ADAPTING THEORY OF PLANNED BEHAVIORS IN STUDYING COFFEE SHOP'S CONSUMER BEHAVIORS IN THAILAND

THANDAR MAW

MASTER OF BUSINESS ADMINISTRATION
IN
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ABSTRACT

The purpose of the research is to validate the applicable utility of the theory of planned behaviors in studying the consumer behavior towards brand trust and brand loyalty by examining their interrelationship to consumer perceptions over the quality of marketing mix-led services and the base of consumer attitude. Thus, this research is explanatory in nature which aims to explain the behavior of consumer towards brand trust and brand loyalty in view of the theoretical structure of the prescriptive cognitive model represented by the theory of planned behavior. This research chooses to study customer perceptions in branded coffee shop context as it has not been targeted in the existent publications.

The pattern of structure presents a creative, but deduction-oriented contribution to the original version of the theory of planned behavior, which was originally used to establish a relational linkage between beliefs (i.e. behavioral control and attitude) and behavioral intention. That is, the present study differs from the previous studies available in the extant literature in numerous ways. Theoretically, this research approaches the construct of behavioral control through customer satisfaction as representative of service quality delivered by the marketing-mix actions of the coffee shops that describe the

customer perceptions over 7Ps domains of service attributes. Behavioral control is a valid manifestation of consumer's beliefs over the products and services provided and the choices made. Behavioral controls, together with customer attitude towards the products and services, have long been verified to be key determinants of consumer buying behavior, which was concluded in the prescriptive cognitive or expectancy value model of consumer behaviors, contributable to Fishbein (1967), known as the "Fishbein model."

In addition to providing the statistical evidences to support the three hypotheses that are raised, this research draws to the attention on many useful implications, theoretically and practically. For instance, brand attitude has been shown to significantly predict brand trust, comparable higher with weights of influence higher than the state of customer satisfaction. Customer attitude provides attitudinal indications of the customers towards, for instance, cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness". This can imply to the coffee shops to use advertisement and magazine, and bloggers media as possible channels of promotion to help stimulate the formation of brand attitude of the customers.

Keywords: Brand Attitude/Brand Trust/Customer Satisfaction/Customer Loyalty/
Marketing-Mix/Service Quality/Environmental Psychology/
Theory of Planned Behavior/Coffee Shop

TABLE OF CONTENTS

TABLE OF CONTENTS (continued)

TABLE OF CONTENTS (continued)

LIST OF TABLES

LIST OF TABLES (continued)

LIST OF TABLES (continued)

LIST OF TABLES (continued)

LIST OF TABLES (continued)

LIST OF TABLES (continued)

LIST OF FIGURES

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CHAPTER 1

INTRODUCTION

1.1 Background to the Research

Service environmental is an important aspect of background for this research. Environmental psychology is an interdisciplinary field that studies the interrelationship between environments and human cognition, affection, and behaviors. Pol (2006) argues that environmental psychology has evolved through four stages of development in the history, first the idea (in which Willy Hellpach was claimed to first use the word " environmental psychology"), then to American transition, architectural psychology and environmental psychology for sustainability. Sustainability themes of environmental psychology have shifted from resource-oriented base to quality-of-life consideration that has greater depth and scopes of relationship with the communities, in influencing the behaviors and attitudes of people (Gifford, 2007; Nanda & Tan, 2015).

In addition, there is an information domain of environment which has been vastly neglected, in which customers pick up a significant signal from the overall environment of the service. In other words, customers interpret a service environment and conclude with information, such as the quality of the service, which allows the customers to have the confidence and trust over the services and thus the brand. The informational domain of environmental psychology was tested as an important factor, in additional to both built (service quality) and natural environment (social atmosphere) in a conferencing setting (Teewattanawong, Tan & Jongsuriyapart, C. 2015). In short, customers are actively influenced (and thus their levels of satisfaction) by the way they understand the patterns of messages from the environment they participate in. Thus, customers treat the environment as giving them the contextual information needed to convert to knowledge (Kaplan & Kaplan, 2003; 2009) which signifies brand trust.

As a result, the bodies of knowledge relating to environmental psychology can be exploited to study how the built, natural and informational environments influence the behaviors of customers in the service environment, i.e. coffee shops. Based on this fundamental reality, the discipline of marketing services has evolved to a concept called "servicescapes" (Bitner, 1992). Although "servicescape" implies predominantly the "physical" aspect of the 7P-marketing mix (Booms & Bitner, 1980), but Hnay and Tan (2015a; 2015b) indicate that service environment is broader than the physical domain, which includes the softer aspect of services. Based on this broader perspective of service environment, Hnay and Tan (2015a; 2015b) discovered through a questionnaire-based survey study that patients in hospital services read the empathic message from the overall service environment. In other words, there is an informational domain of environmental psychology in action. Based on this environmental psychological background, this research further exploits the structured theory of planned behavior to help systematically organize the service environmental factor and customer attitude towards brand of the coffee shops, to study customer satisfaction, brand trust and brand loyalty. The justification of this study is presented in Chapter 1.3.

1.2 Research Objective

In today's competitive business environment, coffee shops must make an effort to bond with customers by staging a compelling brand experience with the food and services offered by the brand. Theory of planned behavior is studied for its applicability to validly explain the interrelationship between brand experience through marketing-mixed enabled service quality and brand trust, and brand loyalty.

Specifically, the purpose of the research is to validate the applicable utility of the theory of planned behaviors in studying the consumer behavior towards brand trust and brand loyalty by examining their interrelationship to consumer perceptions over the quality of marketing mix-led services and the base of consumer attitude. Thus, the research is explanatory in nature which aims to explain the behavior of consumer towards brand trust and brand loyalty in view of the theoretical structure of the prescriptive cognitive model represented by the theory of planned behavior. This research chooses to

study customer perceptions in branded coffee shop context as it has not been targeted in the existent publications. The scopes of contributions of this research have been articulated in the justification section of this thesis.

The present study differs from previous studies of the extant literature in numerous ways. Theoretically, this research approaches the construct of behavioral control through customer satisfaction as representative of service quality delivered by the marketing-mix actions of the coffee shops that describe the perceptions about the 7Ps domains of attributes of coffee, food and services offered. Behavioral control is a valid manifestation of consumer's beliefs over the products and services provided and the choices made. Behavioral control, together with customer attitude towards the products and services, has long been verified to be key determinants of consumer buying behavior, which was concluded in the prescriptive cognitive or expectancy value model of consumer behaviors, contributable to Fishbein (1963; 1965; 1967), known as the "Fishbein model." Practically, by embracing service quality as the contents of operationalization in marketing mix equips the marketers with customer oriented expectations in market oriented positioning strategies. A clear theoretical structure that integrates the various aspects of belief of the customers, brand trust and brand loyalty behavior, evidenced by high R-squared of multivariate regression analysis, would allow the marketers with a theory to help chart their strategies more systematic than without theory.

To address the research objective, three hypotheses are raised, and demographics and psychographics variables are studied.

1. Hypothesis 1 (H1) – The seven-P marketing-mix oriented service quality factors can significantly predict customer satisfaction.

2. Hypothesis (H2) – Consumer's brand attitude and customer satisfaction can significantly predict brand trust.

3. Hypothesis (H3) – Brand trust and customer satisfaction can significantly predict customer loyalty.

Brand trust is an indicator which reflects the customers are at ease in making decisions (Farquhar, 1989), because the customers have gained significant knowledge and understanding about the products and services (Aaker, 2004; Keller, 2008), owed to the impression on the quality of the products and services (Chaudhuri & Holbrook, 2001) and

the positive attitude towards the brand and the products and services offered (Li, Zou, Kashyap & Yang, 2008). Brand trust thus relates to the knowledge of brand-consumer relationship (Sheth & Parvatyar, 1995), which serves to enable the customers to avoid uncertain circumstances in which they have to make decisions from among the many choices given (Doney & Cannon, 1997). Brand trust of the brand or the product (Arjun & Morris, 2001; Chaudhuri & Holbook, 2001) is also shown to be directly contributable to customer loyalty and commitment, i.e. on re-purchasing (Morgan & Hunt, 1994; Singh & Sirdeshmukh, 2000).

As the theory of planned behavior resembles belief-response structure, demographic variables are also used to help illustrate the possible influences such as ages and educational levels. These demographic variables may, to some degree, represent the experiences of the consumers and the gradual formation of attitude resulted from social interactions. Thus, demographics and psychographics variables are also to be studied to examine whether they do significantly influence the other variables or constructs involved. The descriptive of the demographics and psychographic variables are also studied to extract the useful marketing information needed to help better explain the contexts of the research and the implications which can be drawn, such as favorite brands.

Specifically, the demographics and psychographics variables incorporated in this research study are gender, marital status, age, education, occupation, nationality, monthly income, favorite brands, patronage frequency, and purpose of the visit, duration of stay, experience state, brand coffee shops surveyed and locations.

1.3 Justification of the Research

Marketing and retail outlets for coffee consumption have become prevailing trend in Thailand (Thanuwattana, 2004), particularly in the form of fast and convenient services (Kombenjamas & Lertrattananon, 2011). Coffee enjoyment is a type of experience goods, which means that the benefits can only be determined after the purchase, when customers have consumed and have good memory of it. This makes the generally broad-based marketing mix driven approach (Kombenjamas & Lertrattananon, 2011) to study customer satisfaction insufficient to underpin the expectations or views of the customers

patronizing coffee shops. Through mainly descriptive and correlations studies only, Kombenjamas and Lertrattananon (2011) concluded that coffee shops should keep the standard of their signature product taste but the paper provides no theoretical foundation i.e. environmental psychology, or theory of branding. This research acknowledges that without a sound theoretical structure, it is very difficult to be able to capture the consumer behaviors appropriately, and it also reduces the power and ability to explain the research phenomenon structurally. In addition, a sound theoretical structure and theory of marketing would be able to stimulate further research systematically.

By reviewing the literature, it is noted that theory of planned behavior, complemented by the environmental psychology, has not been addressed in the study of consumer behaviors of coffees. The concept of environmental psychology has encouraged coffee shop businesses to be active in establishing prosperous interrelationships with their local customers. This opportunity provides an opportunity for contribution to the existent bodies of knowledge. Nowadays by walking down the streets in a metropolitan city or even downtown of a provincial city, we can easily realize that coffee shops are everywhere. Among a crowd of multi-variegated choices of coffee shops to visit, brand becomes significantly important, such as the extent to which consumers trust a brand and be loyal to the branded shop. In this aspect, theory of planned behavior is a good candidate for consideration to help understand consumer behavior, but the theory has not considered brand trust and brand loyalty and thus this becomes the next point of contribution.

Theory of planned behavior (Ajzen, 1985; 1991) is a dominant consumer behavioral theory with strong reinforcement of psychological knowledge, which links beliefs systems of the consumers (i.e. subjective norms, attitudes, and believed behavioral control over the decision) to behaviors. Bridging in between beliefs and behaviors is consumer intention. Behavioral control is a valid manifestation of consumer' beliefs over the products and services provided and the choices made. Behavioral control, together with customer attitude towards the products and services, have long been verified to drive consumer behaviors, such as along prescriptive cognitive or expectancy value model of consumer behaviors, contributable to Fishbein (1963; 1965; 1967) which is known as the "Fishbein model." In this research, Behavioral control is operationalized by embedding service quality attributes to marketing mix, and the advantage of this measurement

approach bridges the views and expectations of both organizational and the customers. As such, it expands the normative marketing-mix approach to study coffee consumption by only the views of the marketers to service quality that embraces the expectations of the customers, and thus, implication wise, it leads to better strategic implementation from the business perspective, to enable the coffee shops to position differently in the market. This service quality driven marketing-mix approach of measurement becomes the third contribution point of this research.

To ensure a strong theoretical background is available to support this research, historical, consumable and functioning school of marketing theory is reviewed which is given in Chapter Two. In addition, having combined both marketing mix and service quality to measure the behavioral control variable, behavioral control becomes a perceived belief that consumers can trust the quality of the coffees and services offered, which can be a proxy measure to the so-called service environment. In a positive service environment, consumers would form positive, favorable attitudes towards the services, i.e. intention or brand trust (Kang, Stein, Heo & Lee, 2012), and thus it allows the coffee shops to better market their signature coffee products and brands, with acceptable premium prices (Dutta, Umashankar, Choi & Parsa, 2008; Kang et al., 2012).

1.4 Overview of Research Design and Methodology

The present study has aimed to study the validity of an adapted version of the theory of planned behavior that examines the beliefs factors that influence brand trust and customer loyalty. The study has also incorporated the demographic variation of the consumers in the influence of the consumer behaviors. The study exploits survey-based instrument as the data collection method and has been conducted in both Bangkok and Chiang Rai regions, pertaining to consumer perceptions over their experiences with the different branded coffee shops.

Sampling method is convenience based. Basically, a convenience sampling approach exploits a group of individuals who can be conveniently reached by the researcher, under the broad-based population characteristics that the respondents must be frequent customers to various branded coffee shops located in Thailand, such as

Starbucks, Black Canyon, Amazon Café, and Doi Chaang. The pilot test was conducted on 40 participants of regular customers to various branded coffee shops in both Chiang Rai and Bangkok.

After the data collection, data were analyzed by the use of SPSS version 20. The statistical analysis employs both descriptive and inferential techniques, based on firm reliability and exploratory factor analysis, so as to ensure content validity and construct validity and reliability are ensured prior to the statistical analysis.

A strong R-squared coefficient at the pilot-testing stage gives the researcher the confidence to initiate formal survey, of 400 valid responses, from customers around the Northern part of Thailand, Chiang Rai and the metropolitan Bangkok. Participants were approached from customers around the convenience store and super markets such as Central Plaza and Tesco Lotus.

1.5 Definitions

In this section, definitions of the dominant variables of the adapted theory of planned behaviors are discussed. It is important to clarify the definitions as in doing so it helps to identify not only the direction of the research, its cognitive derivation, and its theoretical base, but also it helps to provide the guidelines to design a reliable survey instrument.

1.5.1 Marketing Mix

Marketing Mix strategies provide the activities of different domains i.e. price, product, place, promotion, physical, process and people, which represent the implementation of value-creating strategy used to deliver and produce differentiated customer value proposition valued by the customers. For these discrete activities to work together towards competitive advantage, these marketing mix activities must align with each other to produce consistent messages to the customers.

1.5.2 Service Quality

Marketing mix construct is considered as the umbrella term for service quality because the former covers the wider range of responsibility of the different elements of

business model (i.e. value design, value creating, value delivery and value capture), whereas the latter is mainly the focus of the activities and strategic themes of the value delivery (Johnson, Christensen & Kagermann, 2008) to the customers. In other words, service quality reflects the perceptions of the customers that relate to the experiences encountered in the service environment. In this research, service quality is the perceived performance of the marketing-mix derived actions and value deliverables of the coffee shops.

1.5.3 Brand Trust

Brand is perceived as shorthand device which is nothing more or less than the sum of all the mental connections people have around it (Brown, 1994). This research studies the brand trust variable. Brand trust is an indicator that reflects the customers are at ease in making decisions (Farquhar, 1989), because the customers have gained significant knowledge and understanding about the products and services (Aaker, 2004; Keller, 2008), owed to the impression on the quality of the products and services (Chaudhuri & Holbrook, 2001) and the positive attitude towards the brand and the products and services offered (Li et al., 2008). Thus, brand trust is a concept that relates to the knowledge a brand-consumer relationship or between the customer and the organization (Sheth & Parvatyar, 1995). Brand trust also allows customer to avoid uncertain circumstances in which they have to make decisions from among the many choices given (Doney & Cannon, 1997).

1.5.4 Customer Satisfaction

Customer satisfaction is an evaluative result of the customers that reflect the cognitive as well as affective assessments of the service or product experiences (Oliver, 1993; 1997). The definitional understanding of customer satisfaction thus shares the similar structure of the two marketing functions, which are known as an attempt to induce two types of efforts, namely physical and mental efforts (Holbrook & Howard, 1977).

1.5.5 Customer Loyalty

Customer loyalty is reflected by the efforts customers made, for instance, in revisiting and repurchasing (Homburg, Koschate & Hoyer, 2006), and in showing the

commitment to continue the same product or service engagement (Firend & Masoumeh, 2014), which helps to sustain the profitability of the service providers (Anderson, 1994; Papalexandris, Ioannou, Prastacos & Sderquist, 2005) in the midst of highly competitive markets (Oliver, 1999), although the application of the concept may need to be adjusted for the different contexts of applications (Johnson, Gustafsson, Anderssen, Lervik & Cha, 2001).

1.6 Limitations and Delimitations

This research concentrates its data that collects from both Chiang Rai, northern part of Thailand, and Bangkok, the capital of Thailand. Although various other provinces in Thailand are not considered in this research, but these two regions are geometrically distanced and are different in terms of city characteristics and livelihood styles. As such, by the use of t-test between the two regions and the other statistical analysis i.e. multivariate regression analysis, the selection made between Chiang Rai and Bangkok would allow a critical assessment to the proposed conceptual model. By the use of generic strategic mechanisms of marketing, which are aimed to validate the adapted theory of planned behavior, the use of two possible extremes of population samples could be reasonable, at least at the exploratory level, in order to help identify the generic trends and direction of consumer behaviors for coffee consumption to branded coffee shops.

In addition, methodologically, this research acknowledges the usefulness of nomothetic approach to the study of Marketing theories (McCarthy, 1960) but also has made an attempt to minimize the risk posed by the self-report assessment of the questionnaires, through for instance, requesting and reminding the respondents to respond without bias, and being authentic in the responses. This authenticity of response is an attempt and is vitally important, because self-understanding of people is often perceived to be error-prone (McKay, Langdon & Coltheart, 2005), which the readings and interpretations of the data have to be taken cautiously, not at the face value. Nevertheless, the experiences of people's first-person have confirmed to be useful indicators to help the marketers understand the phenomena of consumption and intention to purchase the services (McCarthy, 1960; Britt, 1975; Porter, 1979; 2008).

1.7 Summary

In research's chapter one has laid the foundations and introduced the research questions to aim to address the research objective raised.

CHAPTER 2

LITERATURE REVIEW

2.1 General Introduction

The theory of planned behavior is the dominant theory used for modeling the phenomena of consumer behaviors patronizing coffee shops. An understanding about environmental psychology is first given as it provides a holistic context of this research and also enacts as the theoretical background for the theory of planned behavior. By bridging both environmental psychology and the theory of planned behavior, a cross-disciplinary contribution is made.

Environmental psychology is an amalgam or hybrid subfield within psychology discipline, which has been tested as a main field of study to address how the different kinds of environments (e.g. schools, stores, prisons, apartment buildings, etc.) would, because of their design, encourage or set the occasion for different behavioral patterns of the people living in that environment (Baker, 1968). Later, it is evidenced that changes in the market and societal environment, in general, would alter tourist or consumer attitudes toward the purchase of products and services, or the behaviors of the relevant stakeholders or the communities of the destination communities (Sheldon & Park, 2011). Environmental psychology, although not systematically articulated in the extant literature, has nevertheless seem to influence the generational changes of the CSR (Corporate Social Responsibility) approaches and principles away from mere compliance to beyond compliance and profitability, thereby facilitating the ideal of enhancement sustainability (Zadek, 2001).

The ability of environment to influence the behaviors of the consumers such as towards consuming coffee in coffee shops has embedded, for instance, Gestalt

psychological theory, or other social cognitive or social psychological knowledge (Morgan, 2008). The environmental influence to consumer behavior is important as it provides a sound theoretical background for marketing mix and service quality from which customers feel the emotional bondage, and thus give loyalty to the company or the brand (Robinette & Brand, 2001).

As human beings, we inherently need to feel connected with others, to belong, and thus to study how marketing mix strategies, with the embedded service operations quality, influence customer satisfaction and loyalty level. Although satisfaction may not guarantee customer loyalty, without it loyalty is only a conception. This research studies brand from the perspective of brand awareness, image and integrity as a summative brand loyalty measurement.

To be specific, environment, from the view of environmental psychology, is not only about a place or its attributes (i.e. the Physical aspect of the Place), but everything else, even the service quality, is an environment, for instance as a built environment, or in terms of an image as conceived environmental image in the head of the customers (i.e. brand image, brand loyalty). In this way, this research presents the traditional marketing mix concept and its oriented service quality within a more holistic and organized theoretical platform. In a way this marketing-mix environment can be reckoned as a consumption field in that customer behaviors are influenced by how the customers perceive the world of the given services in organized, meaningful wholes, and not as separate, discrete sensations. This Gestalt view shares the same ideology as Lewin (1951), who argue that behavior is often the result of a complex interaction between the person and the environment.

What mattered most to Lewin's (1951) field theory was the perception or interpretation of the environment experienced, in which this research undertakes a Five-Point Likert scale in seeking for the perception as well as the expectation of the customers towards the various marketing-mix and service oriented environment. In this research, the crowding effect of the environment will not be addressed and would be left to an effort in the future research. In reality, crowding could be a significant major determinant to influence loyalty, as humans, according to Morgan (2008), have evolved as social sciences, which means that a substantial part of the environment for each of the human is made up of other people.

2.2 Food Beverages

Although coffee and tea drinking is a part of the ASEAN culture, but the impetus towards ever-higher standards of fresh preparation and an accelerating demand for more international styles has only been obvious in the last couple of years in this part of the region. The "barista" movement has also contributed substantially to this increased impetus.

Various types of coffees are offered that match the available international styles and needs, for instance, filter, cafetiere, espresso and cappuccino as the main categories, but the coffee shop chains are also full of many innovative choices, such as within espresso-based coffee there are Ristretto, Cafe Crème, Espresso Machchiato, Espresso Con Panna, Cafe Latte, and Flat White (Cousins, Foskett & Pennington, 2011). Strategically, this implies the important role played by menu design, which serves as the primary control of the foodservice operation and is the core common to the foodservice operations. Menu, according to Gregoire (2010), is also a major determinant for the budget of the operations, and most importantly, it can reflect the "personality" of the foodservice operation. Menu, which gives customers a sense of who the store brands stand for as an operation, is also discussed in Panitz (2000), and is clearly a significant part of the consumer behavior study that relates to menu psychology perspective (Pavesic & Magnant, 2005).

In other words, the menu, as a tangible attribute of service quality, will have an impact on the store's "brand," perceived as a brand trust by the customers patronizing the restaurants. Service quality would be addressed as the behavioral control factor in the theory of planned action in this research, which would exert its influence on behavioral intention manifested as brand trust for this research, prior to the actual formation of customer loyalty. The later sections of this literature review chapter will drill on this perspective.

To ensure service quality in the international chains and well branded coffee shops, shops usually exploit the recommendation of the so-called "service conventions" (Cousins & Lillicrap, 2010). Nevertheless the service conventions are very exhaustive

which touch on team players, working consciousness, service area preparation, table layout, order notation techniques, service manner (Cracknell & Kaufmann, 2002).

2.3 Marketing History School

This school addresses the questions of when marketing practices and techniques, concepts and involving theories, and milestones (Houston & Gassenheinmer, 1987) were introduced and developed (Bartels, 1962) over time, from the early economic thought (Cassels, 1936) and early thoughts in marketing (Converse, 1959; Kelley, 1969; Maynard, 1941a; 1941b; Weld, 1941; Wilkie & Moore, 2003) onwards, with its roles first compiled by Grether (1976). Studying the historical evolution of the marketing thoughts and functions would help reveal discipline and its themes (Bartels, 1962; Converse, 1933; Weld, 1941), and concepts (Kotler, 1980; Kotler & Levy, 1969), and definitions to some abstract concept (White, 1980), through the organization of more substantive works (Bartels, 1962) and schools of thought (Cassels, 1936; Houston & Gassenheimer, 1987; Hunt, 1976; Lazer, 1971).

In addition, marketing history school, manifesting both evolution of marketing (Vargo & Lusch, 2004) and revolution of marketing (Keith, 1960), also can help shed light on the future direction of marketing (Wilkie & Moore, 2003), methodologically (Brown, Hirschman & Maclaren, 2001), scopes and logics wise (Vargo & Lusch, 2004; Webster, 1992).

Specifically, the following Table 2.1 presents only the historical evolution of the thoughts of marketing mix aspect of marketing function. Clearly, Table 2.1 indicates that Marketing Mix is still a very practical marketing tool capable to enable success to organizations that apply it.

Table 2.1 Critical Revisit to the Embedded Concepts of Marketing Mix in the Perspective of Strategy

Key Concepts	References
Role of Physical (Place) in People through Environmental Psychology: Environmental psychology is an interdisciplinary field that studies the interrelationship between environments and human cognition, affection, and behaviors. Pol (2006) argues that environmental psychology has evolved through four stages of development in the history, first the idea (in which Willy Hellpach was claimed to first use the word "environmental psychology"), then to American transition, architectural psychology and environmental psychology for sustainability. Sustainability themes of environmental psychology have shifted from resource-oriented base to quality-of-life consideration that has greater depth and scopes of relationship with the communities, in influencing the behaviors and attitudes of people (Gifford, 2007; Nanda & Tan, 2015). The informational domain of environmental psychology was tested as an important factor, in additional to both built (service quality) and natural environment (social atmosphere) in a conferencing setting (Teewattanawong, Tan & Jongsuriyapart, 2015). In short, customers are actively influenced (and thus their levels of satisfaction) by the way they understand the patterns of messages from the environment they participate in. Thus, customers treat the environment as giving them the contextual information needed to convert to knowledge (Kaplan & Kaplan, 2003; 2009). The environmental psychology field is concerned with how the built, natural and informational environments influence the behaviors of the people in the environment (Stokols & Altman, 1987). Service marketing exploits the environmental psychology and develops the concept "Servicescapes" (Bitner, 1992), in particularly towards the PHYSICAL aspect of the 7P-marketing mix (Booms & Bitner, 1980).	Willy Hellpach (1877-1955) – A physician and psychologist (Pol, 2006)

Table 2.1 (continued)

Key Concepts	References
Marketing Mix in terms of 4Ps as the marketing strategies that fall on the 4P-conceptual dimensions or domains of the implementation strategies of marketing plan, suitable to aim to deliver both short-term and long-term goals.	McCarthy (1960)
Behavioral concept: By applying Weber's Law, PRODUCT differentiation as compared to the rivals and the alternatives in the market in order to establish noticeable awareness of the consumers and thus their positive responses.	Britt (1975)
Marketing Mix strategies are used to cushion the impact resulted from the bargaining power of the customers, while also attempt to influence the other four competitive forces namely the threat of new entry through for instance, heightening the switching costs of the customers through marketing mix, and the threat of substitutes through better product capability, and reducing the bargaining power of the supplier through, for instance, standardizing the product components and shift the customization skillfully to the later stages. In short, if used skillfully and with strategic insights, Marketing Mix can be used to alter, shift, re-design or de-construct the industry's five forces in order to shape competition to be in favor of the organization.	Porter (1979) Porter (2008)
Marketing Mix playing a role of differentiation for competitive advantage by the uniqueness marketing mix strategy positions in the industry. Premium price as representative of something unique and is valued by the customers (Porter, 1985, p. 14). Place as a focus-driven cost-leadership or differentiation strategy enactment (Porter, 1985, p. 15).	

Table 2.1 (continued)

Key Concepts	References
Booms and Bitner (1980) introduced the 7P framework in replacing McCarthy's 4P framework – that includes Physical, People and Process.	Booms and Bitner (1980)
4P could be considered as parts of the different activities planned and implemented that are uniquely different from the rivals in order to gain strategic positioning (Porter, 1996, p. 62) When the 4P activities share the similarity with competitors but are done better than rivals perform them, 4P marketing mix would lead to operational effectiveness, at least from the marketing operations perspective (Porter, 1996, p. 62). By having established 4P as a different set of activities to deliver a unique mix of value, competitive strategy is realized (Porter, 1996, p. 63). Place in terms of access-based positioning is a key strategic position which can be a function of customer geography or customer scale in order to reach the customers in the best way. Product of the Marketing Mix strategy in terms of variety-based positioning and/or needs-based positioning is key competitive strategy that is aimed to position the organization for competitive advantage. While variety-based positioning refers to organization focuses on certain varieties of products or/and services to offer to customers needs-based positioning aims to serve the customers' needs with tailored set of activities. Marketing Mix strategies provide the activities of different domains i.e. price, product, place, promotion, physical, process and people. For these discrete activities to work together towards competitive advantage, these marketing mix activities must attempt to meet three types of fit, namely first-order fit that simple consistency of the discrete set of activities, second-order fit that ensures mutual reinforcing of the marketing mix activities and third-order fit that materializes the competencies of the organization towards optimization of effort.	Porter (1996)

Table 2.1 (continued)

Key Concepts	References
Marketing Mix needs to be designed and implemented that is aligned to core ideology (enduring character of organization) and is capable to help drive the organization towards its envisioned future. While core ideology involves attending to the essential and enduring tenets of the organization, core purpose aims to motivate the employees to engage in the company's works.	Collins and Porras (1996)
Marketing Mix, in terms of 7Ps, spread across the Balanced Scorecard (BSC)'s four perspectives in a strategic attempt to create sustainable growth in shareholder value. In this way, Marketing Mix is treated as value-creating strategy, which can be based on a differentiated customer value proposition that also consists of simultaneous, complementary themes. According to Kaplan and Norton (2004), strategic themes are the building blocks around which the execution of strategy occurs.	Kaplan and Norton (2004; 2007)
Marketing Mix is a key delivery part of the business model.	Johnson, Christensen and Kagermann (2008); Aung and Tan (2015); Djailani and Tan (2015)
The People proposition (Kim & Mauborgne, 2009) of the marketing mix is among the other two propositions (value proposition and profit proposition) that are aligned to innovatively transform business and shape the industry's structure. According to Kim and Mauborgne (2009), the alignment of the three strategy propositions helps the organization incorporates creativity in developing unique products and services that involves concepts of both differentiation and low cost initiatives. The simultaneous pursuit of low cost and differentiation defines the characteristics of "Blue-Ocean Strategy" by (Kim & Mauborgne, 2004).	Kim and Mauborgne (2009)

In this research, service quality is incorporated in the construct of marketing mix which, for instance, can be seen as the services that attempt to implement the marketing-mix drive as the stimulus that impels action. Marketing mix construct is considered as the umbrella term for service quality because the former covers the wider range of responsibilities of the different elements of business model (i.e. value design, value creation, value delivery and value capture), whereas the latter is mainly the focus of the activities and strategic themes of the value delivery (Johnson et al., 2008).

It is worth noted that there may exist different relationships between each of the Ps (Marketing Mix). In other words, all the Ps may be interrelated and any of the Ps could stimulate and activate the different actions of the other Ps. For instance, convenience "Product" (Copeland, 1924) could lead to easily accessible "Place" and cheaper "Price", and shopping goods or "Products" (Parlin, 1915) can demand higher "Price" and may only be accessed via some special "Place".

The next section would review the marketing functions and commodity schools of thought of marketing to further help to understand the structure and the possible contributing roles of the marketing mix delineated in Table 2.1.

2.4 Marketing Functions and Commodity Schools of Thought

Early development of the marketing function prioritizes on using categorization (Ryan, 1935; McGarry, 1950) to segregate the functions of marketing for productivity improvement, which is in alignment with the scientific development, i.e. Sir Issac Newton's Universal Law of Gravitation (Converse, 1949; Huff, 1964). Marketing discipline exploits the concepts of sciences to help them extend the conceptual boundaries. For instance, by examining the gravitational model, marketers gain the understanding of market attraction being determined by the geometrically centered weights of trades of product differentiation. As such, interregional trade and the logistical features of marketing concepts start to emerge, being advocated by Grether (1950).

Gravitational model highlights that market opportunities are gravitated (Converse, 1949; Huff, 1964) towards a relatively larger scale of market potentials and unique product characteristics (Grether, 1950) and higher product value relative to others

(Revzan, 1961), scarcity of resources, affluence by regions, floating demand among regions, and relative trade competition within regions, including the spatial distances between each other (Converse, 1949; Grether, 1950; Huff, 1964).

Specifically, early concepts of marketing functions are predominantly logistical, transactional, and institutional in nature that the ultimate goal is to move commodity from one region, one owner, one place, to another region, another owner, and another place. Different categorization of logistical marketing means are highlighted, for instance, marketing functioning as storage, transportation, and exchange activities like selling and buying (Bartels, 1988; Clark, 1922; Ryan, 1935), accelerated by the post-world war II demand in the market shifting away from military demands to market industries. In reality, the logistical marketing concepts such as functions and institutions (i.e. trading and wholesaling) had already taken root in 1900s (Bartels, 1988). Functions and institutions (i.e. middleman), nevertheless, were taught as means of functional specialization (Duncan, 1920), being significantly influenced by scientific productivity studies (Gilbreth, 1911).

Institution is a term used to denote the structured and segregated effort of functional specialization (Duncan, 1920), and its role could be facilitating (Beckman & Engle, 1937; Maynard, Weidler & Beckman, 1927) to support the role of the producers of goods (products and services), but its central theme is that institutions (Weld, 1916), such as retailers and wholesalers are systems of activities or structured parts (Breyer, 1934) or the channels of distribution ("as Place" in marketing mix; Clark, 1922), as better bridge to consumers (Butler & Swinney, 1918), that can deliver efficiency more than the producers alone (Beckman, 1927; Nystrom, 1915). Stimulated by the works of Weld (1916) and others in the "Place" of marketing mix, known as institutions, numerous theories of marketing have since been brought to surface which is theory of market separation (McInnes, 1964), marketing flows theory (Vaile, Grether & Cox, 1952), parallel systems theory (Aspinwall, 1958), depot theory (Aspinwall, 1962), theory of postponement and speculation (Bucklin, 1976), theory of transaction and transvections (Alderson, 1957), and theory of sorting (Alderson, 1957; Lewis, 1968).

Goods are predominantly known as the commodities in the early stages of the marketing development, matching the later stage of introduction of the "P (Product)" of marketing mix concept (referred to Table 2.1). Nevertheless, to help improve the

productivity of marketing, “P (Product)” was categorized distinctively depending upon the different usage and characteristics of the situations, industry types, usages, and input types. For instance, goods were categorized and classified as raw materials for use in manufacturing (Cherington, 1920), between agricultural and manufacturing commodities (Duncan, 1920), between a material and service (Judd, 1969), individual or in mass quantity (Alexander, 1951), between industrial and consumer (Copeland, 1924), products and services (McCarthy, 1960), capital goods and expense items (McCarthy, 1960), and various other types that relate to consumer behaviors i.e. convenience goods (daily purchase for immediate use), shopping and specialty purchases (those purchase is more important, belonging to those goods for which customers may go some distance that avoid to consider the way to find a desired brand of what they want, Gardner, 1945), and goods for emergency (purchase for an unexpected events, Parlin, 1915, credence goods (Darby & Karni, 1973), between goods for search (which the benefits can be determined by search information prior to purchase) and goods for experience (the benefits can only be determined after purchase when the good is utilized). Note that credence and specialty goods may require high involvement (Bucklin, 1976; Krugman, 1965) or active participation of the customers involving in the consumer decision making process (Darby & Karni, 1973).

Although coffee is a commodity product, but the benefits of its consumption can only be ascertained after the consumers consume it, and having engaged in a good experience consumers form favorable memory and trust for the continuing usage of the services. Based on this understanding, the quantitative-based survey approached only the customers who have had consumed frequently coffees from various conveniently available branded shop choices in Thailand. Nevertheless, once it is experienced, coffees offered by the branded chain shops could turn into convenience goods in which convenience goods are defined along the direction that the amount of money involved is small and value (of the products) are standardized (Parlin, 1915, p. 283).

Apart from the logistical marketing functions and the classification of the different commodity or product types, some early thoughts in terms of pricing and promotion (i.e. propaganda in order to condition the buyers to form favorable attitudes towards the products offered, McGarry, 1950) can also be found.

2.5 Environmental Psychology

Environmental psychology is an amalgam or hybrid subfield within psychology discipline, which has been tested as a main field of study to address how the different kinds of environments (e.g. schools, stores, prisons, apartment buildings, etc.) would, because of their design, encourage or set the occasion for different behavioral patterns of the people living in that environment (Baker, 1968). Later, it is evidenced that changes in the market and societal environment, in general, would alter tourist or consumer attitudes toward the purchase of products and services, or the behaviors of the relevant stakeholders or the communities of the destination communities (Sheldon & Park, 2011). Environmental psychology, although not mentioned in the extant literature, has nevertheless seem to influence the generational changes of the CSR (Corporate Social Responsibility) approaches and principles away from mere compliance to beyond compliance and profitability, thereby facilitating the ideal of enhancement sustainability (Zadek, 2001).

The ability of environment to influence the behaviors of the consumers such as towards consuming coffee in coffee shops has embedded, for instance, Gestalt psychological theory, or other social cognitive or social psychological knowledge (Morgan, 2008). The environmental influence to consumer behavior is important as it provides a sound theoretical background for marketing mix and service quality into the background from which customers feel the emotional bondage, and thus give loyalty to the company or the brand (Robinette & Brand, 2001).

As human beings, we inherently need to feel connected with others, to belong, and thus to study how marketing mix strategies, with the embedded service operations quality, influences customer satisfaction and loyalty level is useful. Although satisfaction may not guarantee customer loyalty, without it loyalty is only a conception. This research studies brand from the perspective of brand awareness, image and integrity as a summative brand loyalty measurement.

To be specific, environment, from the view of environmental psychology, is not only about a place or its attributes (i.e. the Physical aspect of the Place), but everything else, even the service quality, is an environment, for instance as a built environment, or in terms of an image as conceived environmental image in the head of the customers (i.e.

brand image, brand loyalty). In this way, this research presents the traditional marketing mix concept and its oriented service quality within a more holistic and organized theoretical platform. In a way this marketing-mix environment can be reckoned as a consumption field in that customer behaviors are influenced by how the customers perceive the world of the given services in organized, meaningful wholes, and not as separate, discrete sensations. This Gestalt view shares the same ideology as Lewin (1951), who argue that behavior is often the result of a complex interaction between the person and the environment.

