THE STUDY OF SPECIALTY COFFEE CONSUMPTION IN BANGKOK, THAILAND

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A THESIS SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2023

Thesis
entitled
THE STUDY OF SPECIALTY COFFEE CONSUMPTION IN BANGKOK, THAILAND

was submitted to the College of Management, Mahidol University
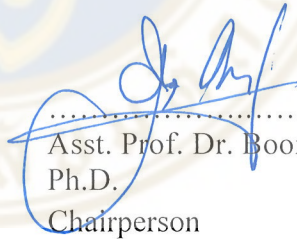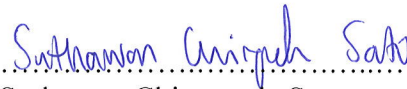for the degree of Master of Management
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ACKNOWLEDGEMENTS

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

Specialty coffee appeared in the coffee industry in the 20th century with an emerging culture of developing a better appreciation of coffee through quality beans and improved brewing methods. It is a constantly growing market for business owners as well as a rising trend for consumers worldwide, including Thailand. For the past decade, we can see new coffee shops popping up on almost every corner of the street with new innovative coffee offerings; nevertheless, an increase in competition in the industry has also proven a demand. This study, therefore, identifies the specialty coffee consumption behavior in Bangkok, Thailand and factors leading to customer satisfaction and customer loyalty that influence willingness to pay for a cup of specialty coffee despite higher prices than commercial coffee in the mass market. A survey design method was used with quantitative data gathered using online questionnaires from a random sampling of specialty coffee consumers in Thailand and analyzed with descriptive and inferential statistics.

KEY WORDS: Specialty Coffee / Customer Satisfaction / Customer Loyalty / Willingness To Pay / Product Quality

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CHAPTER I
INTRODUCTION

Coffee plays a vital role in human life. It is more than a beverage, but a human necessity, a result of human energy and efficiency, and a drink of fashionable society. On a much broader level, it was part of our iconic history and continues to shape our culture today.

The emerging world has challenged the food and beverage industry with new consumer behavior. Whether it is customer expectations of retail experiences or further demand for customization, it all affects the international hospitality industry in some way or another. Coffee consumption and the development of coffee as a drink have also evolved significantly over recent years. We can see that the increase in specialized beverages and the appearance of niche specialty coffee products has led to a new kind of coffee consumption. Today, consumers have become more knowledgeable about products and better appreciate a product's quality. Specialty coffee has made coffee drinkers seek more authentic, flavorful coffee experiences. Since specialty coffee consumers differ in the importance and value they place in a perfect cup of coffee, in order to be competitive in the coffee market, coffee houses have to meet the new demand posed by the unique coffee culture of quality, suitability, and correct brewing techniques.

As stated by Lee et al. (2018), specialty coffee shops are the fastest-growing restaurant category worldwide, with an annual increase in global sales by 9.1% from 2014 to 2015. Asia Pacific is projected to reap the most significant sales gain internationally, with over 3.7 billion dollars from 2016 to 2020. In Thailand, the coffee-drinking culture has become increasingly popular with the booming of premium coffee consumption trends in recent years, leading to mushrooming in the number of specialty coffee outlets, especially in town and Bangkok city. According to the previous study, coffee consumption in Thailand increased by an average of 5% from 2016 to 2017 and is expected to continue growing. As consumption grows, the number of consumers who

require good quality coffee also increases. In 2019, specialty coffee shops already accounted for 10% of the coffee market in Thailand (Charassangraungrung, 2019).

1.1 Objectives

Consumers today are more selective and have higher expectations. In order to thrive in the highly competitive environment, businesses must be consumer-oriented, in which customer satisfaction and loyalty are critically important goals. Therefore, this study aims to understand factors behind specialty coffee consumption that lead to customer satisfaction and attitudinal and behavioral loyalty. On the other hand, willingness to pay is an important element to successfully profit. Therefore, this research will also examine whether there is a correlation between customer satisfaction, attitudinal, and behavioral loyalty to a willingness to pay to better understand the influential level of the different elements. This will help recognize the consumer profile of specialty coffee in Bangkok, Thailand, who is purchasing, experiencing, and has a preference toward specialty coffee as well as their behavior, characteristics, and factors affecting their choice. By better comprehending consumption and decision-making insights, industry people could formulate business strategies to attract and retain these customers.

1.2 Specialty coffee defined

The term 'specialty coffee' originated and was first explained by the Specialty Coffee Association of America (SCAA), founded in 1982, aiming to set quality standards for the specialty coffee trade. Initially, it was used to describe exclusive high-specification coffee products sold in dedicated coffee shops and differentiate these products from commercial coffee available in common retail outlets or supermarkets. This range of coffee products includes whole bean and coffee beverages in the food service industry. According to Bolka & Empire (2020), specialty coffee is regulated by the entire coffee process cycle, from choosing coffee plantation criteria to coffee brew serving to consumers. With a gourmet label, specialty coffee products command a more premium price and are perceived by consumers as being

exclusive and higher quality which differentiates them from conventional coffee products available in the market.

The first Specialty Coffee Association was established in 1982 in the United States, called the Specialty Coffee Association of America (SCAA), formed by a group of professionals from the coffee industry with the primary purpose of standardized quality for the specialty coffee trade. The focus is on three main features of coffee, namely, fruity, floral, and acidic notes (CSA, 2017). To be certified as specialty coffee, methodologies and guidelines have been created as a universally shared language and standard top for Specialty Coffee Association worldwide, such as to adopt sensory tests. The Sensory evaluation must pass a preliminary grading system called cup tasting or cupping tests by Q-graders who are licensed professional coffee tasters. The Q-grader will assess coffee quality based on personal opinion and tasting experience to score the best degree of roast for a particular coffee and negotiate the price in an auction (Poltronieri & Rossi, 2016).

Table 4.1 Specialty coffee cupping protocols and quality scale

SCORE	GRADE	SPECIALTY YES/NO
90-100	Outstanding	Specialty Coffee
85-89.99	Excellent	Specialty Coffee
80-84.99	Very Good	Specialty Coffee
>80.0	Below Specialty Quality	Not Specialty Coffee

To be considered a specialty grade, coffee samples must score 80 points or above on a 100-point scale; if below a minimum grade of 80 points, it is appraised below specialty quality. (Pereira et al., 2018)

Growing conditions is another critical factor for specialty coffee. Specialty coffee is usually grown in a more significant ecological or commercial environment. It is best developed at high altitudes, at the correct time of year, in the best soil, and then picked at the right time. With more care and resources required from the farmers, it is sold at a premium price to coffee traders or roasters. The roasters create custom profiles for each coffee, enhancing and highlighting their natural flavors. Baristas then use carefully grown and roasted coffee to produce quality beverages, often with unique brewing techniques and specialized equipment.

Specialty coffee shops are stores that sell premium quality coffee or specialty coffee with food and other beverages as additional customer choices. However, an average of 55% and more of their total sales are from coffee and coffee-related products (Mura & Konar, 2018). With noteworthy growing, roasting, and brewing processes, consumers usually perceive it as higher grade and a more superior value than mainstream brands widely used in typical coffee shops or available within a country. Barista also plays a significant role in specialty coffee shops in offering a unique experience to consumers. Apart from brewing a premium cup of coffee for customers, the role of baristas is also the representative of the brand as a whole, to present and provide product knowledge to the consumers as a means to generate more excellent value for the brand by turning the outlets into a coffee community for coffee consumers (Supachaisamanpan, 2020). Moreover, a wide range of coffee bean choices with wildly varying taste characteristics also helps a brand or coffee shop to differentiate itself from other competitors in the market. Wathanakun (2016) states that consumers are more willing to spend on new experiences to express their lifestyle and social status.

1.3 Single origin and blends

Single origin is a coffee bean with a notable background or story attached to it in some way. It is qualified as the geographic origin of goods protected by the legal concept of geographical indications, a form of intellectual property protection. To clarify, Schüßler (2009) explained single origin as "a product originating in the territory of a particular country, or a region or locality in that country, where a given quality, reputation or another characteristic of the good is essentially attributable to its geographical origin." For instance, Ethiopia is known as the birthplace of the coffee bean and is widely recognized as one of the largest coffee producers worldwide. Besides that, Ethiopia is generally accepted as a high-quality coffee bean as the total production methods are all by hand, together with the unique growing conditions in Ethiopia. All in all, not only could single origin guarantee the quality of coffee for the consumers, but it also assures the roasters that the raw material they receive has stable characteristics.

On the other hand, a coffee blend is a mixture of two different varieties of green beans - arabica and robusta. It uses coffee from different countries or regions

worldwide to get a unique flavor, acidity, and body. Ground coffee is commercially the most available coffee blend in the mass market because Robusta contains approximately 40–50% more caffeine than arabica, which is commonly used as a substitute to lower the ingredient cost.

1.4 The development of specialty coffee

Studies for coffee have classified the development of coffee consumption into three unique waves; each was named to describe changes and growth of the coffee industry in that period. The first wave had its roots in the 18th-19th century when espresso machines and instant coffee were introduced for the first time. This wave was triggered by a group of businessmen who saw potential and opportunity in the commercial coffee business and aimed to increase coffee consumption exponentially (Kozak et al., 2017). Therefore, the main focus in the first wave was mass production, not quality, to keep the costs and selling price low. The second wave began in the 1960s with the arrival of globalization; it is also the birth of the specialty coffee market. This wave came with international coffee chains like Starbucks, which introduced a new coffee-drinking experience with increased assortment and variety, faster-serving speed, and improved coffee flavor (Ronan & Eliane, 2016). Consumers have started shifting their coffee choice from Robusta to a higher quality bean like Arabica and try coffee with new modifications such as milk, cream, syrups and sweeteners (Kozak et al., 2017). Finally, the third wave of coffee brought about the importance of coffee beans, different brewing techniques, and professional baristas in order to get a perfect cup of coffee. The third wave takes coffee to another level of sensory experience and appreciation, where coffee is seen as an artisan or craft beverage. Weissman (2011) states, "the first wave made bad coffee, the second wave pioneered specialty coffee, and the third wavers are younger specialty obsessives." Hence, consumers increase their awareness of individual preferences and demand a more unique coffee-drinking experience (Urwin et al., 2019).

1.5 Global coffee consumption

Coffee is the most consumed beverage in the world after water and the second largest commodity after oil. Coffee is produced by more than 50 countries worldwide; South East Asia accounted for 26% of the total production and is the second most affected area after South America. On the other hand, Asia & Oceania also has a high demand for coffee, following Western Europe and North & South America (Lanfranchi et al., 2016). Today, its consumption has become a part of people's lives, whether for social activity, leisure, improvement of work performance, or well-being. Researchers found that more than 1.6 billion cups of coffee are consumed worldwide daily. Out of total coffee consumption, Arabica represents 70-100% in most countries; especially in countries like Finland and Sweden, Arabica is 100% of the coffee consumption. There are only a few countries, such as France, Italy, the UK, and Portugal, where Robusta fills up to 40% or more of the whole coffee consumption because Robusta contains twice as high caffeine as Arabica (Pongsiri, 2013).

Several researchers point out that more than half of Americans drink coffee on a daily basis and the average consumption for each person in the United States is 5.1 kg/year. Yet, the United States, Italy, Algeria, Nicaragua and Paraguay are found to be countries with the least coffee consumption. In contrast, the highest coffee consumption is encountered in all Scandinavian countries, Austria and the Netherlands, with more than 10kg/person/year (Pongsiri, 2013).

1.6 Coffee consumption in Thailand

Thailand is known for being the third largest producer in Asia - after Vietnam and Indonesia and is a burgeoning producer in the global market (Pongsiri, 2013). Coffee is one of Thailand's main agricultural products and a significant cash crop. There are two types of coffee cultivated in Thailand, Robusta and Arabica. Each year, 80,000-85,500 tons of Robusta coffee is produced in southern Thailand, namely, Chumphon, Surat Thani, Nakhon Si Thammarat, Krabi, Phang-nga and Ranong. On the other hand, the production of Arabica coffee is only 800-850 tons per year and is grown in the cooler dynamic climates areas of northern Thailand like Nan, Chiang Mai, Chiang Rai, and Mae Hong Son (Angkasith, n.d.). Even with mass production, studies have

shown that Thai coffee consumption has increased steadily over the past decade, causing insufficient production for the demand for coffee consumption. This coffee bean shortage also implies that Thailand has officially transformed into a coffee-drinking society from previously a coffee-exporting nation (Schmid, 2019).
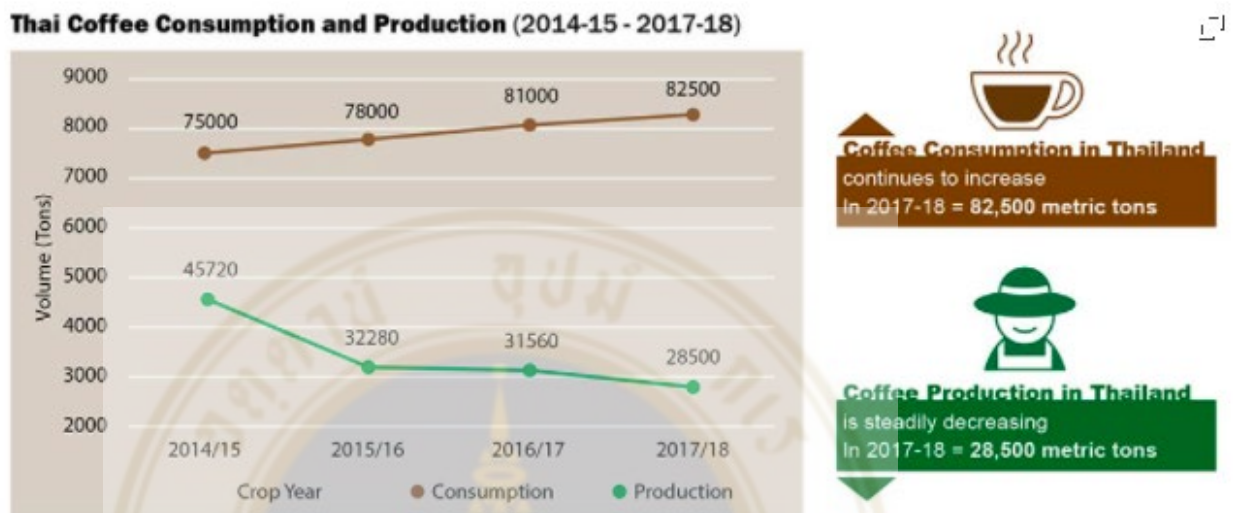
Figure 1.1 –Thai Coffee Consumption and Production

Over the last few years, the coffee culture around Thailand has expanded and evolved exponentially, with coffee houses popping up throughout the country to serve the growing coffee demand. According to The National and International Conference on Business Management and Innovation 2015, Thailand's coffee sector is valued at over 30,000 million Baht per year with an annual growth rate of 10%. Out of all, a noticeable sector that captured the interest and developed along with the Thai coffee culture is the specialty coffee sector which plays an outstanding role with a 3% to 5% growth annually and accounts for 10% of the total coffee market in Thailand (Ut-tha et al., 2021). Recent research also pointed out that Thai consumers are entering the third wave, where more emphasis is placed on coffee's origin, geographic area, and flavor profile. Nowadays, consumers have become more knowledgeable about coffee and have a better appreciation of the coffee they consume.

Another clear developing point of specialty coffee in Thailand is the improvement of Thai coffee beans. In the past, green beans grown in Thailand were sold at the market price of THB100/kg or less. Nonetheless, in 2019, a single origin from Doi-Sa-Ked, Chiang Mai, created a new high selling price of THB2,800/kg with a score

of 90.31 points. This improvement indicates that not only could the Thai coffee market support the living of coffee farmers and the value chain, but it also has the potential to expand internationally with its finest produce (Charassangraungrung, 2019).

Last but not least, there is an apparent expansion of the target market in the Thai coffee market, which is not limited to business people or travelers anymore. Nowadays, businesses regarding coffee parlors in Thailand are more centered on the idea of drinking coffee for entertainment and lifestyle. Consumers, especially in Bangkok, have become more sophisticated due to the improving living standards of the middle-class population; hence demand more diversity on the menu and expect better quality than ever before to fulfill their lifestyles. Several coffee shops also refine their outlets to become coffee roasters themselves. This way, they are able to roast their own unique blends for their signature coffee and tailor special blends using coffee beans from various origins to create distinctive flavors and aromas (Charassangraungrung, 2019). To sum up, not only does the new coffee consumption of specialty coffee open up many opportunities for coffee businesses, but also makes the coffee industry more approachable for all (Pongsiri, 2013)

CHAPTER II
LITERATURE REVIEW

2.1 Customer experience

In the current globalized world, the needs of consumers have changed drastically along with the fast-paced environment. Individuals are not simply fulfilled by the products but look forward to having a new and different experience to complete their entire journey with a brand. Referring to Sathish & Venkatesakumar (2011) and Schmitt (1999), "Experiences are attained through a series of activities involving the entire living being and often result from direct observation and /or participation in events - whether they are real, dreamlike or virtual". Other studies also support that customer experience is not a unidimensional construct and is commonly not self-generated but convinced by facets such as atmospherics, facilities, information, etc. Nonetheless, the need for the human interface is a must to complete the hospitality. Sundbo & Hagedorn-Rasmussens (2008) pointed out that the term experience can be strictly personal and is highly dependent on an individual's direct and indirect experience of the service process, including interactions between the consumer and a product, the brand's representatives, as well as other customers. In addition, it is closely associated with the customer's involvement at different levels like rational, emotional, sensory, physical and spiritual.

We can all agree that a coffee shop's specialty is its coffee, together with its well-trained staff who make customers' coffee-drinking experiences enjoyable. Customers frequently anticipate an exclusive experience when they visit a coffee shop, which can be enhanced by all aspects of the coffee shop - location, staff, atmosphere, and ease of shopping, as well as its physical and virtual informational contact points, merchandise and product displays, and staff. Conversely, if the store fails to deliver the aspects above, customer experience can easily be replaced by disappointment (Sathish & Venkatesakumar, 2011). According to Gentile, Spiller, and Noci's 2007 study, consumers are routinely drawn to a brand through both positive and negative memories of the experience; these memories may include feelings of having accomplished

something special, a reminder of a new lesson learned, or simply memories of having fun.

The movement in the specialty coffee market represents a value co-creation experience in which consumers adopt a more participatory role in the production and consumption process (Ritzer & Jurgenson, 2010). Products are no longer appreciated solely because of their utilities but embedded in the unique experience they promote. This closer relationship between customers and providers creates more value throughout the entire experience, differentiating a brand from its competitors (Boaventura et al., 2018).

2.2 Self gifting

Researchers describe 'Self Gifting' as a way to signal one's worth in the world. According to John Hartmann, it is a decision to purchase something as an investment for oneself. For example, paying a higher price for a fancy drink rather than an affordable cup as a gift for self. Despite that, the term is also highly dependent on personal solace taken on the product itself compared to the dollar value. The act of self-gifts is commonly pleasure-oriented to cheer oneself up rather than pre-planned or rational spending. Moreover, this behavior is highly influenced by subjective factors, for instance, personal taste and orientation, lifestyle, trends, and preference (Kim, 2005). On the other hand, self-gifting is also used as a fundamental to all businesses to create a sense of worthiness perceived by customers in order to drive profitability. Apart from the quality of the coffee itself, it is also a combination of the "experience" customers receive from the entire purchasing process, including crafting an aesthetic coffee that caters to self-indulgence and the feeling of authenticity in the shop.

By looking at the market, 'self-gifts' has also become one of the consumer trends lately; it is an act of purchasing small luxurious products for one's pleasure and desire as a gift from me to me within one's budget (Y. S. Kim, 2013). Luxury products herewith are defined by Shin & J. A. Hong (2014) as something "to ease the boredom of monotonous lives by realizing the consumers' desire for the pursuit of happiness," which is different from ordinary luxury shopping commonly driven by the desire to show off. This consumption behavior could be seen in various fields, from beauty

services to travel to food and beverages. According to Luomala and Laaksonen (1999), these self-gift behaviors have a linkage to mood regulations where consumers could gain positive emotion (satisfaction) and reduce negative emotion (anxiety).

      Referring to research done by Ahn, Chae, and Lee, there are four motivations that lead to consumer behavior of shopping for oneself, or other words, self-gifting. Firstly, self-gifting is an encouragement or inspiration for one to soothe themselves from negative emotions such as depression or stress. This motivation is also called 'self-comfort' as the act of giving a gift to oneself has a mood-altering effect. The second motivation is 'self-reward'; which usually happens when one accomplishes something that counts as personal success or on a special occasion such as a birthday. This kind of self-gifting is also explained as spending for indulgences, as it is often seen as an opportunity to celebrate one's happiness and invest in one's satisfaction. Since self-reward for accomplishment evokes a sense of pride, and self-reward on an anniversary evokes a sense of joy (Kang, 2012). 'Anxiety', including economic and social anxiety, is also a motivation behind self-gifting. Such purchase behavior is used as a persistent insecurity. Last but not least, the 'desire to show off' is also found to be one of the motives that lead to an act of self-gifting. It is a psychological motivator for conspicuous consumption to display one's economic power through the utility of goods or services as a symbol to impress others and gain social recognition.

2.3 Connoisseurship

      In the current world, it is undeniable how market evolution, including changes through technological innovation, competitive pressures, and the legitimation struggles among opposing groups of consumers and producers, complexes the market environments. Ths rapid changes also result in consumers seeking more excellent choices from the marketplace and involving in connoisseurship practices (Ronan & Eliane, 2016). Connoisseurship is often practiced through the consumption of a widely consumed object. Thus connoisseurs accentuate more detailed evaluations and engage in the passionate appreciation of the things to meet one's definition of 'quality' within a category (Holt, 1998). For decades, coffee consumption practices have been evolving by the three coffee waves. The specialty coffee culture was developed in the second and

third waves to increase coffee consumption and create an opportunity for consumers to taste and better appreciate something different from traditional coffee. Along with the expansion of professionals' skills, the growth of barista professionalism, the increasing number of high-end independent coffee shops in the marketplace, the launch of cutting-edge equipment, the development of high technology, and the growth of social media, not only the specialty culture become more widespread, but as well the increasing prevalence of connoisseurship consumption in the coffee industry (Ronan & Eliane, 2016).

Connoisseurship is a consumer characteristic that refers to someone who has an expert judge in matters of taste. According to research on the Brazilian specialty coffee market, different consumer groups, such as regular consumers, enthusiasts, and experts, have foreign product acquisition and consumption motivations, which further differ in their level of engagement with specialty coffee (Guimarates, et al., 2018). A connoisseur consumer herewith is a person with a higher level of consumption knowledge to understand, evaluate, and appreciate consumption objects in the marketplace compared to other consumers. Connoisseurs are consumers who attain specialized training, acquired expertise, artistic knowledge, and aesthetic experience in the relevant domain. For coffee connoisseurs, it is relatively important that a cup of proper coffee must be prepared correctly, which involves "attending carefully to the water, the grind, timing the shot, knowing the machine, keeping its portafilter (portable filter) and screen clean, the tamper, the blend, the ambient temperature, the age of the coffee, the degree of the roast, the air humidity, incoming water temperature, internal boiler temperature" (Kozinets, 2000).

2.4 Product quality

It is crucial to understand the concept of quality as the core of a company's growth depends on the quality of its products. Quality is the total characteristics of a product that support the ability to achieve the desires of consumers. It is the capability of the product to perform its functions that meet consumers' expectations and satisfy them internally and externally (Anwar et al., 2013).

Coffee quality is doubtlessly significant to ensure customer satisfaction in a

coffee shop. Researchers pointed out that taste and quality of coffee are the primary factors affecting consumers' fulfillment and the chance of revisiting. As explained by Leroy et al. (n.d.), the definition of quality in the coffee industry is subjective and varies along the production-to-consumer chain. At the production or farmer lever, coffee quality is a combination of production level, price and easiness of cultivation; at the exporter or importer level, coffee quality is linked to bean size, amount of defects, regularity of provisioning, tonnage available, physical characteristics and price; at the roaster level, coffee quality depends on moisture content, stability of the characteristics, origin, price, biochemical compounds and organoleptic quality. It should be noted that each consumer market or country may define its organoleptic qualities. At the consumer level, coffee quality deals with price, taste and flavor, effects on health and alertness, geographical origin, environmental and sociological aspects (organic coffee, fair trade, etc.). For instance, a more bitter coffee might not be greatly appreciated in most markets but is favored by some; likewise, a more acidic coffee might be preferred in some regions like Germany but not others such as Turkey. Ultimately, it is the individual's perception of "quality" that makes a cup of coffee special.

2.5 Perceived value

Perceived value was defined by Macdonald, Kleinaltenkamp, & Wilson (2016) as consumers assessing the consequences of a product or service to achieve their goals or to meet their expectations. It is the overall evaluation of a product or service's utility based on what they have received (perceived benefit) compared to the cost of acquiring the product or service (perceived cost). According to a study of the coffee outlet industry done by Chen & Hu (2010), perceived value can be divided into two parts - functional (utilitarian value) and emotional (hedonic value). The functional value represents the consumer's perception of reliability, quality, variety, price and the time and effort saved to obtain the desired service or product. In contrast, the emotional value reflects experiential value from social, emotional, aesthetic and reputation perspectives.

Functional or utilitarian value is defined as the expected performance of the product or service (Sweeney & Soutar, 2001). Utilitarian consumption is derived from rational purchase criteria such as availability in the store and convenience. It is

motivated by the products' or services' functions and tangible benefits. Customers will gain satisfaction when the quality of the products or services can meet or exceed the expected result (Cha & Seo, 2018). Therefore, it can be concluded that utilitarian consumption is a problem-solving activity in need of the products or services, and the value arises as the customer obtains the product more effortlessly.

Hedonic or emotional worth, on the other hand, is more individualized and subjective than utilitarian value. It is described as the importance of a product to consumers' sentiments or emotional states (Sweeney & Soutar, 2001). Hedonistic product consumption is defined by psychological factors like fantasy, fun, and enjoyment, according to psychology researchers (Loana-Daniela, 2018). According to Arizzi et al. (2020), hedonic value is derived from emotional connections and is an additional value added to the purchase of the product or service itself. It produces positive feelings, pleasantness, joy, and excitement, as well as a willingness to pay more for higher-quality products; overall, it is discovered to have significant positive influences on consumer behavior. The hedonic value of a product plays a vital role in emotional aspects that arouse different meanings in individual consumers in association with multisensory experiences and generate distant memories, fantasies, and feelings for particular consumers (Vieira & Fonseca, 2021). Beyond emotional elements, hedonic value is also driven by social aspects such as acceptance, recognition and influence needs. Research done by Lee and Kim (2018) and Park (2004) claimed that hedonic value has a significant direct relationship with customer loyalty, satisfaction, willingness to recommend, and influence on buying frequency.

2.6 Customer satisfaction

Customer satisfaction is the total evaluation of all tasks performed during all stages of the consumer buying process, including before (pre-purchase), during (purchase), and after (post-purchase) (Isamel, 2010). It is one's total experience that could be affected by personal expectations, such as the significance level of the product and value-added beyond that. Therefore, it can be concluded that satisfaction is the result of comparing customers' expectations and the results obtained (Fauzia, 2020). The concept of consumer satisfaction has been researched extensively. It could be concluded

as a "customer's emotional response to the evaluation of consumption experience of the chosen product or service between expectations before purchase and the actual performance of the product felt after its use" (Darmayasa & Yasa, 2021).

Nowadays, the competitive business environment has motivated business owners and leading management teams to pay more attention to the implementation of business strategies and take action to meet customers' expectations and result in the highest customer satisfaction. Customer satisfaction is a key performance indicator within business and is the measurement of the number of customers who rate their experience with the company exceeding specified satisfaction goals. It represents a sustained competitive advantage of a company which, apart from the positive impact in terms of profitability, it is also a core to strengthen customer relationships. All in all, customer satisfaction is one of the most critical factors that lead to repurchases, customer loyalty, as well as positive word of mouth (Ahmadinejad, 2019).

2.7 Loyalty

Customer loyalty is one of the most important factors to all businesses, leading to sustainable competitive advantage in a dynamic environment. Oliver (1999) defined customer loyalty as repeat patronage of consumers to particular products or services over time and is not compelled to divert, despite competitors' marketing actions or environmental effects. Dimitriades (2006) proposed that customer loyalty is a positive relationship built between the buyers and a specific firm which leads to commitment to repurchase the product/ service in the future as well as recommend it to others through word of mouth. Therefore, to many companies, customer loyalty is the heart of long-lasting customer relationship management and is used as a measurement of business success.

Attitudinal and behavioral methods are the two basic ways that customer loyalty has been theorized. According to Thiele & Mackay (2001), these strategies are positively correlated with one another and serve as the primary drivers of enduring customer connections, which in turn provide market share, sales, and other favorable outcomes. The concept of attitudinal loyalty is the focal point for measuring customers' attitudes and psychological commitment to an organization (Gecti & Zengin, 2013). It

indicates one's emotional attachment towards a brand or elevated desire for a brand above competing options in the market. Based on the explanation, attitudinal loyalty can be identified by an individual's preference for a brand through thought (cognitive) and feelings (affective).

On the other hand, behavioral loyalty is explained as performance evidence of attitudinal loyalty (Bennett & Thiele, 2002). Behavioral loyalty can be observed through 2 activities which are buying frequency and share of category requirements. It is revealed to be an action taken by a customer to a brand that can be observed in the form of continuous support and repeat purchases (Back & Parks, 2003). This type of behavior can also be seen as biased responses expressed consistently over a period of time.

2.8 Willingness to pay

Willing to pay is "the preparation and desire of a consumer to pay more for a particular brand instead of a comparable alternative brands" (Casidy & Wymer, 2016). As claimed by Netemeyer et al. (2004) and Aaker (1996), willingness to pay is a sum amount that a potential consumer is willing to spend for his or her preferred brand despite the presence of a comparable brand of the same quality. Willingness to pay also indicates the highest monetary allowance of a consumer over the better quality products that satisfy their exact needs, as well as used to measure the value a consumer places on a specific product. However, the term thoroughly depends upon an individual's awareness regarding the worth and quality of a product (Mahmood et al., 2021).

The term "willingness to pay" is used in the food and beverage business to examine consumer behavior and comprehend the driving forces behind their consumption. According to the Regulatory Focus theory, consumers' focus greatly influences how attentive they are to various food and beverage product features; those who are prevention-focused pay more attention to safety-oriented features, while those who are promotion-focused are more concerned with comfort-related features (Bryla, 2021). On the other hand, Schwartz's theory of values uses consumer values, namely achievement, conservation, and universalism, to analyze the food-related lifestyle of consumers. Convenience food consumption is mainly linked with values that influence

consumers to seek new experiences and inspire consumers to enhance one's interests. As for organic food consumption, it is mainly connected to values such as conformity, hedonism, and security (Bryla, 2021). Further research revealed that personal value could as well have a significant impact on ethical consumption behavior. Ethical consumers can express their responsibility or concern about the ethical conduct of brands by means of his or her purchasing behavior (Pelsmacker Et Al., 2005). In addition, novelty experiences could also add value to a product or service as it satisfies their intrinsic needs, thus increasing consumers' willingness to pay.

Several researches found that product authenticity plays an important role in willingness to pay; consumers are willing to pay a more premium price judged in terms of place of origin and being genuinely organic (Skuras & Vakrou, 2002; Wier & Calverley, 2002). Consumers perceive positive authenticity as genuine commitment from the brand towards its product quality, leading to a stronger purchase intention and creating a higher trust that it could satisfy real needs (Kavirov, 2015). This could be interpreted through the hedonic value frames as a quality-versus-price trade-off where a more significant commitment to customer satisfaction will drive a higher willingness to pay (Fournier, 1998).

2.9 Conceptual Framework
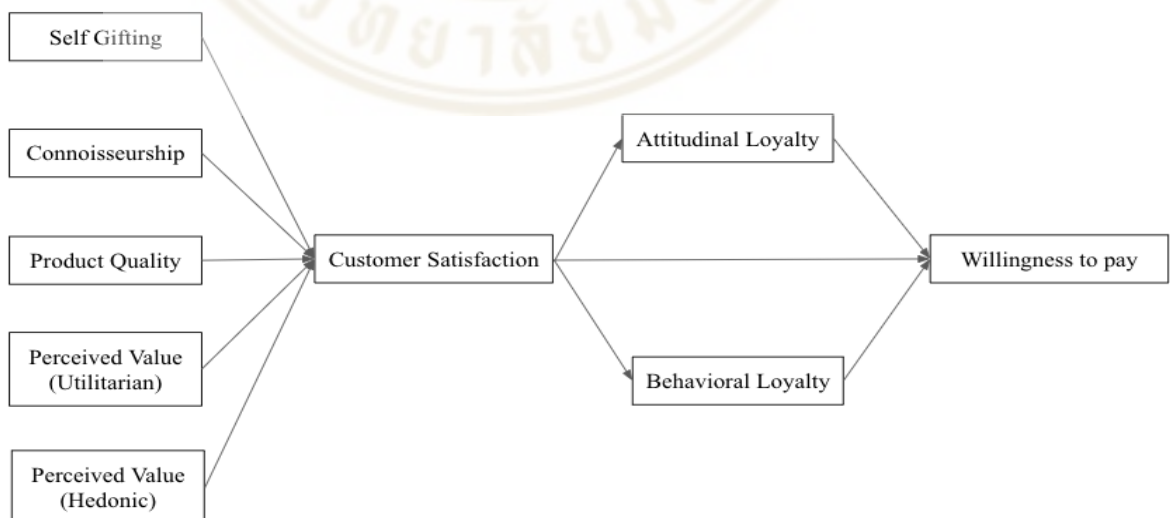
Figure 2.1 - Conceptual framework

CHAPTER III
METHODOLOGY

3.1 Research strategy

There are two main parts to the questionnaire. The first part includes three screening questions to ensure data accuracy from targeted sampling and demographical data using multiple choice. The second part consists of the study's main variables with a five-point Likert scale from strongly disagree to agree strongly. A total of 400 questionnaires were distributed and collected by online channels in 2 months, using a convenient sampling method.

3.2 Sampling plan

The sample selected for our study includes male, female, and alternative individuals living in Bangkok, Thailand. To avoid biases, the study will only focus on consumers who have purchased specialty coffee before and prefer unique blend, small batch roasted specialty coffee over instant, commercial or franchise coffee.

CHAPTER IV
FINDINGS

A total of 656 samples were collected from the online questionnaire survey; however, only 401 samples passed the screening questions. Respondents are categorized into different groups according to their demographic variables and behavior factors regarding specialty coffee consumption and preferences.

4.1 Demographic features of respondents

4.1.1 Gender

Table 4.2 Frequency - Gender

Gender	Frequency	Percentage
Male	199	49.6%
Female	188	46.9%
Alternative	14	3.5%

Out of 401 respondents, 199 were male (49.6%), 188 were female (46.9%), and 14 (3.5%) were alternative.

4.1.2 Age range

Table 4.3 Frequency - Age range

Age Range	Frequency	Percentage
Ages 18-25	67	16.7%

Table 4.3 Frequency - Age range (Cont.)

Age Range	Frequency	Percentage
Ages 26-35	227	56.6%
Ages 36-50	92	22.9%
Ages 51 and above	15	3.7%

In terms of age, 67 respondents or 16.7% were consumers between 18-25, up to 227 respondents or 56.6% were between the age range of 26 to 35, which accounted for more than half of the total sample. There were 92 respondents or 22.9% who were between 36-50 years old, and only 15 respondents or 3.7% who were over 51 years old.

4.1.3 Monthly Income

Table 4.4 Frequency - Monthly Income

Monthly Income	Frequency	Percentage
Less than THB10,000	13	3.2%
THB10,001 - THB30,000	154	38.4%
THB30,001 - THB50,000	130	32.4%
More than THB50,001	104	25.9%

In terms of monthly income, 13 respondents make less than 10,000 Baht (3.2%), 154 respondents make between 10,000 and 30,000 Baht (38.4%), 130 respondents make between 30,000 and 50,000 Baht (32.4%), and 104 respondents make over 50,000 Baht (25.9%).

4.2 Respondents' specialty coffee consumption behavior

4.2.1 Location

Table 4.5 Frequency - Location

Location	Frequency	Percentage
Home only	8	2%
Coffee shop only	83	20.7%
Both	310	77.3%

At total, 77.3% of the samples, or 310 respondents, typically drink specialty coffee both at home and in coffee shops, compared to 20.7%, or 83 respondents, who only purchase it from the coffee shop, and only 2%, or 8 respondents, only consume it at home.

4.2.2 Companion

Table 4.6 Frequency - Companion

Companion	Frequency	Percentage
Alone	163	40.6%
Friends	77	19.2%
Family	53	13.2%
Partner	101	25.2%
Others	7	1.7%

By looking at the responses to specialty coffee consumption companions, the majority of the respondents or 40.6%, normally enjoy specialty coffee on their own, followed by appreciating with their partner, which accounted for 25.2%. 77 respondents or 19.2% commonly had it with their friends, 53 respondents or 13.2% had it with their

family, and 7 respondents' answers were others.

4.2.3 Average specialty coffee consumption per week

Table 4.7 Frequency - Average specialty coffee consumption per week

Average consumption	Frequency	Percentage
1-2 cups	95	23.7%
3-5 cups	123	30.7%
6-10 cups	114	28.4%
10+ cups	69	17.2%

In a week, 123 respondents (30.7%) consume an average of 3-5 cups of specialty coffee, 114 respondents (28.4%) consume 6-10 cups, 95 respondents (23.7%) consume 1-2 cups and there were up to 69 respondents (17.2%) that consume more than 10 cups of specialty coffee.

4.2.4 Average frequency to visit specialty coffee shop per week

Table 4.8 Frequency - Average frequency to visit specialty coffee shop per week

Average visit	Frequency	Percentage
1-3 times/week	297	74.1%
4-6 times/week	59	14.7%
Everyday	45	11.2%

Regarding specialty coffee shop visit frequency, 297 respondents (74.1%) visit 1-3 times a week, 59 respondents (14.7%) visit 4-6 times a week, and 45 respondents (11.2%) visit a specialty coffee shop everyday.

4.2.5 Most preferred specialty coffee choice

Table 4.9 Frequency - Most preferred specialty coffee choice

Specialty coffee choice	Frequency	Percentage
Americano	138	34.4%
Espresso	18	4.5%
Cappuccino	22	5.5%
Latte	96	23.9%
Drip Coffee	87	21.7%
Cold Brew	16	4%
Others	24	6%

Last but not least, the result showed that the most preferred specialty coffee choice was americano which accounted for 34.4% of the total sample, followed by latte, which was 23.9%, drip coffee with 21.7%, then cappuccino, espresso, and cold brew which were 5.5%, 4.5%, and 4%, respectively.

4.3 Customer Satisfaction

4.3.1 Descriptive Statistic & Reliability Test

Table 4.10 Customer satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.825	0.832	6

#	Attribute	Mean
1.	I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee	4.54

Table 4.10 Customer satisfaction (Cont.)

#	Attribute	Mean
2.	I am happy to consume specialty coffee	4.69
3.	I think my decision to purchase specialty coffee is a wise one	4.53
4.	My expectations have been fulfilled after consuming specialty coffee	4.44
5.	I am satisfied with the product value to price	4.25
6.	My overall specialty coffee consumption experience goes beyond my expectations	4.11
	Average Customer Satisfaction	4.4283

There are 6 attributes for *Customer Satisfaction*; the result shows Cronbach's alpha of '0.832'. Scales of 1-5 were used to determine respondents' level of agreement, where 1 represents strongly disagree, and 5 represents strongly agree. The outcome reveals that "I am happy to consume specialty coffee" ($x = 4.69$) has the highest mean score, followed by "I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee" ($\bar{x} = 4.54$), "I think my decision to purchase specialty coffee is a wise one" ($\bar{x} = 4.53$), "My expectations have been fulfilled after consuming specialty coffee" ($\bar{x} = 4.44$), "I am satisfied with the product value to price" ($\bar{x} = 4.25$). Lastly, "My overall specialty coffee consumption experience goes beyond my expectations" ($\bar{x} = 4.11$). Hence, the average score of customer satisfaction is 4.4283.

4.3.2 Differences among gender

For gender, significant differences are found in the attribute "My expectations have been fulfilled after consuming specialty coffee" ($F = 6.865$; ANOVA Sig. = .001). Both females ($\bar{x} = 4.54$) and alternatives ($\bar{x} = 4.54$) expectations are more fulfilled than males ($\bar{x} = 4.32$) after consuming specialty coffee.

4.3.3 Differences between location

Regarding the location where respondents usually consume specialty coffee, significant differences are found in 2 attributes. Firstly, findings from "I am satisfied

with the product value to price" (F = 5.255; ANOVA Sig. = .006) show that respondents who enjoy specialty coffee both at home and from the coffee shop ($\bar{x}$ = 4.50) are more satisfied with the product value to price than those who only enjoy it at the coffee shop ($\bar{x}$ = 4.20). The other attribute with significant difference is "My overall specialty coffee consumption experience goes beyond my expectations" (F = 3.640; ANOVA Sig. = .027). The findings point out that respondents who consume specialty coffee at home and from the coffee shop ($\bar{x}$ = 4.30) receive a better overall experience than those who only consume specialty coffee at the coffee shop ($\bar{x}$ = 4.05). The results outline that consumers who usually consume specialty coffee both at home and the coffee shop have higher satisfaction than those who only consume it from the coffee shop.

4.3.4 Differences between average specialty coffee consumption per week

Customer Satisfaction also perceives a significant difference between different amounts of specialty coffee consumption in a week. Firstly, for "I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee" (F = 5.992; ANOVA Sig. = .001), respondents who consume an average of 1-2 cups ($\bar{x}$ = 4.34) of specialty coffee a week are found to have lower levels of satisfaction than those who consume 6-10 cups ($\bar{x}$ = 4.59) and more than 10 cups ($\bar{x}$ = 4.74) of specialty coffee. Secondly, significant differences are found between 2 different groups for the attribute "I am happy to consume specialty coffee" with F = 7.762; ANOVA Sig. = .001. From the first group, findings showed that respondents who consume an average of 1-2 cups ($\bar{x}$ = 4.50) of specialty coffee a week are not as happy as respondents who consume 6-10 cups ($\bar{x}$ = 4.78) and more than 10 cups ($\bar{x}$ = 4.88). As for the second group, findings revealed that respondents who consume more than 10 cups of specialty coffee a week ($\bar{x}$ = 4.88) tend to be happier than those who only consume 1-2 cups ($\bar{x}$ = 4.50) and 3-5 cups ($\bar{x}$ = 4.66). Furthermore, from the attribute "I think my decision to purchase specialty coffee is a wise one" (F = 6.295; ANOVA Sig. = .000), results indicated that both respondents who consume 6-10 cups ($\bar{x}$ = 4.59) and more than 10 cups ($\bar{x}$ = 4.75) of specialty coffee a week are happier with their decision to purchase specialty coffee compared to respondents who only consume 1-2 cups ($\bar{x}$ = 4.31). Lastly, another attribute which is "My expectations have been fulfilled after consuming specialty coffee"

supported that both respondents who consume 6-10 cups ($\bar{x}$ = 4.51) and more than 10 cups ($\bar{x}$ = 4.67) of specialty coffee a week are more fulfilled with their decision to purchase specialty coffee compared to respondents who only consume 1-2 cups ($\bar{x}$ = 4.22). Overall, the outcomes conclude that the more specialty coffee consumed a week, the higher their overall satisfaction.

4.4 Product Quality

4.4.1 Descriptive Statistic & Reliability Test

Table 4.11 Product Quality

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
0.756	0.774	6

#	Attribute	Mean
1.	Specialty coffee has better flavor and aroma to me compared to commercial coffee	4.71
2.	Specialty coffee offer me more diverse selection of coffee beans and brewing methods	4.59
3.	I like to explore different varieties of coffee	4.38
4.	I prefer coffee with denomination of origin specialty coffee	4.21
5.	It is worthwhile to pay a bit more for specialty coffee, because you get better quality	4.52
6.	All things considered, I would say specialty coffee has excellent overall quality compared to commercial coffee	4.57
	Average Product Quality	4.4963

There are 6 attributes for *Product Quality*; the result shows Cronbach's alpha of '0.756'. Scales of 1-5 were used to determine respondents' level of agreement, where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "Specialty coffee has better flavor and aroma to me compared to commercial coffee" ($\bar{x}$ = 4.71), followed by "Specialty coffee offers me a more diverse selection of coffee beans and brewing methods" ($\bar{x}$ = 4.59), "All things considered, I would say specialty coffee has excellent overall quality compared to commercial coffee" ($\bar{x}$ = 4.57), "It is worthwhile to pay a bit more for specialty coffee because you get better quality" ($\bar{x}$ = 4.52), "I like to explore different varieties of coffee" ($\bar{x}$ = 4.38), and lastly, "I prefer coffee with the denomination of origin specialty coffee" ($\bar{x}$ = 4.21). Hence, the average score of product quality is 4.4963.

4.4.2 Differences among gender

Among different genders, there is a significant difference in 1 attribute, which is the level of preference with the domination of origin for the specialty coffee they consume (F = 4.122; ANOVA Sig. = .017). Results found that alternatives ($\bar{x}$ = 4.71) focused more on the coffee origin than females ($\bar{x}$ = 4.10) with their choice of specialty coffee.

4.4.3 Differences among monthly income

Referring to the analysis, a significant difference between people with different income ranges was found in "Specialty coffee offers me a more diverse selection of coffee beans and brewing methods" (F = 3.695; ANOVA Sig. = .012). The outcome shows that respondents who earn THB10,000 or less have no significant difference with the other groups, while respondents who make more than THB50,001 ($\bar{x}$ = 4.40) have significant differences with both those earning THB10,001-THB30,000 ($\bar{x}$ = 4.64) and THB30,001-THB50,000 ($\bar{x}$ = 4.66). This can imply that respondents whose monthly earnings are between THB10,001 to THB50,000 tend to purchase and consume specialty coffee because of the varieties of coffee beans and brewing method more than respondents whose monthly earnings are THB50,001 and above.

4.4.4 Differences between location

According to the analysis, significant differences are found in 5 product quality attributes. First of all, findings from the attribute "Specialty coffee has better flavor and aroma to me compared to commercial coffee" (F = 3.994; ANOVA Sig. = .019) show that respondents who consume specialty coffee at both their home and the coffee shop ($\bar{x}$ = 4.75) have a higher agreement that specialty coffee tastes better than commercial coffee than respondents who only consume specialty coffee at the coffee shop ($\bar{x}$ = 4.55). Second, findings from the attribute "Specialty coffee offers me a more diverse selection of coffee beans and brewing methods" (F = 5.145; ANOVA Sig. = .006) indicate that respondents who only consume specialty coffee at the coffee shop ($\bar{x}$ = 4.41) tend to agree less to the diversity of coffee bean and brewing methods of specialty coffee compared to respondents who consume specialty coffee at home only ($\bar{x}$ = 5.00) and those who consume both at home and the coffee shop ($\bar{x}$ = 4.62). Third, findings from the attribute "I like to explore different varieties of coffee" (F = 8.998; ANOVA Sig. = .000) point out that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.49) like trying different kinds of coffee beans more than those who only consume specialty coffee at the coffee shop ($\bar{x}$ = 4.01). Fourth, findings from the attribute "I prefer coffee with denomination of origin specialty coffee" (F = 3.745; ANOVA Sig. = .024) reveal that respondents who only consume specialty coffee at the coffee shop ($\bar{x}$ = 3.96) care less about the origin of the coffee bean than those who consume both at home and the coffee shop ($\bar{x}$ = 4.27). Lastly, the attribute "It is worthwhile to pay a bit more for specialty coffee because you get better quality" (F = 4.075; ANOVA Sig. = .018) conveys that respondents who consume specialty coffee both at and from the coffee shop ($\bar{x}$ = 4.57) are more willing to pay a higher price to drink specialty coffee in order to get a better quality coffee compared to those who only consume specialty coffee at the coffee shop ($\bar{x}$ = 4.34). Overall, it could be concluded that consumers who only consume specialty coffee at the coffee shop pay less attention to the product quality than those who as well brew their coffee.

4.4.5 Differences between average specialty coffee consumption per week

Findings found significant differences in 5 attributes which will be further elaborated as follows. Firstly, the attribute "Specialty coffee has better flavor and aroma

to me compared to commercial coffee" (F = 3.634; ANOVA Sig. = .013) revealed that respondents who consume more than 10 cups of specialty coffee ($\bar{x}$ = 4.71) have a higher agreement that specialty coffee tastes better than commercial coffee compared to those who only consume 1-2 cups ($\bar{x}$ = 4.56). Next, the attribute "Specialty coffee offer me more diverse selection of coffee beans and brewing methods" (F = 3.634; ANOVA Sig. = .013) also supported that respondents who consume more than 10 cups of specialty coffee ($\bar{x}$ = 4.77) think specialty coffee offers a wider range of coffee beans and brewing methods measured against those who only consume 1-2 cups ($\bar{x}$ = 4.44). The third attribute, "I like to explore different varieties of coffee" (F = 4.107; ANOVA Sig. = .007) showed similar results that respondents who consume more than 10 cups of specialty coffee ($\bar{x}$ = 4.67) are more interested in trying different coffee judged against those who only consume 1-2 cups ($\bar{x}$ = 4.15). Moving forward, the fourth attribute, which is "I prefer coffee with denomination of origin specialty coffee" (F = 3.823; ANOVA Sig. = .010) pointed out that respondents who consume more than 10 cups of specialty coffee ($\bar{x}$ = 4.43) put more attention into the origin of the coffee beans than those who only consume 1-2 cups ($\bar{x}$ = 3.98). Last but not least, the statement "It is worthwhile to pay a bit more for specialty coffee because you get better quality" (F = 7.994; ANOVA Sig. = .000) indicated all 3 groups, including respondents who consume 3-5 cups ($\bar{x}$ = 4.53), 6-10 cups ($\bar{x}$ = 4.63) and more than 10 cups of specialty coffee ($\bar{x}$ = 4.71) are more willing to spend a higher price for better quality coffee compared to respondents who only consume 1-2 cups a week ($\bar{x}$ = 4.24). To sum up, respondents who consume more specialty coffee in one week are more likely to give close and thoughtful attention to product quality.

4.4.6 Differences between average frequency to visit a specialty coffee shop per week

An attribute was found to have a significant difference in how often a respondent visits a specialty coffee shop per week. Findings from "I like to explore different varieties of coffee" (F = 3.733; ANOVA Sig. = .025) disclosed that respondents who visit a specialty coffee shop 4-6 times per week ($\bar{x}$ = 4.66) like to explore different types of coffee more than those who visit every day ($\bar{x}$ = 4.18).

4.4.7 Differences between respondents' most preferred specialty coffee choice

In terms of *respondents' most preferred specialty coffee choice* in regard to product quality, 4 attributes were found to have significant differences. Firstly, respondents who preferred americano ($\bar{x}$ = 4.75), latte ($\bar{x}$ = 4.74), and drip coffee ($\bar{x}$ = 4.79) have a higher agreement to the attribute "Specialty coffee has better flavor and aroma to me compared to commercial coffee" (F = 3.778; ANOVA Sig. = .001) compared to respondents who preferred espresso ($\bar{x}$ = 4.28); on the other hand, respondents who preferred drip coffee ($\bar{x}$ = 4.79) also have a higher agreement to the attribute judged against those who preferred espresso ($\bar{x}$ = 4.28) and cold brew ($\bar{x}$ = 4.31). Findings of the attribute "Specialty coffee offer me more diverse selection of coffee beans and brewing methods" (F = 2.650; ANOVA Sig. = .016) revealed that respondents who love drip coffee ($\bar{x}$ = 4.74) also agree more that specialty coffee offers a variety choice of coffee beans and brewing methods than those who prefer cold brew coffee ($\bar{x}$ = 4.19). Moreover, respondents who preferred drip coffee ($\bar{x}$ = 4.80) were also found to like to explore different varieties of coffee (F = 3.592; ANOVA Sig. = .002) over those who preferred americano ($\bar{x}$ = 4.36), latte ($\bar{x}$ = 4.10), and other coffee choices ($\bar{x}$ = 4.13). Lastly, the same results were found for the attribute "I prefer coffee with denomination of origin specialty coffee" (F = 3.592; ANOVA Sig. = .002) which is respondents who preferred drip coffee ($\bar{x}$ = 4.57) care more about coffee origin than those who preferred americano ($\bar{x}$ = 4.19), latte ($\bar{x}$ = 4.08), and other coffee choices ($\bar{x}$ = 3.88). To conclude, respondents who usually consume drip coffee are consumers who pay the most attention to coffee quality.

4.5 Connoisseurship

4.5.1 Descriptive Statistic & Reliability Test

Table 4.12 Connoisseurship

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
0.842	0.845	5

#	Attribute	Mean
1.	I am curious about where my coffee comes from (i.e. country of origin)	4.19
2.	I am able to differentiate the taste of different coffee flavors, acidity, and body	4.05
3.	I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	4.02
4.	I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	3.86
5.	I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	3.60
	Average Connoisseurship	3.9434

There are 5 attributes for *Connoisseurship*; the result shows Cronbach's alpha of '0.842'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I am curious about where my coffee comes from (i.e., country of origin)" ($\bar{x}$ = 4.19), followed by "I am able to differentiate the taste of different coffee flavors, acidity, and body" ($\bar{x}$ = 4.05), "I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc." ($\bar{x}$ = 4.04), "I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas" ($\bar{x}$ = 3.86), and lastly, "I belong to a community of coffee drinkers, I meet and become friend with people with the same area of interests" ($\bar{x}$ = 3.60). Hence, the average score of connoisseurship is 3.9434.

4.5.2 Differences among gender

Significant differences were found in 2 attributes among different genders for the level of connoisseurship. Firstly, the result from the attribute "I am curious about where my coffee comes from" (F = 4.895; ANOVA Sig. = .008) shows that males (x̄ = 4.71) have higher curiosity than females (x̄ = 4.03) regarding where the coffee they consume came from. As for "I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee-related books or talking to professional baristas" (F = 4.752; ANOVA Sig. = .009), it can be concluded that male (x̄ = 3.99) are more likely to gain more knowledge about coffee when they have the chance than females (x̄ = 3.68) do.

4.5.3 Differences between location

Regarding location, significant differences are shown in all attributes of connoisseurship. Starting from "I am curious about where my coffee comes from" (F = 5.399; ANOVA Sig. = .005), findings suggest that respondents who consume specialty coffee both at home and from the coffee shop (x̄ = 4.27) care more about the origin of the coffee more than respondents who only consume specialty coffee at the coffee shop (x̄ = 3.89). Next, "I am able to differentiate the taste of different coffee flavors, acidity, and body" (F = 4.349; ANOVA Sig. = .014), resulting in respondents who consume specialty coffee both at home and from the coffee shop (x̄ = 4.12) are better at differentiating coffee flavor than those who only consume specialty coffee at the coffee shop (x̄ = 3.84). Following, the attribute "I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc." (F = 4.014; ANOVA Sig. = .019) advise that respondents who consume specialty coffee both at home and from the coffee shop (x̄ = 4.10) concern more about all components in making the cup of specialty coffee they consume compared to those who only consume specialty coffee at the coffee shop (x̄ = 3.74). Upcoming, findings of the attribute "I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas" (F = 5.933; ANOVA Sig. = .003) imply that respondents who consume specialty coffee both at home and from the coffee shop (x̄ = 3.96) are more knowledgeable about coffee and will try to master their skills when they have the change compared to respondents who

only consume specialty coffee at the coffee shop ($\bar{x}$ = 3.48). Lastly, findings from "I belong to a community of coffee drinkers, I meet and become friend with people with the same area of interests" showed that respondents who consume specialty coffee both at home and from the coffee shop ($\bar{x}$ = 3.74) are more into the coffee community and enjoy sharing coffee experiences with other coffee lovers when compared to respondents who only consume specialty coffee at the coffee shop ($\bar{x}$ = 3.19).

4.5.4 Differences between average specialty coffee consumption per week

From the analysis, findings show significant differences in all attributes of connoisseurship. First of all, respondents who consume more than 10 cups of specialty coffee in a week ($\bar{x}$ = 4.55) are more curious about the origin of the coffee they consume (F = 4.014; ANOVA Sig. = .019), judged against both respondents who consume 1-2 cups ($\bar{x}$ = 3.95) and 3-5 cups ($\bar{x}$ = 4.11). Secondly, results also show that respondents who consume more than 10 cups of specialty coffee in a week ($\bar{x}$ = 4.42) are better at differentiating the taste of different coffee flavors, acidity, and body (F = 6.040; ANOVA Sig. = .000), compared to those who consume 1-2 cups ($\bar{x}$ = 3.82) and 3-5 cups ($\bar{x}$ = 4.99). Thirdly, findings from the attribute "I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc." (F = 8.029; ANOVA Sig. = .000) revealed that respondents who consume more than 10 cups of specialty coffee in a week ($\bar{x}$ = 4.46) have a higher agreement to the statement than all other groups including those who consume 1-2 cups ($\bar{x}$ = 3.70), 3-5 cups ($\bar{x}$ = 4.04), and 6-10 cups ($\bar{x}$ = 3.98). Next, the attribute "I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas" (F = 14.452; ANOVA Sig. = .000) disclosed a similar result that respondents who consume more than 10 cups of specialty coffee in a week ($\bar{x}$ = 4.59) are more knowledgeable about coffee than all other respondents who consume 1-2 cups ($\bar{x}$ = 3.60), 3-5 cups ($\bar{x}$ = 3.61), and 6-10 cups ($\bar{x}$ = 3.89). The last attribute - I belong to community of coffee drinkers, I meet and become friend with people with same area of interests (F = 7.808; ANOVA Sig. = .000) also supported above findings that respondents who consume more than 10 cups of specialty coffee in a week ($\bar{x}$ = 4.19) enjoy being in the coffee community and would like to

increase their skills and knowledge about coffee more than those who consume 1-2 cups ($\bar{x}$ = 3.26), 3-5 cups ($\bar{x}$ = 3.49), and 6-10 cups ($\bar{x}$ = 3.66). To summarize, it is clearly shown that respondents who consume more coffee have a higher level of knowledge about coffee; they are more than just a consumer, but coffee connoisseurs.

4.5.5 Differences between average frequency to visit specialty coffee shop per week

Results from the attribute "I belong to a community of coffee drinkers, I meet and become friends with people with the same area of interests" showed that respondents who visit a specialty coffee shop daily (x = 4.07) agree with the statement mentioned more than those who visit 1-3 times a week (x = 3.48).

4.5.6 Differences between respondents' most preferred specialty coffee choice

In terms of connoisseurship concerning coffee choices, all attributes are found to have significant differences among groups. First of all, from the attribute "I am curious about where my coffee comes from (i.e., country of origin)" (F = 5.007; ANOVA Sig. = .000), results showed that respondents who preferred drip coffee ($\bar{x}$ = 4.68) care more about the coffee origin than those who preferred americano ($\bar{x}$ = 4.15), cappuccino ($\bar{x}$ = 3.68), latte ($\bar{x}$ = 4.07), and other types of coffee ($\bar{x}$ = 3.83). Secondly, another attribute, "I am able to differentiate the taste of different coffee flavors, acidity, and body" (F = 5.134; ANOVA Sig. = .000), outcomes revealed that respondents who preferred americano ($\bar{x}$ = 4.04), espresso ($\bar{x}$ = 4.39), and drip coffee ($\bar{x}$ = 4.37) are better at differentiating coffee flavor than those who prefer cappuccino ($\bar{x}$ = 3.41). Next, findings from "I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc." (F = 8.200; ANOVA Sig. = .000) indicated that respondents who preferred drip coffee ($\bar{x}$ = 4.60) have a higher agreement to the statement compared to those who preferred americano ($\bar{x}$ = 3.96), cappuccino ($\bar{x}$ = 3.73), latte ($\bar{x}$ = 3.85), cold brew ($\bar{x}$ = 3.63), and other types of coffee ($\bar{x}$ = 3.42). The fourth attribute which is I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas (F = 9.231; ANOVA Sig. = .000) also supported similar outcomes

that respondents who preferred drip coffee ($\bar{x}$ = 4.60) would like to gain more coffee knowledge than those who preferred americano ($\bar{x}$ = 3.80), cappuccino ($\bar{x}$ = 3.18), latte ($\bar{x}$ = 3.72), cold brew ($\bar{x}$ = 3.06), and other types of coffee ($\bar{x}$ = 3.46). Lastly, findings also pointed out that respondents who preferred drip coffee ($\bar{x}$ = 4.18) are more enjoyable with their coffee community (F = 6.088; ANOVA Sig. = .000) compared to those who preferred americano ($\bar{x}$ = 3.57), cappuccino ($\bar{x}$ = 3.41), latte ($\bar{x}$ = 3.42), cold brew ($\bar{x}$ = 2.69), and other types of coffee ($\bar{x}$ = 3.04).

4.6 Self Gifting

4.6.1 Descriptive Statistic & Reliability Test

Table 4.13 Self Gifting

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
0.932	0.932	6

#	Attribute	Mean
1.	I consume specialty coffee to reward myself for accomplishments. *Self-gifting/Reward*	3.59
2.	I consume specialty coffee for mood repair when I get sudden bad news. *Self-gifting /Personal disappointment*	2.95
3.	I consume specialty coffee as a gift for myself to make a special occasion more memorable. *Self-gifting /Celebratory*	3.28
4.	I consume specialty coffee as a gift for myself which inspires me to work harder. *Self-gifting / Therapeutic motivation*	3.41
5.	When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. *Self-gifting / Negative mood reduction*	3.13
6.	When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. *Self-gifting / Positive mood reinforcement*	3.68

Average Self Gifting	3.3407

There are 6 attributes for *Self Gifting*; the result shows Cronbach's alpha of '0.932'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood" ($\bar{x}$ = 3.68), followed by "I consume specialty coffee to reward myself for accomplishments" ($\bar{x}$ = 3.59), "I consume specialty coffee as a gift for myself which inspires me to work harder" ($\bar{x}$ = 3.41), "I consume specialty coffee as a gift for myself to make a special occasion more memorable" ($\bar{x}$ = 3.28), "When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up" ($\bar{x}$ = 3.13), and lastly, "I consume specialty coffee for mood repair when I get sudden bad news" ($\bar{x}$ = 2.95). Hence, the average score of product quality is 3.3407.

4.6.2 Differences among gender

With regard to different genders, significant differences were found in all 6 attributes. First of all, "I consume specialty coffee to reward myself for accomplishments - *Self-gifting/Reward"* (F = 7.519; ANOVA Sig. = .001) support that females ($\bar{x}$ = 3.82) honor themselves with a good cup of specialty coffee when they achieve goals set for themselves more often than males ($\bar{x}$ = 3.34). Second, "I consume specialty coffee for mood repair when I get sudden bad news - *Self-gifting /Personal disappointment"* (F = 11.617; ANOVA Sig. = .000) reinforce that male ($\bar{x}$ = 2.61) are less likely to console themselves with specialty coffee compared to females ($\bar{x}$ = 3.26) and alternatives ($\bar{x}$ = 3.57). Third, result from "I consume specialty coffee as a gift for myself to make a special occasion more memorable - *Self-gifting /Celebratory"* (F = 6.617; ANOVA Sig. = .001) indicate that females ($\bar{x}$ = 3.52) spend more on specialty coffee to celebrate special occasions than male ($\bar{x}$ = 3.02) do. In terms of *Self-gifting as therapeutic motivation,* "I consume specialty coffee as a gift for myself which inspires me to work harder" (F = 9.914; ANOVA Sig. = .000) reveal that male ($\bar{x}$ = 3.10) do not see specialty coffee as working motives as much as females ($\bar{x}$ = 3.57) do. Concerning

Self-gifting as negative mood reduction, the result from "When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up" (F = 17.539; ANOVA Sig. = .000) show that a cup of good specialty coffee could reduce bad moods for average females (x̄ = 3.57), but not as effective as for average male (x̄ = 2.71). Lastly, "When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood - *Self-gifting / Positive mood reinforcement"* (F = 11.742; ANOVA Sig. = .000) point out that a cup of good specialty coffee helps average females (x̄ = 4.00) to stay happy compared to average male (x̄ = 3.37). Overall, the results conclude that females tend to see a good cup of specialty coffee as both positive reinforcement and consolation prize for oneself more than male do.

4.6.3 Differences among age group

By looking at different age groups, significant differences are also shown in 2 attributes which are *self-gifting as therapeutic motivation* (F = 3.247; ANOVA Sig. = .022) *and negative mood reduction* (F = 3.237; ANOVA Sig. = .022). For self-gifting as therapeutic motivation, findings show that respondents aged 18-25 years old (x̄ = 3.87) agreed to purchase specialty coffee as an inspiration for them to to work harder than respondents aged 36-50 years old (x̄ = 3.23). Whereas findings for self-gifting as negative mood reduction point out that respondents aged 18-25 years old (x̄ = 3.63) are more probable to buy a cup of good specialty coffee as a present to cheer themselves up compared to respondents aged 26-35 years old (x̄ = 3.02). To conclude, respondents aged 18-25 years consume specialty coffee as positive reinforcement and to reduce negativities the most among different age groups.

4.6.4 Differences among monthly income

In terms of monthly income, findings support significant differences in 5 attributes. Firstly, results from *Self-gifting as Reward* (F = 4.671; ANOVA Sig. = .003) reveal that respondents with monthly income of THB10,001-THB30,000 (x̄ = 3.88) consume specialty coffee to reward themselves for accomplishments more than respondents with monthly income of THB30,001-THB50,000 (x̄ = 3.43) and more than THB 50,001 (x̄ = 3.34). Next, results from *Self-gifting as Celebratory* (F = 4.279;

ANOVA Sig. = .005) signify that respondents who earn THB10,001-THB30,000 ($\bar{x}$ = 3.56) consume specialty coffee as a gift for themselves to make a special occasion more memorable than those who earn THB30,001-THB50,000 ($\bar{x}$ = 3.04). Following, results from *Self-gifting as Therapeutic motivation* (F = 3.896; ANOVA Sig. = .009) identify that respondents with earnings per month of THB10,001 - THB30,000 ($\bar{x}$ = 3.71) consume specialty coffee as a gift for themselves to inspire them to work harder more than both respondents with earnings per month of THB30,001 - THB50,000 ($\bar{x}$ = 3.24) and more than THB50,001($\bar{x}$ = 3.18). Subsequently, results from *Self-gifting as Negative mood reduction* (F = 2.900; ANOVA Sig. = .035) signify that respondents who earn THB10,001-THB30,000 ($\bar{x}$ = 3.39) choose to consume specialty coffee when their self-esteem has is low as a present to cheer themselves up more than respondents who earn THB50,001 or more ($\bar{x}$ = 2.88). Last but not least, results from *Self-gifting as Positive mood reinforcement* (F = 6.195; ANOVA Sig. = .000) touch on that respondents with a monthly salary of THB10,001 - THB30,000 ($\bar{x}$ = 4.01) tend to purchase a cup of good specialty coffee to maintain positive mood more than respondents with a monthly salary of THB30,001 - THB50,000 ($\bar{x}$ = 3.54) and more than THB50,001 ($\bar{x}$ = 3.35). To summarize, respondents with monthly income of THB10,001-THB30,000 are the group that consume specialty coffee to incentivize themselves and to reduce negativities the most among different monthly income.

4.7 Willingness to pay

4.7.1 Descriptive Statistic & Reliability Test

Table 4.14 Willingness to pay

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.750	0.804	6

#	Attribute	Mean
1.	I am willing to pay more for specialty coffees	4.39

Table 4.13 Willingness to pay (Cont.)

#	Attribute	Mean
2.	I am willing to pay more for my prefer specialty coffee brand	4.38
3.	I am willing to pay more for my prefer sensor characteristics	4.55
4.	I am willing to pay more for higher bean quality	4.44
5.	I am willing to pay more because the consumption of specialty coffee help me gain social approval	2.70
6.	I prefer to consume specialty coffee even if other type of coffee cost me a lower price	4.02
	Average Willingness to pay	4.0816

There are 6 attributes for *Willingness to pay*; the result shows Cronbach's alpha of '0.750'. Scales of 1-5 were used to determine respondents' level of agreement, where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I am willing to pay more for my prefer sensor characteristics" ($\bar{x}$ = 4.55), followed by "I am willing to pay more for higher bean quality" ($\bar{x}$ = 4.44), "I am willing to pay more for specialty coffees" ($\bar{x}$ = 4.39), "I am willing to pay more for my prefer specialty coffee brand" ($\bar{x}$ = 4.38), "I prefer to consume specialty coffee even if other type of coffee cost me a lower price" ($\bar{x}$ = 4.02), and lastly, "I am willing to pay more because the consumption of specialty coffee help me gain social approval" ($\bar{x}$ = 2.70). Hence, the average score of willingness to pay is 4.0816.

4.7.2 Differences among gender

Findings show a significant difference in 2 attributes concerning the willingness to pay for the specialty coffee between males and females. The result from "I am willing to pay more for I prefer specialty coffee brand" (F = 3.574; ANOVA Sig.

= .029) identifies that females ($\bar{x}$ = 4.50) are more willing to pay a higher price for their preferred specialty coffee brand than male ($\bar{x}$ = 4.27). Moreover, the outcome of "I prefer to consume specialty coffee even if other type of coffee cost me a lower price" (F = 7.212; ANOVA Sig. = .001) also indicate that females ($\bar{x}$ = 2.97) are more likely to stand firm to specialty coffee consumption than male ($\bar{x}$ = 2.50) and alternative ($\bar{x}$ = 1.86) although they have to pay a higher price for it. Therefore, it could be concluded that females have the highest willingness to pay among all.

4.7.3 Differences between location

According to the analysis, there is a significant difference in 2 attributes of willingness to pay for respondents who are coffee brewers themselves at home, those who are purely customers at the coffee shop, and those who are both. Results of "I am willing to pay more for specialty coffees" (F = 3.930; ANOVA Sig. = .020) showed that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.45) are more willing to spend for specialty coffee than respondents who only consume at the coffee shop ($\bar{x}$ = 4.23). The other attribute, "I prefer to consume specialty coffee even if other type of coffee cost me a lower price" (F = 4.532; ANOVA Sig. = .027) indicate that respondents who consume specialty coffee only at home ($\bar{x}$ = 3.00) are less likely to choose specialty coffee if there are other choices that are cheaper compared to respondents who consume only at the coffee shop ($\bar{x}$ = 3.95) and those who consume both at home and the coffee shop ($\bar{x}$ = 4.07).

4.7.4 Differences between companion

The significant difference is also shown when the respondent visits the coffee shop alone or with a different group. For the willingness to pay, there is a significant difference in "I am willing to pay more for my preferred sensor characteristics" (F=3.938; ANOVA Sig.=.004). Findings indicate that respondents who enjoy coffee alone ($\bar{x}$ = 4.68) are more willing to spend for their preferred coffee choice compared to respondents who go to the coffee shop with their family ($\bar{x}$ = 4.39)

4.7.5 Differences between average specialty coffee consumption per week

Significant differences are found in all attributes. First of all, respondents who consume 6-10 cups ($\bar{x}$ = 4.49) and more than 10 cups ($\bar{x}$ = 4.57) of specialty coffee a week are more willing to pay for specialty coffee (F = 4.816; ANOVA Sig. = .003) than those who consume 1-2 cups a week ($\bar{x}$ = 4.15). Then, findings from the statement "I am willing to pay more for my prefer specialty coffee brand" (F = 2.754; ANOVA Sig. = .042) also supported that respondents who consume 6-10 cups ($\bar{x}$ = 4.52) have a higher willingness to pay for their preferred brand of specialty coffee compared to those who consume 1-2 cups a week ($\bar{x}$ = 4.19). The third attribute "I am willing to pay more for my prefer sensor characteristics" (F = 6.390; ANOVA Sig. = .000) gave the result that those who consume 1-2 cups a week ($\bar{x}$ = 4.30) are the only group that have significant differences to respondents who consume 3-5 cups ($\bar{x}$ = 4.58), 6-10 cups ($\bar{x}$ = 4.63), and more than 10 cups ($\bar{x}$ = 4.72). Next, respondents who consume 6-10 cups ($\bar{x}$ = 4.53) and more than 10 cups ($\bar{x}$ = 4.59) of specialty coffee a week were found to be more willing to spend more for higher bean quality (F = 3.912; ANOVA Sig. = .009) than those who consume 1-2 cups a week ($\bar{x}$ = 4.24). Findings from the fifth attribute - I am willing to pay more because the consumption of specialty coffee helps me gain social approval (F = 3.736; ANOVA Sig. = .011) revealed that respondents who consume 3-5 cups a week ($\bar{x}$ = 2.94) have a higher willingness to pay to get social approval more than respondents who consume more than 10 cups of coffee ($\bar{x}$ = 2.26). Lastly, results showed that respondents who consume more than 10 cups of coffee ($\bar{x}$ = 4.38) have a higher possibility of choosing specialty coffee even if they could pay lower for other types of coffee (F = 5.373; ANOVA Sig. = .001) compared to those who consume 1-2 cups a week ($\bar{x}$ = 3.73). To summarize, consumers who drink less coffee tend to have a lower willingness to pay than those who drink more. However, they would be more willing to pay in order to gain more social approval.

4.7.6 Differences between respondents' most preferred specialty coffee choice

Among all, an attribute was found to have a significant difference which is "I prefer to consume specialty coffee even if other types of coffee cost me a lower price"

(F = 3.595; ANOVA Sig. = .002). The results showed that respondents who favored drip coffee (x = 4.28) were more prepared to pay than those who preferred cappuccino (x = 3.45).

4.8 Perceived Utilitarian Value

4.8.1 Descriptive Statistic & Reliability Test

Table 4.15 Perceived Utilitarian Value

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
0.626	0.652	5

#	Attribute	Mean
1.	I care a lot about the flavor of the specialty coffee that I purchase	4.52
2.	I care a lot about the amount of caffeine in the specialty coffee that I purchase	3.26
3.	I can't function without coffee in the morning	3.42
4.	I think price of specialty coffee fits the benefits I got	3.86
5.	I prefer specialty coffee because it is high quality	4.08
	Average Perceived Utilitarian Value	3.8314

There are 5 attributes for *Perceived Utilitarian Value*; the result shows Cronbach's alpha of '0.626'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I care a lot about the flavor of the specialty coffee that I purchase " ($\bar{x}$ = 4.52), followed by "I prefer specialty coffee because it is a high quality" ($\bar{x}$ = 4.08), "I think the price of specialty coffee fits the

benefits I got " ($\bar{x}$ = 3.86), "I can't function without coffee in the morning" ($\bar{x}$ = 3.42). Lastly, "I care a lot about the amount of caffeine in the specialty coffee that I purchase" ($\bar{x}$ = 3.26). Hence, the average score of perceived utilitarian value is 3.8314.

4.8.2 Differences among gender

An attribute was found to have a significant difference between male and female which is how much they care about the amount of caffeine in the specialty coffee that they purchase (F = 8.496; ANOVA Sig. = .000). Results confirm that females ($\bar{x}$ = 3.56) put more focus on the amount of caffeine in the specialty coffee that they purchase than male ($\bar{x}$ = 3.01).

4.8.3 Differences between location

In the matter of location, a significant difference was found in an attribute - I care a lot about the flavor of the specialty coffee that I purchase (F = 4.755; ANOVA Sig. = .009). Findings support that respondents who consume specialty coffee both at home and at coffee shop ($\bar{x}$ = 4.58) care more about the flavor of the specialty coffee than respondents who only consume specialty coffee at the coffee shop ($\bar{x}$ = 4.31).

4.8.4 Differences between average specialty coffee consumption per week

First, there is a difference in the amount of concern for coffee flavor among respondents who drink 1-2 cups of speciality coffee per week (x = 4.22), 3-5 cups (x = 4.56), 6–10 cups (x = 4.56), and more than 10 cups (x = 4.78) (F = 9.159; ANOVA Sig. =.000). Contrarily, respondents who drink 3-5 cups of specialty coffee per week (x = 3.60) were discovered to be more concerned about the amount of caffeine than those who drink 6–10 cups (x = 3.08) and more (x = 2.72), while those who drink more than 10 cups per week (x = 2.72) were discovered to be less concerned than those who drink 1-2 cups ($\bar{x}$ = 3.44) and 3-5 cups ($\bar{x}$ = 3.60).

4.8.5 Differences between respondents most preferred specialty coffee choice

Two attributes were shown to have a significant difference in perceived

utilitarian value. The attribute "I care a lot about the flavor of the specialty coffee that I purchase" (F = 4.027; ANOVA Sig. =.001) was where the first significant difference was discovered. Respondents who preferred drip coffee (x = 4.78) had higher agreement with the statement than those who preferred americano (x = 4.47), cappuccino (x = 4.23), and cold brew (x = 4.13). Contrarily, those who preferred drip coffee (x = 2.93) agreed less than those who chose americano (x = 3.63) and latte (x = 3.64) that they couldn't operate without coffee in the morning (F = 2.776; ANOVA Sig. =.012).

4.9 Perceived Hedonic Value

4.9.1 Descriptive Statistic & Reliability Test

Table 4.16 Perceived Hedonic Value

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
0.863	0.872	5

#	Attribute	Mean
1.	I am passionate about coffee	4.38
2.	Specialty coffee gives me pleasure	4.30
3.	I had a good time when I got to enjoy specialty coffee	4.43
4.	Coffee drinking is a lifestyle	4.12
5.	I continue to purchase specialty coffee, not because I had to, but because I want to	4.46
	Average Perceived Hedonic Value	4.3373

Perceived Hedonic Value has 5 qualities, and the result indicates a Cronbach's alpha of 0.863. The amount of agreement among respondents was gauged

using a scale of 1 to 5, where 1 denoted strongly disagree and 5 denoted strongly agree. According to the results, "I continue to buy specialty coffee, not because I have to, but because I want to" (x = 4.46) has the highest mean score, followed by "I had a good time when I got to enjoy specialty coffee" (x = 4.43), "I am passionate about coffee" (x = 4.38) and "Specialty coffee makes me happy" (x = 4.31). The last statement is "Coffee consumption is a lifestyle" (x = 4.12). Hence, the average score of perceived hedonic value is 4.3373.

4.9.2 Differences among gender

According to Anova analysis for Gender, the only attribute with a significant difference between gender is "Coffee drinking is a lifestyle" with F = 3.464; ANOVA Sig. = .032. By looking into the findings, there is no significant difference between males ($\bar{x}$ = 3.97) and alternatives ($\bar{x}$ = 4.36) but a significant difference with females ($\bar{x}$ = 4.26). To sum up, female respondents believe coffee drinking is a lifestyle more than male do.

4.9.3 Differences among age group

By looking into different age groups, a significant difference is found in "I continue to purchase specialty coffee, not because I had to, but because I want to" (F = 3.269; ANOVA Sig. = .021). Results show a significant difference between respondents aged 36–50 years and respondents aged 51–plus years, with respondents aged 36–50 years wanting to continue buying specialty coffee the most (x = 4.64) and respondents aged 51–plus years wanting to continue wanting to buy specialty coffee the least (x = 4.07).

4.9.4 Differences among monthly income

In terms of monthly income, a significant difference is shown in "I had a good time when I got to enjoy specialty coffee" (F = 3.378; ANOVA Sig. = .018). Outcomes point out that respondents who earn THB10,001 - THB30,000 per month enjoy ($\bar{x}$ = 4.59) the time when they are consuming specialty coffee more compared to respondents who make THB30,001 - THB50,000 per month ($\bar{x}$ = 4.32).

4.9.5 Differences between location

Concerning location, a total of 3 attributes were found to have significant differences. Firstly, findings showed that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.46) are more passionate about coffee than those who only consume it in the coffee shop ($\bar{x}$ = 4.11) (F = 6.956; ANOVA Sig. = .001). Another attribute which is "Specialty coffee gives me pleasure" also indicates that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.37) have a higher agreement that specialty coffee gives them pleasure compared to those who only consume in the coffee shop ($\bar{x}$ = 4.08). Last but not least, the attribute "I continue to purchase specialty coffee, not because I had to, but because I want to" (F = 3.822; ANOVA Sig. = .023) supports that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.51) want to continue to purchase specialty coffee more than respondents who consume specialty coffee at the coffee shop only ($\bar{x}$ = 4.25). To sum up, because consumers who also consume specialty coffee at home are coffee brewers themselves, they tend to value specialty coffee more than those who are only customers at the coffee shop.

4.9.6 Differences between average specialty coffee consumption per week

From the findings, all 5 attributes of perceived hedonic value showed significant difference between different amounts of specialty coffee consumption in a week. First, respondents who consume 6-10 cups ($\bar{x}$ = 4.55) and more than 10 cups of specialty coffee a week ($\bar{x}$ = 4.70) were found to be more passionate (F = 9.214; ANOVA Sig. = .000) than those who consume 1-2 cups ($\bar{x}$ = 4.11) and 3-5 cups ($\bar{x}$ = 4.24). Secondly, respondents who consume more than 10 cups of specialty coffee a week ($\bar{x}$ = 4.61) were found to receive higher pleasure (F = 8.698; ANOVA Sig. = .000) than those who consume 1-2 cups ($\bar{x}$ = 3.98) and 3-5 cups ($\bar{x}$ = 4.23) while respondent who consume 6-10 cups of specialty coffee a week ($\bar{x}$ = 4.46) were also found to receive higher pleasure than those who consume 1-2 cups ($\bar{x}$ = 3.98). Third, those who consume 1-2 cups of specialty coffee a week ($\bar{x}$ = 4.20) were found to agree less to the statement "I had a good time when I got to enjoy specialty coffee" (F = 5.936; ANOVA Sig. = .001) than those who consume 6-10 cups ($\bar{x}$ = 4.57) and more than 10 cups of specialty coffee

($\bar{x}$ = 4.67). The fourth attribute revealed that respondents who consume more than 10 cups of specialty coffee a week ($\bar{x}$ = 4.41) think coffee drinking is a lifestyle (F = 3.311; ANOVA Sig. = .020) more than those who consume 1-2 cups ($\bar{x}$ = 3.86) does. The last attribute "I continue to purchase specialty coffee, not because I had to, but because I want to" gave the similar outcome that those who consume 6-10 cups ($\bar{x}$ = 4.58) and more than 10 cups of specialty coffee ($\bar{x}$ = 4.71) have higher possibility to continue buying specialty coffee (F = 7.661; ANOVA Sig. = .000) compared to those who only consume 1-2 cups ($\bar{x}$ = 4.18).

4.9.7 Differences between respondents' most preferred specialty coffee choice

Among all, 4 attributes were found to have significant differences between groups. First of all, respondents who chose drip coffee ($\bar{x}$ = 4.67) as their first choice are more passionate about coffee (F = 3.126; ANOVA Sig. = .005) than those who chose others ($\bar{x}$ = 4.00) or do not have one special preference. Second, respondents who preferred drip coffee ($\bar{x}$ = 4.55) also agreed more than those who preferred cold brew ($\bar{x}$ = 3.75) that specialty coffee gives them pleasure (F = 3.140; ANOVA Sig. = .005). For the attribute "I had a good time when I got to enjoy specialty coffee" (F = 2.942; ANOVA Sig. = .008), findings revealed that respondents who preferred cold brew ($\bar{x}$ = 3.75) agreed less than those who preferred americano ($\bar{x}$ = 4.43), latte ($\bar{x}$ = 4.44), and drip coffee ($\bar{x}$ = 4.60). Lastly, findings also support that respondents who chose drip coffee ($\bar{x}$ = 4.67) are more likely to continue purchasing specialty coffee (F = 2.753; ANOVA Sig. = .012) than those who do not have specific coffee choice ($\bar{x}$ = 4.04).

4.10 Attitudinal Loyalty

4.10.1 Descriptive Statistic & Reliability Test

Table 4.17 Attitudinal Loyalty

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.856	0.861	5

#	Attribute	Mean
1.	I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc.	3.54
2.	I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc.	4.00
3.	I am willing to pay more than any other coffee to consume specialty coffee	4.19
4.	I am committed to specialty coffee despite many other coffee choice	3.96
5.	I am proud to become specialty coffee consumer	3.72
	Average Attitudinal Loyalty	3.8819

There are 5 attributes for *Attitudinal Loyalty*; the result shows Cronbach's alpha of '0.856'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I am willing to pay more than any other coffee to consume specialty coffee" ($\bar{x}$ = 4.19), followed by "I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc." ($\bar{x}$ = 4.00), "I am committed to specialty coffee despite many other coffee choice" ($\bar{x}$ = 3.96), "I am proud to become specialty coffee consumer" ($\bar{x}$ = 3.72), and lastly, "I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc." ($\bar{x}$ = 3.54). Hence, the average score of attitudinal loyalty is 3.8819.

4.10.2 Differences among companion

There is a significant difference in level of attitudinal loyalty among different groups of people the respondent usually enjoys their coffee with. This attribute "I am willing to pay more than any other coffee to consume specialty coffee" (F=2.714; ANOVA Sig.=.030) highlight that respondents who visit the coffee shop with friends ($\bar{x}$ = 4.45) have a higher willingness to pay for specialty coffee compared to respondents

who visit with their family (x̄ = 3.94).

4.10.3 Differences between average specialty coffee consumption per week

Regarding the amount of speicalty coffee consumption in a week, all attributes were found to have significant differents among different groups. First of all, findings from "I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc." (F=3.055; ANOVA Sig.=.028) showed that respondents who consume 6-10 cups of specialty coffee a week (x̄ = 3.69) have the highest agreement to the statement mentioned and have significant diffence with respondents who consume 1-2 cups of specailty coffee a week (x̄ = 3.19). Secondly, the statement "I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc" (F=9.341; ANOVA Sig.=.000) also supported similar result that both respondents who consume 6-10 cups (x̄ = 4.16) and more than 10 cups of specialty coffee a week (x̄ = 4.41) agree to it more than those who consume 1-2 cups a week (x̄ = 3.57). The third attribute - I am willing to pay more than any other coffee to consume specialty coffee" (F=6.577; ANOVA Sig.=.000) revealed that respondents who consume 6-10 cups (x̄ = 4.32) and more than 10 cups of specialty coffee a week (x̄ = 4.48) were found to be more willing to pay higher for specialty coffee than those who consume 1-2 cups of specailty coffee a week (x̄ = 3.90); while respondents who consume more than 10 cups of specialty coffee a week (x̄ = 4.48) were found to be more willing to pay higher for specialty coffee than both those who consume 1-2 cups (x̄ = 3.90) and 3-5 cups of specailty coffee a week (x̄ = 4.11). Moveover, results from "I am committed to specialty coffee despite many other coffee choice" (F=7.344; ANOVA Sig.=.000) disclosed that espondents who consume 6-10 cups (x̄ = 4.12) and more than 10 cups of specialty coffee a week (x̄ = 4.29) were found to be more committed to specialty coffee than those who consume 1-2 cups of specailty coffee a week (x̄ = 3.57). Lastly, findings pointed out that respondents who consume 6-10 cups (x̄ = 3.88) are more proud to have become specialty coffee consumer (F=3.070; ANOVA Sig.=.028) compared to those who consume 1-2 cups of specialty coffee a week (x̄ = 3.40). To sum up, respondents with higher average consumption tend to have higher attitudinal loyalty than those who consume less.

4.11 Behavioral Loyalty

4.11.1 Descriptive Statistic & Reliability Test

Table 4.18 Behavioral Loyalty

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.855	0.860	5

#	Attribute	Mean
1.	I will consume specialty coffee in the future	4.43
2.	I wish to continue purchasing over specialty coffee	4.39
3.	I will fulfill the desire for the next purchase	4.21
4.	I will consider specialty coffee as first choice to consume caffeinated drink	4.13
5.	I will recommend specialty coffee to my friends	4.30
	Average Behavioral Loyalty	4.2929

There are 5 attributes for *Behavioral Loyalty*; the result shows Cronbach's alpha of '0.855'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I will consume specialty coffee in the future" ($\bar{x}$ = 4.43), followed by "I wish to continue purchasing over specialty coffee" ($\bar{x}$ = 4.39), "I will recommend specialty coffee to my friends" ($\bar{x}$ = 4.30), "I will fulfill the desire for the next purchase" ($\bar{x}$ = 4.21), and lastly, "I will consider specialty coffee as

first choice to consume caffeinated drink" ($\bar{x}$ = 4.13). Hence, the average score of attitudinal loyalty is 4.2929.

4.11.2 Differences between location

Two attributes were found to have a significant difference in regards to behavioral loyalty. The first attribute is "I wish to continue purchasing specialty coffee" (F = 3.823; ANOVA Sig. = .023) in which findings point out that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.45) would like to continue buying specialty coffee than those who only consume at the coffee shop ($\bar{x}$ = 4.18). Another attribute is "I will fulfill the desire for the next purchase" (F = 3.358; ANOVA Sig. = .036) also reinforce that respondents who consume specialty coffee both at home and the coffee shop ($\bar{x}$ = 4.28) are more likely to repeat purchase compared to those who only consume at the coffee shop ($\bar{x}$ = 3.99).

4.11.3 Differences between average specialty coffee consumption per week

Regarding amount of specialty coffee consume a week, all attributes were found to have significant differences. First, findings showed that respondents who consume 6-10 cups ($\bar{x}$ = 4.53) and more than 10 cups of coffee a week ($\bar{x}$ = 4.61) are more likely to continue with specialty coffee consumption in the future (F = 4.156; ANOVA Sig. = .006) when compared to those who only consume 1-2 cups of specialty coffee a week ($\bar{x}$ = 4.23). On the other hand, results from the attribute "I wish to continue purchasing over specialty coffee" (F = 10.325; ANOVA Sig. = .000) also supported that respondents who only consume 1-2 cups of specialty coffee a week ($\bar{x}$ = 4.07) have less possibility to continue purchasing specialty coffee when comparing to all other groups including those who consume 3-5 cups ($\bar{x}$ = 4.36), 6-10 cups ($\bar{x}$ = 4.46), and more than 10 cups of specialty coffee a week ($\bar{x}$ = 4.75). Moreover, the attribute "I will fulfill the desire for the next purchase" (F = 9.483; ANOVA Sig. = .000) and "I will consider specialty coffee as first choice to consume caffeinated drink" (F = 8.353; ANOVA Sig. = .000) also disclosed same result that respondents who only consume 1-2 cups of specialty coffee a week ($\bar{x}$ = 3.84) have less likely to fulfill their next specialty coffee consumption judged against those who consume 3-5 cups ($\bar{x}$ = 4.17), 6-10 cups ($\bar{x}$ =

4.38), and more than 10 cups of specialty coffee a week (x̄ = 4.52); consequently, respondents who only consume 1-2 cups of specialty coffee a week (x̄ = 3.69) also have less chance to choose specialty coffee as their first choice of caffeinated drink judged against those who consume 3-5 cups (x̄ = 4.14), 6-10 cups (x̄ = 4.29), and more than 10 cups of specialty coffee a week (x̄ = 4.43). Lastly, findings indicated that respondents who consume more than 10 cups of specialty coffee a week (x̄ = 4.65) tend to have higher chance to recommend specialty coffee to their friends (F = 8.812; ANOVA Sig. = .000) compared to respondents who only consume 1-2 cups (x̄ = 3.99) and 3-5 cups of specialty coffee a week (x̄ = 4.22); while respondents who only consume 1-2 cups (x̄ = 3.99) were found to have less tendency than respondents who only consume 6-10 cups (x̄ = 4.42) and more than 10 cups of specialty coffee a week (x̄ = 4.65). Overall, outcomes for behavioral loyalty are similar to attitudinal loyalty in that respondents with higher average consumption tend to have higher attitudinal loyalty than those who consume less.

4.11.4 Differences between respondents' most preferred specialty coffee choice

From the findings, respondents who preferred drip coffee (x̄ = 4.65) are found to have a higher chance to continue purchasing over specialty coffee (F = 3.324; ANOVA Sig. = .003) than respondents who chose americano (x̄ = 4.29) and espresso (x̄ = 4.00) as their preferred coffee choice.

4.12 Regression Analysis

In this study, regression analysis was run to test the relationship between independent variables and dependent variables. There are a total of 5 models developed from the conceptual framework which each will be further elaborate as below.

4.12.1 Model 1: Influence on 'Customer Satisfaction'
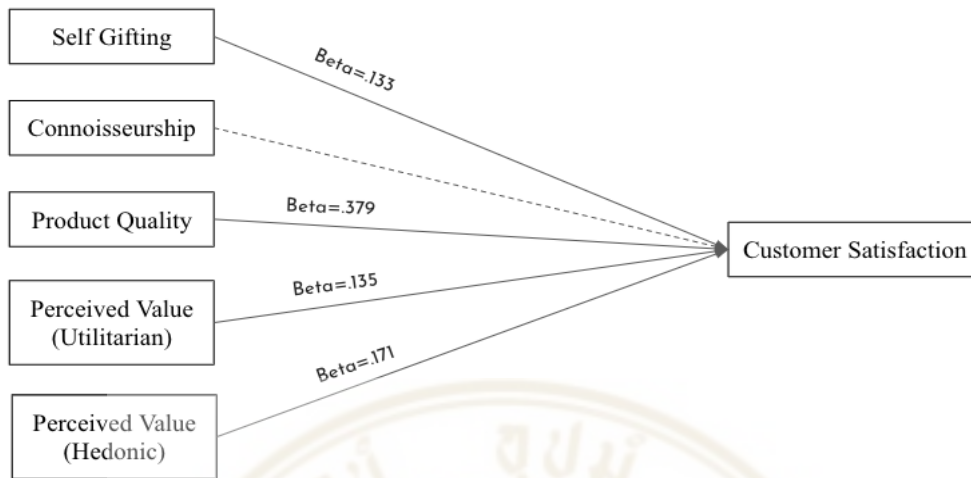
Figure 4.1 Influence on 'Customer Satisfaction'

Table 4.19 Regression Analysis - Customer Satisfaction

#	Independent Variables	Beta	t	Sig.
1.	Product Quality	.379	7.301	<.001
2.	Perceived Hedonic Value	.171	3.139	.002
3.	Perceived Utilitarian Value	.135	2.696	.007
4.	Self Gifting	.133	2.754	.006

From the first model, multiple regression have been conducted to determine the link between the dependent variable, customer happiness, and the independent variables, self-gifting, connoisseurship, product quality, perceived utilitarian value, and perceived hedonic value. Results show that the model is usable with F=41.161; ANOVA Sig.=<.001 and R square=.343 or 34.3%. All independent variables including self-gifting (Sig.=.006), product quality (Sig.=<.001), perceived utilitarian value (Sig.=.007), and perceived hedonic value (Sig.=.002) showed to have a positive influence on customer satisfaction except for connoisseurship. Among all, product quality (Beta=.379) appeared to have the highest level of influence, followed by the perceived hedonic value (Beta=.171), perceived utilitarian value (Beta=.135), and self-gifting (Beta=.133), consequently.

4.12.2 Model 2: Influence on 'Attitudinal Loyalty'
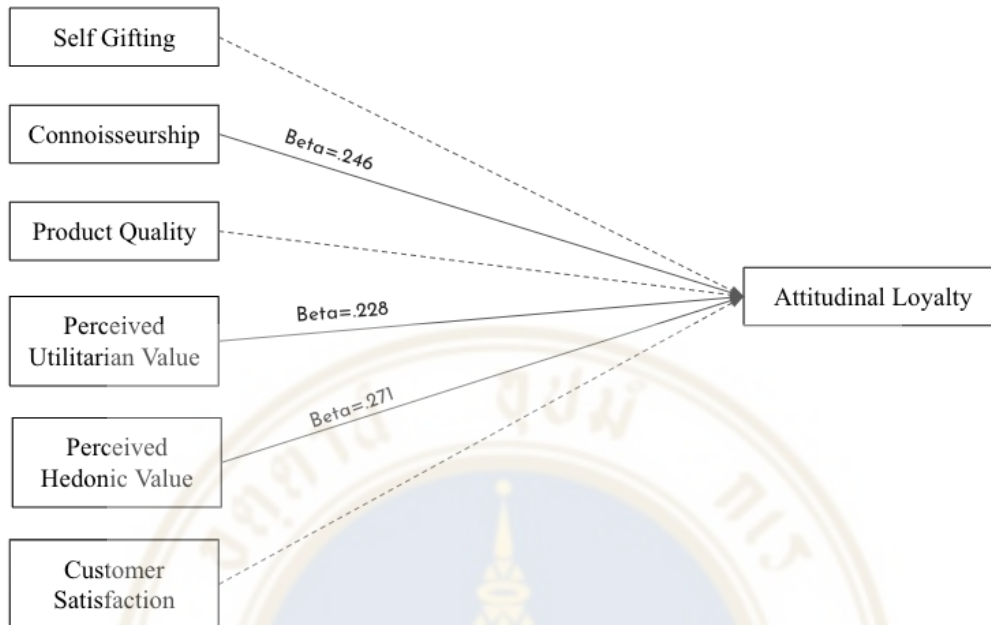
Figure 4.2 Influencer on 'Attitudinal Loyalty'

Table 4.20 Regression Analysis - Attitudinal Loyalty

#	Independent Variables	Beta	t	Sig.
1.	Perceived Hedonic Value	.271	5.455	<.001
2.	Connoisseurship	.246	5.306	<.001
3.	Perceived Utilitarian Value	.228	5.001	<.001

Multiple regression have been conducted for the second model to assess the relationship between the independent variables including self-gifting, connoisseurship, product quality, perceived utilitarian value, perceived hedonic value, and customer satisfaction, and the dependent variable which is attitudinal loyalty. Results show that the model is usable with F=58.409; ANOVA Sig.=<.001 and R square=.471 or 47.1%. However, there are only 3 independent variables from the model that affect attitudinal loyalty which are connoisseurship (Sig.=<.001), perceived utilitarian value (Sig.=<.001), and perceived hedonic value (Sig.=<.001). From the 3 variables, perceived hedonic

value (Beta=.271) shows the highest influence level on attitudinal loyalty, followed by connoisseurship (Beta=.246), then perceived utilitarian value (Beta=.228).

4.12.3 Model 3: Influence on 'Behavioral Loyalty'
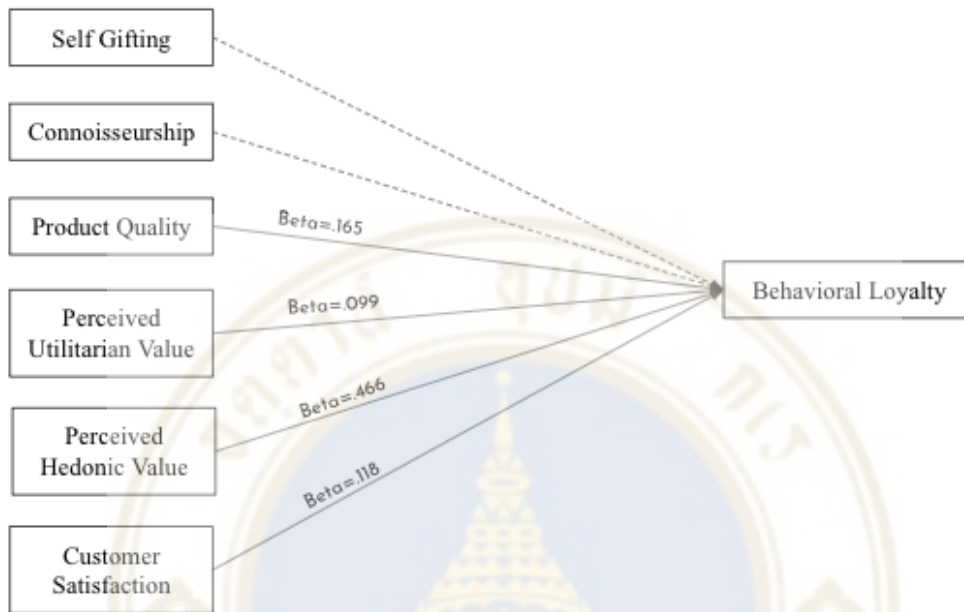
Figure 4.3 Influence on 'Behavioral Loyalty'

Table 4.21 Regression Analysis - Behavioral Loyalty

#	Independent Variables	Beta	t	Sig.
1.	Perceived Hedonic Value	.466	9.681	<.001
2.	Product Quality	.165	3.430	<.001
3.	Customer Satisfaction	.118	2.683	.008
4.	Perceived Utilitarian Value	.099	2.240	.026

From the third model, multiple regression have been conducted to identify the relationship between the same set of independent variables which are self-gifting, connoisseurship, product quality, perceived utilitarian value, perceived hedonic value, and customer satisfaction, and the dependent variable which is behavioral loyalty. Results show that the model is usable with F=66.402; ANOVA Sig.=<.001 and R square=.503 or 50.3%. Out of all, 4 independent variables presented to have a

relationship with behavioral loyalty which are product quality (Sig.=<.001), perceived utilitarian value (Sig.=.026), perceived hedonic value (Sig.=<.001), and customer satisfaction (Sig.=.008). The finding also showed that perceived hedonic value (Beta=.466) has the highest influence among all, followed by product quality (Beta=.165), customer satisfaction (Beta=.118), and perceived utilitarian value (Beta=.099) consequently.

4.12.4 Model 4: Influence on 'Willingness to pay' part 1
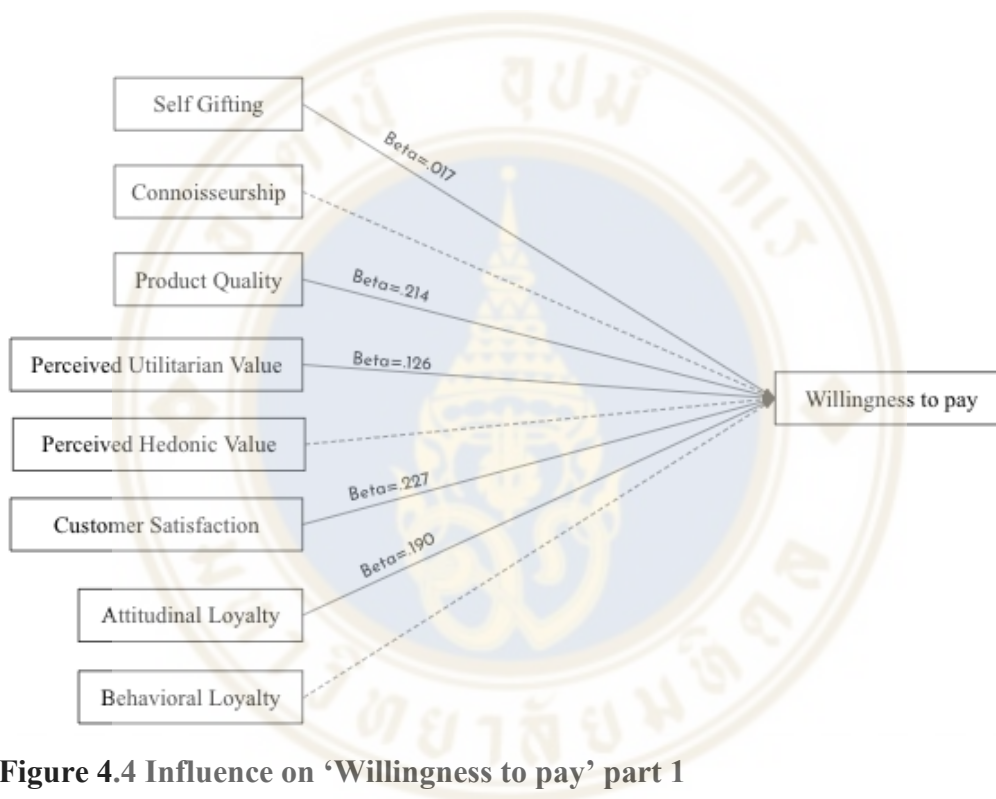
Figure 4.4 Influence on 'Willingness to pay' part 1

Table 4.22 Regression Analysis - Willingness to pay part 1

#	Independent Variables	Beta	t	Sig.
1.	Customer Satisfaction	.227	5.223	<.001
2.	Product Quality	.214	4.454	<.001
3.	Attitudinal Loyalty	.190	3.566	<.001
4.	Self Gifting	.152	3.627	<.001

| 5. | Perceived Utilitarian Value | .126 | 2.838 | .005 |

Regarding to the fourth model, multiple regression have been conducted to identify the relationship between 8 independent variables which are self-gifting, connoisseurship, product quality, perceived utilitarian value, perceived hedonic value, and customer satisfaction, attitudinal loyalty, and behavioral loyalty, and the dependent variable which is willingness to pay. The outcome showed that the model is usable with F=54.096; ANOVA Sig.=<.001 and R square=.525 or 52.5%. There are 5 independent variables that revealed having relationship with willingness to pay including customer satisfaction (Sig.=<.001), product quality (Sig.=<.001), attitudinal loyalty (Sig.=<.001) self-gifting (Sig.=<.001), and perceived utilitarian value (Sig.=.005). From all significant independent variables, customers satisfaction (Beta=.227) was shown to be the variable that influence willingness to pay the most, then followed by product quality (Beta=.214), attitudinal loyalty (Beta=.190), self gifting (Beta=.152) and perceived utilitarian value (Beta=.126) in order.

4.12.5 Model 5: Influence on 'Willingness to pay' part 2

Figure 4.5 Influence pm 'Willingness to pay' part 2

Table 4.23 Regression Analysis - Willingness to pay part 2

#	Independent Variables	Beta	t	Sig.
1.	Customer Satisfaction	.360	8.537	<.001
2.	Attitudinal Loyalty	.310	6.006	<.001
3.	Behavioral Loyalty	.153	2.892	.004

Last but not least, multiple regression has been conducted to identify the relationship between 3 independent variables which are customer satisfaction, attitudinal loyalty, and behavioral loyalty, and the dependent variable which is willingness to pay. Results show that the model is usable with F=110.329; ANOVA Sig.=<.001 and R square=.456 or 45.6%. Moreover, the outturn also shows that all independent variables including customer satisfaction (Sig.=<.001), attitudinal loyalty (Sig.=<.001), and behavioral loyalty (Sig.=.004) have an impact on willingness to pay with customer satisfaction (Beta=.360) being the most impactful variable, followed by attitudinal loyalty (Beta=.310), and then behavioral loyalty (Beta=.153).

CHAPTER V
DISCUSSION

5.1 Customer Satisfaction

The term 'customer satisfaction' has been raised and mentioned by mass researchers and studies to be one of the most important factors for businesses. It can lead to a great deal of returns from the positive customer relationship. It is the assessment of whether the business's products and services have fulfilled every customer's personal expectations from the pre-purchase until post-purchase. As it is a "personal" expectation, it is hard to conclude what factor could influence it as one factor might affect one person but not the other. Moreover, personal expectation also highly depends on external factors one may encounter before each purchasing stage. However, findings from this study have shown that gender, location, and quantity consumed do affect customer satisfaction. First, findings reveal that both females and alternatives feel more fulfilled after consuming specialty coffee than males. Consumers who usually make their own specialty coffee at home and purchase it from the coffee shop are happier with the product value they received compared to the amount of money they spent, leading to higher overall satisfaction. Last but not least, findings also point out that consumers who consume specialty coffee more frequently, especially more than 6 cups a week, are more satisfied compared to those who consume occasionally.

5.2 Product Quality

Product quality is a combination of characteristics of a product that altogether serve the needs and wants of the consumer. For this study, product quality is specified as coffee quality, which is subjective and varies from the farmer level to the roaster level, and consumer level. All in all, we can say that whether a cup of coffee is special enough also thoroughly depends on the individual's perception of the word "quality". Even so, findings reveal that gender, monthly earnings, location, quantity

consumed, frequency of visiting a coffee shop, and preferred coffee choice all have an impact on the coffee quality. Firstly, alternatives are more likely to care about the origin of the coffee they consume compared to females. As for monthly salary, consumers whose salary is between THB10,001 to THB50,000 is the group that are concerned about the variety of coffee bean and brewing methods and are more willing to pay higher specialty coffee because they think it has better taste than commercial coffee. This shows that the level of concern consumers have toward the coffee as well as their expectation increase in accordance with the amount of money they are able to make on a monthly basis. Moreover, consumers who both purchase specialty coffee from the coffee shop and brew their own coffee at home are overall more serious about the diverse selection of coffee beans and brewing methods, more curious to try coffee beans from different origins, and have a higher agreement that it is worthwhile to pay higher for specialty coffee. This could mean that consumers who brew their own coffee at home know their own preference and understand the brewing process simultaneously. Therefore, they have higher expectations that the cup of coffee they consume would fulfill their expectations. Lastly, findings point out that consumers who prefer americano, drip coffee, and latte are the 3 groups of consumers who care about the coffee flavor and aroma. Among all, consumers who prefer drip coffee are also looking for a place that could offer them a diverse selection of coffee beans. To conclude, drip coffee lovers are the consumers who pay the most attention to the coffee quality.

5.3 Connoisseurship

A coffee connoisseur is a coffee consumer that is more than just a customer of a coffee shop that is looking for coffee. To be a coffee connoisseur, a person should have been through training and have required the expertise to understand, evaluate, and appreciate the consumption objects. From the findings, males have higher curiosity and are more likely to gain knowledge about the product they consume than females and alternatives. In addition, consumers who consume more than 10 cups of coffee a week, visit coffee shop every day and also brew their coffee at home are more likely to be able to differentiate coffee flavor, acidity, and body, keep mastering their skills, enjoy being in the coffee community, and most importantly, care if their coffee is being prepared

correctly. Moreover, results also show that consumers who preferred drip coffee are also the group of consumers who pay attention to those above. This can be concluded that quantity consumed, frequency of visiting the coffee shop, whether or not a consumer brews their own coffee, and consumers' coffee choice could influence that level of knowledge and skills they have in the coffee field.

5.4 Self-gifting

Self-gifting is an act of purchasing something as a positive reinforcement or reducing a negative mood for oneself. From the study, results have shown that gender, age, and income are the 3 factors that have an influence on the act of self-gifting. Firstly, females spend more on positive reinforcement or reducing a negative mood for themselves. In terms of age range, teenagers (age 18-25 years old) with a monthly income of THB10,001-30,000 are more likely to spend for self-reward, self-inspiration, maintaining positivity, and creating memorable moments for themselves to enjoy.

5.5 Willingness to pay

Willingness to pay indicates the amount of money a consumer is happy to spend over a cup of specialty coffee for better quality and to satisfy their needs. However, according to Mahmood et al., 2021, the term entirely depends on one's perception of worth and quality. From the findings, it can be analyzed that consumers who consume coffee as a daily essential and brew their own coffee at home are more willing to pay because apart from being coffee lovers, they are also skillful and knowledgeable about coffee. And because they know what aroma, acidity, body or brewing method they are looking for, the money spent is worth what they will get to fulfill their wants and needs. Moreover, the results show that consumers are usually more willing to spend for themselves when they consume specialty coffee alone which is linked to the aforementioned that an individual's perception determines willingness to pay so they tend to spend for personal happiness. Last but not least, findings also point out that gender and consumers' coffee choice could also influence the level of willingness to pay. Findings reveal that females are more willing to pay than males and that consumers who

prefer drip coffee are more pleased to pay higher for a good cup of coffee.

5.6 Perceived UtilitarianValue

Perceived utilitarian value is the expectation consumers have towards the performance of the product or service (Sweeney & Soutar, 2001). Referring to the result, gender, whether or not the consumer has brewing knowledge, quantity consumed, and preferable coffee choice all have influence on perceived utilitarian value. First of all, females and those who occasionally consume coffee are found to be more concerned about the amount of caffeine contained in the cup of coffee they consumed. On the other hand, consumers who also brew their own coffee are found to care more about the taste of coffee. In addition, results also showed that consumers who preferred drip coffee were more likely to like it because of the flavor, not the level of caffeine

5.7 Perceived Hedonic Value

Perceived hedonic volume, on the other hand, is emotionally driven and depends on personal aspects. Findings reveal gender, age, monthly income, quantity consumed, product knowledge, and preferred coffee choice influence on perceived hedonic value. Firstly, results point out that females view coffee consumption as a lifestyle compared to male or alternatives; while consumers aged 36-50 years old, those who earn THB10,000 - THB30,000 per month, and a group of consumers who are drip coffee lovers are the group of consumers that enjoy and would like to continue purchasing specialty coffee the most. Moreover, findings also indicate that consumers who both purchase specialty coffee from the coffee shop and brew their own coffee at home, and drink one or more cups of coffee on a daily basis are more passionate about coffee, enjoy coffee drinking and have the highest possibility to continue purchasing specialty coffee in the future.

5.8 Attitudinal Loyalty

Attitudinal loyalty is formed when a consumer is emotionally attached to a brand. From the result, companion and quantity consumption are found to affect attitudinal loyalty. The result shows that companion and quantity consumption are found to affect attitudinal loyalty. In addition, findings also support that the more specialty coffee the consumer consumes, the more committed to specialty they are, and they are unlikely to change to other types of coffee despite the availability of other options or lower price offer prices.

5.9 Behavioral Loyalty

Behavioral loyalty can be observed through continuous support and repeat purchases over time (Back & Parks, 2003). According to the findings, where the consumer consumes the specialty coffee, the quantity consumed, and preferred coffee choice can influence the level of behavioral loyalty. Results reveal that consumers who both brew their own specialty coffee at home and purchase it from the coffee shop are more likely to continue purchasing specialty coffee compared to normal customers. Moreover, the more specialty coffee the consumer consumes, the higher the chance they will keep purchasing and recommend it to their friends. Lastly, results also point out that consumers who are specialty coffee lovers are also found to have a higher chance to continue purchasing specialty coffee.

5.10 Conclusion

Results can be interpreted as follows in relation to the study's two main goals, which were to determine the drivers of specialty coffee consumption that influence customer satisfaction, attitudinal loyalty, and behavioral loyalty, and to examine the relationship between customer satisfaction, attitudinal loyalty, and behavioral loyalty and willingness to pay.

First of all, findings from this study show that self-gifting, product quality, perceived utilitarian value and perceived hedonic value positively influence customer satisfaction, with product quality being the most influential factor. Moreover, findings also support that consumers who brew and consume specialty coffee every day are more

fulfilled and have a better overall experience. In order to inspect factors that have an impact on attitudinal and behavioral loyalty, customer satisfaction was also tested with other variables. The results reveal that even though product quality is the most impactful factor for customer satisfaction, both product quality and customer satisfaction do not lead to attitudinal loyalty, but connoisseurship, perceived utilitarian value and perceived hedonic value does. On the other hand, both product quality and customer satisfaction play a significant role in behavior loyalty and are also impacted by perceived utilitarian and hedonic values. All in all, it is clearly shown that perceived utilitarian value and perceived hedonic value are the only 2 factors that influence all dependent variables namely customer satisfaction, attitudinal loyalty and behavioral loyalty.

Regarding the second objective, the findings also disclose that customer satisfaction, attitudinal loyalty, and behavioral loyalty all have interrelationships with a willingness to pay with customer satisfaction being the most impactful factor, followed by attitudinal loyalty and then behavioral loyalty. Furthermore, findings also indicate that females are more willing to pay higher prices for specialty coffee than males or alternatives. To look deeper into consumer's behaviors, this study also found that the more frequently the consumer consumes specialty coffee, the higher their willingness to pay; especially for those who consume 6-10 cups or more than 10 cups a week. Moreover, consumers who brew their own specialty coffee at home are also more willing to spend on specialty coffee.

5.11 Recommendations

After concluding factors that influence customer satisfaction, loyalty, and willingness to pay, it should help people working in the coffee industry to understand their customers at a higher level. By having this understanding, the following are some recommendations that might as well benefit the business in one way or another.

Firstly, this study has proven that customer education plays an integral part in the coffee business. By increasing customer's product knowledge, the coffee shop owner, barista, or the staff not only are building customer engagement with the brand, but also an opportunity to increase sales. An easy way to educate customers can simply start from having a conversation or asking for feedback as consumer relationships are

also key to improving the experience as a whole. Customer education for specialty coffee consumers could include asking customers' preferred taste notes in order to recommend coffee that matches their taste, sharing the coffee origin, roasting process, aroma, etc., or suggesting brewing methods and coffee equipment that suit the coffee bean of choice. As customers learn about the product, it also creates connections between them and the products which enhances their coffee-drinking experience, whether it is purchasing from the coffee shop or brewing their own coffee at home. Besides helping the customer to increase their product knowledge and mastering coffee making skills, the staff is helping the brand earn customer trust at the same time, which could lead to higher customer satisfaction, retention and loyalty.

With the outbreak of the Covid-19 pandemic, consumers have adjusted to the new normal lifestyle, such as social distancing and working from home, advised by WHO to reduce infection; regardless ness, caffeine boost remains essential for lives. This led to the second recommendation, "to support home brewing". Apart from being known for good coffee or roasting their own coffee bean, a specialty coffee shop could also consider selling coffee brewing equipment. Not only is this a continuation to support the aforementioned recommendation, but also an idea to diversify the coffee shop's income. With various offerings of coffee bean, availability of good quality brewing equipment, and a skillful professional barista, altogether add value to the customer coffee drinking experience and further lead the way to experiment home brewing and try different coffee beans using different brewing methods to find their best cup of coffee. This recommendation also refers back to the findings of this study which showed that customers who not only purchase coffee from the coffee shop but also brew their own coffee at home have a better overall coffee-drinking experience.

It takes more than a high standard and a good reputation to survive in the competitive market. Therefore, the last recommendation is "to become more than just a specialty coffee shop", but a coffee community that brings people with the same interest together to exchange ideas and experiences. Let the joy of meeting coffee people while enjoying a good cup of coffee be one reason a customer repeatedly wants to revisit a coffee shop. This shows that the coffee shop is more customer-oriented than profit.

5.12 Limitations

This research study is conducted during the Covid pandemic leading to several challenges, such as the limitation of having direct contact with people, travel restrictions, the new normal, and uncertainty about the future. First and foremost, ever since the beginning of the Covid-19 pandemic, it is undeniable that both vendor and consumer behavior has changed following necessary changes causing different customer experiences from everyday situations where Bangkokian used to live a more active lifestyle. Therefore findings in this study might only be able to represent consumers' behavior during the outbreak. Moreover, since convenient sampling methods using online distribution channels are the most suitable way of gathering questionnaires, the demographic characteristics of respondents are not equally distributed. From 401 completed questionnaires, 56.6% of respondents were between 26 to 35 years old with monthly earnings from THB10,000 to THB50,000. Hence, the final findings of this study might lean more toward this group of people. Conversely, results might differ if the data were distributed equally to different demographic groups.

5.13 Future research directions

With the limitations mentioned above, it will be interesting to conduct the research again equally distributed to different demographic groups or to conduct the research again after the pandemic to see whether there is a difference in the findings. People always say the world will never be the same even when the pandemic ends because people are used to living life in a new standard way; most importantly, the covid experiences could never be erased. Consequently, future studies could also compare and contrast the consumer behavior of specialty coffee customers in different stages, for instance, pre-pandemic, during, and after the pandemic. Consumer behavior changes and challenges could be helpful data for people in the coffee business industry to understand factors that influence consumer buying decisions in order to fill the market gap and develop products to serve the real need of consumers.

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APPENDICES
Appendix A
ANOVA

Gender

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
My expectations have been fulfilled after consuming specialty coffee	Between Groups	7.903	2	3.951	6.865	0.001
	Within Groups	229.085	398	0.576		
	Total	236.988	400			
I prefer coffee with denomination of origin specialty coffee	Between Groups	7.029	2	3.515	4.122	0.017
	Within Groups	339.375	398	0.853		
	Total	346.404	400			
I am curious about where my coffee comes from (i.e. country of origin)	Between Groups	9.434	2	4.717	4.895	0.008
	Within Groups	383.539	398	0.964		
	Total	392.973	400			
I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	Between Groups	6.972	2	3.486	3.461	0.032
	Within Groups	400.869	398	1.007		
	Total	407.840	400			
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Between Groups	12.195	2	6.097	4.752	0.009
	Within Groups	510.703	398	1.283		
	Total	522.898	400			

I consume specialty coffee to reward myself for accomplishments. Self-gifting/Reward	Between Groups	26.308	2	13.154	7.519	0.001
	Within Groups	696.246	398	1.749		
	Total	722.554	400			
5.2 I consume specialty coffee for mood repair when I get sudden bad news. Self-gifting /Personal disappointment	Between Groups	44.140	2	22.070	11.617	0.000
	Within Groups	756.140	398	1.900		
	Total	800.279	400			
I consume specialty coffee as a gift for myself to make a special occasion more memorable. Self-gifting /Celebratory	Between Groups	25.739	2	12.870	6.617	0.001
	Within Groups	774.086	398	1.945		
	Total	799.825	400			
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Between Groups	39.148	2	19.574	9.914	0.000
	Within Groups	785.779	398	1.974		
	Total	824.928	400			
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	Between Groups	71.703	2	35.852	17.539	0.000
	Within Groups	813.554	398	2.044		
	Total	885.257	400			
When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. Self-gifting / Positive mood reinforcement	Between Groups	40.684	2	20.342	11.742	0.000
	Within Groups	689.520	398	1.732		
	Total	730.204	400			
I am willing to pay more for specialty I am willing to pay more for my prefer specialty coffee brand	Between Groups	5.436	2	2.718	3.574	0.029
	Within Groups	302.704	398	0.761		
	Total	308.140	400			
I am willing to pay more because the consumption of specialty coffee help me	Between Groups	31.760	2	15.880	7.212	0.001

gain social approval	Within Groups	876.330	398	2.202		
	Total	908.090	400			
I care a lot about the amount of caffeine in the specialty coffee that I purchase	Between Groups	31.546	2	15.773	8.496	0.000
	Within Groups	738.903	398	1.857		
	Total	770.449	400			
Coffee drinking is a lifestyle	Between Groups	8.421	2	4.211	3.464	0.032
	Within Groups	483.833	398	1.216		
	Total	492.254	400			

Post Hoc Tests

Multiple Comparisons							
Bonferroni							
						95% Confidence Interval	
Dependent Variable	**(I) Gender**	**(J) Gender**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**Lower Bound**	**Upper Bound**
My expectations have been fulfilled after consuming specialty coffee	Male	Female	-.216*	0.077	0.016	-0.40	-0.03
		Alternative	-.607*	0.210	0.012	-1.11	-0.10
	Female	Male	.216*	0.077	0.016	0.03	0.40
	Alternative	Male	.607*	0.210	0.012	0.10	1.11
I prefer coffee with denomination of origin specialty coffee	Female	Alternative	-.619*	0.256	0.048	-1.23	0.00
	Alternative	Female	.619*	0.256	0.048	0.00	1.23
I am curious about where my coffee comes from (i.e. country of origin)	Male	Female	.275*	0.100	0.019	0.03	0.51
	Female	Male	-.275*	0.100	0.019	-0.51	-0.03
I am knowledgeable about coffee and will try to gain	Male	Female	.314*	0.115	0.020	0.04	0.59
	Female	Male	-.314*	0.115	0.020	-0.59	-0.04

more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas							
I consume specialty coffee to reward myself for accomplishments. Self-gifting/Reward	Male	Female	-.488*	0.135	0.001	-0.81	-0.16
	Female	Male	.488*	0.135	0.001	0.16	0.81
I consume specialty coffee for mood repair when I get sudden bad news. Self-gifting /Personal disappointment	Male	Female	-.632*	0.140	0.000	-0.97	-0.30
		Alternative	-.943*	0.381	0.041	-1.86	-0.03
	Female	Male	.632*	0.140	0.000	0.30	0.97
	Alternative	Male	.943*	0.381	0.041	0.03	1.86
I consume specialty coffee as a gift for myself to make a special occasion more memorable. Self-gifting /Celebratory	Male	Female	-.496*	0.142	0.002	-0.84	-0.15
	Female	Male	.496*	0.142	0.002	0.15	0.84
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Male	Female	-.633*	0.143	0.000	-0.98	-0.29
	Female	Male	.633*	0.143	0.000	0.29	0.98
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	Male	Female	-.861*	0.145	0.000	-1.21	-0.51
	Female	Male	.861*	0.145	0.000	0.51	1.21
When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. Self-gifting / Positive mood reinforcement	Male	Female	-.649*	0.134	0.000	-0.97	-0.33
	Female	Male	.649*	0.134	0.000	0.33	0.97

I am willing to pay more for specialty I am willing to pay more for my prefer specialty coffee brand	Male	Female	-.229*	0.089	0.031	-0.44	-0.02
	Female	Male	.229*	0.089	0.031	0.02	0.44
I am willing to pay more because the consumption of specialty coffee help me gain social approval	Male	Female	-.471*	0.151	0.006	-0.83	-0.11
	Female	Male	.471*	0.151	0.006	0.11	0.83
		Alternative	1.116*	0.411	0.021	0.13	2.10
	Alternative	Female	-1.116*	0.411	0.021	-2.10	-0.13
I care a lot about the amount of caffeine in the specialty coffee that I purchase	Male	Female	-.549*	0.139	0.000	-0.88	-0.22
	Female	Male	.549*	0.139	0.000	0.22	0.88
Coffee drinking is a lifestyle	Male	Female	-.280*	0.112	0.038	-0.55	-0.01
	Female	Male	.280*	0.112	0.038	0.01	0.55

Descriptives						95% Confidence Interval for Mean		Minimum	Maximum
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound		
My expectations have been fulfilled after consuming specialty coffee	Male	199	4.32	0.880	0.062	4.20	4.44	1	5
	Female	188	4.54	0.632	0.046	4.45	4.63	3	5
	Alternative	14	4.93	0.267	0.071	4.77	5.08	4	5
	Total	401	4.44	0.770	0.038	4.37	4.52	1	5
I prefer coffee with denomination of origin specialty coffee	Male	199	4.28	0.959	0.068	4.15	4.42	1	5
	Female	188	4.10	0.911	0.067	3.96	4.23	1	5
	Alternative	14	4.71	0.469	0.125	4.44	4.98	4	5
	Total	401	4.21	0.932	0.047	4.12	4.30	1	5
I am curious about where my coffee comes from (i.e. country of origin)	Male	199	4.31	1.045	0.074	4.16	4.45	1	5
	Female	188	4.03	0.936	0.068	3.90	4.17	1	5
	Alternative	14	4.57	0.514	0.137	4.27	4.87	4	5
	Total	401	4.19	0.991	0.049	4.09	4.28	1	5

I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Male	199	3.99	1.174	0.083	3.83	4.16	1	5
	Female	188	3.68	1.114	0.081	3.52	3.84	1	5
	Alternative	14	4.29	0.726	0.194	3.87	4.71	3	5
	Total	401	3.86	1.145	0.057	3.74	3.97	1	5
I consume specialty coffee to reward myself for accomplishments. Self-gifting/Reward	Male	199	3.34	1.426	0.101	3.14	3.54	1	5
	Female	188	3.82	1.190	0.087	3.65	4.00	1	5
	Alternative	14	4.07	1.492	0.399	3.21	4.93	1	5
	Total	401	3.59	1.344	0.067	3.46	3.72	1	5
I consume specialty coffee for mood repair when I get sudden bad news. Self-gifting /Personal disappointment	Male	199	2.61	1.412	0.101	2.42	2.81	1	5
	Female	188	3.26	1.337	0.098	3.07	3.45	1	5
	Alternative	14	3.57	1.453	0.388	2.73	4.41	1	5
	Total	401	2.95	1.416	0.071	2.81	3.09	1	5
I consume specialty coffee as a gift for myself to make a special occasion more memorable. Self-gifting /Celebratory	Male	199	3.02	1.463	0.104	2.82	3.23	1	5
	Female	188	3.52	1.314	0.096	3.33	3.71	1	5
	Alternative	14	3.64	1.499	0.401	2.78	4.51	1	5
	Total	401	3.28	1.416	0.071	3.14	3.41	1	5
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Male	199	3.10	1.506	0.107	2.88	3.31	1	5
	Female	188	3.73	1.286	0.094	3.54	3.91	1	5
	Alternative	14	3.57	1.453	0.388	2.73	4.41	1	5
	Total	401	3.41	1.436	0.072	3.27	3.55	1	5
When my self-esteem has been low for some time, I	Male	199	2.71	1.444	0.102	2.51	2.91	1	5
	Female	188	3.57	1.392	0.101	3.37	3.77	1	5
	Alternative	14	3.21	1.718	0.459	2.22	4.21	1	5

would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	Total	401	3.13	1.488	0.074	2.98	3.28	1	5
When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. Self-gifting / Positive mood reinforcement	Male	199	3.37	1.428	0.102	3.16	3.57	1	5
	Female	188	4.00	1.169	0.085	3.83	4.17	1	5
	Alternative	14	3.71	1.590	0.425	2.80	4.63	1	5
	Total	401	3.68	1.352	0.068	3.54	3.81	1	5
I am willing to pay more for specialty I am willing to pay more for my prefer specialty coffee brand	Male	199	4.27	0.985	0.070	4.13	4.41	1	5
	Female	188	4.50	0.720	0.053	4.40	4.60	1	5
	Alternative	14	4.21	1.051	0.281	3.61	4.82	2	5
	Total	401	4.38	0.879	0.044	4.29	4.46	1	5
I am willing to pay more because the consumption of specialty coffee help me gain social approval	Male	199	2.50	1.517	0.108	2.29	2.71	1	5
	Female	188	2.97	1.453	0.106	2.76	3.18	1	5
	Alternative	14	1.86	1.460	0.390	1.01	2.70	1	5
	Total	401	2.70	1.509	0.075	2.55	2.85	1	5
I care a lot about the amount of caffeine in the specialty coffee that I purchase	Male	199	3.01	1.416	0.101	2.81	3.20	1	5
	Female	188	3.56	1.284	0.094	3.38	3.75	1	5
	Alternative	14	2.86	1.562	0.417	1.96	3.76	1	5
	Total	401	3.26	1.387	0.069	3.13	3.40	1	5
Coffee drinking is a lifestyle	Male	199	3.97	1.224	0.087	3.80	4.15	1	5
	Female	188	4.26	0.953	0.069	4.12	4.39	1	5
	Alternative	14	4.36	1.151	0.308	3.69	5.02	1	5
	Total	401	4.12	1.109	0.055	4.01	4.23	1	5

Age range

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Between Groups	19.758	3	6.586	3.247	0.022
	Within Groups	805.169	397	2.028		
	Total	824.928	400			
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	Between Groups	21.136	3	7.045	3.237	0.022
	Within Groups	864.121	397	2.177		
	Total	885.257	400			
I continue to purchase specialty coffee, not because I had to, but because I want to	Between Groups	5.873	3	1.958	3.269	0.021
	Within Groups	237.698	397	0.599		
	Total	243.571	400			

Post Hoc Tests

Multiple Comparisons							
Bonferroni							
						95% Confidence Interval	
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Ages 18–25	Ages 36–50	.637*	0.229	0.033	0.03	1.24
	Ages 36–50	Ages 18–25	-.637*	0.229	0.033	-1.24	-0.03
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer	Ages 18–25	Ages 26–35	.609*	0.205	0.019	0.07	1.15
	Ages 26–35	Ages 18–25	-.609*	0.205	0.019	-1.15	-0.07

myself up. Self-gifting / Negative mood reduction								
I continue to purchase specialty coffee, not because I had to, but because I want to	Ages 36–50	Ages 51 and above	.575*	0.215	0.048	0.00	1.15	
	Ages 51 and above	Ages 36–50	-.575*	0.215	0.048	-1.15	0.00	

Descriptives									
				Std. Devia tion	Std. Error	95% Confidence Interval for Mean		Min i m u m	Max i m u m
		N	Mean			Lower Bound	Upper Bound		
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Ages 18–25	67	3.87	1.179	0.144	3.58	4.15	1	5
	Ages 26–35	227	3.37	1.435	0.095	3.19	3.56	1	5
	Ages 36–50	92	3.23	1.563	0.163	2.90	3.55	1	5
	Ages 51 and above	15	3.00	1.363	0.352	2.25	3.75	1	5
	Total	401	3.41	1.436	0.072	3.27	3.55	1	5
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	Ages 18–25	67	3.63	1.335	0.163	3.30	3.95	1	5
	Ages 26–35	227	3.02	1.502	0.100	2.82	3.21	1	5
	Ages 36–50	92	3.10	1.512	0.158	2.78	3.41	1	5
	Ages 51 and above	15	2.80	1.424	0.368	2.01	3.59	1	5
	Total	401	3.13	1.488	0.074	2.98	3.28	1	5
I continue to purchase specialty	Ages 18–25	66	4.39	0.820	0.101	4.19	4.60	2	5
	Ages 26–35	227	4.43	0.799	0.053	4.32	4.53	1	5

coffee, not because I had to, but because I want to	Ages 36–50	92	4.64	0.604	0.063	4.52	4.77	3	5
	Ages 51 and above	15	4.07	1.100	0.284	3.46	4.68	1	5
	Total	401	4.46	0.782	0.039	4.38	4.53	1	5

Monthly Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Between Groups	4.707	3	1.569	3.695	0.012
	Within Groups	168.575	397	0.425		
	Total	173.282	400			
I consume specialty coffee to reward myself for accomplishments. Self-gifting/Reward	Between Groups	24.636	3	8.212	4.671	0.003
	Within Groups	697.917	397	1.758		
	Total	722.554	400			
I consume specialty coffee as a gift for myself to make a special occasion more memorable. Self-gifting /Celebratory	Between Groups	25.052	3	8.351	4.279	0.005
	Within Groups	774.774	397	1.952		
	Total	799.825	400			
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Between Groups	23.593	3	7.864	3.896	0.009
	Within Groups	801.334	397	2.018		
	Total	824.928	400			
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	Between Groups	18.982	3	6.327	2.900	0.035
	Within Groups	866.275	397	2.182		
	Total	885.257	400			
When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. Self-gifting / Positive mood reinforcement	Between Groups	32.657	3	10.886	6.195	0.000
	Within Groups	697.547	397	1.757		
	Total	730.204	400			
I am passionate about coffee	Between Groups	5.736	3	1.912	2.561	0.055

	Within Groups	296.404	397	0.747		
	Total	302.140	400			
I had a good time when I got to enjoy specialty coffee	Between Groups	6.822	3	2.274	3.378	0.018
	Within Groups	267.258	397	0.673		
	Total	274.080	400			

Post Hoc Tests

Multiple Comparisons							
Bonferroni							
						95% Confidence Interval	
Dependent Variable	**(I) Monthly income**	**(J) Monthly income**	**Mean Differenc e (I-J)**	**Std. Error**	**Sig.**	**Lower Bound**	**Upper Bound**
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	THB10,001 - THB30,000	More than THB50,001	.252*	0.083	0.015	0.03	0.47
	THB30,001 - THB50,000	More than THB50,001	.235*	0.086	0.039	0.01	0.46
	More than THB50,001	THB10,001 - THB30,000	-.252*	0.083	0.015	-0.47	-0.03
		THB30,001 - THB50,000	-.235*	0.086	0.039	-0.46	-0.01
I consume specialty coffee to reward myself for accomplishments. Self-gifting/Reward	THB10,001 - THB30,000	THB30,001 - THB50,000	.452*	0.158	0.026	0.03	0.87
		More than THB50,001	.547*	0.168	0.008	0.10	0.99
	THB30,001 - THB50,000	THB10,001 - THB30,000	-.452*	0.158	0.026	-0.87	-0.03
	More than THB50,001	THB10,001 - THB30,000	-.547*	0.168	0.008	-0.99	-0.10
I consume specialty coffee as a gift for myself to make a special occasion more memorable. Self-gifting /Celebratory	THB10,001 - THB30,000	THB30,001 - THB50,000	.526*	0.166	0.010	0.09	0.97
	THB30,001 - THB50,000	THB10,001 - THB30,000	-.526*	0.166	0.010	-0.97	-0.09

I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	THB10,001 - THB30,000	THB30,001 - THB50,000	.476*	0.169	0.031	0.03	0.92	
		More than THB50,001	.532*	0.180	0.020	0.05	1.01	
	THB30,001 - THB50,000	THB10,001 - THB30,000	-.476*	0.169	0.031	-0.92	-0.03	
	More than THB50,001	THB10,001 - THB30,000	-.532*	0.180	0.020	-1.01	-0.05	
When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	THB10,001 - THB30,000	More than THB50,001	.515*	0.187	0.038	0.02	1.01	
	More than THB50,001	THB10,001 - THB30,000	-.515*	0.187	0.038	-1.01	-0.02	
When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. Self-gifting / Positive mood reinforcement	THB10,001 - THB30,000	THB30,001 - THB50,000	.481*	0.158	0.015	0.06	0.90	
		More than THB50,001	.683*	0.168	0.000	0.24	1.13	
	THB30,001 - THB50,000	THB10,001 - THB30,000	-.481*	0.158	0.015	-0.90	-0.06	
	More than THB50,001	THB10,001 - THB30,000	-.683*	0.168	0.000	-1.13	-0.24	
I had a good time when I got to enjoy specialty coffee	THB10,001 - THB30,000	THB30,001 - THB50,000	.276*	0.098	0.030	0.02	0.53	
	THB30,001 - THB50,000	THB10,001 - THB30,000	-.276*	0.098	0.030	-0.53	-0.02	

Descriptives									
				Std. Devi ation		95% Confidence Interval for Mean		Mini m u m	M ax im u m
		N	Mean		Std. Error	Lower Bound	Upper Bound		
Specialty coffee	Less than	13	4.69	0.630	0.175	4.31	5.07	3	5

offer me more diverse selection of coffee beans and brewing methods	THB10,000							
	THB10,001 - THB30,000	154	4.66	0.587	0.047	4.56	4.75	3	5
	THB30,001 - THB50,000	130	4.64	0.571	0.050	4.54	4.74	3	5
	More than THB50,001	104	4.40	0.819	0.080	4.24	4.56	1	5
	Total	401	4.59	0.658	0.033	4.52	4.65	1	5
I consume specialty coffee to reward myself for accomplishments. Self-gifting/Reward	Less than THB10,000	13	3.92	1.038	0.288	3.30	4.55	2	5
	THB10,001 - THB30,000	154	3.88	1.205	0.097	3.68	4.07	1	5
	THB30,001 - THB50,000	130	3.43	1.311	0.115	3.20	3.66	1	5
	More than THB50,001	104	3.34	1.530	0.150	3.04	3.63	1	5
	Total	401	3.59	1.344	0.067	3.46	3.72	1	5
I consume specialty coffee as a gift for myself to make a special occasion more memorable. Self-gifting /Celebratory	Less than THB10,000	13	3.62	1.261	0.350	2.85	4.38	1	5
	THB10,001 - THB30,000	154	3.56	1.343	0.108	3.35	3.78	1	5
	THB30,001 - THB50,000	130	3.04	1.394	0.122	2.80	3.28	1	5
	More than THB50,001	104	3.10	1.498	0.148	2.80	3.39	1	5
	Total	401	3.28	1.416	0.071	3.14	3.41	1	5
I consume specialty coffee as a gift for myself which inspires me to work harder. Self-gifting / Therapeutic motivation	Less than THB10,000	13	3.31	1.702	0.472	2.28	4.34	1	5
	THB10,001 - THB30,000	154	3.71	1.327	0.107	3.50	3.93	1	5
	THB30,001 - THB50,000	130	3.24	1.430	0.125	2.99	3.49	1	5
	More than THB50,001	104	3.18	1.506	0.148	2.89	3.48	1	5
	Total	401	3.41	1.436	0.072	3.27	3.55	1	5
When my self-esteem has been	Less than THB10,000	13	3.23	1.589	0.441	2.27	4.19	1	5

low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. Self-gifting / Negative mood reduction	THB10,001 - THB30,000	154	3.39	1.496	0.121	3.15	3.63	1	5
	THB30,001 - THB50,000	130	3.02	1.392	0.122	2.77	3.26	1	5
	More than THB50,001	104	2.88	1.537	0.151	2.58	3.17	1	5
	Total	401	3.13	1.488	0.074	2.98	3.28	1	5
When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. Self-gifting / Positive mood reinforcement	Less than THB10,000	13	3.62	1.193	0.331	2.89	4.34	1	5
	THB10,001 - THB30,000	154	4.01	1.203	0.097	3.82	4.21	1	5
	THB30,001 - THB50,000	130	3.54	1.323	0.116	3.31	3.77	1	5
	More than THB50,001	104	3.35	1.513	0.149	3.05	3.65	1	5
	Total	401	3.68	1.352	0.068	3.54	3.81	1	5
I had a good time when I got to enjoy specialty coffee	Less than THB10,000	13	4.38	0.870	0.241	3.86	4.91	2	5
	THB10,001 - THB30,000	154	4.59	0.673	0.054	4.48	4.70	2	5
	THB30,001 - THB50,000	130	4.32	0.907	0.080	4.16	4.47	1	5
	More than THB50,001	104	4.34	0.892	0.088	4.17	4.51	1	5
	Total	401	4.43	0.826	0.041	4.35	4.51	1	5

Location

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
My expectations have been fulfilled after consuming specialty coffee	Between Groups	6.098	2	3.049	5.255	0.006
	Within Groups	230.890	398	0.580		
	Total	236.988	400			

I am satisfied with the product value to price	Between Groups	4.464	2	2.232	3.640	0.027
	Within Groups	244.094	398	0.613		
	Total	248.559	400			
Specialty coffee has better flavor and aroma to me compared to commercial coffee	Between Groups	2.614	2	1.307	3.994	0.019
	Within Groups	130.249	398	0.327		
	Total	132.863	400			
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Between Groups	4.368	2	2.184	5.145	0.006
	Within Groups	168.914	398	0.424		
	Total	173.282	400			
I like to explore different varieties of coffee	Between Groups	15.524	2	7.762	8.998	0.000
	Within Groups	343.334	398	0.863		
	Total	358.858	400			
I prefer coffee with denomination of origin specialty coffee	Between Groups	6.399	2	3.199	3.745	0.024
	Within Groups	340.005	398	0.854		
	Total	346.404	400			
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	Between Groups	3.893	2	1.947	4.075	0.018
	Within Groups	190.132	398	0.478		
	Total	194.025	400			
I am curious about where my coffee comes from (i.e. country of origin)	Between Groups	10.380	2	5.190	5.399	0.005
	Within Groups	382.593	398	0.961		
	Total	392.973	400			
I am able to differentiate the taste of different coffee flavors, acidity, and body	Between Groups	7.317	2	3.658	4.349	0.014

	Within Groups	334.783	398	0.841		
	Total	342.100	400			
I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	Between Groups	8.063	2	4.031	4.014	0.019
	Within Groups	399.777	398	1.004		
	Total	407.840	400			
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Between Groups	15.139	2	7.570	5.933	0.003
	Within Groups	507.758	398	1.276		
	Total	522.898	400			
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Between Groups	25.230	2	12.615	7.885	0.000
	Within Groups	636.725	398	1.600		
	Total	661.955	400			
I am willing to pay more for specialty coffees	Between Groups	4.875	2	2.438	3.930	0.020
	Within Groups	246.871	398	0.620		
	Total	251.746	400			
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Between Groups	9.413	2	4.707	4.532	0.011
	Within Groups	413.385	398	1.039		
	Total	422.798	400			
I care a lot about the flavor of the specialty coffee that I purchase	Between Groups	4.856	2	2.428	4.755	0.009
	Within Groups	203.214	398	0.511		
	Total	208.070	400			
I am passionate about coffee	Between Groups	10.205	2	5.103	6.956	0.001
	Within Groups	291.935	398	0.734		

	Total	302.140	400			
Specialty coffee gives me pleasure	Between Groups	5.521	2	2.760	3.462	0.032
	Within Groups	317.362	398	0.797		
	Total	322.883	400			
I continue to purchase specialty coffee, not because I had to, but because I want to	Between Groups	4.590	2	2.295	3.822	0.023
	Within Groups	238.981	398	0.600		
	Total	243.571	400			
I wish to continue purchasing over specialty coffee	Between Groups	4.968	2	2.484	3.823	0.023
	Within Groups	258.563	398	0.650		
	Total	263.531	400			
I will fulfill the desire for the next purchase	Between Groups	5.678	2	2.839	3.358	0.036
	Within Groups	336.447	398	0.845		
	Total	342.125	400			

Post Hoc Tests

						95% Confidence Interval	
Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Where do you normally consume specialty coffee?	(J) Where do you normally consume specialty coffee?	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
My expectations have been fulfilled after consuming specialty coffee	Coffee shop only	Both	-.298*	0.094	0.005	-0.52	-0.07
	Both	Coffee shop only	.298*	0.094	0.005	0.07	0.52
I am satisfied with the product value to price	Coffee shop only	Both	-.245*	0.097	0.035	-0.48	-0.01

	Both	Coffee shop only	.245*	0.097	0.035	0.01	0.48
Specialty coffee has better flavor and aroma to me compared to commercial coffee	Coffee shop only	Both	-.191*	0.071	0.022	-0.36	-0.02
	Both	Coffee shop only	.191*	0.071	0.022	0.02	0.36
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Home only	Coffee shop only	.590*	0.241	0.044	0.01	1.17
	Coffee shop only	Home only	-.590*	0.241	0.044	-1.17	-0.01
		Both	-.213*	0.081	0.025	-0.41	-0.02
	Both	Coffee shop only	.213*	0.081	0.025	0.02	0.41
I like to explore different varieties of coffee	Coffee shop only	Both	-.478*	0.115	0.000	-0.75	-0.20
	Both	Coffee shop only	.478*	0.115	0.000	0.20	0.75
I prefer coffee with denomination of origin specialty coffee	Coffee shop only	Both	-.307*	0.114	0.022	-0.58	-0.03
	Both	Coffee shop only	.307*	0.114	0.022	0.03	0.58
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	Coffee shop only	Both	-.230*	0.085	0.022	-0.44	-0.03
	Both	Coffee shop only	.230*	0.085	0.022	0.03	0.44
I am curious about where my coffee comes from (i.e. country of origin)	Coffee shop only	Both	-.383*	0.121	0.005	-0.67	-0.09
	Both	Coffee shop only	.383*	0.121	0.005	0.09	0.67
I am able to differentiate the taste of different coffee flavors, acidity, and body	Coffee shop only	Both	-.273*	0.113	0.050	-0.55	0.00
	Both	Coffee shop only	.273*	0.113	0.050	0.00	0.55
I care if my coffee is being prepared correctly. For instance, the degree of the roast,	Coffee shop only	Both	-.338*	0.124	0.020	-0.64	-0.04
	Both	Coffee shop only	.338*	0.124	0.020	0.04	0.64

water temperature, coffee equipment etc.							
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Coffee shop only	Both	-.479*	0.140	0.002	-0.81	-0.14
	Both	Coffee shop only	.479*	0.140	0.002	0.14	0.81
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Coffee shop only	Both	-.543*	0.156	0.002	-0.92	-0.17
	Both	Coffee shop only	.543*	0.156	0.002	0.17	0.92
I am willing to pay more for specialty coffees	Coffee shop only	Both	-.235*	0.097	0.049	-0.47	0.00
	Both	Coffee shop only	.235*	0.097	0.049	0.00	0.47
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Home only	Coffee shop only	-.952*	0.377	0.036	-1.86	-0.04
		Both	-1.068*	0.365	0.011	-1.95	-0.19
	Coffee shop only	Home only	.952*	0.377	0.036	0.04	1.86
	Both	Home only	1.068*	0.365	0.011	0.19	1.95
I care a lot about the flavor of the specialty coffee that I purchase	Coffee shop only	Both	-.267*	0.088	0.008	-0.48	-0.06
	Both	Coffee shop only	.267*	0.088	0.008	0.06	0.48
I am passionate about coffee	Coffee shop only	Both	-.353*	0.106	0.003	-0.61	-0.10
	Both	Coffee shop only	.353*	0.106	0.003	0.10	0.61
Specialty coffee gives me pleasure	Coffee shop only	Both	-.283*	0.110	0.032	-0.55	-0.02

	Both	Coffee shop only	.283*	0.110	0.032	0.02	0.55
I continue to purchase specialty coffee, not because I had to, but because I want to	Coffee shop only	Both	-.263*	0.096	0.019	-0.49	-0.03
	Both	Coffee shop only	.263*	0.096	0.019	0.03	0.49
I wish to continue purchasing over specialty coffee	Coffee shop only	Both	-.271*	0.100	0.020	-0.51	-0.03
	Both	Coffee shop only	.271*	0.100	0.020	0.03	0.51
I will fulfill the desire for the next purchase	Coffee shop only	Both	-.293*	0.114	0.031	-0.57	-0.02
	Both	Coffee shop only	.293*	0.114	0.031	0.02	0.57

Descriptives						95% Confidence Interval for Mean		Minimum	Maximum
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound		
My expectations have been fulfilled after consuming specialty coffee	Home only	8	4.63	0.518	0.183	4.19	5.06	4	5
	Coffee shop only	83	4.20	0.934	0.103	4.00	4.41	1	5
	Both	310	4.50	0.714	0.041	4.42	4.58	2	5
	Total	401	4.44	0.770	0.038	4.37	4.52	1	5
I am satisfied with the product value to price	Home only	8	4.50	0.535	0.189	4.05	4.95	4	5
	Coffee shop only	83	4.05	0.949	0.104	3.84	4.26	1	5
	Both	310	4.30	0.740	0.042	4.21	4.38	2	5
	Total	401	4.25	0.790	0.040	4.17	4.33	1	5
Specialty coffee has better flavor and aroma to me compared to	Home only	8	4.88	0.354	0.125	4.58	5.17	4	5
	Coffee shop only	83	4.55	0.703	0.077	4.40	4.71	2	5
	Both	310	4.75	0.536	0.030	4.69	4.81	2	5

commercial coffee	Total	401	4.71	0.576	0.029	4.65	4.76	2	5
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Home only	8	5.00	0.000	0.000	5.00	5.00	5	5
	Coffee shop only	83	4.41	0.766	0.084	4.24	4.58	2	5
	Both	310	4.62	0.625	0.036	4.55	4.69	1	5
	Total	401	4.59	0.658	0.033	4.52	4.65	1	5
I like to explore different varieties of coffee	Home only	8	4.13	0.835	0.295	3.43	4.82	3	5
	Coffee shop only	83	4.01	1.153	0.127	3.76	4.26	1	5
	Both	310	4.49	0.862	0.049	4.39	4.59	1	5
	Total	401	4.38	0.947	0.047	4.29	4.48	1	5
I prefer coffee with denomination of origin specialty coffee	Home only	8	4.38	0.744	0.263	3.75	5.00	3	5
	Coffee shop only	83	3.96	1.076	0.118	3.73	4.20	1	5
	Both	310	4.27	0.885	0.050	4.17	4.37	1	5
	Total	401	4.21	0.932	0.047	4.12	4.30	1	5
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	Home only	8	4.75	0.463	0.164	4.36	5.14	4	5
	Coffee shop only	83	4.34	0.859	0.094	4.15	4.52	1	5
	Both	310	4.57	0.644	0.037	4.50	4.64	2	5
	Total	401	4.52	0.696	0.035	4.46	4.59	1	5
I am curious about where my coffee comes from (i.e. country of origin)	Home only	8	3.88	1.126	0.398	2.93	4.82	2	5
	Coffee shop only	83	3.89	1.148	0.126	3.64	4.14	1	5
	Both	310	4.27	0.927	0.053	4.17	4.38	1	5
	Total	401	4.19	0.991	0.049	4.09	4.28	1	5
I am able to differentiate the taste of different coffee flavors, acidity, and body	Home only	8	3.50	0.926	0.327	2.73	4.27	2	5
	Coffee shop only	83	3.84	0.994	0.109	3.63	4.06	2	5
	Both	310	4.12	0.896	0.051	4.02	4.22	1	5
	Total	401	4.05	0.925	0.046	3.96	4.14	1	5
I care if my coffee is being prepared correctly. For	Home only	8	3.75	1.035	0.366	2.88	4.62	2	5
	Coffee shop only	83	3.74	1.120	0.124	3.50	3.99	1	5

instance, the degree of the roast, water temperature, coffee equipment etc.	Both	310	4.10	0.969	0.055	3.99	4.21	1	5
	Total	401	4.02	1.011	0.051	3.92	4.12	1	5
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Home only	8	3.75	1.035	0.366	2.88	4.62	2	5
	Coffee shop only	83	3.48	1.263	0.139	3.21	3.76	1	5
	Both	310	3.96	1.095	0.062	3.84	4.08	1	5
	Total	401	3.86	1.145	0.057	3.74	3.97	1	5
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Home only	8	2.75	1.488	0.526	1.51	3.99	1	5
	Coffee shop only	83	3.19	1.410	0.155	2.88	3.50	1	5
	Both	310	3.74	1.218	0.069	3.60	3.87	1	5
	Total	401	3.60	1.286	0.064	3.48	3.73	1	5
I am willing to pay more for specialty coffees	Home only	8	4.00	0.756	0.267	3.37	4.63	3	5
	Coffee shop only	83	4.23	0.934	0.103	4.03	4.44	1	5
	Both	310	4.45	0.745	0.042	4.36	4.53	1	5
	Total	401	4.39	0.792	0.040	4.32	4.47	1	5
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Home only	8	3.00	1.309	0.463	1.91	4.09	1	5
	Coffee shop only	83	3.95	1.132	0.125	3.70	4.20	1	5
	Both	310	4.07	0.981	0.056	3.96	4.18	1	5
	Total	401	4.02	1.029	0.051	3.92	4.12	1	5
I care a lot about the flavor of the specialty coffee	Home only	8	4.38	0.744	0.263	3.75	5.00	3	5
	Coffee shop only	83	4.31	0.869	0.095	4.12	4.50	1	5

that I purchase	Both	310	4.58	0.667	0.038	4.51	4.66	1	5
	Total	401	4.52	0.721	0.036	4.45	4.59	1	5
I am passionate about coffee	Home only	8	3.88	0.641	0.227	3.34	4.41	3	5
	Coffee shop only	83	4.11	1.048	0.115	3.88	4.34	1	5
	Both	310	4.46	0.803	0.046	4.37	4.55	1	5
	Total	401	4.38	0.869	0.043	4.29	4.46	1	5
Specialty coffee gives me pleasure	Home only	8	4.13	1.126	0.398	3.18	5.07	2	5
	Coffee shop only	83	4.08	1.050	0.115	3.86	4.31	1	5
	Both	310	4.37	0.840	0.048	4.27	4.46	1	5
	Total	401	4.30	0.898	0.045	4.22	4.39	1	5
I continue to purchase specialty coffee, not because I had to, but because I want to	Home only	8	4.38	0.916	0.324	3.61	5.14	3	5
	Coffee shop only	83	4.25	0.881	0.097	4.06	4.45	1	5
	Both	310	4.51	0.742	0.042	4.43	4.60	1	5
	Total	401	4.46	0.782	0.039	4.38	4.53	1	5
I wish to continue purchasing over specialty coffee	Home only	8	4.25	0.886	0.313	3.51	4.99	3	5
	Coffee shop only	83	4.18	0.872	0.096	3.99	4.37	1	5
	Both	310	4.45	0.788	0.045	4.36	4.54	1	5
	Total	401	4.39	0.813	0.041	4.31	4.47	1	5
I will fulfill the desire for the next purchase	Home only	8	4.13	0.835	0.295	3.43	4.82	3	5
	Coffee shop only	83	3.99	1.018	0.112	3.77	4.21	1	5
	Both	310	4.28	0.894	0.051	4.18	4.38	1	5
	Total	401	4.21	0.925	0.046	4.12	4.30	1	5

Companion

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I am willing to pay more for my prefer sensor characteristics	Between Groups	7.243	4	1.811	3.938	0.004

	Within Groups	182.059	396	0.460		
	Total	189.302	400			
I am willing to pay more than any other coffee to consume specialty coffee	Between Groups	9.099	4	2.275	2.714	0.030
	Within Groups	331.873	396	0.838		
	Total	340.973	400			

Post Hoc Tests

Multiple Comparisons								
Bonferroni								
							95% Confidence Interval	
Dependent Variable	(I) Who do you normally enjoy specialty coffee with?	(J) Who do you normally enjoy specialty coffee with?	Mean Difference (I-J)	Std. Error	Sig.		Lower Bound	Upper Bound
I am willing to pay more for my prefer sensor characteristics	Alone	Family	.291*	0.094	0.020		0.03	0.56
	Family	Alone	-.291*	0.094	0.020		-0.56	-0.03
I am willing to pay more than any other coffee to consume specialty coffee	Friends	Family	.518*	0.163	0.016		0.06	0.98
	Family	Friends	-.518*	0.163	0.016		-0.98	-0.06

Descriptives									
						95% Confidence Interval for Mean		Minimum	Maximum
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound		
I am willing to pay more for my prefer sensor characteristics	Alone	163	4.68	0.553	0.043	4.59	4.76	3	5
	Friends	53	4.50	0.700	0.097	4.31	4.69	2	5
	Family	77	4.39	0.830	0.095	4.20	4.58	1	5

	Partner	101	4.54	0.673	0.067	4.41	4.67	2	5
	Others	7	4.00	1.155	0.436	2.93	5.07	2	5
	Total	401	4.55	0.685	0.034	4.49	4.62	1	5
I am willing to pay more than any other coffee to consume specialty coffee	Alone	163	4.20	0.925	0.073	4.05	4.34	1	5
	Friends	53	4.45	0.722	0.099	4.25	4.65	2	5
	Family	77	3.94	1.030	0.117	3.70	4.17	1	5
	Partner	101	4.21	0.909	0.090	4.03	4.39	2	5
	Others	7	4.43	0.787	0.297	3.70	5.16	3	5
	Total	401	4.19	0.924	0.046	4.10	4.28	1	5

Average specialty coffee consumption per week

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee	Between Groups	6.739	3	2.246	5.992	0.001
	Within Groups	148.832	397	0.375		
	Total	155.571	400			
I am happy to consume specialty coffee	Between Groups	7.041	3	2.347	7.762	0.000
	Within Groups	119.749	396	0.302		
	Total	126.790	399			
I think my decision to purchase specialty coffee is a wise one	Between Groups	8.437	3	2.812	6.295	0.000
	Within Groups	177.359	397	0.447		
	Total	185.796	400			
My expectations have been fulfilled after consuming specialty coffee	Between Groups	8.508	3	2.836	4.928	0.002
	Within Groups	228.480	397	0.576		
	Total	236.988	400			
Specialty coffee has better flavor and	Between	3.541	3	1.180	3.624	0.013

aroma to me compared to commercial coffee	Groups					
	Within Groups	129.321	397	0.326		
	Total	132.863	400			
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Between Groups	4.619	3	1.540	3.624	0.013
	Within Groups	168.663	397	0.425		
	Total	173.282	400			
I like to explore different varieties of coffee	Between Groups	10.801	3	3.600	4.107	0.007
	Within Groups	348.057	397	0.877		
	Total	358.858	400			
I prefer coffee with denomination of origin specialty coffee	Between Groups	9.749	3	3.250	3.823	0.010
	Within Groups	336.611	396	0.850		
	Total	346.360	399			
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	Between Groups	11.052	3	3.684	7.994	0.000
	Within Groups	182.973	397	0.461		
	Total	194.025	400			
I am curious about where my coffee comes from (i.e. country of origin)	Between Groups	15.624	3	5.208	5.479	0.001
	Within Groups	377.349	397	0.951		
	Total	392.973	400			
I am able to differentiate the taste of different coffee flavors, acidity, and body	Between Groups	14.932	3	4.977	6.040	0.000
	Within Groups	327.168	397	0.824		
	Total	342.100	400			
I care if my coffee is being prepared correctly. For instance, the degree of the	Between Groups	23.386	3	7.795	8.029	0.000

roast, water temperature, coffee equipment etc.	Within Groups	383.491	395	0.971		
	Total	406.877	398			
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Between Groups	51.596	3	17.199	14.452	0.000
	Within Groups	471.281	396	1.190		
	Total	522.877	399			
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Between Groups	36.882	3	12.294	7.808	0.000
	Within Groups	625.073	397	1.574		
	Total	661.955	400			
I am willing to pay more for specialty coffees	Between Groups	8.811	3	2.937	4.816	0.003
	Within Groups	240.257	394	0.610		
	Total	249.068	397			
I am willing to pay more for specialty I am willing to pay more for my prefer specialty coffee brand	Between Groups	6.294	3	2.098	2.754	0.042
	Within Groups	301.703	396	0.762		
	Total	307.997	399			
I am willing to pay more for my prefer sensor characteristics	Between Groups	8.648	3	2.883	6.390	0.000
	Within Groups	177.744	394	0.451		
	Total	186.392	397			
I am willing to pay more for higher bean quality	Between Groups	6.179	3	2.060	3.912	0.009
	Within Groups	208.498	396	0.527		
	Total	214.677	399			
I am willing to pay more because the consumption of specialty coffee help me gain social approval	Between Groups	24.991	3	8.330	3.736	0.011
	Within Groups	883.009	396	2.230		

	Total	908.000	399			
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Between Groups	16.537	3	5.512	5.373	0.001
	Within Groups	406.260	396	1.026		
	Total	422.797	399			
I care a lot about the flavor of the specialty coffee that I purchase	Between Groups	13.468	3	4.489	9.159	0.000
	Within Groups	194.602	397	0.490		
	Total	208.070	400			
I care a lot about the amount of caffeine in the specialty coffee that I purchase	Between Groups	40.783	3	13.594	7.408	0.000
	Within Groups	726.654	396	1.835		
	Total	767.437	399			
I am passionate about coffee	Between Groups	19.669	3	6.556	9.214	0.000
	Within Groups	282.471	397	0.712		
	Total	302.140	400			
Specialty coffee gives me pleasure	Between Groups	19.913	3	6.638	8.698	0.000
	Within Groups	302.970	397	0.763		
	Total	322.883	400			
I had a good time when I got to enjoy specialty coffee	Between Groups	11.706	3	3.902	5.936	0.001
	Within Groups	260.334	396	0.657		
	Total	272.040	399			
Coffee drinking is a lifestyle	Between Groups	12.014	3	4.005	3.311	0.020
	Within Groups	480.240	397	1.210		
	Total	492.254	400			
I continue to purchase specialty coffee,	Between	13.381	3	4.460	7.661	0.000

not because I had to, but because I want to	Groups					
	Within Groups	229.393	394	0.582		
	Total	242.774	397			
I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc.	Between Groups	14.827	3	4.942	3.055	0.028
	Within Groups	640.611	396	1.618		
	Total	655.437	399			
I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc.	Between Groups	31.516	3	10.505	9.341	0.000
	Within Groups	446.484	397	1.125		
	Total	478.000	400			
I am willing to pay more than any other coffee to consume specialty coffee	Between Groups	16.180	3	5.393	6.577	0.000
	Within Groups	324.757	396	0.820		
	Total	340.938	399			
I am committed to specialty coffee despite many other coffee choice	Between Groups	24.630	3	8.210	7.344	0.000
	Within Groups	443.809	397	1.118		
	Total	468.439	400			
I am proud to become specialty coffee consumer	Between Groups	12.861	3	4.287	3.070	0.028
	Within Groups	554.296	397	1.396		
	Total	567.157	400			
I will consume specialty coffee in the future	Between Groups	7.033	3	2.344	4.156	0.006
	Within Groups	222.822	395	0.564		
	Total	229.855	398			
I wish to continue purchasing over specialty coffee	Between Groups	19.143	3	6.381	10.325	0.000

	Within Groups	243.492	394	0.618		
	Total	262.636	397			
I will fulfill the desire for the next purchase	Between Groups	22.903	3	7.634	9.483	0.000
	Within Groups	317.990	395	0.805		
	Total	340.892	398			
I will consider specialty coffee as first choice to consume caffeinated drink	Between Groups	27.470	3	9.157	8.353	0.000
	Within Groups	433.011	395	1.096		
	Total	460.481	398			
I will recommend specialty coffee to my friends	Between Groups	19.682	3	6.561	8.812	0.000
	Within Groups	293.333	394	0.744		
	Total	313.015	397			

Post Hoc Tests

Multiple Comparisons							
Bonferroni							
	(I) How many cups of specialty coffee do you drink on average per week?	(J) How many cups of specialty coffee do you drink on average per week?				95% Confidence Interval	
Dependent Variable	**week?**	**week?**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**Lower Bound**	**Upper Bound**
I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee	1-2	6-10	-.247*	0.085	0.024	-0.47	-0.02
		10+	-.399*	0.097	0.000	-0.66	-0.14
	6-10	1-2	.247*	0.085	0.024	0.02	0.47
	10+	1-2	.399*	0.097	0.000	0.14	0.66
I am happy to consume specialty	1-2	6-10	-.281*	0.077	0.002	-0.48	-0.08

coffee		10+	-.384*	0.087	0.000	-0.62	-0.15
	3-5	10+	-.226*	0.083	0.040	-0.44	-0.01
	6-10	1-2	.281*	0.077	0.002	0.08	0.48
	10+	1-2	.384*	0.087	0.000	0.15	0.62
		3-5	.226*	0.083	0.040	0.01	0.44
I think my decision to purchase specialty coffee is a wise one	1-2	6-10	-.279*	0.093	0.017	-0.53	-0.03
		10+	-.445*	0.106	0.000	-0.73	-0.16
	6-10	1-2	.279*	0.093	0.017	0.03	0.53
	10+	1-2	.445*	0.106	0.000	0.16	0.73
My expectations have been fulfilled after consuming specialty coffee	1-2	6-10	-.285*	0.106	0.043	-0.57	-0.01
		10+	-.443*	0.120	0.002	-0.76	-0.12
	6-10	1-2	.285*	0.106	0.043	0.01	0.57
	10+	1-2	.443*	0.120	0.002	0.12	0.76
Specialty coffee has better flavor and aroma to me compared to commercial coffee	1-2	10+	-.291*	0.090	0.008	-0.53	-0.05
	10+	1-2	.291*	0.090	0.008	0.05	0.53
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	1-2	10+	-.332*	0.103	0.009	-0.61	-0.06
	10+	1-2	.332*	0.103	0.009	0.06	0.61
I like to explore different varieties of coffee	1-2	10+	-.518*	0.148	0.003	-0.91	-0.12
	10+	1-2	.518*	0.148	0.003	0.12	0.91
I prefer coffee with denomination of origin specialty coffee	1-2	10+	-.456*	0.146	0.012	-0.84	-0.07
	10+	1-2	.456*	0.146	0.012	0.07	0.84
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	1-2	3-5	-.288*	0.093	0.013	-0.53	-0.04
		6-10	-.387*	0.095	0.000	-0.64	-0.14
		10+	-.465*	0.108	0.000	-0.75	-0.18
	3-5	1-2	.288*	0.093	0.013	0.04	0.53
	6-10	1-2	.387*	0.095	0.000	0.14	0.64
	10+	1-2	.465*	0.108	0.000	0.18	0.75
I am curious about where my coffee comes from (i.e. country of origin)	1-2	10+	-.604*	0.155	0.001	-1.01	-0.19
	3-5	10+	-.438*	0.146	0.018	-0.83	-0.05
	10+	1-2	.604*	0.155	0.001	0.19	1.01
		3-5	.438*	0.146	0.018	0.05	0.83
I am able to differentiate the taste of different coffee flavors, acidity, and body	1-2	10+	-.601*	0.144	0.000	-0.98	-0.22
	3-5	10+	-.428*	0.136	0.011	-0.79	-0.07
	10+	1-2	.601*	0.144	0.000	0.22	0.98
		3-5	.428*	0.136	0.011	0.07	0.79

I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	1-2	10+	-.765*	0.157	0.000	-1.18	-0.35
	3-5	10+	-.423*	0.148	0.027	-0.82	-0.03
	6-10	10+	-.481*	0.150	0.009	-0.88	-0.08
	10+	1-2	.765*	0.157	0.000	0.35	1.18
		3-5	.423*	0.148	0.027	0.03	0.82
		6-10	.481*	0.150	0.009	0.08	0.88
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	1-2	10+	-.998*	0.173	0.000	-1.46	-0.54
	3-5	10+	-.984*	0.164	0.000	-1.42	-0.55
	6-10	10+	-.699*	0.166	0.000	-1.14	-0.26
	10+	1-2	.998*	0.173	0.000	0.54	1.46
		3-5	.984*	0.164	0.000	0.55	1.42
		6-10	.699*	0.166	0.000	0.26	1.14
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	1-2	10+	-.933*	0.199	0.000	-1.46	-0.41
	3-5	10+	-.696*	0.188	0.002	-1.20	-0.20
	6-10	10+	-.531*	0.191	0.035	-1.04	-0.02
	10+	1-2	.933*	0.199	0.000	0.41	1.46
		3-5	.696*	0.188	0.002	0.20	1.20
		6-10	.531*	0.191	0.035	0.02	1.04
I am willing to pay more for specialty coffees	1-2	6-10	-.338*	0.109	0.013	-0.63	-0.05
		10+	-.425*	0.124	0.004	-0.75	-0.09
	6-10	1-2	.338*	0.109	0.013	0.05	0.63
	10+	1-2	.425*	0.124	0.004	0.09	0.75
I am willing to pay more for specialty I am willing to pay more for my prefer specialty coffee brand	1-2	6-10	-.331*	0.122	0.042	-0.65	-0.01
	6-10	1-2	.331*	0.122	0.042	0.01	0.65
I am willing to pay more for my prefer sensor characteristics	1-2	3-5	-.276*	0.092	0.018	-0.52	-0.03
		6-10	-.327*	0.094	0.003	-0.58	-0.08
		10+	-.424*	0.107	0.001	-0.71	-0.14
	3-5	1-2	.276*	0.092	0.018	0.03	0.52
	6-10	1-2	.327*	0.094	0.003	0.08	0.58
	10+	1-2	.424*	0.107	0.001	0.14	0.71
I am willing to pay more for higher bean quality	1-2	6-10	-.286*	0.101	0.030	-0.55	-0.02
		10+	-.350*	0.115	0.015	-0.65	-0.04
	6-10	1-2	.286*	0.101	0.030	0.02	0.55
	10+	1-2	.350*	0.115	0.015	0.04	0.65
I am willing to pay more because	3-5	10+	.675*	0.224	0.017	0.08	1.27

the consumption of specialty coffee help me gain social approval	10+	3-5	-.675*	0.224	0.017	-1.27	-0.08
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	1-2	10+	-.643*	0.161	0.000	-1.07	-0.22
	10+	1-2	.643*	0.161	0.000	0.22	1.07
I care a lot about the flavor of the specialty coffee that I purchase	1-2	3-5	-.341*	0.096	0.002	-0.59	-0.09
		6-10	-.338*	0.098	0.004	-0.60	-0.08
		10+	-.559*	0.111	0.000	-0.85	-0.26
	3-5	1-2	.341*	0.096	0.002	0.09	0.59
	6-10	1-2	.338*	0.098	0.004	0.08	0.60
	10+	1-2	.559*	0.111	0.000	0.26	0.85
I care a lot about the amount of caffeine in the specialty coffee that I purchase	1-2	10+	.712*	0.215	0.006	0.14	1.28
	3-5	6-10	.523*	0.176	0.019	0.06	0.99
		10+	.877*	0.204	0.000	0.34	1.42
	6-10	3-5	-.523*	0.176	0.019	-0.99	-0.06
	10+	1-2	-.712*	0.215	0.006	-1.28	-0.14
		3-5	-.877*	0.204	0.000	-1.42	-0.34
I am passionate about coffee	1-2	6-10	-.446*	0.118	0.001	-0.76	-0.13
		10+	-.589*	0.134	0.000	-0.94	-0.23
	3-5	6-10	-.311*	0.109	0.029	-0.60	-0.02
		10+	-.454*	0.127	0.002	-0.79	-0.12
	6-10	1-2	.446*	0.118	0.001	0.13	0.76
		3-5	.311*	0.109	0.029	0.02	0.60
	10+	1-2	.589*	0.134	0.000	0.23	0.94
		3-5	.454*	0.127	0.002	0.12	0.79
Specialty coffee gives me pleasure	1-2	6-10	-.486*	0.122	0.000	-0.81	-0.16
		10+	-.630*	0.138	0.000	-1.00	-0.26
	3-5	10+	-.375*	0.131	0.027	-0.72	-0.03
	6-10	1-2	.486*	0.122	0.000	0.16	0.81
	10+	1-2	.630*	0.138	0.000	0.26	1.00
		3-5	.375*	0.131	0.027	0.03	0.72
I had a good time when I got to enjoy specialty coffee	1-2	6-10	-.364*	0.113	0.008	-0.66	-0.06
		10+	-.465*	0.129	0.002	-0.81	-0.12
	6-10	1-2	.364*	0.113	0.008	0.06	0.66
	10+	1-2	.465*	0.129	0.002	0.12	0.81
Coffee drinking is a lifestyle	1-2	10+	-.544*	0.174	0.012	-1.01	-0.08

	10+	1-2	.544*	0.174	0.012	0.08	1.01
I continue to purchase specialty coffee, not because I had to, but because I want to	1-2	6-10	-.396*	0.107	0.001	-0.68	-0.11
		10+	-.527*	0.121	0.000	-0.85	-0.21
	6-10	1-2	.396*	0.107	0.001	0.11	0.68
	10+	1-2	.527*	0.121	0.000	0.21	0.85
I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc.	1-2	6-10	-.499*	0.178	0.031	-0.97	-0.03
	6-10	1-2	.499*	0.178	0.031	0.03	0.97
I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc.	1-2	6-10	-.583*	0.148	0.001	-0.98	-0.19
		10+	-.831*	0.168	0.000	-1.28	-0.39
	3-5	10+	-.454*	0.159	0.027	-0.88	-0.03
	6-10	1-2	.583*	0.148	0.001	0.19	0.98
	10+	1-2	.831*	0.168	0.000	0.39	1.28
		3-5	.454*	0.159	0.027	0.03	0.88
I am willing to pay more than any other coffee to consume specialty coffee	1-2	6-10	-.421*	0.127	0.006	-0.76	-0.09
		10+	-.575*	0.144	0.000	-0.96	-0.19
	3-5	10+	-.365*	0.136	0.045	-0.73	0.00
	6-10	1-2	.421*	0.127	0.006	0.09	0.76
	10+	1-2	.575*	0.144	0.000	0.19	0.96
		3-5	.365*	0.136	0.045	0.00	0.73
I am committed to specialty coffee despite many other coffee choice	1-2	6-10	-.548*	0.147	0.001	-0.94	-0.16
		10+	-.715*	0.168	0.000	-1.16	-0.27
	6-10	1-2	.548*	0.147	0.001	0.16	0.94
	10+	1-2	.715*	0.168	0.000	0.27	1.16
I am proud to become specialty coffee consumer	1-2	6-10	-.473*	0.165	0.026	-0.91	-0.04
	6-10	1-2	.473*	0.165	0.026	0.04	0.91
I will consume specialty coffee in the future	1-2	6-10	-.292*	0.105	0.033	-0.57	-0.01
		10+	-.375*	0.119	0.011	-0.69	-0.06
	6-10	1-2	.292*	0.105	0.033	0.01	0.57
	10+	1-2	.375*	0.119	0.011	0.06	0.69
I wish to continue purchasing over specialty coffee	1-2	3-5	-.286*	0.108	0.050	-0.57	0.00
		6-10	-.386*	0.110	0.003	-0.68	-0.09
		10+	-.679*	0.125	0.000	-1.01	-0.35
	3-5	1-2	.286*	0.108	0.050	0.00	0.57
		10+	-.393*	0.118	0.006	-0.71	-0.08

	6-10	1-2	.386*	0.110	0.003	0.09	0.68
	10+	1-2	.679*	0.125	0.000	0.35	1.01
		3-5	.393*	0.118	0.006	0.08	0.71
I will fulfill the desire for the next purchase	1-2	3-5	-.332*	0.123	0.044	-0.66	-0.01
		6-10	-.537*	0.125	0.000	-0.87	-0.21
		10+	-.681*	0.142	0.000	-1.06	-0.30
	3-5	1-2	.332*	0.123	0.044	0.01	0.66
	6-10	1-2	.537*	0.125	0.000	0.21	0.87
	10+	1-2	.681*	0.142	0.000	0.30	1.06
I will consider specialty coffee as first choice to consume caffeinated drink	1-2	3-5	-.450*	0.144	0.011	-0.83	-0.07
		6-10	-.601*	0.146	0.000	-0.99	-0.21
		10+	-.747*	0.166	0.000	-1.19	-0.31
	3-5	1-2	.450*	0.144	0.011	0.07	0.83
	6-10	1-2	.601*	0.146	0.000	0.21	0.99
	10+	1-2	.747*	0.166	0.000	0.31	1.19
I will recommend specialty coffee to my friends	1-2	6-10	-.432*	0.120	0.002	-0.75	-0.11
		10+	-.658*	0.137	0.000	-1.02	-0.29
	3-5	10+	-.426*	0.131	0.007	-0.77	-0.08
	6-10	1-2	.432*	0.120	0.002	0.11	0.75
	10+	1-2	.658*	0.137	0.000	0.29	1.02
		3-5	.426*	0.131	0.007	0.08	0.77

Descriptives						95% Confidence Interval for Mean		Minimum	Maximum
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound		
I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee	1-2	94	4.34	0.756	0.078	4.19	4.50	2	5
	3-5	124	4.54	0.576	0.052	4.44	4.64	3	5
	6-10	114	4.59	0.577	0.054	4.48	4.69	3	5
	10+	69	4.74	0.504	0.061	4.62	4.86	3	5
	Total	401	4.54	0.624	0.031	4.48	4.60	2	5
I am happy to consume specialty coffee	1-2	94	4.50	0.684	0.071	4.36	4.64	2	5
	3-5	124	4.66	0.541	0.049	4.56	4.76	3	5
	6-10	114	4.78	0.511	0.048	4.69	4.88	3	5

	10+	69	4.88	0.404	0.049	4.79	4.98	3	5
	Total	401	4.70	0.564	0.028	4.64	4.75	2	5
I think my decision to purchase specialty coffee is a wise one	1-2	94	4.31	0.855	0.088	4.13	4.48	1	5
	3-5	124	4.53	0.630	0.057	4.42	4.64	3	5
	6-10	114	4.59	0.635	0.060	4.47	4.71	3	5
	10+	69	4.75	0.467	0.056	4.64	4.87	3	5
	Total	401	4.53	0.682	0.034	4.47	4.60	1	5
My expectations have been fulfilled after consuming specialty coffee	1-2	94	4.22	0.918	0.095	4.04	4.41	1	5
	3-5	124	4.43	0.723	0.065	4.30	4.56	2	5
	6-10	114	4.51	0.755	0.071	4.37	4.65	2	5
	10+	69	4.67	0.560	0.067	4.53	4.80	3	5
	Total	401	4.44	0.770	0.038	4.37	4.52	1	5
Specialty coffee has better flavor and aroma to me compared to commercial coffee	1-2	94	4.56	0.697	0.072	4.42	4.71	2	5
	3-5	124	4.71	0.567	0.051	4.61	4.81	2	5
	6-10	114	4.74	0.565	0.053	4.63	4.84	2	5
	10+	69	4.86	0.355	0.043	4.77	4.94	4	5
	Total	401	4.71	0.576	0.029	4.65	4.76	2	5
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	1-2	94	4.44	0.784	0.081	4.28	4.60	1	5
	3-5	124	4.62	0.593	0.053	4.52	4.73	3	5
	6-10	114	4.56	0.692	0.065	4.43	4.69	3	5
	10+	69	4.77	0.458	0.055	4.66	4.88	3	5
	Total	401	4.59	0.658	0.033	4.52	4.65	1	5
I like to explore different varieties of coffee	1-2	94	4.15	1.107	0.114	3.92	4.38	1	5
	3-5	124	4.38	0.907	0.081	4.22	4.54	1	5
	6-10	114	4.41	0.939	0.088	4.24	4.59	2	5
	10+	69	4.67	0.700	0.084	4.50	4.83	2	5
	Total	401	4.38	0.947	0.047	4.29	4.48	1	5
I prefer coffee with denomination of origin specialty coffee	1-2	94	3.98	1.042	0.108	3.76	4.19	1	5
	3-5	124	4.17	0.935	0.084	4.00	4.34	1	5
	6-10	114	4.31	0.853	0.080	4.15	4.47	2	5
	10+	69	4.43	0.831	0.100	4.24	4.63	2	5
	Total	401	4.21	0.932	0.047	4.12	4.30	1	5
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	1-2	94	4.24	0.876	0.090	4.07	4.42	1	5
	3-5	124	4.53	0.617	0.055	4.42	4.64	3	5
	6-10	114	4.63	0.628	0.059	4.52	4.75	2	5
	10+	69	4.71	0.545	0.066	4.58	4.84	2	5

	Total	401	4.52	0.696	0.035	4.46	4.59	1	5
I am curious about where my coffee comes from (i.e. country of origin)	1-2	94	3.95	1.149	0.118	3.71	4.18	1	5
	3-5	124	4.11	1.030	0.092	3.93	4.30	1	5
	6-10	114	4.25	0.888	0.083	4.08	4.41	2	5
	10+	69	4.55	0.718	0.086	4.38	4.72	3	5
	Total	401	4.19	0.991	0.049	4.09	4.28	1	5
I am able to differentiate the taste of different coffee flavors, acidity, and body	1-2	94	3.82	0.983	0.101	3.62	4.02	1	5
	3-5	124	3.99	0.967	0.087	3.82	4.16	1	5
	6-10	114	4.07	0.900	0.084	3.90	4.24	1	5
	10+	69	4.42	0.673	0.081	4.26	4.58	3	5
	Total	401	4.05	0.925	0.046	3.96	4.14	1	5
I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	1-2	94	3.70	1.150	0.119	3.46	3.94	1	5
	3-5	124	4.04	0.962	0.087	3.87	4.21	1	5
	6-10	114	3.98	0.986	0.092	3.80	4.17	1	5
	10+	69	4.46	0.759	0.091	4.28	4.65	2	5
	Total	401	4.02	1.011	0.051	3.92	4.12	1	5
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	1-2	94	3.60	1.203	0.124	3.35	3.84	1	5
	3-5	124	3.61	1.150	0.104	3.40	3.81	1	5
	6-10	114	3.89	1.140	0.107	3.68	4.11	1	5
	10+	69	4.59	0.649	0.078	4.44	4.75	3	5
	Total	401	3.86	1.145	0.057	3.74	3.97	1	5
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	1-2	94	3.26	1.278	0.132	2.99	3.52	1	5
	3-5	124	3.49	1.291	0.116	3.26	3.72	1	5
	6-10	114	3.66	1.261	0.118	3.42	3.89	1	5
	10+	69	4.19	1.141	0.137	3.91	4.46	1	5
	Total	401	3.60	1.286	0.064	3.48	3.73	1	5
I am willing to pay more for specialty coffees	1-2	94	4.15	0.961	0.099	3.95	4.35	1	5
	3-5	124	4.40	0.721	0.065	4.27	4.53	3	5
	6-10	114	4.49	0.769	0.072	4.34	4.63	1	5
	10+	69	4.57	0.606	0.074	4.43	4.72	3	5
	Total	401	4.39	0.792	0.040	4.32	4.47	1	5
I am willing to pay more for specialty I am willing	1-2	94	4.19	0.907	0.094	4.01	4.38	1	5
	3-5	124	4.43	0.876	0.079	4.27	4.58	1	5

to pay more for my prefer specialty coffee brand	6-10	114	4.52	0.803	0.076	4.37	4.67	1	5
	10+	69	4.30	0.928	0.112	4.08	4.53	1	5
	Total	401	4.38	0.879	0.044	4.29	4.46	1	5
I am willing to pay more for my prefer sensor characteristics	1-2	94	4.30	0.882	0.091	4.12	4.48	1	5
	3-5	124	4.58	0.627	0.057	4.47	4.69	2	5
	6-10	114	4.63	0.615	0.058	4.51	4.74	2	5
	10+	69	4.72	0.482	0.058	4.61	4.84	3	5
	Total	401	4.55	0.685	0.034	4.49	4.62	1	5
I am willing to pay more for higher bean quality	1-2	94	4.24	0.888	0.092	4.06	4.43	1	5
	3-5	124	4.43	0.689	0.062	4.30	4.55	2	5
	6-10	114	4.53	0.682	0.064	4.40	4.66	2	5
	10+	69	4.59	0.602	0.072	4.45	4.74	3	5
	Total	401	4.44	0.734	0.037	4.37	4.51	1	5
I am willing to pay more because the consumption of specialty coffee help me gain social approval	1-2	94	2.87	1.461	0.151	2.57	3.17	1	5
	3-5	124	2.94	1.571	0.141	2.66	3.21	1	5
	6-10	114	2.57	1.426	0.134	2.30	2.83	1	5
	10+	69	2.26	1.501	0.181	1.90	2.62	1	5
	Total	401	2.70	1.509	0.075	2.55	2.85	1	5
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	1-2	94	3.73	1.089	0.112	3.51	3.96	1	5
	3-5	124	4.02	1.032	0.093	3.84	4.21	1	5
	6-10	114	4.04	1.038	0.098	3.85	4.24	1	5
	10+	69	4.38	0.806	0.097	4.18	4.57	2	5
	Total	401	4.02	1.029	0.051	3.92	4.12	1	5
I care a lot about the flavor of the specialty coffee that I purchase	1-2	94	4.22	0.929	0.096	4.03	4.41	1	5
	3-5	124	4.56	0.601	0.054	4.46	4.67	3	5
	6-10	114	4.56	0.704	0.066	4.43	4.69	2	5
	10+	69	4.78	0.449	0.054	4.67	4.89	3	5
	Total	401	4.52	0.721	0.036	4.45	4.59	1	5
I care a lot about the amount of caffeine in the specialty coffee that I purchase	1-2	94	3.44	1.266	0.131	3.18	3.70	1	5
	3-5	124	3.60	1.341	0.121	3.36	3.84	1	5
	6-10	114	3.08	1.338	0.125	2.83	3.33	1	5
	10+	69	2.72	1.514	0.182	2.36	3.09	1	5
	Total	401	3.26	1.387	0.069	3.13	3.40	1	5
I am passionate about coffee	1-2	94	4.11	1.042	0.107	3.89	4.32	1	5
	3-5	124	4.24	0.896	0.080	4.08	4.40	1	5
	6-10	114	4.55	0.653	0.061	4.43	4.67	2	5

	10+	69	4.70	0.713	0.086	4.52	4.87	1	5
	Total	401	4.38	0.869	0.043	4.29	4.46	1	5
Specialty coffee gives me pleasure	1-2	94	3.98	1.047	0.108	3.76	4.19	1	5
	3-5	124	4.23	0.894	0.080	4.08	4.39	1	5
	6-10	114	4.46	0.755	0.071	4.32	4.60	2	5
	10+	69	4.61	0.752	0.091	4.43	4.79	2	5
	Total	401	4.30	0.898	0.045	4.22	4.39	1	5
I had a good time when I got to enjoy specialty coffee	1-2	94	4.20	0.968	0.100	4.00	4.40	1	5
	3-5	124	4.35	0.865	0.078	4.19	4.50	1	5
	6-10	114	4.57	0.666	0.063	4.44	4.69	2	5
	10+	69	4.67	0.679	0.082	4.50	4.83	2	5
	Total	401	4.43	0.826	0.041	4.35	4.51	1	5
Coffee drinking is a lifestyle	1-2	94	3.86	1.197	0.123	3.62	4.11	1	5
	3-5	124	4.13	1.067	0.096	3.94	4.32	1	5
	6-10	114	4.15	1.083	0.101	3.95	4.35	1	5
	10+	69	4.41	1.048	0.126	4.15	4.66	1	5
	Total	401	4.12	1.109	0.055	4.01	4.23	1	5
I continue to purchase specialty coffee, not because I had to, but because I want to	1-2	94	4.18	0.884	0.092	4.00	4.36	1	5
	3-5	124	4.41	0.831	0.075	4.26	4.56	1	5
	6-10	114	4.58	0.664	0.062	4.46	4.70	2	5
	10+	69	4.71	0.597	0.072	4.57	4.85	3	5
	Total	401	4.46	0.782	0.039	4.38	4.53	1	5
I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc.	1-2	94	3.19	1.321	0.137	2.92	3.47	1	5
	3-5	124	3.60	1.153	0.104	3.40	3.81	1	5
	6-10	114	3.69	1.291	0.121	3.45	3.93	1	5
	10+	69	3.62	1.373	0.165	3.29	3.95	1	5
	Total	401	3.54	1.282	0.064	3.41	3.66	1	5
I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc.	1-2	94	3.57	1.141	0.118	3.34	3.81	1	5
	3-5	124	3.95	1.011	0.091	3.77	4.13	1	5
	6-10	114	4.16	1.044	0.098	3.96	4.35	1	5
	10+	69	4.41	1.062	0.128	4.15	4.66	1	5
	Total	401	4.00	1.093	0.055	3.89	4.11	1	5
I am willing to pay more than any other coffee to	1-2	94	3.90	1.012	0.105	3.69	4.11	1	5
	3-5	124	4.11	0.930	0.084	3.95	4.28	1	5

consume specialty coffee	6-10	114	4.32	0.781	0.073	4.18	4.47	2	5
	10+	69	4.48	0.901	0.108	4.26	4.69	1	5
	Total	401	4.19	0.924	0.046	4.10	4.28	1	5
I am committed to specialty coffee despite many other coffee choice	1-2	94	3.57	1.214	0.125	3.33	3.82	1	5
	3-5	124	3.93	1.053	0.095	3.74	4.11	1	5
	6-10	114	4.12	1.040	0.097	3.93	4.32	1	5
	10+	69	4.29	0.842	0.101	4.09	4.49	2	5
	Total	401	3.96	1.082	0.054	3.86	4.07	1	5
I am proud to become specialty coffee consumer	1-2	94	3.40	1.256	0.130	3.15	3.66	1	5
	3-5	124	3.77	1.190	0.107	3.55	3.98	1	5
	6-10	114	3.88	1.114	0.104	3.67	4.08	1	5
	10+	69	3.80	1.170	0.141	3.52	4.08	1	5
	Total	401	3.72	1.191	0.059	3.60	3.84	1	5
I will consume specialty coffee in the future	1-2	94	4.23	0.809	0.083	4.07	4.40	3	5
	3-5	124	4.39	0.745	0.067	4.26	4.53	2	5
	6-10	114	4.53	0.694	0.065	4.40	4.66	2	5
	10+	69	4.61	0.771	0.093	4.42	4.79	2	5
	Total	401	4.43	0.760	0.038	4.36	4.51	2	5
I wish to continue purchasing over specialty coffee	1-2	94	4.07	0.907	0.094	3.89	4.26	1	5
	3-5	124	4.36	0.772	0.070	4.22	4.50	2	5
	6-10	114	4.46	0.780	0.073	4.31	4.61	2	5
	10+	69	4.75	0.628	0.076	4.60	4.90	1	5
	Total	401	4.39	0.813	0.041	4.31	4.47	1	5
I will fulfill the desire for the next purchase	1-2	94	3.84	1.019	0.105	3.63	4.05	1	5
	3-5	124	4.17	0.820	0.074	4.03	4.32	2	5
	6-10	114	4.38	0.876	0.082	4.21	4.54	1	5
	10+	69	4.52	0.885	0.106	4.31	4.73	1	5
	Total	401	4.21	0.925	0.046	4.12	4.30	1	5
I will consider specialty coffee as first choice to consume caffeinated drink	1-2	94	3.69	1.207	0.125	3.44	3.94	1	5
	3-5	124	4.14	1.027	0.093	3.95	4.32	1	5
	6-10	114	4.29	0.966	0.090	4.11	4.47	1	5
	10+	69	4.43	0.977	0.118	4.20	4.67	1	5
	Total	401	4.13	1.076	0.054	4.02	4.23	1	5
I will recommend specialty coffee to my friends	1-2	94	3.99	1.021	0.105	3.78	4.20	1	5
	3-5	124	4.22	0.940	0.085	4.05	4.39	1	5
	6-10	114	4.42	0.739	0.069	4.28	4.56	2	5

10+	69	4.65	0.641	0.078	4.49	4.80	3	5
Total	401	4.30	0.888	0.045	4.21	4.38	1	5

Average frequency of specialty coffee shop visit per week

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I like to explore different varieties of coffee	Between Groups	6.609	2	3.304	3.733	0.025
	Within Groups	352.249	398	0.885		
	Total	358.858	400			
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Between Groups	17.346	2	8.673	5.355	0.005
	Within Groups	644.609	398	1.620		
	Total	661.955	400			

Post Hoc Tests

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Generally speaking, how often do you visit a specialty coffee shop?	(J) Generally speaking, how often do you visit a specialty coffee shop?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
I like to explore different varieties of coffee	1-3 times/week	4-6 times/week	-0.301	0.134	0.076	-0.62	0.02
		Everyday	0.182	0.150	0.678	-0.18	0.54
	4-6 times/week	1-3 times/week	0.301	0.134	0.076	-0.02	0.62
		Everyday	.483*	0.186	0.029	0.04	0.93
	Everyday	1-3 times/week	-0.182	0.150	0.678	-0.54	0.18
		4-6 times/week	-.483*	0.186	0.029	-0.93	-0.04
I belong to community of coffee	1-3 times/week	Everyday	-.582*	0.204	0.013	-1.07	-0.09
	4-6 times/week	1-3 times/week	0.363	0.181	0.139	-0.07	0.80

drinkers, I meet and become friend with people with same area of interests		Everyday	-0.219	0.252	1.000	-0.82	0.39
	Everyday	1-3 times/week	.582*	0.204	0.013	0.09	1.07
		4-6 times/week	0.219	0.252	1.000	-0.39	0.82

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I like to explore different varieties of coffee	1-3 times/week	297	4.36	0.956	0.055	4.25	4.47	1	5
	4-6 times/week	59	4.66	0.710	0.092	4.48	4.85	2	5
	Everyday	45	4.18	1.093	0.163	3.85	4.51	1	5
	Total	401	4.38	0.947	0.047	4.29	4.48	1	5
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	1-3 times/week	297	3.48	1.313	0.076	3.33	3.63	1	5
	4-6 times/week	59	3.85	1.157	0.151	3.55	4.15	1	5
	Everyday	45	4.07	1.136	0.169	3.73	4.41	1	5
	Total	401	3.60	1.286	0.064	3.48	3.73	1	5

Coffee Choice

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.
Specialty coffee has better flavor and aroma to me compared to commercial coffee	Between Groups	7.229	6	1.205	3.778	0.001
	Within Groups	125.634	394	0.319		
	Total	132.863	400			

Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Between Groups	6.722	6	1.120	2.650	0.016
	Within Groups	166.560	394	0.423		
	Total	173.282	400			
I like to explore different varieties of coffee	Between Groups	24.679	6	4.113	4.849	0.000
	Within Groups	334.179	394	0.848		
	Total	358.858	400			
I prefer coffee with denomination of origin specialty coffee	Between Groups	18.006	6	3.001	3.592	0.002
	Within Groups	328.354	393	0.836		
	Total	346.360	399			
It is worthwhile to pay a bit more for specialty coffee, because you get better quality	Between Groups	6.388	6	1.065	2.235	0.039
	Within Groups	187.637	394	0.476		
	Total	194.025	400			
I am curious about where my coffee comes from (i.e. country of origin)	Between Groups	27.843	6	4.640	5.007	0.000
	Within Groups	365.130	394	0.927		
	Total	392.973	400			
I am able to differentiate the taste of different coffee flavors, acidity, and body	Between Groups	24.806	6	4.134	5.134	0.000
	Within Groups	317.294	394	0.805		
	Total	342.100	400			
I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	Between Groups	45.374	6	7.562	8.200	0.000
	Within Groups	361.503	392	0.922		
	Total	406.877	398			
I am knowledgeable about coffee and will try to gain more coffee knowledge	Between Groups	64.586	6	10.764	9.231	0.000

when I have the chance by reading coffee related books or talking to professional baristas	Within Groups	458.292	393	1.166		
	Total	522.878	399			
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Between Groups	56.159	6	9.360	6.088	0.000
	Within Groups	605.796	394	1.538		
	Total	661.955	400			
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Between Groups	21.996	6	3.666	3.595	0.002
	Within Groups	400.802	393	1.020		
	Total	422.797	399			
I care a lot about the flavor of the specialty coffee that I purchase	Between Groups	12.024	6	2.004	4.027	0.001
	Within Groups	196.046	394	0.498		
	Total	208.070	400			
I can't function without coffee in the morning	Between Groups	33.261	6	5.544	2.776	0.012
	Within Groups	786.669	394	1.997		
	Total	819.930	400			
I am passionate about coffee	Between Groups	13.728	6	2.288	3.126	0.005
	Within Groups	288.412	394	0.732		
	Total	302.140	400			
Specialty coffee gives me pleasure	Between Groups	14.734	6	2.456	3.140	0.005
	Within Groups	308.149	394	0.782		
	Total	322.883	400			
I had a good time when I got to enjoy specialty coffee	Between Groups	11.696	6	1.949	2.942	0.008
	Within Groups	260.344	393	0.662		

	Total	272.040	399			
I continue to purchase specialty coffee, not because I had to, but because I want to	Between Groups	9.840	6	1.640	2.753	0.012
	Within Groups	232.934	391	0.596		
	Total	242.774	397			
I will consume specialty coffee in the future	Between Groups	7.473	6	1.246	2.196	0.043
	Within Groups	222.381	392	0.567		
	Total	229.855	398			
I wish to continue purchasing over specialty coffee	Between Groups	12.745	6	2.124	3.324	0.003
	Within Groups	249.890	391	0.639		
	Total	262.636	397			
I will fulfill the desire for the next purchase	Between Groups	13.638	6	2.273	2.723	0.013
	Within Groups	327.254	392	0.835		
	Total	340.892	398			

Post Hoc Tests

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) What is your most preferred specialty coffee choice?	(J) What is your most preferred specialty coffee choice?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Specialty coffee has better flavor and aroma to me compared to commercial coffee	Americano	Espresso	.476*	0.142	0.018	0.04	0.91
	Espresso	Americano	-.476*	0.142	0.018	-0.91	-0.04
		Latte	-.462*	0.145	0.033	-0.91	-0.02
		Drip Coffee	-.515*	0.146	0.010	-0.96	-0.07
	Latte	Espresso	.462*	0.145	0.033	0.02	0.91

	Drip Coffee	Espresso	.515*	0.146	0.010	0.07	0.96
		Cold Brew	.481*	0.154	0.040	0.01	0.95
	Cold Brew	Drip Coffee	-.481*	0.154	0.040	-0.95	-0.01
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Drip Coffee	Cold Brew	.548*	0.177	0.044	0.01	1.09
	Cold Brew	Drip Coffee	-.548*	0.177	0.044	-1.09	-0.01
I like to explore different varieties of coffee	Americano	Drip Coffee	-.442*	0.126	0.011	-0.83	-0.06
	Latte	Drip Coffee	-.700*	0.136	0.000	-1.12	-0.28
	Drip Coffee	Americano	.442*	0.126	0.011	0.06	0.83
		Latte	.700*	0.136	0.000	0.28	1.12
		Others	.680*	0.212	0.031	0.03	1.33
	Others	Drip Coffee	-.680*	0.212	0.031	-1.33	-0.03
I prefer coffee with denomination of origin specialty coffee	Americano	Drip Coffee	-.385*	0.125	0.048	-0.77	0.00
	Latte	Drip Coffee	-.491*	0.135	0.007	-0.91	-0.08
	Drip Coffee	Americano	.385*	0.125	0.048	0.00	0.77
		Latte	.491*	0.135	0.007	0.08	0.91
		Others	.700*	0.211	0.021	0.06	1.34
	Others	Drip Coffee	-.700*	0.211	0.021	-1.34	-0.06
I am curious about where my coffee comes from (i.e. country of origin)	Americano	Drip Coffee	-.480*	0.132	0.006	-0.88	-0.08
	Cappuccino	Drip Coffee	-.950*	0.230	0.001	-1.65	-0.25
	Latte	Drip Coffee	-.559*	0.142	0.002	-1.00	-0.12
	Drip Coffee	Americano	.480*	0.132	0.006	0.08	0.88
		Cappuccino	.950*	0.230	0.001	0.25	1.65
		Latte	.559*	0.142	0.002	0.12	1.00
		Others	.799*	0.222	0.008	0.12	1.48
	Others	Drip Coffee	-.799*	0.222	0.008	-1.48	-0.12
I am able to differentiate the taste of different coffee flavors, acidity, and body	Americano	Cappuccino	.634*	0.206	0.047	0.00	1.26
	Espresso	Cappuccino	.980*	0.285	0.014	0.11	1.85
	Cappuccino	Americano	-.634*	0.206	0.047	-1.26	0.00
		Espresso	-.980*	0.285	0.014	-1.85	-0.11
		Drip Coffee	-.959*	0.214	0.000	-1.61	-0.30
	Drip Coffee	Cappuccino	.959*	0.214	0.000	0.30	1.61
		Others	.701*	0.207	0.016	0.07	1.33
	Others	Drip Coffee	-.701*	0.207	0.016	-1.33	-0.07
I care if my coffee is	Americano	Drip Coffee	-.641*	0.132	0.000	-1.04	-0.24

being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	Cappuccino	Drip Coffee	-.870*	0.229	0.004	-1.57	-0.17
	Latte	Drip Coffee	-.744*	0.142	0.000	-1.18	-0.31
	Drip Coffee	Americano	.641*	0.132	0.000	0.24	1.04
		Cappuccino	.870*	0.229	0.004	0.17	1.57
		Latte	.744*	0.142	0.000	0.31	1.18
		Cold Brew	.973*	0.261	0.005	0.17	1.77
		Others	1.181*	0.221	0.000	0.50	1.86
	Cold Brew	Drip Coffee	-.973*	0.261	0.005	-1.77	-0.17
	Others	Drip Coffee	-1.181*	0.221	0.000	-1.86	-0.50
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas	Americano	Drip Coffee	-.726*	0.148	0.000	-1.18	-0.27
	Cappuccino	Drip Coffee	-1.341*	0.258	0.000	-2.13	-0.55
	Latte	Drip Coffee	-.805*	0.160	0.000	-1.29	-0.31
	Drip Coffee	Americano	.726*	0.148	0.000	0.27	1.18
		Cappuccino	1.341*	0.258	0.000	0.55	2.13
		Latte	.805*	0.160	0.000	0.31	1.29
		Cold Brew	1.461*	0.294	0.000	0.56	2.36
		Others	1.065*	0.249	0.001	0.30	1.83
	Cold Brew	Drip Coffee	-1.461*	0.294	0.000	-2.36	-0.56
	Others	Drip Coffee	-1.065*	0.249	0.001	-1.83	-0.30
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Americano	Drip Coffee	-.619*	0.170	0.006	-1.14	-0.10
	Latte	Drip Coffee	-.767*	0.184	0.001	-1.33	-0.21
	Drip Coffee	Americano	.619*	0.170	0.006	0.10	1.14
		Latte	.767*	0.184	0.001	0.21	1.33
		Cold Brew	1.496*	0.337	0.000	0.46	2.53
		Others	1.142*	0.286	0.002	0.27	2.02
	Cold Brew	Drip Coffee	-1.496*	0.337	0.000	-2.53	-0.46
	Others	Drip Coffee	-1.142*	0.286	0.002	-2.02	-0.27
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Cappuccino	Drip Coffee	-.821*	0.241	0.015	-1.56	-0.08
	Drip Coffee	Cappuccino	.821*	0.241	0.015	0.08	1.56
I care a lot about the flavor of the specialty coffee that I purchase	Americano	Drip Coffee	-.311*	0.097	0.030	-0.61	-0.02
	Cappuccino	Drip Coffee	-.554*	0.168	0.023	-1.07	-0.04
	Drip Coffee	Americano	.311*	0.097	0.030	0.02	0.61
		Cappuccino	.554*	0.168	0.023	0.04	1.07

		Cold Brew	.657*	0.192	0.014	0.07	1.24
	Cold Brew	Drip Coffee	-.657*	0.192	0.014	-1.24	-0.07
I can't function without coffee in the morning	Americano	Drip Coffee	.692*	0.193	0.008	0.10	1.28
	Latte	Drip Coffee	.704*	0.209	0.017	0.06	1.34
	Drip Coffee	Americano	-.692*	0.193	0.008	-1.28	-0.10
		Latte	-.704*	0.209	0.017	-1.34	-0.06
I am passionate about coffee	Drip Coffee	Others	.667*	0.197	0.017	0.06	1.27
	Others	Drip Coffee	-.667*	0.197	0.017	-1.27	-0.06
Specialty coffee gives me pleasure	Drip Coffee	Cold Brew	.802*	0.241	0.020	0.07	1.54
	Cold Brew	Drip Coffee	-.802*	0.241	0.020	-1.54	-0.07
I had a good time when I got to enjoy specialty coffee	Americano	Cold Brew	.685*	0.215	0.033	0.03	1.34
	Latte	Cold Brew	.688*	0.220	0.040	0.02	1.36
	Drip Coffee	Cold Brew	.848*	0.221	0.003	0.17	1.52
	Cold Brew	Americano	-.685*	0.215	0.033	-1.34	-0.03
		Latte	-.687*	0.220	0.040	-1.36	-0.02
		Drip Coffee	-.848*	0.221	0.003	-1.52	-0.17
I continue to purchase specialty coffee, not because I had to, but because I want to	Drip Coffee	Others	.633*	0.178	0.009	0.09	1.18
	Others	Drip Coffee	-.633*	0.178	0.009	-1.18	-0.09
I wish to continue purchasing over specialty coffee	Americano	Drip Coffee	-.357*	0.110	0.027	-0.69	-0.02
	Espresso	Drip Coffee	-.651*	0.207	0.038	-1.28	-0.02
	Drip Coffee	Americano	.357*	0.110	0.027	0.02	0.69
		Espresso	.651*	0.207	0.038	0.02	1.28

Descriptives								
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Specialty coffee has better flavor and aroma to me compared to commercial coffee	Americano	138	4.75	0.465	0.040	4.68	4.83	3	5
	Espresso	18	4.28	0.958	0.226	3.80	4.75	2	5
	Cappuccino	22	4.73	0.550	0.117	4.48	4.97	3	5
	Latte	96	4.74	0.567	0.058	4.62	4.85	2	5

	Drip Coffee	87	4.79	0.509	0.055	4.68	4.90	2	5
	Cold Brew	16	4.31	0.873	0.218	3.85	4.78	2	5
	Others	24	4.58	0.654	0.133	4.31	4.86	3	5
	Total	401	4.71	0.576	0.029	4.65	4.76	2	5
Specialty coffee offer me more diverse selection of coffee beans and brewing methods	Americano	138	4.63	0.568	0.048	4.53	4.73	3	5
	Espresso	18	4.44	0.784	0.185	4.05	4.83	3	5
	Cappuccino	22	4.68	0.568	0.121	4.43	4.93	3	5
	Latte	96	4.50	0.754	0.077	4.35	4.65	1	5
	Drip Coffee	87	4.74	0.538	0.058	4.62	4.85	3	5
	Cold Brew	16	4.19	0.981	0.245	3.66	4.71	2	5
	Others	24	4.42	0.717	0.146	4.11	4.72	3	5
	Total	401	4.59	0.658	0.033	4.52	4.65	1	5
I like to explore different varieties of coffee	Americano	138	4.36	0.951	0.081	4.20	4.52	1	5
	Espresso	18	4.39	1.037	0.244	3.87	4.90	2	5
	Cappuccino	22	4.41	0.854	0.182	4.03	4.79	2	5
	Latte	96	4.10	1.090	0.111	3.88	4.33	1	5
	Drip Coffee	87	4.80	0.567	0.061	4.68	4.93	2	5
	Cold Brew	16	4.31	0.704	0.176	3.94	4.69	3	5
	Others	24	4.13	1.116	0.228	3.65	4.60	2	5
	Total	401	4.38	0.947	0.047	4.29	4.48	1	5
I prefer coffee with denomination of origin specialty coffee	Americano	138	4.19	0.912	0.078	4.04	4.34	2	5
	Espresso	18	4.22	1.114	0.263	3.67	4.78	1	5
	Cappuccino	22	3.95	0.899	0.192	3.56	4.35	2	5
	Latte	96	4.08	0.970	0.099	3.89	4.28	1	5
	Drip Coffee	87	4.57	0.709	0.076	4.42	4.73	2	5
	Cold Brew	16	4.00	1.033	0.258	3.45	4.55	2	5
	Others	24	3.88	1.116	0.228	3.40	4.35	1	5
	Total	401	4.21	0.932	0.047	4.12	4.30	1	5

I am curious about where my coffee comes from (i.e. country of origin)	Americano	138	4.15	0.958	0.082	3.99	4.31	1	5
	Espresso	18	4.17	1.339	0.316	3.50	4.83	1	5
	Cappuccino	22	3.68	1.249	0.266	3.13	4.24	1	5
	Latte	96	4.07	0.943	0.096	3.88	4.26	2	5
	Drip Coffee	87	4.63	0.717	0.077	4.48	4.79	1	5
	Cold Brew	16	4.00	1.155	0.289	3.38	4.62	1	5
	Others	24	3.83	1.090	0.223	3.37	4.29	1	5
	Total	401	4.19	0.991	0.049	4.09	4.28	1	5
I am able to differentiate the taste of different coffee flavors, acidity, and body	Americano	138	4.04	0.879	0.075	3.90	4.19	1	5
	Espresso	18	4.39	0.850	0.200	3.97	4.81	3	5
	Cappuccino	22	3.41	1.008	0.215	2.96	3.86	1	5
	Latte	96	3.98	0.984	0.100	3.78	4.18	1	5
	Drip Coffee	87	4.37	0.717	0.077	4.21	4.52	3	5
	Cold Brew	16	3.81	0.834	0.209	3.37	4.26	2	5
	Others	24	3.67	1.167	0.238	3.17	4.16	1	5
	Total	401	4.05	0.925	0.046	3.96	4.14	1	5
I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.	Americano	138	3.96	0.984	0.084	3.79	4.12	1	5
	Espresso	18	4.06	1.029	0.250	3.53	4.59	2	5
	Cappuccino	22	3.73	0.985	0.210	3.29	4.16	2	5
	Latte	96	3.85	1.015	0.104	3.65	4.06	1	5
	Drip Coffee	87	4.60	0.619	0.066	4.47	4.73	2	5
	Cold Brew	16	3.63	1.258	0.315	2.95	4.30	1	5
	Others	24	3.42	1.283	0.262	2.88	3.96	1	5
	Total	401	4.02	1.011	0.051	3.92	4.12	1	5
I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the	Americano	138	3.80	1.047	0.089	3.62	3.97	1	5
	Espresso	18	3.94	1.162	0.274	3.37	4.52	2	5
	Cappuccino	22	3.18	1.296	0.276	2.61	3.76	1	5
	Latte	96	3.72	1.140	0.116	3.49	3.95	1	5

chance by reading coffee related books or talking to professional baristas	Drip Coffee	87	4.52	0.808	0.087	4.35	4.70	1	5
	Cold Brew	16	3.06	1.289	0.322	2.38	3.75	1	5
	Others	24	3.46	1.414	0.289	2.86	4.06	1	5
	Total	401	3.86	1.145	0.057	3.74	3.97	1	5
I belong to community of coffee drinkers, I meet and become friend with people with same area of interests	Americano	138	3.57	1.267	0.108	3.35	3.78	1	5
	Espresso	18	3.89	1.278	0.301	3.25	4.52	1	5
	Cappuccino	22	3.41	1.403	0.299	2.79	4.03	1	5
	Latte	96	3.42	1.389	0.142	3.14	3.70	1	5
	Drip Coffee	87	4.18	0.934	0.100	3.98	4.38	1	5
	Cold Brew	16	2.69	1.302	0.326	1.99	3.38	1	5
	Others	24	3.04	1.197	0.244	2.54	3.55	1	5
	Total	401	3.60	1.286	0.064	3.48	3.73	1	5
I prefer to consume specialty coffee even if other type of coffee cost me a lower price	Americano	138	4.07	0.913	0.078	3.92	4.23	1	5
	Espresso	18	3.50	1.200	0.283	2.90	4.10	1	5
	Cappuccino	22	3.45	1.224	0.261	2.91	4.00	1	5
	Latte	96	4.07	1.107	0.113	3.85	4.30	1	5
	Drip Coffee	87	4.28	0.924	0.099	4.08	4.47	2	5
	Cold Brew	16	3.63	1.204	0.301	2.98	4.27	1	5
	Others	24	3.79	0.932	0.190	3.40	4.19	2	5
	Total	401	4.02	1.029	0.051	3.92	4.12	1	5
I care a lot about the flavor of the specialty coffee that I purchase	Americano	138	4.47	0.737	0.063	4.35	4.60	1	5
	Espresso	18	4.50	0.707	0.167	4.15	4.85	3	5
	Cappuccino	22	4.23	0.813	0.173	3.87	4.59	3	5
	Latte	96	4.55	0.752	0.077	4.40	4.70	1	5
	Drip Coffee	87	4.78	0.492	0.053	4.68	4.89	3	5
	Cold Brew	16	4.13	0.957	0.239	3.61	4.64	2	5
	Others	24	4.29	0.690	0.141	4.00	4.58	3	5
	Total	401	4.52	0.721	0.036	4.45	4.59	1	5

I can't function without coffee in the morning	Americano	138	3.62	1.308	0.111	3.40	3.84	1	5
	Espresso	18	3.17	1.383	0.326	2.48	3.85	1	5
	Cappuccino	22	3.50	1.504	0.321	2.83	4.17	1	5
	Latte	96	3.64	1.400	0.143	3.35	3.92	1	5
	Drip Coffee	87	2.93	1.539	0.165	2.60	3.26	1	5
	Cold Brew	16	3.56	1.413	0.353	2.81	4.32	1	5
	Others	24	3.25	1.511	0.308	2.61	3.89	1	5
	Total	401	3.42	1.432	0.071	3.28	3.56	1	5
I am passionate about coffee	Americano	138	4.34	0.788	0.067	4.21	4.47	2	5
	Espresso	18	4.39	0.850	0.200	3.97	4.81	3	5
	Cappuccino	22	4.09	1.109	0.236	3.60	4.58	2	5
	Latte	96	4.36	0.919	0.094	4.18	4.55	1	5
	Drip Coffee	87	4.67	0.802	0.086	4.50	4.84	1	5
	Cold Brew	16	4.13	0.719	0.180	3.74	4.51	3	5
	Others	24	4.00	0.978	0.200	3.59	4.41	2	5
	Total	401	4.38	0.869	0.043	4.29	4.46	1	5
Specialty coffee gives me pleasure	Americano	138	4.25	0.903	0.077	4.09	4.40	1	5
	Espresso	18	4.11	0.900	0.212	3.66	4.56	3	5
	Cappuccino	22	4.18	1.006	0.215	3.74	4.63	2	5
	Latte	96	4.40	0.840	0.086	4.23	4.57	1	5
	Drip Coffee	87	4.55	0.774	0.083	4.39	4.72	2	5
	Cold Brew	16	3.75	1.125	0.281	3.15	4.35	1	5
	Others	24	4.00	1.022	0.209	3.57	4.43	2	5
	Total	401	4.30	0.898	0.045	4.22	4.39	1	5
I had a good time when I got to enjoy specialty coffee	Americano	138	4.43	0.773	0.066	4.30	4.56	2	5
	Espresso	18	4.53	0.717	0.174	4.16	4.90	3	5
	Cappuccino	22	4.41	0.796	0.170	4.06	4.76	3	5
	Latte	96	4.44	0.818	0.084	4.27	4.60	1	5

	Drip Coffee	87	4.60	0.799	0.086	4.43	4.77	1	5
	Cold Brew	16	3.75	1.125	0.281	3.15	4.35	1	5
	Others	24	4.17	0.917	0.187	3.78	4.55	2	5
	Total	401	4.43	0.826	0.041	4.35	4.51	1	5
I continue to purchase specialty coffee, not because I had to, but because I want to	Americano	138	4.41	0.800	0.068	4.27	4.54	2	5
	Espresso	18	4.50	0.618	0.146	4.19	4.81	3	5
	Cappuccino	22	4.41	0.734	0.157	4.08	4.73	3	5
	Latte	96	4.48	0.836	0.086	4.31	4.65	1	5
	Drip Coffee	87	4.67	0.622	0.067	4.54	4.81	3	5
	Cold Brew	16	4.19	0.750	0.187	3.79	4.59	3	5
	Others	24	4.04	0.955	0.195	3.64	4.44	2	5
	Total	401	4.46	0.782	0.039	4.38	4.53	1	5
I wish to continue purchasing over specialty coffee	Americano	138	4.29	0.808	0.069	4.16	4.43	1	5
	Espresso	18	4.00	0.907	0.214	3.55	4.45	2	5
	Cappuccino	22	4.09	0.971	0.207	3.66	4.52	2	5
	Latte	96	4.47	0.833	0.085	4.30	4.64	1	5
	Drip Coffee	87	4.65	0.647	0.070	4.51	4.79	2	5
	Cold Brew	16	4.31	0.704	0.176	3.94	4.69	3	5
	Others	24	4.29	0.908	0.185	3.91	4.68	2	5
	Total	401	4.39	0.813	0.041	4.31	4.47	1	5

Appendix B

Questionnaire Survey

SECTION 1: SCREENING QUESTIONS

1. Do you live in Bangkok, Thailand?
    a. Yes
    b. No (End of the survey)

2. Are you a coffee drinker?
    a. Yes
    b. No (End of the survey)

3. If you have the choice, where would you prefer to purchase your coffee?
    a. Instant, commercial or franchise coffee (End of the survey)
    b. Unique blend, small batch roasted, specialty coffee

SECTION 2: PERSONAL INFORMATION

1. Gender:
    a. Male
    b. Female
    c. Alternative (Any)
2. Age:
    a. Ages 18–25
    b. Ages 26–35
    c. Ages 36–50
    d. Ages 51 and above
3. Income
    a. Less than THB10,000
    b. THB10,001 - THB30,000

    c. THB30,001 - THB50,000

    d. More than THB50,001

4. Where do you normally consume specialty coffee?

    a. Home only

    b. Coffee shop only

    c. Both

5. Who do you normally enjoy specialty coffee with?

    a. Alone

    b. Friends

    c. Family

    d. Partner

    e. Others

6. How many cups of specialty coffee do you drink on average per week?

    a. 1-2

    b. 3-5

    c. 6-10

    d. 10+

7. Generally speaking, how often do you visit a specialty coffee shop?

    a. 1-3 times/week

    b. 4-6 times/week

    c. Everyday

8. What is your most preferred specialty coffee choice?

    a. Americano

    b. Espresso

    c. Cappuccino

    d. Latte

    e. Drip Coffee

    f. Cold Brew

    g. Others

SECTION 3: CUSTOMER SATISFACTION

(1= Strongly Disagree, 5 = Strongly Agree)

		1	2	3	4	5
3.1	I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee	1	2	3	4	5
3.2	I am happy to consume specialty coffee					
3.3	I think my decision to purchase specialty coffee is a wise one					
3.4	My expectations have been fulfilled after consuming specialty coffee					
3.5	I am satisfied with the product value to price					
3.6	My overall specialty coffee consumption experience goes beyond my expectations					

SECTION 4: PRODUCT QUALITY

(1= Strongly Disagree, 5 = Strongly Agree)

		1	2	3	4	5
4.1	Specialty coffee has better flavor and aroma to me compared to commercial coffee	1	2	3	4	5
4.2	Specialty coffee offer me more diverse selection of coffee beans and brewing methods					
4.3	I like to explore different varieties of coffee					
4.4	I prefer coffee with denomination of origin specialty coffee					
4.5	It is worthwhile to pay a bit more for specialty coffee, because you get better quality					
4.6	All things considered, I would say specialty coffee has excellent overall quality compared to commercial coffee					

SECTION 5: CONNOISSEURSHIP

(1= Strongly Disagree, 5 = Strongly Agree)

5.1	I am curious about where my coffee comes from (i.e. country of origin)	1	2	3	4	5
5.2	I am able to differentiate the taste of different coffee flavors, acidity, and body					
5.3	I care if my coffee is being prepared correctly. For instance, the degree of the roast, water temperature, coffee equipment etc.					
5.4	I am knowledgeable about coffee and will try to gain more coffee knowledge when I have the chance by reading coffee related books or talking to professional baristas					
5.5	I belong to community of coffee drinkers, I meet and become friend with people with same area of interests					

SECTION 6: SELF GIFTING

(1= Strongly Disagree, 5 = Strongly Agree)

6.1	I consume specialty coffee to reward myself for accomplishments. *Self-gifting/Reward*	1	2	3	4	5
6.2	I consume specialty coffee for mood repair when I get sudden bad news. *Self-gifting /Personal disappointment*					
6.3	I consume specialty coffee as a gift for myself to make a special occasion more memorable. *Self-gifting /Celebratory*					
6.4	I consume specialty coffee as a gift for myself which inspires me to work harder. *Self-gifting / Therapeutic motivation*					
6.5	When my self-esteem has been low for some time, I would buy a cup of good specialty coffee as a present to cheer myself up. *Self-gifting / Negative mood reduction*					
6.6	When I feel good about myself, I will purchase a cup of good specialty coffee to maintain my positive mood. *Self-gifting / Positive mood reinforcement*					

SECTION 7: WILLINGNESS TO PAY

(1= Strongly Disagree, 5 = Strongly Agree)

			1	2	3	4	5
7.1	I am willing to pay more for specialty coffee		1	2	3	4	5
7.2	I am willing to pay more for my prefer specialty coffee brand						
7.3	I am willing to pay more for my prefer sensor characteristics						
7.4	I am willing to pay more for higher bean quality						
7.5	I am willing to pay more because the consumption of specialty coffee help me gain social approval						
7.6	I prefer to consume specialty coffee even if other type of coffee cost me a lower price						

SECTION 8: PERCEIVED UTILITARIAN VALUE

(1= Strongly Disagree, 5 = Strongly Agree)

			1	2	3	4	5
8.1	I care a lot about the flavor of the specialty coffee that I purchase		1	2	3	4	5
8.2	I care a lot about the amount of caffeine in the specialty coffee that I purchase						
8.3	I can't function without coffee in the morning						
8.4	I think price of specialty coffee fits the benefits I got						
8.5	I prefer specialty coffee because it is high quality						

SECTION 9: PERCEIVED HEDONIC VALUE

(1= Strongly Disagree, 5 = Strongly Agree)

			1	2	3	4	5
9.1	I am passionate about coffee		1	2	3	4	5
9.2	Specialty coffee gives me pleasure						

9.3	I had a good time when I got to enjoy specialty coffee					
9.4	Coffee drinking is a lifestyle					
9.5	I continue to purchase specialty coffee, not because I had to, but because I want to					

SECTION 10: ATTITUDINAL LOYALTY

(1= Strongly Disagree, 5 = Strongly Agree)

10.1	I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc.	1	2	3	4	5
10.2	I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc.					
10.3	I am willing to pay more than any other coffee to consume specialty coffee					
10.4	I am committed to specialty coffee despite many other coffee choice					
10.5	I am proud to become specialty coffee consumer					

SECTION 11: BEHAVIORAL LOYALTY

(1= Strongly Disagree, 5 = Strongly Agree)

11.1	I will consume specialty coffee in the future	1	2	3	4	5
11.2	I wish to continue purchasing over specialty coffee					
11.3	I will fulfill the desire for the next purchase					
11.4	I will consider specialty coffee as first choice to consume caffeinated drink					
11.5	I will recommend specialty coffee to my friends					