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Brand image, customers satisfaction, and behavioral intention to mobile coffee carts in Davao city

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Abstract
The main objective of this study is to investigate the correlation between brand image and customer satisfaction and their influence on the behavioral intention to purchase Mobile Coffee Carts in Davao City. This research employs a quantitative, non-experimental design using correlational techniques. The non-experimental, or correlational, design examines relationships between variables without researcher manipulation or control. The data were subjected to statistical analysis using an ANOVA test and a survey method with 500 responses. The results indicate a strong correlation between brand image and customer loyalty in the context of the relationships between businesses and consumers. The study includes various subjects, such as workers, students, and loyal customers who enjoy coffee during their busy mornings.

Keywords: Brand image, customers satisfaction, Behavioral intention, mobile coffee carts, Davao city

Introduction
Filipinos are recognized as the world's most significant coffee consumers (Fernandez, 2021) [49]. The Covid-19 pandemic forced numerous businesses to cease operations, impacting the global landscape. This impact extended beyond coffee shops expanding across the nation. As Kanniah (2020) notes, lockdown restrictions placed many establishments in challenging situations. Nevertheless, creative solutions emerged to help them weather the storm. As Fernandez (2021) [49] suggests, one such solution was the inception of the mobile coffee cart an open coffee shop without a fixed location or structure.

Profitable Venture (2023) highlights the advantage of mobile coffee carts being visible in areas where people live or work, including parks, stadiums, airports, sea ports, retail centers, train stations, bus stops, campuses, and other public buildings. Baristas and coffee merchants can often be spotted on the move, operating from trucks, minivans, tricycles, or motorbikes. They typically establish a presence in one area, serving coffee to locals or vehicles within the community before relocating to another location on a different day, maintaining the same routine (Fernandez, 2021) [49].

Lumawag (2021) suggests that millennials aged 30-40 seek coffee experiences with diverse taste profiles. Choosing a mobile coffee cart for any coffee enthusiast now entails evaluating not only the coffee's quality but also other factors, such as the service environment and the quality of service provided by the coffee shop. Consequently, coffee chains and mobile carts with a positive brand image can inspire confidence and trust among coffee drinkers who appreciate the quality of their products. This study addresses existing research gaps and provides evidence of how these variables can enhance the intention to repurchase (loyalty), granting companies a competitive advantage and fostering solid customer relationships.

Statement of the Study
This study evaluates the brand image, customer satisfaction, and behavioral intention of mobile coffee carts operating in Davao City. The research questions draw inspiration from a study titled "The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK" by Neupane (2015) [35]. The study's objectives include assessing the brand image of mobile coffee carts, specifically in terms of product and price aspects, as well as the measurement of customer satisfaction concerning tangible and assurance factors. Additionally, the research aims to determine customer behavioral intentions, particularly regarding word-of-mouth recommendations and loyalty.

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Furthermore, the study investigates the relationships between customer satisfaction and behavioral intention, customer satisfaction and brand image, and brand image and behavioral intention. Ultimately, the study explores the mediating effects of brand image, customer satisfaction, and behavioral intention in the context of mobile coffee carts in Davao City.

Hypothesis

The following hypothesis was tested at 0.05 level of significance, disclosed as follows:

- **Ho₁:** There is a positive relationship between brand image and customer satisfaction.
- **Ho₂:** There is a positive relationship between brand image and behavioral intention.
- **Ho₃:** There is a positive relationship between customer satisfaction and behavioral intention.

The chapter focuses on the various readings of the research topics and relevant literature related to this study on Brand Image, Customers Satisfaction, and Behavioral Intention to Mobile Coffee Carts in Davao City. It also provides explanations and connections before the present research, which would help conceptualize this study.

Brand Image

The American Marketing Association (2022) [3] defines a brand as any attribute that sets one seller's product or service apart from those of other suppliers, be it a name, concept, design, symbol, or any other distinguishing feature. Brand image, as emphasized by Zhang (2015) [48], encompasses a customer's overall perception and emotions regarding brands, which significantly influence consumer behavior.

A brand can be understood as the mental or emotional concept that individuals associate with specific goods, services, and activities an organization offers. This perception considers not only the outward characteristics of a company but also customer opinions about the company and its products. When exposed to elements like a name, logo, visual identity, or message, a blend of physical and emotional cues is generated.