What mattered most to Lewin's (1951) field theory was the perception or interpretation of the environment experienced, in which this research undertakes a Five-Point Likert scale in seeking for the perception as well as the expectation of the customers towards the various marketing-mix and service oriented environment.

In this research, the crowding effect of the environment will not be addressed and would be left to an effort in the future research. In reality, crowding could be a significant major determinant to influence loyalty, as humans, according to Morgan (2008), have evolved as social sciences, which means that a substantial part of the environment for each of the human is made up of other people.

2.6 Customer Satisfaction and Customer Loyalty

Customer satisfaction is an evaluative result of the customers that reflects the cognitive as well as the affective assessments of the service or product experiences (Oliver, 1993; 1997). The definitional understanding of customer satisfaction thus shares the similar structure of the two marketing functions, which are known as an attempt to induce two types of efforts, namely physical and mental efforts (Holbrook & Howard, 1977). These satisfactory or unsatisfactory reactions are partly caused by the nature and characteristics of the products, and partly due to the risk perceptions (Enis & Roering, 1980). To deal with the diversity nature of perceptions, marketing mix tool is thus used (Enis & Roering, 1980).

Hypothetically, it can be deduced that marketing mix actions of the coffee shop chains should lead to customer satisfaction.

Customer satisfaction is an important construct as it can help indicates the degree to which customers revisit and repurchase (Homburg, Koschate & Hoyer, 2006), which is representative of customer loyalty (Oliver, 1980) and sustain profitability of the marketing organizations (Anderson, 1994; Papalexandris et al., 2005) in the midst of highly competitive markets (Oliver, 1999), although the application of the concept may need to be adjusted for the different contexts of applications (Johnson et al., 2001). For instance, in certain products, customer satisfaction is a result of matching the customer value perceived importance by the customer such as the emotional state of value (Rosenberg, 1960). In other situation, normal service quality would be sufficed to induce customer satisfaction (Anderson & Mittal, 2000) and behavioral intention (Brady & Cronin, 2001), which may be tangible in nature i.e. food appealing, varieties of food choices, freshness (Namkung & Jang, 2007). Note that behavioral intention in terms of brand trust that is caused by the service quality enabled marketing mix, as behavioral control of the customers, in the theory of planned behavior, would be discussed in the next section.

Measurement wise, customer satisfaction can be monitored through the behavioral action of the customers such as the positive or negative word of mouth responses (Babin & Harris, 2012) and the degree of emotional reaction (Bloemer & Odekerken-Schroder, 2002) to the products and services. When customers are dissatisfied, measurement can also take the reading of the emotional state of the customers, positively or negatively (Zeelenberg & Pieters, 2004).

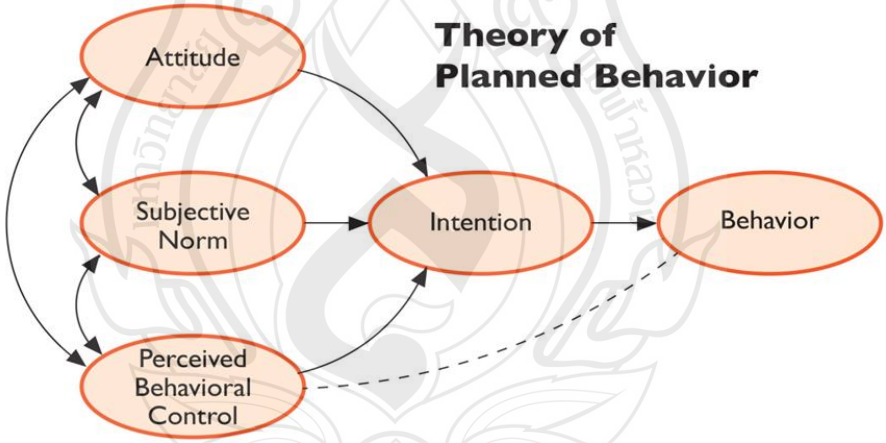
As to customer loyalty, when customers are loyal, to show commitment to continue the same product or service engagement (Firend & Masoumeh, 2014) repurchase the products and services offered (Lee, Lee & Feick, 2001), and as such, customer loyalty helps boost volume of sales and ensure revenue management stability (Jacoby, 1971). Loyal customers also are media of positive words of mouth to other people (Dick & Basu, 1994). Customer loyalty could be a direct result of satisfaction of the customers over the quality services delivered (Dick & Basu, 1994).

To this end, it is clear that many research efforts have been made to establish service quality as a main driver for customer satisfaction and loyalty, and there is a dearth of research that attempts to study how marketing mix is presented to influencing customer satisfaction and loyalty. Thus, this research makes an attempt to merge the two concepts, namely service quality and marketing mix, into one that is known as the service quality-

enabled marketing mix. The next section would discuss the theoretical framework to embrace this service quality-enabled marketing mix, as behavioral control factor, which influences brand trust and brand loyalty.

2.7 Theory of Planned Behavior

Theory of planned behavior (Ajzen, 1985; 1991), of the breed of cognition-behaviors driven model that attempts to study consumer or social behavior, is itself an extended version of its much earlier version known as the theory of reasoned action (Fishbein & Ajzen, 1975). Three important factors drive the formation of customer intention over the products- and services- decision making, known as the attitude towards the object, subjective norm that manifests the normative beliefs of the customers, and the perceived behavioral control, as shown in Figure 2.1.



Source Ajzen (1985; 1991)

Figure 2.1 Theory of Planned Behavior

This research provides an adapted version to the theory of planned behavior of Ajzen (1985; 1991), which the original, operational concept of the actual behavioral control construct is referred to the extent to which a customer has his or her behaviors under control, as a result of the services meeting the expectation of the consumers, or perhaps through the actions resulted from the skills, resources or other actions (i.e. high-involvement behaviors, Biamukda & Tan, 2015) of the customers. Thus, in general, actual behavioral control is contextually contingent, or in other words, situational in nature. For instance, in the process of housing investment decision, Biamukda and Tan (2015) exploit high-involvement attitude and behavior to implement the theory of planned behavior.

Nevertheless, this research uniquely approaches the behavioral control construct from the consumer's perception over the services offered, manifested in customer satisfaction, as representative of the customer's ability to control his or her behaviors over the consumer decision. This service-driven approach to measuring the behavioral control construct de-limits a major limitation or inherent weakness of the theory of planned behavior.

In other words, when argued from the perspective of the theoretical structure of the theory of planned behavior in an attempt to study the phenomenon of consumer behavior towards coffee-shop patronage, and its brand trust and loyalty, the limitation owes fundamentally to the inherent limit of the theory of planned behavior itself. As discussed in Solomon, Bamossy, Askegaard and Hogg (2006), the predictive ability of the theory of planned behavior depends upon the researcher's ability to accurately identify and measure all salient attributes that are considered important in the decision-making.

For instance, Biamukda and Tan (2015) exploit the concept of "involvement" that originates from social psychology (which refers to the relationship between the customer and the housing investment (Sherif, Sherif & Nebergall, 1965) and marketing discipline as a personal-level effort in decision-making process (Shaffer & Sherrell, 1997), in designing the questionnaires instrument to test the validity of the theory of planned behavior in housing investment. Biamukda and Tan (2015) skillfully apply the situation-driven concept of involvement that occurs temporarily in a specific situation such as

purchase (Richins & Bloch, 1986) and response-driven involvement that refers to a behavioral orientation which involves information acquisition and decision processes.

In this perspective, the theory of planned behavior seems to have some theoretical roots back to Sherif and Cantril (1947) in terms of attitudinal influence to customer's decision-making. In addition, the central role of the cognitive process, represented as customers being satisfied to the marketing-mix enabled services offered that match their expectation, indicates that customers consciously assess their brand attitude toward the coffees consumed and the coffee shops. This understanding is in contrast to the unconscious cognitive processes stressed by Solomon (1983).

In short, this research contributes to acknowledge the roles of attitudinal factor and services-driven behavioral control (that manifests in the measurement of customer satisfaction) that lead to the actions and beliefs of the customers, in terms of brand trust and brand loyalty.

2.8 Theoretical Conceptual Model, Hypotheses and Research Questions

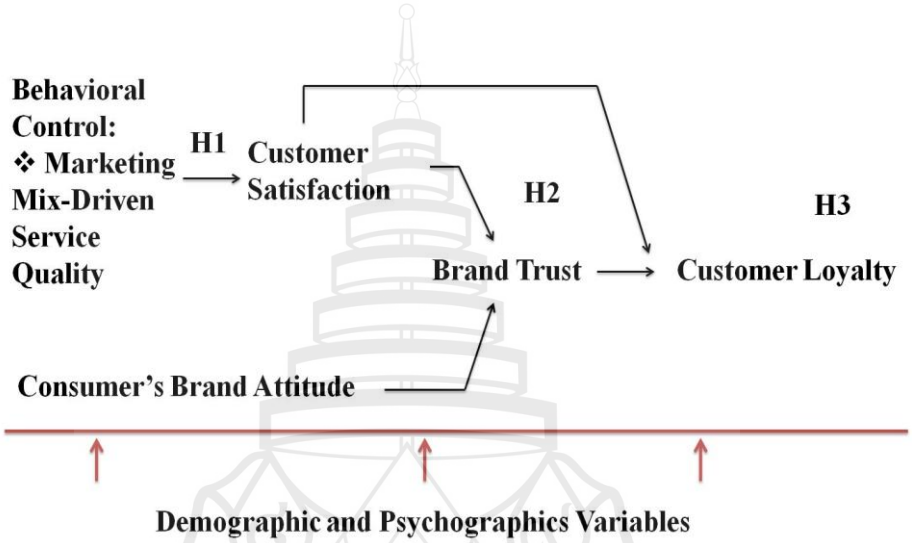
In today's competitive business environment, coffee shops must make an effort to bond with customers by staging a compelling brand experience with the food and services offered by the brand. Theory of planned behavior is studied for its applicability to validly explain the interrelationship between brand experience through marketing-mix driven service quality, consumer's brand attitude, brand trust, and brand loyalty. Specifically, the purpose of the research is to study the applicability of the adapted theory of planned behavior in explaining the causal mechanisms that drive customer satisfaction, brand trust and loyalty for the customers who patronize frequently coffee shops.

The present study differs from previous studies in numerous ways. Theoretically, this research approaches the construct of behavioral control through customer satisfaction as a representative of service quality delivered by the 7P-marketing mix actions of the coffee shops.

Behavioral control is a valid manifestation of consumer's beliefs over the products and services provided and the choices made. Behavioral control, together with customer attitude towards the products and services, have long been verified to drive

consumer behaviors, such as along prescriptive cognitive or expectancy value model of consumer behaviors, contributable to Fishbein (1963; 1965; 1967) which is known as the "Fishbein model."

Thus, the following is the theoretical conceptual model this research aims to obtain the empirical evidences to support.



Source Developed for this Research

Figure 2.2 Conceptual Model for the Research – An Adapted Theory of Planned Behavior

In Figure 2.2, the three hypotheses are:

1. Hypothesis (H1) – The seven-P marketing-mix oriented service quality factors can significantly predict customer satisfaction.

2. Hypothesis (H2) – Consumer's brand attitude and customer satisfaction can significantly predict brand trust.

3. Hypothesis (H3) – Brand trust and customer satisfaction can significantly predict customer loyalty.

To better understanding the subtleties of theory of planned behavior which explains the belief-response structure, demographic and some of the relevant psychographics variables are also used to help illustrate the possible influences such as

income levels and patronage frequency. These demographic variables may, to some degree, represent the experiences of the consumers and the gradual formation of attitude resulted from social interactions. Specifically, the demographics and psychographics variables are gender, marital status, age, education, occupation, nationality, monthly income, favorite brands, patronage frequency, and purpose of the visit, duration of stay, experience state, brand coffee shops surveyed and locations.

In the model, Figure 2.1, brand trust is an indicator which reflects the customers are at ease in making decisions (Farquhar, 1989), because the customers have gained significant knowledge and understanding about the products and services (Aaker, 2004; Keller, 2008), owed to the impression on the quality of the products and services (Chaudhuri & Holbrook, 2001) and the positive attitude towards the brand and the products and services offered (Li et al., 2008). Brand trust thus relates to the knowledge of brand-consumer relationship (Sheth & Parvatyar, 1995), which serves to enable the customers to avoid uncertain circumstances in which they have to make decisions from among the many choices given (Doney & Cannon, 1997). Brand trust of the brand or the product (Arjun, Morris & Holbrook, 2001; Chaudhuri & Holbrook, 2001) is also shown to be directly contributable to customer loyalty and commitment, i.e. on re-purchasing (Morgan & Hunt, 1994; Singh & Sirdeshmukh, 2000).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

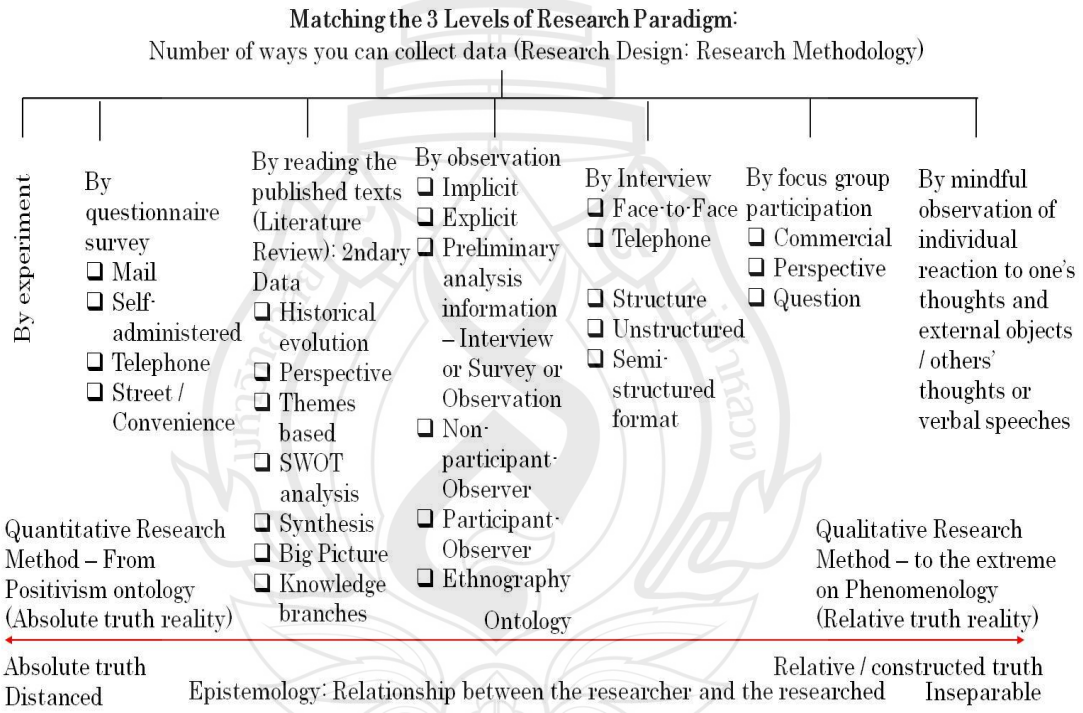
This chapter discusses the research paradigm and justifies how the research design and methods were selected. Making clear the positions of research paradigm is important as a sound judgment of the research position justifies the choices of research design procedure to help the researchers address the measurement instrument and suggest a methodological approach to help the research interpret the data collected that is in conformance with the nature of the justified reality of knowledge and the phenomenon to be study in the research (Tan, 2015a; 2015b).

Based upon a chosen realism-based ontological position, neutral relationship between the research and the researched (i.e. the participants) is maintained. In addition, questionnaire-based survey method is adopted which enables the researcher to exploit the robust analytical capability of the statistical analysis provided questionnaires are developed in robustly reliable manner. Guidelines for reliability maintenance in questionnaire development, while making an attempt to preserve the necessary content validity and construct validity of the questionnaire items in describing the nature of the constructs, are strictly followed. Nardi (2003) and Tan (2015a) provide some of the recommended procedures for ensuring valid and reliable questionnaire items development.

Specifically, section 3.2 justifies the ontological, epistemological and methodological positions taken in this research. The specific research design and procedures are then outlined in section 3.3. Section 3.4 delineates the concepts and the contents of the questionnaire development. Section 3.5 shows how the pilot test was conducted and finally validity and reliability measures are discussed in section 3.6.

3.2 Research Ontology, Epistemology and Methodology

The interrelationships of research ontology, epistemology, and methodology can be schematically illustrated in Figure 3.1. This simple sketch aims to provide a simple explanation to the involving complexity of these three paradigmatic terms, and was recognized for its explanation simplicity and ability by Professor Gary N. McLean from Texas A&M University, together with his PhD candidates then, in 2010-Human Resource and Organization Development Journal of NIDA University, Thailand (Potipiroon, Sritanyarat & McLean, 2010).



Source Tan (2015a)

Figure 3.1 Research Paradigm Structure

These three elements, known as ontology, epistemology and methodology, construct the overall picture and understanding towards research paradigm, which is viewed as a "set of basic beliefs (or metaphysics) that deals with ultimate or first

principles" (Guba & Lincoln, 1994, p. 105). Specifically, Guba and Lincoln (1994) use inquisitive questions to illustrate the concept of these three terms, through the ontological question, the epistemological question, and the methodological question, as follows:

1. Ontological Question – that aims to answer what is the form and nature of reality.

2. Epistemological Question – that aims to paint the understand towards "what is the nature of the relationship between the knower or would-be knower and what can be known", (Guba & Lincoln, 1994, p. 108) which reliably positions the research process appropriately in accordance with the ontological principle of reality so that the phenomenon under investigation can lead to a valid, accurate understanding.

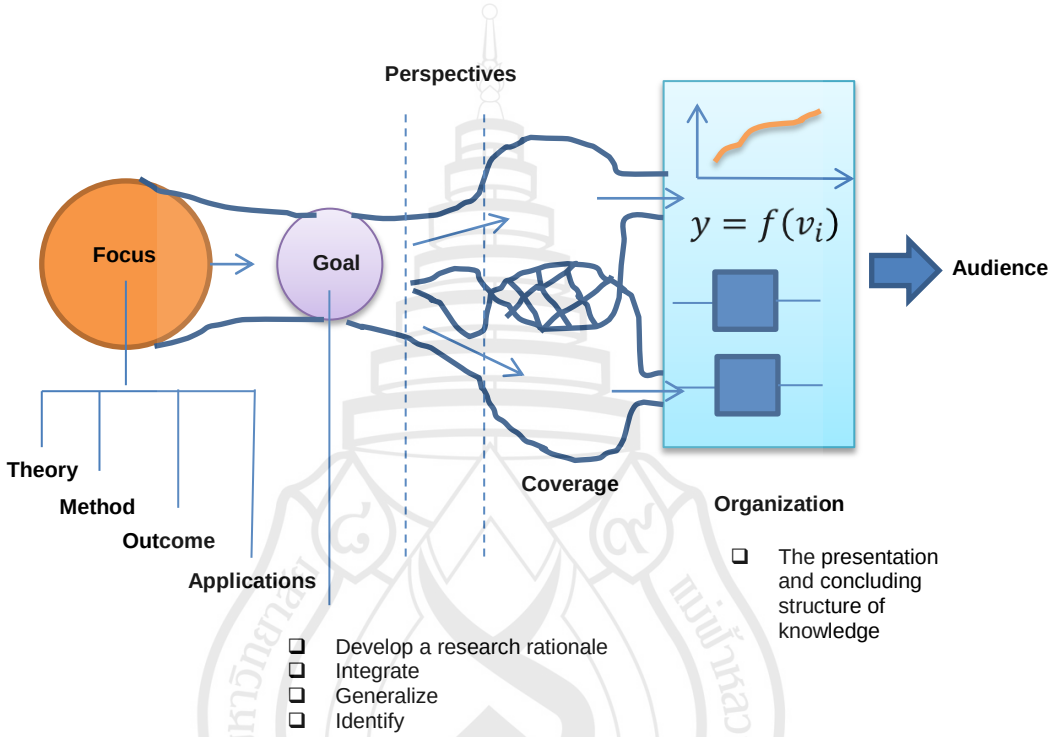
3. Methodological Question – which aims to answer "How can the inquirer (would-be knower) go about finding out whatever he or she believes can be know," which in general can be quantitative or qualitative in nature (Sekaran, 2000).

Based upon the traditionalist approach to the use of either positivistic or realist position in the study of consumer behaviors (Birks & Macer, 2009), realist position of ontological reality is maintained for the research design in this research. Basically, both paradigmatic positions believe that there is a single reality composed of discrete elements, although realist position underpins on probabilistic nature of absolute reality (Guba & Lincoln, 1994). As such, the efforts in the literature review as well as the empirical methods are aimed to provide an explanation and prediction to the phenomena investigated (Hirschman, 1986). An adapted version of the theory of planned behavior is used to explain the causal interrelationships of the involved constructs or variables in this research. In short, questionnaire-based survey method is chosen.

3.3 Research Design

The research design is known as a blueprint for producing the research, which are used to address the research questions or their manifestations such as hypotheses raised (Davis, 1996). Although there are flexible scopes in terms of methodological latitude to answer the research questions raised, in the view of realist paradigm, questionnaires-based method is chosen. This method is positioned under a so-called deductive research

design approach (Tan, 2015b). Deduction, as defined in Sekaran (2000, p. 26), is "the process by which researcher arrives at a reasoned conclusion by logically generalizing from a known fact". That known facts are the theoretical and empirical evidences provided in the existent bases of literature, which Tan (2015b) schematically illuminated through the outline given in Figure 3.2.



Source Tan (2015b)

Figure 3.2 Literature Review Process and Scopes

Specifically, Figure 3.2 outlines the process and scopes of the literature review process, which could be considered as an important, initial area for observation and identification of problem area (Sekaran, 2000, p. 27). Tan (2015b) states that literature reviews could cover, partially or comprehensively, the scopes of theory, methods, outcomes and applications involved in the researched phenomenon, within the directional guideline of the research objective or purpose so that coverage of the literature is focused. The literature review should arrive at an organized structure of knowledge that explains

the phenomenon of the researched topics, which is about consumer behaviors toward brand trust, brand loyalty and satisfaction on the coffee-shop's services. The deductive formation of theory is an attempt to integrate the key themes and their structure in a logical manner, so that the reason for the research problem can be conceptualized and tested.

Fundamentally, the research design can be outlined as follows:

1. Literature Review – that aims to structurally organize the available knowledge that is capable to help illuminate the phenomenon of consumer behavior over cups-of-coffee consumption at the branded coffee shops. This is made possible through deductive process of research.

2. Theory formulation and the Research Questions (or Hypotheses) Raised – which is an attempt to integrate the key concepts involved to holistically picture the phenomenon researched, in a logical manner. Nevertheless, this process is not straightforward, which is iterative in nature, with the assistance of focus-group brainstorming, discussion with the supervisor, and even some themes-based interviews.

3. Questionnaires Development.

4. Data Collection – Data are collected for each of the variable or construct identified in the theoretical model, which is

3.4 Questionnaire Development

This section explains the conceptual and operative steps needed to concretize the abstract concepts involved in each of the construct, by stressing upon the overall, holistic picture delineated in the adapted theory of planned theory of behavior for studying brand trust and brand loyalty through marketing-mix enabled services. The questionnaire development principle is described in Figure 3.3.

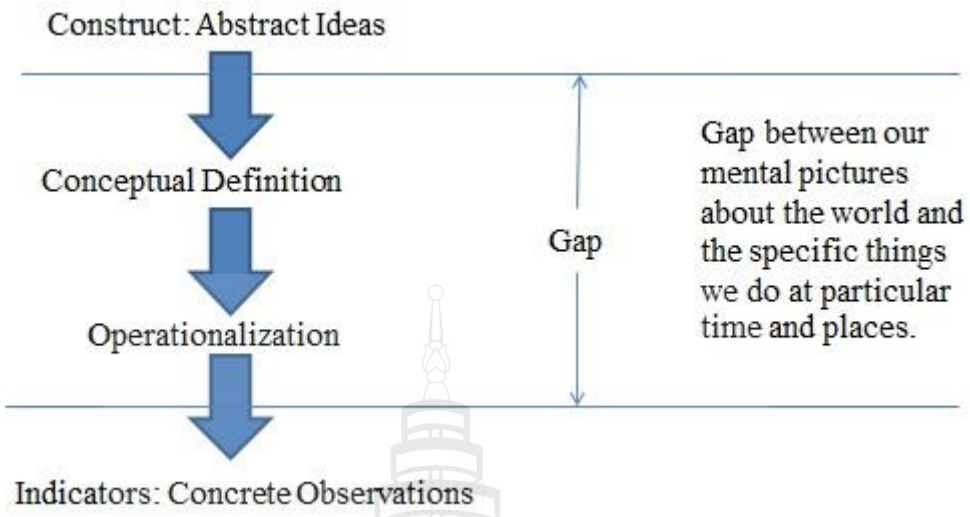


Figure 3.3 From Abstract Level to Concrete Level of Construct through Questionnaire Development based on Valid Operational Definition

Specifically, questionnaire development, as shown in Figure 3.3, is purported as an efficient instrument or procedure to measure how the respondents (i.e. consumers to a product or service) perceive relating to the variables of concern, i.e. customer satisfaction. When a researcher says that an indicator is valid, it is valid for a particular purpose and definition. At its core, measurement validity refers to how well the conceptual and operational definitions mesh with each other, which states that the better the fit, the greater the measurement validity.

Two important top-level hierarchies of antecedents-oriented constructs to the formation of brand trust are behavioral control and customer attitude. Through appropriate conceptualization as to be asserted in this section, the abstract concepts of both these constructs are operationally measured. The former is made possible through implementing the 7P-marketing mix-driven questionnaire items which are aimed to measure the service quality that attempts to contribute to customer satisfaction to represent behavior control phenomenon, the latter is obtained through the generic understanding of the word “attitude” towards coffee and food consumption.

First, marketing-mix enabled service quality instrument is developed, which, together with customer satisfaction instrument, is aimed to represent the degree of behavioral control construct. Second, brand trust and brand loyalty questionnaire items

are developed based upon the definitional directions of the concepts made available in the existent literature.

This research uniquely approaches the behavioral control construct from the consumer's perception over the services offered, manifested in customer satisfaction, as representative of the customer's ability to control his or her behaviors over the consumer decision. This service-driven approach to measuring the behavioral control construct delimits a major limitation or inherent weakness of the theory of planned behavior.

In other words, when argued from the perspective of the theoretical structure of the theory of planned behavior in an attempt to study the phenomenon of consumer behavior towards coffee-shop patronage, and its brand trust and loyalty, the limitation owes fundamentally to the inherent limit of the theory of planned behavior itself. As discussed in Solomon et al. (2006), the predictive ability of the theory of planned behavior depends upon the researcher's ability to accurately identify and measure all salient attributes that are considered important in the decision-making. For instance, Biamukda and Tan (2015) exploit the concept of "involvement" that originates from social psychology, which refers to the relationship between the customer and the housing investment (Sherif et al., 1965) and marketing discipline as a personal-level effort in decision-making process (Shaffer & Sherrell, 1997), in designing the questionnaires instrument to test the validity of the theory of planned behavior in housing investment. Biamukda and Tan (2015) skillfully apply the situation-driven concept of involvement that occurs temporarily in a specific situation such as purchase (Richins & Bloch, 1986) and response-driven involvement that refers to a behavioral orientation which involves information acquisition and decision processes.

In this perspective, the theory of planned behavior seems to have some theoretical roots back to Sherif and Cantril (1947) in terms of attitudinal influence to customer's decision-making. In addition, the central role of the cognitive process, represented as customers being satisfied to the marketing-mix enabled services offered that match their expectation, indicates that customers consciously assess their brand attitude toward the coffees consumed and the coffee shops. This understanding is in contrast to the unconscious cognitive processes stressed by Solomon (1983). In short, this research contributes to acknowledge the roles of attitudinal factor and services-driven behavioral

control (that manifests in the measurement of customer satisfaction) that lead to the actions and beliefs of the customers, in terms of brand trust and brand loyalty.

The overall questionnaires items are shown in Tables 2-11 below:

Table 3.1 Product

Questionnaire Item	Main References	Cronbach's Alpha
1. Coffees deliver the best of tastes. 2. Varieties of coffee and cake are available. 3. Foods and snacks are fresh and delicious. 4. Wide varieties of quality snacks and beverages choices. 5. Innovative products are always on the menu. 6. Product appearance is appealing, i.e. attractive. 7. Coffee taste is always fresh and matches with the light food. 8. Ingredients used for cakes and snacks are unique. 9. Coffee's raw materials (i.e. coffee beans) are unique, i.e. of special flavors. 10. Compact packaging design allows take-away easily. 11. The cakes, snacks and foods offered always match with a cup coffee of this shop.	Han, Yun, Kim, and Kwahk (2000) Self-Developed	α=0.845

Table 3.2 Price

Questionnaire Item	Main References	Cronbach's Alpha
1. Prices are matching with the product according to the sizes and items. 2. Each of the products is value for money. 3. Prices paid match the quality of coffee and cakes. 4. Prices paid match the shop atmosphere. 5. The price of the coffee, snacks, and beverages are reasonable.	Rafiq and Ahmed (1995) Self-Developed	α=0.802

Table 3.3 Place

Questionnaire Item	Main References	Cronbach's Alpha
1. It is convenient to access to the coffee shop. 2. Sufficient parking area can be found in order to visit this coffee shop. 3. Coffee shop is situated around the conveniences store. 4. Coffee shop is located in the urban area.	Rayport and Sviokla (1994) Self-Developed	α=0.699

Table 3.4 Promotion

Questionnaire Items	Main References	Cronbach's Alpha
1. Coffee shop often provides seasonal promotion. 2. Coffee shop promotes sales by offering special gift program in the memorial days. 3. Coffee shop provides sales point program (i.e. membership, to collect points to redeem) for the customers. 4. Coffee shop enhances promotion channels by using television, internet, web site, magazine, and journals, etc. 5. Special promotional price for new menu.	Evan, Moutinho, and Ranji (1996) Self-Developed	α=0.781

Table 3.5 People

Questionnaire Items	Main References	Cronbach's Alpha
1. Coffee shop has competent, service-oriented employees. 2. The staffs know well their duty. 3. The staffs deal with the customers in good manner. 4. The staffs take care of the customers very well. 5. The staffs are not elegant. 6. The staffs are friendly in dealing with customers. 7. The staffs are always alertful and quickly response to any customer needs.	Kim and Mauborgne (2009) Self-Developed	α=0.911

Table 3.5 (continued)

Questionnaire Items	Main References	Cronbach's Alpha
8. The staffs deliver customers' order accurately.		
9. The staffs do not hesitate in helping customers.		
10. The staffs are active and show willingness to do their job.		
11. The staffs have good attitudes.		

Table 3.6 Physical

Questionnaire Items	Main References	Cronbach's Alpha
1. The coffee shop has clean environment.	Kim and Mauborgne (2009) Self-Developed	α=0.911
2. The cups and saucers are clean.		
3. Table layout is very pleasing i.e. suitable for relaxing and conversation with friends.		
4. The coffee shop's interior design is uniquely attractive i.e. delightful styles.		
5. General environment of coffee shop has attractive style.		
6. The ambience of the coffee shop is cozy, homely.		
7. The temperature in the shop is comfortable.		
8. It is easy to get in and out of the seats at the coffee shop.		
9. The facility for seating is comfortable.		
10. Coffee shop provides various kinds of magazines and journals.		

Table 3.6 (continued)

Questionnaire Items	Main References	Cronbach's Alpha
11. Coffee shop provides free Wi-fi.		
12. The coffee shop's lighting condition is pleasing and comfort.		
13. Coffee shop's building decoration is modern and looks pleasing.		
14. The landscape of the coffee shop is nice.		
15. Coffee shop environment is nice and quiet.		

Table 3.7 Process

Questionnaire Items	Main References	Cronbach's Alpha
1. The staffs deliver the services quickly.	Collins and Parras (1996) Self-Developed	α=0.845
2. The staffs solve the problem promptly (i.e. wrong order) when occur.		
3. The staffs actively help to recommend the choices from the menu.		
4. Coffee shop's open and close time is appropriate.		
5. Coffee are always made with good aroma.		
6. Coffee are always made with good quality.		
7. Non-coffee products like cakes and snacks, or foods are made with quality taste.		

Customer Satisfaction, Customer Loyalty and Brand Loyalty questionnaires items can be seen in Table 3.8-3.10 below.

Table 3.8 Customer Satisfaction

Questionnaire Items	Main References	Cronbach's Alpha
1. I feel emotionally attached to the shop. 2. The services in this shop always delight me. 3. The innovative menu always thrills me. 4. In-house music entertainment gave me pleasure. 5. Food decoration is eye catching on me 6. I enjoyed the overall atmosphere of the coffee shop's interior. 7. I never complain about the services. 8. The environment of the coffee shop allows me to pause the hectic hours of works and simply recovers my energy. 9. The smell of coffee attracts me and energizes my memory. 10. The quiet situation of coffee shop is favourable for my study. 11. I am pleased with the prompt service delivery. 12. Overall, the shop service met my expectation. 13. Overall, the shop atmosphere met my expectation.	Papalexandris, Ioannou, Prastacos and Soderquist (2005); Homburg, Koschate, and Hoyer (2006) Self-Developed	α=0.905

Table 3.9 Customer Loyalty

Questionnaire Items	Main References	Cronbach's Alpha
1. I never regret to choose this coffee shop. 2. When I want to drink coffee, I always think about this coffee shop. 3. Never refuse to drink at this coffee shop. 4. I am sure to revisit this coffee shop. 5. Don't hesitate to recommend to my relatives and co-workers to visit this coffee shop. 6. I would suggest to my close friends to have drink and snack at this coffee shop. 7. I have good impression over the quality services of this shop. 8. The delightful feeling from this coffee shop makes me satisfied everytime I recall it. 9. I would love to come back to this coffee shop again. 10. I will bring my family or friends to this coffee shop. 11. I would say positive words about this coffee shop to others.	Parasuraman, Zeithaml, and Berry (1996); Tuu, and Olsen (2010) Self-Developed	α=0.910

Table 3.10 Brand Trust and Attitude

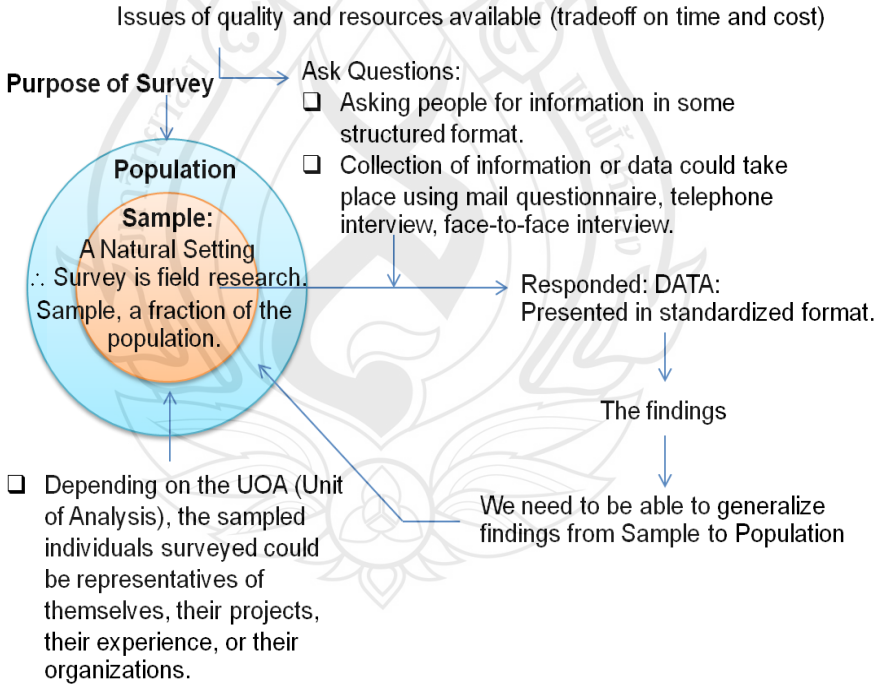
Questionnaire Items	Main References	Cronbach's Alpha
1. If there are few similar stores around, I would choose the preferred brand. 2. When I choose to have a good cup of coffee, brand trust leads me to the decision. 3. I trust brand that delivers consistent best of tastes. 4. Brand should always reflect the image i.e. unique quality of coffee menu, the services and the shop environment. 5. Brand for coffee shop is important to me because it means consistency of product and service quality. 6. Brand name is selected apart from price. 7. Coffee of trusted coffee brand shop always satisfies me. 8. Uniquely designed coffee shop with good sitting environment always reflects trustfulness.	Feldwic, 1996; Lassar, Mittal, and Sharma (1995) Self-Developed	α=0.888

3.5 Pilot Testing and Final Survey

Pretest or pilot test allows issues that concern validity (i.e. construct validity in terms of the dimensions that describe the different characteristics of the construct, and content validity that provides rich picture to illuminate each of the dimensions of the phenomenon of variable) and reliability, caused for instance by the inappropriate uses of words and sentences, to be immediately addressed. In the pilot test stage, particular attention is paid on the use of words, grammatical and the single meaning of each of the

questionnaire items, and the relevancy of questionnaire items that are able to reflect and match the operational definitions advocated in this research study. The pilot test is not straight forward which can only be effectively and efficiently accomplished with the assistance of subject experts. In this aspect, the researcher relies on the thesis advisor as he has more than 100 referred publications in journals, international conferences, and symposiums and also he was invited as keynote speakers in various international conferences, in Vietnam and Thailand. The advisor thus is not only proficient with the research methodologies and philosophies (i.e. ontology, epistemology, methodology), but also knowledge and experiences in the fields of marketing and services.

