosplay restaurant require different qualities of food to maximise their success?’ Samples were divided into separate types to answer this question. McCudden (2010) suggested a hierarchy issue among fandom society groups which affected consumption behaviour between casual and serious fans. Different types of cosplay cafés provided different aspects of service. As well as diverse cultural contexts, the ACG fandom subculture community in Thailand is not as big as in Japan and the number of cosplay cafés in Thailand is not sufficient to group them on the basis of distinct chronotope (Sharp, 2010). Therefore, cosplay cafés in Thailand were divided by the type of participants to determine differences between the sample groups. Customers were grouped based on two dimensions to ensure that data collection was appropriate and comprehensive. The first dimension was the type of the café they visited as defined between maid and fandom, while the second dimension was their level of fan hierarchy as casual or serious fans. Two-dimensional grouping combinations of the major variables used in this research were assessed in four groups as listed below:

- Type 1: Maid café, Casual fan
- Type 2: Maid café, Serious fan
- Type 3: Fan café, Casual fan
- Type 4: Fan café, Serious fan

3.2.3 Measurement attributes

Research questions 1, 3 and 4 focused on the effects of food on other factors affecting cosplay café success. Therefore, the attributes were divided into two groups as food and event. These two variables were developed by studying previous research and exploring the nature of fandom communities in Thailand.

Table 3 Attributes of Cosplay Restaurant Quality

Food	Event
Taste	Activity
Appearance	Hospitality Services
Fandom Food Identity	

Source: Author's own

Table 3 summaries the attributes used to measure the importance of cosplay restaurants based on two groups as food and event. The importance of the attributes was measured towards cosplay restaurant success and relationships within and between the groups were determined.

3.3 Survey instrument development

A questionnaire was developed from the literature review, a survey of fan communities in Thailand and a pilot study to collect quantitative data using closed-end questions to limit the variance. The survey assessment began by collecting participant's demographic information to categorise the sample into groups. The first section measured perception on importance of cosplay restaurants attribute using a five-point Likert scale ranging from 1 (completely disagree) to 5 (extremely agree). The instrument asked questions based on participant's experience of using the services of cosplay restaurants. The second section of the survey assessment directly asked respondents to select which attribute they considered most important based on their future expectation and the third section contained descriptive assessment questions asking respondents to rank and compare the importance of each attribute regarding the topic.

3.4 Sampling and selection

The desired research population consisted of cosplay café customers in Bangkok, Thailand. The study compared two types of cosplay café as official and fanmade with sample numbers equally split between them. Data representing the official maid café group were collected from ‘Maidreamin’, a maid café restaurant chains from Japan operated in Bangkok. Data representing the fanmade café group were collected from ‘Seihai Shokudo’, a fanmade café event in Bangkok based on Fate¹⁷ series fandom. The café features 150 participants and opened on 22nd April 2018.

This study featured two methods of data collection as online and paper-based surveys. Two sampling methods were used as follows:

- Paper based data collection was conducted by asking participants to complete the research instrument as a printed hardcopy. The total numbers of 130 participant’s data were collected from this method. Participants were selected using convenience sampling whereby the researcher used the first available data source without additional requirements due to research limitations (“Convenience sampling,” 2018). This method is limited because it lacks a randomised sampling approach with vulnerability to bias and large sampling errors. Due to the limited timeframe of data collection for fandom cafés, only one café of each type was sampled. Participants were asked to complete paper hard copies the survey instrument after the fandom café event had finished.
- An online survey was based on mix procedure between convenience sampling and snowball sampling, which 60 participants were collected data from this method. According to Ducasse (2014) snowball sampling is a non-probability sampling technique. The researcher used existing primary data sources to nominate other potential primary data sources which then also recommended other potential data sources and so on. Sample collection was built up similar to a snowball rolling down a hill. This process generates new samples based on chain referral until a sufficient number is reached. The snowball method assists researchers to collect data when potential participants are hard to find. However, this sampling method could have a

¹⁷ A collective media of Japanese game company ‘TYPE-MOON’ follows various events called Holy grail wars. It began with the visual novel, Fate/stay night, and has since gathered a number of prequels, sequels, spin-offs, and adaptations bearing the same "Fate" name

potential bias from the lack of a randomised sampling approach while sample referrals might limit data generalisation.

3.4.1 Sampling size

Calculation of the required sampling size followed Cochran's (1963) sample size formula to estimate the required number of samples needed for analysis. A sample size of 170 was recommended to generate a 7.5% margin of error with 95% confidence level for a population of around 30,000 (ANIME FESTIVAL ASIA - HISTORY, 2018).

3.4.2 Data collection

A pilot study was conducted with six participants to ensure that the initial survey assessment covered all research aspects. The survey instrument for both paper based and online surveys was employed depending on the type of café that participants visited as follows:

1. For maid café participants, the questionnaire was presented as an online survey and the URL link to the survey form was sent directly by the researcher to potential participants via online social network channels (e.g. Facebook). The URL link was also posted on the closed social network group of maid café customers to ensure that participants met the research qualifications. For the snowball sampling method, the researcher asked participants from the maid café to help distribute the survey URL within maid café customer networks.
2. For the fandom café, which is a pop-up event, the researcher asked café participants to fill hardcopy survey forms on-site to ensure that they met data criteria as participants of a fandom café cosplay restaurant in Bangkok.

3.4.3 Limitations

In statistics, probability sampling is recommended as every member of a population has a known and equal chance of being selected. This offers the best chance to create a sample that is truly representative of the population. However, probability sampling requires tremendous resources and time, especially for creating large samples. Since this research was conducted under limited time and resources a non-probability sampling technique was applied. However, one disadvantage of the non-probability sampling method is that it does not give all individuals in the population an equal chance of being selected.

Another limitation in data collection was due to the nature of the fandom subculture in Thailand, especially compared to Japan. Thailand is still in the infancy stage; therefore, the number of cafés was limited. Only one maid café was officially operational in Thailand and

only one fandom café hosted an event during the research timeframe. Future research will benefit from a larger number of data collection sources.

3.5 Data analysis

Previous literature suggested a difference in the settings of cosplay cafés (Sharp, 2010) and members of fandom subcultures. Here, data were collected by different methods depending on the type of cosplay café which required diverse data preparation processes.

1. Data gathered from the questionnaire as paper hardcopy form were input as a spreadsheet in Google docs or Microsoft Excel for easy analysis.
2. Data gathered from the online questionnaire were already in electronic digital format and input directly to statistical analytical software.

3.6. Descriptive statistics

According to Trochim (2006), descriptive statistics are used to analyse basic data features in graphical and tabular form. Descriptive statistics presents results in a manageable form but does not draw any conclusions from the data.

Descriptive analysis was used for demographic information to describe the characteristics of the participants and provide the big picture to clarify the role of attributes related to cosplay café performance. Data from first section was used to generate figures and tables to illustrate frequency with graphical representations of mean attribute scores regarding each type. However, descriptive information was not sufficient to confirm statistically significant data differences and further analysis was required to answer the research questions.

3.7 Inferential Statistics

Descriptive statistics do not analyse data and inferential statistics were used to make judgments or conclusions based on the collected information (Trochim, 2006). Compared to descriptive statistics which present data, inferential statistics describes what is going on in the data.

Mean comparative analysis was employed using both t-test and ANOVA to determine statistical differences between data groups. Pearson-correlation analysis was used to reveal relationships between the five attributes of food and event groups, both overall and among different types. Final results from both descriptive and inferential data analysis were sufficient to answer the research questions as follows:

Q1. “What is the relationship between food and events in cosplay restaurants?”

Q2. “What are participants’ expectations regarding the food served in cosplay restaurants?”

Q3. “What are the circumstances that affect the perceived importance of food?”

Q4. “Do different types of cosplay restaurant require different food qualities to maximise success?”

Information from survey assessment was considered insufficient to answer the fifth research question ‘What are the theoretical gastronomical implications for food service in cosplay restaurants?’ Hence, a literature analysis explained in the next section was used to determine the answer.

3.8 Literature analysis

To answer the fifth research sub-question, results from the survey assessment were combined with information from the literature review to gastronomically analyse the role of food in the fandom community. Findings reflected all aspect of food context towards the practice of fandom food, not only with regard to the settings of cosplay restaurants but also to the importance of the whole fandom subculture.

3.9 Summarize

This chapter presented the methodology to answer the research question “In what ways the food context becomes the important factor of the cosplay restaurant”, based on the context of fandom subculture in Thailand. Quantitative methods were adopted for survey assessment based on a positivist research paradigm by applying convenience and snowball sampling to collect primary data. Categorisation and data analysis were based on an appropriate method to answer the research sub-questions to explain customer behaviour and the importance of fandom food regarding cosplay restaurant success.

Chapter 4: Results and Discussion

This chapter presents data analysis from the survey assessment and discusses the result. The main purpose is to answer the research question concerning the importance of food context in cosplay restaurants, supported by five research sub-questions as follows:

Q1. “What is the relationship between food and events in cosplay restaurants?”

Q2. “What are participants’ expectations regarding the food served in cosplay restaurants?”

Q3. “What are the circumstances that affect the perceived importance of food

Q4. “Do different types of cosplay restaurant require different food qualities to maximise success?”

Q5. “What are the theoretical gastronomical implications for food service in cosplay restaurants?”

The first part presents the respondents’ profiles with categorisation into groups, followed by descriptive statistics and analysis of mean comparisons by t-test and ANOVA. Pearson-correlation analysis is used to explain the relationships between variables. The final part contains a literature review which explains the role of fandom food in gastronomic theory.

The analysis is based on a theoretical framework of key findings and discusses the role of food in cosplay restaurants and its relationship with other attributes. Participants gave a score for each attribute of cosplay restaurant success categorised into two groups as food (taste, appearance and fandom identity) and event (activity and hospitality service). Data gathered from the survey instrument were analysed to answer the research question

4.1 Respondents’ Profiles

Respondents’ data were gathered from the total number of 190 samples and categorised based on general demographics such as gender, age and income. Participants were also asked the type of café they preferred as maid or fandom and their fan level as a serious or casual fan¹⁸ was used to categorise them into major group variables for analysis. Demographics of the samples are presented in Table 4.

¹⁸ Each participant’s evaluation of what would qualify as “casual” or “big” fandom is invariably influenced by both his or her own activities and the norms of the communities that he or she is a part of (McCudden, 2011)

Data from 190 respondents were collected from the online questionnaire survey with 60 participants representing maid cafés and 130 fan cafés. There were 69 males and 121 females. The largest age group was 21 to 25 years old (N=72, 37.89%) with the second largest 16 to 20 (N=61, 32.11%) and 18.42% were 26 to 30 (N=35). Most participants earned between 5,000 and 14,999 baht per month which was lower than the national average income¹⁹ (N=64, 33.68%) followed by less than 5,000 baht (N=56, 29.74%) while 19.6% earned between 15,000 and 24,999 (N=37). Most participants (N=165) were serious fans while 25 were from the casual fan group (Table 4).

Table 4 Respondent Profile

		Frequency (N)	Percent (%)
Café Type	Maid Café	60	31.6
	Fan Café	130	68.4
Gender	Male	69	36.3
	Female	121	63.7
Age	10 to 15	7	3.7
	16 to 20	61	32.1
	21 to 25	72	37.9
	26 to 30	35	18.4
	31 to 35	13	6.8
	36 and older	2	1.1
Income (baht/month)	Less than 5,000	56	29.5
	5,000 - 14,999	64	33.7
	15,000 - 24,999	37	19.6
	25,000 - 34,999	22	11.6
	35,000 - 49,999	7	3.7
	Over 50,000	4	2.1
Fan Level	Casual Fan	25	13.2
	Serious Fan	165	86.9

Source: Author's own

¹⁹ Average monthly income in Thailand is 13,721.14 baht/month

4.2. The necessity of food in cosplay restaurants

Table 5 The necessity of food in cosplay restaurant

Fandom food is not necessary to deliver a cosplay restaurant experience		
	N	Percent (%)
Agree	48	25
Disagree	142	75

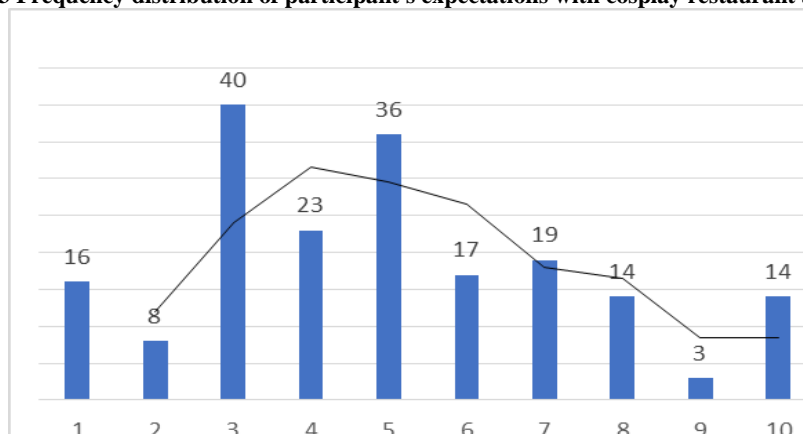
Source: Author's own

The popular saying ‘You don’t go to a maid café to eat’ greatly influenced research regarding the importance of food in cosplay restaurants. The survey assessment directly asked participants about the necessity of fandom-related food context to deliver a satisfactory cosplay restaurant experience. Table 5 presents the survey results. Most respondents (N=142, 75%) agreed that food was required to deliver a cosplay restaurant experience, disproving the popular saying. Results confirmed that food was important for the success of cosplay restaurants. The next section explains how food plays a part in participant’s satisfaction.

4.3 Frequency distribution of scores between food and event

Participants were asked to rate scores between food attributes and event attributes on a scale of 1 to 10, where 1 translates as the most important aspect on event attribute and least important aspect on food (90% event, 10% food), while 10 translates as the least important aspect on event attribute and most important aspect on food (10% event, 90% food).

Figure 3 Frequency distribution of participant's expectations with cosplay restaurant attributes

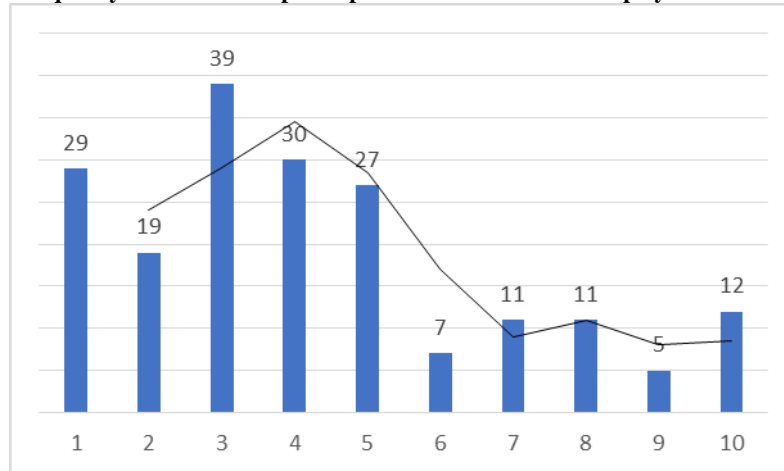


Source: Author's own

Data frequency distribution of participants’ expectations regarding cosplay restaurant attributes are shown in Figure 3. The highest score was level 3 (N=40, 21.1%) indicated that participants

expected food attributes at 30% and 70% as event attributes. The second highest score was level 5 (N=36, 18.9%) as equality between food and the context of the event. For extreme scores, 16 participants answered 1 while 14 selected 10. The figure moving average indicated that most participants favoured event context attributes more than food. However, the significant number of participants who favoured food over event suggested that food had some importance in cosplay cafés.

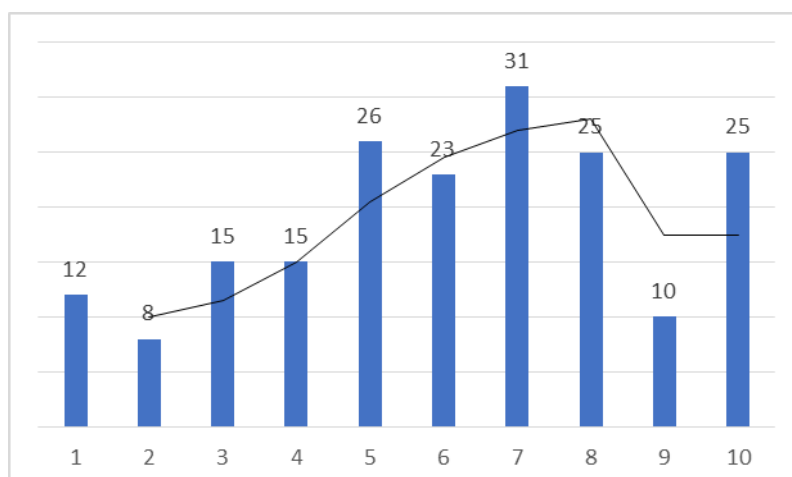
Figure 4 Frequency distribution of participant's satisfaction with cosplay restaurant attributes



Source: Author's own

Figure 4 presents participant's satisfaction with cosplay restaurant attributes. Most common responses were level 3 (N=39, 20.5%) as 30% food and 70% event. Second most common was level 1 (N=29, 15.3%) which equated to 10% food and 90% event. Overall, scores preferred event over food attributes. The figure moving average trended to event rather than food. Thus, participants who visit cosplay restaurants prefer the event more than food. This result supported Galbraith's (2011, 2013) research which found that most cosplay restaurant customers sought satisfaction from activity rather than gastronomical needs.

Figure 5 Frequency distribution of cosplay restaurant attributes which required improvement



Source: Author's own

Results from Figure 2 can be explained in Figure 5 which displays attributes that participants thought required improvement. Most chose level 7 (N=31, 16.3%) equal to 70% food and 30% event. Second highest response was level 5 (N=26, 13.7%) as equal between food and event attributes. The moving average figure trend was different from Figures 1 and 2 and favoured food attributes. Food served in cosplay restaurants is very different from the fare presented in ordinary restaurants. In typical restaurants, food is viewed as the major attraction of the venue. However, research suggested that cosplay restaurants operate under the influence of affective economics and rely on customer loyalty, not towards the restaurant but to the clients' beloved fandom. Translation of the famous Japanese saying regarding cosplay café customers opines 'everyone knows that cosplay cafés rarely serve high-quality food, so they don't care about food quality served there' (Kincaid, 2015). However, results showed that most participants were still concerned about café food quality. Results in Figures 1 and 2 indicated that most participants visiting cosplay restaurants sought entertainment rather than gastronomic pleasure, while Figure 5 results suggested that they were concerned regarding food quality. This could be because in most cosplay restaurants food is usually served as supportive compared to the event (Kinclad, 2015; Sharp, 2014). Therefore, the disparate levels of quality presented between food and service created a judgment bias. Food expectations were already low so even poor quality can become acceptable. Sharp's (2014) 'Chronotope A' maid café service which focused on food with minimal event context indicated that some participants were interested in food more than the event.