Moreover, in line with Huang (2017) [26], brand image results from a two-way communication process between the brand's stimuli and customer perception. As stated by Lee, Tseng, and Chan (2019) [32], the brand image emerges from customer evaluations. Establishing a positive brand image involves connecting unique and robust brand associations with the memories of consumers when making purchasing decisions. Nevertheless, poor management may destroy the brand image. For example, poor customer service and products could negatively impact the brand's image and reduce sales.

Product. Any product or service the business offers to fulfill a customer's wants or needs. There are both physical and virtual ones. The impact of consumer disloyalty is contingent on marketers who do not prioritize the quality of their products or services, as noted by Amron (2017) [5]. Consequently, a decline in product or service sales is an expected outcome, as emphasized in the work of Amron and Mahmud (2017) [4].

Price. Pricing plays a critical role in shaping the reputation of a small business, as it has the potential to either enhance or jeopardize its success. Incorrect pricing decisions can pose a significant risk to a company's overall performance.

Pricing involves the determination of the value that customers perceive when acquiring or using a product or service. Both buyers and sellers define this perceived value. It extends beyond a mere transaction, ultimately exceeding the value that the producer offers at a consistent price to all customers.

Customers Satisfaction

Customers play an essential role in the organization's ability to generate income. For businesses, achieving customer satisfaction is their primary objective. Customer satisfaction is the only significant accomplishment. High-quality service is essential for acquiring a significant portion of the market share, known as a competitive advantage.

As indicated by the American Hospitality Academy (2017) [6], customer satisfaction holds a significant influence over the success of restaurants and hotels. Positive customer experiences often result in return visits and enthusiastic recommendations to friends and family, further enhancing a company's sales. Conversely, customers with unpleasant experiences at service establishments are unlikely to return or endorse the business to others. Nevertheless, satisfaction reflects how well customer expectations, desires, goals, needs, or any other aspects of a transaction between customers and the company are met.

Klokkenga (2020) [30] underscores that the standards for assessing service quality can vary depending on the industry. Despite these variations, SERVQUAL is a widely adopted and acknowledged method for appraising service quality. SERVQUAL, developed by Valerie Zeithaml, A. Parasuraman, and Leonard Berry and detailed in their book "Delivering Quality Service," is a universally recognized metric founded on five components that customers typically deem vital for evaluating service quality in any business. This study will focus on only two components of SERVQUAL, detailed below:

Tangibles. This component pertains to various tangible elements such as counters, shelves, lighting, computers, the physical surroundings of the service provider's premises, and the personal hygiene of employees.

Assurance. Refers to the employees' courtesy, knowledge, and understanding, as well as their ability to encourage customers' confidence and trust.

Behavioral Intention

The Theory of Planned Behavior (TPB), collaboratively developed by Ajzen, Fishbein, and Ajzen, considers an individual's attitude, social norms, and perceived control as reliable determinants of their behavioral intentions. When applied to behaviors that individuals can consciously control, TPB proves to be most effective. However, even when attitudes and subjective norms are highly motivating, external factors beyond an individual's control may sometimes hinder the execution of the behavior.

Favorable service quality often results in positive behavioral intentions, whereas poor service quality typically leads to unfavorable intentions. The latter may result in the dissemination of negative word-of-mouth and the sharing of unfavorable experiences with other customers. Behavioral intentions can take a positive or negative form (Chen & Chen, 2010).

LaMorte (2022) [31] cites the establishment of the Theory of Reasoned Action (TPB) in 1980, designed to assess a consumer's intention to engage in a behavior at a specific

place and time. According to TPB, behavioral intention is contingent on a combination of motivation (intention) and the ability to exercise behavioral control.

Loyalty. SendPulsse (2023) stated that Customer loyalty is the probability that a customer will do business with a company or brand repeatedly. It comes from customer satisfaction, pleasant interactions with customers, and the overall worth of the products or services they receive from a business. When customers become committed to a specific brand, availability or price does not easily affect consumers. If consumers receive the same high-quality goods or services that they are used to, they are willing to pay more.