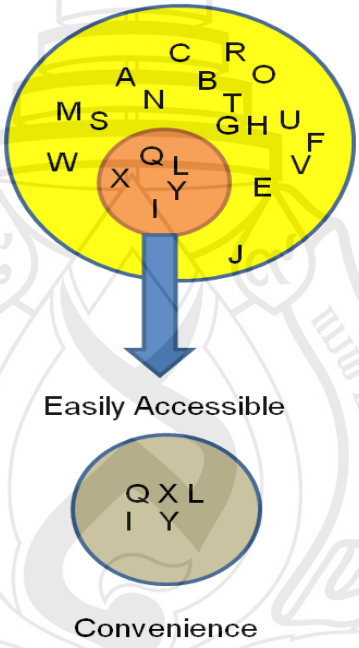
Both pilot testing and the final survey are addressed according to the sampling procedure which is aimed to achieve generalization. The unit of analysis (UOA) is the individual customer who has had visited any branded coffee shop chain, such as Starbucks, Black Canyon, Amazon Café, and Doi Chaang.



Source Tan (2015b)

Figure 3.4 Sampling and Generalizability Intention

Systematic probabilistic sampling procedure is difficult in most of time for this research, especially consumers of coffee shops are everywhere located in the marketplace, and are also dynamically evolved. At such times, a researcher, as recommended in Tan (2015b) and elsewhere (Sekaran, 2000), may use "convenience sampling," which is graphically illustrated in Figure 3.5. Basically, a convenience sampling is a group of individuals who are conveniently reached by the researcher, which requires the respondents to the surveys must be frequent customers to various branded coffee shops located in Thailand. Both residents of Bangkok and Chiang Rai were asked, on equal proportion basis.



Source Tan (2015b)

Figure 3.5 Convenience-based Sampling Method Chosen

The determination of final sample size can be determined by Z^2 pq/e^2, where Z is the abscissa of the normal curve that cuts off an area α at the tails (1-α equals the desired confidence level, e.g. with 95%, Z is 1.96), e is the desired level of precision, i.e. ±5% precision, p is the estimated proportion of female population using, for instance, the face cosmetics, and q = 1-p. By assuming equal ratio of male and female students, then

p=q=0.5, and thus, n = 384 sample size. For the final data collection, a sample size of 400 valid dataset is achieved.

The next section addresses the robustness of the research instrument, and its conceptualized bases to yield validity and reliability of the overall research design and efforts.

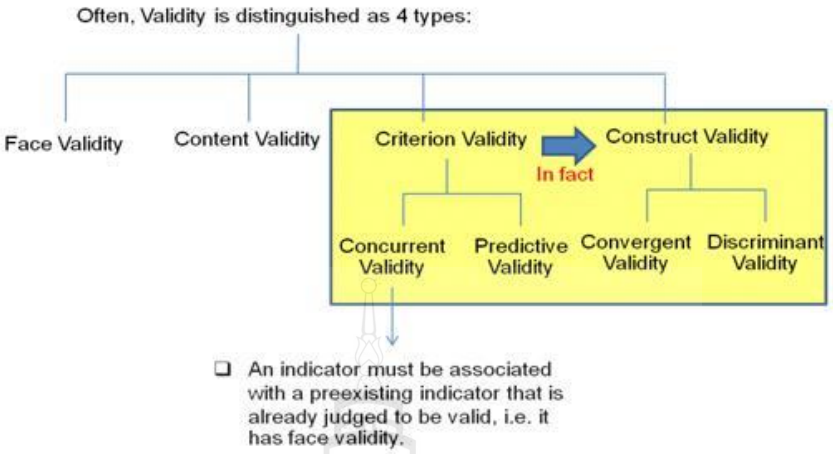
3.6 Validity and Reliability Quality

Validity is the most fundamental prerequisite for any rigorous research efforts which demands the instrumentation efforts and the conceptualization procedures to be able to inform accurately the phenomena investigated. Specifically, in Fraenkel, Wallen, and Hyun (2012), validity refers to the appropriateness, correctness, meaningfulness, and usefulness of the specific inferences researchers make based on the data they collected.

In general, as shown in Frankel et al. (2012), validity issues and scopes could be addressed in the domains of content-related evidence of validity, criterion-related evidence of validity, and construct-related evidence of validity, as shown in Figure 3.6:

1. Content-related evidence of validity is used to assess the appropriateness of the contents of instrument in view of the operational definitions of the variables and the knowledge structure that reflects the meaning and nature of the variable studied (Tan, 2015b).

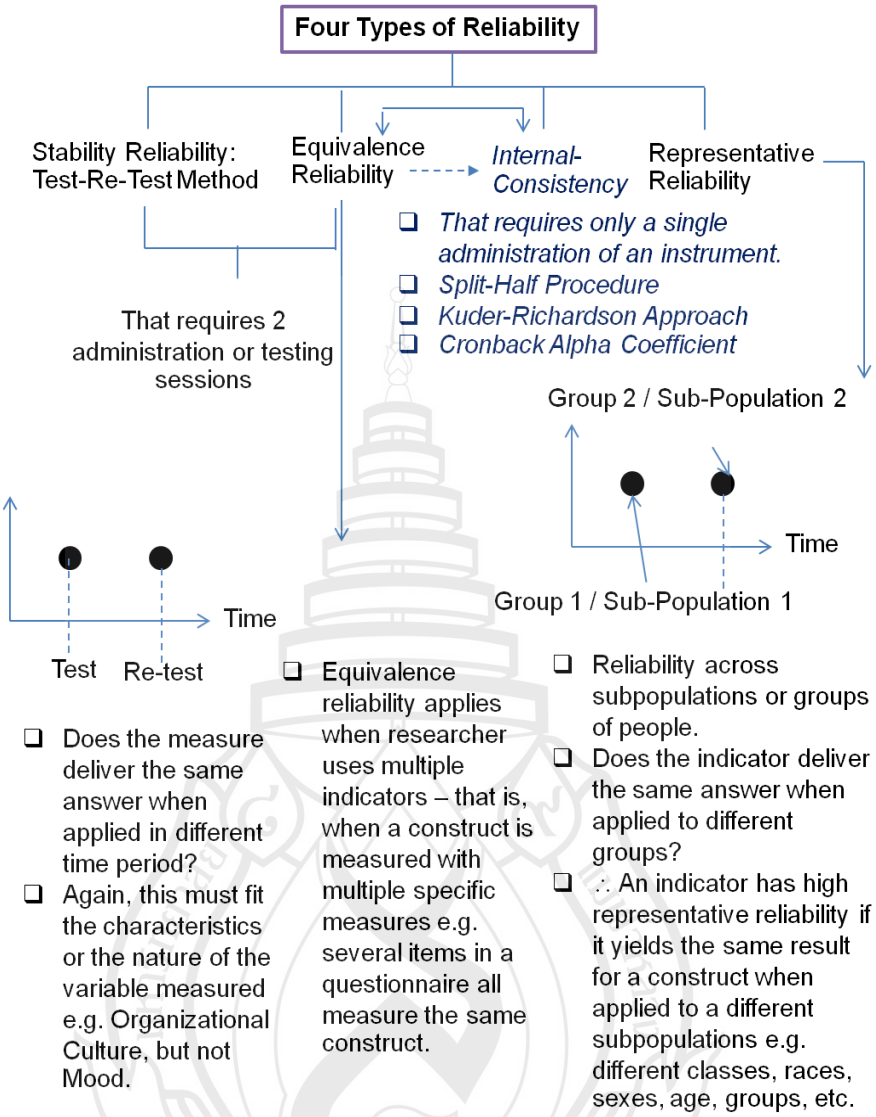
2. Criterion-related evidence of validity refers to the nature of the psychological construct or characteristic being measured by the instrument (i.e. how well does the measure of the construct explain differences in the brand trust, customer satisfaction, marketing-mix services, and brand loyalty perceptions of the individual customers to coffee shops).



Source Tan (2015b)

Figure 3.6 Validity Scopes of Research

Reliability is equally important, as without it, the base for validity is unsupportable. Reliability, as discussed in Fraenkel et al. (2012), is referred as the consistency of the responses of the participants toward the questionnaire items asked. Based on this definition, numerous reliability procedures can be exploited to illuminate the reliability nature of this research instrument, namely the questionnaires developed in the examination of the researched phenomenon, as shown in Figure 3.7.



Source Tan (2015b)

Figure 3.7 List of Reliability-Testing Methods

Reliability measure of the instrument is predominantly illuminated by the Cronbach's coefficient Alpha which would need to be over 0.70 (but allowing 0.6 as the absolute minimum for self-developed items, Hair, Black, Babin, Anderson & Tatham, 2006; Nunnally, 1978).

Brand attitude and brand trust are extracted, separately, from the original "brand attitude and brand trust" questionnaire items. KMO (Kaiser-Meyer-Olkin) measure well

passes the minimum requirement of 0.60, determined at 0.873, which indicates the sample size is adequate for the exploratory factor reduction procedure. Table 3.11 presents the outcome of the KMO and Bartlett's test, and the outcome of the total variance explained in the factorization. The total variance explained in the exploratory factor analysis shows two factors show distinctive variables, known separately as brand trust and customer attitude towards the brand and its importance.

Table 3.11 KMO and Bartlett's Test, and Total Variance Explained for Brand Trust and Customer Attitude

KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					.873	
Bartlett's Test of Sphericity	Approx. Chi-Square				1691.198	
	df				28	
	Sig.				.000	
Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	4.516	56.455	56.455	4.516	56.455	56.455
2	1.126	14.077	70.531	1.126	14.077	70.531
3	.604	7.547	78.078			
4	.498	6.221	84.299			
5	.388	4.851	89.150			
6	.369	4.614	93.765			
7	.259	3.239	97.004			

Table 3.12 illustrates the two extracted variables, brand trust and customer attitude towards the brand:

1. Brand trust explains customers possessing the confidence and trust over the brand in offering a good cup of coffee, of consistent best of tastes, and thus reflects the trustable image i.e. unique quality of coffee menu, the services and the shop environment.

2. Customer attitude provides attitudinal indications of the customers towards, for instance, cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies

me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness".

Table 3.12 Exploratory Factor Analysis for Brand Trust and Brand Attitude-Rotated Component Matrix

	Rotated Component Matrix[a]	
	1	2
Brand 2	.872	.231
Brand 3	.828	.221
Brand 1	.816	.207
Brand 4	.677	.477
Brand 6		.829
Brand 7	.319	.819
Brand 8	.306	.735
Brand 5	.420	.651

Note. Extraction Method: Principle Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

Brand trust instrument has a reliability coefficient, in terms of Cronbach's alpha (a measure of inter consistency of the measurement instrument which describes how closely each of the items match and align with each others along the given operational definition), at 0.868, as shown in Table 3.13, and customer attitude towards the brand at 0.828, presented in Table 3.14.

Table 3.13 Reliability Cronbach's Coefficient for Brand Trust (Items 1, 2, 3, and 4)

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items				N of items
.868	.869				4
Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
Brand 2	11.2100	6.673	.806	.650	.796
Brand 3	11.0800	7.071	.707	.516	.835
Brand 1	11.1950	6.704	.689	.594	.845
Brand 4	11.1400	7.249	.680	.476	.846

Table 3.14 Reliability Cronbach's Coefficient for Brand Attitude (Items 5-8)

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items				N of items
.828	.827				4
Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
Brand 5	11.1256	6.327	.608	.386	.804
Brand 6	10.9648	5.576	.751	.592	.735
Brand 7	10.8693	6.381	.654	.498	.783
Brand 8	11.0151	6.514	.608	.372	.803

Similarly, sampling adequacy is also confirmed for the exploratory factor analysis as shown by the calculated KMO, in Table 3.15, and the total variance table in the lower part of the Table 3.15 shows this construct is unitary in nature.

Table 3.15 Exploratory Factor Analysis for Customer Loyalty

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	2292.092
	df	55
	Sig.	.000

Total-Variance Explained

Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	5.834	53.032	53.032	5.8344	53.032	53.032
2	.840	7.637	60.669			
3	.813	7.392	68.061			
4	.748	6.801	74.862			
5	.568	5.167	80.029			
6	.528	4.798	84.826			

Reliability, in terms of Cronbach's alpha, is 0.910, and the item-by-item synthesis outcome is shown in the lower part of the Table 3.16.

Table 3.16 Reliability Analysis for Customer Loyalty

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.910	.911	11

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
CL 1	37.4850	42.987	.663	.504	.902
CL 2	37.4300	42.862	.596	.411	.906
CL 3	37.5100	42.977	.625	.480	.904
CL 4	37.3000	42.516	.724	.587	.899
CL 5	37.6050	43.448	.570	.442	.907
CL 6	37.4400	41.971	.700	.613	.900

Table 3.16 (continued)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CL 7	37.3650	43.069	.668	.567	.902
CL 8	37.3750	42.982	.679	.522	.901
CL 9	37.2950	42.324	.694	.585	.900
CL 10	37.4250	41.588	.686	.596	.901
CL 11	37.3200	43.085	.650	.535	.902

Note. CL= Customer Loyalty

Customer satisfaction is also unitary construct, revealed by the result of the exploratory factor analysis given in Table 3.18 and the adequacy of sampling, by KMO at 0.919, is shown in Table 3.17.

Table 3.17 Exploratory Factor Analysis for Customer Satisfaction-KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	2297.302
	df	78
	Sig.	.000

Table 3.18 Exploratory Factor Analysis for Customer Satisfaction-Total Variance Explained

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	6.175	47.501	47.501	6.175	47.501	47.501
2	.911	7.009	54.510			
3	.888	6.833	61.343			
4	.761	5.856	67.199			
5	.749	5.764	72.962			
6	.643	4.948	77.910			
7	.555	4.266	82.177			
8	.546	4.202	86.379			
9	.418	3.217	89.596			
10	.390	3.000	92.596			
11	.370	2.844	95.441			
12	.316	2.428	97.869			
13	.277	2.131	100.000			

Reliability analysis of satisfaction items show a very reliable measurement, indicated by Cronbach's Alpha at 0.905, in Table 3.19.

Table 3.19 Reliability Analysis for Customer Satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.905	.907	13

Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
CS 1	44.8450	55.339	.007	.551	.895
CS 2	44.7850	56.430	.672	.542	.896
CS 3	44.9700	56.300	.635	.475	.897

Table 3.19 (continued)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CS 4	44.8350	56.208	.652	.484	.897
CS 5	44.9150	55.166	.688	.525	.895
CS 6	44.7250	57.212	.559	.404	.901
CS 7	44.8750	57.062	.497	.294	.904
CS 8	44.7500	56.308	.614	.414	.898
CS 9	44.8200	56.850	.569	.405	.900
CS 10	44.8000	56.571	.549	.391	.902
CS 11	44.7350	56.897	.622	.456	.898
CS 12	44.7800	56.373	.678	.582	.896
CS 13	44.7650	57.022	.633	.486	.898

Note. CS= Customer Satisfaction

The "Physical" element of marketing mixes shows three distinctive variables, indicated in Table 3.21, whereas Table 3.20 provides the KMO evidence (at 0.885) on the adequacy of the sampling suitable for exploratory factor analysis.

Table 3.20 KMO and Bartlett's Test for the "Physical" Element of Marketing-Mix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.885
Bartlett's Test of Sphericity	Approx. Chi-Square	3012.515
	df	105
	Sig.	.000

Table 3.21 Total Variance Explained for the "Physical" Element of Marketing-Mix

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	6.924	46.161	46.161	6.924	46.161	46.161
2	1.166	7.775	53.935	1.166	7.775	53.935
3	1.013	6.755	60.690	1.013	6.755	60.690
4	.939	6.259	66.949			
5	.752	5.011	71.960			
6	.653	4.352	76.312			
7	.616	4.110	80.422			
8	.574	3.825	84.247			
9	.479	3.192	87.439			
10	.421	2.810	90.248			
11	.399	2.658	92.906			
12	.380	2.534	95.440			
13	.264	1.757	97.197			
14	.230	1.537	98.734			
15	.190	1.266	100.000			

Three distinctive variables are extracted which can be explained from Table 3.22 on the rotated Varimax procedure, known as servicescapes, general environment and conveniences.

Table 3.22 Varimax Rotated Component Matrix for the "Physical" Element of Marketing-Mix

Component			
	1	**2**	**3**
Physical P 1	.833	.117	.137
Physical P 2	.807	.241	
Physical P 3	.654	.449	.189
Physical P 5	.517	.426	.338

Table 3.22 (continued)

Component			
	1	**2**	**3**
Physical P 8	.502	.286	.447
Physical P 6	.437	.404	.357
Physical P 14		.831	.174
Physical P 15	.241	.723	.162
Physical P 13	.345	.635	.216
Physical P 4	.345	.553	.274
Physical P 12	.434	.493	.478
Physical P 11	-.114	.157	.755
Physical P 9	.406	.164	.713
Physical P 7	.473	.148	.662
Physical P 10	.171	.336	.508

Note. Extraction Method: Principle Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Servicescape extracted include items 1, 2, 3, 5, 6, and 8, explained by the coffee shop has clean environment. (Items 1), the cups and saucers are clean. (Items 2), table layout is very pleasing i.e. suitable for relaxing and conversation with friends. (Items 3), general environment of coffee shop has attractive style. (Items 5), it is easy to get in and out of the seats at the coffee shop. (Items 8), and the ambience of the coffee shop is cozy, homely (Items 6). Table 3.23, indicated by Cronbach's Alpha of 0.854, provides the necessary reliability assurance to the measurement.

Table 3.23 Reliability Analysis for Physical (Items 1, 2, 3, 5, 8, and 6)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.854	.854	6

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PhysicalP1	19.4300	11.775	.641	.508	.829
PhysicalP2	19.3900	11.707	.678	.586	.822
PhysicalP3	19.5950	11.399	.698	.525	.818
PhysicalP5	19.6550	11.785	.666	.482	.824
PhysicalP8	19.8000	11.910	.590	.357	.839
PhysicalP6	19.7300	12.147	.569	.400	.842

Note. Physical=Physical Perceived

The environment variable explains the landscape of the coffee shop is nice. (Items 14), coffee shop environment is nice and quiet. (Items 15), coffee shop's building decoration is modern and looks pleasing. (Items 13), the coffee shop's interior design is uniquely attractive i.e. delightful styles. (Items 4), and the coffee shop's lighting condition is pleasing and comfortable (Items 12). Reliability assurance is also secured through the indication of Cronbach's Alpha at 0.821, shown in Table 3.24.

Table 3.24 Reliability Analysis for Physical (Items 14, 15, 13, 4, and 12)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.821	.822	5

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PhysicalP14	15.1500	7.647	.604	.393	.788
PhysicalP15	15.2400	7.140	.620	.407	.784
PhysicalP13	15.2700	7.436	.645	.455	.776
PhysicalP4	15.1950	7.416	.596	.366	.791
PhysicalP12	15.1450	7.803	.605	.402	.788

On the convenience aspect of the "Physical" element of marketing mix, explained by the customer perceptions over "coffee shop provides free Wi-fi," "the facility for seating is comfortable," "the temperature in the shop is comfortable", and "coffee shop provides various kinds of magazines and journals," reliability assurance is also ensured, shown by the 0.729 of Cronbach's Alpha in Table 3.25.

Table 3.25 Reliability Analysis for Physical (Items 11, 9, 7, and 10)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.729	.738	4

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PhysicalP11	11.2000	5.323	.396	.187	.746
PhysicalP9	11.3450	4.978	.626	.410	.609
PhysicalP7	11.2300	5.020	.621	.407	.613
PhysicalP10	11.7800	5.215	.466	.269	.701

The "Product" aspect of the marketing mix, shown in Table 3.26 (which indicates the sampling adequacy, with KMO at 0.830), has shown three factors to be extracted, indicted in Table 3.27.

Table 3.26 Exploratory Factor Analysis for Product – KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	1339.698
	df	55
	Sig.	.000

Table 3.27 Exploratory Factor Analysis for Product – Total Variance Explained

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	4.348	39.530	39.530	4.348	39.530	39.530
2	1.136	10.327	49.857	1.136	10.327	49.857
3	1.022	9.289	59.147	1.022	9.289	59.147
4	.825	7.503	66.649			
5	.739	6.719	73.368			
6	.712	6.474	79.842			
7	.561	5.104	84.946			
8	.515	4.679	89.626			
9	.457	4.157	93.783			
10	.378	3.434	97.216			
11	.306	2.784	100.000			

Specifically, the nature of the three extracted factors for "Product" of the marketing mix is presented in Table 3.28, indicating three distinctive dimensions to "Product" known as (1) the ingredients, packaging, and food-coffee matching, (2) variety of coffee-food, innovative products and their appealing features, and (3) taste of coffee-food and snacks.

Table 3.28 Rotated Component Matrix for the "Product" Factors

Component			
	1	**2**	**3**
PP10	.761		.226
PP9	.726	.147	.215
PP11	.653	.515	-.171
PP7	.556	.111	.546
PP8	.459	.250	.310
PP2		.752	.244
PP4	.232	.749	
PP5	.206	.630	.314
PP6	.260	.522	.395
PP1	.127	.136	.848
PP3	.225	.255	.649

Note. Extraction Method: Principle Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.
PP= Product –Perceived

Reliability for "Ingredients, Packaging and Food-Coffee Matching" is ensured by Cronbach's Alpha at 0.760, presented in Table 3.29, which provides a reliable measure to aim to understand how the customers perceive relating to compact packaging design allows take-away easily (Items 10), the cakes, snacks and foods offered always match with a cup coffee of this shop (Items 11), coffee's raw materials (i.e. coffee beans) are unique, i.e. of special flavors (Items 9), ingredients used for cakes and snacks are unique (Items 8), coffee taste is always fresh and matches with the light food (Items 7).

Table 3.29 Reliability Analysis for Product (Items 10, 9, 11, 7, and 8)

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items				N of items
.760	.759				5
Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PP10	14.6350	8.062	.548	.363	.709
PP9	14.8400	7.383	.578	.341	.697
PP11	14.7900	8.407	.485	.269	.731
PP7	14.7300	7.807	.557	.340	.705
PP8	14.9450	8.403	.469	.272	.736

As to the "Variety of Coffee-Food Choices, Innovative Products and their Appealing," which describes the perceptions of the customers over the varieties of coffee and cake are available (Items 2), wide varieties of quality snacks and beverages choices. (Items 4), innovative products are always on the menu (Items 5), and product appearance is appealing, i.e. attractive (Items 6), the reliability measure is indicated by Cronbach's Alpha of 0.721, which is considered reliable (Hair et al., 2006).

Table 3.30 Reliability Analysis for Product (Items 2, 4, 5, and 6)

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items				N of items
.721	.723				4
Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PP2	10.9350	4.241	.496	.265	.671
PP4	10.9450	4.644	.525	.282	.650
PP5	11.0500	4.509	.533	.293	.645
PP6	10.8550	4.806	.489	.265	.671

On "Taste of coffee, food and snacks," representing the perceptions of the customers over coffee delivers the best of tastes (Items 1), and food and snacks are fresh and delicious. (Items 3), Table 3.31 shows the measurement items, collectively, passing the absolute minimum of 0.6 for Cronbach's Alpha.

Table 3.31 Reliability Analysis for Product (Items 1 and 3)

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items				N of items
.645	.645				2
Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PP1	3.8750	.701	.476	.227	.
PP3	3.8800	.667	.476	.227	.

For the "Process" element of Marketing Mix, adequacy of sampling needed for a robust exploratory factor analysis is indicated by KMO at 0.852, and the outcome of the total variance explained of the exploratory factor analysis, presented in Table 3.32, shows the unitary nature of the construct.

Table 3.32 KMO and Bartlett's Test for "Process" Element of Marketing-Mix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	985.055
	df	21
	Sig.	.000

Table 3.33 Total Variance Explained for "Process" Element of Marketing-Mix

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	3.632	51.893	51.893	3.632	51.893	51.893
2	.901	12.876	64.769			
3	.631	9.013	73.782			
4	.594	8.479	82.261			
5	.484	6.915	89.176			
6	.439	6.270	95.447			
7	.319	4.553	100.000			

Basically, the service process quality describes the quality of the services in general, represented by the perceived ability of the service staffs to deliver quickly and solve problems promptly (responsiveness dimension of service quality), the convenient operating hours of coffee shops (empathic dimension of service quality) and that the coffees are always made with good aroma and good quality that match the specific needs of the customers (reliability aspect of the service quality). Reliability coefficient, in terms of Cronhach's Alpha, at 0.845, is indicated in Table 3.34.

Table 3.34 Reliability Analysis for Process

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.845	.845	7

Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
ProcessP1	22.550	15.717	.560	.400	.830
ProcessP2	22.620	15.133	.574	.402	.828
ProcessP3	22.675	14.887	.611	.390	.822
ProcessP4	22.580	15.322	.555	.322	.830
ProcessP5	22.645	14.926	.601	.465	.823
ProcessP6	22.555	14.433	.681	.531	.811
ProcessP7	22.775	14.410	.625	.406	.820

The "Promotion" element of marketing mix, supported by the adequacy for sampling, at KMO of 0.749, indicates unitary nature of the variable, in Table 3.36.

Table 3.35 KMO and Bartlett's Test for "Promotion" Element of Marketing-Mix

KMO and Barlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.749
Bartlett's Test of Sphericity	Approx. Chi-Square	565.147
	df	10
	Sig.	.000

Table 3.36 Total Variance Explained for "Promotion" Element of Marketing-Mix

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	2.687	53.737	53.737	2.687	53.737	53.737
2	.844	16.882	70.618			
3	.673	13.453	84.071			
4	.449	8.976	93.047			
5	.348	6.953	100.000			

The "Promotion" element of the marketing mix seeks to obtain the perceptions of the customers towards seasonal promotion, offers of special gift programs, sales point program, and special promotional price for new menu, has reliability coefficient, at 0.781, shown in Table 3.37.

Table 3.37 Reliability Analysis for Promotion

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.781	.783	5

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PromotionP1	13.7850	8.289	.553	.404	.741
PromotionP2	13.8200	8.238	.644	.495	.711
PromotionP3	13.7600	8.985	.541	.339	.745
PromotionP4	13.7550	8.727	.466	.287	.771
PromotionP5	13.8400	8.305	.585	.365	.730

The "Place" element of marketing mix is unitary in nature, as determined from the total variance explained in Table 3.39 while Table 3.38 indicates the adequacy of sampling by KMO at 0.651.

Table 3.38 KMO and Bartlett's Test for "Place" Element of Marketing-Mix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.651
Bartlett's Test of Sphericity	Approx. Chi-Square	322.194
	df	6
	Sig.	.000

Table 3.39 Total Variance Explained for "Place" Element of Marketing-Mix

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	2.116	52.902	52.902	2.116	52.902	52.902
2	.872	21.789	74.690			
3	.631	15.765	90.455			
4	.382	9.545	100.000			

Note. Extraction Method: Principle Component Analysis.

Reliability measure is ensured at 0.699 of the Cronbach's Alpha coefficient in Table 3.40 for the "Place" instrument, which is attempted to understand the customer perceptions over convenient access to the coffee shop, sufficiency of parking areas, being situated around convenience stores, and in the urban area.

Table 3.40 Reliability Analysis for Place

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.699	.700	4

Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PlaceP1	11.0300	4.530	.573	.408	.578
PlaceP2	11.2150	4.691	.512	.381	.616
PlaceP3	11.1900	4.906	.408	.202	.684
PlaceP4	11.1000	5.063	.447	.212	.656

The reliability measure for the "Price" element is assured by the calculated $\alpha = 0.802$, shown in Table 3.41 and Table 3.42, which is ≥ 0.8 (Nunnally, 1978), which attempts to measure the perceptions of the customers relating to "prices are matching with

the product according to the sizes and items," "each of the products is value for money," "prices paid match the quality of coffee and cakes," "prices paid match the shop atmosphere," and "the price of the coffee, snacks, and beverages are reasonable."

Table 3.41 Reliability Analysis for Price

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.802	.805	5

Table 3.42 Total Variance Explained for "Price" Element of Marketing-Mix

Item-Total Statistics					
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PriceP1	14.6150	7.696	.575	.434	.767
PriceP2	14.5450	8.018	.587	.417	.764
PriceP3	14.5050	7.970	.655	.436	.746
PriceP4	14.5250	7.859	.527	.381	.783
PriceP5	14.6700	7.510	.598	.407	.760

The "People" element of marketing mix is also unitary in nature, demonstrated by the total variance explained in Table 3.44, supported by the adequacy of sampling by KMO at 0.907 in Table 3.43.

Table 3.43 KMO and Bartlett's Test for "People" Element of Marketing-Mix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	2328.443
	df	55
	Sig.	.000

Table 3.44 Total Variance Explained for "People" Element of Marketing-Mix

Total-Variance Explained						
Component	**Total**	**% of variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	5.881	53.465	53.465	5.881	53.465	53.465
2	.918	8.347	61.812			
3	.770	6.999	68.811			
4	.734	6.670	75.481			
5	.568	5.166	80.647			
6	.527	4.792	85.439			
7	.434	3.941	89.380			
8	.361	3.277	92.658			
9	.298	2.712	95.370			
10	.281	2.554	97.925			
11	.228	2.075	100.000			

Note. Extraction Method: Principle Component Analysis.

The "People" element is soft-side of the service quality, represented by the perceptions of the customers over how coffee shop has competent, service oriented employees, the staffs know well their duties, the staffs deal with the customers in good manner, the staffs taking care of the customers very well, the staffs are friendly in dealing with customers, the staffs are always alerted and quickly respond to any customer needs, the staffs do not hesitate in helping customers, the staffs are active and show willingness to do their jobs, and the staffs have good attitudes. Reliability is confirmed through Cronbach's Alpha at 0.911, shown in Table 3.45.

Table 3.45 Reliability Analysis for People

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.911	.912	11

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
PeopleP1	38.1050	45.989	.633	.520	.904
PeopleP2	37.9700	45.473	.661	.608	.903
PeopleP3	37.9650	44.635	.727	.626	.899
PeopleP4	38.0550	44.403	.732	.603	.899
PeopleP5	38.3150	45.820	.530	.344	.911
PeopleP6	38.0400	44.861	.669	.531	.902
PeopleP7	38.0450	46.208	.688	.550	.902
PeopleP8	37.9050	46.542	.625	.452	.904
PeopleP9	38.0250	46.400	.608	.442	.905
PeopleP10	38.0050	45.178	.709	.564	.900
PeopleP11	38.0200	44.802	.703	.571	.900

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Introduction

Data collected according to the research design procedure discussed in Chapter Three are subjected to both descriptive examination and inferential statistics analysis. Chapter Three has already resolved the dimensionality issue as well as validity and reliability assurance. This chapter discusses the results of the statistics analysis, being interpreted in the context of the literature review presented in Chapter Two. First, sample profiles of the demographics and psychographics variables are presented in Section 4.2, which provides the necessary contextual base to help understand the research data and the theoretical structure that explains the patterns of relationships of variables. Contextual knowledge is an aspect of population generalization while, on the practical aspect, it provides the necessary segmentation insight to the marketers and the organizations to help them target and position effectively in the market. Then, in Section 4.3, the descriptive profiles of the variables involved are discussed. Sections 4.4 to 4.6 examine the supportability of the three hypotheses that were raised in Chapter Two. Lastly, Section 4.7 discusses the results of the t-test and ANOVA tests in understanding the roles played by both demographics and psychographics variables.

4.2 Respondent Profiles

The sample profile of the respondents participated in the survey is represented by 52.5% of female customers and 47.5% of the male customers, as shown in Figure 4.1, recalling to ther perceived experiences over the chosen branded coffee shops (represented by 32.5% of those recalling Amazon Café, 28.5% on Starbucks, Doig Chaang at 16%,

and 13.5% on Black Canyon, with the rest of 9.5% being clustered as others, shown in Figure 4.2) located in either Bangkok (48.3%) or Chiang Rai (51.8%) in 4.3. Among the respondents, 74% are single and 26% are married, as shown in Figure 4.4.

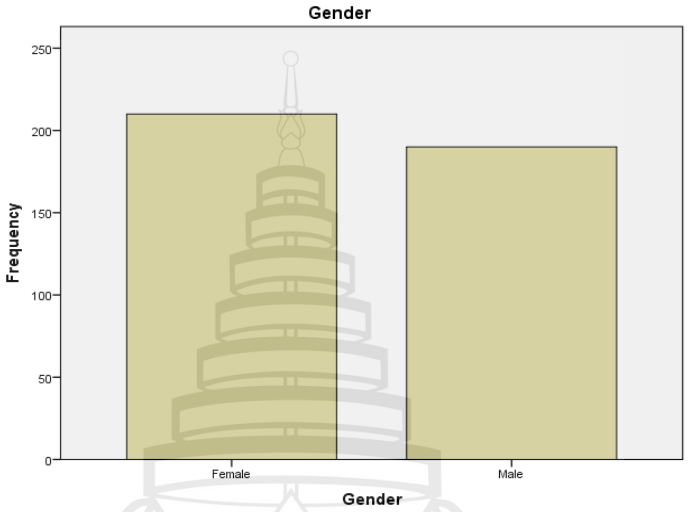


Figure 4.1 Gender Profile

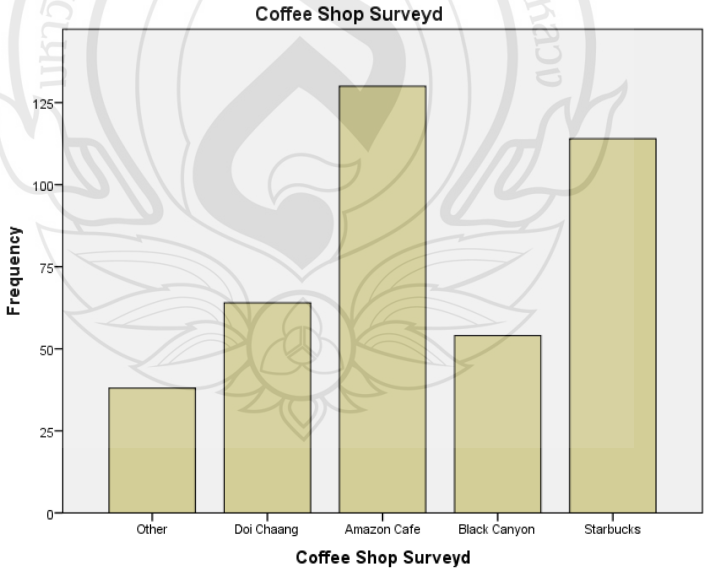


Figure 4.2 The Recalled Brands

The significance of asking the respondents to indicate a preferred recalled brands from which the survye instrument is addressed to is that this indicator provides an overview of the current state of preferences for the different brands of coffee shops in both Chiang Rai and Bangkok. The ANOVA test would be performed to examine the level of significant differences among each other in the later section of this Chapter.

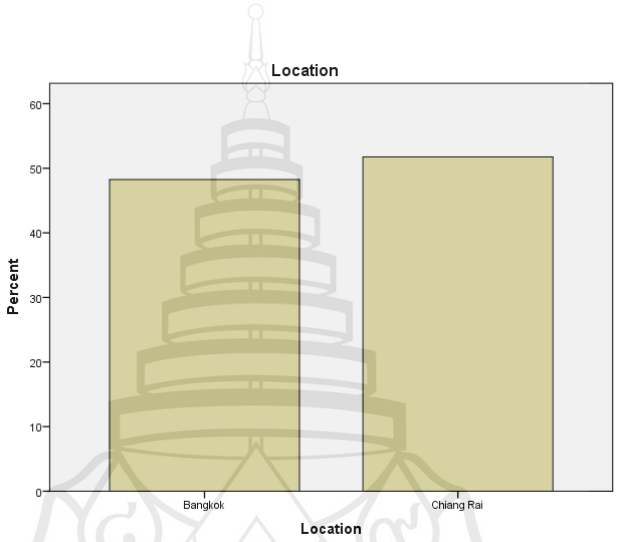


Figure 4.3 Location of the Coffee Shops Referred to by the Respondents

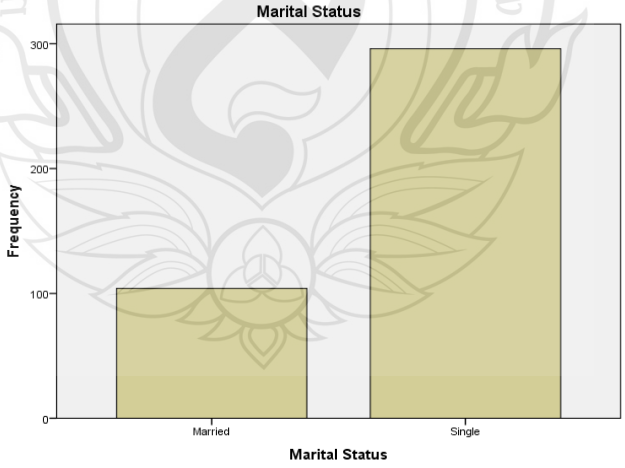


Figure 4.4 The Marital Profile

Among the respondents, there are 42.5% of them of the ages in between 21-30 age groups, with the second majority age group under 20 years at 21.5%, and 11% in between 41 to 50 years, and 10% in between 51 to 60, and only 1% over 60 years of age, shown in Figure 4.5.

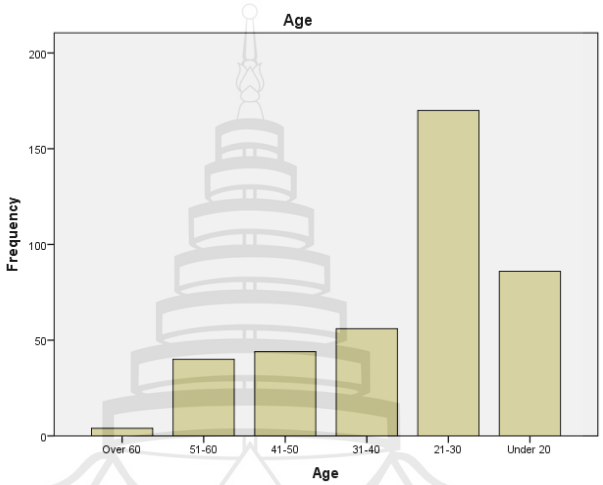


Figure 4.5 Age Profile

Education wise, as shown in Figure 4.6, the majority has Bachelor Degree, at 60.5%, and with the rest distributed to master degree (18.5%) and high school (11%) and vocational college diploma at 8%.