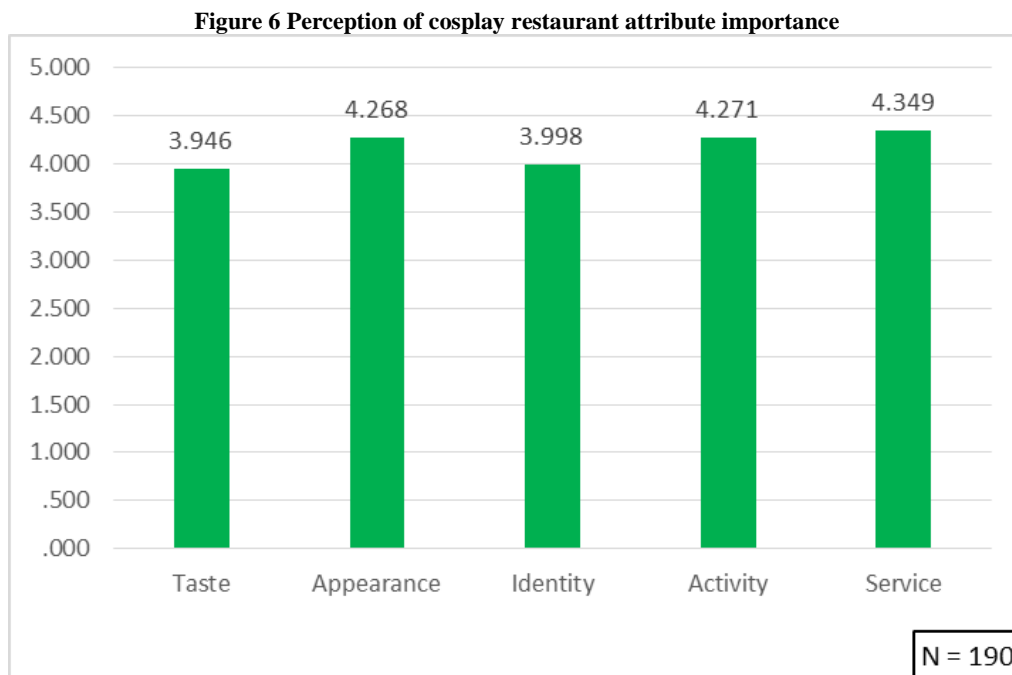
4.4 Mean comparison between groups

The first part of the survey assessment measured perception of importance of cosplay restaurants using a five-point Likert scale ranging from 1 (completely disagree) to 5 (extremely agree).

Table 6 Participants' perceptions of cosplay restaurant attribute importance

Attributes	Groups	Maid Café, Casual Fan	Maid Café, Serious Fan	Fan Café, Casual Fan	Fan Café, Serious Fan	Total	Groups Average
Taste		3.58	3.99	3.23	4.03	3.95	
Appearance	Food	4.29	4.42	3.73	4.26	4.27	4.07
Fandom food		3.96	4.05	3.40	4.03	4.00	
Identity							
Activity	Event	3.91	4.29	3.36	4.39	4.27	4.31
Hospitality		4.02	4.30	3.68	4.47	4.35	
Service							
	N	15	45	10	130	190	

Source: Author's own



Source: Author's own

Table 6 indicates mean scores from the survey assessment with overall mean scores shown in Figure 6. Hospitality service was the highest attribute ($M=4.349$), followed by appearance ($M=4.268$) and activity ($M=4.271$). Each attribute had a high importance score ($\bar{x}>3.9$) implying that they were all important for participant satisfaction and success of cosplay restaurants. Results suggested that event group attributes averaged higher compared to food; however, differences in each score were slight. The survey instrument asked customers to rate a score between 1 and 5. Customers were free to answer all questions as the highest important attributes. Thus, without any choice, customers may feel that all attributes are very important. However, the average event group score was slightly higher than the food group. (4.31 vs 4.07) and this result concurred with the previous research that cosplay café customers regarded activity as more important than food. The result from Table 6 also shows that serious fans recorded a higher score than casual fans. However, we could not conclude any statistically significant differences between the attributes so t-tests and ANOVA analysis were required as will be explained in the following section. Data collected in this section reflected on customer perception regarding the importance of attributes based on their experience from using cosplay restaurant services. Results gave higher scores on event attributes. The data collected based on customer expectation of cosplay restaurant attributes will be explained later in this chapter.

4.5 Mean comparison analysis

Descriptive data indicated overall result trends (Figures 1-3). However, mean comparison analysis was required to determine significant differences in attribute scores. Sub-question 4 asks, ‘Do different types of cosplay restaurant require different food qualities to maximise success?’ To analyse differences in results of the five measurement attributes regarding customer perception on the importance of cosplay cafés, participants were split into groups according to their demographics.

4.5.1 Independent sample t-test

Independent sample t-test is a parametric exercise that “compares the means of two independent groups to determine any statistical evidence that associated population means are significant” (“Independent Samples t Test,” 2018, para.1).

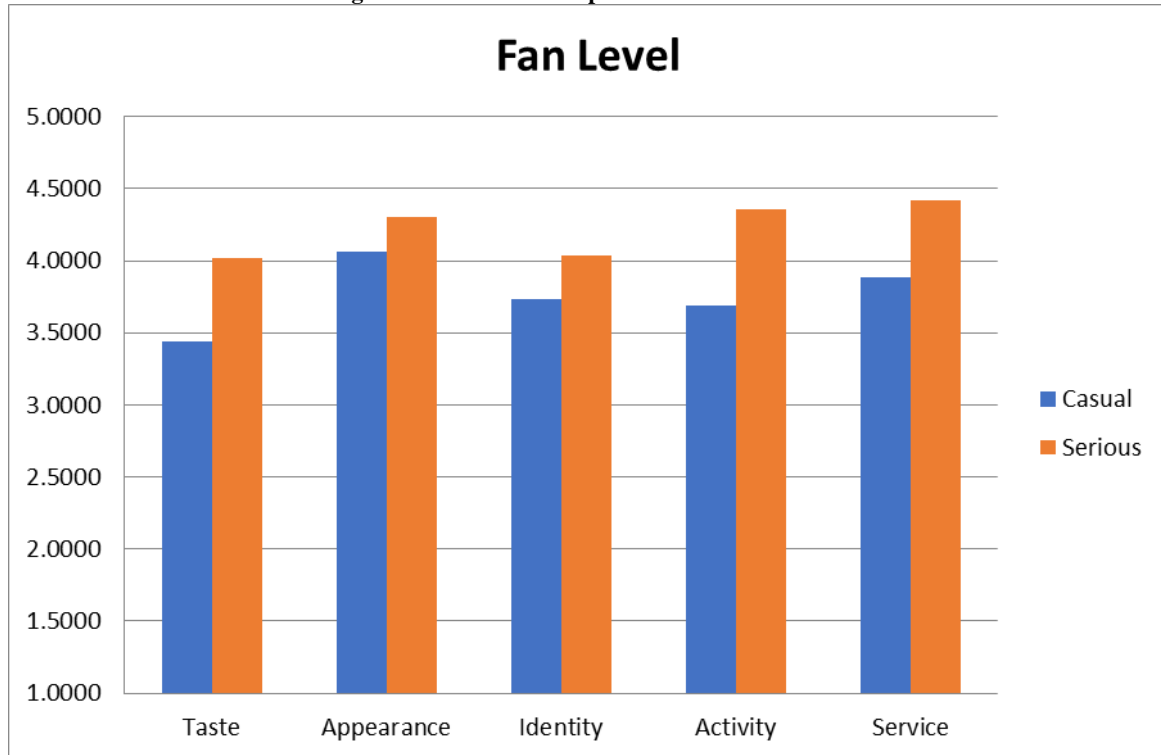
Table 7 Significance level of independent sample t-test

	Taste	Appearance	Fan. Food Identity	Activity	Hos. Service
Gender (Male, Female)	.736	.170	.565	.211	.107
Fan Level (Casual, Serious)	.016*	.292	.042*	.002**	.016*
Café Type (Maid Café, Fan Café)	.560	.094	.666	.227	.074
** significant at the 0.01 level					
* significant at the 0.05 level					

Source: Author’s own

From the respondents’ profiles (Table 4), attributes were categorised into two independent groups. A t-test was conducted to determine any statistical differences within the population as gender (male, female), fan level (serious, casual) and café type (maid café, fan café). Table 7 presents the independent sample t-test scores for the perception of cosplay restaurant importance attributed to each demographic group. Results of independent sample t-test indicated no statistically significant differences in gender or café type. However, regarding fan level, mean score values for taste, identity, activity and hospitality service between casual and serious fans showed significant differences. Details of each group are explained below.

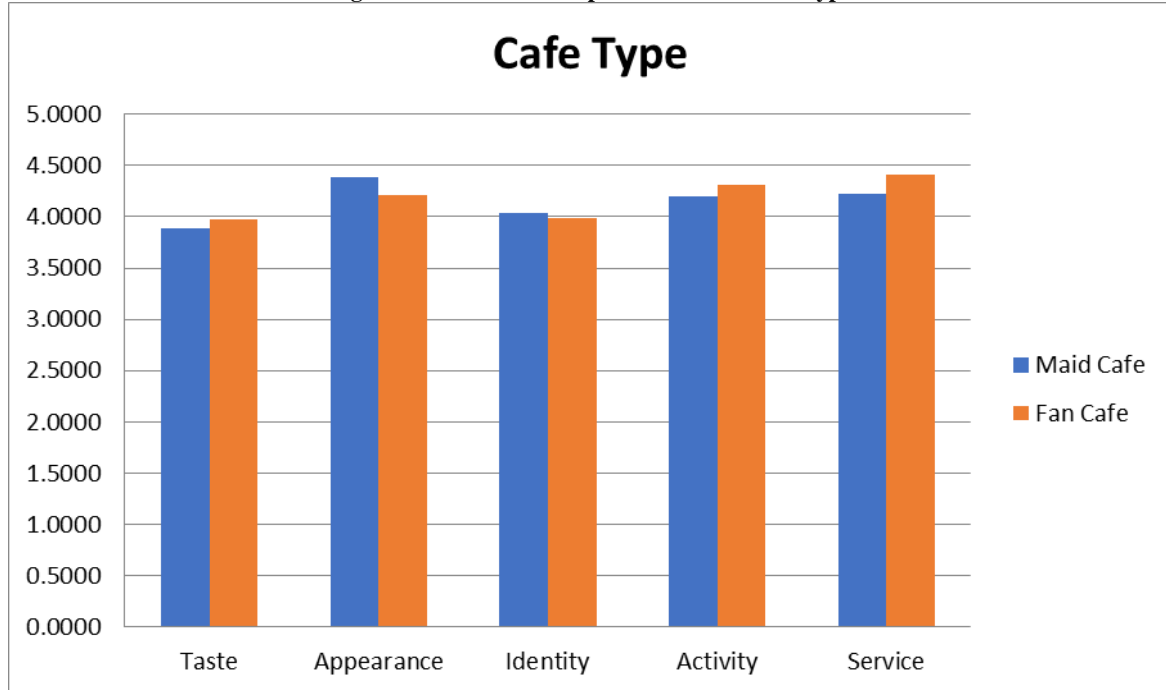
Figure 7 Mean score comparison between fan level



Source: Author's own

Figure 7 shows mean comparisons in fan level. Serious fans gave significantly higher scores in every attribute except appearance which was only slightly different. Independent sample t-test results in Table 7 show differences at the 5% significance level. Mean scores in taste, identity, activity and hospitality service between casual and serious fans were significantly different. Research regarding fan hierarchy by McCudden (2011) determined that serious fans were more sensitive than casual fans. Serious fans recorded higher scores of importance in every attribute compared to the casual group, confirming validity of the fan hierarchy theory (McCudden, 2011). Ratings of all serious fans were higher than casual fans, consistent with McCudden's (2011) theory that serious fans were more sensitive to the authenticity of the content. Fan level had a significant impact on participants' perceptions and satisfaction regarding cosplay restaurant quality attributes. However, although serious fans had higher scores than casual fans, t-test results indicated no statistically significant difference in appearance attribute. Appearance was the only attribute not affected by fan level. Both serious and casual fans had similar perceptions concerning the quality of food appearance in cosplay cafés. Serious fans were more concerned about quality of the content than casual fans. A higher quality of attributes was required to satisfy serious fans and this should be considered by restaurant managers.

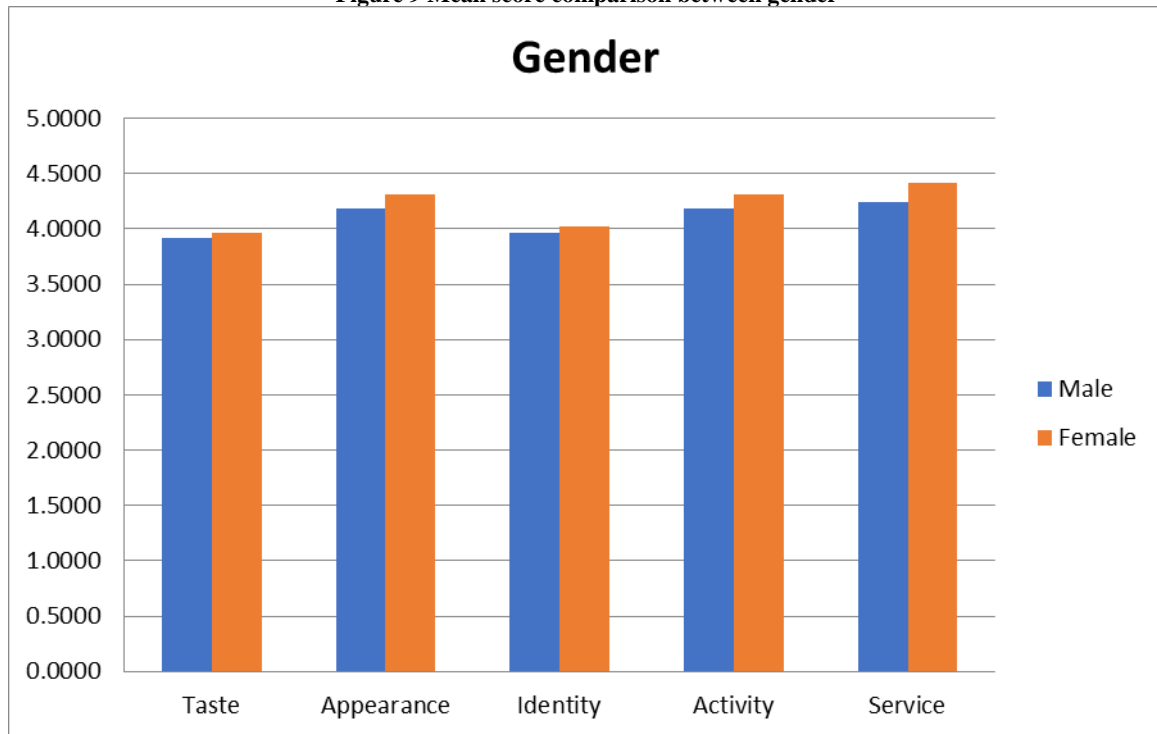
Figure 8 Mean score comparison between café type



Source: Author's own

Figure 8 shows means comparisons by café type. There was little visible difference in identity attribute. Fan cafés scored slightly higher in taste, activity and hospitality services with maid cafés higher in appearance. However, independent sample t-test results in Table 7 showed no statistical difference at the 5% significance level in café type. Café type did not affect participants' perceptions of cosplay restaurant attributes. This result suggested no difference in customer perception of attribute quality between maid café and fan café. This might be because the fandom community in Thailand is niche specific and customers belonging to different groups might overlap. Thus, maid café or fan café customers reacted to attributes in the same way and restaurant managers can use the same strategy to operate both café types.

Figure 9 Mean score comparison between gender



Source: Author's own

Figure 9 shows mean comparisons by gender. Females scored slightly higher in every attribute. However, independent sample t-test results in Table 7 indicated no statistical difference at the 5% significance level for gender. Gender did not affect participants' perceptions of cosplay restaurant attributes. Most participants in cosplay restaurants at 64% were female with 36% male. Non-significant differences between male and female perceptions of importance suggested that gender did not affect cosplay restaurant attributes. Cosplay restaurant managers can design service strategies irrespective of gender as results suggested that both reacted similarly.

4.5.2 ANOVA analysis

A one-way ANOVA or analysis of variance is required to "compare the means of two or more independent groups to determine any statistical evidence that associated population means are significantly different" ("One-Way ANOVA," 2018, para.1). However, ANOVA analysis only determines whether one of the groups tested statistically significantly differs from the others. ANOVA analysis cannot tell which group differs. Therefore, Fisher (1935) developed the Least Significant Difference (LSD) post-hoc comparison to indicate which groups were statistically

different from one another. ANOVA and the LSD method of post-hoc analysis²⁰ were applied to test mean differences in perceptions of importance of attributes regarding age, income level and participant type.

