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Customer Behavior Influential Factors & How Coffee Brands Attain Customer Loyalty

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ABSTRACT

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Due to the rise of coffee consumption around the world, many coffee brands may have difficulties in gaining a number of loyal customers while competing with other brands. With the purpose of answering the concern they have, research regarding consumer behavior will be conducted to investigate the factors that influence one's decision to purchase goods and further interpretation on the service quality and customer satisfaction, which are key characteristics in encouraging a one-time customer to become a loyal customer.

With the application of the qualitative research method, an online survey will be conducted and analyzed in order to support the literature reviews related to the motivation of consumers' purchase decisions and the extent to which motivate them to become a loyal consumer of a specific coffee brand. Based on the conclusion of this research paper, coffee brands could consider implementing development strategies to attain loyal customers in the future.

Coffee brand, Consumer behavior, Loyal customer, Service quality, Customer satisfaction

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1 INTRODUCTION

1.1 Background

The amount of coffee consumption nowadays can be considered as one of the highest out of all types of beverages just aside from water. And with the rising trend of going to cafés and drinking coffee, especially among the youth, there has been several coffee brands, both domestically and internationally, with franchisees around the world opened to meet the demand. Beside well-known multi-cultural coffee brands such as Starbucks; McCafé; Dunkin Donuts; etc. and domestic brands namely CÔng (Viet Nam); Dal.Komm Coffee (Korea); TerraMoka (France); etc., there are also numerous small, local coffee stores open for different purposes which are still able to attract consumers and remain their status within this competitive industry. The concern is how those coffee brands could reach to and attract customers, especially to attain loyal customers, while competing with other coffee brands.

In order to learn about the success of gaining customers of coffee businesses, the topic of consumer behavior will be studied with the purpose of understanding the needs and preferences of the clients due to its variety. The studies support the business to understand and process to meet the customers' requirements so that they may attract more customers and thus, coffee brands may implement suitable strategies to maintain and sustain the engagement of the consumer with a specific brand. Coffee brands will have the right understanding of the importance of customer satisfaction throughout the study from the initials of the purchase process to the judging phase, alongside service quality, which are the two core principles of building loyal customers in the industry (Chandra, 2013).

1.2 Objective and research problems

The aim of this study is to analyze consumer behavior as well as the decision-making process in order to answer the question of what affects customer choices, especially in the coffee industry. Regarding consumer loyalty towards a coffee brand, there will be research about important factors that drive a one-time customer into a loyal customer.

Furthermore, the study will also focus on investigating the reason behind the success of coffee brands: how they achieve customer loyalty compared to other domestic as well as international/multicultural brands within the industry, as well as to analyze the importance of the two factors: service quality and customer satisfaction in collecting loyal customers. A survey regarding the research topic will be sent to recipients to gather data for academic use of supporting the research paper.

The following research problems will be answered to clarify the purpose of the study:

- 1 What is the factor that influences the customer's purchase decision?
- 2 Which factors are essential to the process of influencing customer's brand loyalty?
- 3 How and to what extent should coffee brands focus on in order to attain customer loyalty?

1.3 Research methodology

Among all types of research methodologies, the Quantitative Research methodology has been chosen to apply in this paper. For a more accurate result on the preference of coffee brandings of customers, a short survey about factors that influence the choice of customers related to brandings will be sent through email, with the identities of the respondents remain anonymous. The survey refers to people from

various gender and age groups with respect to individual preferences. The final result will be gathered and analyzed through SPSS for an accurate data review.

The reason for choosing the Quantitative Method as the main research methodology to support the writing process is due to its convenience, high-speed data collecting, low cost and it does not require much time to answer. Additionally, by applying this methodology, respondents will receive an email that contains a link to an online survey in which the identity of theirs will be kept anonymous to respect their privacy.

1.4 Structure of study

The paper is initiated with an introduction which concludes the background alongside the research problems and a brief description of the chosen research methodology used for the study. Here, readers will have a general idea of how the study was inspired and determined to be carried out with a list of research questions to support answering the purpose of the research paper.