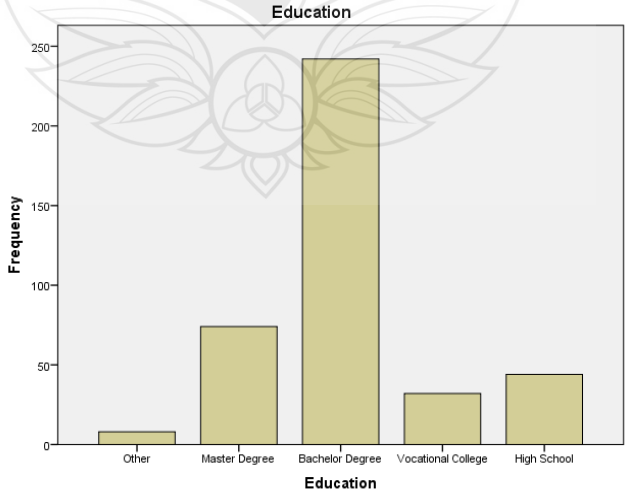


Figure 4.6 Education Profile

In addition, the majority of the respondents are students at 56.5%, followed by salaried employees at 22%, self-employed at 16.5% and others at 5%, as shown in Figure 4.7.

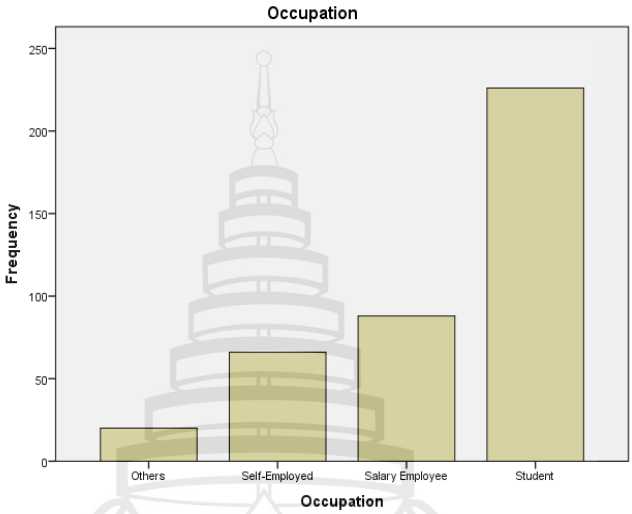


Figure 4.7 Occupation Profile

Nationality wise, the majority are Thai, at 77.5%, shown in Figure 4.8, while those from Myanmar at 12.5%, the Chinese at 3.5%, Indonesia at 3.5% and other nationality at 3%.

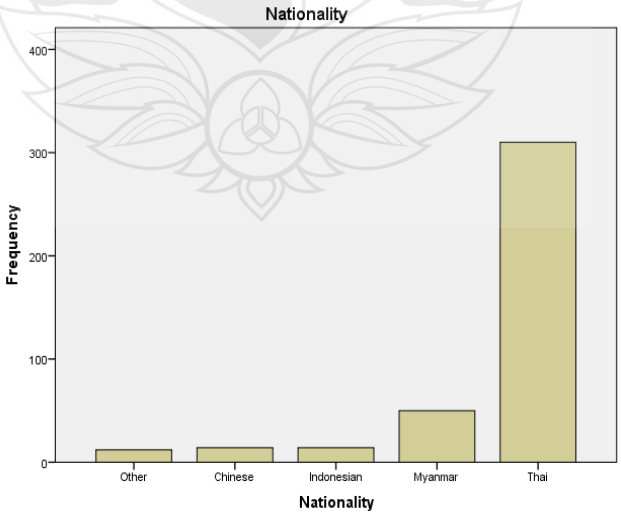


Figure 4.8 Nationality Profile

As indicated in Figure 4.9, the majority of the respondents' monthly income level is under 300 USD at 172 respondents or 43%, followed by the income group of USD 301-500 at 108 participants or 27%, USD 501-1000 at 70 respondents or 17.5% and over USD 1000 at 60 respondents, or at 12.5%.

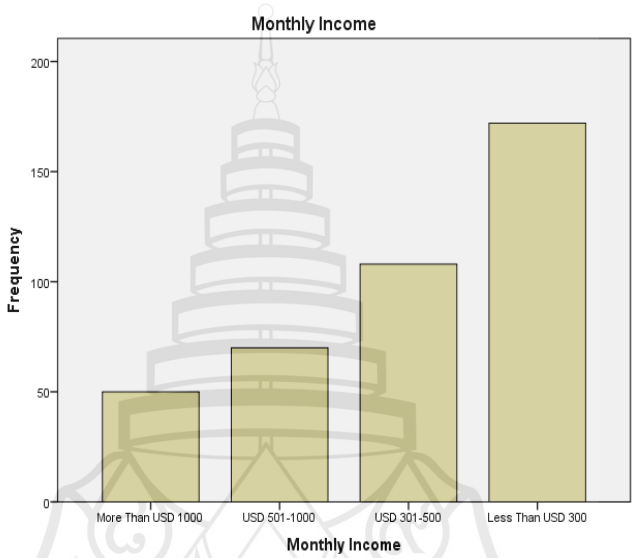


Figure 4.9 Monthly Income Profile

A very key descriptive variable, the psychographics oriented one, is patronage frequency, which is shown in Figure 4.10, which clearly indicates that the majority of the customers who responded was told that they visit the branded coffee shops occasionally, or when opportunity arises, at 53.8%. Otherwise, 23% of the respondents indicated much frequent visit behaviors, at 23% on numerous times in a week, followed by 6.8% of them frequented more than once in a day, or once a day, at 5.3%. Other unstated behavior is clustered into 11.3%.

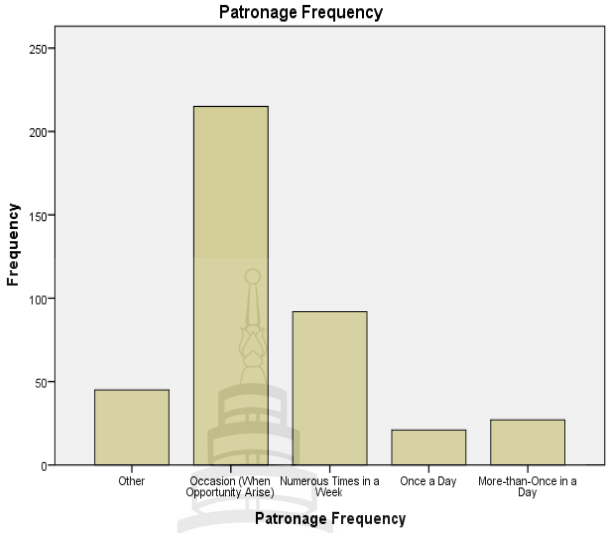


Figure 4.10 Patronage Frequency

Another important psychographics variable is related to the purpose of visit which provides the direction for customer value proposition identification and service delivery. As shown in Figure 4.11, the majority of the respondents indicated that finding a sitting area to relax is the key, at 31%, followed by purpose of having coffee and snack at 20.5%, the reason of friendly service at 11.5%, for socializing purpose with friends at 10%, and for after-work refreshing purpose at 7.5%, and ambience attractiveness at 10%. The rest are functional issues such as respondents being attracted due to the ongoing promotional campaign, or simply visited because of physiological needs, i.e. hungry, collectively, at less than 10%.

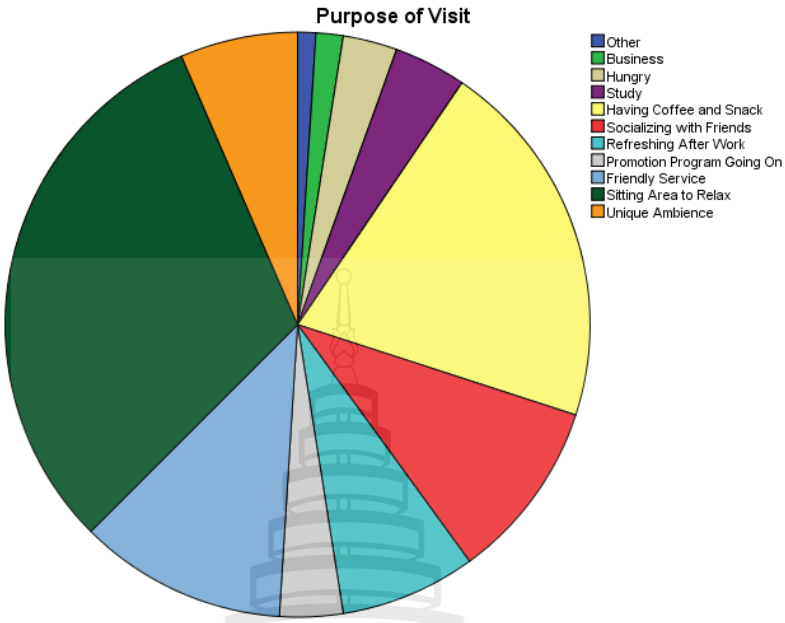


Figure 4.11 Purpose of Visit Distribution Profile

These overall psychographics indicators, illustrated above, show that customers visit branded coffee shops not only for the functional needs i.e. to have a coffee or food, but most importantly for pleasurable and service oriented purposes that are characterized by attractive ambience, friendly services and an environment that provides a place for socialization with friends. Thus, it clearly indicates, without examining into the details described by the hypothetical structure of the model, the key role played by the theory and knowledge of environmental psychology. In other words, the environment, represented by "servicescapes", the conveniences and the different characteristics of services provided (enabled by marketing mix strategies), would encourage or set the occasion for different behavioral patterns of the customers (i.e. to visit for relaxing, for socializing, because of good coffee or ambience) who intend to visit or are frequently patronizing the branded coffee shops.

Nevertheless, descriptive profile as shown in Figure 4.11 will only able to tell the overall direction of customer preferences and nature of customer value proposition to be designed and delivered, and thus, it will not be able to shed light further towards the Gestalt nature of the environmental psychology. To this it means that the customers can use a wide variety of stimulus variables to form a holistic picture about the services,

essentially forming the so-called brand trust towards the branded coffee shops, which then help them to simplify decision making, represented by customer loyalty. A part of this Gestalt picture of environmental psychology theory is reflected in Hypothesis 2 (H2) which will be addressed in the later parts of this Chapter.

In terms of the duration of stay for each of the visit to the branded coffee shops, as shown in Figure 4.12, the majority on average would stay for 16-30 minutes, at 30.5%, followed by 18.5% more than 1 hour, 31-45 minutes at 14% and 46-60 minutes at 10.5%. On the shorter duration aspect, about 9.5% responded to stay for around 15 minutes, while the other 17.5% are normally on take-away services.

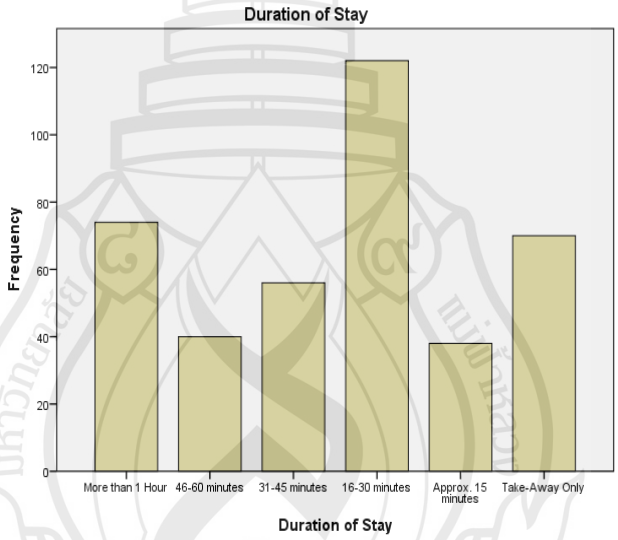


Figure: 4.12 Profile of the Duration of Stay

In terms of the experience, in general, as shown in Figure 4.13, 96% of the respondents indicate they have good experiences with the overall services and product experiences, and only 4% shows bad experiences.

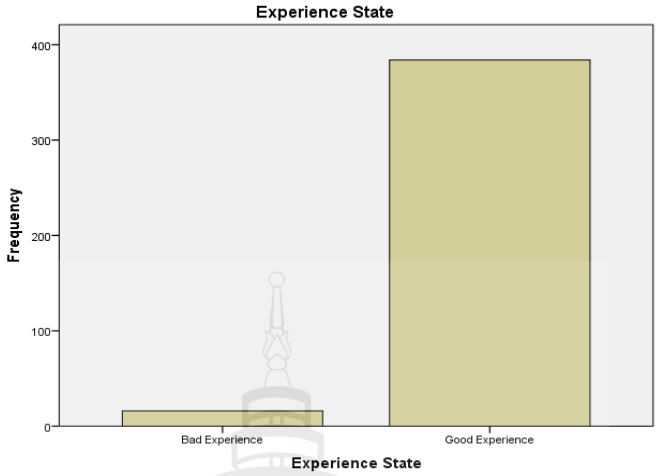


Figure 4.13 Experiential State Profile

4.3 Descriptive Analysis of the Variables

Tables 4.1-4.11 present the descriptive profiles of how the respondents perceive towards the 7Ps of marketing-mix elements and their attitudes and attitudes at post-service consumption stages. This section will present only a synthesis oriented discussion over the data. In five Likert scales of the responses, from "1" which stands on "strongly disagree" to "2" on "disagree," to "3" of neither the extremes, to "4" on "agree" and "5" on "strongly agree," the state of reality which implies to the marketers and the coffee shop owners is that in general the branded coffee shops in Bangkok and Chiang Rai fail to meet the agreeable expectation of the customers. Only, on average, few of the asked items in the survey score higher than scale crossing over "4," and there are "the cups and saucers are clean," and "the coffee shop has clean environment," in the "Physical" element of marketing-mix, at mean of 4.13 and 4.09, respectively.

The states of satisfaction and loyalty of customers and trust on the brands are all below the "4" (agreeable) scale, in Tables 4.8, 4.9, and 4.10, which are evidenced also by the negative quality services gaps, ranging from -0.3174 to -0.4525, in Table 4.11.

Table 4.1 Descriptive Profile of Product Element of Marketing-Mix

Product Item	Mean	Standard Deviation
Coffee delivers the best of tastes.	3.8800	.81686
Foods and snacks are fresh and delicious.	3.8750	.83733
Compact packaging design allows take-away easily.	3.8500	.92717
Coffee taste is always fresh and matches with the light food.	3.7550	.97845
Product appearance is appealing, i.e. attractive.	3.7400	.86271
The cakes, snacks and foods offered always match with a cup coffee of this shop.	3.6950	.91327
Varieties of coffee and cake are available.	3.6600	1.02813
Wide varieties of quality snacks and beverage choices.	3.6500	.87717
Coffee's raw materials (i.e. coffee beans) are unique, i.e. of special flavors.	3.6450	1.0544
Innovative products are always on the menu.	3.5450	.91107
Ingredients used for cakes and snacks are unique.	3.5400	.93305

Table 4.2 Descriptive Profile of Price Element of Marketing-Mix

Price Item	Mean	Standard Deviation
Prices paid match the quality of coffee and cakes.	3.7100	.81089
Prices paid match the shop atmosphere.	3.6900	.96240
Each of the products is value for money.	3.6700	.86195
Prices are matching with the product according to the sizes and items.	3.6000	.94987
The price of the coffee, snacks, and beverages are reasonable.	3.5450	.96970

Table 4.3 Descriptive Profile of Place Element of Marketing-Mix

Place Item	Mean	Standard Deviation
It is convenient to access to the coffee shop.	3.8150	.95028
Coffee shop is located in the urban area.	3.7450	.91765
Coffee shop is situated around the conveniences store.	3.6550	1.00922
Sufficient parking area can be found in order to visit this coffee shop.	3.6300	.96198

Table 4.4 Descriptive Profile of Promotion Element of Marketing-Mix

Promotion Item	Mean	Standard Deviation
Coffee shop enhances promotion channels by using television, internet, web site, magazine, and journals etc.	3.4850	1.02587
Coffee shop provides sales point program (i.e. membership, to collect points to redeem) for the customers.	3.4800	.87837
Coffee shop often provides seasonal promotion.	3.4550	1.02499
Coffee shop promotes sales by offering special gift program in the memorial days.	3.4200	.94118
Special promotional price for new menu.	3.4000	.98612

Table 4.5 Descriptive Profile of People Element of Marketing-Mix

People Item	Mean	Standard Deviation
The staffs deliver customers' order accurately.	3.9400	.85336
The staffs deal with the customers in good manner.	3.8800	.93154
The staffs know well their duty.	3.8750	.92277
The staffs are active and show willingness to do their job.	3.8400	.89801

Table 4.5 (continued)

People Item	Mean	Standard Deviation
The staffs have good attitudes.	3.8250	.94159
The staffs do not hesitate in helping customers.	3.8200	.88858
The staffs are friendly in dealing with customers.	3.8050	.97435
The staffs are always alertful and quickly response to any customer needs.	3.8000	.81956
The staffs take care of the customers very well.	3.7900	.94771
Coffee shop has competent, service-oriented employees.	3.7400	.90246
The staffs are not elegant.	3.5300	1.05920

Table 4.6 Descriptive Profile of Physical Element of Marketing-Mix

Physical Item	Mean	Standard Deviation
The cups and saucers are clean.	4.1300	.86890
The coffee shop has clean environment.	4.0900	.89100
Coffee shop provides free Wi-fi.	3.9850	1.05715
The temperature in the shop is comfortable.	3.9550	.90832
Table layout is very pleasing i.e. suitable for relaxing and conversation with friends.	3.9250	.90633
General environment of coffee shop has attractive style.	3.8650	.86524
The coffee shop's lighting condition is pleasing and comfortable.	3.8550	.80970
The landscape of the coffee shop is nice.	3.8500	.85811
The facility for seating is comfortable.	3.8400	.91460
The coffee shop's interior design is uniquely attractive i.e. delightful styles.	3.8050	.91052
The ambience of the coffee shop is cozy, homely.	3.7900	.89325

Table 4.6 (continued)

Physical Item	Mean	Standard Deviation
Coffee shop's building decoration is modern and looks pleasing.	3.7600	.95114
Coffee shop environment is nice and quiet.	3.7300	.85962
It is easy to get in and out of the seats at the coffee shop.	3.7200	.91854
Coffee shop provides various kinds of magazines and journals.	3.4050	1.00673

Table 4.7 Descriptive Profile of Process Element of Marketing-Mix

Process Item	Mean	Standard Deviation
The staffs deliver the services quickly.	3.8500	.79314
Coffees are always made with good quality.	3.8450	.89609
Coffee shop's open and close time is appropriate.	3.8200	.87149
The staffs solve the problem promptly (i.e. wrong order) when occur.	3.7800	.88519
Coffees are always made with good aroma.	3.7550	.89273
The staffs actively help to recommend the choices from the menu.	3.7250	.88958
Non-coffee products like cakes and snacks, or foods are made with quality taste.	3.6250	.95743

Table 4.8 Descriptive Profile of Customer Satisfaction

Customer Satisfaction Item	Mean	Standard Deviation
I enjoyed the overall atmosphere of the coffee shop's interior.	3.8250	.90909
I am pleased with the prompt service delivery.	3.8150	.86176
The environment of the coffee shop allows me to pause the hectic hours of works and simply recovers my energy.	3.8000	.92852
Overall, the shop atmosphere met my expectation.	3.7850	.83697
Overall, the shop service met my expectation.	3.7700	.84788
The services in this shop always delight me.	3.7650	.84946
The quiet situation of coffee shop is favourable for my study.	3.7500	.98992
The smell of coffee attracts me and energizes my memory.	3.7300	.93235
In-house music entertainment gave me pleasure.	3.7150	.89206
I feel emotionally attached to the shop.	3.7050	.91656
I never complain about the services.	3.6750	1.01585
Food decoration is eye catching on me.	3.6350	.94552
The innovative menu always thrills me	3.5800	.90313

Table 4.9 Descriptive Profile of Customer Loyalty

Customer Loyalty Item	Mean	Standard Deviation
I would love to come back to this coffee shop again.	3.8600	.89577
I am sure to revisit this coffee shop.	3.8550	.84603
I would say positive words about this coffee shop to others.	3.8350	.86582
I have good impression over the quality services of this shop.	3.7900	.84717
The delightful feeling from this coffee shop makes me satisfied every time I recall it.	3.7800	.84462
I will bring my family or friends to this coffee shop.	3.7300	.97954

Table 4.9 (continued)

Customer Loyalty Item	Mean	Standard Deviation
When I want to drink coffee, I always think about this coffee shop.	3.7250	.95481
I would suggest to my close friends to have drink and snack at this coffee shop.	3.7150	.92516
I never regret to choose this coffee shop.	3.6700	.86195
Never refuse to drink at this coffee shop.	3.6450	.90611
Don't hesitate to recommend to my relatives and co-workers to visit this coffee shop.	3.5500	.92175

Table 4.10 Descriptive Profile of Brand Trust

Brand Trust Item	Mean	Standard Deviation
I trust brand that delivers consistent best of tastes.	3.7950	.99269
Uniquely designed coffee shop with good sitting environment always reflects trustfulness.	3.7889	.94997
Brand should always reflect the image i.e. unique quality of coffee menu, the services and the shop environment.	3.7350	.97835
Coffee of trusted coffee brand shop always satisfies me.	3.7000	1.05488
If there are few similar stores around, I would choose the preferred brand.	3.6800	1.09114
When I choose to have a good cup of coffee, brand trust leads me to the decision.	3.6650	.99259
Brand for coffee shop is important to me because it means consistency of product and service quality.	3.6400	.96058
Brand name is selected apart from price.	3.5250	1.01091

Table 4.11 Descriptive Statistics of the Service Quality Gaps of the Marketing –Mix-Elements

	N	Minimum	Maximum	Mean	Std. Deviation
Process-SQ Gap	400	-3.60	2.00	-.3174	.74731
Product-SQ Gap	400	-2.36	1.18	-.3248	.58268
Physical-SQ Gap	400	-2.33	1.07	-.3519	.55889
People-SQ Gap	400	-2.36	1.00	-.3646	59909
Place-SQ Gap	400	-2.25	1.50	-.3650	.67298
Promotion-SQ Gap	400	-3.60	2.00	-.4048	.82977
Price-SQ Gap	400	-2.80	2.00	-.4525	.71678

Note. SQ=Service Quality

As presented in Tables 4.12 and 4.14, the specific areas of information that need to be stressed upon on the levels of perceived importance by the customers to the branded coffee shops are that the customers, in general, perceive the different domains of marketing mix initiatives important, except only for "process" and "promotion," at below "4" of the five Likert scale of responses.

The mean of the levels of perceived importance ranges from 4.0376 ("product") to 4.1689 ("people"), to 4.2023 ("physical"), which infers that people-oriented services and the environmental psychology are important drivers to be stressed upon as marketing-mixes strategies, to be presented in the next Section 4.3, can significantly explain the variance of customer satisfaction, at 50.7 percent. Tables 4.13 and Table 4.14 present how the customers perceive the different aspects of the marketing mix initiatives have matched their expectations, and none stand above "4" (the agreeable level).

Table 4.12 Descriptive Statistics of the Perceived Importance of the Marketing-Mix Elements

	N	Minimum	Maximum	Mean	Std. Deviation
Physical Important	400	1.47	5.00	4.2023	.68779
People Important	400	1.55	5.00	4.1689	.70437
Price Important	400	1.40	5.00	4.0955	.77241
Place Important	400	1.00	5.00	4.0762	.74137
Product Important	400	1.55	5.00	4.0376	.64462
Process Important	400	1.00	5.00	3.9216	.84602
Promotion Important	400	1.00	5.00	3.8540	.83596

Table 4.13 Descriptive Statistics of the Perceived Marketing-Mix Elements

	N	Minimum	Maximum	Mean	Std. Deviation
Physical Perceived	400	2.20	4.93	3.8503	.60891
People Perceived	400	1.27	5.00	3.8038	.67156
Price Perceived	400	2.18	4.91	3.7123	.57915
Place Perceived	400	1.75	5.00	3.7112	.69599
Product Perceived	400	1.40	5.00	3.6041	.68199
Process Perceived	400	1.00	5.00	3.6041	.68981
Promotion Perceived	400	1.00	5.00	3.4492	.71141

Table 4.14 Descriptive Statistics of Factorized "Product" and "Physical" of the Marketing-Mix Elements and Post-Consumption Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Servicescapes	400	2.00	5.00	3.9196	.67672
Coffee, Foods and Snack Tastes	400	1.50	5.00	3.8075	.71622

Table 4.14 (continued)

	N	Minimum	Maximum	Mean	Std. Deviation
Environment	400	1.60	5.00	3.8000	.66927
Customer Loyalty	400	1.64	5.00	3.7375	.64808
Customer Satisfaction	400	1.85	5.00	3.7349	.62367
Ingredients, Packaging and Food-Coffee Matching	400	1.60	5.00	3.6970	.68729
Brand Trust	400	1.00	5.00	3.6932	.74971
Brand Attitude	400	1.00	5.00	3.6587	.80924
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	400	1.25	5.00	3.6488	.68005
Conveniences	400	1.00	4.00	3.0370	.57868

4.4 Concluding Hypothesis 1

Hypothesis 1 (H1) states that the seven-P marketing mix oriented service quality factors can significantly predict customers satisfaction. To study the statistical evidences in support of H1, multivariate regression tool which includes the correlated predictor variables can be used. First, the significant predictors are identified by the use of correlations analysis which the result in Table 4.15 indicates the all the 7Ps can be included in the multivariate regression analysis. Among these elements of marketing-mix, physical element has the highest positive Pearson correlation strengths, at 0.647** (significant at 0.01 level, 2-tailed) when compared to other mix variables while promotion and process elements have the lowest correlate stage to customer satisfaction level.

Table 4.15 Identifying the 7-P Predictors for Predicting Customer Satisfaction

	Customer Satisfaction
Product Perceived	0.605**
Price Perceived	0.533**
Place Perceived	0.478**
Promotion Perceived	0.317**
People Perceived	0.597**
Physical Perceived	0.647**
Process perceived	0.303**

Specifically, the "Physical" element encompasses, in majority, the attractiveness of the physical facilities and the landscapes, driven by the layouts, ambience of the environment, and the provision of some of the physical features and tangibles i.e. Wi-fi, lighting conditions, and building decoration. The significant role of "Physical" mix in predicting customer satisfaction is shown by the highest Beta coefficient of the multivariate regression analysis result of Table 4.16, followed by "Product" at Beta of 0.249, "Promotion" at Beta of 0.221, "Price" at Beta of 0.122, and "Process" at Beta of -0.204. The roles of "Physical" or in similar term as "Servicescape," are also evidenced in the research outcomes of Voon (2012), fore restaurant context.

In short, the result of the multivariate regression analysis indicates that the customers' fulfillment and pleasurable responses (Oliver, 1997) and satisfactory judgment towards the coffee product and services offered are not only the results of the cognitive assessments over a host of service attributes, presented in the domains of the 7-P marketing mixes, but also connotes the feeling which can be represented as short-term attitude that can further lead to behavioral intention as in the theory of planned behavior, or as trust, which is a more stable-term attitude that can readily help to foster loyalty. The role of the price factor identified in Table 4.16, represented by Beta of 0.122, depicts as well as gross benefit-cost judgment of the customers, for instance, in the perceptions towards value for money and the overall impression that the prices paid match the qualities of the product and the services.

Table 4.16 Multivariate Regression Analysis for Customer Satisfaction Predicted by 7P Marketing-Mix Service Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.497	.488	.44612

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	77.176	7	11.025	55.395	.000[b]
Residual	78.019	392	.199		
Total	155.194	399			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	SD	Beta	t	Sig.
1	(Constant)	.644	.169		3.800	.000
	Product Perceived	.268	.059	.249	4.563	.000
	Price perceived	.112	.048	.122	2.341	.020
	Place Perceived	.054	.045	.060	1.199	.231
	Promotion Perceived	.194	.061	.221	3.189	.002
	People perceived	.054	.061	.058	.879	.380
	Physical perceived	.332	.067	.324	4.959	.000
	Process perceived	-.184	.066	-.204	-2.792	.005

Note. Dependent Variable: Customer Satisfaction

a. Predictors: (Constant), Process-Perceived, Physical-Perceived, Place-Perceived, Price-Perceived, Product-Perceived, People-perceived, Promotion-Perceived

b. Dependent Variable: Customer Satisfaction

The more visual representation of the patterns of relationship between the seven-P marketing mix and customer satisfaction is shown in Figure 4.14, which indicates a very high R-squared strength of 49.7 percent of explanation in the variance of customer satisfaction by the predictors presented.

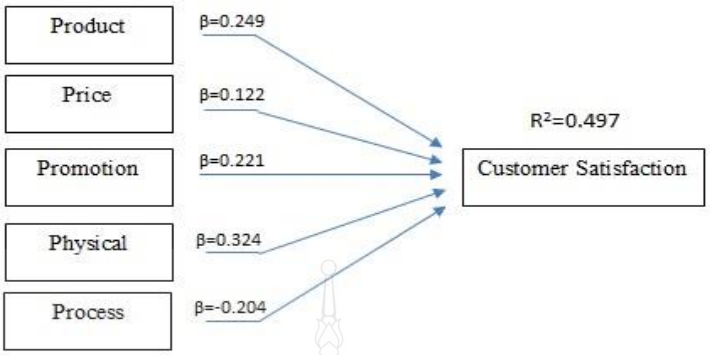


Figure 4.14 Marketing-Mix Antecedents Causing Customer Satisfaction

As noted from the exploratory factor analysis in Chapter Three, marketing mix on "Product" and "Physical" aspects have numerous distinctive characteristics, i.e. tastes of coffee, food and snacks, the ingredients and packaging design, the varieties of the products and their appealing and attractiveness to the customers, as well as the convenience and physical attributes of landscapes and servicescapes. Thus, the generic 7P marketing mix predictors are thus replaced for another round of multivariate regression analysis.

The result, shown in Table 4.17, indicates that both the "Conveniences" and "Environment" aspects of the "Physical" mix stand up, with Beta weights of 0.163 and 0.191, respectively, represented by:

1. The environment variable which explains the landscape of the coffee shop is nice. (Items 14), coffee shop environment is nice and quiet. (Items 15), coffee shop's building decoration is modern and looks pleasing. (Items 13), the coffee shop's interior design is uniquely attractive i.e. delightful styles. (Items 4), and the coffee shop's lighting condition is pleasing and comfortable (Items 12).

2. The conveniences variable is explained by the customer perceptions over "coffee shop provides free Wi-fi," "the facility for seating is comfortable," "the temperature in the shop is comfortable", and "coffee shop provides various kinds of magazines and journals."

As to the "Variety of Coffee-Food Choices, Innovative Products and their Appealing," it describes the perceptions of the customers over the varieties of coffee and

cake are available (Items 2), wide varieties of quality snacks and beverages choices. (Items 4), innovative products are always on the menu (Items 5), and product appearance is appealing, i.e. attractive (Items 6).

In aspect of the "process" performance, customers provide their perceptions, for instance, on areas such as "the staffs deliver the services quickly," "the staffs solve the problem promptly, i.e. wrong order, when occur," "the staffs actively help to recommend the choices from the menu," "coffee shop's open and closing time is appropriate," "coffees are always made with good aroma," and "non-coffee products like cakes and snacks, or foods are made with quality taste." The other variables which significantly influence customer satisfaction are more self -obvious, judging from the names of the variables.

Table 4.17 Multivariate Regression Analysis for Customer Satisfaction Predicted by the Factorized 7P Marketing-Mix Service Quality and Its Antecedents

Model Summary

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.712[a]	.507	.493	.44404

ANOVA

Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	78.693	11	7.154	36.283	.000[b]
Residual	76.502	388	.197		
Total	155.194	399			

Coefficients

		Unstandardized Coefficients		**Standardized Coefficients**		
	Model	B	SD	Beta	t	Sig.
1	(Constant)	.653	.170		3.836	.000
	Price-Perceived	.114	.047	.124	2.390	.017
	Place-Perceived	.070	.045	.078	1.547	.123
	Promotion-Perceived	.170	.061	.194	2.780	.006

Table 4.17 (continued)

	Unstandardized Coefficients		**Standardized Coefficients**		
Model	B	SD	Beta	t	Sig.
People-Perceived	.067	.064	.072	1.050	.294
Process-perceived	-0.179	.066	-.198	-2.716	.007
Servicescapes	.040	.061	.044	.668	.504
Conveniences	.176	.058	.163	3.053	.002
Environment	.178	.058	.191	3.084	.002
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	.096	.049	.104	1.970	.050
Coffee, Foods and Snack Tastes	.081	.045	.093	1.792	.074
Ingredients, Packaging and Food-Coffee Matching	.050	.050	.056	1.018	.309

Note. P*=Perceived

a. Predictors: (Constant), Ingredients, Packaging and Food-Coffee matching, Promotion-perceived, Aspect of Convenience, Coffee, Foods and Snack Tastes, Place-Perceived, Price-Perceived, Servicescapes, Variety of Coffee-Foods Choices, Innovative Products and Their Appealing, Environment, People-Perceived, Process-Perceived

b. Dependent Variable: Customer satisfaction

Collectively, the factorized marketing mix variables can explain 50.7 percent of the variance of customer satisfaction, as shown in Figure 4.15. Again, the overall shop atmospherics that are represented by interior designs of the shops, cozy and homely attributes of ambience, spatial layout of the tables and their designs that allow pleasurable

relaxation of the customers, as well as the human process aspect of the services are considered important driving variables, which the customers rely on them to evaluate whether a consumption experience is satisfactory or otherwise. The satisfaction domains clearly are not only the technical perfection but also the affection and feelign needed which the customers would form judgment to the overall aspects of the services as well as the component details, i.e. the innovativeness of the menu, in-house music entertainment, the smell of coffee, the queiteness of the coffee shops, and the emotional attachment with the shops.

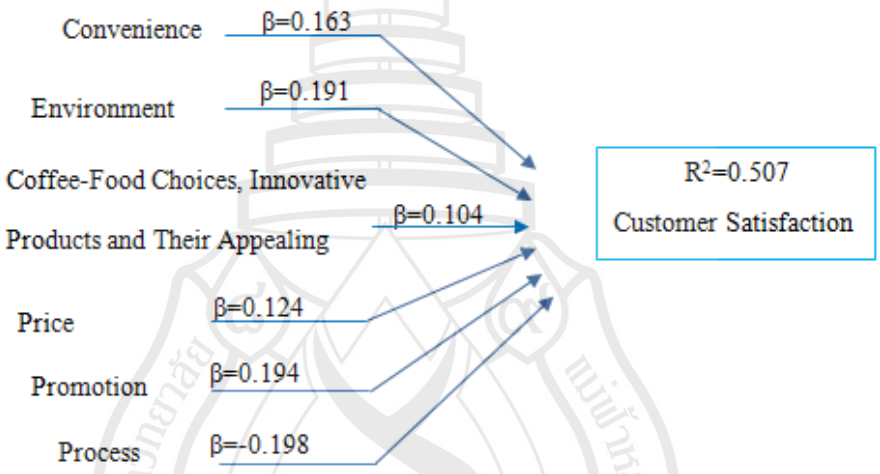


Figure 4.15 Factorized Marketing-Mix Antecedents to Customer Satisfaction

4.5 Concluding Hypothesis 2

Brand trust needs to be nurtured with a commitment for continuity of customer-to-company relationship. Specifically, as identified in the exploratory factor analysis discussed and presented in Chapter Three, brand trust explains customers possessing the confidence and trust over the brand in offering a good cup of coffee, of consistent best of tastes, and thus reflects the trustable image i.e. unique quality of coffee menu, the services and the shop environment. Brand trust is a dependent variable in Hypothesis 2 (H2), which states that consumer's brand attitude and customer satisfaction can significantly predict brand trust.

The multivariate regression analysis result indicated in Table 4.18 shows that brand trust can be explained for a significant 83.3 percent of the variance by the attitude of the customers towards the brand, at Beta of 0.728, and customer satisfaction at Beta of 0.250. An important information extracted is the role of brand attitude played in forming brand trust. Customer attitude provides attitudinal indications of the customers towards, for instance, cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness". This can imply to the coffee shops to use advertisement and magazine, and bloggers media as possible channels of promotion to help stimulate the formation of brand attitude of the customers.

Table 4.18 Multivariate Regression Analysis for Brand Trust Predicted by Brand Attitude and Customer Satisfaction

Model Summary

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.913[a]	.833	.833	.30675

ANOVA

Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	186.908	2	93.454	993.174	.000[b]
Residual	37.356	397	.094		
Total	224.264	399			

Coefficients

		Unstandardized Coefficients		**Standardized Coefficients**		
	Model	B	SD	Beta	t	Sig.
1	(Constant)	.102	.094		1.091	.276
	Customer Satisfaction	.300	.033	.250	9.155	.000
	Brand Attitude	.675	.025	.728	26.702	.000

Note. a. Predictors: (Constant), Brand Attitude, Customer Satisfaction

b. Dependent Variable: Brand Trust

Thus, the fact that H2 is supported provides further evidences that trust is an indicator which reflects how the customers are at ease in making decisions (Farquhar, 1989), because the customers have gained significant knowledge and understanding about the products and services (Aaker, 2004; Keller, 2008), owed to the impression on the quality of the products and services (Chaudhuri & Holbrook, 2001) and the positive attitude towards the brand and the products and services offered (Li, Kashyap & Yang, 2008). Brand trust thus relates to the knowledge of brand-consumer relationship (Sheth & Parvatyar, 1995), which serves to enable the customers to avoid uncertain circumstances in which they have to make decisions from among the many choices given (Doney & Cannon, 1997).