Table 8 Significance level of One-way ANOVA test

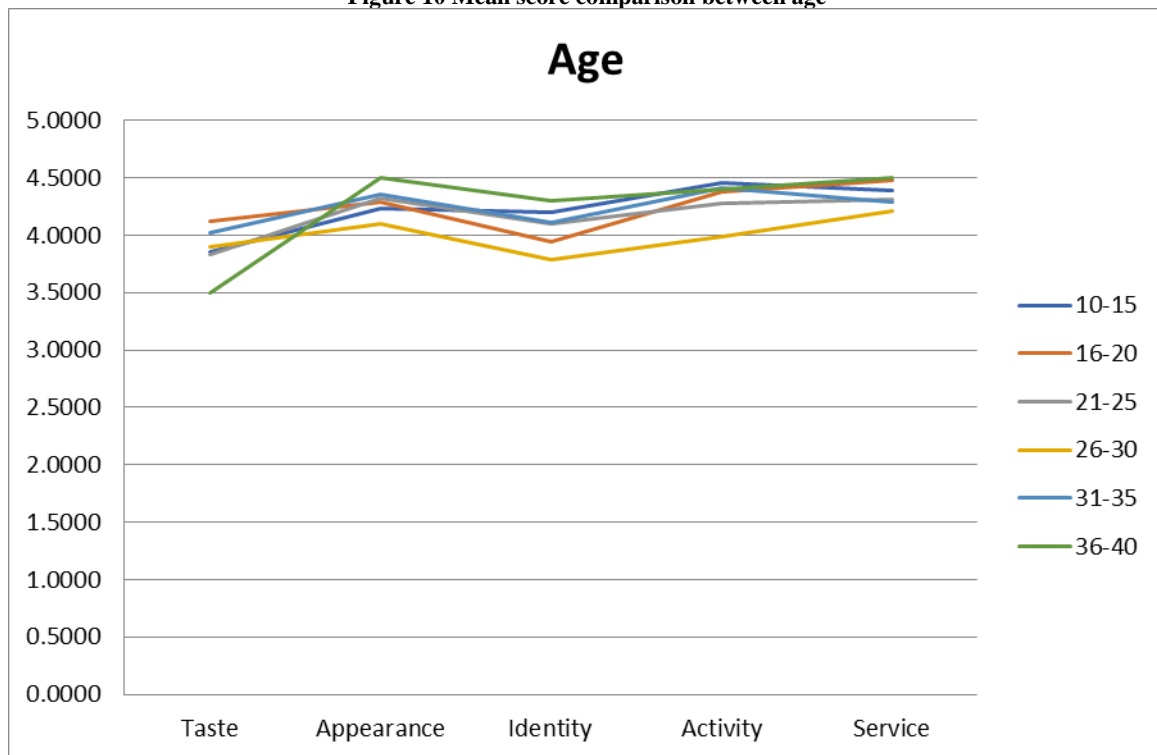
	Taste	Appearance	Identity	Activity	Service
Age	.448	.619	.253	.038*	.460
Income Level	.002**	.026*	.024*	.000**	.003**
Participant Type	.01**	.024**	.043*	.000**	.000**

** significant at the 0.01 level

* significant at the 0.05 level

Source: Author's own

Figure 10 Mean score comparison between age

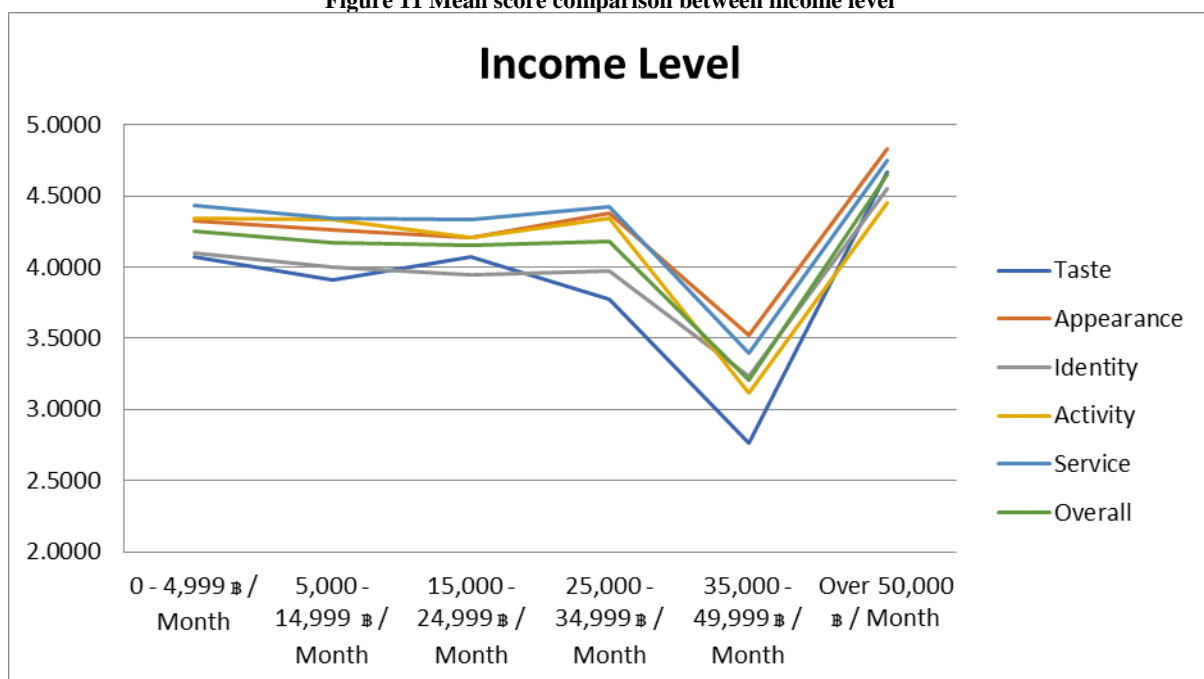


Source: Author's own

²⁰ Results from post-hoc analysis are shown in Appendix 2

Figure 10 compares mean scores between each age group. Results showed little visible difference except for the group aged between 36 and 40 which gave the lowest score on taste but the highest in appearance and fandom food identity. The group aged 26-30 had the lowest score on fandom food identity, activity and hospitality service; however, inferential statistics were required to determine any significance between these data. Table 8 lists the results of ANOVA analysis at the 0.05 level of significance. For age factor, only the activity category gave a statistically significant difference within the population at .038. A post-hoc analysis via the LSD method showed that the 26 to 30-year-old group had significantly lower scores in the activity category compared to other groups. This implied that people aged between 26 and 30 had significantly lower scores on perception activity than other groups. However, the 26 to 30 age group did not show significant differences in other areas which did not significantly affect participant segmentation. This result suggested that the 26-30 age group were less concerned about activity than the other groups, making them easier to satisfy; however, overall, age factor did not significantly affect customer satisfaction and perception on cosplay restaurant quality. Café managers can adapt their strategy based on any age as all had similar response in perception, except for the group aged 26-30 which had a lower perception of importance than other groups.

Figure 11 Mean score comparison between income level



Source: Author's own

Figure 11 shows attribute trends for income groups. Importance scores were stable at 4-4.5 for the lower income groups. However, group 35,000-49,999 gave a significant decrease to

between 2.7 and 3.7 and then increased to exceed 4.5 for the group earning more than 50,000 baht per month.

ANOVA results on income level (Table 8) show statistically significant differences between mean scores of attributes at the .01 level for taste (sig.=.002), activity (sig.=.000) and hospitality service (sig.=.003) with significance at the 0.05 level for appearance (sig.=.026) and fandom food identity (sig.=0.024) attributes. A post-hoc analysis via the LSD method showed that participants with income between 35,000 and 49,999 baht per month had significantly lower scores than other groups in all aspects. Living cost for a single person in Bangkok is 21,217.09 baht without rent and average rent per month is 9,646.75 baht (“Cost of Living in Thailand,” 2018). Therefore, cost of living in Bangkok with rent is 30,863.84 baht per month. Groups earning 35,000-49,999 and over 50,000 baht per month had disposable income. Low importance scores for the group earning between 35,000-49,999 baht per month can be explained by the theory of marginal utility of income. This result postulates that people with higher purchasing power are more likely to be satisfied as a result of abundant surplus resources; they have enough ‘excess’ income to spend on luxuries (Baumol, 2018). Therefore, the value of 1 baht for each level of income is different. An appropriate income level for living in Thailand was considered to be 30,863.84 baht per month. The group earning less than 35,000-49,999 baht per month demanded a higher cost of satisfaction to spend 1 baht since they had to save money for necessities such as food, transportation or rent. They required higher satisfaction for luxuries compared to those who earned more. However, the group who earned more than 30,863.84 baht per month had enough money to cover monthly payments with disposable income to spend on luxuries. Their satisfaction per 1 baht spent was lower than those who earned less.

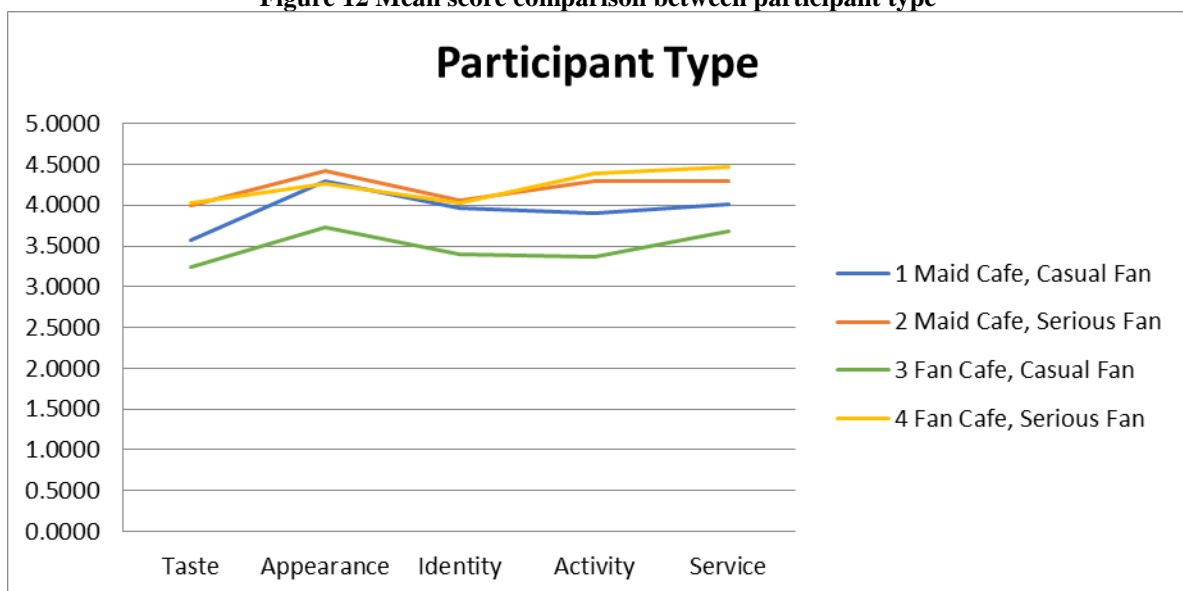
Results from Figure 11 indicated that the group earning more than 50,000 baht scored highly for all attributes. This can be explained using the theory of shift in indifference curves. When income increased to a certain level, instead of being easier to satisfy as the theory of marginal utility might suggest, consumers able to afford luxuries such as first-class flight tickets had higher expectations as a result of their more extravagant lifestyles (Young, 2018).

An example illustrating these two theories can be demonstrated when buying food. If three people have 5 dollars, 10 dollars and 25 dollars and a hamburger costs 5 dollars, then the person with 10 dollars will be easier to satisfy than the one with 5 dollars and the person with 25 dollars will be easier to satisfy than the individual with 10 dollars since he/she has excess

money to spend on the same item. However, if we consider a steak, as higher quality food than the burger, costing 20 dollars, this introduces a luxurious and better-quality product to the market. This does not affect those with 5 and 10 dollars since they cannot afford the steak but the individual with 25 dollars shows new behaviour on food consumption. A new expectation is set on the hamburger based on the steak price and this shifts the satisfaction level. The person with 25 dollars is now harder to satisfy compared to the customer with 10 dollars.

Therefore, those who earned more than 50,000 baht experienced a shift in their indifference curve, moving their status to another market segment where they demanded better overall service quality. Restaurant managers should pay more attention to people with larger resources to spend because they are also the hardest group to satisfy.

Figure 12 Mean score comparison between participant type



Source: Author's own

Figure 12 shows mean comparisons of participant type. Type 3 had lowest scores in every attribute. Type 1 recorded a lower score than both serious fan types 2 and 4 in taste, activity and services. There was little visible difference between attributes for types 2 and 4 except for service with type 4 slightly higher. Results in Figure 12 support data from Figure 7 showing a statistically significant difference in fandom level with casual fans recording lower scores for importance perception than serious fans. However, there was no statistically significant difference between maid and fandom café (Figure 8).

Results from ANOVA analysis in Table 8 showed most attributes including taste (sig. =.01), appearance (sig.=.000), activity (sig.=.002) and hospitality service (sig.=.002) as significant at the .01 level, except for appearance (sig.=.043) which was significant at the .05 level. Post-hoc

analysis via the LSD method indicated that type 3 as fan café, casual fan had a significantly lower score than other groups in all aspects. In fandom cafés, fan level was not significantly different. However, there were significant differences between type 1 that scored less in activity than type 2 and had significantly lower scores in taste, activity and hospitality than type 4. ANOVA results suggested that only fandom level statistically significantly affected participants' perceptions on quality, while café types were not statistically significantly different.

Results from ANOVA analysis (Table 8) matched those from t-test (Table 7). Participant types were created from both factor dimensions as type of café visited (maid café and fan café) and fan level (serious and casual). Results indicated that fan level was the only factor that significantly affected customer behaviour. Results in Figure 12 determined that serious fans had generally higher perceptions towards the importance of cosplay restaurant attributes than casual fans.

On the other hand, post-hoc analysis showed no differences in value for café type and results were not statistically significantly different, suggesting that café type did not impact on the service quality of cosplay restaurants. This result complied with the t-test in Table 7. Café type had no statistically significant difference within the population and therefore did not affect customer perception regarding the importance of cosplay restaurant attributes. Cosplay restaurant managers must determine the fan level of participants since this is a significant attribute which affects the perception of quality by customers.

4.6 Expectation on importance of cosplay restaurant attributes

The first section of the survey instrument asked participants about their perceptions regarding the importance of cosplay restaurant quality attributes which reflected the quality of service they had experienced. Results showed differences with hospitality recording the highest score (Tables 6 and Figure 6). Scores on each importance attribute were similar and rankings of importance for each factor were not clearly defined.

The second part of the instrument measured how factors contributed to cosplay café success based on customer expectation. According to Parasuraman et al. (1988), customer perception is based on interaction with the product or service and derived from satisfaction towards its quality. On the other hand, expectation is what customers expect based on available resources and influenced by their background. The theory of customer gaps by Parasuraman et al. (1988) explains the difference between perception and expectation. To fill the gap between perception

and expectation, companies must deliver items which satisfy customer perceptions and fulfil their expectations. This requires a detailed understanding of what customers expect. The first section of the instrument asked participants what they expected while the second part reflected on their satisfaction with the outcome.

Participants were asked to rank the importance of cosplay restaurant attributes between food and event groups. Food group attributes included taste, appearance and fandom food identity while event group attributes included activity and hospitality service. The data collection method differed from part 1 as participants had to choose key attributes directly. Each attribute was ranked on a scale of 1 to 5 with five being most important and one having least importance. Customers were required to rank the importance scores of all attributes from 5 (most important) to 1 (least important). Each attribute could only be ranked once. Importance scores of the 190 respondents were calculated to rank the five attributes in order of customer perception.

Table 9 Participant's expectation on importance of cosplay restaurant attributes

Expectation on importance of cosplay restaurant attributes							Final Score	Ranking
Attribute	Group	5	4	3	2	1		
Fandom food identity	Food	58	38	43	34	29	668	1
Hospitality service	Event	68	39	25	29	20	649	2
Taste	Food	31	41	45	37	37	565	3
Activity	Event	23	42	38	30	53	510	4
Appearance	Food	10	30	39	60	51	458	5

Source: Author's own

Table 9 shows customer expectation on importance scores of attributes. Food identity was the most important at 668 importance score, followed by hospitality service at 649, taste at 565, activity at 510 and food appearance last at 458.

There was little difference between fandom food identity, hospitality service, taste and activity scores while appearance was much lower than the rest. This suggested that participants rated fandom food identity and hospitality service at similar importance. Previous research confirmed the importance of hospitality service in cosplay restaurants with food less important (Galbraith, 2011, 2013; Kincaid, 2015). This implied that participants did not expect the same food quality structures as served in typical restaurants. The highest attribute was fandom food identity as a food attribute, confirming that food was important; however, this attribute was

very different from typical restaurant attributes. Data in Table 9 suggested that customers in cosplay restaurants were concerned about food but had different expectations of quality. Typical restaurant food quality regarding taste or appearance is not applicable when measuring food quality in cosplay restaurants (Table 9). Cosplay restaurant customers were less concerned about food appearance but the food should be tasty.

Table 10 Importance attribute ranking comparison between perception and expectation		
Ranking	Perception (Group)	Expectation (Group)
1	Hos. Service (E)	Fandom Food Identity (F)
2	Appearance (F)	Hos. Service (E)
3	Activity (E)	Taste (F)
4	Fandom Food Identity (F)	Activity (E)
5	Taste (F)	Appearance (F)

Source: Author's own

Results in Table 9 differed from the first part of the survey (Table 6 and Figure 6) where hospitality service attribute gained the highest score. Factors affecting customer perception and expectation differ in cosplay restaurants depending on previous experience. Table 10 shows that rankings of important attributes regarding customer perception (Figure 6) and customer expectation (Table 9) were different. For event group attributes, both activity and hospitality service perception and expectation were lowered by one rank. Hospitality ranked 1st in perception and 2nd in expectation while activity ranked 3rd in perception and 4th in expectation. However, difference in attribute ranking between expectation and perception in the event group was similar, supporting results from Figures 2 and 3 and indicating that cosplay restaurants provided high-quality events towards customer perception. Results in Table 10 showed little difference in ranking between perception and expectation. This suggested that in terms of event attributes, including hospitality service and activity, the cosplay restaurant business understood what customers wanted and delivered services that met expectations.

Results in Table 10 showed that gradation in food attributes differed. Thus, cosplay cafés did not satisfy the expectations of their customers in food quality. For food, appearance had the highest rank in perception but lowest in expectation. Fandom food identity had the highest rank in expectation suggesting that businesses confused the concepts of appearance and identity. The definition of appearance in Chapter 2 was stated as “a feature of the product that would make a visual recognition”. However, the concept of fandom food identity is “the element of

fandom inside a dish served in a cosplay café, regardless whether this is a direct element brought by fans or to complement the perfection of hospitality and entertainment”. It is the concept of food that presents the cultural elements of fandom and this can be anything that reminds the consumer and relates to a fandom character, symbolic icon or even an abstract concept such as ‘chara-moe²¹’ or ritual fandom practice as long as it is accepted by the membership community. Therefore, the concept of fandom food identity is more than appearance since identity surpasses perception by the eyes.

Moreover, regarding food attributes only, Table 10 showed that cosplay restaurants failed to prioritise factors affecting the quality of food expected by customers. They focused on the least important aspects such as appearance but ignored the more important attributes such as fandom food identity and taste. The gap between customer perception and expectation in Table 10 implied the reason behind the belief that cosplay restaurants always served low-quality food (Kinclad, 2015; Sharp, 2014). The business did not understand which attributes were important when designing their fandom food menu. Thus, it was difficult to launch good quality fandom food.

Results in Table 10 showed the kind of fandom food customers wanted. Cosplay restaurant participants did not expect the food to be as elaborate as in other restaurants. The highest importance rank of fandom food identity suggested that they focused on how well the food presented the authentic identity of the fandom; similar to the dominant quality attributes in ethnic cuisines with authentic identity paramount (Kim et al., 2018). This explained why food classified as unacceptable in normal restaurants was acceptable in the context of fandom cafés as long as it met the qualification of fandom elements (Sharp, 2014). The most important role of food in cosplay cafés was not as a typical hospitality response, as previous research concluded, but rather a link between food and the fandom element experience. For cosplay cafés, the quality of fandom food was defined by how well it fulfilled the experience of fandom for the participants. However, food served in cosplay restaurants was expected to be at least edible, as shown by the considerably high level in taste score (565, ranking 3). Interviews with café participants suggested that food should be edible and not detract from the fandom menu experience. The major role of fandom food was expected to enhance the experience of visiting a cosplay restaurant. To summarise, results in Table 10 showed that cosplay restaurants did not completely understand the expectation of customers. Cosplay restaurants provided event

²¹ A concept of affection towards a character in ACG/otaku subculture (Azuma et al., 2009)

attribute services but showed little understanding regarding fandom food. This resulted in poor quality food served in the café. Cosplay restaurants served good looking food with low fandom identity and poor taste. What customers wanted was food related to fandom identity with acceptable taste; they did not care much about food appearance.

4.7 Correlation analysis

Answers to research questions 1: ‘What is the relationship between food and events in cosplay restaurants?’ and 3: ‘What are the circumstances that affect the perceived importance of food?’ required an understanding of the interrelationships between each factor. To study the correlation between factors, the researcher chose Pearson’s correlation analysis method. Information used for this analysis is contained in ‘Mean comparison between groups’ section of this chapter and displayed both as an overview and participant’s type.

Correlation involves testing the relationship between quantitative variables to measure how they are related to each other. Pearson’s correlation which is commonly used in linear regression was employed to analyse the relationship between each variable. Evans (1996) suggested a method to describe the strength of correlation coefficients as presented in Table 11.