Word-of-mouth. Marketing is a strategy that convinces existing clients to recommend the products they like to their family and friends (Keenan, 2021). It represents a complimentary promotion of the business from a satisfied customer. Actively engaged consumers often recommend business to their connections. Moreover, they tend to foster strong, long-lasting customer loyalty and rely on word-of-mouth as a central factor influencing their purchasing decisions.

Correlations between brand image, customers satisfaction, and behavioral intention
As stated by Neupane (2015) [35], it is widely acknowledged that a positive brand image contributes to increased customer loyalty and that loyalty plays a crucial role in maintaining a company's strong brand image. There is a strong correlation between brand image and customer loyalty when considering the loyal relationships between businesses and consumers. The influences of the brand image significantly surpass those of overall satisfaction.

Theoretical Framework
This research is primarily anchored on Edsall's (2021) called Brand Theory. In brand theory, branding is used strategically rather than as a separate strategy to support business expansion. It is about aligning the positioning of principled core messaging to fuel clever growth marketing. It is critical to define the many subsets of branding to identify the areas where a business or company needs to improve its operation and find the best branding services to assist.

Support of this theory is known as the Contrast Theory. An alternative prominent theory of customer satisfaction presents a perspective that contrasts with the Dissonance Theory. According to this theory, if the actual performance of a product or service does not meet the consumer's expectations, the discrepancy between the outcome and the expectation is magnified. In line with the Contrast Theory, when the consumer anticipates high product performance and perceives the actual performance as subpar, they tend to amplify the difference between their expectations and the actual outcome (Rana, 2022) [39].

Another theory reinforcing the points is The Theory of Planned Behavior Ajzen, cited by LaMorte (2022) [31]. The Intentions are assumed to capture the motivating factors influencing a person's behavior. There are aspects and indications of how much effort intends to put in to perform the behavior and how hard people are willing to try. Generally, the behavior should be more likely to be performed the more vital the intention to engage in it.

According to the Ajzen theory of planned behavior, behavioral intention can be used directly to determine behavioral performance to sense behavioral control. According to the theory of planned behavior, every action is rational, intentional, and conscious. However, it neglects how frustration and sadness affect behavior (Brookes, 2021) [12].

Significance of the Study
The beneficiaries of the findings from this study, which seeks to establish the connection between brand image, customer satisfaction, and behavioral intention, include the following:

Owners of Mobile Coffee Carts: This research will offer assistance and illuminate mobile coffee cart owners on the significance of brand image and customer satisfaction in shaping behavioral intention, granting them valuable insights into the interplay of these factors. Furthermore, it will assist local coffee shop owners to provide guidelines and principles to their management and organization to maintain a good image and operation to provide customers with quality and effective products and services.

Employees: This study will assist and guide all employees in understanding their customers' needs and desires to provide them with quality, efficient, and effective products and customer service so that they will have or gain a positive impression of the business establishment.

Customers: This research study will provide them with a thorough understanding of consumer behavior. This will enable them to identify personal characteristics that influence how they respond to the brand image of local coffee shops, thereby aiding them in eliminating negative traits and making more effective consumer choices.

Future researchers: This study can guide future research in a wide range of other concepts related to brand image, customer satisfaction, behavioral intention, its effectiveness to the customers' needs and wants, and other numerous respondents. This study can be a reference for future researchers looking into the relationship between the variables.

Definition of Terms
Aside from the definitions taken from other sources, the following terms were conceptualized. The operational and conceptual definitions were provided to establish a standard frame of reference to ensure the terms were understood.

Brand Image: Customers form their opinions about a brand based on its image. Customers' perception of a brand is defined as its image. Customers develop an image of a brand over time based on their interactions with it. These interactions can take many forms and sometimes involve purchasing goods and services. (Pahwa, 2022) [38].

Customer Satisfaction: Customer satisfaction serves as a measurement tool to assess the extent to which a business's services and products align with the needs, desires, and expectations of its customers. It holds a pivotal role in influencing future purchases and fostering customer loyalty. Consequently, it contributes to the prediction of revenue and business expansion (Szyndlar, 2022) [43].