4.6 Concluding Hypothesis 3

Hypothesis 3 (H3) states that brand trust, which provides a trust for customers to exchange relationships that are highly valued (Chaudhuri & Holbrook, 2001) towards the qualities of the services and products offered (Arjun & Morris, 2001; Chaudhuri & Holbook, 2001) and customer satisfaction, can significantly predict customer loyalty i.e. on re-purchasing (Morgan & Hunt, 1994; Singh & Sirdeshmukh, 2000), which imply further that customer loyalty underlies the commitment of the coffee shops to preserve and maintain the level of customer satisfaction as well as brand trusts.

This hypothesis is supported by the evidences of the 2-predictor multivariate regression analysis, as shown in Table 4.19, which advocates on the roles of brand trust, at Beta of 0.240, and customer satisfaction at Beta of 0.607, in explaining the variance of customer loyalty at 63.9 percent.

Table 4.19 Multivariate Regression Analysis for Customer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800[a]	.639	.637	.39025

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	107.123	2	53.561	351.695	.000[b]
Residual	60.461	397	.152		
Total	167.584	399			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	SD	Beta	t	Sig.
1	(Constant)	.615	.120		5.139	.000
	Customer Satisfaction	.631	.046	.607	13.751	.000
	Brand Trust	.207	.038	.240	5.426	.000

Note. a. Predictors: (Constant), Brand Trust, Customer Satisfaction

b. Dependent Variable: Customer Loyalty

4.7 Concluding the Demographic and Psychographic Variables

To better understanding the subtleties of theory of planned behavior which explains the belief-response structure, demographic and some of the relevant psychographics variables are also used to help illustrate the possible influences such as income levels and patronage frequency. These demographic variables may, to some degree, represent the experiences of the consumers and the gradual formation of attitude resulted from social interactions. Specifically, the demographics and psychographics variables are:

Gender, marital status, age, education, occupation, nationality, monthly income, favorite brands, patronage frequency, and purpose of the visit, duration of stay, experience state, brand coffee shops surveyed and locations.

This section provides a comprehensive statistics analyses of the roles of the demographic and psychographic variables in influencing how customers perceive and form attitude, predominantly based on correlations test, t-test and ANOVA test.

First, the role of age is studied. The results of the ANOVA tests shown in Tables 4.20-4.21 indicate that there are significant differences across the different age groups. Specifically, the trends show that the older the customers are (except for age group 51-60 which shows a drop in the perceived agreement across all the variables discussed), the higher the perceived agreement that they received better services over the marketing mix-driven services, and able they perceived to have higher level of satisfaction, brand trust and customer loyalty towards the branded coffee shops that they recalled in the survey.
The scales of perceived agreement over the various facets of variables are ranged from slightly above 3 to slightly above 4 as the age trends up. This has important implication to the marketers who would need to pay more particular attention towards the younger groups as they may not only perceive lower levels of services and show lower levels of trust and loyalty towards the brands and the services, but also may have missed other important variables that are considered important for the younger groups.

Table 4.20 Descriptive Profile of the Different Age Groups

		N	Mean	SD	Std. Error
Priced-Perceived	Under 20	86	3.3442	.62017	.06687
	21-30	170	3.6729	.67331	.05164
	31-40	56	3.8537	.58603	.07831
	41-50	44	4.1091	.58603	.07831
	51-60	40	3.4400	.75407	.11923
	Over 60	4	3.0000	.00000	.00000
	Total	**400**	**3.6403**	**.68199**	**.03410**

Table 4.20 (continued)

		N	Mean	SD	Std. Error
Place-perceive	Under 20	86	3.4942	.61951	.06680
	21-30	170	3.6824	.71995	.05522
	31-40	56	4.0089	.51116	.06831
	41-50	44	3.9432	.65117	.09817
	51-60	40	3.6000	.84883	.13421
	Over 60	4	4.0000	.00000	.00000
	Total	**400**	**3.7113**	**.69599**	**.03480**
Promotion-Perceived	Under 20	86	3.3070	.66417	.07162
	21-30	170	3.4265	.70889	.05437
	31-40	56	3.4136	.76570	1.02320
	41-50	44	3.8727	.52312	.07886
	51-60	40	3.4200	.80994	1.28060
	Over 60	4	3.6000	.00000	.00000
	Total	**400**	**3.6041**	**.71141**	**.03557**
Process-Perceived	Under 20	86	3.3409	.64808	.06988
	21-30	170	3.6222	.71793	.05506
	31-40	56	3.8461	.53996	.07216
	41-50	44	3.9077	.49959	.07532
	51-60	40	3.4200	.80994	.12806
	Over 60	4	3.6000	.00000	.00000
	Total	**400**	**3.6041**	**.68981**	**.03449**
People-Perceived	Under 20	86	3.5314	.55914	.06029
	21-30	170	3.8287	.69007	.05293
	31-40	56	4.0032	.55731	.07447
	41-50	44	4.0418	.59263	.08934
	51-60	40	3.6235	.75921	.12004
	Over 60	4	5.0000	.00000	.00000
	Total	**400**	**3.8038**	**.67156**	**.03358**

Table 4.20 (continued)

		N	Mean	SD	Std. Error
Customer Satisfaction	Under 20	86	3.5700	.40490	.04370
	21-30	170	3.7100	.64110	.04920
	31-40	56	3.8700	.56810	.07590
	41-50	44	4.0300	.60210	.09080
	51-60	40	3.6900	.89410	.14140
	Over 60	4	3.6900	.00000	.00000
	Total	**400**	**3.7300**	**.62370**	**.03120**
Customer Loyalty	Under 20	86	3.5244	.47368	.05108
	21-30	170	3.7036	.65797	.05046
	31-40	56	3.9354	.62938	.08410
	41-50	44	4.1114	.55138	.08312
	51-60	40	3.6515	.84355	.13338
	Over 60	4	3.7300	.00000	.00000
	Total	**400**	**3.7374**	**.64808**	**.64808**
Brand Trust	Under 20	86	3.5405	.58482	.06306
	21-30	170	3.6115	.76724	.05884
	31-40	56	4.0425	.55968	.07479
	41-50	44	4.0073	.84824	.12788
	51-60	40	3.5850	.90835	.14362
	Over 60	4	3.3800	.00000	.00000
	Total	**400**	**3.6931**	**.74971**	**.03749**
Servicescapes	Under 20	86	3.7007	.61488	.06630
	21-30	170	3.9369	.68960	.05289
	31-40	56	4.0411	.51032	.06820
	41-50	44	4.2050	.48529	.07316
	51-60	40	3.7250	.89155	.14097
	Over 60	4	5.0000	.00000	.00000
	Total	**400**	**3.9197**	**.67672**	**.03384**

Table 4.20 (continued)

		N	Mean	SD	Std. Error
Conveniences	Under 20	86	2.8233	.53351	.05753
	21-30	170	3.0729	.57221	.04389
	31-40	56	3.1929	.48387	.06466
	41-50	44	3.1636	.47500	.07161
	51-60	40	2.9300	.77731	.12290
	Over 60	4	3.6000	.00000	.00000
	Total	**400**	**3.0370**	**.57868**	**.02893**
Environment	Under 20	86	3.5628	.56611	.06105
	21-30	170	3.8541	.66875	.05129
	31-40	56	3.8071	.52427	.07006
	41-50	44	4.1000	.63025	.09501
	51-60	40	3.6600	.89236	.14109
	Over 60	4	4.6000	.00000	.00000
	Total	**400**	**3.8000**	**.66927**	**.03346**
Variety of Coffee-	Under 20	86	3.5640	.53986	.05821
Foods Choices,	21-30	170	3.5853	.70664	.05420
Innovative Products	31-40	56	3.7589	.52433	.07007
And Their Appealing	41-50	44	4.0795	.52488	.07913
	51-60	40	3.4125	.94148	.14886
	Over 60	4	4.2500	.00000	.00000
	Total	**400**	**3.6488**	**.68005**	**.03400**
Coffee, Foods and	Under 20	86	3.6628	.59132	.06376
Snack Tastes	21-30	170	3.7294	.79775	.06118
	31-40	56	3.9107	.60383	.08069
	41-50	44	4.1364	.46209	.06966
	51-60	40	3.8750	.84543	.13367
	Over 60	4	4.500	.00000	.00000
	Total	**400**	**3.8075**	**.71622**	**.03581**

Table 4.20 (continued)

		N	Mean	SD	Std. Error
Ingredients,	Under 20	86	3.3953	.58449	.06303
Packaging and	21-30	170	3.7506	.70360	.05396
Food-Coffee Matching	31-40	56	3.8071	.56177	.07507
	41-50	44	4.1000	.52385	.07897
	51-60	40	3.4700	.83825	.13254
	Over 60	4	4.2000	.00000	.00000
	Total	**400**	**3.6970**	**.68729**	**.03436**
Brand Attitude	Under 20	86	3.4651	.56771	.06122
	21-30	170	3.6471	.82696	.06343
	31-40	56	3.9911	.75222	.10052
	41-50	44	3.9545	.86480	.13037
	51-60	40	3.4500	.94258	.14904
	Over 60	4	2.5000	.00000	.00000
	Total	**400**	**3.6588**	**.80924**	**.04046**

Table 4.21 ANOVA Test of Different Age Groups

		Sum of Squares	df	Mean Square	F	Sig.
Price-Perceived	Between Groups	22.772	5	4.554	11.022	.000
	Within Groups	162.809	394	.413		
	Total	**185.58**	**399**			
Place-Perceived	Between Groups	12.352	5	2.470	5.380	.000
	Within Groups	180.923	394	.459		
	Total	**193.274**	**399**			
Promotion-	Between Groups	9.916	5	1.983	4.069	.001
Perceived	Within Groups	192.019	394	.487		
	Total	**201.936**	**399**			

Table 4.21 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
People-	Between Groups	18.231	5	3.646	8.883	.000
Perceived	Within Groups	161.716	394	.410		
	Total	**179.947**	**399**			
Process-	Between Groups	14.703	5	2.941	6.615	.000
Perceived	Within Groups	175.159	394	.445		
	Total	**189.862**	**399**			
Customer	Between Groups	7.279	5	1.456	3.878	.002
Satisfaction	Within Groups	147.915	394	.375		
	Total	**155.194**	**399**			
Customer	Between Groups	12.738	5	2.548	6.482	.000
Loyalty	Within Groups	154.846	394	.393		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	15.363	5	3.073	5.795	.000
	Within Groups	208.901	394	.530		
	Total	**224.264**	**399**			
Servicescapes	Between Groups	14.766	5	2.953	6.928	.000
	Within Groups	167.954	394	.426		
	Total	**182.72**	**399**			
Conveniences	Between Groups	7.940	5	1.588	4.979	.000
	Within Groups	125.672	394	.422		
	Total	**133.612**	**399**			
Environment	Between Groups	12.644	5	2.529	5.999	.000
	Within Groups	166.076	394	.422		
	Total	**178.720**	**399**			

Table 4.21 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	Between Groups	13.827	5	2.529	5.999	.000
	Within Groups	170.697	394	.422		
	Total	**184.524**	**399**			
Coffee, Foods And Snack Tastes	Between Groups	10.293	5	2.059	4.173	.001
	Within Groups	194.384	394	.493		
	Total	**204.677**	**399**			
Ingredients, Packaging and Food-Coffee Matching	Between Groups	19.212	5	3.842	8.944	.000
	Within Groups	169.264	394	.430		
	Total	**188.476**	**399**			
Brand Attitude	Between Groups	20.396	5	4.079	6.672	.000
	Within Groups	240.899	394	.611		
	Total	**261.294**	**399**			

The positive correlation relationships between all the variables involved in this research and age groups are clearly shown in Table 4.22 to Table 4.24. Age wise, descriptive profile result shown in Table 4.20 and 4.21 which presents the marketing-mix and factorized product, physical elements of marketing-mix variables across the different age levels, indicates that the age range between 31-40, and 41-50 have the higher the levels of customer agreement towards aspects of all the variables except over 60 age group has the highest agreement towards aspect of place, servicescapes, conveniences, environment, variety of coffee food choices, innovative products and their appealing features, and coffee and food tastes, and the attractiveness of ingredients. As age level is

arranged in the interval scale that is trending upward, this variable can be used in the correlations study, in which the results presented in Table 4.22, 4.23, and Table 4.24 clearly show the positive correlation between the age groups and the product and physical aspects of services/marketing mixes, as well as customer loyalty.

Table 4.22 Correation beween Age Groups and Marketing-Mix

	Age	**Product-P***	**Price-P***	**Place-P***	**Promotion-P***	**People-P***	**Physical-P***	**Process-P***
Age	1	.146**	.124*	.133**	.128*	.155*	.147**	.116*
Product-P*		1	.611**	.584**	.352**	.668**	.673**	.435**
Price-P*			1	.609**	.354**	.620**	.610**	.443**
Place-P*				1	.249**.	.589**	.570**	.375**
Prom-P*					1	.360**	.314**	.849**
People-P*						1	.811**	.400**
Physical-P*							1	.343**
Process-P*								1

Note. P*=Perceived, Prom-P*=Promotion-Perceived

Table 4.23 Correlation between Age Groups and The Factorized Product and Physical Elements of Martketing-Mix

	Age	**SS**	**Conv**	**Env**	**CFC, IP and A**	**CF and ST**	**IP and FCM**
Age	1	.130**	.117**	.127**	.094	.182**	.138**
SS		1	.638**	.746**	.404**	.411**	.554**
Conv			1	.626**	.373**	.424**	.519**
Env				1	.504**	.473**	.647**
CFC, IP and A					1	.682**	.571**
CF and ST						1	.545**
IP and FCM							1

Note. SS=Servicescapes, Conv=Conveniences, Env=Environment
CFC, IP and A=Variety of Coffee-Foods Choices,Innovative Products and Their Appealing
CF and ST=Coffee, Foods and Snack Tastes
IP and FCM=Ingredients, Packaging and Food-Coffee Matching
** Correlation is significant at the 0.01 level (2-tailed).

Table 4.24 Correlation between the Age Groups and the States of Customer Satisfaction, Brand Attitude, Brand Trust and Customer Loyalty

	Age	**CS**	**CL**	**Brand Trust**	**Brand Attitude**
Age	1	.130**	.157**	.105*	.043
CS		1	.783**	.731**	.661**
CL			1	.684**	.664**
Brand Trust				1	.893**
Brand Attitude					1

Note. CS=Customer satisfaction, CL=Customer Loyalty
** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Second, the education variable is studied. Education wise, ANOVA test result shown in Table 4.25 with Table 4.26 which presents the descriptive profiles of the different variables across the different educational levels, indicates that the higher the level of education (i.e. from vocational diploma to master), the higher the levels of customer agreement towards aspects of environment, variety of coffee food choices, innovative products and their appealing features, and coffee and food tastes, and the attractiveness of ingredients, packaing and food-coffee matching perceptions. As education level is arranged in the interval scale that is trending upward, this variable can be used in the correlations study, in which the results presented in Table 4.27 and Table 4.28 clearly show the positive correlation between the educational level and the product and physical aspects of services/marketing mixes, as well as customer loyalty.

Table 4.25 Descriptive Profile across Different Educational Levels

		N	Mean	Std. Deviation	Std. Error
Price - Perceived	H School	44	3.5273	.69428	.10467
	V College	32	3.6375	.87169	.15409
	B Degree	242	3.6182	.67878	.04363
	M Degree	74	3.7946	.56856	.06609
	Other	8	3.6500	.77644	.27451
	Total	**400**	**3.6430**	**.68199**	**.03410**
Place - Perceived	H School	44	3.5455	.74567	.11241
	V College	32	3.7813	.92838	.16412
	B Degree	242	3.7107	.67330	.04328
	M Degree	74	3.7635	.65675	.07635
	Other	8	3.8750	.13363	.04725
	Total	**400**	**3.7113**	**.69599**	**.03480**
Promotion - Perceived	H School	44	3.1455	.71705	.10810
	V College	32	3.6625	.60841	.10755
	B Degree	242	3.4269	.73329	.04714
	M Degree	74	3.567	.63712	.07406
	Other	8	3.8500	.41057	.14516
	Total	**400**	**3.4491**	**.71141**	**.03557**

Table 4.25 (continued)

		N	Mean	Std. Deviation	Std. Error
People - Perceived	H School	44	3.7818	.65691	.09903
	V College	32	3.6206	.82288	.14547
	B Degree	242	3.7980	.67339	.04329
	M Degree	74	3.9086	.62844	.07305
	Other	8	3.8650	.22045	.07794
	Total	**400**	**3.8038**	**.67156**	**.03358**
Process-Perceived	H School	44	3.2532	.72383	.10912
	V College	32	3.7788	.64839	.11462
	B Degree	242	3.5814	.71351	.04587
	M Degree	74	3.7684	.53885	.06264
	Other	8	4.0000	.30237	.10690
	Total	**400**	**3.6041**	**.68981**	**.03449**
Customer Satisfaction	H School	44	3.6186	.50179	.07565
	V College	32	3.6581	.85470	.15109
	B Degree	242	3.7379	.62680	.04029
	M Degree	74	3.8176	.56172	.06530
	Other	8	3.8275	.61460	.21729
	Total	**400**	**3.7349**	**.62367**	**.03118**
Customer Loyalty	H School	44	3.5459	.76427	.11522
	V College	32	3.6419	.90639	.16023
	B Degree	242	3.7364	.61466	.03951
	M Degree	74	3.8627	.52337	.06084
	Other	8	4.0475	.54993	.19443
	Total	**400**	**3.7374**	**.64808**	**.03240**
Brand Trust	H School	44	3.7127	.61641	.09293
	V College	32	3.6581	.95356	.16857
	B Degree	242	3.6329	.77758	.04998
	M Degree	74	3.867	.62551	.07271
	Other	8	3.9400	.50692	.17922
	Total	**400**	**3.6931**	**.74971**	**.03749**

Table 4.25 (continued)

		N	Mean	Std. Deviation	Std. Error
Servicescapes	H School	44	3.9232	.59007	.08896
	V College	32	3.8125	.64139	.11338
	B Degree	242	3.9155	.69535	.04470
	M Degree	74	3.9781	.70875	.08239
	Other	8	3.9150	.40942	.14475
	Total	**400**	**3.9197**	**.67672**	**.03384**
Conveniences	H School	44	2.9545	.51735	.07799
	V College	32	2.8500	.77875	.13766
	B Degree	242	3.0628	.56746	.03648
	M Degree	74	3.1027	.55517	.06454
	Other	8	2.8500	.38173	.13496
	Total	**400**	**3.037**	**.57868**	**.02893**
Environment	H School	44	3.5091	.70803	.10674
	V College	32	3.7625	.80392	.14211
	B Degree	242	3.8397	.64344	.04136
	M Degree	74	3.8486	.65108	.07569
	Other	8	3.9000	.53452	.18898
	Total	**400**	**3.8000**	**.66927**	**.03346**
Variety of Coffee-Foods Chioces, Innovative Products And Their Appealing	H School	44	3.2159	.79349	.11962
	V College	32	3.7500	.76727	.13564
	B Degree	242	3.7004	.65819	.04231
	M Degree	74	3.6554	.56542	.06573
	Other	8	4.0000	.42258	.14940
	Total	**400**	**3.6488**	**.68005**	**.03400**
Coffee, Foods and Snack Tastes	H School	44	3.4545	.80564	.12145
	V College	32	4.0313	.81258	.14364
	B Degree	242	3.8554	.65196	.04191
	M Degree	74	3.7162	.76338	.08874
	Other	8	4.2500	.46291	.16366
	Total	**400**	**3.8075**	**.71622**	**.03581**

Table 4.25 (continued)

		N	Mean	Std. Deviation	Std. Error
Ingredients, Packaging	H School	44	3.2636	.71758	.10818
and	V College	32	3.4500	.79189	.13999
Food-Coffee Matching	B Degree	242	3.7769	.64528	.04148
	M Degree	74	3.8054	.67274	.07820
	Other	8	3.6500	.35051	.12392
	Total	**400**	**3.6970**	**.68729**	**.03436**
Brand Attitude	H School	44	3.625	.78039	.11765
	V College	32	3.4219	1.11702	.19746
	B Degree	242	3.6384	.83240	.05351
	M Degree	74	3.8108	.57756	.06714
	Other	8	4.0000	.26726	.09449
	Total	**400**	**3.6588**	**.80924**	**.04046**

Note. H School=High School, V College=Vocational College,
B Degree=Bachelor Degree, M Degree=Master Degree

Table 4.26 ANOVA Test on Educational Levels

		Sum of Squares	df	Mean Square	F	Sig.
Price-Perceived	Between Groups	2.440	4	.610	1.316	.263
	Within Groups	183.140	395	.464		
	Total	**185.58**	**399**			
Place-Perceived	Between Groups	1.783	4	.446	.919	.452
	Within Groups	191.491	395	.485		
	Total	**193.274**	**399**			
Promotion-Perceived	Between Groups	7.949	4	1.987	4.046	.003
	Within Groups	193.987	395	.491		
	Total	**20.936**	**399**			

Table 4.26 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
People-Perceived	Between Groups	1.947	4	.487	1.080	.366
	Within Groups	178.000	395	.451		
	Total	**179.947**	**399**			
Process-Perceived	Between Groups	9.770	4	2.443	5.357	.000
	Within Groups	180.092	395	.456		
	Total	**189.862**	**399**			
Customer Satisfaction	Between Groups	1.360	4	.340	.873	.480
	Within Groups	153.835	395	.389		
	Total	**155.194**	**399**			
Customer Loyalty	Between Groups	3.837	4	.959	2.314	.057
	Within Groups	163.747	395	.415		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	3.660	4	.915	1.638	.164
	Within Groups	220.604	395	.558		
	Total	**224.264**	**399**			
Servicescapes	Between Groups	.625	4	.156	.339	.852
	Within Groups	182.095	395	.461		
	Total	**182.72**	**399**			
Conveniences	Between Groups	2.179	4	.545	1.637	.164
	Within Groups	131.434	395	.333		
	Total	**133.612**	**399**			

Table 4.26 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Environment	Between Groups	4.405	4	1.101	2.495	.042
	Within Groups	174.315	395	.441		
	Total	**178.72**	**399**			
Variwty of Coffee-Foods Choices, Innovative Products and Their Appealing	Between Groups	10.208	4	2.552	5.783	.000
	Within Groups	174.317	395	.441		
	Total	**184.524**	**399**			
Coffee, Foods and Snacks Tastes	Between Groups	9.821	4	2.455	4.977	.001
	Within Groups	194.856	395	.493		
	Total	**204.677**	**399**			
Ingredients, Packaging and Food-Coffee Matching	Between Groups	12.646	4	3.162	7.102	.000
	Within Groups	175.83	395	.445		
	Total	**188.476**	**399**			
Brand Attitude	Between Groups	4.588	4	1.147	1.765	.135
	Within Groups	256.706	395	.650		
	Total	**261.294**	**399**			

In general, as shown in Table 4.27 and Table 4.28, the consumers who are holding higher education tend, also, to be slightly loyal (to 0.149**), which also show higher perceived performance in aspects of environment (to 0.136**) and towards the variety of coffee-foods choices, innovative products and its appealing (to 0.171**).

Table 4.27 Correlation between Educational Level and Post-Consumption Variables

	Education	Customer Satisfaction	Customer Loyalty	Brand Trust	Brand Attitude
Education	1	.092	.149**	.061	.096
CS		1	.783**	.731**	.661**
CL			1	.684**	.664**
Brand Trust				1	.893**
Brand Attitude					1

Note. CS=Customer Satisfaction, CL=Customer Loyalty

Table 4.28 Correlation between Educational Level and The Factorized Product and Physical Elements of Martketing Mix

	EL	SS	Conveniences	Environment	CFC, IP and A	CF and ST	IP and FCM
EL	1	.031	.074	.136**	.171**	.096	.220
SS		1	.838**	.746**	.404**	.411**	.554**
Conveniences			1	.626**	.373**	.424**	.519**
Environment				1	.504**	.473**	.647**
CFC, IP and A					1	.682**	.571**
CF and ST						1	545**
IP and FCM							1

Note. EL=Educational Level, SS=Servicescapes
CFC, IP and A=Variety of Coffee-Foods Choices, Innovative Products and Their Appealing
CF and ST=Coffee, Foods and Snack Tastes
IP and FCM=Ingredients, Packaging and Food-Coffee Matching

Third, occupation variable is studied. Indicated from Table 4.29 and Table 4.30, the results of ANOVA test, it is shown that there are significant differences on the different roles of occupation, namely students, salaried employees and the self-employed.

The post-hoc analysis indicates that there are significant differences between the students in comparison to the other categories of occupation, and as such, the data are re-grouped into students and the employed (either self-employed or salaried) and the results of t-test indicated in Table 4.31 and Table 4.32 present the same scenario.

Table 4.29 Descriptive Profile of the Variables across Different Occupational Groups

		N	Mean	Std. Deviation	Std. Error
Price-Perceived	Student	226	3.5646	.69448	.04620
	Salary E	88	3.7136	.67860	.07234
	Self-Employed	66	3.9333	.61101	.07521
	Others	20	3.2600	.35600	.07960
	Total	**400**	**3.6430**	**.68199**	**.03410**
Place-Perceived	Student	226	3.5686	.71589	.04762
	Salary E	88	3.8807	.58597	.06246
	Self-Employed	66	3.8864	.70190	.08640
	Others	20	4.0000	.52566	.11754
	Total	**400**	**3.7113**	**.69599**	**.03480**
Promotion-	Student	226	3.4022	.67962	.04521
Perceived	Salary E	88	3.4541	.77785	.08292
	Self-Employed	66	3.6667	.64625	.07955
	Others	20	3.2400	.85002	.19007
	Total	**400**	**3.4492**	**.71141**	**.03557**
People-Perceived	Student	226	3.7129	.69107	.04597
	Salary E	88	3.8736	.62619	.06675
	Self-Employed	66	3.8906	.63142	.07772
	Others	20	4.2380	.55719	.12459
	Total	**400**	**3.8038**	**.67156**	**.03358**

Table 4.29 (continued)

		N	Mean	Std. Deviation	Std. Error
Process-	Student	226	3.5637	.68675	.04568
Perceived	Salary E	88	3.6207	.71535	.07626
	Self-Employed	66	3.7991	.53583	.06596
	Others	20	3.343	.92614	.20709
	Total	**400**	**3.6041**	**.68981**	**.03449**
Customer	Student	226	3.6158	.56336	.03747
Satisfaction	Salary E	88	3.8948	.66042	.07040
	Self-Employed	66	3.8933	.72550	.08930
	Others	20	3.8540	.47204	.10555
	Total	**400**	**3.7349**	**.62367**	**.03118**
Customer	Student	226	3.5952	.59703	.03971
Loyalty	Salary E	88	3.8927	.68305	.07281
	Self-Employed	66	4.0006	.68382	.08417
	Others	20	3.7930	.51679	.11556
	Total	**400**	**3.7375**	**.64808**	**.03240**
Brand Trust	Student	226	3.5648	.69764	.04641
	Salary E	88	4.0050	.69971	.07459
	Self-Employed	66	3.6839	.91622	.11278
	Others	20	3.8020	.51662	.11552
	Total	**400**	**3.6931**	**.74971**	**.03749**
Servicescapes	Student	226	3.8299	.67296	.04476
	Salary E	88	3.9505	.63455	.06764
	Self-Employed	66	4.0658	.70594	.08690
	Others	20	4.3160	.60460	.13519
	Total	**400**	**3.9197**	**.67672**	**.03384**

Table 4.29 (continued)

		N	Mean	Std. Deviation	Std. Error
Conveniences	Student	226	2.9522	.56774	.03777
	Salary E	88	3.0636	.65988	.07034
	Self-Employed	66	3.2364	.46925	.05776
	Others	20	3.2200	.45376	.10146
	Total	**400**	**3.037**	**.57868**	**.02893**
Environment	Student	226	3.6938	.65051	.04327
	Salary E	88	3.9182	.63942	.06816
	Self-Employed	66	3.897	.71230	.08768
	Others	20	4.1600	.64759	.14480
	Total	**400**	**3.8000**	**.66927**	**.03346**
Variety of	Student	226	3.5819	.67531	.04492
Coffee-	Salary E	88	3.7273	.62011	.06610
Innovative	Self-Employed	66	3.6591	.79860	.09830
Products and	Others	20	4.0250	.37081	.08292
Their Appealing	**Total**	**400**	**3.6488**	**.68005**	**.03400**
Coffee, Foods	Student	226	3.7257	.74831	.04978
and Snacks tastes	Salary E	88	3.8750	.69584	.07418
	Self-Employed	66	3.8788	.66830	.08226
	Others	20	4.2000	.34028	.07609
	Total	**400**	**3.80750**	**.71622**	**.03581**
Ingredients,	Student	226	3.5593	.69597	.04630
Packaging and	Salary E	88	3.9727	.65403	.06972
Food-Coffee	Self-Employed	66	3.7394	.64208	.07903
Matching	Others	20	3.9000	.43286	.09679
	Total	**400**	**3.6970**	**.68729**	**.03436**

Table 4.29 (continued)

		N	Mean	Std. Deviation	Std. Error
Brand Attitude	Student	226	3.5442	.73275	.04874
	Salary E	88	4.0170	.82420	.08786
	Self-Employed	66	3.6439	.93445	.11502
	Others	20	3.4250	.69821	.15612
	Total	**400**	**3.6588**	**.80924**	**.04046**

Note. Salary E=Salary Employee

Table 4.30 ANOVA Analysis of Different Occupational Groups

		Sum of Square	df	Mean Square	F	Sig.
Price-Perceived	Between Groups	10.325	3	3.442	7.777	.000
	Within Groups	175.255	396	.443		
	Total	**185.580**	**399**			
Place-Perceived	Between Groups	10.818	3	3.606	7.826	.000
	Within Groups	182.457	396	.461		
	Total	**193.274**	**399**			
Promotion-Perceived	Between Groups	4.498	3	1.499	3.007	.300
	Within Groups	197.438	396	.499		
	Total	**201.936**	**399**			
People-Perceived	Between Groups	6.564	3	2.188	4.997	.002
	Within Groups	173.383	396	.438		
	Total	**179.947**	**399**			

Table 4.30 (continued)

		Sum of Square	df	Mean Square	F	Sig.
Process-Perceived	Between Groups	4.266	3	1.422	3.034	.029
	Within Groups	185.596	396	.469		
	Total	**189.862**	**399**			
Customer	Between Groups	7.393	3	2.464	6.063	.000
Satisfaction	Within Groups	147.801	396	.373		
	Total	**155.194**	**399**			
Customer Loyalty	Between Groups	11.326	3	3.775	9.568	.000
	Within Groups	156.258	396	.395		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	12.525	3	4.175	7.808	.000
	Within Groups	211.739	396	.535		
	Total	**224.264**	**399**			
Servicescapes	Between Groups	6.454	3	2.151	4.883	.003
	Within Groups	176.266	396	.445		
	Total	**182.72**	**399**			
Conveniences	Between Groups	4.980	3	1.66	5.111	.002
	Within Groups	128.632	396	.325		
	Total	**133.612**	**399**			
Environment	Between Groups	6.990	3	2.33	5.373	.001
	Within Groups	171.730	396	.434		
	Total	**178.720**	**399**			

Table 4.30 (continued)

		Sum of Square	df	Mean Square	F	Sig.
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	Between Groups	4.392	3	1.464	3.219	.023
	Within Groups	180.132	396	.455		
	Total	**184.524**	**399**			
Coffee, Foods and Snacks Tastes	Between Groups	5.331	3	1.777	3.53	.015
	Within Groups	199.346	396	.503		
	Total	**204.677**	**399**			
Ingredients, Packaging and Food-Coffee Matching	Between Groups	11.919	3	3.973	8.911	.000
	Within Groups	176.558	396	.446		
	Total	**188.476**	**399**			
Brand Attitude	Between Groups	15.367	3	5.122	8.248	.000
	Within Groups	245.927	396	.621		
	Total	**261.294**	**399**			

Table 4.31 Descriptive Profile of the Variables for Students and the Employed

	Student and Employed	N	Mean	Std. Deviation	Std. Error
Product-Perceived	Student	226	3.6091	.58019	.03859
	Employed	173	3.8480	.55233	.04199
Priced-Perceived	Student	226	3.5646	.69448	.04620
	Employed	173	3.7468	.65482	.04978

Table 4.31 (continued)

	Student and Employed	N	Mean	Std. Deviation	Std. Error
Place-Perceived	Student	226	3.5686	.71589	.04762
	Employed	173	3.8974	.62583	.04758
Promotion-Perceived	Student	226	3.4022	.67962	.04521
	Employed	173	3.5096	.75042	.05705
People-Perceived	Student	226	3.7129	.69107	.04597
	Employed	173	3.9252	.62821	.04776
Physical-Perceived	Student	226	3.7476	.60181	.04003
	Employed	173	3.9839	.59540	.04527
Process-Perceived	Student	226	3.5637	.68675	.04568
	Employed	173	3.6545	.69375	.05274
Customer Satisfaction	Student	226	3.6158	.56336	.03747
	Employed	173	3.8911	.66624	.05065
Customer Loyalty	Student	226	3.5952	.59703	.03971
	Employed	173	3.9243	.66794	.05074
Brand Trust	Student	226	3.5648	.69764	.94641
	Employed	173	3.8620	.78527	.05970
Servicescapes	Student	226	3.8299	.67296	.04476
	Employed	173	4.0374	.66733	.05074
Conveniences	Student	226	2.9522	.56774	.03777
	Employed	173	3.1457	.57713	.04388

Table 4.31 (continued)

	Student and Employed	N	Mean	Std. Deviation	Std. Error
Environment	Student	226	3.6938	.65051	.04372
	Employed	173	4.0374	.67182	.05108
Variety of Coffee-Foods Choices, Innovative Product and Their Appealing	Student	226	3.5819	.67531	.04492
	Employed	173	3.737	.68000	.05170
Coffee, Foods and Snacks Tastes	Student	226	3.7257	.74831	.04978
	Employed	173	3.9133	.66122	.05170
Ingredients, Packaging And Food-Coffee Matching	Student	226	3.5593	.69597	.04630
	Employed	173	3.8775	.63595	.04835
Brand Attitude	Student	226	3.5442	.73275	.04874
	Employed	173	3.8092	.88127	.06700

Table 4.32 T-Test of the Variables between the Students and the Employed

		Independent Samples Test								
		Leven's Test for Equality of variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error difference	95% confidence interval of the difference	
									Lower	Upper
P1-	E.V.A	1.174	.279	-4.162	397	.000	-.23892	.05741	-.35178	-.12606
P*	E.V not A			-4.189	378.723	.000	-.23892	.05703	-.35106	-.12678
P2 -	E.V.A	.270	.603	-.2662	397	.008	-.18222	.06845	-.31679	-.04765
P*	E.V not A			-.2683	380.223	.008	-.18222	.06792	-.31576	-.04868

Table 4.32 (continued)

Independent Samples Test										
		Leven's Test for Equality of variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error difference	95% confidence interval of the difference	
									Lower	Upper
P3-	E.V.A	4.749	.030	-4.798	397	.000	-.32881	.06853	-.46353	-.19403
P*	E.V not A			-4.885	390.010	.000	-.32881	.06732	.46117	.19646
P4-	E.V.A	1.010	.315	-1.495	397	.136	-.10738	.07184	-.24862	.03385
P*	E.V not A			-1.475	350.241	.141	-.10738	.07279	-.25055	.03578
P5-	E.V.A	.387	.534	-3.162	397	.002	-.21228	.06713	-.34427	-.08030
P*	E.V not A			-3.202	385.427	.001	-.21228	.06629	-.34262	-.08195
P6-	E.V.A	.013	.911	-3.904	397	.000	-.23626	.06052	-.35523	-.11729
P*	E.V not A			-3.910	372.202	.000	-.23626	.06043	-.35509	-.11744
P7-	E.V.A	.310	.578	-1.302	397	.194	-.09073	.06968	-.22773	.04626
P*	E.V not A			-1.300	368.372	.194	-.09073	.06878	-.22795	.04648
CS	E.V.A	11.986	.001	-4.466	397	.000	-.27526	.06163	-.39642	-.15410
	E.V not A			-4.369	335.073	.000	-.27526	.06301	-.39920	-.15132
CL	E.V.A	6.202	.013	-5.182	397	.000	-.32911	.06351	-.45398	-.20425
	E.V not A			-5.105	347.389	.000	-.32911	.06447	-.45591	-.20232
BT	E.V.A	4.540	.034	-3.992	397	.000	-.29719	.07444	-.44353	-.15084
	E.V not A			-3.930	346.055	.000	-.29719	.07562	-.44591	-.14846
BA	E.V.A	6.061	.014	-3.277	397	.001	-.26500	.08087	-.42398	-.10602
	E.V not A			-3.198	331.294	.002	-.26500	.08285	-.42799	-.10201

Note. E.V.A=Equal Variances Assumed, E.V not A=Equal Variances not Assumed
P1-P*=Product Perceived, P2-P*=Price-Perceived, P3-P*=Place-Perceived,
P4-P*=Promotion-Perceived, P5-P*=People-Perceived,
P6-P*=Physical-Perceived, P7-P*=Process-Perceived
CS=Customer Satisfaction, CL=Customer Loyalty
BT=Brand Trust, BA=Brand Attitude

Fourth, in terms of nationality of the respondents, although the test of ANOVA indicated in Tables 4.33 and 4.34 shows significant differences across many of the variables, but the ability to reliably use the result is limited by the relatively unequalled number of respondents across the different nationalities. Nevertheless, when unequaled variance is assumed, and t-test performed to examine the significant differences between Myanmar citizens and Thai, the results show no significant differences across all the variables.

Table 4.33 Descriptive Profile of the Variables across Nationalities

		N	Mean	Std. Deviation	Std. Error
Price - Perceived	Thai	310	3.6006	.70734	.04017
	Myanmar	50	3.7200	.53299	.07538
	Indonesian	14	3.5857	.67237	.17970
	Chinese	14	4.2143	.49281	.13171
	Other	12	3.8167	.44687	.12900
	Total	**400**	**3.6430**	**.68199**	**.03410**
Place - Perceived	Thai	310	3.6911	.71306	.04050
	Myanmar	50	3.8000	.58902	.08330
	Indonesian	14	3.3036	.84454	.22571
	Chinese	14	4.2321	.38561	.10306
	Other	12	3.7292	.34474	.09952
	Total	**400**	**3.7113**	**.69599**	**.03480**
Promotion -	Thai	310	3.4770	.71214	.04045
Perceived	Myanmar	50	3.2320	.70144	.09920
	Indonesian	14	3.2429	.81591	.21806
	Chinese	14	3.7857	.44697	.11946
	Other	12	3.4833	.67935	.19611
	Total	**400**	**3.4492**	**.71141**	**.03557**

Table 4.33 (continued)

		N	Mean	Std. Deviation	Std. Error
People -	Thai	310	3.7895	.69796	.03964
Perceived	Myanmar	50	3.6916	.45241	.06398
	Indonesian	14	3.6093	.80347	.21474
	Chinese	14	4.3907	.36384	.09724
	Other	12	4.1833	.36968	.10672
	Total	**400**	**3.8038**	**.67156**	**.03358**
Process -	Thai	310	3.5982	.70899	.04027
Perceived	Myanmar	50	3.6340	.51070	.07222
	Indonesian	14	3.2914	.82976	.22176
	Chinese	14	4.0429	.51395	.13736
	Other	12	3.4833	.67935	.19611
	Total	**400**	**3.6041**	**.68981**	**.03449**
Customer	Thai	310	3.7170	.64032	.03637
Satisfaction	Myanmar	50	3.7200	.49236	.06963
	Indonesian	14	3.5043	.60865	.16267
	Chinese	14	4.5229	.36148	.09661
	Other	12	3.6092	.18387	.05308
	Total	**400**	**3.7349**	**.62367**	**.03118**
Customer	Thai	310	3.7146	.64825	.03682
Loyalty	Myanmar	50	3.7412	.52724	.07456
	Indonesian	14	3.5857	.70046	.18721
	Chinese	14	4.6757	.30714	.08209
	Other	12	3.3942	.45560	.13152
	Total	**400**	**3.7375**	**.64808**	**.03240**
Brand Trust	Thai	310	3.6273	.76217	.04329
	Myanmar	50	3.7972	.59651	.08436
	Indonesian	14	3.5814	.86892	.23223
	Chinese	14	4.5993	.35709	.09544
	Other	12	4.0342	.28672	.08277
	Total	**400**	**3.6932**	**.74971**	**.03749**

Table 4.33 (continued)

		N	Mean	Std. Deviation	Std. Error
Servicescapes	Thai	310	3.9130	.68308	.03880
	Myanmar	50	3.8924	.62921	.08898
	Indonesian	14	3.5121	.89711	.23976
	Chinese	14	4.2636	.40051	.10704
	Other	12	4.2783	.30442	.08788
	Total	**400**	**3.9197**	**.67672**	**.03384**
Conveniences	Thai	310	3.0194	.61134	.03472
	Myanmar	50	2.9840	.41960	.05934
	Indonesian	14	2.8857	.38998	.10423
	Chinese	14	3.5714	.28128	.07518
	Other	12	3.2667	.34466	.09949
	Total	**400**	**3.0370**	**.57868**	**.02893**
Environment	Thai	310	3.7897	.70478	.04003
	Myanmar	50	3.8320	.50364	.07122
	Indonesian	14	3.6000	.60764	.16240
	Chinese	14	4.2286	.38316	.10240
	Other	12	3.6667	.49237	.14213
	Total	**400**	**3.8000**	**.66927**	**.03346**
Variety of	Thai	310	3.6331	.65347	.03711
Coffee-Foods	Myanmar	50	3.8400	.60136	.08505
Choices,	Indonesian	14	3.4464	1.10583	.29555
Innovative	Chinese	14	4.1429	.27235	.07279
Products and	Other	12	2.9167	.71774	.20719
Their Appealing	**Total**	**400**	**3.6488**	**.68005**	**.03400**
Coffee, Foods	Thai	310	3.7629	.76073	.04321
and Snack Tastes	Myanmar	50	3.9600	.53299	.07538
	Indonesian	14	4.0357	.71962	.19233
	Chinese	14	4.0000	.33968	.09078
	Other	12	3.8333	.24618	.07107
	Total	**400**	**3.8075**	**.71622**	**.03581**

Table 4.33 (continued)

		N	Mean	Std. Deviation	Std. Error
Ingredients,	Thai	310	3.6819	.70550	.04007
Packaging and	Myanmar	50	3.8000	.50143	.07091
Food-Coffee	Indonesian	14	3.7286	.75898	.20284
Matching	Chinese	14	4.0286	.51355	.13725
	Other	12	3.2333	.78083	.22541
	Total	**400**	**3.6970**	**.68729**	**.03436**
Brand Attitude	Thai	310	3.6048	.81841	.04648
	Myanmar	50	3.7800	.69370	.09810
	Indonesian	14	3.4464	1.07049	.28610
	Chinese	14	4.5000	.44936	.12010
	Other	12	3.8125	.26382	.07616
	Total	**400**	**3.6588**	**.80924**	**.04046**

Table 4.34 ANOVA Analysis of the Variables across Different Nationalities

		Sum of Squares	df	Mean Square	F	Sig.
Price-Perceived	Between Groups	5.830	4	1.457	3.203	.013
	Within Groups	179.751	395	.455		
	Total	**185.580**	**399**			
Place-Perceived	Between Groups	6.649	4	1.662	3.518	.008
	Within Groups	186.626	395	.472		
	Total	**193.274**	**399**			
Promotion-	Between Groups	4.793	4	1.198	2.401	.049
Perceived	Within Groups	197.142	395	.499		
	Total	**201.936**	**399**			
People-Perceived	Between Groups	7.773	4	1.943	4.458	.002
	Within Groups	172.173	395	.436		
	Total	**179.947**	**399**			

Table 4.34 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Process-Perceived	Between Groups	4.294	4	1.074	2.285	.060
	Within Groups	185.567	395	.470		
	Total	**189.862**	**399**			
Customer	Between Groups	9.737	4	2.434	6.610	.000
satisfaction	Within Groups	145.457	395	.368		
	Total	**155.194**	**399**			
Customer loyalty	Between Groups	14.224	4	3.556	9.159	.000
	Within Groups	153.360	395	.388		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	14.951	4	3.738	7.054	.000
	Within Groups	209.312	395	.530		
	Total	**224.264**	**399**			
Servicescapes	Between Groups	5.575	4	1.394	3.108	.015
	Within Groups	177.145	395	.448		
	Total	**182.720**	**399**			
Conveniences	Between Groups	5.189	4	1.297	3.990	.003
	Within Groups	128.423	395	.325		
	Total	**133.612**	**399**			
Environment	Between Groups	3.429	4	.857	1.932	.104
	Within Groups	175.291	395	.444		
	Total	**178.720**	**399**			
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing Coffee, Foods and Snack Tastes	Between Groups	12.328	4	3.082	7.069	.000
	Within Groups	172.197	395	.436		
	Total	**184.524**	**399**			
	Between Groups	3.035	4	.759	1.486	.205
	Within Groups	201.642	395	.510		
	Total	**204.677**	**399**			

Table 4.34 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Ingredients, Packaging and Food-Coffee Matching	Between Groups	4.734	4	1.183	2.544	.039
	Within Groups	183.743	395	.465		
	Total	**188.476**	**399**			
Brand Attitude	Between Groups	12.459	4	3.115	4.944	.001
	Within Groups	248.836	395	.630		
	Total	**261.294**	**399**			

Fifth, the ANOVA test result of the variables across the different income ranges indicate the only aspects of significant differences are on loyalty and brand trust, which shows also, in Table 4.35 and 4.36, that higher-income customers have higher level of satisfaction, perceived loyalty and brand trust.

Table 4.35 Descriptive Profile of the Variables across Different Income Ranges

		N	Mean	Std. Deviation	Std. Error
Price-Perceived	< USD 300	172	3.6558	.69123	.05271
	USD 301-500	108	3.5889	.58825	.05660
	USD 501-1000	70	3.6171	.76043	.09089
	>USD 1000	50	3.7520	.72794	.10295
	Total	**400**	**3.6430**	**.68199**	**.03410**
Place – Perceived	< USD 300	172	3.6279	.65197	.04971
	USD 301-500	108	3.7315	.68333	.06575
	USD 501-1000	70	3.7714	.78798	.09418
	>USD 1000	50	3.8700	.71471	.10108
	Total	**400**	**3.7113**	**.69599**	**.03480**

Table 4.35 (continued)

		N	Mean	Std. Deviation	Std. Error
Promotion – Perceived	< USD 300	172	3.3998	.78382	.05977
	USD 301-500	108	3.4602	.65119	.06266
	USD 501-1000	70	3.3943	.67671	.08088
	>USD 1000	50	3.6720	.58521	.08276
	Total	**400**	**3.4491**	**.71141**	**.03557**
People- Perceived	< USD 300	172	3.7433	.65790	.05016
	USD 301-500	108	3.7837	.62903	.06053
	USD 501-1000	70	3.9077	.81246	.09711
	>USD 1000	50	3.9104	.57233	.08094
	Total	**400**	**3.8038**	**.67156**	**.03358**
Process – Perceived	< USD 300	172	3.5520	.73882	.05633
	USD 301-500	108	3.5715	.72964	.07021
	USD 501-1000	70	3.6300	.56621	.06767
	>USD 1000	50	3.8172	.54466	.07703
	Total	**400**	**3.6040**	**.68981**	**.03449**
Customer Satisfaction	< USD 300	172	3.6362	.60493	.04613
	USD 301-500	108	3.6885	.53002	.05100
	USD 501-1000	70	3.8900	.76240	.09112
	>USD 1000	50	3.9576	.57820	.08177
	Total	**400**	**3.7349**	**.62367**	**.03118**
Customer Loyalty	< USD 300	172	3.6285	.63641	.04853
	USD 301-500	108	3.7070	.48573	.04674
	USD 501-1000	70	3.8469	.80443	.09615
	>USD 1000	50	4.0248	.65965	.09329
	Total	**400**	**3.7375**	**.64808**	**.03240**
Brand Trust	< USD 300	172	3.5858	.72059	.05494
	USD 301-500	108	3.6757	.61978	.05964
	USD 501-1000	70	3.8777	.84667	.10120
	>USD 1000	50	3.8416	.89677	.12682
	Total	**400**	**3.6931**	**.74971**	**.03749**

Table 4.35 (continued)

		N	Mean	Std. Deviation	Std. Error
Servicescapes	< USD 300	172	3.8950	.60116	.04584
	USD 301-500	108	3.8854	.66348	.06384
	USD 501-1000	70	4.0140	.82339	.09841
	>USD 1000	50	3.9464	.73053	.10331
	Total	**400**	**3.9197**	**.67672**	**.03384**
Conveniences	< USD 300	172	2.9977	.52848	.04030
	USD 301-500	108	2.9926	.56696	.05456
	USD 501-1000	70	3.1314	.70104	.08379
	>USD 1000	50	3.1360	.57063	.08070
	Total	**400**	**3.0370**	**.57868**	**.02893**
Environment	< USD 300	172	3.7651	.62478	.04764
	USD 301-500	108	3.8074	.67085	.06455
	USD 501-1000	70	3.8800	.65355	.07811
	>USD 1000	50	3.7920	.82902	.11724
	Total	**400**	**3.8000**	**.66927**	**.03346**
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	< USD 300	172	3.6163	.73618	.05613
	USD 301-500	108	3.7176	.55964	.05385
	USD 501-1000	70	3.6071	.73299	.08761
	>USD 1000	50	3.6700	.64571	.09132
	Total	**400**	**3.6488**	**.68005**	**.03400**
Coffee, Foods and Snack Tastes	< USD 300	172	3.8081	.71806	.05475
	USD 301-500	108	3.7778	.68813	.06622
	USD 501-1000	70	3.8286	.84221	.10066
	>USD 1000	50	3.8400	.58414	.08261
	Total	**400**	**3.8075**	**.71622**	**.03581**
Ingredients, Packaging and Food-Coffee Matching	< USD 300	172	3.6186	.69257	.05281
	USD 301-500	108	3.8111	.63941	.06153
	USD 501-1000	70	3.6286	.76918	.09193
	>USD 1000	50	3.8160	.61258	.08663
	Total	**400**	**3.6970**	**.68729**	**.03436**

Table 4.35 (continued)

		N	Mean	Std. Deviation	Std. Error
Brand Attitude	< USD 300	172	3.6105	.77667	.05922
	USD 301-500	108	3.6435	.69980	.06734
	USD 501-1000	70	3.6643	1.01607	.12144
	>USD 1000	50	3.8500	.81127	.11473
	Total	**400**	**3.6588**	**.80924**	**.04046**

Table 4.36 ANOVA Test of the Different Variables across the Different Income Ranges

		Sum of Squares	df	Mean Square	F	Sig.
Price-Perceived	Between Groups	.985	3	.328	2.705	.550
	Within Groups	184.595	396	.466		
	Total	**185.580**	**399**			
Place – Perceived	Between Groups	2.753	3	.918	1.907	.128
	Within Groups	190.522	396	.481		
	Total	**193.274**	**399**			
Promotion –	Between Groups	3.126	3	1.042	2.076	.103
Perceived	Within Groups	198.809	396	.502		
	Total	**201.936**	**399**			
People- Perceived	Between Groups	1.998	3	.666	1.482	.219
	Within Groups	177.949	396	.449		
	Total	**179.947**	**399**			
Process – Perceived	Between Groups	2.900	3	.967	2.047	.107
	Within Groups	186.962	396	.472		
	Total	**189.862**	**399**			
Customer Satisfaction	Between Groups	6.073	3	2.024	5.376	.001
	Within Groups	149.122	396	.377		
	Total	**155.194**	**399**			

Table 4.36 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty	Between Groups	7.108	3	2.369	5.847	.001
	Within Groups	160.476	396	.405		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	5.501	3	1.834	3.319	.020
	Within Groups	218.763	396	.552		
	Total	**224.264**	**399**			
Servicescapes	Between Groups	.890	3	.297	.646	.586
	Within Groups	181.830	396	.459		
	Total	**182.720**	**399**			
Conveniences	Between Groups	1.593	3	.531	1.593	.191
	Within Groups	132.019	396	.333		
	Total	**133.612**	**399**			
Environment	Between Groups	.666	3	.222	.494	.687
	Within Groups	178.054	396	.450		
	Total	**178.720**	**399**			
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing Coffee, Foods and Snack Tastes	Between Groups	.837	3	.279	.601	.614
	Within Groups	183.687	396	.464		
	Total	**184.524**	**399**			
	Between Groups	.179	3	.060	.116	.951
	Within Groups	204.498	396	.516		
	Total	**204.677**	**399**			
Ingredients, Packaging and Food-Coffee Matching	Between Groups	3.499	3	1.166	2.497	.059
	Within Groups	184.977	396	.467		
	Total	**188.476**	**399**			
Brand Attitude	Between Groups	2.257	3	.752	1.150	.329
	Within Groups	259.037	396	.654		
	Total	**261.294**	**399**			

The positive correlation relationships between income range and post-consumption variables i.e. customer satisfaction, customer loyalty, and brand trust, are also confirmed in Table 4.37, indicated by bivariate coefficients of 0.191**, 0.203**, and 0.147**, respectively (** implies correlation is significant at the 0.01 level, 2-tailed).

Table 4.37 Correlations Study between Income Range and Post-Consumption Variables

	M Income	**CS**	**CL**	**Brand Trust**	**Brand Attitude**
M Income	1	.191**	.203**	.147**	.082
CS		1	.783**	.731**	.661**
CL			1	.684**	.664**
Brand Trust				1	.893**
Brand Attitude					1

Note. M Income=Monthly Income, CS=Customer Satisfaction, CL=Customer Loyalty
** Correlation significant at the 0.01 level (2-tailed).

Sixth, the next variable is an important variable, the location which is a variable of geometrical segmentation in marketing discipline. Bangkok is the commercial hub of Thailand, and according to Bangkok (2015), Bangkok has "more than enough shopping malls to suit all kinds of lifestyles and budget," are most shopping malls can easily be accessed by the use of BTS and MRT. Main shopping malls in Bangkok include, for instance, the Central World in Siam, Siam Paragon in Siam, MBK in Siam, Terminal 21 at Sukhumvit Road, EmQuartier in Phrom Phong, Central Embassy Shopping Mall in Childlom Ploenchit, Central Chidlom, Siam Center in Siam, Platinum Fashion Mall in Pratunam, and Pantip Plaza in Pratunam. Central World, Big C and Macro are the key shopping malls or centers in Chiang Rai. Both cities are chosen as they are, to some degree, representative of the characteristics of the well-developed commercial hub of Thailand and emerging urbanization of a province, located also in geometrical extremes (the North and the Middle of a nation).

The results of the t-test across the variables, presented in Table 4.38 and Table 4.39, indicate that, in general, there are no significant differences from the perceptions of the customers who had visited either the branded coffee shops in Bangkok and Chiang Rai, except for the variables on "promotion" and "place," which shows Bangkok has slightly higher level of perceived agreement on the performances of promotion and slightly lower level of perceived agreement on the performances of "place." Nevertheless, the scale of difference is very narrow. "Place" indicates, for instance, that "it is convenient to access to the coffee shop," "has sufficient parking area," "is suited around the convenience stores," and "is located in the urban area." "Promotion" demonstrates the perceptions of the customers, for instance, in area of "coffee shop often provides seasonal promotion," "coffee shop promotes sales by offering special gift program in the memorial days," "coffee shop provides sales point program (i.e. membership, to collect points to redeem) for the customers, "coffee shop enhances promotion channels by using television, internet, website, magazine, and journals, and special promotional price for new menu."

Table 4.38 Descriptive Analysis of Different Location

		N	Mean	Std. Deviation	Std. Error
Product-Perceived	Chiang Rai	207	3.7335	.52579	.03655
	Bangkok	193	3.6895	.63199	.04549
Price-Perceived	Chiang Rai	207	3.6580	.67214	.04672
	Bangkok	193	3.6269	.69380	.04994
Place – Perceived	Chiang Rai	207	3.7778	.67785	.04711
	Bangkok	193	3.6399	.70976	.05109
Promotion –	Chiang Rai	207	3.3800	.71996	.05004
Perceived	Bangkok	193	3.5233	.69636	.05013
People- Perceived	Chiang Rai	207	3.7961	.66839	.04646
	Bangkok	193	3.8121	.67659	.04870
Physical-Perceived	Chiang Rai	207	3.8902	.59929	.04165
	Bangkok	193	3.8074	.61775	.04447
Process – Perceived	Chiang Rai	207	3.6353	.69430	.04826
	Bangkok	193	3.5705	.68518	.04932

Table 4.38 (continued)

		N	Mean	Std. Deviation	Std. Error
Customer Satisfaction	Chiang Rai	207	3.7030	.57918	.04026
	Bangkok	193	3.7691	.66792	.04808
Customer Loyalty	Chiang Rai	207	3.6890	.59034	.04103
	Bangkok	193	3.7894	.70262	.05058
Brand Trust	Chiang Rai	207	3.6645	.71887	.04996
	Bangkok	193	3.7239	.78214	.05630
Servicescapes	Chiang Rai	207	3.9571	.66355	.04612
	Bangkok	193	3.8795	.69003	.04967
Conveniences	Chiang Rai	207	3.0609	.57146	.03972
	Bangkok	193	3.0114	.58672	.04223
Environment	Chiang Rai	207	3.8560	.62064	.04314
	Bangkok	193	3.7399	.71452	.05143
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	Chiang Rai	207	3.6341	.61619	.04283
	Bangkok	193	3.6645	.74377	.05354
Coffee, Foods and Snack Tastes	Chiang Rai	207	3.7850	.65613	.04560
	Bangkok	193	3.8316	.77653	.05590
Ingredients, Packaging and Food-Coffee Matching	Chiang Rai	207	3.7488	.65736	.04569
	Bangkok	193	3.6415	.71556	.05151
Brand Attitude	Chiang Rai	207	3.6570	.75692	.05261
	Bangkok	193	3.6606	.86383	.06218

Table 4.39 T-Test Results of the Variables between Bangkok and Chiang Rai

Independent Samples Test										
		Leven's Test for Equality of variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error difference	95% confidence interval of the difference	
									Lower	Upper
P1-	E.V.A	5.640	.018	.759	398	.448	.04399	.05798	-.07000	.15798
P*	E.V not A			.754	374.434	.451	.04399	.05835	-.07075	.15873
P2 -	E.V.A	1.310	.253	.454	398	.650	.03103	.06831	-.10326	.16532
P*	E.V not A			.454	393.912	.650	.03103	.06839	-.10342	.16547
P3-	E.V.A	.853	.356	1.987	398	.048	.13788	.06939	.00147	.27429
P*	E.V not A			1.984	392.707	.048	.13788	.06950	.00125	.27451
P4-	E.V.A	.168	.682	-2.021	398	.044	-.14332	.07091	-.28272	-.00391
P*	E.V not A			-2.023	397.459	.044	-.14332	.07083	-.28256	-.00407
P5-	E.V.A	1.126	.289	-.238	398	.812	-.01599	.06728	-.14825	.11627
P*	E.V not A			-.238	395.316	.812	-.01599	.06731	-.14831	.11633
P6-	E.V.A	.778	.378	1.360	398	.175	.08278	.06086	-.03687	.20244
P*	E.V not A			1.359	394.020	.175	.08278	.06093	-.03700	.20257
P7-	E.V.A	.654	.419	.939	398	.349	.06480	.06903	-.07092	.20051
P*	E.V not A			.939	396.711	.348	.06480	.06900	-.07086	.20045
CS	E.V.A	7.97	.005	-1.058	398	.291	-.06602	.06240	-.18869	.05664
	E.A not A			-1.053	396.711	.293	-.06602	.06271	-.18932	.05727
CL	E.V.A	10.091	.002	-1.550	398	.122	-.10034	.06473	-22761	.02692
	E.V not A			-1.541	381.031	.124	-.10034	.06513	-22840	.02771
BT	E.V.A	2.074	.151	-.791	398	.429	.429	.07505	-.20694	.08815
	E.V not A			-.789	388.770	.431	.431	.07527	-.20739	.08860
BA	E.V.A	1.779	.183	-.045	398	.964	-.00362	.08108	-.16301	.15677
	E.V not A			-.044	382.560	.965	-.00362	.08145	.16376	.15633

Note. E.V.A=Equal Variances Assumed, E.V not A=Equal Variances not Assumed
P1-P*=Product Perceived, P2-P*=Price-Perceived, P3-P*=Place-Perceived, P4-P*=Promotion-Perceived, P5-P*=People-Perceived, P6-P*=Physical Perceived, P7-P*=Process-Perceived
CS=Customer Satisfaction, CL=Customer Loyalty
BT=Brand Trust, BA=Brand Attitude

Seventh, when the respondents are asked to state their favorite brands, the majority indicates Starbucks, at 30%, whereas only 9.5% states Black Canyon. Both Starbucks and Black Canyon are the foreign brands, and Amazon (represented by favorite of the customers at 31.5%) and Doi Chaang (represented by favorite of the customers at 13%) are local national brands, as shown in Table 4.40.

Table 4.40 Frequency Distribution of the Preferred (Favorite) Brands of the Respondents

		Frequency	Percent	Cumulative Percent
Valid	Starbucks	120	30.0	30.0
	Black Canyon	38	9.5	39.5
	Amazon	126	31.5	71.0
	Doi Chaang	52	13.0	84.0
	Others	64	16.0	100.0
	Total	**400**	**100.0**	

Eighth, in the ANOVA tests, shown in Table 4.41 and Table 4.42, on the perspective of products, while both Doi Chaang and Starbucks score higher mean value, the other brands, namely Amazon and Black Canyon, score the least. Amazon brand has the widest standard of deviation for "product" performance, at 0.61052, and Black Canyon has the lowest mean for "product" performance at 3.6216, with standard deviation of 0.48246, as shown in Table 4.41. "Product" performance is described by the perceptions of the customers in, for instance, that "coffees deliver the best of tastes," "varieties of coffee and cakes are available," "foods and snacks are fresh and delicious," "wide varieties of quality snacks and beverage choices," "innovative products are always on the menu," "product appearance is appealing, i.e. attractive," "coffee taste is always fresh and matches with the light food," "ingredients used for cakes and snacks are unique," "coffee's raw materials i.e. coffee beans are unique, i.e. of special flavors," "compact packaging design which allows take-away easily," and "the cakes, snacks, and foods offered always match with a cup of coffee of this shop."

In addition, as shown in Table 4.41 and Table 4.42, Starbucks and Amazon brands have the highest perception mean towards "price", at 3.6833 and 3.6540,

respectively, such as in that the customers perceive “prices are matching with the product according to the sizes and items, each of the products is value for money, prices paid match the quality of coffee and cakes, and prices paid match the shop atmosphere, and the price of the coffee, snacks, and beverages are reasonable,” and both share similar range of standard deviation, at 0.64173 and 0.6422, respectively. The lowest level of perception on “price” performance belongs to Black Canyon brand, at mean of 3.3895, and also is characterized with wider standard deviation, at 0.75687.

The last significant difference is in the aspect of the “people” performance which describes the perceptions of the customers, for instance, that “coffee shop has competent, service-oriented employees,” “the staffs know well their duty,” “the staffs deal with the customers in good manner,” “the staffs take care of the customers very well,” “the staffs are not elegant,” “the staffs are friendly in dealing with customers,” “the staffs are always alert and quickly respond to any customer needs,” “the staffs deliver customers’ order accurately,” “the staffs do not hesitate in helping customers,” “the staffs are active and show willingness to do their job,” and “the staffs have good attitudes.” A critical analysis on these scopes of perceptions towards people shows that it is aligned with the concept of SERVQUAL, in the areas of soft quality domains i.e. responsiveness, reliability, assurance and empathy. SERVQUAL is questionnaire-based instrument that measures the nature and level of service quality perceived by the customers towards the services experienced, and is originally introduced by Parasuraman, Zeithaml and Berry (1988). Thus, the research result here shows that SERVQUAL is predominantly a people-oriented service quality, and there are other domains of marketing mixes which should be considered. In another words, this research suggests an alternative to the use of SERVQUAL by incorporating the concept of Marketing Mix in SERVQUAL or service quality measurement instrument. In doing so, SERVQUAL or service quality measurement instrument can better reflect the strategic intention of the service providers, which are directly driven by the initiatives taken to implement the STP (Segmentation, Targeting, and Positioning) marketing strategies.

Specifically, in the “people” performance aspect, Black Canyon has the lowest performance, at mean of 3.6274 and standard deviation of 0.92345, followed tightly by Doi Chaang, at mean of 3.6538 with standard deviation of 0.61638. Amazon brand is slightly ahead of both Black Canyon and Doi Chaang, at mean of 3.7383 and with

standard deviation of 0.61153. Starbucks perform the best in the domain of "people" at mean of 3.9495, with standard deviation of 0.64150. The results for examining the significant differences in the aspect of "people" are given in Table 4.41 and Table 4.42.

Table 4.41 Descriptive of the Marketing-Mix Variables across Different Brands

		N	Mean	Std. Deviation	Std. Error
Product-Perceived	Starbucks	120	3.7943	.52510	.04793
	Black Canyon	38	3.6216	.48246	.07827
	Amazon	126	3.6121	.61052	.05439
	Doi Chaang	52	3.6500	.59890	.08305
	Others	64	3.8603	.61116	.07640
	Total	**400**	**3.7123**	**.57915**	.02896
Price-Perceived	Starbucks	120	3.6833	.64173	.05858
	Black Canyon	38	3.3895	.75687	.12278
	Amazon	126	3.6540	.64220	.05721
	Doi Chaang	52	3.5077	.59338	.08229
	Others	64	3.8063	.80235	.10029
	Total	**400**	**3.6430**	**.68199**	**.03410**
Place - Perceived	Starbucks	120	3.7333	.64799	.05915
	Black Canyon	38	3.6053	.80671	.13087
	Amazon	126	3.7619	.69344	.06178
	Doi Chaang	52	3.5385	.67407	.09348
	Others	64	3.7734	.72746	.09093
	Total	**400**	**3.7113**	**.69599**	**.03480**
Promotion-Perceived	Starbucks	120	3.5375	.60624	.05534
	Black Canyon	38	3.6211	.70793	.11484
	Amazon	126	3.3679	.69632	.06203
	Doi Chaang	52	3.4462	.66817	.09266
	Others	64	3.3438	.91441	.11430
	Total	**400**	**3.4491**	**.71141**	**.03557**

Table 4.41 (continued)

		N	Mean	Std. Deviation	Std. Error
People- Perceived	Starbucks	120	3.9495	.64150	.05856
	Black Canyon	38	3.6274	.92345	.14980
	Amazon	126	3.7383	.61153	.05448
	Doi Chaang	52	3.6538	.61638	.08548
	Others	64	3.8866	.65975	.08247
	Total	**400**	**3.8038**	**.67156**	**.03358**
Physical-Perceived	Starbucks	120	3.9035	.56205	.05131
	Black Canyon	38	3.5805	.66926	.10857
	Amazon	126	3.8670	.60119	.05356
	Doi Chaang	52	3.8465	.67791	.09401
	Others	64	3.8806	.59038	.07380
	Total	**400**	**3.8503**	**.60891**	**.03045**
Process –Perceived	Starbucks	120	3.7488	.52550	.04797
	Black Canyon	38	3.6479	.70475	.11433
	Amazon	126	3.4743	.72014	.06416
	Doi Chaang	52	3.6131	.64369	.08926
	Others	64	3.5547	.87101	.10888
	Total	**400**	**3.6040**	**.68981**	**.03449**

Table 4.42 ANOVA Test of the Marketing-Mix Variables across Different Brands

		Sum of Squares	df	Mean Square	F	Sig.
Product-Perceived	Between Groups	3.990	4	.998	3.035	.017
	Within Groups	129.841	395	.329		
	Total	**133.831**	**399**			
Price-Perceived	Between Groups	5.311	4	1.328	2.909	.002
	Within Groups	180.270	395	.456		
	Total	**185.580**	**399**			

Table 4.42 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Place-Perceived	Between Groups	2.609	4	.652	1.351	.250
	Within Groups	190.666	395	.483		
	Total	**193.274**	**399**			
Promotion-Perceived	Between Groups	3.602	4	.901	1.793	.129
	Within Groups	198.333	395	.502		
	Total	**201.936**	**399**			
People-Perceived	Between Groups	5.879	4	1.470	3.335	.011
	Within Groups	174.067	395	.441		
	Total	**179.947**	**399**			
Physical-Perceived	Between Groups	3.200	4	.800	2.183	.070
	Within Groups	144.740	395	.366		
	Total	**147.940**	**399**			
Process-Perceived	Between Groups	4.870	4	1.218	2.600	.036
	Within Groups	184.991	395	.468		
	Total	**189.862**	**399**			

Ninth, on the post-consumption variables aspects, as shown in Table 4.43 and Table 4.44, the different brands of coffee chains do show significant differences in the consumer perceptions, over customer satisfaction, customer loyalty, brand trust and brand attitudes. While Starbucks generally perform better in the post-consumption variables, i.e. customer satisfaction (mean 3.8848), customer loyalty (mean of 3.9452), brand trust (mean of 4.026), and brand attitude (mean of 3.9875), with narrow standard deviation, in general, when compared to other brands, Black Canyon receives the least performance perceptions, particularly in domains of customer loyalty (with mean 3.4789), brand trust (with mean of 3.3895), and brand attitude (with mean of 3.2237), with wide standard deviations when compared to the rest of the brands.

Table 4.43 Descriptive of the Post-Consumption Variables across Different Brands

		N	Mean	Std. Deviation	Std. Error
Customer Satisfaction	Starbucks	120	3.8848	.58195	.05312
	Black Canyon	38	3.6637	.71394	.11582
	Amazon	126	3.6132	.54923	.04893
	Doi Chaang	52	3.5781	.67963	.09425
	Others	64	3.8631	.66288	.08286
	Total	**400**	**3.7349**	**.62367**	**.03118**
Customer Loyalty	Starbucks	120	3.9452	.54494	.04975
	Black Canyon	38	3.4789	.78966	.12810
	Amazon	126	3.5503	.58596	.05220
	Doi Chaang	52	3.6223	.58506	.08113
	Others	64	3.9634	.72058	.09007
	Total	**400**	**3.7375**	**.64808**	**.03240**
Brand Trust	Starbucks	120	4.0260	.65205	.05952
	Black Canyon	38	3.3895	.85059	.13798
	Amazon	126	3.5262	.66970	.05966
	Doi Chaang	52	3.5419	.79230	.10987
	Others	64	3.7009	.76964	.09620
	Total	**400**	**3.6931**	**.74971**	**.03749**
Brand Attitude	Starbucks	120	3.9875	.66488	.06070
	Black Canyon	38	3.2237	.96526	.15659
	Amazon	126	3.5317	.72594	.06467
	Doi Chaang	52	3.5000	.87167	.12088
	Others	64	3.6797	.85504	.10688
	Total	**400**	**3.6588**	**.80924**	**.04046**

Table 4.44 ANOVA Test of the Post-Consumption Variables across Different Brands

		Sum of Squares	df	Mean Square	F	Sig.
Customer	Between Groups	7.088	4	1.772	4.726	.001
Satisfaction	Within Groups	148.106	395	.375		
	Total	**155.194**	**399**			
Customer Loyalty	Between Groups	16.087	4	4.022	10.486	.000
	Within Groups	151.497	395	.384		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	21.504	4	5.376	10.473	.000
	Within Groups	202.759	395	.513		
	Total	**224.264**	**399**			
Brand Attitude	Between Groups	23.533	4	5.883	9.774	.000
	Within Groups	237.762	395	.602		
	Total	**261.294**	**399**			

Tenth, when “product” and “physical” are factorized through exploratory factor analysis, and the different factors are then subjected to ANOVA analysis, the results shown in Table 4.45 and Table 4.46 indicate that Starbucks has the best performance on tastes (at mean 3.8917), while Amazon scores the lowest performance on variety of coffee-food choices, innovative products and appealing (at mean of 3.4127), and Black Canyon scores the lowest performance on aspect of servicescapes (at mean of 3.6047).

Table 4.45 Descriptive of the Factorized Product-Physical Variables across Different Brands

		N	Mean	Std. Deviation	Std. Error
Servicescapes	Starbucks	120	3.9803	.61558	.05619
	Black Canyon	38	3.6047	.76714	.12445
	Amazon	126	3.9570	.67495	.06013
	Doi Chaang	52	3.8592	.78514	.10888
	Others	64	3.9684	.60078	.07510
	Total	**400**	**3.9197**	**.67672**	**.03384**
Conveniences	Starbucks	120	3.0700	.51574	.04708
	Black Canyon	38	2.8842	.64537	.10469
	Amazon	126	3.0857	.53152	.04735
	Doi Chaang	52	3.0308	.72748	.10088
	Others	64	2.9750	.60000	.07500
	Total	**400**	**3.0370**	**.57868**	**.02893**
Environment	Starbucks	120	3.8633	.66458	.06067
	Black Canyon	38	3.5368	.74704	.12119
	Amazon	126	3.7651	.68869	.06135
	Doi Chaang	52	3.8000	.57667	.07997
	Others	64	3.9063	.63343	.07918
	Total	**400**	**3.8000**	**.66927**	**.03346**
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	Starbucks	120	3.8125	.62279	.05685
	Black Canyon	38	3.6974	.43168	.07003
	Amazon	126	3.4127	.68725	.06123
	Doi Chaang	52	3.5288	.68359	.09480
	Others	64	3.8750	.73733	.09217
	Total	**400**	**3.6488**	**.68005**	**.03400**

Table 4.45 (continued)

		N	Mean	Std. Deviation	Std. Error
Coffee, Foods and Snack Tastes	Starbucks	120	3.8917	.69869	.06378
	Black Canyon	38	3.6842	.49893	.08094
	Amazon	126	3.6587	.75273	.06706
	Doi Chaang	52	3.6731	.69933	.09698
	Others	64	4.1250	.69007	.08626
	Total	**400**	**3.8075**	**.71622**	**.03581**
Ingredients, Packaging and Food-Coffee Matching	Starbucks	120	3.7567	.59476	.05429
	Black Canyon	38	3.5263	.60345	.09789
	Amazon	126	3.6667	.76817	.06843
	Doi Chaang	52	3.7077	.78061	.10825
	Others	64	3.7375	.64623	.08078
	Total	**400**	**3.6970**	**.68729**	**.03436**

Table 4.46 ANOVA Test of the Factorized Product-Physical Variables across Different Brands

		Sum of Squares	df	Mean Square	F	Sig.
Servicescapes	Between Groups	4.728	4	1.182	2.623	.034
	Within Groups	177.992	395	.451		
	Total	**182.720**	**399**			
Conveniences	Between Groups	1.565	4	.391	1.170	.323
	Within Groups	132.048	395	.334		
	Total	**133.612**	**399**			
Environment	Between Groups	3.989	4	.997	2.254	.063
	Within Groups	174.731	395	.442		
	Total	**178.720**	**399**			

Table 4.46 (continued)

		Sum of Squares	df	Mean Square	F	Sig.
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	Between Groups	14.352	4	3.588	8.328	.000
	Within Groups	170.172	395	.431		
	Total	**184.524**	**399**			
Coffee, Foods and Snack Tastes	Between Groups	11.608	4	2.902	5.937	.000
	Within Groups	193.070	395	.489		
	Total	**204.677**	**399**			
Ingredients, Packaging and Food-Coffee Matching	Between Groups	1.761	4	.440	.931	.446
	Within Groups	186.715	395	.473		
	Total	**188.476**	**399**			

Eleventh, in terms of the experience, in general, as shown in Figure 4.13 in Section 4.2, 96% of the respondents indicate they have good experiences with the overall services and product experiences, and only 4% shows bad experiences. T-Test results presented in Table 4.47 and 4.48 clearly show that when customers perceive the overall service and coffee consumption experiences at the coffee chains as "good," it is represented by higher levels of perceived performances across the marketing mixes stimulation and qualities, as well as customer satisfaction, brand trust and customer loyalty. In addition, those good experiences are also associated with the attitude believing that brand for coffee shop or chains is important because it means consistency of product and service quality, and that customers also believe that coffee of trusted coffee brand shop always satisfies them, and also, uniquely designed coffee shop with good sitting environment always reflects trustfulness.

Table 4.47 Descriptive of the Variables between Perceived Good and Bad Experience

	Experience State	N	Mean	Std. Deviation	Std. Error
Product-Perceived	Good Experience	384	3.7463	.55894	.02852
	Bad Experience	16	2.8962	.45293	.11323
Price-Perceived	Good Experience	384	3.6844	.64615	.03297
	Bad Experience	16	2.6500	.78486	.19621
Place-Perceived	Good Experience	384	3.7357	.67653	.03452
	Bad Experience	16	3.1250	.90370	.22592
Promotion-	Good Experience	384	3.4606	.71298	.03638
Perceived	Bad Experience	16	3.1750	.63193	.15798
People-Perceived	Good Experience	384	3.8459	.64890	.03311
	Bad Experience	16	2.7950	.33776	.08444
Physical-Perceived	Good Experience	384	3.8901	.58419	.02981
	Bad Experience	16	2.8938	.36335	.09084
Process-Perceived	Good Experience	384	3.6219	.68707	.03506
	Bad Experience	16	3.1750	.63193	.15798
Customer	Good Experience	384	3.7712	.60800	.03103
satisfaction	Bad Experience	16	2.8638	.25372	.06343
Customer Loyalty	Good Experience	384	3.7743	.63263	.03228
	Bad Experience	16	2.8525	.28811	.07203
Brand Trust	Good Experience	384	3.7220	.75093	.03832
	Bad Experience	16	3.0013	.14435	.03609
Servicescapes	Good Experience	384	3.9519	.66409	.03389
	Bad Experience	16	3.1450	.50401	.12600
Conveniences	Good Experience	384	3.0833	.52958	.02702
	Bad Experience	16	1.9250	.61046	.15262
Environment	Good Experience	384	3.8344	.65554	.03345
	Bad Experience	16	2.9750	.43128	.10782
Variety of Coffee-	Good Experience	384	3.6771	.67006	.03419
Foods Choices,	Bad Experience	16	2.9688	.56917	.14229
Innovative Products					
and Their Appealing					

Table 4.47 (continued)

	Experience State	N	Mean	Std. Deviation	Std. Error
Coffee, Foods and	Good Experience	384	3.8281	.69997	.03572
Snack Tastes	Bad Experience	16	3.3125	.92871	.23218
Ingredients,	Good Experience	384	3.7365	.66476	.03392
Packaging and	Bad Experience	16	2.7500	.53417	.13354
Food-Coffee					
Matching					
Brand Attitude	Good Experience	384	3.6953	.79547	.04059
	Bad Experience	16	2.7813	.63819	.15955

Table 4.48 T-Test of the Variables between Perceived Good and Bad Experience

Independent Samples Test										
		Leven's Test for Equality of variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error difference	95% confidence interval of the difference	
									Lower	Upper
P1-	E.V.A	.636	.425	5.999	398	.000	.85005	.14169	.57150	1.12861
P*	E.V not A			7.280	16.961	.000	.85005	.11677	.60365	1.09646
P2	E.V.A	.808	.369	6.218	398	.000	1.03438	.16634	.70736	1.36139
-P*	E.V not A			5.199	15.859	.000	1.03438	.19897	.61228	1.45647
P3-	E.V.A	5.518	.019	3.487	398	.001	.61068	.17515	.26634	.95502
P*	E.V not A			2.672	15.708	.017	.61068	.22855	.12545	1.09591
P4-	E.V.A	.065	.798	1.576	398	.116	.28557	.18118	-.07062	.64177
P*	E.V not A			1.762	16.632	.097	.28557	.16212	-.05704	.62819
P5-	E.V.A	5.340	.021	6.436	398	.000	1.05089	.16328	.72988	1.37189
P*	E.V not A			11.586	19.950	.000	1.05089	.09070	.86166	1.24011
P6-	E.V.A	4.674	.031	6.763	398	.000	.99635	.14733	.70672	1.28599
P*	E.V not A			10.422	18.397	.000	.99635	.09561	.79581	1.19690
P7-	E.V.A	.149	.699	2.557	398	.011	.44693	.17480	.10328	.79058
P*	E.V not A			2.762	16.513	.014	.44693	.16183	.10473	.78912
CS	E.V.A	7.970	.005	5.943	398	.000	.90745	.15270	.60725	1.20765
	E.A not A			12.851	22.986	.000	.90745	.07061	.76137	1.05352
CL	E.V.A	7.631	.006	5.798	398	.000	.92182	.15899	.60926	1.23439
	E.V not A			11.679	21.598	.000	.92182	.07893	.75795	1.08569

Table 4.48 (continued)

Independent Samples Test										
		Leven's Test for Equality of variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error difference	95% confidence interval of the difference	
									Lower	Upper
BT	E.V.A	18.040	.000	3.832	398	.000	.72073	.18809	.35095	1.09051
	E.V not A			13.692	64.675	.000	.72073	.05264	.61559	8.2587
BA	E.V.A	1.753	.186	4.534	398	.000	.91406	.20160	.51773	1.31040
	E.V not A			5.552	17.002	.000	.91406	.16463	.56672	1.26140

Note. E.V.A=Equal Variances Assumed, E.V not A=Equal Variances not Assumed
P1-P*=Product Perceived, P2-P*=Price-Perceived, P3-P*=Place-Perceived,
P4-P*=Promotion-Perceived, P5-P*=People-Perceived,
P6-P*=Physical-Perceived, P7-P*=Process-Perceived
CS=Customer Satisfaction, CL=Customer Loyalty
BT=Brand Trust, BA=Brand Attitude

Twelfth, in the aspect of the duration of stay by the customers when they visit a branded coffee shop, correlations result in Table 4.49 shows that the longer the customers stay would actually reflect lower levels of brand trust and brand attitude. This would provide an operational insight to the business owners to focus on experiential activities rather than relying on the "time" variable (i.e. to use longer duration of stay as a proxy for brand trust and the attitude form towards the brands). In addition, "time" represented by "the duration of stay" shows no significant differences on the variables involved in the structure that exploits and adapts knowledge of the theory of planned behaviors.

Table 4.49 Correlation Study between the Post-Consumption Variables and the Duration of Stay by the Customers

	CS	CL	Brand Trust	Brand Attitude	DS
CS	1	.783**	.731**	.661**	.086
CL		1	.684**	.664**	-.091
Brand Trust			1	.893**	-.206**
Brand Attitude				1	-.210**
DS					1

Note. CS=Customer Satisfaction, CL=Customer Loyalty, DS=Duration of Stay

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

Table 4.50 Correlation Study between the Marketing-Mix Variables and the Duration of Stay by the Customers

	DS	P1-P*	P2-P*	P3-P*	P4-P*	P5-P*	P6-P*	P7-P*
DS	1	-.004	.020	.014	.108*	-.290	.043	.082
P1-P*		1	.611**	.584**	.352**	.668*	.673**	.435**
P2-P*			1	.609**	.354**	.620**	.610**	.443**
P3-P*				1	.349**	.589**	.570**	.375**
P4-P*					1	.360**	.314**	.849**
P5-P*						1	.811**	.400**
P6-P*							1	.343**
P7-P*								1

Note. DS=Duration of Stay

P1-P*=Product-Perceived, P2-P*=Price-Perceived, P3-P*=Place-Perceived

P4-P*=Promotion-Perceived, P5-P*=People-Perceived-Perceived

P6-P*=Physical-Perceived, P7-P*=Process-Perceived

Table 4.51 Correlation Study between The Factorized Product and Physical Elements of Marketing-Mix Variables and the Duration of Stay by the Customers

	DS	**SS**	**Conv**	**Env**	**CFC, IP and A**	**CF and ST**	**IP and FCM**
DS	1	.062	.001	-.021	.018	.083	-.009
SS		1	.638**	.746**	.404**	.411**	.554**
Conv			1	.626**	.373**	.424**	.519**
Env				1	.504**	.473**	.647**
CFC, IP and A					1	.682**	.571**
CF and ST						1	.545**
IP and FCM							1

Note. DS=Duration of Stay, SS=Servicescapes, Conv=Conveniences, Env=Environment
CFC, IP and A=Variety of Coffee-Foods Choices, Innovative Products and Their Appealing
CF and ST=Coffee, Foods and Snack Tastes
IP and FCM=Ingredients, Packaging and Food-Coffee Matching

The ANOVA test results of the all the variables involved in this research across the different purposes of the visit to coffee shops are shown in Tables 4.52 to 4.53.

Thirteenth, in general, branded coffee shops that provide unique ambience would create the highest levels of customer satisfaction, brand trust, customer loyalty and brand attitude, as shown in Table 4.52 and Table 4.53. In the domains of marketing mixes, customers who are purported on relaxing with good sitting environment would in general perceive higher levels of performances on marketing mixes, as shown in Tables 4.53- 4.57.

Table 4.52 Descriptive of the Post-Consumption Variables across the Different Purpose of the Visit to Coffee Shops

		N	Mean	Std. Deviation	Std. Error
Customer	Unique Ambience	26	4.1723	.51702	.10140
Satisfaction	Sitting Area to Relax	124	3.8527	.49932	.04484
	Friendly Service	46	3.5226	.62363	.09195
	Promotion program Going On	14	3.5257	.43514	.11630
	Refreshing After Work	30	3.5240	.50717	.09260
	Socializing with Friends	40	3.5110	.55019	.08699
	Having Coffee and Snack	82	3.8859	.73692	..08138
	Study	16	3.7400	.48252	.12063
	Hungry	12	3.3600	.83160	.24006
	Business	6	3.3067	.74669	.30484
	Others	4	2.8850	.39837	.19919
	Total	**400**	**3.7349**	**.62367**	**.03118**
Customer Loyalty	Unique Ambience	26	4.0915	.87103	.17082
	Sitting Area to Relax	124	3.8694	.49353	.04432
	Friendly Service	46	3.4826	.72685	.10717
	Promotion program Going On	14	3.5443	.43937	.11743
	Refreshing After Work	30	3.6853	.53157	.09705
	Socializing with Friends	40	3.4640	.56949	.09004
	Having Coffee and Snack	82	3.9029	.68734	.07590
	Study	16	3.8187	.38576	.09644
	Hungry	12	3.1050	.80618	.23272
	Business	6	3.1833	.42936	.17528
	Others	4	3.0900	.31177	.15588
	Total	**400**	**3.7374**	**.64808**	**.03240**

Table 4.52 (continued)

		N	Mean	Std. Deviation	Std. Error
Brand Trust	Unique Ambience	26	4.2238	.58596	.11492
	Sitting Area to Relax	124	3.7447	.66657	.05986
	Friendly Service	46	3.4974	.71948	.10608
	Promotion program Going On	14	3.5386	.61202	.16357
	Refreshing After Work	30	3.6100	.68428	.12493
	Socializing with Friends	40	3.3890	.82865	.13102
	Having Coffee and Snack	82	3.8322	.84862	.09371
	Study	16	3.7350	.44909	.11227
	Hungry	12	3.3783	1.08513	.31325
	Business	6	3.5433	.23347	.09531
	Others	4	3.2550	.43301	.21651
	Total	**400**	**3.6931**	**.74971**	**.03749**
Brand Attitude	Unique Ambience	26	3.9423	.99073	.19430
	Sitting Area to Relax	124	3.7258	.66825	.06001
	Friendly Service	46	3.4783	.76708	.11310
	Promotion program Going On	14	3.7500	.58835	.15724
	Refreshing After Work	30	3.6333	.88992	.16248
	Socializing with Friends	40	3.2375	.95567	.15110
	Having Coffee and Snack	82	3.8171	.86250	.09525
	Study	16	3.8438	.42696	.10674
	Hungry	12	3.3750	.93845	.27091
	Business	6	3.6667	.51640	.21082
	Others	4	2.7500	.00000	.00000
	Total	**400**	**3.6588**	**.80924**	**.04046**

Table 4.53 Descriptive of the Marketing-Mix Variables across the Different Purpose of the Visit to Coffee Shops

		N	Mean	Std. Deviation	Std. Error
Product-Perceived	Unique Ambience	26	3.9562	.58338	.11441
	Sitting Area to Relax	124	3.8934	.49593	.04454
	Friendly Service	46	3.4191	.59397	.08758
	Promotion Program Going On	14	3.5057	.35305	.09436
	Refreshing After Work	30	3.7280	.47168	.08612
	Socializing with Friends	40	3.6905	.45837	.07248
	Having Coffee and Snack	82	3.7717	.61187	.06757
	Study	16	3.5788	.40695	.10174
	Hungry	12	3.1533	.71655	.20685
	Business	6	3.0000	.73343	.29942
	Others	4	2.7700	.47343	.23671
	Total	**400**	**3.7123**	**.57915**	**.02896**
Price-Perceived	Unique Ambience	26	4.0308	.67336	.13206
	Sitting Area to Relax	124	3.7581	.58728	.05274
	Friendly Service	46	3.3391	.79651	.11744
	Promotion Program Going On	14	3.9429	.59448	.15888
	Refreshing After Work	30	3.6133	.51711	.09441
	Socializing with Friends	40	3.4500	.59356	.09385
	Having Coffee and Snack	82	3.7610	.55728	.06154
	Study	16	3.6750	.77932	.19483
	Hungry	12	3.1000	1.02868	.29695
	Business	6	3.0000	.77974	.31833
	Others	4	2.2000	.23094	.11547
	Total	**400**	**3.6430**	**.68199**	**.03410**

Table 4.53 (continued)

		N	Mean	Std. Deviation	Std. Error
Place-Perceived	Unique Ambience	26	4.0000	.46904	.09199
	Sitting Area to Relax	124	3.9758	.63871	.05736
	Friendly Service	46	3.2935	.58525	.08629
	Promotion Program Going On	14	3.9643	.69929	.18689
	Refreshing After Work	30	3.4000	.54772	.10000
	Socializing with Friends	40	3.5750	.70302	.11116
	Having Coffee and Snack	82	3.8598	.67597	.07465
	Study	16	3.4063	.46435	.11609
	Hungry	12	2.7917	.61082	.17633
	Business	6	3.4167	.51640	.21082
	Others	4	2.6250	.14434	.07217
	Total	**400**	**3.7113**	**.69599**	**.03480**
Promotion-	Unique Ambience	26	3.7231	.73120	.14340
Perceived	Sitting Area to Relax	124	3.6355	.73697	.06618
	Friendly Service	46	3.2174	.70026	.10325
	Promotion Program Going On	14	3.3429	.43978	.11754
	Refreshing After Work	30	3.3467	.60557	.11056
	Socializing with Friends	40	3.4700	.69067	.10920
	Having Coffee and Snack	82	3.3422	.69980	.07728
	Study	16	3.3000	.82624	.20656
	Hungry	12	3.1333	.58672	.16937
	Business	6	3.6000	.17889	.07303
	Others	4	3.0000	.69282	.34641
	Total	**400**	**3.4491**	**.71141**	**.03557**

Table 4.53 (continued)

		N	Mean	Std. Deviation	Std. Error
People-Perceived	Unique Ambience	26	4.1823	.61498	.12061
	Sitting Area to Relax	124	3.9611	.57976	.05206
	Friendly Service	46	3.6452	.66474	.09801
	Promotion Program Going On	14	3.7400	.59218	.15827
	Refreshing After Work	30	3.6867	.68168	.12446
	Socializing with Friends	40	3.7190	.73731	.11658
	Having Coffee and Snack	82	3.8873	.57517	.06352
	Study	16	3.5000	.63009	.15752
	Hungry	12	2.9400	1.07475	.31025
	Business	6	3.1833	.50631	.20670
	Others	4	3.2700	.20785	.10392
	Total	**400**	**3.8038**	**.67156**	**.03358**
Physical-Perceived	Unique Ambience	26	4.0708	.60492	.11863
	Sitting Area to Relax	124	3.9911	.55641	.04997
	Friendly Service	46	3.5643	.61857	.09120
	Promotion Program Going On	14	3.7714	.49457	.13218
	Refreshing After Work	30	3.7653	.44960	.08208
	Socializing with Friends	40	3.7690	.75351	.11914
	Having Coffee and Snack	82	4.0185	.50334	.05559
	Study	16	3.7413	.42311	.10578
	Hungry	12	3.0567	.64390	.18588
	Business	6	3.4233	.73894	.30167
	Others	4	3.0700	.23094	.11547
	Total	**400**	**3.8503**	**.60891**	**.03045**

Table 4.53 (continued)

		N	Mean	Std. Deviation	Std. Error
Process-perceived	Unique Ambience	26	3.7208	.69514	.13633
	Sitting Area to Relax	124	3.8079	.63936	.05742
	Friendly Service	46	3.3639	.59212	.08730
	Promotion Program Going On	14	3.4529	.61636	.16473
	Refreshing After Work	30	3.3653	.61178	.11170
	Socializing with Friends	40	3.5310	.73201	.11574
	Having Coffee and Snack	82	3.6366	.72655	.08023
	Study	16	3.4338	.82944	.20736
	Hungry	12	3.7533	.79085	.22830
	Business	6	3.7533	.12176	.04971
	Others	4	3.0000	.69282	.34641
	Total	**400**	**3.6040**	**.68981**	**.03449**

Table 4.54 Descriptive of the Factorized "Product" and "Physical" Variables across the Different Purpose of the Visit to Coffee Shops

		N	Mean	Std. Deviation	Std. Error
Servicescapes	Unique Ambience	26	4.1792	.49272	.09663
	Sitting Area to Relax	124	4.0560	.63787	.05728
	Friendly Service	46	3.6370	.79672	.11747
	Promotion Program Going On	14	3.8071	.47461	.12684
	Refreshing After Work	30	3.7673	.52181	.09527
	Socializing with Friends	40	3.7995	.84901	.13424
	Having Coffee and Snack	82	4.1668	.49403	.05456
	Study	16	3.7075	.43683	.10921
	Hungry	12	3.0283	.71091	.20522
	Business	6	3.6100	.60419	.24666
	Others	4	2.9150	.09815	.04907
	Total	**400**	**3.9197**	**.67672**	**.03384**

Table 4.54 (continued)

		N	Mean	Std. Deviation	Std. Error
Conveniences	Unique Ambience	26	3.2308	.54168	.10623
	Sitting Area to Relax	124	3.1452	.49475	.04443
	Friendly Service	46	2.8435	.54636	.08056
	Promotion Program Going On	14	3.0571	.64416	.17216
	Refreshing After Work	30	3.0133	.58235	.10632
	Socializing with Friends	40	2.9900	.64839	.10252
	Having Coffee and Snack	82	3.1366	.48573	.05364
	Study	16	3.0250	.52090	.13022
	Hungry	12	2.2000	.62668	.18091
	Business	6	2.2667	1.13608	.46380
	Others	4	2.9000	.11547	.05774
	Total	**400**	**3.0370**	**.57868**	**.02893**
Environment	Unique Ambience	26	3.9692	.85733	.16814
	Sitting Area to Relax	124	3.9290	.62998	.05657
	Friendly Service	46	3.4870	.67941	.10017
	Promotion Program Going On	14	3.6857	.48176	.12875
	Refreshing After Work	30	3.7600	.52628	.09608
	Socializing with Friends	40	3.7600	.72917	.11529
	Having Coffee and Snack	82	3.9171	.65467	.07230
	Study	16	3.7500	.40988	.10247
	Hungry	12	3.3333	.52107	.15042
	Business	6	3.6667	.37238	.15202
	Others	4	2.8000	.92376	.46188
	Total	**40**	**3.8000**	**.66927**	**.03346**

Table 4.54 (continued)

		N	Mean	Std. Deviation	Std. Error
Variety of Coffee-	Unique Ambience	26	3.9231	.85665	.16800
Foods Choices,	Sitting Area to Relax	124	3.7823	.58519	.05255
Innovative Products	Friendly Service	46	3.3152	.83406	.12298
And Their Appealing	Promotion Program Going On	14	3.5357	.54470	.14558
	Refreshing After Work	30	3.5833	.43218	.07891
	Socializing with Friends	40	3.7125	.65180	.10306
	Having Coffee and Snack	82	3.7073	.68246	.07536
	Study	16	3.5625	.38188	.09547
	Hungry	12	3.2500	.70711	.20412
	Business	6	3.3333	.56273	.22973
	Others	4	2.6250	1.01036	.50518
	Total	**400**	**3.6488**	**.68005**	**.03400**
Coffee, Foods and	Unique Ambience	26	3.8846	.75243	.14756
Snack Tastes	Sitting Area to Relax	124	4.0081	.58080	.05216
	Friendly Service	46	3.5000	.71492	.10541
	Promotion Program Going On	14	3.2143	.46881	.12529
	Refreshing After Work	30	3.6000	.85501	.15610
	Socializing with Friends	40	3.9750	.49290	.07793
	Having Coffee and Snack	82	3.9390	.76332	.08429
	Study	16	3.7500	.25820	.06455
	Hungry	12	3.1667	.88763	.25624
	Business	6	3.0000	.44721	.18257
	Others	4	3.2500	1.44338	.72169
	Total	**400**	**3.8075**	**.71622**	**.03581**

Table 4.54 (continued)

		N	Mean	Std. Deviation	Std. Error
Ingredients, Packaging And Food-Coffee Matching	Unique Ambience	26	4.0923	.44982	.08822
	Sitting Area to Relax	124	3.9161	.57993	.05208
	Friendly Service	46	3.3478	.70103	.10336
	Promotion Program Going On	14	3.5143	.46881	.12529
	Refreshing After Work	30	3.8400	.52101	.09512
	Socializing with Friends	40	3.6400	.54950	.08688
	Having Coffee and Snack	82	3.6878	.75953	.08388
	Study	16	3.4500	.64291	.16073
	Hungry	12	3.0667	.92376	.26667
	Business	6	2.7333	.98522	.40222
	Others	4	3.0000	.23094	.11547
	Total	**400**	**3.6970**	**.68729**	**.03436**

Table 4.55 ANOVA Test of the Post-Consumption Variables across the Different Purpose of the Visit to Coffee Shops

		Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction	Between Groups	20.267	10	2.027	5.843	.000
	Within Groups	134.927	389	.347		
	Total	**155.194**	**399**			
Customer Loyalty	Between Groups	22.670	10	2.267	6.085	.000
	Within Groups	144.914	389	.373		
	Total	**167.584**	**399**			
Brand Trust	Between Groups	17.362	10	1.736	3.264	.000
	Within Groups	206.902	389	.532		
	Total	**224.264**	**399**			
Brand Attitude	Between Groups	18.254	10	1.825	2.922	.002
	Within Groups	243.041	389	.625		
	Total	**261.294**	**399**			

Table 4.56 ANOVA Test of the Marketing-Mix Variables across the Different Purpose of the Visit to Coffee Shops

		Sum of Squares	df	Mean Square	F	Sig.
Product-Perceived	Between Groups	21.110	10	2.111	7.285	.000
	Within Groups	112.721	389	.290		
	Total	**133.831**	**399**			
Price-Perceived	Between Groups	28.079	10	2.808	6.935	.000
	Within Groups	157.501	389	.405		
	Total	**185.580**	**399**			
Place-Perceived	Between Groups	42.105	10	4.211	10.835	.000
	Within Groups	151.169	389	.389		
	Total	**193.274**	**399**			
Promotion-Perceived	Between Groups	12.652	10	1.265	2.600	.005
	Within Groups	189.284	389	.487		
	Total	**201.936**	**399**			
People-Perceived	Between Groups	23.159	10	2.316	5.746	.000
	Within Groups	156.787	389	.403		
	Total	**179.947**	**399**			
Physical-Perceived	Between Groups	21.651	10	2.165	6.669	.000
	Within Groups	126.289	389	.325		
	Total	**147.940**	**399**			
Process-Perceived	Between Groups	13.561	10	1.356	2.992	.001
	Within Groups	176.301	389	.453		
	Total	**189.862**	**399**			

Table 4.57 ANOVA Test of the Factorized "Product" and "Physical" Variables across the Different Purpose of the Visit to Coffee Shops

		Sum of Squares	df	Mean Square	F	Sig.
Servicescapes	Between Groups	29.059	10	2.906	7.356	.000
	Within Groups	153.661	389	.395		
	Total	**182.720**	**399**			
Conveniences	Between Groups	17.118	10	1.712	5.716	.000
	Within Groups	116.494	389	.299		
	Total	**133.612**	**399**			
Environment	Between Groups	15.496	10	1.550	3.693	.000
	Within Groups	163.224	389	.420		
	Total	**178.720**	**399**			
Variety of Coffee-Foods Choices, Innovative Products and Their Appealing	Between Groups	16.851	10	1.685	3.910	.000
	Within Groups	167.673	389	.431		
	Total	**184.524**	**399**			
Coffee, Foods and Snack Tastes	Between Groups	28.388	10	2.839	6.264	.000
	Within Groups	176.290	389	.453		
	Total	**204.677**	**399**			
Ingredients, Packaging and Food-Coffee Matching	Between Groups	30.102	10	3.010	7.394	.000
	Within Groups	158.374	389	.407		
	Total	**188.476**	**399**			

4.8 Summary

This chapter reported the results of quantitative data. The sequence of presentation was arranged in two broad sections that were aligned with the scopes and direction of the research objective. In the next chapter, the conclusions and implications of the findings will be discussed in detail.

CHAPTER 5

CONCLUSION AND IMPLICATION

5.1 Introduction

Specifically, the purpose of the research is to validate the applicable utility of the theory of planned behaviors in studying the consumer behavior towards brand trust and brand loyalty by examining their interrelationship to consumer perceptions over the quality of marketing mix-led services and the base of consumer attitude. Thus, the research is explanatory in nature which aims to explain the behavior of consumer towards brand trust and brand loyalty in view of the theoretical structure of the prescriptive cognitive model represented by the theory of planned behavior. This research chooses to study customer perceptions in branded coffee shop context as it has not been targeted in the existent publications. The scopes of contributions of this research have been articulated in the justification section of this thesis.

To address the research objective, three hypotheses are raised, and demographics and psychographics variables are studied.

1. Hypothesis 1 (H1) – The seven-P marketing-mix oriented service quality factors can significantly predict customer satisfaction.

2. Hypothesis (H2) – Consumer's brand attitude and customer satisfaction can significantly predict brand trust.

3. Hypothesis (H3) – Brand trust and customer satisfaction can significantly predict customer loyalty.

As the theory of planned behavior resembles belief-response structure, demographic variables are also used to help illustrate the possible influences such as ages and educational levels. These demographic variables may, to some degree, represent the experiences of the consumers and the gradual formation of attitude resulted from social interactions. Thus, demographics and psychographics variables are also to be studied to

examine whether they do significantly influence the other variables or constructs involved. The descriptive of the demographics and psychographic variables are also studied to extract the useful marketing information needed to help better explain the contexts of the research and the implications which can be drawn, such as favorite brands. Specifically, the demographics and psychographics variables incorporated in this research study are gender, marital status, age, education, occupation, nationality, monthly income, favorite brands, patronage frequency, and purpose of the visit, duration of stay, experience state, brand coffee shops surveyed and locations.

The presentation of this Chapter is arranged in sequence to conclude the hypotheses and the demographics and psychographic variables that were raised in Chapter Two. Then, implications of the research findings on the theoretical domain and practical aspect are discussed, following by suggesting further research.

5.2 Concluding the Research Objective

The purpose of the research is to validate the applicable utility of the theory of planned behaviors in studying the consumer behavior towards brand trust and brand loyalty by examining their interrelationship to consumer perceptions over the quality of marketing mix-led services and the base of consumer attitude. The research objective can be re-phrased to study the interrelationship structure of the three hypotheses that were raised in Chapter Two, which are supported by the statistical analysis presented in Chapter Four. Basically the three hypotheses that were raised in Chapter Two are supported, and they form a pattern of relationship, as shown in Figure 5.1, to reflect the concept as advocated in the theory of planned behavior (Ajzen, 1985; 1991).

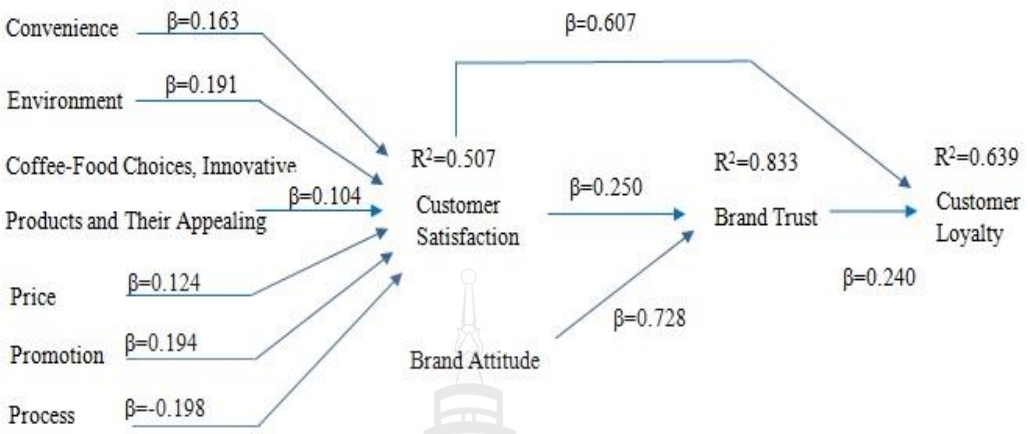


Figure 5.1 Final Model

Specifically, the high R-squared strengths of the multivariate regression analysis shown in Figure 5.1, which indicates the ability to explain the variances of brand trust (83.3 per cent), customer loyalty (63.9 per cent), and customer satisfaction (50.7 per cent), provides strong internal validity evidences to the applicability of the theory of planned behavior. The pattern of structure presents a creative, but deduction-oriented contribution to the original version of the theory of planned behavior, which was originally used to establish a relational linkage between beliefs (i.e. behavioral control and attitude) and behavioral intention. In Figure 5.1, it is shown that the concept behind the theory of planned behavior can be inferred to apply in understanding brand trust and customer loyalty. Particularly, in Figure 5.1, brand trust is known as a potentiality for consumer decision, or intention, whereas a committed behavior is characteristics or motives of customer loyalty. Brand trust could also be interpreted as the cognitive nature of customer motive which is resulted from customers engaging with the brand experiences through marketing-mix service experiences, as shown in Figure 5.1 (Arnett, 1996; Edelman & Weinshall, 1991; East, Wright, & Vanhuele, 2013; Sternberg, 1985), and customer loyalty exhibits the affective and behavioral nature of attitudes and behaviors.

The exploratory factor analysis highlights the affective aspect of customer loyalty, i.e. “The delightful feeling from this coffee shop makes me satisfied everytime I recall it”, and behavioral, i.e. “I would love to come back to this coffee shop again, I will bring my family or friends to this coffee shop, and I would say positive words about this coffee

shop to others." Affective nature of loyalty is also known to base on the similar perception belonging to the psychological cognition but being focused mainly on customer's emotion and feeling (Pichard & Robinson, 2012). Behavioral nature of loyalty, instead, stresses on the action aspects (Kim & Ritchie, 2014).

Brand trust, indicated by R-squared of 0.833, provides the supportability evidences to the significant predictor roles played by customer satisfaction and brand attitude. Nevertheless, both predictors have different weights of influences, with the highest contributable to customer attitudes, represented by Beta of 0.728, as compared to Beta weight of customer satisfaction at 0.250.

While brand trust explains customers possessing the confidence and trust over the brand in offering a good cup of coffee, of consistent best of tastes, and thus reflects the trustable image i.e. unique quality of coffee menu, the services and the shop environment, brand attitude refers to the customers' attitude towards cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness.

The higher BETA weight of customer attitude shows that both brand and environment of the coffee shops are important variables to achieve the satisfaction of the customers. This also provides a confirmed validation to the original intention of this research which focuses on branded coffee shops.

Crucial information can also be extracted from the descriptive analysis. In five Likert scales of the responses, from "1" which stands on "strongly disagree" to "2" on "disagree," to "3" of neither the extremes, to "4" on "agree" and "5" on "strongly agree," the state of reality which implies to the marketers and the coffee shop owners is that in general the branded coffee shops in Bangkok and Chiang Rai fail to meet the agreeable expectation of the customers. Only, on average, few of the asked items in the survey score higher than scale crossing over "4," and there are "the cups and saucers are clean," and "the coffee shop has clean environment," in the "Physical" element of marketing-mix, at mean of 4.13 and 4.09, respectively.

Specific areas of information that need to be stressed upon on the levels of perceived importance by the customers to the branded coffee shops are that the

customers, in general, perceive the different domains of marketing mix initiatives important, except only for “process” and “promotion,” at below “4” of the Five Likert scale of responses. The mean of the levels of perceived importance ranges from, 4.0376 (“product”) to 4.1689 (“people”), to 4.2023 (“physical”), which infers that people-oriented services and the environmental psychology are important drivers to be stressed upon as marketing-mixes strategies, as they can significantly explain the variance of customer satisfaction, at 50.7 percent.

5.3 Concluding Hypothesis 1

Hypothesis 1 (H1), which states that the seven-P marketing mix oriented service quality factors can significantly predict customers satisfaction, is supported.

Specifically, the “Physical” element encompasses, in majority, the attractiveness of the physical facilities and the landscapes, driven by the layouts, ambience of the environment, and the provision of some of the physical features and tangibles i.e. Wi-fi, lighting conditions, and building decoration. The significant role of “Physical” mix in predicting customer satisfaction is shown by the highest Beta coefficient of the multivariate regression analysis result of Table 4.16, followed by “Product” at Beta of 0.249, “Promotion” at Beta of 0.221, “Price” at Beta of 0.122, and “Process” at Beta of -0.204. The roles of “Physical” or in similar term as “Servicescapes,” are also evidenced in the research outcomes of Voon (2012), fore restaurant context.

In short, the result of the multivariate regression analysis indicates that the customers’ fulfillment and pleasurable responses (Oliver, 1997) and satisfactory judgment towards the coffee product and services offered are not only the results of the cognitive assessments over a host of service attributes, presented in the domains of the 7-P marketing mixes, but also connotes the feeling which can be represented as short-term attitude that can further lead to behavioral intention as in the theory of planned behavior, or as trust, which is a more stable-term attitude that can readily help to foster loyalty. The role of the price factor, which is represented by Beta of 0.122, depicts as well as gross benefit-cost judgment of the customers, for instance, in the perceptions towards value for

money and the overall impression that the prices paid match the qualities of the product and the services.

The more visual representation of the patterns of relationship between the 7-P marketing mix and customer satisfaction is shown in Figure 5.2, which indicates a very high R-squared strength of 49.7 percent of explanation in the variance of customer satisfaction by the predictors presented.

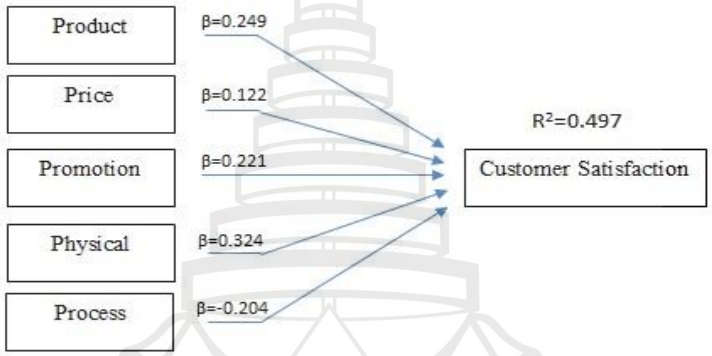


Figure 5.2 Predicting Customer Satisfaction by 7P-Marketing Mix

As noted from the exploratory factor analysis in Chapter Three, marketing mix on "Product" and "Physical" aspects have numerous distinctive characteristics, i.e. tastes of coffee, food and snacks, the ingredients and packaging design, the varieties of the products and their appealing and attractiveness to the customers, as well as the convenience and physical attributes of landscapes and servicescapes. The further multivariate regression analysis indicates that both the "Conveniences" and "Environment" aspects of the "Physical" mix stand up, with Beta weights of 0.163 and 0.191, respectively, are influential in explaining the variance of customer satisfaction:

1. The environment variable which explains the landscape of the coffee shop is nice. (Items 14), coffee shop environment is nice and quiet. (Items 15), coffee shop's building decoration is modern and looks pleasing. (Items 13), the coffee shop's interior design is uniquely attractive i.e. delightful styles. (Items 4), and the coffee shop's lighting condition is pleasing and comfortable (Items 12).

2. The convenience variable is explained by the customer perceptions over "coffee shop provides free Wi-fi," "the facility for seating is comfortable," "the temperature in the shop is comfortable, and "coffee shop provides various kinds of magazines and journals."

As to the "Variety of Coffee-Food Choices, Innovative Products and Their Appealing," it describes the perceptions of the customers over the varieties of coffee and cake are available (Items 2), wide varieties of quality snacks and beverages choices. (Items 4), innovative products are always on the menu (Items 5), and product appearance is appealing, i.e. attractive (Items 6). In aspect of the "process" performance, customers provide their perceptions, for instance, on areas such as "the staffs deliver the services quickly," "the staffs solve the problem promptly, i.e. wrong order, when occur," "the staffs actively help to recommend the choices from the menu," "coffee shop's open and closing time is appropriate," "coffees are always made with good aroma," and "non-coffee products like cakes and snacks, or foods are made with quality taste." The other variables which significantly influence customer satisfaction are more self-obvious, judging from the names of the variables.

Collectively, the factorized marketing mix variables can explain 50.7 percent of the variance of customer satisfaction, as shown in Figure 5.3. Again, the overall shop atmospherics that are represented by interior designs of the shops, cozy and homely attributes of ambience, spatial layout of the tables and their designs that allow pleasurable relaxation of the customers, as well as the human process aspect of the services are considered important driving variables, which the customers rely on them to evaluate whether a consumption experience is satisfactory or otherwise. The satisfaction domains clearly are not only the technical perfection but also the affection and feeling needed which the customers would form judgment to the overall aspects of the services as well as the component details, i.e. the innovativeness of the menu, in-house music entertainment, the smell of coffee, the quietness of the coffee shops, and the emotional attachment with the shops.

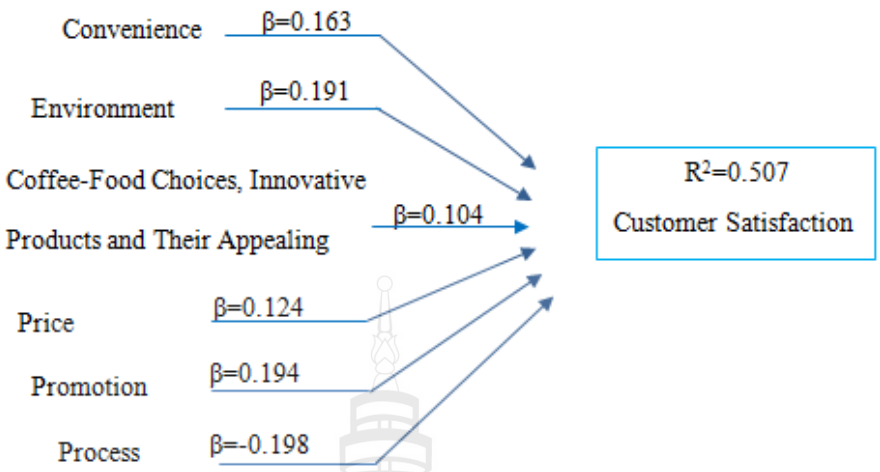


Figure 5.3 Predicting Customer Satisfaction by the Factorized Marketing-Mix

5.4 Concluding Hypothesis 2

Brand trust needs to be nurtured with a commitment for continuity of customer-to-company relationship. Specifically, as identified in the exploratory factor analysis discussed and presented in Chapter Three, brand trust explains customers possessing the confidence and trust over the brand in offering a good cup of coffee, of consistent best of tastes, and thus reflects the trustable image i.e. unique quality of coffee menu, the services and the shop environment. Brand trust is a dependent variable in Hypothesis 2 (H2), which states that consumer's brand attitude and customer satisfaction can significantly predict brand trust. H2 is supported, and the multivariate regression analysis result shows that brand trust can be explained for a significant 83.3 percent of the variance by the attitude of the customers towards the brand, at Beta of 0.728, and customer satisfaction at Beta of 0.250.

An important information extracted is the role of brand attitude played in forming brand trust. Customer attitude provides attitudinal indications of the customers towards, for instance, cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness". This can

imply to the coffee shops to use advertisement and magazine, and bloggers media as possible channels of promotion to help stimulate the formation of brand attitude of the customers.

Thus, the fact that H2 is supported provides further evidences that trust is an indicator which reflects how the customers are at ease in making decisions (Farquhar, 1989), because the customers have gained significant knowledge and understanding about the products and services (Aaker, 2004; Keller, 2008), owed to the impression on the quality of the products and services (Chaudhuri & Holbrook, 2001) and the positive attitude towards the brand and the products and services offered (Li et al., 2008). Brand trust thus relates to the knowledge of brand-consumer relationship (Sheth & Parvatyar, 1995), which serves to enable the customers to avoid uncertain circumstances in which they have to make decisions from among the many choices given (Doney & Cannon, 1997).

5.5 Concluding Hypothesis 3

Hypothesis 3 (H3) states that brand trust, which provides a trust for customers to exchange relationships that are highly valued (Chaudhuri & Holbrook, 2001) towards the qualities of the services and products offered (Arjun & Morris, 2001; Chaudhuri & Holbook, 2001) and customer satisfaction, can significantly predict customer loyalty i.e. on re-purchasing (Morgan & Hunt, 1994; Singh & Sirdeshmukh, 2000), which imply further that customer loyalty underlies the commitment of the coffee shops to preserve and maintain the level of customer satisfaction as well as brand trusts.

This hypothesis is supported by the evidences of the 2-predictor multivariate regression analysis, which advocates on the roles of brand trust, at Beta of 0.240, and customer satisfaction at Beta of 0.607, in explaining the variance of customer loyalty at 63.9 percent.

5.6 Concluding Demographic and Psychographic Variables

First, the results of the ANOVA tests indicate that there are significant differences across the different age groups. Specifically, the trends show that the older the customers are (except for age group 51-60 which shows a drop in the perceived agreement across all the variables discussed), the higher the perceived agreement that they received better services over the marketing mix-driven services, reflected also by the higher level of satisfaction, brand trust and customer loyalty towards the branded coffee shops that they recalled in the survey. The scales of perceived agreement over the various facets of variables are ranged from slightly above 3 to slightly above 4 as the age trends up. This has important implication to the marketers who would need to pay more particular attention towards the younger groups as they may not only perceive lower levels of services and show lower levels of trust and loyalty towards the brands and the services, but also may have missed other important variables that are considered important for the younger groups.

Second, education wise, ANOVA test result indicates that the higher the level of education (i.e. from vocational diploma to master), the higher the levels of customer agreement towards aspects of environment, variety of coffee food choices, innovative products and their appealing features, and coffee and food tastes, and the attractiveness of ingredients, packaing and food-coffee matching perceptions. As education level is arranged in the interval scale that is trending upward, this variable can be used in which the results clearly show the positive correlation between the educational level and the product and process aspects of services/marketing mixes, as well as customer loyalty.

Third, the results of ANOVA test show that there are significant differences on the different roles of occupation, namely students, salaried employees and the self-employed. The post-hoc analysis indicates that there are significant differences between the students in comparison to the other categories of occupation, and as such, the data are re-grouped into students and the employed (either self-employed or salaried) and the results of t-test present the same scenario.

Fourth, in terms of nationality of the respondents, although the test of ANOVA shows differences across many of the variables, but the ability to reliably use the result is limited by the relatively unequalled number of respondents across the different nationalities. Nevertheless, when unequaled variance is assumed, and t-test performed to examine the significant differences between Myanmar citizens and Thai, the results show no significant differences across all the variables.

Fifth, the ANOVA test result of the variables across the different income ranges indicate the only aspects of significant differences are on loyalty and brand trust, which further shows that higher-income customers have higher level of satisfaction, perceived loyalty and brand trust.

Sixth, the next variable deals with location, which is a variable of geometrical segmentation in marketing discipline. Bangkok is the commercial hub of Thailand, and according to Bangkok (2015), Bangkok has "more than enough shopping malls to suit all kinds of lifestyles and budget," are most shopping malls can easily be accessed by the use of BTS and MRT. Main shopping malls in Bangkok include, for instance, the Central World in Siam, Siam Paragon in Siam, MBK in Siam, Terminal 21 at Sukhumvit Road, EmQuartier in Phrom Phong, Central Embassy Shopping Mall in Childlom Ploenchit, Central Chidlom, Siam Center in Siam, Platinum Fashion Mall in Pratunam, and Pantip Plaza in Pratunam. Central World, Big C and Macro are the key shopping malls or centers in Chiang Rai. Both cities are chosen as they are, to some degree, representative of the characteristics of the well-developed commercial hub of Thailand and emerging urbanization of a province, located also in geometrical extremes (the North and the Middle of a nation). The results of the t-test across the variables indicate that, in general, there are no significant differences from the perceptions of the customers who had visited either the branded coffee shops in Bangkok and Chiang Rai, except for the variables on "promotion" and "place," which shows Bangkok has slightly higher level of perceived agreement on the performances of promotion and slightly lower level of perceived agreement on the performances of "place." Nevertheless, the scale of difference is very narrow. "Place" indicates, for instance, that "it is convenient to access to the coffee shop," "has sufficient parking area," "is suited around the convenience stores," and "is located in the urban area." "Promotion" demonstrates the perceptions of the customers, for instance, in area of "coffee shop often provides seasonal promotion," "coffee shop promotes sales

by offering special gift program in the memorial days," "coffee shop provides sales point program (i.e. membership, to collect points to redeem) for the customers, coffee shop enhances promotion channels by using television, internet, website, magazine, and journals, and special promotional price for new menu."

Seventh, in addition, when the respondents are asked to state their favorite brands, the majority indicates Starbucks, at 30%, whereas only 9.5% states Black Canyon. Both Starbucks and Black Canyon are the foreign brands, and Amazon (represented by favorite of the customers at 31.5%) and Doi Chaang (represented by favorite of the customers at 13%) are local national brands.

Eighth, in the ANOVA tests which relate the perspective of products, both Doi Chaang and Starbucks score higher mean value, while the other brands, Amazon and Black Canyon, score the least. Amazon brand has the widest standard of deviation for "product" performance, at 0.61052, and Black Canyon has the lowest mean for "product" performance at 3.6216, with standard deviation of 0.48246. "Product" performance is described by the perceptions of the customers in, for instance, that "coffees deliver the best of tastes," "varieties of coffee and cakes are available," "foods and snacks are fresh and delicious," "wide varieties of quality snacks and beverage choices," "innovative products are always on the menu," "product appearance is appealing, i.e. attractive," "coffee taste is always fresh and matches with the light food," "ingredients used for cakes and snacks are unique," "coffee's raw materials i.e. coffee beans are unique, i.e. of special flavors," "compact packaging design which allows take-away easily," and "the cakes, snacks, and foods offered always match with a cup of coffee of this shop."

In addition, Starbucks and Amazon brands have the highest perception mean towards "price", at 3.6833 and 3.6540, respectively, such as in that the customers perceive "prices are matching with the product according to the sizes and items, each of the products is value for money, prices paid match the quality of coffee and cakes, and prices paid match the shop atmosphere, and the price of the coffee, snacks, and beverages are reasonable," and both share similar range of standard deviation, at 0.64173 and 0.6422, respectively. The lowest level of perception on "price" performance belongs to Black Canyon brand, at mean of 3.3895, and also is characterized with wider standard deviation, at 0.75687.

The last significant difference is in the aspect of the "people" performance which describes the perceptions of the customers, for instance, that "coffee shop has competent, service-oriented employees," "the staffs know well their duty," "the staffs deal with the customers in good manner," "the staffs take care of the customers very well," "the staffs are not elegant," "the staffs are friendly in dealing with customers," "the staffs are always alert and quickly respond to any customer needs," "the staffs deliver customers' order accurately," "the staffs do not hesitate in helping customers," "the staffs are active and show willingness to do their job," and "the staffs have good attitudes." A critical analysis on these scopes of perceptions towards people shows that it is aligned with the concept of SERVQUAL, in the areas of soft quality domains i.e. responsiveness, reliability, assurance and empathy. SERVQUAL is questionnaire-based instrument that measures the nature and level of service quality perceived by the customers towards the services experienced, and is originally introduced by Parasuraman, Zeithaml and Berry (1988). Thus, the research result here shows that SERVQUAL is predominantly a people-oriented service quality, and there are other domains of marketing mixes which should be considered. In another words, this research suggests an alternative to the use of SERVQUAL by incorporating the concept of Marketing Mix in SERVQUAL or service quality measurement instrument. In doing so, SERVQUAL or service quality measurement instrument can better reflect the strategic intention of the service providers, which are directly driven by the initiatives taken to implement the STP (Segmentation, Targeting, and Positioning) marketing strategies.

Specifically, in the "people" performance aspect, Black Canyon has the lowest performance, at mean of 3.6274 and standard deviation of 0.92345, followed tightly by Doi Chaang, at mean of 3.6538 with standard deviation of 0.61638. Amazon brand is slightly ahead of both Black Canyon and Doi Chaang, at mean of 3.7383 and with standard deviation of 0.61153. Starbucks perform the best in the domain of "people" at mean of 3.9495, with standard deviation of 0.64150.

Ninth, on the post-consumption variables aspects, the different brands of coffee chains do show significant differences in the consumer perceptions, over customer satisfaction, customer loyalty, brand trust and brand attitudes. While Starbucks generally perform better in the post-consumption variables, i.e. customer satisfaction (mean 3.8848), customer loyalty (mean of 3.9452), brand trust (mean of 4.026), and brand

attitude (mean of 3.9875), with narrow standard deviation, in general, when compared to other brands, Black Canyon receives the least performance perceptions, particularly in domains of customer loyalty (with mean 3.4789), brand trust (with mean of 3.3895), and brand attitude (with mean of 3.2237), with wide standard deviations when compared to the rest of the brands.

Tenth, when "product" and "physical" are factorized through exploratory factor analysis, and the different factors are then subjected to ANOVA analysis, the results indicate that Starbucks has the best performance on tastes (at mean 3.8917), while Amazon scores the lowest performance on variety of coffee-food choices, innovative products and appealing (at mean of 3.4127), and Black Canyon scores the lowest performance on aspect of servicescapes (at mean of 3.6047).

Eleventh, in terms of the experience, 96% of the respondents indicate they have good experiences with the overall services and product experiences, and only 4% shows bad experiences. T-Test results clearly show that when customers perceive the overall service and coffee consumption experiences at the coffee chains as "good," it is represented by higher levels of perceived performances across the marketing mixes stimulation and qualities, as well as customer satisfaction, brand trust and customer loyalty. In addition, those good experiences are also associated with the attitude believing that brand for coffee shop or chains is important because it means consistency of product and service quality, and that customers also believe that coffee of trusted coffee brand shop always satisfies them, and also, uniquely designed coffee shop with good sitting environment always reflects trustfulness.

Twelfth, in the aspect of the duration of stay by the customers when they visit a branded coffee shop, correlations result shows that the longer the customers stay would actually reflect lower levels of brand trust and brand attitude. This would provide an operational insight to the business owners to focus on experiential activities rather than relying on the "time" variable (i.e. to use longer duration of stay as a proxy for brand trust and the attitude form towards the brands). In addition, "time" represented by "the duration of stay" shows no significant differences on the variables involved in the structure that exploits and adapts knowledge of the theory of planned behaviors.

Thirteenth, in general, branded coffee shops that provide unique ambience would create the highest levels of customer satisfaction, brand trust, customer loyalty and brand attitude. In the domains of marketing mixes, customers who are purported on relaxing with good sitting environment would in general perceive higher levels of performances on marketing mixes.

5.7 Implication for Theory

The present study differs from the previous studies available in the extant literature in numerous ways. Theoretically, this research approaches the construct of behavioral control through customer satisfaction as representative of service quality delivered by the marketing-mix actions of the coffee shops that describe the customer perceptions over 7Ps domains of service attributes. Behavioral control is a valid manifestation of consumer's beliefs over the products and services provided and the choices made. Behavioral controls, together with customer attitude towards the products and services, have long been verified to be key determinants of consumer buying behavior, which was concluded in the prescriptive cognitive or expectancy value model of consumer behaviors, contributable to Fishbein (1967), known as the "Fishbein model."

Specifically, this research shows that SERVQUAL is predominantly a people-oriented service quality, and there are other domains of marketing mixes which should be considered. In another words, this research suggests an alternative to the use of SERVQUAL by incorporating the concept of Marketing Mix in SERVQUAL or service quality measurement instrument. In doing so, SERVQUAL or service quality measurement instrument can better reflect the strategic intention of the service providers, which are directly driven by the initiatives taken to implement the STP (Segmentation, Targeting, and Positioning) marketing strategies. By "people" performance, it aims to describe the perceptions of the customers, for instance, that "coffee shop has competent, service-oriented employees," "the staffs know well their duty," "the staffs deal with the customers in good manner," "the staffs take care of the customers very well," "the staffs are not elegant," "the staffs are friendly in dealing with customers," "the staffs are always alert and quickly respond to any customer needs," "the staffs deliver customers' order

accurately," "the staffs do not hesitate in helping customers," "the staffs are active and show willingness to do their job," and "the staffs have good attitudes." A critical analysis on these scopes of perceptions towards people shows that it is aligned with the concept of SERVQUAL, in the areas of soft quality domains i.e. responsiveness, reliability, assurance and empathy. SERVQUAL is questionnaire-based instrument that measures the nature and level of service quality perceived by the customers towards the services experienced, and is originally introduced by Parasuraman et al. (1988).

Furthermore, the use of marketing mix concept in the application of service quality measurement provides a practical and more holistic approach in exploiting the concept embedded in the marketing functions and commodity school of thought of marketing discipline. Although goods are predominantly known as the commodities in the early stages of the marketing development, the later evolvement shows that other "Ps" of the marketing mixes are used to significantly help to improve the productivity of marketing strategies. Marketing mixes, although the roots of the concepts can be traced to different stages in the history, such as in the early 1900s on the role of physical (place) in people through the concept of environmental psychology, are in continuous evolvement, through enrichment and enlargement of the implementation and the tactics involved. This research provides some exploratory efforts, such as the synergistic usage of SERVQUAL concept in helping to design the "people" aspect of the marketing mix strategy.

Another theoretical front of the contribution of this research is that this research provides the empirical evidences that concept and theory of the planned behavior are well suited to the study of customer trust towards the brand, i.e. coffee shops or chains, and their states of loyalty towards the services. This research suggests a framework which adapts the concept of the theory of planned behavior (Ajzen, 1985; 1991) in understanding the factors that drive brand trust and customer loyalty towards the brands.

5.8 Implication for Coffee Shop Business Owners

There are many aspects of implication for the coffee shop business owners.

First, the higher BETA weight of customer attitude shows that both brand and environment of the coffee shops are important variables to achieve the satisfaction of the customers. This also provides a confirmed validation to the original intention of this

research which focuses on branded coffee shops. Customer attitude, with Beta of 0.728, and together with customer satisfaction, at Beta of 0.250, can explain the degree of the customers' brand trust, represented by customers possessing the confidence and trust over the brand in offering a good cup of coffee, of consistent best of tastes, and thus reflects the trustable image i.e. unique quality of coffee menu, the services and the shop environment.

Second, the overall psychographics indicators show that customers visit branded coffee shops not only for the functional needs i.e. to have a coffee or food, but most importantly for pleasurable and service oriented purposes that are characterized by attractive ambience, friendly services and an environment that provides a place for socialization with friends. Thus, it clearly indicates, without examining into the details described by the hypothetical structure of the model, the key role played by the theory and knowledge of environmental psychology. In other words, the environment, represented by "servicescapes", the conveniences and the different characteristics of services provided (enabled by marketing mix strategies), would encourage or set the occasion for different behavioral patterns of the customers (i.e. to visit for relaxing, for socializing, because of good coffee or ambience) who intend to visit or are frequently patronizing the branded coffee shops. Further, the Gestalt nature of the environmental psychology is indicated by the customers using a wide variety of stimulus variables to form a holistic picture about the services, essentially forming the so-called brand trust towards the branded coffee shops, which then help them to simplify decision making, represented by customer loyalty.

Third, another important psychographics variable is related to the purpose of visit which provides the direction for customer value proposition identification and service delivery. This research indicates that the majority of the respondents perceive a sitting area to relax as the key purpose for the visit, at 31%, followed by purpose of having coffee and snack at 20.5%, the reason of friendly service at 11.5%, for socializing purpose with friends at 10%, and for after-work refreshing purpose at 7.5%, and ambience attractiveness at 10%. The rest are functional issues such as respondents being attracted due to the ongoing promotional campaign, or simply visited because of physiological needs, i.e. hungry, collectively, at less than 10%.

Fourth, the coffee shop owner should also consider the duration for each of the visit by customers as this variable could not only influence revenues earned but also it can stimulate the necessary crowding effects. In terms of the duration of stay for each of the visit to the branded coffee shops, , the majority on average would stay for 16-30 minutes, at 30.5%, followed by 18.5% more than 1 hour, 31-45 minutes at 14% and 46-60 minutes at 10.5%. On the shorter duration aspect, about 9.5% responded to stay for around 15 minutes, while the other 17.5% are normally on take-away services.

Fifth, the business owners should recognize that what perceived as good experiences by the customers to the branded coffee shops are associated with the attitude believing that brand for coffee shop or chains is important because it means consistency of product and service quality, and that customers also believe that coffee of trusted coffee brand shop always satisfies them, and also, uniquely designed coffee shop with good sitting environment always reflects trustfulness.

Sixth, the business owners should focus on experiential activities rather than relying on the "time" variable (i.e. to use longer duration of stay as a proxy for brand trust and the attitude form towards the brands). In addition, "time" represented by "the duration of stay" shows no significant differences on the variables involved in the structure that exploits and adapts knowledge of the theory of planned behaviors.

Seventh, brand attitude has been shown to significantly predict brand trust, comparable higher with weights of influence higher than the state of customer satisfaction. Customer attitude provides attitudinal indications of the customers towards, for instance, cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness". This can imply to the coffee shops to use advertisement and magazine, and bloggers media as possible channels of promotion to help stimulate the formation of brand attitude of the customers.

5.9 Limitation and Delimitation of the Research

When argued from the perspective of the theoretical structure of the theory of planned behavior in an attempt to study the phenomenon of consumer behavior towards coffee-shop patronage, and its brand trust and loyalty, the limitation owes fundamentally to the inherent limit of the theory of planned behavior itself. As discussed in Solomon et al. (2006), the predictive ability of the theory of planned behavior depends upon the researcher's ability to accurately identify and measure all salient attributes that are considered important in the decision-making. For instance, Biamukda and Tan (2015) exploit the concept of "involvement" that originates from social psychology, which refers to the relationship between the customer and the housing investment (Sherif et al., 1965) and marketing discipline as a personal-level effort in decision-making process (Shaffer & Sherrell, 1997), in designing the questionnaires instrument to test the validity of the theory of planned behavior in housing investment. Biamukda and Tan (2015) skillfully apply the situation-driven concept of involvement that occurs temporarily in a specific situation such as purchase (Richins & Bloch, 1986) and response-driven involvement that refers to a behavioral orientation which involves information acquisition and decision processes.

This research exploits the concepts of customer satisfaction and marketing mixes to design the questionnaire instrument for "behavioral control" of the theory of planned behavior, and through deductive inference, uses brand trust to represent "behavioral intention" and loyalty as a behavioral measure. The central role of the cognitive process, represented by customers being satisfied to the marketing-mix-enabled services offered, indicates that customers do consciously assess their brand attitude toward the coffees consumed and the coffee shops. This understanding is in contrast to the unconscious cognitive processes of brand assessment as discussed in Solomon (2006).

In another front of the limitation, although the original rationality for choosing the types of "branded" coffee shops is not clear, but this limitation is delimited by the responses of the participants which indicate that the majority prefer Starbucks, at 30%, whereas only 9.5% states Black Canyon as the preference. Both Starbucks and Black Canyon are the foreign brands, and Amazon (represented by favorite of the customers at

31.5%) and Doi Chaang (represented by favorite of the customers at 13%) are local national brands.

5.10 Further Research

Future research could first extend the sample sizes to reach larger population of consumers of different types of coffee shops. This sample-size extension allows the regression model to be tested on larger population samples in order to further argue for generalizability and thus the theoretical model derived can be reckoned as appropriate for other contexts (transferability). Both generalizability and transferability measures prescribed by this procedure are discussed in Hair et al. (2006).

The crowding effect, which is an important environmental psychological phenomenon (Morgan, 2008) should be studied in the future research. In reality, crowding could be a significant major determinant to influence loyalty, as humans, according to Morgan (2008), have evolved as social sciences, which means that a substantial part of the environment for each of the human is made up of other people.

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APPENDIX

APPENDIX

SURVEY QUESTIONNAIRE

Dear All Respondents,

I am an MBA student currently enrolled in the Entrepreneurial Management Program of the school of management at Mae Fah Luang University of Thailand.

Recently, I am conducting a research about **"Adapting Theory of Planned Behaviors in Studying Coffee Shop's Consumer Behaviors in Thailand".**

I kindly would like to ask you for your participation in this research. Your responses will contribute to better understand customer needs and suggest possible directions of improvement for coffee shop businesses. Please kindly answer each question based on your excellent experiences. There are no right or wrong responses to the questions. Your responses only reflect your perception and needs. All your responses will be kept confidential and anonymous.

If there are any doubts on this survey, you are free to contact the school of Management at Mae Fah Luang University, or contact my supervisor Dr. Chai Ching Tan.

'Thank you for your participation and valuable assistance.'

Best Regards,

Thandar Maw

Contact:

Ms Thandar Maw: Email: thandarmaw9@gmail.com

Ph 09 45710331

Supervisor:

Dr. Chai Ching Tan, Senior Lecturer at Mae Fah Luang University

Email: drcctan@yahoo.com

Part: 1 General Information

Please mark '✓' in the box that best describes you.

1. Gender: 1. Male ☐ 2. Female ☐

2. Marital status

1. Single ☐ 2. Married ☐

3. Age (Years)

1. Under 20 ☐ 2. 21-30 ☐ 3. 31-40 ☐
4. 41-50 ☐ 5. 51-60 ☐ 6. Over 60 ☐

Education

1. High school ☐ 2. Vocational College ☐ 3. Bachelor Degree ☐
4. Master Degree ☐ 5. Other (please specify) ☐

5. Occupation

1. Student ☐ 2. Salary Employee ☐ 3. Self-employed ☐
4. Other (please specify) ☐

6. Nationality

1. Thai ☐ 2. Myanmar ☐ 3. Indonesian ☐
4. Chinese ☐ 5. Malaysian ☐ 6. Other ☐
(please specify)

7. Monthly Income

1. less than $300 ☐ 2. $ 301-$ 500 ☐
3. $ 501-$ 1000 ☐ 4. More than $ 1000 ☐

(Please Note: Current exchange rate is $ 1= 33 Bahts, $ 1 = 1200 Kyats)

2: General Coffee Drinking Habit

1. Your favorite coffee shop is

1. Starbucks ☐ 2. Black Canyon ☐ 3. Amazon ☐
4. Doi Chaang ☐ 5. Other (please specify) ☐

2. How often do you frequent coffee shop?

1. Once a day ☐ 2.More than once a day ☐

3. Numerous times in a week ☐

4. Occasional (when opportunity arise) ☐ 5. Other (please specify) ☐

3. Main purpose of visit to the coffee shop

1. Unique ambience of the shop ☐ 2. A sitting area for me to relax ☐

3. Friendly service ☐ 4. Promotion program going on ☐

5. Refreshing after work ☐ 6. Socializing with friends ☐

7. Having coffee and snack ☐ 8. Study ☐ 9. Hungry ☐

10. Business ☐ 11. Other (please specify) ☐

4. Visiting to the coffee shop:

1. By myself ☐ 2. With friends ☐ 3.With co-workers ☐

4. With my family ☐ 5. Other (please specify) ☐

5. Typical time duration spent in coffee shop

1. Take-away only ☐ 2. Approximately 15 minutes ☐

3. 16-30 minutes ☐ 4. 31-45 minutes ☐

5. 46-60 minutes ☐ 6. More than 1 hour ☐

Part 3: Specific (7P)

For the following questionnaire items, I would like you to recall either ***'a good experience' or 'a bad experience'*** coffee shop:

Please choose ***Only One*** *(Good or Bad)* experience about the coffee shop that you visited and we would like you to respond towards this experience by ticking **'✓'** on the appropriate box:

1. Good Experiences ☐ 2. Bad Experiences ☐

Choose which one of the coffee shops that you mention above:

1. Starbucks ☐ 2. Black Canyon ☐ 3. Amazon Café ☐

4. Doi Chaang ☐ 5. Other (please specify) ☐

Please tick where the coffee shop you are to base to response to the questionnaires below from:

1. Chiang Rai ☐ 2. Bangkok ☐

Please answer the following questionnaire according to your actual experiences and expectations. (By circling on the number of your answer i.e. ①, ②, ③, ④, or ⑤)

When evaluating the service qualities of coffee shop, **how important** are the attributes given in the center column for you?						When evaluating the coffee shop of which you are customer, **how would you rate** the coffee shop for the attributes given in the center column?				
1.Least Important 2.Less Important 3.Important 4.More Important 5.Most Important					***List of Attributes***	1.Strongly Disagree 2.Disagree 3.Neither Agree Nor Disagree 4.More Important 5.Most Important				
3-1:Product										
1	2	3	4	5	1.Coffee delivers the best of tastes.	1	2	3	4	5
1	2	3	4	5	2. Varieties of coffee and cake are available.	1	2	3	4	5
1	2	3	4	5	3. Foods and snacks are fresh and delicious.	1	2	3	4	5
1	2	3	4	5	4. Wide varieties of quality snacks and beverages choices.	1	2	3	4	5
1	2	3	4	5	5. Innovative products are always on the menu.	1	2	3	4	5
1	2	3	4	5	6. Product appearance is appealing, i.e. attractive.	1	2	3	4	5
1	2	3	4	5	7. Coffee taste is always fresh and matches with the light food.	1	2	3	4	5

1	2	3	4	5	8. Ingredients used for cakes and snacks are unique.	1	2	3	4	5
1	2	3	4	5	9. Coffee's raw materials (i.e. coffee beans) are unique, i.e. of special flavours.	1	2	3	4	5
1	2	3	4	5	10. Compact packaging design allows take-away easily.	1	2	3	4	5
1	2	3	4	5	11. The cakes, snacks and foods offered always match with a cup coffee of this shop.	1	2	3	4	5
3-2: Price										
1	2	3	4	5	1. Prices are matching with the product according to the sizes and items.	1	2	3	4	5
1	2	3	4	5	2. Each of the products is value for money.	1	2	3	4	5
1	2	3	4	5	3. Prices paid match the quality of coffee and cakes.	1	2	3	4	5
1	2	3	4	5	4. Prices paid match the shop atmosphere.	1	2	3	4	5
1	2	3	4	5	5. The price of the coffee, snacks, and beverages are reasonable.	1	2	3	4	5

3-3: Place										
1	2	3	4	5	1. It is convenient to access to the coffee shop.	1	2	3	4	5
1	2	3	4	5	2. Sufficient parking area can be found in order to visit this coffee shop.	1	2	3	4	5
1	2	3	4	5	3. Coffee shop is situated around the conveniences store.	1	2	3	4	5
1	2	3	4	5	4. Coffee shop is located in the urban area.	1	2	3	4	5
3-4: Promotion										
1	2	3	4	5	1. Coffee shop often provides seasonal promotion.	1	2	3	4	5
1	2	3	4	5	2. Coffee shop promotes sales by offering special gift program in the memorial days.	1	2	3	4	5
1	2	3	4	5	3. Coffee shop provides sales point program (i.e. membership, to collect points to redeem) for the customers.	1	2	3	4	5
1	2	3	4	5	4. Coffee shop enhances promotion channels by using television, internet, web site, magazine, and journals etc.	1	2	3	4	5
1	2	3	4	5	5. Special promotional price for new menu.	1	2	3	4	5

3-5: People

1	2	3	4	5	1. Coffee shop has competent, service-oriented employees.	1	2	3	4	5
1	2	3	4	5	2. The staffs know well their duty.	1	2	3	4	5
1	2	3	4	5	3. The staffs deal with the customers in good manner.	1	2	3	4	5
1	2	3	4	5	4. The staffs take care of the customers very well.	1	2	3	4	5
1	2	3	4	5	5. The staffs are not elegant.	1	2	3	4	5
1	2	3	4	5	6. The staffs are friendly in dealing with customers.	1	2	3	4	5
1	2	3	4	5	7. The staffs are always alertful and quickly response to any customer needs.	1	2	3	4	5
1	2	3	4	5	8. The staffs deliver customers' order accurately.	1	2	3	4	5
1	2	3	4	5	9. The staffs do not hesitate in helping customers.	1	2	3	4	5
1	2	3	4	5	10. The staffs are active and show willingness to do their job.	1	2	3	4	5
1	2	3	4	5	11. The staffs have good attitudes.	1	2	3	4	5

3-6: Physical

1	2	3	4	5	1. The coffee shop has clean environment.	1	2	3	4	5
1	2	3	4	5	2. The cups and saucers are clean.	1	2	3	4	5
1	2	3	4	5	3. Table layout is very pleasing i.e. suitable for relaxing and conversation with friends.	1	2	3	4	5
1	2	3	4	5	4. The coffee shop's interior design is uniquely attractive i.e. delightful styles.	1	2	3	4	5
1	2	3	4	5	5. General environment of coffee shop has attractive style.	1	2	3	4	5
1	2	3	4	5	6. The ambience of the coffee shop is cozy, homely.	1	2	3	4	5
1	2	3	4	5	7. The temperature in the shop is comfortable.	1	2	3	4	5
1	2	3	4	5	8. It is easy to get in and out of the seats at the coffee shop.	1	2	3	4	5
1	2	3	4	5	9. The facility for seating is comfortable.	1	2	3	4	5
1	2	3	4	5	10. Coffee shop provides various kinds of magazines and journals.	1	2	3	4	5
1	2	3	4	5	11. Coffee shop provides free Wi-fi.	1	2	3	4	5
1	2	3	4	5	12. The coffee shop's lighting condition is pleasing and comfortant.	1	2	3	4	5

1	2	3	4	5	13. Coffee shop's building decoration is modern and looks pleasing.	1	2	3	4	5
1	2	3	4	5	14. The landscape of the coffee shop is nice.	1	2	3	4	5
1	2	3	4	5	15. Coffee shop environment is nice and quiet.	1	2	3	4	5
3-7: Process										
1	2	3	4	5	1. The staffs deliver the services quickly.	1	2	3	4	5
1	2	3	4	5	2. The staffs solve the problem promptly (i.e. wrong order) when occur.	1	2	3	4	5
1	2	3	4	5	3. The staffs actively help to recommend the choices from the menu.	1	2	3	4	5
1	2	3	4	5	4. Coffee shop's open and close time is appropriate.	1	2	3	4	5
1	2	3	4	5	5. Coffee are always made with good aroma.	1	2	3	4	5
1	2	3	4	5	6. Coffee are always made with good quality.	1	2	3	4	5
1	2	3	4	5	7. Non-coffee products like cakes and snacks, or foods are made with quality taste.	1	2	3	4	5

Part 4: Outcomes

This questionnaire uses Five Likert Scale

1. Strongly Disagree 2. Disagree 3. Neither Agree Nor Disagree

4. Agree 5. Strongly Agree

4-1: Customer Satisfac*tion*					
1. I feel emotionally attached to the shop.	1	2	3	4	5
2. The services in this shop always delight me.	1	2	3	4	5
3. The innovative menu always thrills me.	1	2	3	4	5
4. In-house music entertainment gave me pleasure.	1	2	3	4	5
5. Food decoration is eye catching on me.	1	2	3	4	5
6. I enjoyed the overall atmosphere of the coffee shop's interior.	1	2	3	4	5
7. I never complain about the services.	1	2	3	4	5
8. The environment of the coffee shop allows me to pause the hectic hours of works and simply recovers my energy.	1	2	3	4	5
9. The smell of coffee attracts me and energizes my memory.	1	2	3	4	5
10. The quiet situation of coffee shop is favourable for my study.	1	2	3	4	5
11. I am pleased with the prompt service delivery.	1	2	3	4	5
12. Overall, the shop service met my expectation.	1	2	3	4	5
13. Overall, the shop atmosphere met my expectation.	1	2	3	4	5
4-2: Customer Loyalty					
1. I never regret to choose this coffee shop.	1	2	3	4	5
2. When I want to drink coffee, I always think about this coffee shop.	1	2	3	4	5
3. Never refuse to drink at this coffee shop.	1	2	3	4	5
4. I am sure to revisit this coffee shop.	1	2	3	4	5
5. Don't hesitate to recommend to my relatives and co-workers to visit this coffee shop.	1	2	3	4	5
6. I would suggest to my close friends to have drink and snack at this coffee shop.	1	2	3	4	5
7. I have good impression over the quality services of this shop.	1	2	3	4	5
8. The delightful feeling from this coffee shop makes me satisfied everytime I recall it.	1	2	3	4	5
9. I would love to come back to this coffee shop again.	1	2	3	4	5
10. I will bring my family or friends to this coffee shop.	1	2	3	4	5
11. I would say positive words about this coffee shop to others.	1	2	3	4	5

Part 5: Brand

Please respond to the following questionnaire items based on the following Five Likert Scales:

1= Strongly Disagree, 2= Disagree, 3= Neither Agree Nor Disagree, 4= Agree, 5= Strongly Agree

1. If there are few similar stores around, I would choose the preferred brand.	1	2	3	4	5
2 When I choose to have a good cup of coffee, brand trust leads me to the decision.	1	2	3	4	5
3. I trust brand that delivers consistent best of tastes.	1	2	3	4	5
4. Brand should always reflect the image i.e. unique quality of coffee menu, the services and the shop environment.	1	2	3	4	5
5. Brand for coffee shop is important to me because it means consistency of product and service quality.	1	2	3	4	5
6. Brand name is selected apart from price.	1	2	3	4	5
7. Coffee of trusted coffee brand shop always satisfies me.	1	2	3	4	5
8. Uniquely designed coffee shop with good sitting environment always reflects trustfulness.	1	2	3	4	5

'Thank you for your participation.'

CURRICULUM VITAE

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EDUCATIONAL BACKGROUND

2009	Bachelor of Arts, majoring in Geography, Taunggyi Arts and Science University.
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WORK EXPERIENCES

2013-Present	Audit Officer at Office of the Auditor General, Nay Pyi Taw, The Republic of The Union of Myanmar.
2001-2013	Auditor, District Accounts Office, Loilem District, Shan State, The Republic of The Union of Myanmar.
1989-2001	Teacher, Kyu San Long Primary School, Loilem Township, Shan State, The Republic of The Union of Myanmar.