Follow-up is the Consumer Behavior and Decision-Making Process chapter, where several consumer behavior theories will be applied and studied to analyze the factors that are essential to the formation of the purchase action of customers through the decision-making process. In this chapter, readers will be interpreted about what consumer behavior is, how it is formed, and its relationship with one's decision-making process.

The third chapter analyses the formation of one-time customers into brand's loyal customers in the coffee industry through the analysis of the importance of buyers' satisfaction and service quality.

Before concluding the study, the chosen methodology for this paper will be explained once again, theoretically, in an independent chapter, followed by an empir-

ical study of coffee brands' loyal customer and their behavior towards brand preference is studied and analyzed through a short survey with a number of 70 respondents. The validity and reliability chapter, and finally, the acknowledgments chapter where the appreciation is shown to fellow instructors and schoolmates who have actively participated in supporting during the writing process is navigated at the bottom of the paper prior to the table of references.

2 CONSUMER BEHAVIOR & DECISION-MAKING PROCESS

2.1 Consumer behavior

Consumer behavior long ago has been investigated and there has been research regarding the topic from expertise in several different majors such as philosophy, psychology, sociology, social psychology, economics, marketing, and management with contrasting aspects of one particular field (Kumra, 2006). Consumer behavior can be understood as a psychological process where it initiates with the recognition-of-needs-stage, followed up by the collection and interpretation of information in order to make plans and decisions forward the post-purchase stage. The definition of consumer behavior in simpler words is defined as the “Study of how people or organizations behave when obtaining, using, and disposing of products (and services)”.

Among several determinants of buyer behavior, motivation is one of the main research topics that has been well conducted in order to answer the question of why customers would purchase a specific good or service, and what can be the reason that motivates people to engage in the buying process (Kumra, 2006). In another aspect of consumption, consumers tend to seek problem-solutions-products or services. It can be understood with the statement that products are not exactly what customers purchase, what they want is to access motive satisfaction after purchasing a service or product (Khan, 2006). For instance, a consumer in quest of a cozy place where he could focus on his work would choose a coffee shop that meets his requirements. In this case, while it seems like the consumer of this coffee shop is paying only for a cup of coffee which is true, in-depth he is paying to satisfy his motivation of finding a comfortable place.

It is possible for an individual to be motivated either in a positive or negative way, whereas motivating an individual towards an object, person, or situation is referred to as positive motivation. In contrast, negative motivation is characterized by a driving force that encourages a person to avoid certain items or situations (R.Nair, 2008). In spite of the difference between the two motivational forces named above, both play a crucial role in motivating and sustaining consumer behavior in almost every industry including the coffee industry. For a better understanding of this statement, a simulation situation is given when a person is thirsty in the summer, he will seek the most favorable option which could satisfy his needs such as an iced coffee or any sort of cold drink. In this case, the man is likely to eliminate hot drinks from his preference since they can make him feel worse.

Written by Cathrine Jansson-Boyd in the consumer psychology book, motivation is defined as “the processes that lead people to behave in a particular way”; thus, factors such as beliefs, values, and goals are emphasized while conducting studies regarding motivational determinants in consumer psychology. As a common result, there are features concerning the definition of motivation: direction, effort, persistence, which indicates that there should be a fundamental **need** to eventually be engaged in a particular behavior where consumers seek information about goods or services (**drive**), then finally meet the **goal** which they are satisfied with based on their choices (Jansson-Boyd, 2010). This topic implies to numerous industries and aspects from different fields, namely the beverage industry: an individual who has defined his need for coffee to boost his energy, for instance, would think of what to acquire and where to buy his need; once a decision has been made, the buyer will come to the final stage where he purchases the product of which he desires. Needs, drives, and goals are strongly connected (see Figure 1) since needs are the factor that activates the behavior sequence of purchasing where a person put effort into looking for information related to their needs in order to accomplish them.

