



A STUDY ON THE RELATIONSHIP BETWEEN COFFEE STORE IMAGE AND CUSTOMER PURCHASE

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ABSTRACT

The number of coffee shops is increasing day by day. How to stand out among the peers mainly depends on factors such as commodities and prices, and must also consider a cup of high-quality coffee, so that customers can feel comfortable space and brand reputation, which will affect consumers. An important factor in more willingness to buy.

The research object of this study is coffee-loving consumers, and the questionnaires are distributed by convenience sampling. A total of 486 questionnaires were distributed, and 452 valid questionnaires were recovered, with an effective recovery rate of 93%.

The results of the study found that gender had a significant impact on a store's good reputation. Consumers with different purchasing frequency groups have a significant impact on product quality, purchasing atmosphere, and good reputation.

KEYWORDS: *atmosphere, reputation*

BACKGROUND

Coffee has become one of the largest beverages in the world. As far as the coffee market in Taiwan is concerned, the beverage market, except for tea beverages, has the highest market share in the coffee market.

With the growing number of large-scale coffee chains in Taiwan, such as Starbucks, Louisa, and coffee shops in urban business districts, how to stand out from the competition in the same industry depends mainly on factors such as products and prices, and must also consider with a cup of high-quality coffee, customers can feel the comfortable store atmosphere, staff service, and brand reputation, which will affect the important factors that consumers are more willing to buy.

LITERATURES

The concept of image is applied to the realm of sales through a force called a store personality or image that operates and defines this store personality or image as the way a store is defined in the mind of the consumer, in part. According to the functional qualities of the store, and partly according to the aura of psychological attributes of the store (Martineau, 1958).

Engel et al. (1984) believe that store image is the overall way consumers perceive a store and the individual attributes of the store, that is, store image exists in the subjective perception of consumers and the characteristics of store objectivity.

Store image is an integrated phenomenon produced by consumers' subjective awareness after comparison and integration of their own perception. Thus, the store image is obtained through comparison, rather than just focusing on a certain store. Consumers will make an overall evaluation from the stores they come and go, and then form an individual store image (Beneke, et al., 2015).

Creating a store image is like managing a brand's image, which refers to consumers' overall beliefs and perceptions of a brand (Kolter, 1996). Nguyen and Leblanc (1998) pointed out that store image is consumers' attitudes and beliefs about a store or enterprise based on their past behavior or experience interacting with the store.

The concept of store image is the combination of the overall attributes of the store in terms of function and emotion, and its attributes have been integrated into consumers' perception, Diallo et al. (2016) believe that this determines consumers' perception of the store Overall response and actual expectations. In their research, Garrett, Garrett, Lee, Lee, Chu, and Chu (2017) discussed the process of image formation and development, and defined store image as the unique cognitive structure of consumers when they are compared with other stores and in consumers themselves, consumers gain subjective impressions about the results of this store knowledge.

Hultman et al. (2017) believe that store image refers to the overall or comprehensive impression, which is not obtained by objective information and detailed description, but is perceived by the influence of the physical



environment image.

Chou (1997) subdivided coffee shops into seven business types: compound coffee, themed coffee shop, garden coffee shop, literary coffee shop, small individual coffee shop, open-air compound coffee shop and chain coffee shop.

1. Chain coffee shops
coffee shops in the chain system have consistent decoration design, emphasize standardization and pay attention to service quality, and feature enterprise-oriented operation.
2. Compound coffee shop
The operator develops in order to improve economic efficiency, and combines literary and artistic products, clothing, catering, books, dolls, Internet and other business items to increase added value.
3. Open-air coffee shop
The open-air coffee shop set up in the square has an open and free atmosphere.
4. Themed cafes
Themed on art, music, ideas, sports, performances and leisure activities.
5. Garden Cafe
Emphasizes a lot of green trees, sufficient light and comfortable space, and the target market is the white-collar class.
6. Literary Cafe
It has a literary atmosphere, a comfortable and quiet space, and is the best source of inspiration for writers.
7. Small and individual coffee shops

Most of the entrepreneurs who have entrepreneurial dreams and their friends jointly operate them. Most of them are located in alleys and converted from their own houses.

A personalized coffee shop is a brand. Operators expect to give consumers a look in their minds, so they use space design and object decoration to create their own brand personality. Brand personality refers to the characteristics of the brand itself.

A good store impression will positively affect consumption intention and consumers' choice of stores (Doyle and Fenwick, 1974; Korgaonker et al. 1985; Finn and Louviere, 1996). The better the store impression, the better the purchase intention (Monroe and Gultinan, 1975). Store impression will also affect customer loyalty (Lesig, 1973; Rayner and Morrison 1999), and a good store impression will positively affect consumer loyalty (Sirgy and Samli, 1989)

MEASURES

Through the definition of store image, we know that store image is the overall attitude of consumers towards the store, so the attitude can be measured by some important attributes.

Martineau (1958) proposed that he applied impressions to the retail industry and measured store impressions in four dimensions (arrangement, architectural style, symbolism and color, advertising and salespersons), and believed that consumers' decisions would be influenced by the store's personality. The formation of consumers' impression of the store is caused by the functional and psychological atmosphere of the store.

Stephenson (1969) used the semantic differential method to empirically study 9 food stores, and selected 291 customers to study their shopping motivations. Whether the evaluation of attributes is different, using factor analysis to obtain eight dimensions are as follows:

1. Commodity advertisements
including information about advertisements, helpfulness of advertisements, credibility of advertisements, appeals of advertisements, and frequency of advertisements.
2. Physical characteristics of the store
including neatness of the store, attractive decoration, easy to find, and ease of moving in the store.
3. Convenience of the store
including the distance of the place, the time required to arrive, the ease of driving, the convenience of other stores.
4. Friends' feelings about the store
including friends know, friends like, friends recommend, the number of friends who go to patronize.
5. Store selection
including the degree of choice, the number of stocks, the number of brands.
6. Store personnel
including politeness, kindness, assistance, and number of personnel.



7. Price
including reasonableness of price, value, and number of special prices.
8. Reliability of the store
including product reliability, product quality, famous brand, degree of value.

Lindquist (1974), after sorting out the past literature, has an important attitude towards image formation (image formation), or consumers' favorable or unfavorable consumer attitude towards various types of retail stores (favorable or unfavorable consumer attitude), and the store image is divided into the nine dimensions are as follows:

1. Convenience
General convenience, location convenience, and parking convenience.
2. Customers
Social class appeal, self-image consistency, and salespeople.
3. Promotion
Advertising, display, discount coupons, symbols and colors.
4. Store atmosphere
Appropriate atmosphere.
5. Organizational factors
Conservative, modern, prestige, reliability.
6. Merchandise
Quality, selectivity or type, style and fashion, guarantee, pricing.
7. Satisfaction after transaction
Use of goods, return, compensation.
8. Physical facilities
Equipment, store furnishings, building structures.
9. Services
General services, salesperson services, self-service, ease of returns, delivery service credit policy.

Engel et al. (1984) believed that the store image dimension can be divided into ten dimensions as follows: location, quality and characteristics of store variety, price, advertising and promotion, salesperson, service provided, attributes of store entity, the nature of store customers, store atmosphere, and post-purchase satisfaction.

Ostergaard et al. (2015) analyzed three aspects of brand image, mainly functional, symbolic and experiential. In functional brand image, products and brands have certain functional attributes; symbolic brand image emphasizes the additional benefits of products or services in use, which can bring stimulation and diverse needs; experiential brand image focuses on meet the cognitive needs of consumers in terms of perception. Lin and He (2015) proposed the image of the manufacturer, product, and competitor of the brand image. The researchers propose a brand image based on brand knowledge, and believe that brand image is composed of brand associations such as variety, preference, strength, and uniqueness (Khan et al., 2015; Mohd, 2016).

The brand management framework proposed by the researchers emphasizes that enterprises should select, execute and control brand images for a long time, and build each brand image on the concept of the same brand, and this brand image can also be divided into functional, symbolic and empirical (Beck, 2016; Wang et al. 2017).

RESEARCH HYPOTHESES

Based on the above, this study believes that coffee shops need to win by the quality of coffee, and in addition to creating an atmosphere in the coffee shop and the enthusiasm of the service staff, this study adopts the store image research dimensions as "commodity quality", "ambience", "personnel service", and "good reputation" four factors.

- H1: There are significant differences between in the gender and store image by consumers' perception.
H1-1: There are significant differences between in the gender and product quality by consumers' perception.
H1-2: There are significant differences between in the gender and store atmosphere by consumers' perception.
H1-3: There are significant differences between in the gender and services by consumers' perception.
H1-4: There are significant differences between in the different gender and good reputation by consumers' perception.



H2: There are significant differences between in the different age groups and good reputation by consumers' perception.

H2-1: There are significant differences between in the different age groups and product quality by consumers' perception.

H2-2: There are significant differences between in the different age groups and store atmosphere by consumers' perception.

H2-3: There are significant differences between in the different age groups and servicers by consumers' perception.

H2-4: There are significant differences between in the different age groups and good reputation by consumers' perception.

H3: There are significant differences between in the different purchase frequencies groups and good reputation by consumers' perception.

H2-1: There are significant differences between in the different purchase frequencies groups and product quality by consumers' perception.

H2-2: There are significant differences between in the different purchase frequencies groups and store atmosphere by consumers' perception.

H2-3: There are significant differences between in the different purchase frequencies groups and servicers by consumers' perception.

H2-4: There are significant differences between in the different purchase frequencies groups and good reputation by consumers' perception.

TEST RESULTS

In terms of gender, women's recognition of these four store image factors: product quality, store atmosphere, servicers, and good reputation is higher than that of men.

The test results show in Table 1 that different genders of consumers have significant differences in the factor good reputation of corporate image, and its P value reaches a significant level ($P < 0.05$); significant difference. Thus, the hypotheses H1-1, H1-2, H1-3 were not reached support, the H1-4 was supported.

Table 1 ANOVA TEST of gender and store image

| Store image | Male | | Female | | F-value |
|------------------|------|------|--------|------|---------|
| | mean | s.d. | mean | s.d. | |
| product quality | 4.99 | 1.22 | 5.07 | 1.18 | 1.098 |
| store atmosphere | 4.91 | 1.14 | 5.03 | 1.14 | 2.137 |
| servicers | 4.90 | 1.13 | 5.06 | 1.17 | 2.065 |
| good reputation | 5.06 | 1.17 | 5.22 | 1.08 | 3.891** |

** , $p < 0.05$

Young people under the age of 20 most identify with the product quality, servicers, and good reputation of coffee shops, as shown in Table 2. The age group over 61 years old they most agree with the store atmosphere factor.

In addition, the Table 2 shown that different age groups of consumers, such as: below 20 years old (inclusive), 21-30 years old, 31-40 years old, 41-50 years old, 51-60 years old, 61 years old (inclusive), are There was no significant difference in customer satisfaction. This means that different age groups have no significant effect on the perception of store image. The ANOVA test results presented that the hypotheses H2-1, H2-2, H2-3, and H2-4 were not obtained support.

Table 2 ANOVA TEST of different age groups and store image

| Store image | below 20 years old (inclusive) | 21-30 | 31-40 | 40-50 | 51-60 | 61 years old (inclusive) | F-value |
|------------------|--------------------------------|-------|-------|-------|-------|--------------------------|---------|
| product quality | 5.14 | 5.01 | 4.83 | 5.13 | 4.63 | 5.11 | 1.303 |
| store atmosphere | 5.00 | 4.97 | 4.80 | 5.03 | 4.63 | 5.56 | 1.151 |
| servicers | 5.34 | 4.92 | 4.83 | 5.00 | 4.69 | 5.22 | 0.837 |
| good reputation | 5.24 | 5.09 | 4.97 | 5.23 | 5.19 | 4.89 | 1.107 |

mean in blanks



According to Table 3, consumers who go to coffee three times a week agree with product quality the most, and also pay the most attention to store atmosphere. For consumers who buy coffee every day, they pay the most attention to good reputation.

Consumer attributes conduct ANOVA analysis on their coffee purchase frequency (once a day, once every 2 days, three times a week, once a week, once half month, once a month or more). The analysis results show significant differences for the three factors of corporate image, such as product quality, store atmosphere, and good reputation, and the P value reaches a significant level ($P < 0.1$) (Table 3). The H3-1, H3-2, and H3-4 were obtained supported but except the hypothesis H3-3.

表 3 ANOVA TEST of different purchase frequency and store image

| Store image | once a day | two days | three times a week | once a week | once half month | once a month or more | F-value |
|------------------|------------|----------|--------------------|-------------|-----------------|----------------------|----------|
| product quality | 5.18 | 5.11 | 5.35 | 4.94 | 5.23 | 4.83 | 4.490*** |
| store atmosphere | 5.16 | 4.99 | 5.26 | 4.90 | 4.92 | 4.83 | 3.120** |
| servicers | 5.20 | 5.00 | 5.14 | 4.93 | 4.93 | 4.84 | 1.803 |
| good reputation | 5.43 | 5.10 | 5.36 | 5.05 | 5.05 | 5.07 | 2.256** |

***, $p < 0.001$; **, $p < 0.05$

mean in blanks

CONCLUSION AND SUGGESTION

The results of this study confirmed that consumers who frequent coffee shops are not particularly biased towards males or females. In terms of age, most of them are still young people under the age group of 30.

Research suggests that coffee shops should add elements that male customers pay attention to, such as cartoon decorations, or model display cabinets, so as to attract the attention of male customers, it may also increase the frequency of purchases, or for various indicators in the store, there are present different perspectives.

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