

**FACTORS AFFECTING THE PURCHASE INTENTION OF
SPECIALTY COFFEE SHOPS IN BANGKOK**



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ABSTRACT

This study aimed to investigate factors that affect customers' purchase intention in specialty coffee shops. The focusing factors are product quality, service quality, perceived value for money, word of mouth, location, and shop atmosphere. Since people consume a coffee beverage, factors influence them to purchase in a specialty coffee shop. Moreover, on a specialty coffee shop owner, what point of view do they use to attract the customer's intent. The data were collected from 12 customers and two specialty coffee shop owners.

The research will illustrate which factors affect the customers' intent to purchase a specialty coffee shop. Customers are concerned about product and service quality the most. Therefore, shop atmosphere is one factor that gives weight to choosing a specialty coffee shop. Word of mouth is also one of the most impacts on the customers' intent if WOM comes from close people. On the other hand, Owners are concerned about product and service quality the most. Other factors may not affect the customers' intention if they do well in product and service quality. The results and recommendations would be helpful for specialty coffee shop owners to aim for business success and people interested in consumer intention in specialty coffee consumption.

KEY WORDS: Specialty coffee/ Purchase intention/ Product quality/ Service quality/
Shop atmosphere

27 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER I INTRODUCTION	1
1.1 Statement of Problem	1
1.2 Research Question	2
1.3 Objective of the Study	2
1.4 Scope of Study	2
1.5 Expected Benefit	2
CHAPTER II LITERATURE REVIEW	4
2.1 Variables	4
2.1.1 Product Quality	4
2.1.2 Service Quality	5
2.1.3 Perceived Value for Money	5
2.1.4 Word of Mouth	6
2.1.5 Location	6
2.1.6 Shop Atmosphere	7
2.1.7 Purchase Intention	7
2.2 The Conceptual Framework and Hypothesis	8
CHAPTER III METHODOLOGY	9
3.1 Data Collection	9
3.2 Research Instrument	9
3.3 Interviews Questions	10

CONTENTS (cont.)

	Page
CHAPTER IV FINDING AND RESULT	12
4.1 Participants' Background	12
4.2 Factors Affecting the Purchase Intention of Specialty Coffee Shop in Bangkok	13
4.2.1 Product Quality	13
4.2.2 Service Quality	14
4.2.3 Perceived Value for Money	15
4.2.4 Location	15
4.2.5 Word of Mouth	15
4.2.6 Shop Atmosphere	16
4.3 How Do Specialty Coffee Shop Owners Attract Customer Intention to Decide to Purchase in Their Specialty Coffee Shop	16
4.3.1 Product Quality	16
4.3.2 Service Quality	17
4.3.3 Perceived Value for Money	17
4.3.4 Location	17
4.3.5 Word of Mouth	18
4.3.6 Shop Atmosphere	18
CHAPTER V CONCLUSION AND RECOMMENDATION	19
5.1 Conclusion	19
5.1.1 Participants' Background	19
5.1.2 Factors Affecting the Purchase Intention of Specialty Coffee Shop in Bangkok	19
5.1.3 How Do Specialty Coffee Shop Owners Attract Customer Intention to Decide to Purchase in Their Specialty Coffee Shop	21

CONTENTS (cont.)

5.2 Recommendation	22
5.3 Limitations	23
5.4 Future Research	23
REFERENCES	24
BIOGRAPHY	27



LIST OF TABLES

Table		Page
3.1	Qualitative Question	10
4.1	Participants Demographic	13



LIST OF FIGURES

Figure		Page
2.1	The Conceptual Framework	8



CHAPTER I

INTRODUCTION

The rise of coffee consumption in Thailand increased by 10.7 percent in 2020 due to the Covid-19 outbreak (Pariyakorn, 2015), and the number of coffee consumption per person is about 300 cups a year (Nation, 2021). We can assume that Thai people drink coffee every day, and the coffee market will expand every year because consumer needs are increasing.

Specialty coffee refers to beverages that are made up of good quality coffee and are judged by the consumer that it has a unique quality. It has a different taste and is superior to regular coffee beverages. The beverage uses coffee beans grown in precise areas with the highest green beans quality then roasted with high standards.

After the COVID-19 outbreak, people became increasingly interested in consuming coffee. The number of coffee shops, either specialty coffee shops or general coffee shops, and the number of stores is increasing rapidly in every area. So, what factors drive people to decide to buy coffee from a particular coffee shop?