Table 11 Strength of correlation coefficients

Correlation Coefficient (r)	Translation
$\pm .80$ to 1.00	Very strong correlation
$\pm .60$ to .79	Strong correlation
$\pm .40$ to .59	Moderate correlation
$\pm .20$ to .39	Weak correlation
$\pm .001$ to .19	Very weak correlation
0.00	No correlation

Source: Author’s own

A correlation coefficient measures the strength of a relationship between two variables. Correlation coefficients have values between -1 and 1, where -1 indicates a strong negative relationship, 1 indicates a strong positive relationship and 0 indicates no relationship (Evans, 1996). Data gathered from participants’ perceptions on importance of cosplay restaurant

attributes (Table 6) were used to analyse the correlation between each attribute of the four different participant types and overall groups.

Table 12 Significance of overall correlation coefficient analysis					
Overall					
Correlation					
	Taste	Appearance	Identity	Activity	Service
Taste					
Appearance	.565**				
Identity	.331**	.549**			
Activity	.446**	.477**	.550**		
Service	.480**	.466**	.456**	.682**	
** Correlation is significant at the 0.01 level (2-tailed)					
Source: Author's own					

Results in Table 12 showed correlation analysis of the overall groups. All attributes were statistically significant and positively correlated at the 0.01 level. This indicated that changes in satisfaction scores for all variables moved in tandem. As one variable decreased all other variables decreased and as one variable increased all others increased. Overall data showed 10 complete pairs of correlation between attributes, implying that change of one attribute affected the others since all pairs were related to each other. For example, an increase in taste attribute importance score increased all other importance scores as appearance, fandom food identity, activity and hospitality services. Decreases in score also affected all other attributes. Relationships indicated moderate positive correlation ($.40 < r < 0.59$), except for the pair of taste and fandom food identity which recorded $r=.331$ and described a positive weak correlation. This result was consistent with raw scores presented in Table 6 and Figure 6. Attributes were highly important ($x>4$) to the success of cosplay restaurants.

Information shown in the tables suggested that restaurant managers should consider all attributes. A single factor could not be ignored because every attribute was highly important. Decrease in quality of only one attribute moderately affected all other attributes since the correlation coefficient of all variables was moderate ($.40 < r < 0.59$). The only exception was between taste and fandom food attributes which had a lower effect due to weaker correlation ($r=.331$). Changes in one attribute affected the importance of other attributes and impacted on total satisfaction as critical for cosplay restaurant success. Galbarth (2011, 2013) suggested that

‘moe’ elements shaped maid cafés differently from typical restaurants, while Azuma et al. (2009) likened the nature of ‘moe’ as similar to empathy towards fandom elements. McCudden (2011) thought that fans cherished the authenticity of fandom elements. Similar to other fan activities, fans use fandom elements to connect the activity to the theme. In the case of cosplay restaurants, fans have to connect the fandom elements to the attribute to create and acknowledge the theme presented by the restaurant. Each attribute in a fandom café is connected to another via their relationship with the fandom elements. For café managers, the connection of fandom elements behind every attribute suggests why all attributes are significantly correlated with each other. Correlation also suggests that increasing fandom elements increases the overall quality of the restaurant as this affects all attributes.

Table 13 Significance on type 1: Maid Café, Casual Fan’s correlation coefficient analysis

Type 1: Maid Café, Casual Fan					
	Taste	Appearance	Identity	Activity	Service
Taste					
Appearance	.723**				
Identity	.059	.390			
Activity	.323	.397	.612*		
Service	.042	-.089	.019	.224	
**Correlation is significant at the 0.01 level (2-tailed)					
*Correlation is significant at the 0.05 level (2-tailed)					

Source: Author’s own

The Pearson correlation of type 1: maid café, casual fan is shown in Table 13. Taste and appearance attributes were significantly related at the 0.01 level with strong positive correlation ($r = .723$). Identity and activity also had a strong positive relationship at the 0.05 level of significance ($r = .612$). The relationship between appearance and hospitality service was slightly negative but not significantly. Overall data are shown in Table 12. Type 1 only had 2 pairs of significant correlation coefficient out of 10. This implied that for type 1: ‘maid café, casual fan’, most variables were independent of each other. Overall, participants felt that attributes were less connected to the fandom elements. Casual fans who eat at maid cafés were not concerned about the importance of each attribute related to the overall group. Changes in attributes did not affect the other attributes except for change in taste which positively affected the appearance attribute and change in identity which affected the activity attribute. For cosplay

restaurant managers, this information suggested that casual fans who visited maid cafés related taste with appearance. For food to be delicious it should be good looking and vice versa. Casual fans also related fandom food identity with activity, suggesting that participants perceived good activity quality as enhancing fandom food identity. However, other pairs of attributes were not statistically significant. Therefore, for type 1 participants, managers should consider all attributes independently, except between fandom food identity and activity, and between taste and appearance since these were correlated.

Table 14 Significance on type 2: Maid Café, Serious Fan's correlation coefficient analysis

Type 2: Maid Café, Serious Fan					
	Taste	Appearance	Identity	Activity	Service
Taste					
Appearance	.547**				
Identity	.018	.186			
Activity	.210	.115	.425**		
Service	.408**	.428**	.275	.598**	
**Correlation is significant at the 0.01 level (2-tailed)					

Source: Author's own

Table 14 shows the Pearson correlation of type 2: maid café, serious fan. Type 2 had 5 pairs of statistically significant correlated attributes which were less than overall (10 pairs) but more than type 1 (2 pairs). All significant attributes had a moderately positive correlation ($.40 < r < 0.59$) indicating that changes in hospitality service positively affected taste, appearance and activity. Changes in fandom food identity positively affected activity and changes in taste affected appearance. The relationship was within the group between taste and appearance and between hospitality and activity, except for the relationship between taste and hospitality. Compared to casual fans who visited maid cafés, serious fans tended to be better connected to the service attributes of fandom elements. While correlation existed between taste and appearance, and between fandom food identity and activity as presented in type 1, casual fans in maid cafés, also correlated attributes between taste and service, appearance and service and activity and service, Therefore, managers should concentrate more on these pairs of attributes as a primary concern since their quality affected other attributes and were more sensitive to the overall performance of maid cafés than non-significant correlated attributes.

Table 15 Significance on type 3: Fan Café, Casual Fan's correlation coefficient analysis
Type 3: Fan Café, Casual Fan

	Taste	Appearance	Identity	Activity	Service
Taste					
Appearance	.943**				
Identity	.917**	.973**			
Activity	.906**	.941**	.949**		
Service	.893**	.952**	.909**	.905**	
**Correlation is significant at the 0.01 level (2-tailed)					

Source: Author's own

Table 15 presents the Pearson correlation of type 3: fan café, casual fan. All attributes had a positive correlation with statistical significance at the 0.01 level. In comparison to maid café, fan café attributes had a complete number of relationships, indicating that change in one attribute caused the other attributes to change in the same direction. For example, if taste scores increased, other attributes as appearance, identity, activity and service also increased and vice versa. All type 3 pairs had very strong correlation ($.80 < r < 1.00$) suggesting that data in the group were very sensitive to each other. Changing values in one variable almost always totally changed values in other variables. High correlation coefficients at a very strong level reinforced participants' views that these attributes replaced each other. Casual fans who visited fan cafés viewed all attributes in the café as the same. This was risky since a decrease in one attribute affected the satisfaction of all other attributes. However, it also presented an opportunity as improvement in one attribute improved all other attributes. Café managers, should focus on only one attribute to be of superb quality while maintaining the rest at average level. The strong correlation will then improve the performance of the other attributes since customers considered them all as similar. Customers will then perceive all attributes at an excellent scale, leading to customer satisfaction and success of the cosplay café. However, if one attribute was perceived as low quality by customers, then strong correlation will decrease the overall quality of all other attributes. Customers will perceive the restaurant as overall poor quality, leading to failure of the cosplay restaurant.

Table 16 Significance on type 4: Fan Café, Serious Fan correlation coefficient analysis

Type 4: Fan Café, Serious Fan					
	Taste	Appearance	Identity	Activity	Service
Taste					
Appearance	.424**				
Identity	.303**	.487**			
Activity	.310**	.320**	.372**		
Service	.375**	.285**	.342**	.572**	
**Correlation is significant at the 0.01 level (2-tailed)					

Source: Author's own

Table 16 indicates the Pearson correlation of type 4 cosplay restaurants as fan café, serious fan. All attribute pairs were statistically significant at the 0.01 level and had a positive correlation with the others. Similar to the overall results and type 3, type 4 cafés showed correlation in every pair, suggesting that changes in quality of a single variable affected all others. Most of the attributes gave weakly ($.20 < r < .39$) positive correlation except for relationships between taste and appearance, appearance and fandom food identity and activity and hospitality services which gave moderately ($.40 < r < .59$) positive correlation. For lower correlation coefficients, change in quality was not as sensitive as type 3: fan café, casual fan. Results in Tables 13-14 showed that on average, casual fan coefficients were higher than those of serious fans since cosplay restaurants were not only events or activities for fans but also hospitality services. McCudden (2011) suggested that more serious fans tended to be more sensitive with regard to the authenticity of the content than casual fans. Serious fans had more knowledge of fandom; they identified subtle differences in each attribute, resulting in the lower correlation coefficients. Casual fans, on the other hand, were less concerned about the authenticity of fandom attributes and the accuracy of service for each attribute. Their expertise in fandom was less; they did not define each fandom element like serious fans, resulting in higher correlation (Tables 15 and 16).

Tables 12-16 present the relationship between variables in each group. Results indicated that the variables were not all significantly correlated for the maid café group, unlike the fan café group which showed complete correlation. The reason behind this could be because of the fandom elements to which maid cafés relate. The 'moe' elements of maid cafés are collective preference characteristics from the whole ACG fandom subculture giving them a broader focus

than a specific fandom theme café. Therefore, fan elements of maid cafés are not so critical. It is more difficult for customers to connect fandom elements to attributes in maid cafés; therefore, they have fewer numbers of correlated pairs. Fan cafés; on the other hand, operate under the influence of a much narrower scope of interest, usually limited to one fandom parody or franchise only. If one fan café decides to host Star Wars, then all contents in the café must relate to Star Wars only. This narrows the concept of fandom elements presented in the café and makes it easier for customers to connect attributes in the café to fandom elements. This explains why certain attributes are not related in maid cafés but all are related in fandom cafés.

4.8 The gastronomic role of fandom food

As mentioned before, the survey assessment collected information to answer research questions 1 to 4. However, quantitative survey information proved insufficient to answer question 5: “What are the theoretical gastronomical implications for food service in cosplay restaurants?” Therefore, information from the literature review chapter was used to support quantitative data to answer this research question.

In the “expectation on importance of cosplay restaurant attribute” section (p.57), fandom food identity was the most important attribute (score = 668) regarding cosplay restaurant food. Cosplay restaurants play roles to entertain in an event context and serve hospitality as a restaurant function. Participants’ expectations towards the service of cosplay restaurants are different from common hospitality service quality measurement tools such as DINSERV or SERVQUAL. However, expectation importance scores from the Table 9 (p.58) above show that customers did not expect the typical attributes of food, taste or appearance to be part of the fandom identity. The role of fandom food is different from typical restaurants and falls under affective economics. Participants purchase with their emotions and have loyalty towards fandom (Jenkins, 2008). They are less concerned about quality attributes such as Reliability, Assurance, Tangibles, Empathy or Responsiveness. The quality of fandom food mainly relies on its authentic identity (McCudden, 2011), similar to responses by consumers concerning ethnic cuisine (Kim et al., 2017).

Results in Table 10 (p.59) suggest the role of food in cosplay restaurants as different from typical restaurants. Here, the role of food in cosplay restaurant settings was divided into two major functions as a tool to complement the hospitality service of the event (Brillat-Savarin, 2004) and a subject to express the identity of fandom subculture (Parasecoli, 2011).

Fandom food complemented the hospitality service of cosplay restaurants. Cosplay restaurants were not only considered as places that provided relaxation and hospitality services but also as entertainment from fandom activity (Sharp, 2014). Casotti (2005) and Merrill & Merrill (2011) found that most celebrations around the world involved food items. According to Brillat-Savarin, (2004) food is an important element to fulfil the hospitality experience. A restaurant by definition is “a place where meals are prepared and served to customers” (“restaurant,” 2018). This suggests that a restaurant is required to serve food. Results in Table 5 (p.44) indicated food as an indispensable element to deliver the cosplay restaurant experience and confirmed that, even in affective economics of fandom-based restaurant that customer made purchasing decisions on emotions, food was still important as an object to deliver the utmost hospitality service. In cosplay restaurants, fandom food is believing to be not as important as the event (Kinclad, 2015; Sharp, 2014). Results in Figure 5 suggested that the reason behind this belief was due to inequality between food and event attributes. Sharp’s (2014) ‘Chronotope A’ maid café is one example of a hospitality-oriented café that does not provide high event quality. Fandom food connects the relaxation with entertainment experience. When visiting a cosplay café, hospitality and entertainment are featured, similar to feasts or celebrations. Most global cultural celebrations feature traditional food. Celebration feasts not only fill the stomach but also represent a symbol of prosperity and wellness by providing a hospitality service. Food is used to deliver the utmost form of hospitality service (Casotti, 2005). A visit to a cosplay restaurant is considered the ultimate hospitality experience of fandom activity. Food must be available to complete the utmost hospitality experience and connect with the entertainment of fandom.

Another important role of fandom food is as material to express the cultural identity of fandom subculture. This can be compared with ethnic cuisine which is defined as ‘food that originated from the cultural practice of one’s ethnic group’ (Kwon, 2015). In terms of ethnicity, which is not restricted by national regions but broadened to the realm of culture, fandom subculture is considered one of the postmodern ethnicities. It has its tradition, regulations or even rules to follow and fandom subculture is now followed by millions of people around the world (Ito, Okabe, & Tsuji, 2012).

4.9 Summation

Ethnic groups consider food as their ambassador to express global identity. People often learn about other cultures and identities via food including Thai, Chinese, European and even non-national ethnicities like Jewish or Halal food (Kwon, 2015). A fandom subculture is also known

as a postmodern ethnicity. Moe-omurice, for example, is a dish created from ‘moe’: a concept of affection towards a character in ACG/otaku subculture. As well as integrating culture into ethnic cuisines, Pad Thai or Pad Krapao developed from Chinese cuisine as mentioned earlier. Moe-omurice is different from ordinary omurice because it combines elements of fan culture using ingredients like ketchup. The ritual in the painting ensured that the dish is characterised prominently by moe elements. The food completes its purpose by connecting value to the fandom. This menu has become popular with people who do not belong to the group or non-otakus (Kincaid, 2015). The same concepts of fandom elements which connect the experience of use from hospitality to entertainment also apply to other fandom food, whether as a carbonate Han Solo chocolate from the famous scene acknowledged by non-Star Wars fans (Fujikawa, 2018), or as other characters in cuisines served in many character cafés. These are examples of strong cultural elements that transform the original meaning of the cuisine to make it belong to fandom ethnicity. This is similar to how Thailand imprints its cultural context on other ethnic cuisines as Pad Thai or Pad Krapao. Pizza is another example of strong cultural elements that transform the original meaning of the cuisine. Pizza is possibly the most famous Italian ethnic cuisine. Pizza Margherita which combines all colours of the Italian flag as red of tomato, white of mozzarella and fresh green basil is acknowledged as the Italian standard. However, when Italian immigrants imported pizza to America in the early 19th century it was transformed by the American food culture. Italian seasoned flatbread was ‘Americanized’ into a thick and cheesy dough with a wide variety of pizza toppings.

Today, the popularity of pizza in America identifies it as a symbolic food which is acknowledged as American ethnic cuisine, very different from its Italian origin. The American pizza shares the origin of its Italian counterpart but with a different ethnicity and culture. The two pizza ethnicities are very different and cannot be considered as the same food. Foreign culture has transformed the original food to create a new ethnic cuisine, similar to the moe-omurice. While the Italian pizza was transformed by American culture to become an American ethnic cuisine, the omurice was also fandomised by fandom culture to become a fandom ethnic cuisine.

This history of American pizza and moe omurice suggests that ethnic cuisines no longer need to be original but can adapt from others and transform with strong cultural identity. Therefore, these fandom elements are similar to the authenticity of ethnic cuisine. They infuse strong cultural identity to transform cuisines into those that no longer belong to their origin but to fandom. Thus, fandom can be considered as the postmodern ethnicity and fandom food can be

called postmodern-ethnic cuisine. This propels fandom food to a higher rank of popularity which rivals other ethnic cuisines.

Chapter5: Conclusion

5.1 Recapitulation

Based on the research question concerning the importance of food context in cosplay restaurants, the role of food and important attributes that affected the gastronomic success of cafés were investigated. A literature review was conducted detailing previous research and the researcher spent considerable time within the fandom community. Samples were divided into four groups based on the characteristics of cosplay restaurants as maid or fandom cafés, with casual or serious fan levels to delineate the research typology. A quantitative approach to data collection was adopted. The questionnaire was developed based on the literature review and a pilot study was undertaken to ensure the validity of survey assessment. A total of 190 samples were collected from the fandom community who patronise cosplay restaurants in Bangkok, Thailand. Data were analysed using t-test and ANOVA comparative techniques along with Pearson's correlation coefficient. Key findings, implementation, recommendations and limitations of the research are summarised and discussed.

5.2 Summary of research findings

This section summarises the important findings to answer the five research questions. Firstly, results indicated that the main purpose of visiting cosplay cafés was to interact with the activities while maintaining some concern regarding food quality. Food is an indispensable element in the success of cosplay restaurants and 75% of participants desired an improvement in food quality. The reason that customers do not expect good quality of food in cosplay restaurants is because most serve low-quality food compared to the event which is of better quality. This inequality between food and event results in greater satisfaction regarding the event variable which leads to the biased belief that food is not what customers seek when visiting cosplay restaurants.

Secondly, all cosplay restaurant attributes, whether related to food (taste, appearance, fandom identity) or event (activity, hospitality service) groups were highly important (score>4) to success. Correlation analysis also suggested that these attributes interacted in fandom cafés. Thus, cafés cannot reduce the quality of any one attribute as this will decrease satisfaction of other variables and affect the overall service of the restaurant. For maid cafés, the number of paired correlations was not as complete, whereas fandom cafés were more specific in their parody and every aspect on display pertained to the topic of fandom. Maid cafés were based on collective concepts from subculture at a larger scale, with less specification on elements of

fandom making as their customers considered only some attributes as fandom elements. Moreover, casual fans had higher correlation coefficients compared to serious fans. This suggested that serious fans had better fandom knowledge to define each variable of fandom elements while casual fans lacked the ability to define each fandom elements and considered all elements to be of similar importance.

Thirdly, different results between customer perception and customer expectation on importance indicated a gap in understanding customer expectation for cosplay restaurants. Restaurant managers understood customer expectation regarding event attributes but failed to deliver fandom food satisfaction, leading to the belief that cosplay restaurants only served poor quality food. For the food attribute, restaurants mainly focused on appearance but customers desired fandom food identity. This suggested that restaurants confused the concepts of identity and appearance. However, fandom identity resulted from interaction between the food and fandom concept of the subculture; therefore, identity occasionally featured taste and appearance. Fandom identity can be anything related to fandom from ingredients, appearance or even ritual cultural practices as long as the consumer can make a connection. Research by McCudden (2011) discovered that fans were concerned about the authenticity of fandom. This explained why food identity was the most important attribute regarding food quality in fandom cafés. Fandom food, which describes how well the food completes the experience of visiting cosplay cafés, is considered as a tool to deliver the utmost hospitality service. Fandom elements of food connect the hospitality experience to entertainment from fandom activities. Moreover, fandom food identity is also important as a way to express the cultural identity of fandom subculture. This has transformed the identity of food by adding moe elements of ketchup drawing to typical omurice as moe-omurice which now belongs to fandom subculture. Similarly, other ethnic food has mutated from its origin and Americans have transformed Italian pizza into their own ethnic cuisine. Fandom food identity also supported the ideal of postmodern ethnicity by elevating the status of fandom food to a subculture, similar to ethnic cuisines with strong characteristics acknowledged by people belonging to cultural groups.