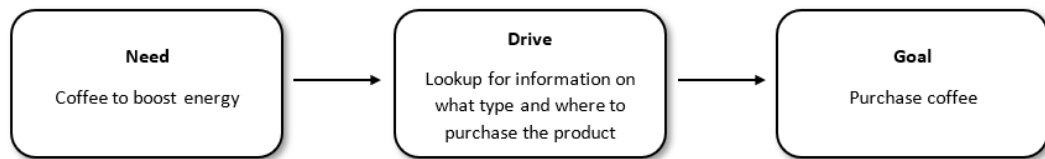


Figure 1. The relationship between Need, Drive and Goal

Based on several studies on consumer behaviour, it can also be characterized as the decision-making process which involves not only the buying activity but also includes prior process and post-purchase evaluation before taking the action (Khan, 2006).

2.2 Consumer decision-making process

The decision-making process is an involvement of actions that are related to defining the needs and selection of products or services information before the purchase. In short, decision-making is the initial process of consumption (R.Nair, 2008) where people have to make choices from several alternatives before a product or service is used. Generally, it is believed that customers decide to make a purchase based on a limited number of carefully chosen bits of information such as features of products, prices, benefits that they may gain from the products, etc.

The consumer decision-making process is affected by several factors, in which individual factors and environmental factors (see Figure 2) are the main reasons that determine a person's purchase decision. Yet, referring to consumer behavior, post purchase satisfaction or dissatisfaction are also considered influential factors that affect one's decision of purchasing a product or service.