1.1 Statement of Problem

Consumer behavior plays a vital role in product success, and exploring consumers' dynamic behavior presents an exciting challenge. In effect, it is driving constant evolution in the marketplace, as consumer behavior continues to pose new and challenging questions to even established brands. On the other hand, the consumers themselves become more confused about which choice stands out as the best among a variety of coffee types and brands.

1.2 Research Question

1. What criteria do people use to choose which coffee shop they want to purchase?
2. After participants decide to go to the specialty coffee shop, do they have any expectations before purchasing?
3. The relationship between factors, is it related or not?

1.3 Objectives of the Study

1. To investigate factors that have relationships and persuade on consumer purchase intention.
2. To help specialty coffee shops or general coffee shop owners understand the motivation for people who consume specialty coffee shops to aim for business success.
3. To provide an academic and ideational model for further research into consumer intention with a particular interest in specialty coffee consumption.

1.4 Scope of the Study

The writer studies product quality, service quality, customers' perceived value for money, word of mouth, location, and shop atmosphere that affect consumer purchase intention of specialty coffee shops in Bangkok, Thailand.

This report was qualitative research and used questionnaires to collect the data. The sample size is ten people who are coffee consumers in specialty coffee shops in Bangkok and ten who do not consume specialty coffee shops. The period of the interview is between February to March 2022.

1.5 Expected Benefit

This study will investigate the factors that affect customer purchase intention in the specialty coffee shop. Moreover, the result can be beneficial for people

interested in the topic or starting their own business in specialty coffee shops or cafes. The result will come from the interviews with customers' parts and specialty coffee shop owners' parts.



CHAPTER II

LITERATURE REVIEW

2.1 Variable

2.1.1 Product Quality

Product quality is a significant factor in evaluating purchase intent (Mirabi et al., 2015). It is a continuous improvement process that enhances production efficiency and customer satisfaction. Customers are aware of the product's quality, price, and style before purchasing (Saleem et al., 2015). After using the product, purchasing intent also fluctuates because a direct relationship affects each other. Product quality also tends to be related to higher purchase intent because people tend to buy products that are rated as higher quality (Flanagin et al., 2014). We can suggest that customers view quality as a more specific concept based on product and service characteristics. Moreover, product quality control will affect customers' purchase intention because they can perceive when it changes, so keeping the quality standard is essential.

The main product of specialty coffee shops is coffee beans and coffee drinking that a barista-made for their customers. The controlling of coffee beans will be monitored from the farm to the factory to produce the product, such as harvest, coffee processing, coffee roaster process, etc. However, some coffee shop does not have their coffee roaster machine, so they will purchase the beans from coffee roaster plants that they had guarantees about the quality standard. Moreover, Therefore, a barista's ability to brew coffee is also essential. They must maintain the quality because the customers who come to the shop are a niche customer. Most of the customers already have basic knowledge or interest in coffee, so most of them possibly know whether the barista's brewing skills have changed or not.

2.1.2 Service Quality

Service quality is referred to as a contrast of perceptions and expectations of customers about the service. In this way, service quality depends on an individual's evaluation of the online service, including reliability, responsiveness, assurance, personalization, and message types. Thus, service quality is one of the most important dimensions when companies try to assess customer relationships. Service quality is most meaningful between a coffee shop and customer relationships. Service quality is expectations before the customer accepts the service and perception after the customer accepts the service (Zhang et al., 2020). In other words, the quality of the service is equal to the expected service minus the perceived service. Brands try to understand their customers' expectations and consider improving service quality, product quality, and product processing (Zarei et al., 2019). Perceived quality is a direct consequence of purchasing decisions, and customer satisfaction directly results from the perceived quality of service, perceived value that significantly influences purchasing behavior (Bueno & Gallego, 2021). In addition to the quality of the product, customer expectations are also good service quality, such as the willingness to serve. The attention of the coffee shop staff to the customers, for example, inquire about the needs of customers who receive services or recommend products.

2.1.3 Perceived Value for Money

One of the factors in a customer's purchase decision is their perception of the value of the product, and consumers will buy high-value products (Tsi, 2011). If the consumer receives the value of a reliable product or service will lead to good purchase intentions. Consumers are aware of the benefits of coffee drinks and are sometimes willing to pay higher prices. The relationship between cost and benefit is clear from the perceived value to the consumer (Curvelo et al., 2019). The price does not prevent the acquisition of this type of drink. The value realized by the client is the result of the compensation between the benefit received and the price paid (Yuan et al., 2020). The importance of traceability for customers that they consider for beverages in general. They found that the benefits customers associate with traceability is control and quality.

2.1.4 Word of Mouth

Word of mouth (WOM) is verbal communication between recipient and sender about a product, service, or brand (Hitoshi, n.d). For the recipient, a message has no apparent commercial intent, and therefore consumers believe that the credibility of WOM is higher than commercial advertising. WOM is the source widely known as non-commercial, and it has a profound effect on the formation of consumer offers and purchase decisions.

EWOM is considered one of the most valuable resources for consumers because there are more reviews and experiences of friends than the information the company generates (Sa'ait et al., 2016). The internet has encouraged eWOM communication between customers through various platforms. Consequently, many consumers are turning to social networking sites to explore unknown brands, and social networks are ideal platforms for eWOMs. That means social media eWOMs have also been found to influence consumer purchase intent (Erkan & Evans, 2018).

Nowadays, most people will search for information before making a purchase decision, for example, searching for product reviews from the internet or asking from others they trust. Word of mouth can greatly influence decision-making, especially from close or trustworthy people. WOM is the traditional way, face to face communication, however, in this era, people use the internet a lot, so eWOM is the source that people are looking for when they need to know about the product or service they never try or purchase.

2.1.5 Location

Choosing a location for the business is essential. It will make it easier for consumers to access the coffee shop, and it is a factor that consumers consider before deciding to buy a product (Ariyanti & Fachrodji, 2021). The concept of location is important to service organizations because production and consumption are inseparable. The alternative options are a train station, a bus station, or the convenience of transportation to a coffee shop (Farachiyah et al., 2020).

2.1.6 Shop Atmosphere

The general nature of the atmosphere in the store is not just the environment, but it also encourages customers to buy due to intentionally generated physical and mental factors (Shin et al., 2015). The shop atmosphere is influential not only persuades customers to buy directly and indirectly persuades them to repurchase (Mathur, 2014). The store environment is sensory or used to develop a store's brand image, and it can affect the consumer's environment evaluation and positive behavioral responses. The atmosphere's composition is the interior, outer atmosphere, and store layout (Worek, 2015).

Customers can spend more time in the store, due to the stimulation of the environment. When consumers are satisfied with the retail environment of the store. The environment has a significant impact on consumer mood and satisfaction.

2.1.7 Purchase Intention

Purchase intent is an important predictor of customer buying behavior and links to purchasing decisions (Morwitz, 2014). Purchasing intent is defined as something that comes from the educational process and the mindset that creates awareness (Peña-García et al., 2020). Purchase intent is a type of decision that examines why customers buy a particular brand (Barber et al., 2012).

All factors mentioned above, which are product quality, service quality, perceived value for money, word of mouth, location, and shop atmosphere are adequate to purchase intention. Before making a purchase decision, the customers will create their criteria for sorting their needs and wants, so decision-making factors must be comprehensive to make the decision worth the money and satisfy themselves as much as possible.

2.2 The Conceptual Framework and Hypothesis

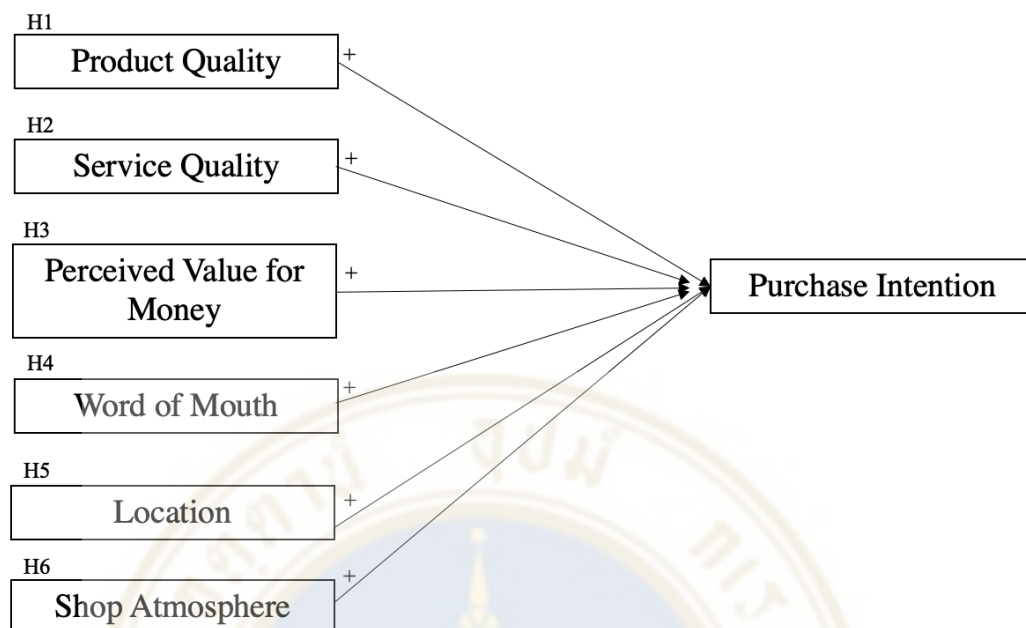


Figure 2.1 The Conceptual Framework

H1: Product quality has an effect on purchase intention to specialty coffee shops in Bangkok.

H2: Service quality has an effect on purchase intention to specialty coffee shops in Bangkok.

H3: Perceived value for money has an effect on purchase intention to specialty coffee shops in Bangkok.

H4: Word of mouth has an effect on purchase intention to specialty coffee shops in Bangkok.

H5: Location has an effect on purchase intention to specialty coffee shops in Bangkok.

H6: Shop atmosphere has an effect on purchase intention to specialty coffee shops in Bangkok.

CHAPTER III

METHODOLOGY

The study objective is to investigate factors which are product quality, service quality, perceived value for money, location, word of mouth, and shop atmosphere of a specialty coffee shop affect customers purchase intention. Which factors can lead to an intention to purchase at the specialty coffee shop. The study chose qualitative research, and the researchers interviewed via phone call, including doing one-to-one interviews. This method provides in-depth and unique information about customers' motivation, thoughts, and others to study and analyze. The respondents freely tell their experiences, thoughts, and feelings without constraint.

3.1 Data Collection

The interviews were conducted with 14 people, which are 12 customers and two owners' specialty coffee shops. This part is generated to understand different aspects and behaviors of people who are different in roles towards the variables that affect purchase intention to specialty coffee shops. In one-to-one interviews, the researchers can get precise data about what the people think and believe and their motivations, enabling us to have meaningful data for the study. The interviews were conducted on phone calls, and the questions focused on their thoughts and motivation to purchase a specialty coffee shop.

3.2 Research Instrument

The questionnaires were developed from (Pariyakorn, 2015) to investigate the relationship between product quality, service quality, perceived value for money, location, word of mouth, and shop atmosphere that have a possible effect on customers' purchase intention.

3.3 Interviews Questions

Table 3.1 Qualitative Questions

Question	Customers	Specialty Coffee Shop Owners
Product Quality		
Do you think product quality is essential? Why?	*	*
How does product quality affect your purchase decision? Why?	*	*
Did you expect from the specialty coffee shop you decide to buy their product? Why?	*	
Service Quality		
Do you think service quality is important? Why?	*	*
How does service quality affect your purchase decision? Why?	*	*
Did you expect from the specialty coffee shop you decide to buy their service? Why?	*	
Perceived Value for Money		
Do you perceive that product and service quality you decided to purchase a suit for the money you paid? Why?	*	
How do you communicate to customers to perceive value for money they pay for coffee at your coffee shop?		*
Word of mouth (WOM)		
WOM affects your purchase intention? Why?	*	
Did you think that WOM affects your coffee shop? Why?		*

Table 3.1 Qualitative Questions (cont.)

Question	Customers	Specialty Coffee Shop Owners
Location		
<p>Does a convenient location affect your purchase decision? Why?</p> <p>Did you prepare the route to a specialty coffee shop you chose? Why?</p> <p>Do you think that location is one of the factors that customers choose to go to your shop? Why?</p> <p>Did you have any criteria to choose a location to open a specialty coffee shop? Why?</p>	<p>*</p> <p>*</p>	<p>*</p> <p>*</p>
Shop Atmosphere		
<p>Does a shop atmosphere affect your purchase decision? Why?</p> <p>Is the shop atmosphere affects your feeling of staying in a shop longer? Why?</p> <p>Do you think shop atmosphere effect to customers decision? Why?</p> <p>Did you have any criteria to choose a style to decorate your coffee shop? Why?</p> <p>What is the motivation for decorating your coffee shop? Why?</p>	<p>*</p> <p>*</p>	<p>*</p> <p>*</p> <p>*</p>

CHAPTER IV

FINDING AND RESULT

This study investigates what factors could affect customers' purchase intention and how specialty coffee shop owners attract customer intention to decide to purchase in their specialty coffee shop. An interview was conducted with 12 participants who have been purchasing specialty coffee shops and two specialty coffee shop owners. The result would separate into three parts.

Part I: Participants' background

Part II: Factors affecting the purchase intention of specialty coffee shops in Bangkok.

Part III: How do specialty coffee shop owners attract customer intention to decide to purchase in their specialty coffee shop.

4.1 Participants' Background

According to 12 participants who were customers of specialty coffee shops in Bangkok, they all lived in Bangkok, Thailand. The majority of them are male, 75 percent, and female, remaining 25 percent. The age range is between 25 to 45 years old. Most of the participants graduated with a bachelor's degree at 67 percent, followed by 33 percent of participants who graduated with a master's degree.

Table 4.1 Participants Demographic Shown in Number and Percentage (n=12)

Demographic	Number of Participants	Percentage (%)
1. Gender		
Male	9	75
Female	3	25
2. Age		
25-35	9	75
36-45	3	25
3. Education		
Bachelor's degree	8	67
Master's degree	4	33
4. Area of living		
Bangkok	12	100

4.2 Factors Affecting the Purchase intention of specialty coffee shops in Bangkok.

This study tries to investigate those product qualities, service quality, perceived value for money, location, word of mouth, and shop atmosphere, which would also affect the purchase intention of specialty coffee shops in Bangkok.

4.2.1 Product Quality

In customers' point, product qualities are essential for their repurchasing intention. However, the first purchase is not the criterion that affects purchase intention. This means that the product quality that customer has expected and are concerned about is the source of coffee beans, the roasted process, and taste. Purchase intention for the first time is trying a new thing. Then, repurchase if customers feel that the product quality of these special coffee shops matches their criteria. The first criterion is the source of coffee beans. Some participants will specifically consume only coffee beans

planted in Thailand or imported from other countries because of the taste when a barista brews for them.

“The most important coffee beans. The plantation place and the origin of the coffee can be guaranteed as the quality of the coffee, it will brew a good flavor,” C1 said

The roasted process is the second criterion that customers use. Some participants do not consume only dark roasted coffee beans because they do not like the sour taste of lightly roasted coffee beans. Because of the variety of taste preferences and specific needs, it can say that customers will go to a specialty coffee shop than go to a regular coffee shop to serve their demands.

“I only go to the specialty coffee shop as they have a wide selection of coffee beans to suit my personal preferences because I do not drink sour coffee,” C7 said

The last criterion is the taste of the coffee beverages. Every participant is concerned about this criterion the most because if the taste is not approach or similar to their need. It is possible that they do not revisit and repurchase these shops. Moreover, not only taste but quality control is also important. If the quality and taste change, it will affect customers' intention to visit a specialty coffee shop, not repurchase.

“If I order the same menu, I could feel the changing flavor of the coffee the barista made. If brews are more delicious the second time than the first, I still intend to rebuy this shop. But if the second taste is worse than the first, I will never come to this shop again,” C4 said

4.2.2 Service Quality

Service quality of specialty coffee shops is essential, especially interpersonal between baristas and customers. Other staff of the shop needs to have service minds but the not indirect effect to customers' intention compared with the services of the barista. Every participant like to communicate with the barista, and the topics are cover coffee beans, brew processes, and others. They like to share experiences. Moreover, the advice from the barista affects customers' intention to make a decision for repurchase and revisit or not. Service quality impact not even customers' intention but also affect others variables such as word of mouth or buy more.

“I like to communicate with baristas because they can give information about coffee and exchange experiences. Most of the time, I will buy more than one cup of coffee if the barista talks to me. Sometimes he recommends a new menu for me to try. If any shop has good coffee quality, good taste but not good service, I will grab only one cup of coffee and go,” C3 said

4.2.3 Perceived Value for Money

Perceived value for money has different standards depending on each person. However, most of them are talking in the same way, which is the quality of coffee beans, the craftsmanship of the baristas, and the prices are reasonable. The story of coffee beans, for example, the origin of coffee, can increase the value of coffee. Therefore, having an award-winning coffee barista in a coffee shop is one of the ways that help customers realize the value of money spent on products and services.

“If the coffee beans are scarce, for example, the annual yield of this coffee is low, then the barista can brew the coffee according to its flavor. I do not have any problem paying more for the usual menu,” C5 said

4.2.4 Location

The location of a specialty coffee shop does not really affect a customer's purchasing intent as they think their travel nowadays is convenient. If they intend to go, they can travel by public transport or a shop must have a parking lot for them, they will definitely decide to go to this shop.

“If I decide that I intend to go to this coffee shop, no matter how far it is. I just want them to have a parking lot, and the shop is not located too mysterious and complicated,” C3 said

4.2.5 Word of Mouth

Recommendations from close friends are more intent on buying coffee than reviews in social media because the specialty coffee market is a niche market. Customers who use the service are less than other markets, and the price of specialty coffee is higher than general coffee. From interviews, recommendations from close friends significantly affect purchase intention. For example, a close friend suggested

coming and trying this shop, so I tried. eWOM of specialty coffee shops on the Internet only affects purchase intentions if the customer wants to find a new coffee shop that no one ever purchases.

“If my best friend recommends a specialty coffee shop, I will go and try that shop even though it is far from my house. On the other hand, if I am looking for a new store, I always look for reviews on the Internet and choose only those with high review scores,” C10 said

4.2.6 Shop Atmosphere

The shop's atmosphere has much influence on the customers' purchase intention. Suppose the atmosphere in the shop is not good, such as being too busy and not decorated, causing customers to choose to grab and go instead of drinking at the shop. In addition, the excellent atmosphere of the shop also makes customers decide to buy more coffee or come to use the service next time and tell others.

“I prefer going to a coffee shop that feels more laid back than a busy one because I think people who come to specialty coffee shops prefer to enjoy their drinks rather than the bustle,” C2 said

4.3 How Do Specialty Coffee Shop Owners Attract Customer Intention to Decide to Purchase in Their Specialty Coffee Shop

This study will illustrate how the owners of specialty coffee shops drive their customers' buying intent, broken down into topics.

4.3.1 Product Quality

Product quality is of the utmost importance and affects both first and repeat purchase intentions. Most customers can recognize the quality of coffee, and each type of coffee can sell itself because of its history. In addition, the shop will carefully select the coffee beans from the coffee plantation, how to roast coffee beans and coffee roasters. Hence, to maintain the best and most stable product quality.

“I went to pick my coffee beans from the plantation. After receiving the coffee beans, I either send them to a skilled and reliable roaster or roast them myself to maintain the quality of the product,” O1 said

4.3.2 Service Quality

When customers receive good service, their intention to buy per unit increases. Talking to customers, making recommendations about coffee, or even asking about their needs has resulted in customers receiving beverages that match their needs. Sometimes baristas teach customers tips on making coffee, and receiving new experiences can motivate customers to come back, buy more and lead to royalty.

“Good service is that we can meet the needs of our customers. In addition, I like to recommend new coffee menus for customers to try in order to give customers a new experience,” O2 said

4.3.3 Perceived Value for Money

Customers can feel the quality of the products and services they receive. However, the price per menu is high compared to the coffee price of a general coffee shop. However, suppose you compare the customer's money and the quality of the products and services that the customer receives. In that case, it is definitely worth the money that the customer pays.

“Customer will perceive value for money because we used products and services quality to communicate to our customers,” C1 said

4.3.4 Location

The shop's location has a huge impact, but nowadays, most people check their route before going to an unfamiliar place. The shop, therefore, chooses to tell the location of the shop, including traveling via social media. The shop's location must be convenient to travel to, and there is a parking lot for customers. If the shop's location is convenient, but there is no parking lot, the customers' intent may be changed.

“My shop is located in an alley, but customers choose our shop. In addition, not even the good quality of the products, the shop has a parking lot for customers to

increase convenience for customers. This is the reason why customers keep coming back for repeat purchases,” O1 said

4.3.5 Word of Mouth

WOM and eWOM influence customers' intention because they check on the Internet and people who are close with them about the quality of goods and services. Due to the specialty coffee market being niche, the review impacts the customer decision. For example, the review from a current customer who buys coffee from a specialty coffee shop can influence new customers. Positive feedback effect a customer's intention hence negative feedback also affects. Consequently, specialty coffee shops are trying their best hardly to maintain their standard.

“Most of the reviews come from customers who buy coffee and like the quality and taste of our shop. They write reviews to tell that the shop is a specialty coffee shop which has an excellent quality,” C2 said

4.3.6 Shop Atmosphere

The decoration of the shop, the equipment used in the shop, and the menu affect customers. In addition to having a good atmosphere for drinking coffee, having space to sit to drink their beverage is also essential because customers can sit and rest for longer. Some customers may take time to come to the shop because they are not near to tell them. Therefore, the number of seats and the decoration of the shop affects the willingness of customers to stay longer or purchase more. When customers spend longer in the shop, it indirectly affects them to buy more products at the store.

“The shop decoration is themed ‘like coming to a friend's house’ so that customers can relax and enjoy their drinks. Most of the customers who come to the shop will spend longer time to stay and buy more than one cup of coffee,” C1 said

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study examines the factors that could affect customers' purchase intention and how specialty coffee shop owners attract customer intention to decide to purchase in their specialty coffee shop. An interview was conducted with 12 participants who were customers of specialty coffee shops and two specialty coffee shop owners. The conclusion would separate into three parts.

Part I: Participants' background

Part II: Factors affecting the purchase intention of specialty coffee shops in Bangkok.

Part III: How do specialty coffee shop owners attract customer intention to decide to purchase in their specialty coffee shop.

5.1.1 Participants' Background

Due to the result, males consume more coffee than females, and most of them graduated with bachelor's degrees. Moreover, most of the participants who purchase specialty coffee are aged between 25 to 35 years old. All of them lived in Bangkok, Thailand.

5.1.2 Factors Affecting the Purchase Intention of Specialty Coffee Shops in Bangkok

Firstly, product quality is one of the most influential factors that affect customer intention. According to the finding, 100% of participants were concerned about product quality. Product quality does not affect purchasing in the first time but is more effective in repurchasing. In addition, it can almost be concluded that the quality of the product is the deciding whether this coffee shop will be able to continue selling

or have to go out of business. The heart of this type of business is the quality of the products that must be carefully selected the most.

Service is the second most crucial factor behind the quality of the product because when customers pay their money to buy a quality product, it will be worth it. They also hope to receive the best service because of the coffee beverage, especially specialty coffee. The details of this product are more than other beverage products. Customers expect that they will also gain more knowledge and new experience in addition to satisfying the taste. For customers to gain new experiences and knowledge, the conversation between the barista and the customer is one tool that is used for communication. According to interviews, some customers choose to take their coffee back in cases where baristas have less interaction with customers than shops where baristas grab and go.

Perceiving value for money, customers paying for products and services is a problematic factor in communicating to customers. On the other hand, for beverage products, especially specialty coffee, to communicate to customers that they are worth the money they have paid is the quality of both products and services. Customers will be able to compare the quality of products and services of a coffee shop, which shop is better. As a result, shops where customers perceive the value of money will repurchase and may be loyal to that shop.

WOM is more influenced by customer intent because a customer trusts the word from people closely. Moreover, specialty coffee is a niche market. WOM is highly probable because people who recommend coffee or coffee shops are people who have been bought goods and services from that shop and then impressed and tell. Compared to other types of businesses that employ influencers to do reviews of their stores to increase the reach of customers' desire to buy.

Location does not impact customer intent because customers' main demand is buying coffee. The only component of the shop's location that possibly affects customer intent is a parking lot. Having parking is better than do not have it for the customer. On the other hand, shop atmosphere is more effective than location. The reason is that customers want to relax during their stay in the coffee shop, so they want a comfortable environment. The atmosphere of the shop is not crowded too loud.

From the interview, the relaxing feeling is most important to the specialty coffee shop because the coffee shop is not only the place where customers buy a cup of coffee. However, the shop is a place where customers can relax their minds or a place to escape from the hustle and bustle such as traffic jams. According to this reason, relaxing is one of the important points that specialty coffee shop owners need to concern about. Not eventually, product and service are not the only factors essential for a coffee shop, customers feeling also important. Moreover, socializing is another factor that impacts customers' intentions. When a customer comes to a coffee shop, they need to communicate with a barista and other employees in the shop. So, interpersonal is also essential. Therefore, when customers often purchase a coffee from some specialty coffee shop, they will have a new social community. Hence, people like to enter new societies with similar preferences to their own, such as a coffee-loving society.

5.1.3 How Do Specialty Coffee Shop Owners Attract Customer Intention to Decide to Purchase in Their Specialty Coffee Shop

The main factor that specialty coffee shop owners use to attract customers' intent to buy coffee is the quality of the product and service. They think the quality of the product and service is what the customer will perceive the most. In addition, to achieve repeat purchases, the quality of the products and services of the shop must be better than other shops or have a unique identity. Before customers buy the goods and services of a coffee shop repeatedly, they have to compare the price with products and services received from one coffee shop and another coffee shop. Furthermore, except for the taste preferences of the beverages, the value for money that customers pay is another factor that affects repeat purchases.

The indirect consequence of product and service quality, perceived value for money is the word of mouth (WOM). When a customer is impressed with the products and services of the specialty coffee shop, the reviewing of a coffee shop appears. It may start from sharing among friends of written reviews on those social media and possibly sharing widely. As a result, a specialty coffee shop that is widely known indirectly increases revenue and customer base.

Shop atmosphere and location are the last factors that specialty coffee shop owners pay attention to. According to interviews, shop atmosphere affects repurchases

or longer time spent in the coffee shop. However, location almost always affects repeat purchases compared to other factors. The only component of a coffee shop location that affects purchase intent is parking, and the coffee shop owner prioritizes parking. For example, the location of the coffee shop may not be on the main road, but there must be a parking lot to serve customers.

5.2 Recommendation

This study investigates factors that affect customer intent and the potential for specialty coffee shop owners to develop customer intention. The paper would like to recommend that specialty coffee shop owners follow this recommendation to gain more customer intention.

First of all, another factor that a specialty coffee shop owner may be interested in is interpersonal, which is the communication between the coffee shop staff and the customer or even the conversation between the coffee shop owner and the customer. Interpersonal communication may result in the other factors mentioned above being more effective. For example, coffee shop staff talking to customers. As a result, customers are impressed with the service and return to buy again or tell others.

Loyalty, secondly, affects both repeat purchases and word-of-mouth, making the store more well-known and increasing revenue. There are many ways to increase customer loyalty, such as accumulating points to redeem discounts. In addition to customers buying more products, collecting points also makes customers come back to buy regularly. For example, the indirect results that a coffee shop might get are income estimation and product slots.

Lastly, decorate the specialty coffee shop to have a photo corner or divide the shop space into two parts. The first part is the area for customers who want to drink coffee and want a calm atmosphere. The second part, the decoration of the shop, is suitable for taking photos to reach the group of customers who like to go to the cafe and take pictures while still keeping the same customers who like to drink coffee. There is also the possibility that customers from the cafe-hopping group will turn into customers of specialty coffee due to the quality of the products and service they receive. Café hopping means people who like to go to a coffee shop regularly and can go to multiple

outlets in one day. Moreover, they do not necessarily like coffee, but they are addicted to going to a cafe every day. Finally, this research can help or be a source of information for coffee shop owners or anyone interested in this business.

5.3 Limitations

The limitation of this research is that this research was qualitative research using open-end questions. Secondly, specialty coffee shop is limited to the Bangkok area only. Third, groups of interviewed live in the Bangkok area. Lastly, the age of the interviewees was not diverse, only limited to the age range of 25 to 45 years old.

5.4 Future Research

Referring to the research limitation, the investigated only six independent variables to the customers' purchase intention. A few more variables that appear during interviews are interpersonal and loyalty. Moreover, this paper uses only the qualitative method, which possibly has some bias during interviews. To improve the research, including the quantitative method can illustrate more the relationship between variables with numerical and measurable. Therefore, using a quantitative method may reveal factors influencing coffee purchase intention, such as customer loyalty or interpersonal communication. How important are the newly discovered factors to a customer's purchasing intent? It also affects the coffee shop owner in the marketing strategy or not. More opinions from the interviewed group may result in the importance of individual factors. For example, decoration is just as important as the quality of the product.

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