Fourthly, regarding demographic variables, only income level and fan hierarchy affected the importance of cosplay cafés. Income level affected attributes according to economic theory of marginal utility; higher income customers were easier to satisfy, while those earning over 50,000 baht per month shifted the indifference curve to a different level. Research by McCudden demonstrated that serious fans were more concerned about quality than casual fans. Fan hierarchy affected every cosplay restaurant attribute as serious fans gave higher importance

scores for all attributes. Moreover, when considering the typology of cosplay restaurants, results showed that fan level was a more dominant variable than café type.

Answers to the research questions are summarised as follows:

Q1. “What is the relationship between food and events in cosplay restaurants?” This is answered along with **Q3. “What are the circumstances that affect the perceived importance of food?”**

Correlation analysis indicated relationships for each attribute both within and between the groups of food (taste, appearance, identity) and event (activity and hospitality service). Attributes were all positively significantly related, indicating a direct link between food and event which suggested that fandom elements were the reason behind the connection between these two groups of attributes. Making a change in one attribute score directly affected the importance of all other attributes. For example, if the taste attribute increased, satisfaction activity also increased. Thus, results indicated that ‘attributes affecting the perceived importance of food’ were correlated with each other. Demographics as income and fan level affected attribute perception for both food and event. ‘Circumstances affecting the perceived importance of food’ included food attributes (taste, appearance, identity), event attributes (activity and hospitality service) and also income level and fan level demographics.

Q2. “What are participant’s expectations regarding the food served in cosplay restaurants?”

Results suggested that 75% of participants required food to complete their cosplay restaurant experience. Unlike attributes of ordinary restaurants, cosplay restaurants feature elements from fandom entertainment and restaurant hospitality service. High scores of all attributes regarding cosplay restaurant perception on importance suggested that customers regarded all attributes to be very important with hospitality slightly more important than food. However, assessment of customer expectations suggested different results with food identity as the most important attribute. This diverse outcome indicated that restaurant managers did not fully understand what their customers really wanted. Restaurant service with high event quality but low-quality food led to the belief that customers cannot expect to receive good food in cosplay restaurants. Difference in attribute importance between perception and expectation suggested that restaurants did not understand how food attributes affected customer expectation. The importance of fandom food context expected by customers differed from typical restaurants where taste and appearance had lower scores than the most important attribute of fandom food

identity. Most café participants belonged to the fandom community. Their expectations were influenced by the authenticity of fandom food. Customers desired the fandom food to present fandom elements as much as possible and expected authentic fandom food elements in cosplay restaurants.

Q4. “Do different types of cosplay restaurant require different food qualities to maximise success?”

Results presented significant differences in perception regarding fandom level and income. However, income level might not be considered as a ‘different type of cosplay event’. ‘Different types of cosplay events’ were defined according to the typology of participants who visited café types and fan hierarchy. Fandom level suggested that serious fans were more concerned about attributes including food than casual fans. Dimensions between maid and fandom café types showed no significant differences; thus, only fandom level dimension defined differences of cosplay restaurant type. To summarise, different types of cosplay restaurant required diverse food qualities to maximise success, especially for serious fans who preferred better food quality.

Q5. “What are the theoretical gastronomical implications for food service in cosplay restaurants?”

Implications of gastronomic theory regarding cosplay restaurants suggested two major dimensions. Firstly, fandom food was important as an object to complement the hospitality experience. Results showed that 75% of participants needed food items to fully experience cosplay restaurants. The basic function of a restaurant is to provide hospitality gastronomic services which cannot be achieved without food and cosplay cafés belong to the restaurant type business. Visiting a cosplay restaurant was considered a special event to enjoy the utmost form of hospitality. Like a birthday cake at a birthday party, fandom food completes the experience of a cosplay restaurant by connecting the hospitality of food service with the entertainment from fandom. The hospitality aspect makes cosplay restaurants different from other fan activities like fan meetings or fandom conventions.

Secondly, fandom food is an important tool to showcase the cultural identity of fandom subculture as postmodern ethnicity. The concept of fandom food identifies the relationship between food and fandom elements; therefore, fandom food identity can be anything that connects to the fandom as taste, presentation, design, food gimmick or tradition.

The fandom food identity attribute suggested the importance of authenticity of the cultural elements in this cuisine subculture. Authenticity is one of the most important attributes when measuring the quality of ethnic cuisines; similar to a fan measuring the quality of fandom food. By definition, ethnic cuisine is food accepted by consumers from outside the group belonging to that ethnicity and fandom food also meets this criterion. The status of fandom food has now been elevated to a postmodern ethnic cuisine with material cultural identity.

5.3 Practical implications

Knowledge gained from this research can be utilised to increase understanding for cosplay restaurant managers regarding fan customer behaviour in cosplay restaurants and factors contributing to success as follows.

Firstly, regarding the role of food in cosplay restaurants, previous research results suggested that food was not as essential as an event for customer satisfaction. However, the reason behind this was due to the difference between high-quality event and low-quality food which resulted in biased customer judgment. The presence of Chronotope A maid café and results from Chapter 5 confirmed that food was no less important than event attributes. Results from customer expectation on attribute importance indicated that food quality played a different role from typical restaurants. The importance of fandom identity as the highest priority in customer expectation showed that customers did not want the same measurement ideals as in standard restaurants but required high standards of fandom. The concept of fandom elements was more than appearance or taste and included everything related to fandom elements as perceived by the customer. Many cosplay restaurants failed to understand this difference and served poor quality fandom food. Understanding attribute structure related to customer satisfaction will assist café managers to design menus which focus on fandom elements as the most important attributes.

Secondly, regarding the relationship between attributes, high scores of all attributes ensured their importance for café success. Abandoning quality in even one attribute was not recommended as results of correlation analysis showed that all factors were related. However, for maid cafés with less intensity on fandom elements, numbers of pair-correlated attributes were less than in fandom cafés. Thus, effects of changing quality in one attribute in maid cafés were not as severe as in fandom cafés. Casual fans had higher correlation than serious fans as the result of their reduced ability to define each fandom element and they recognised all attributes as similar. Café managers should concentrate on details for serious fan groups since

they are able to identify each variable separately. For casual fans, the focus should be on increasing the quality of one factor while maintaining the rest since casual fans view all attributes as similar variables. An increase in one attribute will increase the overall performance of the café as long as no low-quality attributes are acknowledged by customers.

Thirdly, regarding differences in participant demographics, results were applicable to both café types as no significant differences in data were indicated between groups. From the total demographic variables, only two factors affected the importance of attributes. The first was income. According to marginal utility theory, the group earning between 35,000-49,999 baht per month was easiest to satisfy since they had excess money to spend on luxuries. Conversely, the group earning more than 50,000 baht showed a shift in satisfaction to another level of service, making them the hardest segment to satisfy. Therefore, caution was required when dealing with customers who earned more than 50,000 baht per month. The second factor was fan level. Results suggested that serious fans had higher expectations in all aspects compared to casual fans who were an easier customer target. Demographics indicated that most participants were serious fans who were more concerned regarding attribute quality. Restaurants should manage their services to meet satisfaction levels of all consumers and concentrate on authenticity of the content for serious fans as the major sector of participants. Understanding customer segmentation based on group characteristics will optimise restaurant profits.

5.4 Theoretical implications

Results of this research will help to explain consumer behavioural theory and fill the gaps in previous research limitations to explain fan culture relating to gastronomic, restaurant customer service and fandom theory. Development of a theoretical model could benefit those interested in the field of fandom consumer behaviour, especially in the gastronomic field.

Firstly, although participant's satisfaction was achieved from events rather than food, results indicated that all variables were highly important regarding customer satisfaction and café success. The correlation analysis showed that all attributes were positively related to each other. This result complemented previous research in understanding fan consumer groups in the field of restaurant management.

Secondly, the reason behind the higher preference on event satisfaction than food was due to customer bias from lower food quality, as shown by the disparate results of consumer perception and expectation on attribute importance. Results from participant expectation

among all attributes (food, appearance, identity, activity and hospitality service) showed fandom identity as the most important. This finding corresponded to the theory of ethnic cuisine and indicated cultural identity as the most important factor when defining fandom subculture. Results also suggested the importance of the status of food identity in postmodern subculture and supported the validity of fandom subculture as postmodern ethnicity.

Thirdly, differences in demographics data limited research to only income and fan level. Future research should eliminate unnecessary group variables. However, correlation of café type data showed that maid cafés had fewer pairs of correlated variables compared to fandom cafés.

Finally, differences between group variables at the fandom level supported the research by McCudden (2011) regarding fandom hierarchy that serious fans were more concerned about content authenticity. This idea did not affect local culture and confirmed that the theory could be applied for future research of fan hierarchy and their expectations from different cultures.

5.4 Limitations of the study

This study had some limitations. Firstly, the fandom community in Thailand occupies a small niche and is considered too bizarre for the general public and mass market. Many fandom community members do not feel comfortable to advertise their identity as fans, limiting the number of samples for data collection.

Secondly, fandom subculture in Thailand, although growing, is still at an early stage of development. Places of data collection were limited to one maid café and one fandom café during the research timeframe. However, the success of idol group BNK48 shows that market size in Thailand is continuously expanding; therefore, similar research conducted in the future will have more available outlets for data collection.

Thirdly, this research covered a new topic of postmodern culture. Available literature published in English is limited to few authors. Most research related to ACG subculture and cosplay cafés is conducted by Asian universities and not published in English. The theoretical approach for the research model was generated in the Western context and may not fully apply to an Asian country, with possible discrepancies between hypotheses and research outcome. However, literature deficiency was substituted by my experience as a cosplay café organiser in Thailand and information from interviews with customers and people involved in the industry.

Finally, the study referred to the literature situation in Japan, but this research was conducted in Thailand. Thus, differences in cultural context need to be taken into account. Some results

such as fandom level apply to both countries; however, attributes such as income level might not apply due to differences in national, cultural and social contexts.

5.5 Suggestions for future research

Future research can improve the accuracy of these results. Firstly, limitations regarding the lack of generalised data could be resolved by collecting data from multiple sources to better reflect the population. Without time and resource restrictions a probability sampling method is recommended to improve research credibility.

Secondly, this research suggested the status of fandom cafés as postmodern ethnicity with fandom food as cultural material. However, the topic of fandom food identity was only briefly introduced and future research regarding the identity and food culture of fandom is required.

Thirdly, this study investigated only the Thai fandom cultural context. Research in other countries will allow more generalised data pertaining to ethnical cultural issues of fandom identity.

Finally, this research can be viewed as a starting point. Further qualitative in-depth interviews could elaborate on issues concerning effects on each attribute towards customer behaviour. Future research is necessary to develop the research model and study fandom communities in other fields such as event contexts of cosplay cafés and other fandom activities. The fandom market is growing rapidly and this will contribute to further validate the model.

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Appendix A: Interview Question for pilot study

1. "What is the relationship between food and the event context in cosplay restaurant"

Do you think the food items are critical to satisfying the overall experience of visiting the café? How?
What is the role of food context in the cosplay café?
What do you think about food context function as the complement to the cosplay restaurant?
Can we enjoy the similar experience of visiting cosplay restaurant, but without food, why?
Why do we want to come to the cosplay restaurant, not the other fandom event such as conference or meeting? What different experience the cosplay cafe deliver compare to the other fan activities?
Do we need food context to fulfil the feeling of hospitality service, besides the entertainment side of the event, to complete the utmost joy like the case of celebration

2. "What is customer expectation on the food in cosplay restaurant"

When you come to cosplay restaurant, in 100% weight, how much quality you expect for both the context of food quality and event/services quality?
How much do you expect for the quality of food in the settings of maid/fandom café?
What is the reason you've come to visit the cosplay restaurant?
Between food and service, which factor of the cosplay restaurant that you take seriously more when visiting? Why?
Which factor you think is important for measuring the quality of food context in the cosplay restaurant? Most, taste, appearance, a value of money or the fandom identity elements? And which you concern most, or least?
Do you think cosplay restaurant different from other general restaurants? Why?
How much you take seriously on food context in cosplay restaurant? Why?
What do you think that there is some customer who purposely comes to eat at the cosplay restaurant, while the others don't?

3. "What are the circumstances that affect the perceived importance of food?"

Does the context/ritual/practice of the fandom café event/maid café affect your perception of food satisfaction? Why?
Will you feel more satisfied more if the better-quality food served in the cosplay restaurant?
Do you think the cosplay restaurant requires a good food quality to satisfy the customer? Why?
Do the quality of service affect your perception on food quality?

4. "Do different types of cosplay events require different qualities of food to maximise success?"

Do you think the level of fandom effect the consumption behaviour and the satisfaction of visiting café?
What factor is necessary to measure the level of "real-fan" form the casual fan?
What do you think about the different type of cosplay café, could we define it into category like the official one (maid café) or fanmade one (fandom café)?

How could we define the 'type' for each cosplay café, such as the official, fanmade or food-oriented and services oriented, etc?
--

Do you think each customer concern about the food context in the cosplay café differently? If so, which type concern more or less?
--

Do you think the demographic data, like ages, gender or income affect the behaviour of the customer?
--

5. "What are the implications for gastronomy theory of food service in cosplay restaurants?"

What do you think of the importance of food in the fandom subculture?

What do you think about the fandom food? Does it provide the similarities like the ethnic food?

What do you think about the fandom subculture, could we define it as the postmodern ethnicity?
--

Would you accept that the food is essential to express the cultural identity, especially in our fandom subculture?
--

Does the fandom food present the unique characteristics of subculture/fandom identity? How and why?

Appendix B: Survey Assessment in Thai (Original)

แบบสอบถามความสำคัญต่อบริษัทที่ส่งผลถึงคุณภาพการให้บริการของคอสเพลย์

ภาพ

อายุ		เพศ	<input type="checkbox"/>	ชาย	<input type="checkbox"/>	หญิง	<input type="checkbox"/>	เมตค่าพี
รายได้ต่อเดือน						<input type="checkbox"/>	ค่าแรงเดอ์ ค่าพี	

โปรดระบุคุณลักษณะที่มีต่อแฟนด้อมของคุณตามจริง (1= ต่ำสุด, 5= สูงสุด)					
	1	2	3	4	5
ความยินดีในการใช้จ่ายเพื่อสนับสนุนแฟนด้อม					
ความทุ่มเทในกิจกรรมที่เกี่ยวข้องกับแฟนด้อม					
เวลาที่เข้าไปในกิจกรรมที่เกี่ยวข้องกับแฟนด้อม					

	ข้อคำถาม	ไม่เต็มส่ว อย่างถึง				เต็มส่ว อย่างถึง			
		1	2	3	4	5			
1	รสชาติอาหารมีความเหมาะสมตรงตามองค์ประกอบของแฟนด้อมที่สื่อออกมา								
2	อาหารอร่อยเป็นที่น่าพึงพอใจ								
3	อาหารมีกลิ่นหอมน่ารับประทาน								
4	อาหารที่เสิร์ฟมีความสวยงาม								
5	อาหารถูกปรุงและเสิร์ฟในสภาพเหมาะสม								
6	การตกแต่งของอาหารสื่อถึงองค์ประกอบของแฟนด้อม								
7	อาหารมีความเฉพาะตัวตามลักษณะของแฟนด้อม								
8	อาหารไม่ได้ทำให้ลิ้มรสอย่างเดียว แต่ช่วยให้กิจกรรมสมบูรณ์								
9	อาหารเป็นส่วนหนึ่งของกิจกรรมที่ขาดไม่ได้								
10	แนวคิดของอาหารสื่อถึงธีมและองค์ประกอบของแฟนด้อม								
11	อาหารเป็นส่วนสำคัญที่ทำให้คอสเพลย์มีความแตกต่าง								
12	บรรยากาศและการตกแต่งร้านร้านแสดงออกถึงธีมของแฟนด้อมเป็นอย่างดี								
13	สถาฟคอสเพลย์ได้ตรงตามลักษณะค่าแรงเดอ์								
14	กิจกรรมที่จัดขึ้นมีรูปแบบพิเศษเฉพาะ								
15	ลักษณะของกิจกรรมสื่อถึงธีมและองค์ประกอบของแฟนด้อม								
16	กิจกรรมให้ความบันเทิงอย่างต่อเนื่อง								
17	สถาฟบริการได้สมทบตามค่าแรงเดอ์								
18	สถาฟให้ความช่วยเหลือและเอาใจใส่อย่างดี								
19	เชื่อใจได้ว่าสถาฟสามารถให้ข้อมูลที่ถูกต้อง								
20	การบริการมีคุณภาพสูง								

กรุณาเรียงลำดับองค์ประกอบ ที่มีความสำคัญต่อคอสเพลย์คาเฟ่ (1 คือสำคัญที่สุด 5 คือสำคัญน้อยที่สุด)	
ลำดับ	
	รสชาติของอาหาร
	รูปร่างหน้าตาของอาหาร
	องค์ประกอบที่สื่อถึงแฟนค้อมในอาหาร
	กิจกรรมที่มีในงาน
	คุณภาพการบริการ

หากไม่มีการบริการอาหารและเครื่องดื่มในคอสเพลย์คาเฟ่ แต่มีกิจกรรมและการบริการในรูปแบบเดิม ฉัน
ยังสนใจที่จะเข้าร่วมกิจกรรม

ใช่	
ไม่	

โปรดทำเครื่องหมายเพียงช่องเดียว เพื่อให้คะแนนน้ำหนักระหว่างสองตัวเลือก

ระหว่างอาหารและกิจกรรม คุณคาดหวังให้มีการเน้นการบริการในด้านใดมากกว่ากัน									
กิจกรรม									อาหาร
1	2	3	4	5	6	7	8	9	10

ระหว่างอาหารและกิจกรรม คุณพึงพอใจในการให้บริการในด้านใดมากกว่ากัน									
กิจกรรม									อาหาร
1	2	3	4	5	6	7	8	9	10

ระหว่างอาหารและกิจกรรม คุณคาดหวังให้มีปรับปรุงคุณภาพในด้านใดมากกว่ากัน									
กิจกรรม									อาหาร
1	2	3	4	5	6	7	8	9	10

ข้อเสนอแนะอื่น ๆ

Appendix C: Survey Assessment in English (Translated from Thai)

Survey of importance on cosplay restaurant service attributes

Age		Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> Maid Cafe
Income per month				<input type="checkbox"/> Fandom Cafe	

Please rate your score on each element regarding fandom level (1= low, 5= High)

	1	2	3	4	5
Willingness to pay					
Effort towards fandom					
Time spend participating in fandom activity					

	Question	Strongly Disagree				Strongly Agree
		1	2	3	4	5
1	The flavour of the food is precisely present the fandom elements					
2	The food was tasty					
3	The food was smelled nicely					
4	The food has a good appearance					
5	The food is well presented in its appropriate state					
6	The food decoration is precisely present the fandom elements					
7	The food is well connected to the fandom identity					
8	Food does not fill only the stomach but also complete the overall experience of the event					
9	The food settings were an indispensable part of the event					
10	The fandom food elements are strongly reflecting the characteristics of the fandom					
11	The fandom food elements are the important factor making the fandom food different from the others					
12	The decoration and environment are well present the elements of fandom					
13	Each staff deliver a good cosplay quality					
14	The activity in the event was different from the others					
15	The activity in the event reminds the elements from the fandom					
16	The activity in the event was constantly enjoy					
17	Each cosplay staff deliver a good role play					
18	The staff was nice					
19	The staff was well-informed and helpful					
20	The café provides a good quality of service					

Please ranked the most important factor for the event (1: most important, 5: least important)	
Rank	
	The tasty food
	The well-presented food
	The fandom identity in food
	The activity in the event
	The Hospitality service quality

If the organizer team held the other fandom café event but without serving food, I still interested in participating the event.

Yes	
No	

Between food quality and service quality, which elements you concern more when visiting cosplay restaurant									
Service									Food
1	2	3	4	5	6	7	8	9	10

Between food quality and service quality, which elements make you satisfy more when visiting cosplay restaurant									
Service									Food
1	2	3	4	5	6	7	8	9	10

If there is any next event, between food quality and service quality, which elements you want the organizer team to improve									
Service									Food
1	2	3	4	5	6	7	8	9	10

Additional Remarks

Appendix D: SPSS Output

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Taste * Type	190	100.0%	0	0.0%	190	100.0%
Appearance * Type	190	100.0%	0	0.0%	190	100.0%
Identity * Type	190	100.0%	0	0.0%	190	100.0%
Activity * Type	190	100.0%	0	0.0%	190	100.0%
Service * Type	190	100.0%	0	0.0%	190	100.0%
Overall * Type	190	100.0%	0	0.0%	190	100.0%

Report

Type		Taste	Appearance	Identity	Activity	Service
Maid Cafe, Casual Fan	Mean	3.5778	4.2889	3.9600	3.9067	4.0167
	N	15	15	15	15	15
	Std. Deviation	.93831	.60246	.61968	.59936	.65101
Fan Cafe, Casual Fan	Mean	3.9926	4.4148	4.0533	4.2889	4.3000
	N	45	45	45	45	45
	Std. Deviation	.94679	.52298	.65561	.42971	.53989
Maid Cafe, Serious Fan	Mean	3.2333	3.7333	3.4000	3.3600	3.6750
	N	10	10	10	10	10
	Std. Deviation	1.32451	1.48905	1.35974	1.32933	1.43396
Fan Cafe, Serious Fan	Mean	4.0333	4.2556	4.0317	4.3850	4.4646
	N	120	120	120	120	120

	Std. Deviation	.71974	.55967	.62173	.47184	.49184
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487
	N	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557

Report

Type		Overall
Maid Cafe, Casual Fan	Mean	3.9500
	N	15
	Std. Deviation	.44105
Fan Cafe, Casual Fan	Mean	4.2099
	N	45
	Std. Deviation	.41762
Maid Cafe, Serious Fan	Mean	3.4803
	N	10
	Std. Deviation	1.34765
Fan Cafe, Serious Fan	Mean	4.2340
	N	120
	Std. Deviation	.40637
Total	Mean	4.1662
	N	190
	Std. Deviation	.52673

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Taste * Cafetype	190	100.0%	0	0.0%	190	100.0%
Appearance * Cafetype	190	100.0%	0	0.0%	190	100.0%
Identity * Cafetype	190	100.0%	0	0.0%	190	100.0%
Activity * Cafetype	190	100.0%	0	0.0%	190	100.0%
Service * Cafetype	190	100.0%	0	0.0%	190	100.0%
Overall * Cafetype	190	100.0%	0	0.0%	190	100.0%
Taste * Gender	190	100.0%	0	0.0%	190	100.0%
Appearance * Gender	190	100.0%	0	0.0%	190	100.0%
Identity * Gender	190	100.0%	0	0.0%	190	100.0%
Activity * Gender	190	100.0%	0	0.0%	190	100.0%
Service * Gender	190	100.0%	0	0.0%	190	100.0%
Overall * Gender	190	100.0%	0	0.0%	190	100.0%
Taste * age	190	100.0%	0	0.0%	190	100.0%
Appearance * age	190	100.0%	0	0.0%	190	100.0%
Identity * age	190	100.0%	0	0.0%	190	100.0%
Activity * age	190	100.0%	0	0.0%	190	100.0%
Service * age	190	100.0%	0	0.0%	190	100.0%
Overall * age	190	100.0%	0	0.0%	190	100.0%
Taste * income	190	100.0%	0	0.0%	190	100.0%
Appearance * income	190	100.0%	0	0.0%	190	100.0%
Identity * income	190	100.0%	0	0.0%	190	100.0%
Activity * income	190	100.0%	0	0.0%	190	100.0%

Service * income	190	100.0%	0	0.0%	190	100.0%
Overall * income	190	100.0%	0	0.0%	190	100.0%
Taste * FanLvl	190	100.0%	0	0.0%	190	100.0%
Appearance * FanLvl	190	100.0%	0	0.0%	190	100.0%
Identity * FanLvl	190	100.0%	0	0.0%	190	100.0%
Activity * FanLvl	190	100.0%	0	0.0%	190	100.0%
Service * FanLvl	190	100.0%	0	0.0%	190	100.0%
Overall * FanLvl	190	100.0%	0	0.0%	190	100.0%
Taste * Type	190	100.0%	0	0.0%	190	100.0%
Appearance * Type	190	100.0%	0	0.0%	190	100.0%
Identity * Type	190	100.0%	0	0.0%	190	100.0%
Activity * Type	190	100.0%	0	0.0%	190	100.0%
Service * Type	190	100.0%	0	0.0%	190	100.0%
Overall * Type	190	100.0%	0	0.0%	190	100.0%

Taste Appearance Identity Activity Service Overall * Cafetype

Cafetype		Taste	Appearance	Identity	Activity	Service	Overall
Maid Cafe	Mean	3.8889	4.3833	4.0300	4.1933	4.2292	4.1449
	N	60	60	60	60	60	60
	Std. Deviation	.95406	.54141	.64290	.50080	.57727	.43487
Fan Cafe	Mean	3.9718	4.2154	3.9831	4.3062	4.4038	4.1761
	N	130	130	130	130	130	130
	Std. Deviation	.80378	.68055	.71703	.63548	.64127	.56541
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487	4.1662
	N	190	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557	.52673

Taste Appearance Identity Activity Service Overall * Gender

Gender		Taste	Appearance	Identity	Activity	Service	Overall
Male	Mean	3.9179	4.1836	3.9594	4.1884	4.2391	4.0977
	N	69	69	69	69	69	69
	Std. Deviation	.98586	.76598	.81931	.77375	.79224	.71016
Female	Mean	3.9614	4.3168	4.0198	4.3174	4.4112	4.2053
	N	121	121	121	121	121	121
	Std. Deviation	.77003	.55918	.61232	.46524	.49985	.38334
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487	4.1662
	N	190	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557	.52673

Taste Appearance Identity Activity Service Overall * age

age		Taste	Appearance	Identity	Activity	Service	Overall
10-15	Mean	3.8571	4.2381	4.2000	4.4571	4.3929	4.2290
	N	7	7	7	7	7	7
	Std. Deviation	.76636	.46004	.55377	.58554	.55635	.48830
16-20	Mean	4.1202	4.2842	3.9443	4.3770	4.4754	4.2402
	N	61	61	61	61	61	61
	Std. Deviation	.70194	.59578	.69965	.42599	.42501	.39921
21-25	Mean	3.8287	4.3194	4.1000	4.2722	4.3090	4.1659
	N	72	72	72	72	72	72
	Std. Deviation	.91585	.54367	.63601	.54157	.60440	.47176
26-30	Mean	3.8952	4.0952	3.7829	3.9829	4.2143	3.9941

	N	35	35	35	35	35	35
	Std. Deviation	1.02189	.93435	.82658	.91185	.94547	.82661
31-35	Mean	4.0256	4.3590	4.1077	4.4154	4.2885	4.2392
	N	13	13	13	13	13	13
	Std. Deviation	.60033	.53509	.53923	.31050	.49839	.27210
36-40	Mean	3.5000	4.5000	4.3000	4.4000	4.5000	4.2400
	N	2	2	2	2	2	2
	Std. Deviation	1.17851	.23570	.98995	.28284	.35355	.21213
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487	4.1662
	N	190	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557	.52673

Taste Appearance Identity Activity Service Overall * income

income		Taste	Appearance	Identity	Activity	Service
0 - 4,999 ₪ / Month	Mean	4.0714	4.3214	4.1000	4.3393	4.4330
	N	56	56	56	56	56
	Std. Deviation	.69257	.55764	.67904	.52421	.50787
5,000 - 14,999 ₪ / Month	Mean	3.9063	4.2656	3.9969	4.3375	4.3398
	N	64	64	64	64	64
	Std. Deviation	.81101	.54167	.59787	.37353	.50467
15,000 - 24,999 ₪ / Month	Mean	4.0721	4.2072	3.9459	4.2054	4.3311
	N	37	37	37	37	37
	Std. Deviation	.79402	.57387	.56891	.55675	.62097
25,000 - 34,999 ₪ / Month	Mean	3.7727	4.3788	3.9727	4.3455	4.4205
	N	22	22	22	22	22
	Std. Deviation	.92803	.52750	.62730	.54574	.43906

35,000 - 49,999 ₪ / Month	Mean	2.7619	3.5238	3.2286	3.1143	3.3929
	N	7	7	7	7	7
	Std. Deviation	1.48716	1.77281	1.55533	1.53126	1.72516
Over 50,000 ₪ / Month	Mean	4.6667	4.8333	4.5500	4.4500	4.7500
	N	4	4	4	4	4
	Std. Deviation	.66667	.33333	.90000	.75498	.35355
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487
	N	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557

Taste Appearance Identity Activity Service Overall * income

income		Overall
0 - 4,999 ₪ / Month	Mean	4.2530
	N	56
	Std. Deviation	.45571
5,000 - 14,999 ₪ / Month	Mean	4.1692
	N	64
	Std. Deviation	.34824
15,000 - 24,999 ₪ / Month	Mean	4.1523
	N	37
	Std. Deviation	.44508
25,000 - 34,999 ₪ / Month	Mean	4.1780
	N	22
	Std. Deviation	.37520
35,000 - 49,999 ₪ / Month	Mean	3.2043
	N	7
	Std. Deviation	1.54865
Over 50,000 ₪ / Month	Mean	4.6500

Total	N	4
	Std. Deviation	.59211
	Mean	4.1662
	N	190
	Std. Deviation	.52673

Taste Appearance Identity Activity Service Overall * FanLvl

FanLvl		Taste	Appearance	Identity	Activity	Service	Overall
Casual	Mean	3.4400	4.0667	3.7360	3.6880	3.8800	3.7621
	N	25	25	25	25	25	25
	Std. Deviation	1.09595	1.05848	.99786	.97310	1.02347	.92178
Serious	Mean	4.0222	4.2990	4.0376	4.3588	4.4197	4.2275
	N	165	165	165	165	165	165
	Std. Deviation	.78531	.55292	.62920	.46144	.50906	.40833
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487	4.1662
	N	190	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557	.52673

Taste Appearance Identity Activity Service Overall * Type

Type		Taste	Appearance	Identity	Activity	Service
Maid Cafe, Casual Fan	Mean	3.5778	4.2889	3.9600	3.9067	4.0167
	N	15	15	15	15	15
	Std. Deviation	.93831	.60246	.61968	.59936	.65101
Fan Cafe, Casual Fan	Mean	3.9926	4.4148	4.0533	4.2889	4.3000
	N	45	45	45	45	45

	Std. Deviation	.94679	.52298	.65561	.42971	.53989
Maid Cafe, Serious Fan	Mean	3.2333	3.7333	3.4000	3.3600	3.6750
	N	10	10	10	10	10
	Std. Deviation	1.32451	1.48905	1.35974	1.32933	1.43396
Fan Cafe, Serious Fan	Mean	4.0333	4.2556	4.0317	4.3850	4.4646
	N	120	120	120	120	120
	Std. Deviation	.71974	.55967	.62173	.47184	.49184
Total	Mean	3.9456	4.2684	3.9979	4.2705	4.3487
	N	190	190	190	190	190
	Std. Deviation	.85241	.64324	.69312	.59724	.62557

Taste Appearance Identity Activity Service Overall * Type

Type		Overall
Maid Cafe, Casual Fan	Mean	3.9500
	N	15
	Std. Deviation	.44105
Fan Cafe, Casual Fan	Mean	4.2099
	N	45
	Std. Deviation	.41762
Maid Cafe, Serious Fan	Mean	3.4803
	N	10
	Std. Deviation	1.34765
Fan Cafe, Serious Fan	Mean	4.2340
	N	120
	Std. Deviation	.40637
Total	Mean	4.1662
	N	190
	Std. Deviation	.52673

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Taste	Male	69	3.9179	.98586	.11868
	Female	121	3.9614	.77003	.07000
Appearance	Male	69	4.1836	.76598	.09221
	Female	121	4.3168	.55918	.05083
Identity	Male	69	3.9594	.81931	.09863
	Female	121	4.0198	.61232	.05567
Activity	Male	69	4.1884	.77375	.09315
	Female	121	4.3174	.46524	.04229
Service	Male	69	4.2391	.79224	.09537
	Female	121	4.4112	.49985	.04544

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Taste	Equal variances assumed	3.043	.083	-.338	188
	Equal variances not assumed			-.316	115.615
Appearance	Equal variances assumed	1.138	.288	-1.376	188
	Equal variances not assumed			-1.265	109.862
Identity	Equal variances assumed	2.158	.143	-.577	188

	Equal variances not assumed			-.533	111.789
Activity	Equal variances assumed	5.877	.016	-1.435	188
	Equal variances not assumed			-1.260	96.602
Service	Equal variances assumed	4.515	.035	-1.834	188
	Equal variances not assumed			-1.628	99.472

Independent Samples Test

t-test for Equality of Means

		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Taste	Equal variances assumed	.736	-.04356	.12889
	Equal variances not assumed	.752	-.04356	.13779
Appearance	Equal variances assumed	.170	-.13323	.09681
	Equal variances not assumed	.208	-.13323	.10530
Identity	Equal variances assumed	.565	-.06041	.10475
	Equal variances not assumed	.595	-.06041	.11326
Activity	Equal variances assumed	.153	-.12895	.08984
	Equal variances not assumed	.211	-.12895	.10230
Service	Equal variances assumed	.068	-.17203	.09379
	Equal variances not assumed	.107	-.17203	.10565

Independent Samples Test

t-test for Equality of Means

95% Confidence Interval of the Difference

		Lower	Upper
Taste	Equal variances assumed	-.29782	.21070
	Equal variances not assumed	-.31648	.22936

Appearance	Equal variances assumed	-.32420	.05774
	Equal variances not assumed	-.34191	.07545
Identity	Equal variances assumed	-.26704	.14621
	Equal variances not assumed	-.28482	.16399
Activity	Equal variances assumed	-.30618	.04828
	Equal variances not assumed	-.33200	.07410
Service	Equal variances assumed	-.35703	.01298
	Equal variances not assumed	-.38164	.03759

T-Test

Group Statistics

	Cafetype	N	Mean	Std. Deviation	Std. Error Mean
Taste	Maid Cafe	60	3.8889	.95406	.12317
	Fan Cafe	130	3.9718	.80378	.07050
Appearance	Maid Cafe	60	4.3833	.54141	.06990
	Fan Cafe	130	4.2154	.68055	.05969
Identity	Maid Cafe	60	4.0300	.64290	.08300
	Fan Cafe	130	3.9831	.71703	.06289
Activity	Maid Cafe	60	4.1933	.50080	.06465
	Fan Cafe	130	4.3062	.63548	.05574
Service	Maid Cafe	60	4.2292	.57727	.07453
	Fan Cafe	130	4.4038	.64127	.05624

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Taste	Equal variances assumed	4.523	.035	-.622	188
	Equal variances not assumed			-.584	99.122
Appearance	Equal variances assumed	1.592	.209	1.681	188
	Equal variances not assumed			1.827	141.912
Identity	Equal variances assumed	.137	.711	.433	188
	Equal variances not assumed			.451	127.040
Activity	Equal variances assumed	.319	.573	-1.212	188
	Equal variances not assumed			-1.322	143.125
Service	Equal variances assumed	.092	.762	-1.800	188
	Equal variances not assumed			-1.871	126.567

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Taste	Equal variances assumed	.535	-.08291	.13325
	Equal variances not assumed	.560	-.08291	.14192
Appearance	Equal variances assumed	.094	.16795	.09991
	Equal variances not assumed	.070	.16795	.09191
Identity	Equal variances assumed	.666	.04692	.10841
	Equal variances not assumed	.653	.04692	.10413
Activity	Equal variances assumed	.227	-.11282	.09310

	Equal variances not assumed	.188	-.11282	.08536
Service	Equal variances assumed	.074	-.17468	.09706
	Equal variances not assumed	.064	-.17468	.09337

Independent Samples Test

t-test for Equality of Means

95% Confidence Interval of the Difference

		Lower	Upper
Taste	Equal variances assumed	-.34577	.17996
	Equal variances not assumed	-.36449	.19868
Appearance	Equal variances assumed	-.02914	.36504
	Equal variances not assumed	-.01375	.34965
Identity	Equal variances assumed	-.16694	.26078
	Equal variances not assumed	-.15914	.25298
Activity	Equal variances assumed	-.29647	.07083
	Equal variances not assumed	-.28155	.05591
Service	Equal variances assumed	-.36615	.01679
	Equal variances not assumed	-.35944	.01008

T-Test

Group Statistics

	FanLvl	N	Mean	Std. Deviation	Std. Error Mean
Taste	Casual	25	3.4400	1.09595	.21919
	Serious	165	4.0222	.78531	.06114
Appearance	Casual	25	4.0667	1.05848	.21170
	Serious	165	4.2990	.55292	.04305
Identity	Casual	25	3.7360	.99786	.19957
	Serious	165	4.0376	.62920	.04898
Activity	Casual	25	3.6880	.97310	.19462
	Serious	165	4.3588	.46144	.03592
Service	Casual	25	3.8800	1.02347	.20469
	Serious	165	4.4197	.50906	.03963

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Taste	Equal variances assumed	3.976	.048	-3.263	188
	Equal variances not assumed			-2.559	27.855
Appearance	Equal variances assumed	7.582	.006	-1.691	188
	Equal variances not assumed			-1.075	26.019
Identity	Equal variances assumed	3.155	.077	-2.044	188

	Equal variances not assumed			-1.468	26.964
Activity	Equal variances assumed	18.590	.000	-5.644	188
	Equal variances not assumed			-3.389	25.659
Service	Equal variances assumed	11.601	.001	-4.192	188
	Equal variances not assumed			-2.589	25.828

Independent Samples Test

t-test for Equality of Means

		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Taste	Equal variances assumed	.001	-.58222	.17844
	Equal variances not assumed	.016	-.58222	.22756
Appearance	Equal variances assumed	.092	-.23232	.13738
	Equal variances not assumed	.292	-.23232	.21603
Identity	Equal variances assumed	.042	-.30158	.14752
	Equal variances not assumed	.154	-.30158	.20550
Activity	Equal variances assumed	.000	-.67079	.11884
	Equal variances not assumed	.002	-.67079	.19791
Service	Equal variances assumed	.000	-.53970	.12873
	Equal variances not assumed	.016	-.53970	.20850

Independent Samples Test

t-test for Equality of Means

95% Confidence Interval of the Difference

		Lower	Upper
Taste	Equal variances assumed	-.93423	-.23021
	Equal variances not assumed	-1.04846	-.11598
Appearance	Equal variances assumed	-.50332	.03867
	Equal variances not assumed	-.67636	.21171
Identity	Equal variances assumed	-.59258	-.01057
	Equal variances not assumed	-.72325	.12009
Activity	Equal variances assumed	-.90522	-.43635
	Equal variances not assumed	-1.07786	-.26372
Service	Equal variances assumed	-.79364	-.28575
	Equal variances not assumed	-.96841	-.11099

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Taste	Between Groups	3.468	5	.694	.953	.448
	Within Groups	133.859	184	.727		
	Total	137.327	189			
Appearance	Between Groups	1.473	5	.295	.706	.619
	Within Groups	76.727	184	.417		
	Total	78.199	189			
Identity	Between Groups	3.170	5	.634	1.331	.253
	Within Groups	87.629	184	.476		
	Total	90.799	189			

Activity	Between Groups	4.139	5	.828	2.407	.038
	Within Groups	63.276	184	.344		
	Total	67.415	189			
Service	Between Groups	1.832	5	.366	.934	.460
	Within Groups	72.131	184	.392		
	Total	73.962	189			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) age	(J) age	Mean	Std. Error	Sig.	95% Confidence Interval	
			Difference (I-J)			Lower Bound	Upper Bound
Taste	10-15	16-20	-.26308	.34037	.441	-.9346	.4085
		21-25	.02844	.33769	.933	-.6378	.6947
		26-30	-.03810	.35315	.914	-.7348	.6586
		31-35	-.16850	.39986	.674	-.9574	.6204
		36-40	.35714	.68387	.602	-.9921	1.7064
	16-20	10-15	.26308	.34037	.441	-.4085	.9346
		21-25	.29151	.14843	.051	-.0013	.5844
		26-30	.22498	.18086	.215	-.1319	.5818
		31-35	.09458	.26055	.717	-.4195	.6086
		36-40	.62022	.61292	.313	-.5890	1.8295

	21-25	10-15	-.02844	.33769	.933	-.6947	.6378
		16-20	-.29151	.14843	.051	-.5844	.0013
		26-30	-.06653	.17575	.705	-.4133	.2802
		31-35	-.19694	.25703	.445	-.7040	.3102
		36-40	.32870	.61143	.592	-.8776	1.5350
	26-30	10-15	.03810	.35315	.914	-.6586	.7348
		16-20	-.22498	.18086	.215	-.5818	.1319
		21-25	.06653	.17575	.705	-.2802	.4133
		31-35	-.13040	.27703	.638	-.6770	.4162
		36-40	.39524	.62011	.525	-.8282	1.6187
	31-35	10-15	.16850	.39986	.674	-.6204	.9574
		16-20	-.09458	.26055	.717	-.6086	.4195
		21-25	.19694	.25703	.445	-.3102	.7040
		26-30	.13040	.27703	.638	-.4162	.6770
		36-40	.52564	.64785	.418	-.7525	1.8038
	36-40	10-15	-.35714	.68387	.602	-1.7064	.9921
		16-20	-.62022	.61292	.313	-1.8295	.5890
		21-25	-.32870	.61143	.592	-1.5350	.8776
		26-30	-.39524	.62011	.525	-1.6187	.8282
		31-35	-.52564	.64785	.418	-1.8038	.7525
Appearance	10-15	16-20	-.04606	.25769	.858	-.5545	.4624
		21-25	-.08135	.25566	.751	-.5858	.4231
		26-30	.14286	.26737	.594	-.3846	.6704
		31-35	-.12088	.30273	.690	-.7182	.4764
		36-40	-.26190	.51775	.614	-1.2834	.7596
	16-20	10-15	.04606	.25769	.858	-.4624	.5545
		21-25	-.03529	.11237	.754	-.2570	.1864

		26-30	.18891	.13693	.169	-.0812	.4591
		31-35	-.07482	.19726	.705	-.4640	.3144
		36-40	-.21585	.46404	.642	-1.1314	.6997
	21-25	10-15	.08135	.25566	.751	-.4231	.5858
		16-20	.03529	.11237	.754	-.1864	.2570
		26-30	.22421	.13306	.094	-.0383	.4867
		31-35	-.03953	.19460	.839	-.4235	.3444
		36-40	-.18056	.46291	.697	-1.0939	.7327
	26-30	10-15	-.14286	.26737	.594	-.6704	.3846
		16-20	-.18891	.13693	.169	-.4591	.0812
		21-25	-.22421	.13306	.094	-.4867	.0383
		31-35	-.26374	.20974	.210	-.6775	.1501
		36-40	-.40476	.46948	.390	-1.3310	.5215
	31-35	10-15	.12088	.30273	.690	-.4764	.7182
		16-20	.07482	.19726	.705	-.3144	.4640
		21-25	.03953	.19460	.839	-.3444	.4235
		26-30	.26374	.20974	.210	-.1501	.6775
		36-40	-.14103	.49048	.774	-1.1087	.8267
	36-40	10-15	.26190	.51775	.614	-.7596	1.2834
		16-20	.21585	.46404	.642	-.6997	1.1314
		21-25	.18056	.46291	.697	-.7327	1.0939
		26-30	.40476	.46948	.390	-.5215	1.3310
		31-35	.14103	.49048	.774	-.8267	1.1087
Identity	10-15	16-20	.25574	.27540	.354	-.2876	.7991
		21-25	.10000	.27322	.715	-.4390	.6390
		26-30	.41714	.28573	.146	-.1466	.9809
		31-35	.09231	.32353	.776	-.5460	.7306

	16-20	36-40	-.10000	.55332	.857	-1.1917	.9917
		10-15	-.25574	.27540	.354	-.7991	.2876
		21-25	-.15574	.12009	.196	-.3927	.0812
		26-30	.16141	.14634	.271	-.1273	.4501
		31-35	-.16343	.21081	.439	-.5793	.2525
		36-40	-.35574	.49591	.474	-1.3341	.6227
	21-25	10-15	-.10000	.27322	.715	-.6390	.4390
		16-20	.15574	.12009	.196	-.0812	.3927
		26-30	.31714*	.14220	.027	.0366	.5977
		31-35	-.00769	.20796	.971	-.4180	.4026
		36-40	-.20000	.49471	.686	-1.1760	.7760
	26-30	10-15	-.41714	.28573	.146	-.9809	.1466
		16-20	-.16141	.14634	.271	-.4501	.1273
		21-25	-.31714*	.14220	.027	-.5977	-.0366
		31-35	-.32484	.22415	.149	-.7671	.1174
		36-40	-.51714	.50173	.304	-1.5070	.4727
	31-35	10-15	-.09231	.32353	.776	-.7306	.5460
		16-20	.16343	.21081	.439	-.2525	.5793
		21-25	.00769	.20796	.971	-.4026	.4180
		26-30	.32484	.22415	.149	-.1174	.7671
		36-40	-.19231	.52417	.714	-1.2265	.8419
	36-40	10-15	.10000	.55332	.857	-.9917	1.1917
		16-20	.35574	.49591	.474	-.6227	1.3341
		21-25	.20000	.49471	.686	-.7760	1.1760
		26-30	.51714	.50173	.304	-.4727	1.5070
		31-35	.19231	.52417	.714	-.8419	1.2265
Activity	10-15	16-20	.08009	.23402	.733	-.3816	.5418

		21-25	.18492	.23217	.427	-.2731	.6430
		26-30	.47429	.24280	.052	-.0047	.9533
		31-35	.04176	.27492	.879	-.5006	.5842
		36-40	.05714	.47018	.903	-.8705	.9848
	16-20	10-15	-.08009	.23402	.733	-.5418	.3816
		21-25	.10483	.10205	.306	-.0965	.3062
		26-30	.39419*	.12435	.002	.1489	.6395
		31-35	-.03834	.17914	.831	-.3918	.3151
		36-40	-.02295	.42141	.957	-.8544	.8085
	21-25	10-15	-.18492	.23217	.427	-.6430	.2731
		16-20	-.10483	.10205	.306	-.3062	.0965
		26-30	.28937*	.12084	.018	.0510	.5278
		31-35	-.14316	.17672	.419	-.4918	.2055
		36-40	-.12778	.42038	.762	-.9572	.7016
	26-30	10-15	-.47429	.24280	.052	-.9533	.0047
		16-20	-.39419*	.12435	.002	-.6395	-.1489
		21-25	-.28937*	.12084	.018	-.5278	-.0510
		31-35	-.43253*	.19047	.024	-.8083	-.0567
		36-40	-.41714	.42635	.329	-1.2583	.4240
	31-35	10-15	-.04176	.27492	.879	-.5842	.5006
		16-20	.03834	.17914	.831	-.3151	.3918
		21-25	.14316	.17672	.419	-.2055	.4918
		26-30	.43253*	.19047	.024	.0567	.8083
		36-40	.01538	.44542	.972	-.8634	.8942
	36-40	10-15	-.05714	.47018	.903	-.9848	.8705
		16-20	.02295	.42141	.957	-.8085	.8544
		21-25	.12778	.42038	.762	-.7016	.9572

			26-30	.41714	.42635	.329	-.4240	1.2583
			31-35	-.01538	.44542	.972	-.8942	.8634
Service	10-15	16-20	-.08255	.24986	.741	-.5755	.4104	
		21-25	.08383	.24788	.736	-.4052	.5729	
		26-30	.17857	.25923	.492	-.3329	.6900	
		31-35	.10440	.29352	.723	-.4747	.6835	
		36-40	-.10714	.50200	.831	-1.0976	.8833	
		16-20	10-15	.08255	.24986	.741	-.4104	.5755
	16-20	21-25	.16638	.10895	.128	-.0486	.3813	
		26-30	.26112	.13277	.051	-.0008	.5231	
		31-35	.18695	.19126	.330	-.1904	.5643	
		36-40	-.02459	.44993	.956	-.9123	.8631	
		21-25	10-15	-.08383	.24788	.736	-.5729	.4052
	21-25	16-20	-.16638	.10895	.128	-.3813	.0486	
		26-30	.09474	.12902	.464	-.1598	.3493	
		31-35	.02057	.18868	.913	-.3517	.3928	
		36-40	-.19097	.44883	.671	-1.0765	.6945	
		26-30	10-15	-.17857	.25923	.492	-.6900	.3329
	26-30	16-20	-.26112	.13277	.051	-.5231	.0008	
		21-25	-.09474	.12902	.464	-.3493	.1598	
		31-35	-.07418	.20336	.716	-.4754	.3270	
		36-40	-.28571	.45520	.531	-1.1838	.6124	
		31-35	10-15	-.10440	.29352	.723	-.6835	.4747
	31-35	16-20	-.18695	.19126	.330	-.5643	.1904	
		21-25	-.02057	.18868	.913	-.3928	.3517	
		26-30	.07418	.20336	.716	-.3270	.4754	
		36-40	-.21154	.47556	.657	-1.1498	.7267	

36-40	10-15	.10714	.50200	.831	-.8833	1.0976
	16-20	.02459	.44993	.956	-.8631	.9123
	21-25	.19097	.44883	.671	-.6945	1.0765
	26-30	.28571	.45520	.531	-.6124	1.1838
	31-35	.21154	.47556	.657	-.7267	1.1498

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Taste	Between Groups	14.123	5	2.825	4.218	.001
	Within Groups	123.204	184	.670		
	Total	137.327	189			
Appearance	Between Groups	5.722	5	1.144	2.905	.015
	Within Groups	72.477	184	.394		
	Total	78.199	189			
Identity	Between Groups	6.060	5	1.212	2.632	.025
	Within Groups	84.739	184	.461		
	Total	90.799	189			
Activity	Between Groups	10.319	5	2.064	6.651	.000
	Within Groups	57.096	184	.310		
	Total	67.415	189			
Service	Between Groups	7.568	5	1.514	4.194	.001
	Within Groups	66.394	184	.361		
	Total	73.962	189			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Taste	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	.16518	.14973	.271	-.1302	.4606
		15,000 - 24,999 ₪ / Month	-.00064	.17336	.997	-.3427	.3414
		25,000 - 34,999 ₪ / Month	.29870	.20589	.149	-.1075	.7049
		35,000 - 49,999 ₪ / Month	1.30952*	.32804	.000	.6623	1.9567
		Over 50,000 ₪ / Month	-.59524	.42350	.162	-1.4308	.2403
	5,000 - 14,999 ₪ / Month	0 - 4,999 ₪ / Month	-.16518	.14973	.271	-.4606	.1302
		15,000 - 24,999 ₪ / Month	-.16582	.16899	.328	-.4992	.1676
		25,000 - 34,999 ₪ / Month	.13352	.20223	.510	-.2655	.5325
		35,000 - 49,999 ₪ / Month	1.14435*	.32576	.001	.5016	1.7870
		Over 50,000 ₪ / Month	-.76042	.42173	.073	-1.5925	.0716
	15,000 - 24,999 ₪ / Month	0 - 4,999 ₪ / Month	.00064	.17336	.997	-.3414	.3427
		5,000 - 14,999 ₪ / Month	.16582	.16899	.328	-.1676	.4992

	25,000 - 34,999 ₪ / Month	.29934	.22030	.176	-.1353	.7340
	35,000 - 49,999 ₪ / Month	1.31017*	.33727	.000	.6447	1.9756
	Over 50,000 ₪ / Month	-.59459	.43069	.169	-1.4443	.2551
25,000 - 34,999 ₪ / Month	0 - 4,999 ₪ / Month	-.29870	.20589	.149	-.7049	.1075
	5,000 - 14,999 ₪ / Month	-.13352	.20223	.510	-.5325	.2655
	15,000 - 24,999 ₪ / Month	-.29934	.22030	.176	-.7340	.1353
	35,000 - 49,999 ₪ / Month	1.01082*	.35509	.005	.3102	1.7114
	Over 50,000 ₪ / Month	-.89394*	.44478	.046	-1.7715	-.0164
35,000 - 49,999 ₪ / Month	0 - 4,999 ₪ / Month	-1.30952*	.32804	.000	-1.9567	-.6623
	5,000 - 14,999 ₪ / Month	-1.14435*	.32576	.001	-1.7870	-.5016
	15,000 - 24,999 ₪ / Month	-1.31017*	.33727	.000	-1.9756	-.6447
	25,000 - 34,999 ₪ / Month	-1.01082*	.35509	.005	-1.7114	-.3102
	Over 50,000 ₪ / Month	-1.90476*	.51289	.000	-2.9167	-.8929
Over 50,000 ₪ / Month	0 - 4,999 ₪ / Month	.59524	.42350	.162	-.2403	1.4308
	5,000 - 14,999 ₪ / Month	.76042	.42173	.073	-.0716	1.5925
	15,000 - 24,999 ₪ / Month	.59459	.43069	.169	-.2551	1.4443
	25,000 - 34,999 ₪ / Month	.89394*	.44478	.046	.0164	1.7715
	35,000 - 49,999 ₪ / Month	1.90476*	.51289	.000	.8929	2.9167

Appearance	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	.05580	.11484	.628	-.1708	.2824
		15,000 - 24,999 ₪ / Month	.11422	.13297	.391	-.1481	.3766
		25,000 - 34,999 ₪ / Month	-.05736	.15792	.717	-.3689	.2542
		35,000 - 49,999 ₪ / Month	.79762*	.25161	.002	.3012	1.2940
		Over 50,000 ₪ / Month	-.51190	.32482	.117	-1.1528	.1289
5,000 - 14,999 ₪ / Month	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	-.05580	.11484	.628	-.2824	.1708
		15,000 - 24,999 ₪ / Month	.05842	.12962	.653	-.1973	.3141
		25,000 - 34,999 ₪ / Month	-.11316	.15511	.467	-.4192	.1929
		35,000 - 49,999 ₪ / Month	.74182*	.24985	.003	.2489	1.2348
		Over 50,000 ₪ / Month	-.56771	.32346	.081	-1.2059	.0705
15,000 - 24,999 ₪ / Month	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	-.11422	.13297	.391	-.3766	.1481
		15,000 - 24,999 ₪ / Month	-.05842	.12962	.653	-.3141	.1973
		25,000 - 34,999 ₪ / Month	-.17158	.16897	.311	-.5049	.1618
		35,000 - 49,999 ₪ / Month	.68340*	.25868	.009	.1730	1.1938
		Over 50,000 ₪ / Month	-.62613	.33033	.060	-1.2779	.0256
25,000 - 34,999 ₪ / Month	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	.05736	.15792	.717	-.2542	.3689
		15,000 - 24,999 ₪ / Month	.11316	.15511	.467	-.1929	.4192
		25,000 - 34,999 ₪ / Month	.17158	.16897	.311	-.1618	.5049

			35,000 - 49,999 ₪ / Month	.85498*	.27235	.002	.3176	1.3923
			Over 50,000 ₪ / Month	-.45455	.34114	.184	-1.1276	.2185
35,000 - 49,999 ₪ / Month			0 - 4,999 ₪ / Month	-.79762*	.25161	.002	-1.2940	-.3012
			5,000 - 14,999 ₪ / Month	-.74182*	.24985	.003	-1.2348	-.2489
			15,000 - 24,999 ₪ / Month	-.68340*	.25868	.009	-1.1938	-.1730
			25,000 - 34,999 ₪ / Month	-.85498*	.27235	.002	-1.3923	-.3176
			Over 50,000 ₪ / Month	-1.30952*	.39338	.001	-2.0856	-.5334
Over 50,000 ₪ / Month			0 - 4,999 ₪ / Month	.51190	.32482	.117	-.1289	1.1528
			5,000 - 14,999 ₪ / Month	.56771	.32346	.081	-.0705	1.2059
			15,000 - 24,999 ₪ / Month	.62613	.33033	.060	-.0256	1.2779
			25,000 - 34,999 ₪ / Month	.45455	.34114	.184	-.2185	1.1276
			35,000 - 49,999 ₪ / Month	1.30952*	.39338	.001	.5334	2.0856
Identity	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month		.10313	.12418	.407	-.1419	.3481
		15,000 - 24,999 ₪ / Month		.15405	.14377	.285	-.1296	.4377
		25,000 - 34,999 ₪ / Month		.12727	.17076	.457	-.2096	.4642
		35,000 - 49,999 ₪ / Month		.87143*	.27206	.002	.3347	1.4082
		Over 50,000 ₪ / Month		-.45000	.35122	.202	-1.1429	.2429
		0 - 4,999 ₪ / Month		-.10313	.12418	.407	-.3481	.1419

5,000 - 14,999 ₪ / Month	15,000 - 24,999 ₪ / Month	.05093	.14015	.717	-.2256	.3274
	25,000 - 34,999 ₪ / Month	.02415	.16772	.886	-.3068	.3550
	35,000 - 49,999 ₪ / Month	.76830*	.27016	.005	.2353	1.3013
	Over 50,000 ₪ / Month	-.55313	.34976	.115	-1.2432	.1369
15,000 - 24,999 ₪ / Month	0 - 4,999 ₪ / Month	-.15405	.14377	.285	-.4377	.1296
	5,000 - 14,999 ₪ / Month	-.05093	.14015	.717	-.3274	.2256
	25,000 - 34,999 ₪ / Month	-.02678	.18270	.884	-.3872	.3337
	35,000 - 49,999 ₪ / Month	.71737*	.27971	.011	.1655	1.2692
	Over 50,000 ₪ / Month	-.60405	.35719	.093	-1.3088	.1007
25,000 - 34,999 ₪ / Month	0 - 4,999 ₪ / Month	-.12727	.17076	.457	-.4642	.2096
	5,000 - 14,999 ₪ / Month	-.02415	.16772	.886	-.3550	.3068
	15,000 - 24,999 ₪ / Month	.02678	.18270	.884	-.3337	.3872
	35,000 - 49,999 ₪ / Month	.74416*	.29449	.012	.1631	1.3252
	Over 50,000 ₪ / Month	-.57727	.36887	.119	-1.3050	.1505
35,000 - 49,999 ₪ / Month	0 - 4,999 ₪ / Month	-.87143*	.27206	.002	-1.4082	-.3347
	5,000 - 14,999 ₪ / Month	-.76830*	.27016	.005	-1.3013	-.2353
	15,000 - 24,999 ₪ / Month	-.71737*	.27971	.011	-1.2692	-.1655
	25,000 - 34,999 ₪ / Month	-.74416*	.29449	.012	-1.3252	-.1631

			Over 50,000 ₪ / Month	-1.32143*	.42535	.002	-2.1606	-.4822
Over 50,000 ₪ / Month			0 - 4,999 ₪ / Month	.45000	.35122	.202	-.2429	1.1429
			5,000 - 14,999 ₪ / Month	.55313	.34976	.115	-.1369	1.2432
			15,000 - 24,999 ₪ / Month	.60405	.35719	.093	-.1007	1.3088
			25,000 - 34,999 ₪ / Month	.57727	.36887	.119	-.1505	1.3050
			35,000 - 49,999 ₪ / Month	1.32143*	.42535	.002	.4822	2.1606
Activity	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	.00179	.10193	.986	-.1993	.2029	
		15,000 - 24,999 ₪ / Month	.13388	.11802	.258	-.0990	.3667	
		25,000 - 34,999 ₪ / Month	-.00617	.14016	.965	-.2827	.2704	
		35,000 - 49,999 ₪ / Month	1.22500*	.22332	.000	.7844	1.6656	
		Over 50,000 ₪ / Month	-.11071	.28830	.701	-.6795	.4581	
	5,000 - 14,999 ₪ / Month	0 - 4,999 ₪ / Month	-.00179	.10193	.986	-.2029	.1993	
		15,000 - 24,999 ₪ / Month	.13209	.11504	.252	-.0949	.3591	
		25,000 - 34,999 ₪ / Month	-.00795	.13767	.954	-.2796	.2637	
		35,000 - 49,999 ₪ / Month	1.22321*	.22176	.000	.7857	1.6607	
		Over 50,000 ₪ / Month	-.11250	.28710	.696	-.6789	.4539	
	15,000 - 24,999 ₪ / Month	0 - 4,999 ₪ / Month	-.13388	.11802	.258	-.3667	.0990	
		5,000 - 14,999 ₪ / Month	-.13209	.11504	.252	-.3591	.0949	

	25,000 - 34,999 ₪ / Month	-.14005	.14997	.352	-.4359	.1558
	35,000 - 49,999 ₪ / Month	1.09112*	.22960	.000	.6381	1.5441
	Over 50,000 ₪ / Month	-.24459	.29319	.405	-.8230	.3339
25,000 - 34,999 ₪ / Month	0 - 4,999 ₪ / Month	.00617	.14016	.965	-.2704	.2827
	5,000 - 14,999 ₪ / Month	.00795	.13767	.954	-.2637	.2796
	15,000 - 24,999 ₪ / Month	.14005	.14997	.352	-.1558	.4359
	35,000 - 49,999 ₪ / Month	1.23117*	.24173	.000	.7542	1.7081
	Over 50,000 ₪ / Month	-.10455	.30279	.730	-.7019	.4928
35,000 - 49,999 ₪ / Month	0 - 4,999 ₪ / Month	-1.22500*	.22332	.000	-1.6656	-.7844
	5,000 - 14,999 ₪ / Month	-1.22321*	.22176	.000	-1.6607	-.7857
	15,000 - 24,999 ₪ / Month	-1.09112*	.22960	.000	-1.5441	-.6381
	25,000 - 34,999 ₪ / Month	-1.23117*	.24173	.000	-1.7081	-.7542
	Over 50,000 ₪ / Month	-1.33571*	.34915	.000	-2.0246	-.6469
Over 50,000 ₪ / Month	0 - 4,999 ₪ / Month	.11071	.28830	.701	-.4581	.6795
	5,000 - 14,999 ₪ / Month	.11250	.28710	.696	-.4539	.6789
	15,000 - 24,999 ₪ / Month	.24459	.29319	.405	-.3339	.8230
	25,000 - 34,999 ₪ / Month	.10455	.30279	.730	-.4928	.7019
	35,000 - 49,999 ₪ / Month	1.33571*	.34915	.000	.6469	2.0246

Service	0 - 4,999 ₪ / Month	5,000 - 14,999 ₪ / Month	.09319	.10992	.398	-.1237	.3101
		15,000 - 24,999 ₪ / Month	.10195	.12726	.424	-.1491	.3530
		25,000 - 34,999 ₪ / Month	.01258	.15115	.934	-.2856	.3108
		35,000 - 49,999 ₪ / Month	1.04018*	.24082	.000	.5651	1.5153
		Over 50,000 ₪ / Month	-.31696	.31089	.309	-.9303	.2964
	5,000 - 14,999 ₪ / Month	0 - 4,999 ₪ / Month	-.09319	.10992	.398	-.3101	.1237
		15,000 - 24,999 ₪ / Month	.00876	.12406	.944	-.2360	.2535
		25,000 - 34,999 ₪ / Month	-.08061	.14846	.588	-.3735	.2123
		35,000 - 49,999 ₪ / Month	.94699*	.23914	.000	.4752	1.4188
		Over 50,000 ₪ / Month	-.41016	.30959	.187	-1.0210	.2007
	15,000 - 24,999 ₪ / Month	0 - 4,999 ₪ / Month	-.10195	.12726	.424	-.3530	.1491
		5,000 - 14,999 ₪ / Month	-.00876	.12406	.944	-.2535	.2360
		25,000 - 34,999 ₪ / Month	-.08937	.16172	.581	-.4084	.2297
		35,000 - 49,999 ₪ / Month	.93822*	.24759	.000	.4497	1.4267
		Over 50,000 ₪ / Month	-.41892	.31617	.187	-1.0427	.2049
	25,000 - 34,999 ₪ / Month	0 - 4,999 ₪ / Month	-.01258	.15115	.934	-.3108	.2856
		5,000 - 14,999 ₪ / Month	.08061	.14846	.588	-.2123	.3735
		15,000 - 24,999 ₪ / Month	.08937	.16172	.581	-.2297	.4084

		35,000 - 49,999 ₪ / Month	1.02760*	.26067	.000	.5133	1.5419
		Over 50,000 ₪ / Month	-.32955	.32651	.314	-.9737	.3146
	35,000 - 49,999 ₪ / Month	0 - 4,999 ₪ / Month	-1.04018*	.24082	.000	-1.5153	-.5651
		5,000 - 14,999 ₪ / Month	-.94699*	.23914	.000	-1.4188	-.4752
		15,000 - 24,999 ₪ / Month	-.93822*	.24759	.000	-1.4267	-.4497
		25,000 - 34,999 ₪ / Month	-1.02760*	.26067	.000	-1.5419	-.5133
		Over 50,000 ₪ / Month	-1.35714*	.37651	.000	-2.1000	-.6143
	Over 50,000 ₪ / Month	0 - 4,999 ₪ / Month	.31696	.31089	.309	-.2964	.9303
		5,000 - 14,999 ₪ / Month	.41016	.30959	.187	-.2007	1.0210
		15,000 - 24,999 ₪ / Month	.41892	.31617	.187	-.2049	1.0427
		25,000 - 34,999 ₪ / Month	.32955	.32651	.314	-.3146	.9737
		35,000 - 49,999 ₪ / Month	1.35714*	.37651	.000	.6143	2.1000

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Taste	Between Groups	8.126	3	2.709	3.899	.010
	Within Groups	129.201	186	.695		
	Total	137.327	189			
Appearance	Between Groups	3.854	3	1.285	3.214	.024

	Within Groups	74.346	186	.400		
	Total	78.199	189			
Identity	Between Groups	3.871	3	1.290	2.761	.043
	Within Groups	86.928	186	.467		
	Total	90.799	189			
Activity	Between Groups	11.864	3	3.955	13.242	.000
	Within Groups	55.551	186	.299		
	Total	67.415	189			
Service	Between Groups	7.911	3	2.637	7.425	.000
	Within Groups	66.052	186	.355		
	Total	73.962	189			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Type	(J) Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Taste	Maid Cafe, Casual Fan	Fan Cafe, Casual Fan	-.41481	.24849	.097	-.9050	.0754
		Maid Cafe, Serious Fan	.34444	.34025	.313	-.3268	1.0157
		Fan Cafe, Serious Fan	-.45556 [*]	.22825	.047	-.9058	-.0053
	Fan Cafe, Casual Fan	Maid Cafe, Casual Fan	.41481	.24849	.097	-.0754	.9050

		Maid Cafe, Serious Fan	.75926*	.29137	.010	.1844	1.3341
		Fan Cafe, Serious Fan	-.04074	.14569	.780	-.3282	.2467
	Maid Cafe, Serious Fan	Maid Cafe, Casual Fan	-.34444	.34025	.313	-1.0157	.3268
		Fan Cafe, Casual Fan	-.75926*	.29137	.010	-1.3341	-.1844
		Fan Cafe, Serious Fan	-.80000*	.27432	.004	-1.3412	-.2588
	Fan Cafe, Serious Fan	Maid Cafe, Casual Fan	.45556*	.22825	.047	.0053	.9058
		Fan Cafe, Casual Fan	.04074	.14569	.780	-.2467	.3282
		Maid Cafe, Serious Fan	.80000*	.27432	.004	.2588	1.3412
	Appearance	Maid Cafe, Casual Fan	Fan Cafe, Casual Fan	-.12593	.18849	.505	-.4978
Maid Cafe, Serious Fan			.55556*	.25810	.033	.0464	1.0647
Fan Cafe, Serious Fan			.03333	.17314	.848	-.3082	.3749
Fan Cafe, Casual Fan		Maid Cafe, Casual Fan	.12593	.18849	.505	-.2459	.4978
		Maid Cafe, Serious Fan	.68148*	.22103	.002	.2454	1.1175
		Fan Cafe, Serious Fan	.15926	.11051	.151	-.0588	.3773
Maid Cafe, Serious Fan		Maid Cafe, Casual Fan	-.55556*	.25810	.033	-1.0647	-.0464
		Fan Cafe, Casual Fan	-.68148*	.22103	.002	-1.1175	-.2454
		Fan Cafe, Serious Fan	-.52222*	.20809	.013	-.9327	-.1117

	Fan Cafe, Serious Fan	Maid Cafe, Casual Fan	-.03333	.17314	.848	-.3749	.3082
		Fan Cafe, Casual Fan	-.15926	.11051	.151	-.3773	.0588
		Maid Cafe, Serious Fan	.52222*	.20809	.013	.1117	.9327
Identity	Maid Cafe, Casual Fan	Fan Cafe, Casual Fan	-.09333	.20382	.648	-.4954	.3088
		Maid Cafe, Serious Fan	.56000*	.27909	.046	.0094	1.1106
		Fan Cafe, Serious Fan	-.07167	.18722	.702	-.4410	.2977
	Fan Cafe, Casual Fan	Maid Cafe, Casual Fan	.09333	.20382	.648	-.3088	.4954
		Maid Cafe, Serious Fan	.65333*	.23900	.007	.1818	1.1248
		Fan Cafe, Serious Fan	.02167	.11950	.856	-.2141	.2574
	Maid Cafe, Serious Fan	Maid Cafe, Casual Fan	-.56000*	.27909	.046	-1.1106	-.0094
		Fan Cafe, Casual Fan	-.65333*	.23900	.007	-1.1248	-.1818
		Fan Cafe, Serious Fan	-.63167*	.22501	.006	-1.0756	-.1878
	Fan Cafe, Serious Fan	Maid Cafe, Casual Fan	.07167	.18722	.702	-.2977	.4410
		Fan Cafe, Casual Fan	-.02167	.11950	.856	-.2574	.2141
		Maid Cafe, Serious Fan	.63167*	.22501	.006	.1878	1.0756
Activity	Maid Cafe, Casual Fan	Fan Cafe, Casual Fan	-.38222*	.16293	.020	-.7037	-.0608

			Maid Cafe, Serious Fan	.54667 [*]	.22311	.015	.1065	.9868
			Fan Cafe, Serious Fan	-.47833 [*]	.14966	.002	-.7736	-.1831
	Fan Cafe, Casual Fan	Maid Cafe, Casual Fan		.38222 [*]	.16293	.020	.0608	.7037
		Maid Cafe, Serious Fan		.92889 [*]	.19106	.000	.5520	1.3058
		Fan Cafe, Serious Fan		-.09611	.09553	.316	-.2846	.0923
	Maid Cafe, Serious Fan	Maid Cafe, Casual Fan		-.54667 [*]	.22311	.015	-.9868	-.1065
		Fan Cafe, Casual Fan		-.92889 [*]	.19106	.000	-1.3058	-.5520
		Fan Cafe, Serious Fan		-1.02500 [*]	.17987	.000	-1.3799	-.6701
	Fan Cafe, Serious Fan	Maid Cafe, Casual Fan		.47833 [*]	.14966	.002	.1831	.7736
		Fan Cafe, Casual Fan		.09611	.09553	.316	-.0923	.2846
		Maid Cafe, Serious Fan		1.02500 [*]	.17987	.000	.6701	1.3799
Service	Maid Cafe, Casual Fan	Fan Cafe, Casual Fan		-.28333	.17767	.112	-.6338	.0672
		Maid Cafe, Serious Fan		.34167	.24328	.162	-.1383	.8216
		Fan Cafe, Serious Fan		-.44792 [*]	.16320	.007	-.7699	-.1260
	Fan Cafe, Casual Fan	Maid Cafe, Casual Fan		.28333	.17767	.112	-.0672	.6338
		Maid Cafe, Serious Fan		.62500 [*]	.20833	.003	.2140	1.0360

	Maid Cafe, Serious Fan	Fan Cafe, Serious Fan	-.16458	.10417	.116	-.3701	.0409
		Maid Cafe, Casual Fan	-.34167	.24328	.162	-.8216	.1383
		Fan Cafe, Casual Fan	-.62500*	.20833	.003	-1.0360	-.2140
		Fan Cafe, Serious Fan	-.78958*	.19614	.000	-1.1765	-.4026
	Fan Cafe, Serious Fan	Maid Cafe, Casual Fan	.44792*	.16320	.007	.1260	.7699
		Fan Cafe, Casual Fan	.16458	.10417	.116	-.0409	.3701
		Maid Cafe, Serious Fan	.78958*	.19614	.000	.4026	1.1765

Correlations

Correlations

Type			Taste	Appearance	Identity	Activity	Service
Maid Cafe, Casual Fan	Taste	Pearson Correlation	1	.723**	.059	.323	.042
		Sig. (2-tailed)		.002	.835	.240	.883
		N	15	15	15	15	15
	Appearance	Pearson Correlation	.723**	1	.390	.397	-.089
		Sig. (2-tailed)	.002		.150	.143	.752
		N	15	15	15	15	15

Fan Cafe, Casual Fan	Identity	Pearson Correlation	.059	.390	1	.612*	.019
		Sig. (2-tailed)	.835	.150		.015	.945
		N	15	15	15	15	15
	Activity	Pearson Correlation	.323	.397	.612*	1	.224
		Sig. (2-tailed)	.240	.143	.015		.422
		N	15	15	15	15	15
	Service	Pearson Correlation	.042	-.089	.019	.224	1
		Sig. (2-tailed)	.883	.752	.945	.422	
		N	15	15	15	15	15
	Taste	Pearson Correlation	1	.547**	.018	.210	.408**
		Sig. (2-tailed)		.000	.908	.166	.005
		N	45	45	45	45	45
	Appearance	Pearson Correlation	.547**	1	.186	.115	.428**
		Sig. (2-tailed)	.000		.221	.450	.003
		N	45	45	45	45	45
	Identity	Pearson Correlation	.018	.186	1	.425**	.275
		Sig. (2-tailed)	.908	.221		.004	.068
		N	45	45	45	45	45
	Activity	Pearson Correlation	.210	.115	.425**	1	.598**
		Sig. (2-tailed)	.166	.450	.004		.000
		N	45	45	45	45	45
	Service	Pearson Correlation	.408**	.428**	.275	.598**	1
		Sig. (2-tailed)					
		N					

			Sig. (2-tailed)	.005	.003	.068	.000	
			N	45	45	45	45	45
Maid Cafe, Serious Fan	Taste	Pearson Correlation	1	.943**	.917**	.906**	.893**	
		Sig. (2-tailed)		.000	.000	.000	.001	
		N	10	10	10	10	10	10
	Appearance	Pearson Correlation	.943**	1	.973**	.941**	.952**	
		Sig. (2-tailed)	.000		.000	.000	.000	
		N	10	10	10	10	10	10
	Identity	Pearson Correlation	.917**	.973**	1	.949**	.909**	
		Sig. (2-tailed)	.000	.000		.000	.000	
		N	10	10	10	10	10	10
	Activity	Pearson Correlation	.906**	.941**	.949**	1	.905**	
		Sig. (2-tailed)	.000	.000	.000		.000	
		N	10	10	10	10	10	10
	Service	Pearson Correlation	.893**	.952**	.909**	.905**	1	
		Sig. (2-tailed)	.001	.000	.000	.000		
		N	10	10	10	10	10	10
Fan Cafe, Serious Fan	Taste	Pearson Correlation	1	.424**	.303**	.310**	.375**	
		Sig. (2-tailed)		.000	.001	.001	.000	
		N	120	120	120	120	120	120
	Appearance	Pearson Correlation	.424**	1	.487**	.320**	.285**	
		Sig. (2-tailed)	.000		.000	.000	.002	
		N	120	120	120	120	120	120

	Identity	Pearson Correlation	.303**	.487**	1	.372**	.342**
		Sig. (2-tailed)	.001	.000		.000	.000
		N	120	120	120	120	120
	Activity	Pearson Correlation	.310**	.320**	.372**	1	.572**
		Sig. (2-tailed)	.001	.000	.000		.000
		N	120	120	120	120	120
	Service	Pearson Correlation	.375**	.285**	.342**	.572**	1
		Sig. (2-tailed)	.000	.002	.000	.000	
		N	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).