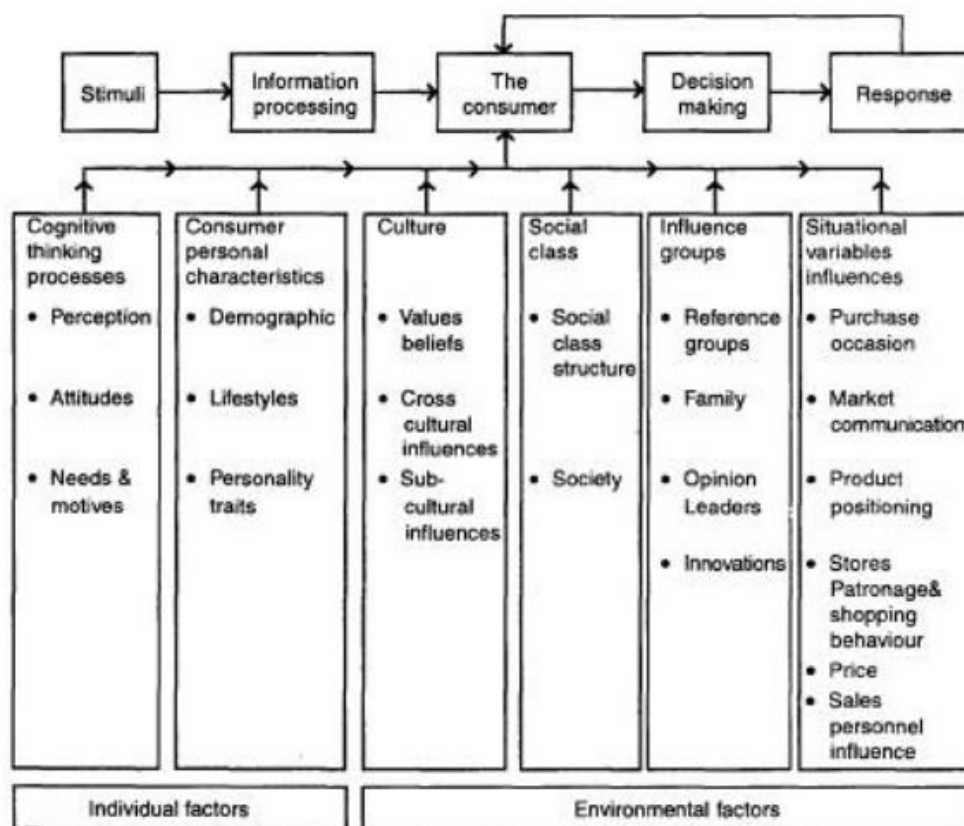


Figure 2. Factors affect customers in decision-making

While a purchase behaviour starts with the needs and motivations to act, a decision-making process initiates with the input which are the influence of socio-cultural factors on a consumer. The input is formed and known by factors related to one's background such as family, social, beliefs, etc. and it affects one's thoughts and behaviour in general situations (Khan, 2006). Along with the needs, information acquired and according to the consumer's mind-set, a decision will be made whether to or not to purchase an item based to some extent of psychological factors such as attitudes, personality, perception, etc. These are the continuous of the formation of the process. Follow up by the post purchase behaviour, in this stage, the consumer decides and puts the product/service on trial to forward its post evaluation of their experience, whether what they paid for assessed as satisfied or not. Not to mention in this phase, a repeated purchase from a customer may be a signal for

becoming a loyal customer due to their satisfaction toward their previous acquisition.

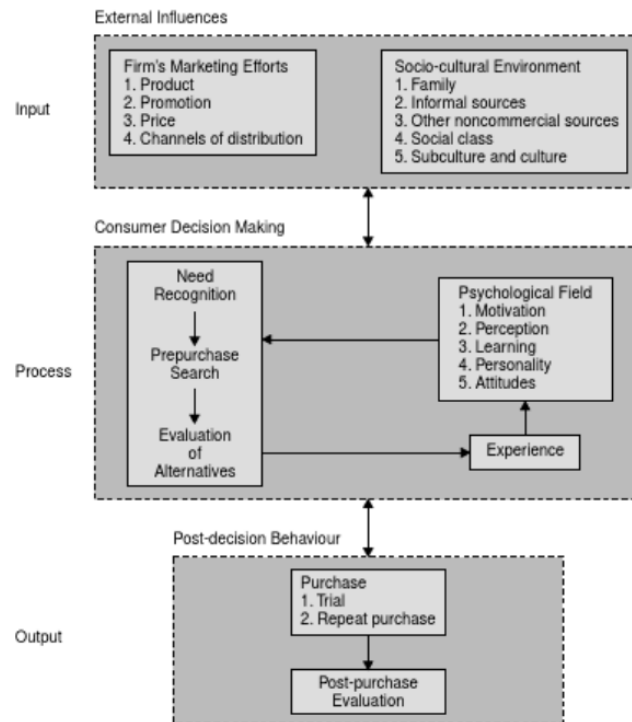


Figure 3. The process of decision making

Beside the existed factors listed above, consumers may also be influenced by emotion appeals.

There has been a controversial about whether consumer or rational or irrational while acquiring decision. Though it is quite difficult to claim a statement about this concern, but it was stated in the “Factors Influencing Consumer Buying Decision Process” journal that consumers in the decision-making process tend to be a rational decision-making that relies on price and functionality of the chosen product such as services, time assumption (Kurtkoti, 2016) along with logical decision based on their motivation and information analysis. Meanwhile, there are also arguments

about a neglected element which also plays an important role in effecting one's purchase decision – emotion, which makes it seem to be unreasonable (Tritter, 2001) and the role of emotion is the explanation for claiming it is not always true that all decisions are made rationally (Jansson-Boyd, 2010) since emotional appeals may lead to imprecise decisions .

The studies imply to decision-making towards all industries including the coffee industry, though emotions are fairly involved in the decision to purchase a product or service at a coffee store, but it does not mean that it is excluded from the elements that effects one's behaviour and decision within this field.

3 THE FORMATION OF CUSTOMER LOYALTY

Brand loyalty is defined when a consumer repurchases products from that one specific brand several times due to their preferences. Brand loyalty is the consequence of decision-making process where it shows that buyers decide to attach to the brand because they are satisfied with what the brand offers them, therefore, they gradually become a loyal customer of the brand (Jansson-Boyd, 2010). Several researches have been carried out related to this topic and have stated that brand loyalty could be measured with the definition above, which is called behavioral. Yet, on the other hand, it could also be defined as attitudinal, where it is based on a buyer's attitude and emotion towards the brand (Yu-Hui; Chia-Ying; & