

The Role of Corporate Associations in Customers' Trust, Loyalty, Revisit, and Switching Intention to a Foodservice Company: Focused on Corporate Ability and Corporate Social Responsibility Associations

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외식기업에 대한 기업연상이 신뢰, 충성도, 재방문의도 및 전환의도에 미치는 영향에 관한 연구: 능력연상과 사회적책임연상을 중심으로

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Abstract

The purpose of this study is to investigate the effects of customers' perception of corporate associations on trust, loyalty, revisit intention, and switching intention in the foodservice company and verify if there are significant moderating effects between family restaurants and fast-food restaurants. A total of 552 restaurant patrons in Korea participated in the survey. The results showed that corporate ability association and corporate social responsibility association among corporate associations had a significant effect on customers' trust, which had a positive significant influence on loyalty. Moreover, customers' loyalty had a significant effect on customers' revisit and switching intention. In addition, the moderating effects of company types are observed in the relationships among customers' perception of corporate associations and trust. Limitations of the study and future research directions are also discussed.

Key words: corporate association, trust, loyalty, revisit intention, switching intention, foodservice company

I. Introduction

With competition among companies growing fiercer, differentiation among products decreasing, corporate association by customers has taken an important position in maintaining competitive advantages in the market(Yoon YS et al. 2006).

When information on companies or their products is lacking, customers use corporate association to reduce the risk of selection (Keh HT & Xie Y 2009). It is presumed that because customers tend to depend on their attitudes toward companies rather than on an objective evaluation of options, their discriminative association of a specific com-

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pany becomes an element of competitive advantage (Aaker DA & Biel AL 1993; Park JC & Ryu GS 2012). Therefore a purchase depends on the customer's taste, the product's attributes, and his or her image of the company (Anand BN & Shachar R 2004). According to Sen S & Bhattacharya CB (2001), if corporate ability (CA) association and corporate social responsibility (CSR) association are closely related, the latter has a significant effect on product evaluation and customer loyalty. Gupta S (2002) also suggested that when customers have favorable association with a company, they have a positive attitude to that company. When they have an unfavorable association, their attitude is negative. Thus, when a corporate association is favorable, consumers perceive its products more positively; when corporate association is unfavorable, they perceive its products negatively (Jung HS & Yoon HH 2010).

Corporate association is divided into corporate ability association which reflects a company's abilities, and corporate social responsibility association which is a company's philanthropic activities (Brown TJ & Dacin PA 1997; Gurhan-Canli Z & Batra R 2004) and it signifies the state where all information about a company is activated in a person's memory (Brown TJ 1998). According to Keller KL & Aaker DA (1997), companies that have public trust, such as Sony and IBM, are successful when they release new products because customers identify with the companies' values and activities. In addition, a corporate brand triggers diverse associations with all of a company's products, its social values, and its employees' capabilities. Previous studies have shown that such associations have a positive effect on customers' decision making through halo effects (Berens G et al. 2005; Pina JM et al. 2006). The need to study

corporate association has increased as customers use these associations as a basis for selecting products or their brands when they cannot evaluate goods simply on the basis of information on their prices and functional attributes such as quality (Kardes FR et al. 2004). Most studies have confirmed that corporate association has a positive impact on the evaluation of a company, service, or product (Yoon SH, 2012), however, corporate association in the foodservice industry needs to be studied more closely. Because, foodservice industry, which provides food (a tangible material), and service (an intangible material) induces purchases from a perspective that other companies do not. Inquiring into customers' perception of association and correlating it with the foodservice industry's marketing performance (Jung HS & Yoon HH 2009). Customers' evaluations of the same goods vary according to their experiences and knowledge (Kardes FR et al. 2004) and they use corporate association in their purchase behaviors in order to reduce risk (Ruth JA & York A 2004; Kim DT 2009; Walsh G et al. 2009). In conclusion, to predict the purchasing behavior and attitude of foodservice customers, there will be a need of considering what about the corporate association that is perceived by customers on specific restaurant and whether this corporate association can lead finally to being varied behavioral intention such as customers' revisit intention or switching intention. Moreover, previous studies of the foodservice industry have focused on corporate activities of social responsibility and have examined the positive relationship between corporate social responsibility (CSR) and performance (Rodriguez FJG & Cruz YDMA 2007; Lee S & Heo CY 2009; Lee S & Park S 2009; Kang KH et al. 2010; Martinez P & Bosque PIR 2013). Therefore, exploring the

differences in customers' traits is very useful in predicting customer behaviors. This study therefore examines the effect of corporate association on trust, loyalty, revisit intention, and switching intention among family restaurant and fast-food restaurant customers, and determines the moderating effects of foodservice company type.

II. Literature review and conceptual model

1. Corporate association

Brown TJ & Cox EL(1997, p. 35) suggested that "corporate association for a particular company or organization include cognitions, affects, evaluations attaching to specific cognitions or affects, summary judgments, and/or patterns of associations with respect to a particular company which are based on a set of memory inputs and/or current sensory perceptions." Brown TJ & Dacin PA(1997) described corporate association as the sum of information that consumers have about a company, and identified two types of associations: CA association and CSR association. This corporate association encompasses ideas about a company's product quality, honesty or reliability, social responsibility, values and corporate culture(Sen S & Bhattacharya CB 2001). Riahi-Belkaoui A & Pavlik EL(1992) stated that corporate social performance and organizational effectiveness are important elements in a corporate association. The CA association has been identified as most influential on product evaluation(Brown TJ & Dacin PA 1997; Keller KL 2003). CSR association is based on corporate behavior related to social issues and has recently received more attention(Perrini F et al. 2010).

2. Relationship between corporate

association and trust

Trust in corporate management is an essential element for companies to maintain a sustainable relationship with customers(Morgan RM & Hunt SD 1994) and is a foothold for marketing and management research(Schoorman ED et al. 2007). Barone MJ et al.(2004) said that purchasers' trust depended on vendors' reputations. Rindova VP et al.(2005) noted that customers' recognition of companies' institutional reputation enhanced their trust in the companies. Keh HT & Xie Y(2009) found that associations formed by corporate reputation or image increased customers' trust and reduced their consciousness of the risks of services or goods. In addition, Pivato S et al.(2008) observed that customers' perception of CSR had a direct influence on their trust. Bhattacharya CB et al.(2009) stated that CSR improved the relationship between customers and companies and that a positive perception of CRS resulted in increased trust. Castaldo S et al.(2009) suggested that trust can account for the success of a socially responsible company in the marketplace. In particular, socially oriented companies can achieve competitive advantage in those areas where trust is crucial in determining customers' choices, as long as the companies have the social reputation to accompany it. Perrini F et al.(2010) argued that customers' association of CSR was directly related to their trust. Thus, customers are more likely to perceive companies with highly favorable associations as trustworthy. Barry TE et al.(1997) viewed that corporate association positively affected trust or evaluation of customers through their identification with relevant organizations and, through a meta-analysis, Brown TJ(1998) stressed that associations formed by corporate reputation or image had significant effect on customer behaviors such

as trust and immersion. Keller KL(2003) emphasized that a favorable company association is important in building a company's assets. Berens G & Riel CBM(2004) demonstrated that trust is a variable in the way that people form an association on a company. Berens G et al.(2005) and Park JC & Ryu GS (2012) found that trust has a close relationship with corporate association (Lee JE & Seh CJ 2011). These arguments lead to the following hypothesis:

H1: Corporate association is positively influenced on customers' trust

H1a: CA association is positively influenced on customers' trust

H1b: CSR association is positively influenced on customers' trust

3. Relationship between trust and loyalty

Jacoby J & Chestnut R(1978) and Richard FF(1996) demonstrated that value formed through trust does not make customers consider any other particular company. Morgan RM & Hunt SD(1994) reported that without trust in an exchange subject, there is no loyalty. In addition, Blackston M(1995) & Gurviez P(1996) emphasized that trust determines company value. Garbarino E & Johnson M(1999) suggested that future purchase intention is determined by trust. Lafferty BA & Goldsmith RE(1999) also argued that a reliable company draws elicits more loyalty, including purchase intention, than an unreliable company does. Singh J & Sirdeshmukh D(2000) investigated the organic relationship between trust and loyalty. In addition, Zins AH(2001) suggested that trust resulting from customer satisfaction has a significant effect on loyalty, Sirdeshmukh D et

al.(2002) noted that customers who trust a company tend to purchase that company's products and services because of evidence of reliability in delivering expected value over time. Chaudhuri A & Holbrook MB(2001) and Raimondo MA et al.(2008) asserted that trust has a positive impact on loyalty. Also, Kang BN and Moon SS(2012), and Kim JH et al.(2013) said that customer's trust positive effected on loyalty. These findings lead to the following hypothesis:

H2: Customers' trust is positively influenced on loyalty

4. Relationship between loyalty and revisit intention

Engel J et al.(1986) mentioned that customers' favorable attitude leads to positive response to product quality and value, thereby resulting in substantially purchasing if customers are satisfied with specific enterprise. MacKenzie SB et al.(1986) described that customers' loyalty positive effected on customers' purchase intention. Also, even Homer PM & Yoon SL(1992) noted that the customer loyalty of aiming to purchase product or service has direct influence upon purchase or re-visit intention. Kamariah N & Salwani S(2005) said as well that loyalty is directly related to re-visit behavior, and Wang HC et al.(2006) mentioned that loyalty is important variable available for predicting purchase. Also, Kwon KJ and Jan YH(2013), and Lee SL et al.(2013) found that customers' loyalty has a positive effect on revisit intent. These findings lead to the following hypothesis:

H3: Customers' loyalty is positively influenced on revisit intention

5. Relationship between loyalty and switching intention

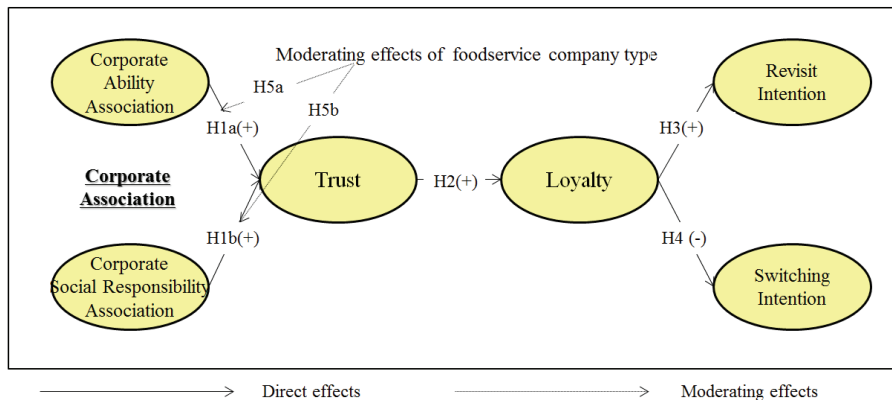
Mittal B & Lasser WM(1998) identified the low switching intention as the high loyalty with seeing loyalty and switching intention as the same concept. However, a recent research mentioned that the service switching is not a relative concept of loyalty, but is a separate concept while mentioning that the sphere in disloyalty includes customer defection or switching behavior, but is the sphere in the much broader category than it, and is not a contrary concept to loyalty(La S 2009; Han HS et al. 2011). Accordingly, this study premised that switching intention and loyalty are not the same concept of having double-sidedness, but a mutually perfectly different concept. As a research related to loyalty and switching intention, Bansal HS & Taylor SF(1999) mentioned that the customers with low loyalty with being dissatisfied with specific enterprise are very high in probability of switching. Also, Kotler P & Gertner D(2002) also mentioned that loyal customers have no switching intention. Even Kim HS et al.(2008) mentioned that loyalty has negative influence upon switching intention. These findings lead to the following hypothesis:

pothesis:

H4: Customers' loyalty is negatively influenced on switching intention

6. Moderating effects of foodservice company type

Family restaurant and fast-food restaurant have similar character in a sense of having a form of foodservice company, which is franchised by large company or foreign corporation, but are different in menu, price category, and service method, thereby being very different even in customer response to either corporate image or service(Jang D & Mattila AS 2005; Ahn SS et al. 2011). For this reason, it is varied even customers' expectation and association for each restaurant. This seems to result in being connected to different emotional response and behavioral intention(Kim WG & Moon YJ 2009). Accordingly, this study aimed to verify the different moderating effect that exists according to two corporate forms by considering the influence of customers' corporate association with family restaurant and fast-food restaurant upon trust.



<Fig. 1> A proposed model of corporate association, trust, loyalty, revisit intention, and switching intention

H5a: The links among CA association and trust in family restaurant group and fast-food restaurant group are different

H5b: The links among CSR association and trust in family restaurant group and fast-food restaurant group are different

III. Research Methodology

1. Instrument development

The survey instrument was composed of six parts. The first five parts pertained to corporate association, trust, loyalty, revisit intention and switching intention. The sixth part elicited participants' gender, age, education, and frequency of visits to the family restaurants and fast-food restaurants.

This corporate association encompasses ideas about a company's product quality, honesty or reliability, social responsibility, values and corporate culture (Sen S & Bhattacharya CB 2001). To measure customers' perceptions of corporate association, this study adapted Brown TJ & Dacin PA (1997), Berens G & Riel CBM (2004) and Berens G et al. (2005)'s multi-item scales. Each corporate association item was measured with eight items using a 7-point scale: "How much do you agree or disagree with these statements?" (1: strongly disagree to 7: strongly agree). Trust is formed by customers' experiences and their recognition of corporate reputation or activities of social responsibility (Doney PM & Cannon JP 1997). Trust was measured by four items based on Moorman C et al. (1993), Morgan RM & Hunt SD (1994), and Ha HY & Perks H (2005). Loyalty is the behavioral and attitudinal immersion in a brand and the tendency of consumers to respond favorably or unfavorably to that brand (Fishbein M

& Ajzen I 1975; Chaudhuri A & Holbrook MB 2001). Loyalty was measured by three items, as developed by Zeithaml VA et al. (1996), Butcher K et al. (2001) and Kim HB et al. (2003). Revisit intention was defined as general intention or behavior of leading to substantial behavior (Fishbein M & Ajzen I 1975). Respondent revisit intention was measured by three items, as developed by Reichheld F & Sasser JWE (1990), Dick AS & Basu K (1994), Sirohi N et al. (1998), and Han HS et al. (2009). Also, switching intention is possibility of converting to a competing company, it is most accurate to measure with switching behavior itself, but cannot directly observe and measure behavior, thereby having been defined as a concept of switching intention (Dekimpe MG et al. 1997). Switching intention was measured by three items, as developed by Hirschman AO (1970), Dekimpe MG et al. (1997), and Han HS et al. (2011).

2. Sample and data collection

The data were collected from customers in family restaurants and fast-food restaurants in Seoul, Korea, in 2013. In order to meet our objectives and test our research hypotheses, our study was based on a survey of customers in family restaurant (Outback Steak House, Vips, TGI Fridays) and fast-food restaurant (MacDonalds, Burger King, Lotteria) among foodservice industry. The three restaurants with the highest reported sales in 2012, respectively. A pilot test of 50 customers at family restaurants and fast-food restaurants was conducted to ensure the reliability of the scales, and several modifications were made based on the feedback. The final questionnaire instrument included 21 items divided into five parts. The data collection was carried out from 1-20 March 2013. We thought a convenience sampling strategy

would be the best way to balance efficiency with sample representativeness. Questionnaires were distributed both online and offline. Three hundred copies were sent by e-mails to residents of metropolitan Seoul by designing a survey system under which online responses were possible. We explained the purpose of the study and the confidentiality of the responses in the cover letter. Another 400 copies were distributed offline. Research assistants and fellows personally administered a questionnaire containing the measures in offices, universities, and private schools. A questionnaire survey was carried out with what heartily recalls one place of family restaurant or fast-food restaurant of having been visited most recently. Gift certificates usable both online and offline were offered to all respondents. Respondents were confined to customers who visit a foodservice company at least once per month on average. Respondents were asked to think of the family restaurant and fast-food restaurant they had visited most recently and to answer questions

about that family restaurant and fast-food restaurant. Of the 700 questionnaires distributed, 613 were returned(87.57%). After eliminating unusable responses, 552 responses were coded for data analysis(78.85% response rate). Except sample of being existed non-response even in one sentence for SEM, it was used in the final analysis. Due to this, the sampling rate was relatively small.

IV. Results

1. Descriptive statistics of sample

The demographic characteristics of the sample are presented in <Table 1>. Respondents were male(42.2%) and female(57.8%). In terms of age, 48.4% of the respondents were 20-29 years old, 36.4% were 30-39 and 15.2% were 40 or older. The majority of the respondents(80.3%) held at least a university degree. It was surveyed to be 59.4% for family restaurant and 40.6% for fast-food among restaurants of having been visited lastly. A large majority(58.7%) of respondents vis-

<Table 1> Profile of the samples (n=552)

Characteristic	N	Percentage
Gender		
Male	233	42.2
Female	319	57.8
Age		
20 to 29 years	267	48.4
30 to 39 years	201	36.4
Older than 40 years	84	15.2
Education		
Community college degree (2 years)	109	19.7
University degree (4 years)	371	67.2
Graduate degree	72	13.1
Foodservice Company Type		
Family restaurant	328	59.4
Fast-food restaurant	224	40.6
Visiting Frequency of a Foodservice Company		
1 / 1 month	170	30.8
2-3 / 1 month	324	58.7
4- / 1 month	58	10.5

ited a foodservice company 2-3 times per month.

2. Reliability and Validity Test

Following Anderson JS & Gerbing DW(1988)'s two-step approach, a confirmatory factor analysis was undertaken to assess the fit of the three-factor model, comprised of corporate association(CA association and CSR association), trust, loyalty, revisit intention and switching intention. As shown in <Table 2>, the level of internal consistency in each construct was acceptable with Cronbach's al-

pha estimates ranging from .808 to .944(Nunnally J 1978). CCR ranging from .724 to .925, were considered acceptable(Fornell C & Larcker DF 1981). In addition, all AVE(CA association=.638; CSR association=.705; trust=.810; loyalty=.592; revisit intention=.633; switching intention=.851) exceeded the recommended .50 threshold(Fornell C & Larcker DF 1981). Convergent validity was observed since all standardized loadings exceeded .70 and were significant(Anderson and Gerbing, 1988). Discriminant validity was evident since the

<Table 2> Reliability and validity of corporate association, trust, loyalty, revisit intention, and switching intention

Construct (Cronbach's alpha)	Standardized loadings	t-value	CCR ^a (AVE ^b)
CA Association (.873)			.784
CA ₁ This restaurant has an innovative technology.	.717	-	(.638)
CA ₂ This restaurant produces high quality products.	.882	19.248***	
CA ₃ This restaurant is well run.	.840	18.535***	
CA ₄ This restaurant has many talented employees.	.748	16.607***	
CSR Association (.903)			.837
CA ₅ This restaurant makes many donations.	.759	-	(.705)
CA ₆ This restaurant acts responsibly for environmental protection.	.809	19.715***	
CA ₇ This restaurant works for society and public interest.	.908	22.332***	
CA ₈ This restaurant faithfully performs corporate social responsibility.	.876	21.578***	
Trust (.944)			.928
TR ₁ This restaurant will immediately solve a problem.	.878	-	(.807)
TR ₂ This restaurant is honest.	.925	32.910***	
TR ₃ Overall, this restaurant is reliable.	.892	30.336***	
TR ₄ This restaurant can be trusted at all times.	.906	31.417***	
Loyalty (.808)			.724
LY ₁ I will spread positive word-of-mouth about the restaurant.	.831	-	(.592)
LY ₂ I will recommend the restaurant to my friends and others.	.746	19.608***	
LY ₃ I will keep an ongoing relationship with the restaurant.	.729	19.003***	
Revisit Intention (.838)			.766
RI ₁ I am likely to return to this restaurant next time.	.754	-	(.633)
RI ₂ I intend to revisit this restaurant in the near future.	.808	18.972***	
RI ₃ The brand of this restaurant would be my first choice over another restaurant.	.825	19.377***	
Switching Intention (.944)			.887
SI ₁ I have decided to switch to another restaurant that offers better services.	.862	-	(.851)
SI ₂ I have considered changing another restaurant.	.960	34.104***	
SI ₃ I have decided to switch to another restaurant that offers a variety of products and services.	.943	33.010***	

Note: ^aCCR=composite construct reliability; ^bAVE=average variance extracted; $\chi^2=544.983$; $df=174$; $\chi^2/df=3.132$; GFI=.910; NFI=.944; CFI=.961; RMSEA=.062; ***p<.001

<Table 3> Correlations among corporate association, trust, loyalty, revisit intention, and switching intention

Construct	1	2	3	4	5	6	Mean±SD
1. CA Association	1						4.93±1.18
2. CSR Association	.183	1					3.75±1.18
3. Trust	.542	.363	1				4.70±1.30
4. Loyalty	.497	.340	.712	1			4.64±1.08
5. Revisit Intention	.395	.429	.644	.763	1		4.40±1.09
6. Switching Intention	-.384	-.352	-.731	-.625	-.590	1	3.41±1.24

Note: Pearson correlation coefficient, $p < .001$ (2-tailed)

AVE ranging from .592 to .851, exceeded all squared correlations for each pair of constructs, ranging from .001 to .582(See <Table 3>). These results suggested that the six-factors were distinct and unidimensional. The confirmatory measurement models also demonstrated the soundness of measurement properties($\chi^2=544.983$; $df=174$; $\chi^2/df=3.132$; $GFI=.910$; $NFI=.944$; $CFI=.961$; $RMSEA=.062$).

3. Effects of corporate association on trust, loyalty, revisit intention, and switching intention

Structural equation modeling was conducted to test the validity of the proposed model and the hypotheses. The chi-square statistic indicated that the overall model did not fit the data well($\chi^2=686.404$; $df=184$; $p < .001$). Given the sensitivity of the chi-square statistics to sample size(Hair JF et al. 2006), other fit indexes were also examined. Other goodness-of-fit indices proved that the struc-

tural model reasonably fit the data($GFI=.891$; $NFI=.930$ $CFI=.947$; $RMSEA=.070$). The model's fit, as indicated by these indexes, was deemed satisfactory; thus, it provided a good basis for testing the hypothesized paths. The parameter estimates of the structural model exhibited the direct effects of one construct on the other. Thereby, a significant casual relationship among latent constructs. <Table 4> and <Fig. 2> present the estimated model, illustrating the direction and magnitude of the impact of the standardized path coefficients. To examine how corporate association affects customers' trust, hypotheses 1^{ab} were verified and accepted. CA association($\beta=.560$; $t=12.448$; $p < .001$) and CSR association($\beta=.312$; $t=7.970$; $p < .001$) had a significant effect on customers' trust. Hypotheses 2, that customers' trust ($\beta=.849$; $t=20.011$; $p < .001$) had a significant effect on customers' loyalty, was accepted. Also, In addition, customers' loyalty have a significant effect

<Table 4> The effects of corporate association on trust, loyalty, revisit intention, and switching intention

Hypothesized Path (stated as alternative hypothesis)	β -value	t-value	Results
H1: Corporate Association → Trust			
H1 ^a CA Association → Trust	.560	12.448***	Accepted
H1 ^b CSR Association → Trust	.312	7.970***	Accepted
H2: Trust → Loyalty	.849	20.011***	Accepted
H3: Loyalty → Revisit Intention	.903	19.554***	Accepted
H4: Loyalty → Switching Intention	-.770	-18.863***	Accepted

Note : $\chi^2=686.404$; $df=184$; $p < .001$; $GFI=.891$; $NFI=.930$ $CFI=.947$; $RMSEA=.070$; *** $p < .001$

on revisit intention($\beta=.903$; $t=19.554$; $p<.001$) and switching intention($\beta=-.770$; $t=-18.863$; $p<.001$); therefore hypothesis 3 and 4 were accepted.

4. Moderating effect of foodservice company type

The results of the moderating effects of foodservice company type are shown in <Table 5>. The unconstrained model for tenure showed a good fit to the data($\chi^2=884.749$; $df=368$; $p<.001$; $GFI=.866$; $NFI=.912$; $CFI=.946$; $RMSEA=.051$). The link between customer' perception of CA association and trust, the difference in χ^2 between the constrained model and the unconstrained model, was partially significant(CA association \rightarrow trust; $\Delta\chi^2=4.161$, $\Delta df=1$, $p<.05$). The results showed that the effects of customer' perception of CA association on trust was significantly stronger in the family restaurant($\beta=.632$, $p<.001$) than in the fast-food restaurant($\beta=.465$, $p<.001$). Therefore, hypothesis 5 was partially accepted(Only, $H5^a$ accepted).

VI. Discussion

Creating a positive corporate association is an important strategic task. From this perspective, this study revealed that customers' perceived corporate association on foodservice industry has the significantly casual relationship with trust, loyalty, revisit intention and switching intention and to be

able to grasp the marketing meaning of a differential role performed by CA association and CSR association in the formation process of individual loyalty through impact analysis on two types of corporate association. Corporate association is categorized as CA association and CSR association. This study found that corporate association had a significant, positive effect on customers' trust. These findings support previous work(Barry TE et al. 1997; Brown TJ 1998; Berens G & Riel CBM 2004; Berens G et al. 2005). CA association has a greater influence on trust of customers than CSR association(Winter LC 1988; Gupta S 2002; Gurhan-Canli Z & Batra R 2004; David PA et al. 2005). According to these results, CA association related to a company's ability, production and distribution of high quality products can have the same effect as in the foodservice industry. This means that when customers have little involvement in goods or services, CSR activities may be an important element of subjects that are discriminatively recognized, but when goods and serviced are combined and where there is high customer involvement, goods and services a stronger effect on customer trust. However, this study found that when customers formed attitudes toward companies, they considered functional aspects of goods such as quality or prices but they also focused on companies' new roles like social contribution or voluntary services when building their trust. In particular, in that CSR association

<Table 5> Moderating effect of foodservice company types

	Family Restaurant (N=328)		Fast-food Restaurant (N=224)		Unconstrained model chi-square (df=368)	Constrained model chi-square (df=369)	$\Delta\chi^2$ (df=1)
	β -value	t-value	β -value	t-value			
$H5^a$.632	10.819***	.465	6.664***	884.749	888.910	4.161*
$H5^b$.320	6.765***	.299	4.485***	884.749	885.183	.434

Note: $\chi^2=884.749$; $df=368$; $p<.001$; $GFI=.866$; $NFI=.912$; $CFI=.946$; $RMSEA=.051$; * $p < .05$; *** $p < .001$

had significant, positive effect on customer trust as much as CA association, this study result is very suggestive in terms of restaurants' marketing. This study is meaningful in that by verifying CSR activities' specific influences on customer attitudes in terms of brands, CSR activities were found to be a very important factor in individual companies' marketing. Also, customers' trust triggered by corporate association has a significant impact on loyalty. This finding supported earlier work (Morgan RM & Hunt SD 1994; Singh J & Sirdeshmukh D 2000; Chaudhuri A & Holbrook MB 2001; Raimondo MA et al. 2008). The influence of customer's loyalty on revisit intention and switching intention was significant. This finding supported earlier work concluding that customer's loyalty has a positive influence on revisit intention(Engel J et al. 1986; MacKenzie SB et al. 1986; Kamariah N & Salwani S 2005; Wang HC et al. 2006; Lee SL et al., 2013). Also, it was the outcome that is consistent with what was mentioned in a research by Bansal HS & Taylor SF(1999), Kotler P & Gertner D(2002) as saying that the customers with high loyalty have low switching intention and that the customers with low loyalty has high switching intention. This implies that high loyalty leads to a rise in revisit intention and to reduction in switching intention, but that low loyalty leads to reduction in revisit intention and to a rise in switching intention. The verification of moderating effects of foodservice company type on the relationship between corporate association and trust, showed that the family restaurant customers were indicated to have the greater influence of forming confidence owing to the corporate competence association than the fast-food restaurant customers. This is judged that family restaurant offers service, menu and physical

environment in much higher quality compared to fast food restaurant, and that this leads to the importance of association in the competence-based aspect of company, resulting in having influence even upon confidence.

This study has several limitations. First, the representativeness of the sample may be questioned because it was restricted to family restaurant and fast-food restaurants customers in metropolitan Seoul. Future researchers might want to adopt random samples to exclude any potential selection bias. The questionnaire contents, which were used for measuring corporate association, used what had been applied to companies in general, not specifically to foodservice industries. Thus, it is unreasonable to apply these results to foodservice industries as a whole. Also, this study carried out questionnaire survey with online and offline, at the same time, for smoothly collecting samples in addition to the temporal and spatial limitations. However, a fact was overlooked as saying that the different sampling method can have heterogeneous influence upon sample. This matter may function as the limitation. A future research will need supplementation on this part. In addition, perceptions of corporate association may depend on individual differences, such as customers' recognition of a company and an individual's value system. Also, we selected actual companies and chose trust, loyalty, revisit intention and switching intention as exogenous variables. The exogenous variables that researchers did not consider may not be controlled. This study has verified the moderating effects of foodservice company type on the causality of corporate association and trust; the starting hypotheses are, however, inadequately supported by theoretical background as there are so few relevant preceding studies. This limitation can only be over-

come by subsequent studies. In addition, as did previous studies, a measure CSR association, indifference and a lack of perception of subjects can allow for CSR to be evaluated more negatively than CA association. In addition, CSR association will be predicted to appear differently according to customers' awareness of CSR activities. Among customers who are interested in CSR activities and participate in CSR activities such as volunteering, CSR association is expected to have a larger impact on customers' reaction to the company than will other corporate association types. Therefore, it is necessary to identify the impact and the different roles performed by CSR association, according to customers' perceptions of CSR activities.

감사의 글

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국문 초록

본 연구는 국내 외식기업에 대한 고객의 기업 연상이 신뢰, 충성도, 재방문의도 및 전환의도에 미치는 영향을 고찰하고, 이러한 인과관계에서 패밀리레스토랑과 패스트푸드레스토랑 사이에 유의미한 조절효과가 존재하는지 검증하고자 하였다. 본 연구를 위해 패밀리레스토랑과 패스트푸드레스토랑을 방문한 경험이 있는 552명의 표본이 최종 분석에 사용되었다. 연구 결과, 국내 외식기업에 대한 고객의 기업 연상 중 능력 연상과 사회적 책임 연상은 고객의 신뢰에 모두 유의한 정의 영향을 주었으며, 신뢰는 충성도에 유의한 정의 영향을 주는 것으로 조사되었다. 또한 고객의 충성도는 재방문의도에 유의한 정의 영향을 주었고, 전환의도에는 유의한 부(-)의 영향을 주

는 것으로 나타났다. 이러한 결과를 통해 외식기업의 연상 중 능력연상이 신뢰에 더 큰 영향력을 가지고 있었으며, 기업 연상을 통해 고객의 신뢰와 충성도, 재방문의도도 향상되고, 반면 전환의도는 감소한다는 사실을 검증하였다. 더불어 기업 형태에 따른 조절효과는, 기업연상 중 능력연상이 신뢰에 미치는 영향에서 패밀리레스토랑 고객이 패스트푸드레스토랑 고객보다 유의미하게 큰 영향력을 보이는 것으로 조사되어 조절효과를 보이는 것으로 조사되었다.

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