Behavioral Intention: Behavioral intentions represent the driving force behind a particular behavior. The stronger the inclination to act on a specific intention, the higher the likelihood of the behavior being carried out. All facets of a business collaborate to shape an individual's behavioral intention (LaMorte, 2019) [31].

Methods
This study aims to determine how brand image and customer satisfaction correlate with behavioral intention for mobile coffee carts in Davao City. A quantitative study will confirm the impacts after the theoretical discussion about the impact of brand image and customer satisfaction on behavioral intentions. This study employed a questionnaire, an ANOVA test, and a survey method, either online or face-to-face, depending on the situation, together with approval from the College of hospitality education department before the survey's publication.

The moderator variable is behavioral intention. On the other hand, the independent variable is the brand image, composed of five elements: functional, symbolic, social, experimental, and appearance. At the same time, the dependent variable is customer satisfaction. This section discusses the critical implementation of the study. The research design, subject, instrument, data-gathering procedure, and statistical tools needed to analyze the data are presented herein.

Research Design
The study employs a quantitative, non-experimental research design utilizing the correlational technique. This non-experimental design also referred to as a correlational research design, is focused on exploring the relationships between variables without the researcher's manipulation or control. Correlation quantifies the strength and direction of the relationships between two or more variables (Bhandari, 2021) [10].

Furthermore, the study utilizes a statistical test known as one-way analysis of variance (ANOVA) to assess the distinctions in means among different groups (Bevans, 2020) [8]. This design is crucial for the researchers to investigate whether a relationship exists between brand image, customer satisfaction, and behavioral intention. Subsequently, a questionnaire is administered to collect quantitative data essential for analysis.

Research Subject
The subjects of this research include customers, who could be workers, students, or even loyal customers. Additionally, employees at other coffee carts in Davao City are also considered. Random sampling is used in the study to select participants to create a sample representative of the entire population. Cherry (2021) defines a random sample as a random selection of individuals representing the entire group.

Research Instrument
The administration of a Pro-forma questionnaire, which the respondents will answer, is part of the data collection process for this study. A survey is a research method in which a group collects and analyzes data. A questionnaire is a specific tool or instrument for data collection. (Bhandari, 2021) [10].

To collect data, the researchers used a Likert scale, a rating system used in questionnaires to measure people's attitudes, opinions, or perceptions. This study used a scale of one (1) to five (5), with one (1) being firmly in disagreement, two (2) being in disagreement, three (3) being neutral, four (4) being in agreement, and five (5) being firmly in agreement. (Jamieson, 2022) [28].

Table 1: Brand Image

Scale	Range	Description	Interpretation
5	4.21-5.0	Strongly Agree	This means that the respondent's level of satisfaction of brand image in terms of product and price is very high.
4	3.43-4.20	Agree	This means that the respondent's level of satisfaction of brand image in terms of product and price is high.
3	2.62-3.42	Neutral	This means that the respondent's level of satisfaction of brand image in terms of product and price is moderate.
2	1.81-2.61	Disagree	This means that the respondent's level of satisfaction of brand image in terms of product and price is moderate.
1	1.00-1.80	Strongly Disagree	This means that the respondent's level of satisfaction of brand image in terms of product and price is very low.

Table 2: Customers Satisfaction

Scale	Range	Description	INTERPRETATION
5	4.21-5.0	Strongly Agree	This means that the respondent's level of satisfaction of customers satisfactions in term of tangible and assurance is very high.
4	3.43-4.20	Agree	This means that the respondent's level of satisfaction of customers satisfactions in term of tangible and assurance is high.
3	2.62-3.42	Neutral	This means that the respondent's level of satisfaction of customers satisfactions in term of tangible and assurance is moderate.
2	1.81-2.61	Disagree	This means that the respondent's level of satisfaction of customers satisfactions in term of tangible and assurance is moderate.
1	1.00-1.80	Strongly Disagree	This means that the level of satisfaction of customers satisfactions in term of tangible and assurance is very low.

Table 3: Behavioral Intention

Scale	Range	Description	Interpretation
5	4.21-5.0	Strongly Agree	This means that the respondent's level of satisfaction of behavioral intention in terms of loyalty and word of mouth is very high
4	3.43-4.20	Agree	This means that the respondent's level of satisfaction of behavioral intention in terms of loyalty and word of mouth is high.
3	2.62-3.42	Neutral	This means that the respondent's level of satisfaction of behavioral intention in terms of loyalty and word of mouth is moderate.
2	1.81-2.61	Disagree	This means that the respondent's level of satisfaction of behavioral intention in terms of loyalty andword of mouth is moderate.
1	1.00-1.80	Strongly Disagree	This means that the level of satisfaction of behavioral intention in terms of loyalty and word of mouth IS very low.

Data Gathering Procedure
The following are the steps followed in the conduct of the study:

Asking for Permission to Conduct the Study: The researchers will write and propose a letter to the Mobile Coffee Carts Owners requesting permission to conduct the study and administer the research instrument to the respondents.

Informed Consent Form. Equally important, before each survey, respondents were asked to sign an informed consent form, which signifies and represents their approval to participate in the study as respondents. The researcher will ensure that the subjects understand this and its potential consequences.

Administration of Questionnaire: After the approval and response of the abovementioned letters, the researchers will begin distributing questionnaires to respondents who are customers of the mobile coffee carts and coffee lovers in their spare time. The researchers will collect the questionnaires once the answers have been completed.

Collection and Encoding of Data: Following collecting and gathering questionnaires, the researcher's next task is to organize, present, and interpret the questionnaire correspondingly.

Statistical Treatment of the Data
Mean: Determining a data set's average or mean value is a fundamental statistical idea. It is one of the three most used central tendency measures (Frost, 2019) [20]. The researchers will add all data entries related to the number of points and divide them by the total respondents to determine the average value. Researchers used this statistical method to help them assess the significance of the relationship between the variables.

Frequency Count: This statistical tool will determine the exact number of respondents in each profile category.

Percentage: This statistical tool will determine the exact percentile of respondents in each profile category.

Results and Discussions
This chapter includes the analysis, presentation, and interpretation of the data gathered from the questionnaires administered to the respondents. The data will also be presented with corresponding variations. Lastly, this chapter will end with a conclusion and recommendation.

Findings
In this portion of the chapter, analysis, and interpretations of the data gathered from the respondents will be presented. The following results are the findings gathered from the questionnaire.

A quantitative study will confirm the impacts after the theoretical discussion about the effect of brand image and customer satisfaction on behavioral intentions. This study involved 500 participants and used simple random sampling a type of probability sampling in which the researchers choose a random participant from a population.

Table 4: Profile of Respondents

Profile Variables	Group	Frequency	Percent
Sex	Male	265	53.0
	Female	235	47.0
Age	18-22 years old	1	.2
	Less than 30 years old	321	64.2
	30-40 years old	135	27.0
	41-50 years old	36	7.2
	More than 50 years old	7	1.4
Civil Status	Single	331	66.2
	Married	164	32.8
	Widowed/Widower	5	1.0
Frequency to Visit per day	1-5 times a day	350	70.0
	5-10 times a day	142	28.4
	11-15 times a day	8	1.6
Frequency to Drink Coffee per day	1-5 times a day	363	72.6
	5-10 times a day	124	24.8
	11-15 times a day	12	2.4
	15 and above	1	.2
Educational Level	High school /Senior High School Level	67	13.4
	College Level	275	55.0
	Bachelor's Degree	127	25.4
	Master's Degree	30	6.0
	Doctorate or Equivalent	1	.2
Economic Status	Poor	106	21.2
	Low-Income Class	283	56.6
	Middle-Income Class	103	20.6
	Upper-Income Class	7	1.4
	Rich	1	.2

As depicted in Table 4, there is almost an equal number of male and female participants; most of the respondents are male, with a percentage of 53% and 47% for females. This means that male consumers visit and purchase more than females. As stated by Coffee Bean Delivered (2023) [14], over 50% of men drink coffee, compared with only 32% of women.

In the age frame, most respondents are less than 30 years old, with a 64.2% percentage purchasing more coffee from mobile coffee carts. Tchounwou (2021) mentioned that ages 18-25 years or less than 30 years old purchase coffee the most.

In the civil status profile, single people, with 66.2%, purchase the most compared to married, with 32.8%, followed by widowed/widower, with 1%. It conveys that the single individual enjoys buying coffee from mobile carts.

The frequency of visiting the coffee cart indicates that people love to purchase coffee 1-5 times daily, with 70%. Allen (2023) [2] indicated that 32% of people purchase coffee 1-3 a day per week, and 49% drink 3 to 5 cups of coffee per day.

Also, at the Educational Level, most likely, the college level visits and purchases from mobile coffee carts with a 55% level percentage. According to Godsen (2022) [21], 92% of college students drink and purchase coffee regularly.

Lastly, in Economic status shows that most people from Average Economic status with 56.6% purchase the most coffee from mobile coffee carts. Mobile coffee carts with affordable prices are popular among average economic status customers.

Table 5: Level of the brand image of mobile coffee carts.

Indicators	Mean	Std. Deviation
Product	4.40	0.405
Price	4.30	0.476
Overall	4.35	0.388

Table 5 details the level of the brand image of mobile coffee carts in terms of *product and price*. The overall results obtained a standard deviation value of 0.388. Therefore, the brand image is differentiated across all the consumer indicators.

Among the two indicators under the level of brand image, the *product* got the highest mean of 4.40 with a standard deviation of 0.405 and a very high image description. This shows that the brand image is above the expected in terms of product. It means that the respondents see the product of mobile coffee carts with good quality, good offerings, affordability, good variety, and availability.

Table 5 also shows the level of brand image in terms of *price*, with a mean of 4.30 and a standard deviation of 0.476 with a very high description. It indicates that the customers above expect the brand image regarding price. It means the customers see the price of mobile coffee carts as affordable, competitive prices with quality coffee.

According to Hasanah (2021) [24-25], brand Image is a consumer's view of all information about a brand. In contrast, a Price is a unit of worth used as a standard by those selling items or services to be incurred by purchasers. This means that the customer's view of the immobile coffee carts is high, which would mean there is sustainability for business owners among mobile coffee carts.

Conway (2021) [15] stated that the customers' view of products and services from mobile coffee carts is more

effective, affordable, and available with good quality offerings, there would be a good market image and sustainable business that would lead to good economic stability that would pop up many full-scale coffee shops or other businesses.

Additionally, this mobile cart will be easy to market because it has an excellent image for every customer and will serve as its strength. The marketing strategy would be easy because the business is effective and sustainable (Sherman, 2022) [41].

Table 6: Level of customer satisfaction of mobile coffee carts.

Indicators	Mean	Std. Deviation
Tangibles	4.22	0.420
Assurance	4.31	0.448
Overall	4.27	0.373

Table 6 indicates the level of customer satisfaction with mobile coffee carts in terms of *tangibles and assurance*. As perceived in this table, all the indicators of the level of customer satisfaction obtained an average of 4.27, with a high level of description. All customer satisfaction measures are effective. Customer satisfaction is consistent among all indicators, with a standard deviation of 0. 373. *Assurance* received the highest score for customer satisfaction, with a mean of 4.31 and a high rating. This implies that customer satisfaction is above the expected in terms of assurance.

In addition, Table 6 presents the level of customer satisfaction with *tangibles*. The satisfaction level is high, with a mean of 4.22 and a standard deviation of 0.420. This suggests that customers are more satisfied than expected regarding tangible factors.

Furthermore, these findings from Table 3 determine that the level of customer satisfaction in *assurance* is high and that the customers collectively trust the assurance that the mobile coffee carts staff gives over *tangibles.*

Table 7: Level of the behavioral intention of mobile coffee carts.

.;/	Mean	Std. Deviation
Loyalty	4.38	0.441
Word-of-mouth	4.48	0.473
Overall	4.43	0.393

Table 7 shows the behavioral intention of mobile coffee carts in terms of loyalty and word of mouth. As perceived in this table, all the indicators of the level of behavioral intention obtained an average of 4.43 with a high level of description. This indicates that all indicators of behavioral intention are effective as an excellent strategy to persuade customers. Also, the overall results obtained a standard deviation value of 0.393, which means that the behavior is relatively effective and uniform across all the consumer indicators.

Additionally, among the two indicators under the level of behavioral intentions, word of mouth obtained the highest mean of 4.48 with a standard deviation of 0.473 and a high description. This indicates that the behavioral intention exceeds the customers' expectations regarding word of mouth.

Moreover, Table 7 also shows the level of behavioral intention in terms of loyalty, with a mean of 4.38 and a standard deviation of 0.441 with a high description. It means

that the behavioral intention is above expected in terms of *loyalty.*

Furthermore, these findings and the results from Table 4 determine that the level of behavioral intention regarding word of mouth is high. Customers want this strategy as they can persuade more to purchase coffee from mobile coffee carts compared to *loyalty.*

The brand image, customer satisfaction, and behavioral intention were so high that the customers see the mobile coffee carts as more affordable, good quality, and have a good variety of coffee that they offer customers, which leads to satisfaction. This research study result implies that pop-up businesses would be sustained because of the brand image according to the performance with very high satisfaction according to the customers and very high behavioral intention.

According to Conway (2021) [15], this would mean that there would be sustainability of the business because there are good products and services to offer to the customers that make them satisfied and have a positive outcome. Additionally, Hasana (2021) [24-25] stated that a good brand image impacts satisfaction and behavioral intention when purchasing products and services.
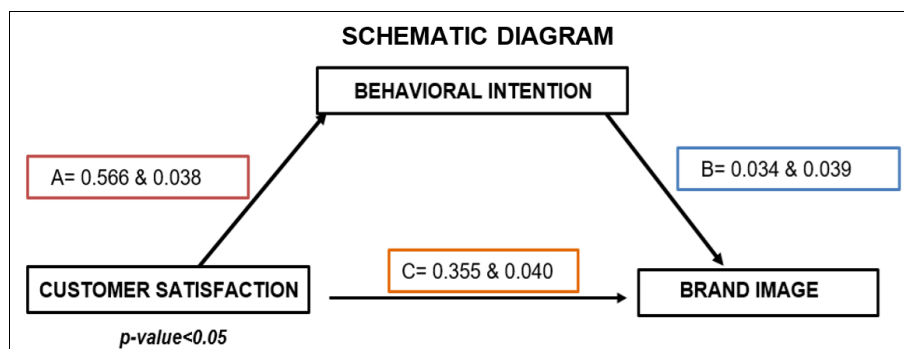
Table 8: Correlation between Customer satisfaction and behavioral intention; customer satisfaction and brand image; and brand image and behavioral intention.

Variables Correlated	r-value	Verbal Description	df (n-2)	p-value	Decision
Customer Satisfaction vs Behavioral Intention	0.573**	Moderate Positive Relationship	498	0.000	Ho is rejected
Customer Satisfaction vs Brand Imge	0.574**	Moderate Positive Relationship	498	0.000	Ho is rejected
Brand Image vs Behavioral Intention	0.559**	Moderate Positive Relationship	498	0.000	Ho is rejected

Table 8 shows the correlation of the three variables. The first variables that are correlated are Customer Satisfaction and Behavioral Intention, with the result of a moderate positive relationship with an R-value of 0.573. The second variable correlated is Customer Satisfaction and Brand Image, with the development of a reasonable positive relationship with an R-value of 0.574.

Lastly, the third variable correlated is Brand Image and Behavioral Intention, with a moderate positive relationship with an R-value of 0.559. This shows that the correlation of the three variables is significant at 0.01 level (2-tailed). The analysis of findings shows that customer satisfaction can significantly influence brand image and behavioral intention. In comparison, brand image is dependent on behavioral intention.

Fig 1: The mediating role of behavioral intention on the relationship between customer satisfaction and brand image of mobile coffee carts in Davao City.

According to Eskiler (2021) [18], Behavioral intentions were discovered to have a direct impact or effect on value perception as well as a direct and indirect effect on customer satisfaction and business image.

Based on Ifedayo (2020) [27], the mediating effect of behavioral intention perceived behavioral authority and information sharing are two practices. This means that behavioral intention completely processes planned behavior. Fernandes (2018) [19] said that the mediating effect of customer satisfaction is service orientation and service quality, which determines customer loyalty. On the other hand, the brand image mediating role of the business are social media advertising and sales promotion (Chen, 2022) [13].

The provided information is related to a statistical analysis involving the indirect effect of customer satisfaction on the brand image through the mediator of behavioral intention. Let us break down the interpretation step by step:

Paths A, B, and C: These represent the coefficients of different paths in a mediation model. In mediation analysis, you typically have a path from the independent variable (in this case, customer satisfaction) to the mediator (behavioral intention), represented by Path A, and a path from the mediator to the dependent variable (brand image), represented by Path B. Path C might be a direct path from the independent variable to the dependent variable, without going through the mediator.

Path A = 0.566 (0.038): This suggests that the relationship between customer satisfaction and behavioral intention is statistically significant, with a coefficient of 0.566.

Path B = 0.348 (0.039): This suggests that the relationship between behavioral intention and brand image is statistically significant, with a coefficient of 0.348.

Path C = 0.355 (0.040): This suggests that there may also be a direct relationship between customer satisfaction and brand image, even when not considering behavioral intention.

Indirect Effect: The indirect effect is calculated as the product of Path A and Path B. In this case, the indirect

effect is 0.566 * 0.348 = 0.1970.

Sobel Test: The Sobel Test is used to determine whether the indirect effect is statistically significant. In this case, the Sobel Test resulted in a value of 7.6546, with a p-value of 0.000. The p-value being less than 0.05 indicates that the indirect effect is statistically significant.

Conclusion: Based on the p-value from the Sobel Test being less than 0.05, it can be concluded that the indirect effect between customer satisfaction and brand image via behavioral intention is statistically significant. This means that behavioral intention appears to mediate the relationship between customer satisfaction and brand image, and the mediation effect is significant.

In summary, this analysis suggests that customer satisfaction indirectly influences brand image through behavioral intention, and this indirect effect is statistically significant, as evidenced by the low p-value from the Sobel Test

Conclusion and Recommendation
This discusses the conclusion drawn from the results presented. Additionally, this also discusses a further extensive study, which this paper needs to include.

Conclusion
This section of the chapter will show the final result from the survey gathered through the questionnaire, which answered the problem statement.

The results show the effect of brand image and customer satisfaction on behavioral intentions.

The result shows that the level of the brand image of mobile coffee carts in terms of product and price is high and that the people who purchase and buy coffee from mobile coffee shops trust the quality of the product over its price. Also, it indicates that the customers expect more likely from the brand image regarding its price.

The result shows that customer satisfaction with mobile coffee carts in terms of tangible and assurance is high and that the customers most likely trust the assurance that the mobile coffee carts staff gives over *tangibles.*

The result shows *that* the behavioral intention of mobile coffee carts in terms of word of mouth and loyalty is high, and customers want the marketing strategy to focus on word of mouth as they can easily persuade more to purchase coffee from mobile coffee carts than *loyalty.*

The result shows that the correlation of the three variables is that customer satisfaction can significantly influence brand image and behavioral intention. In comparison, brand image is dependent on behavioral intention.

The indirect effect between customer satisfaction and brand image via behavioral intention is statistically significant, *p-value* < 0.05.

Lastly, the mediating effect of the three variables is that the mediation impact of behavioral intention is essential in the relationship between customer satisfaction and brand image. The low p-value from the Sobel Test indicates that this indirect effect is statistically significant.

Recommendation
In this section, the researchers have identified several areas that require further exploration and have presented recommendations designed to offer additional support to those who stand to gain from this research study.

This research study saw a gap in the frequency of daily visits and the frequency of drinking coffee daily. This study recommends not using brackets in getting the profiling from the respondents. However, it is essential to use a specific number per variable so that it can easily be classified, determined, and reliable to the respondents.

Following the result, they can take an active role in imparting knowledge about the role and impact of customer satisfaction, brand image, and behavioral intention to mobile coffee carts in Davao City. These traits can be helpful so that students can make advantageous choices regarding being a consumer and apply them when they purchase from the mobile coffee carts to buy coffee and in their daily lives. As a recommendation, they must develop a good brand image to gain customer satisfaction and good behavioral intention. With this, the students can make better choices and decisions when buying coffee from mobile coffee carts.

Lastly, it is suggested that future researchers utilize this study as a valuable reference and guide for advancing research in a diverse range of related concepts concerning brand image, customer satisfaction, and behavioral intention. This study can offer valuable insights and be a reference point for future research endeavors.

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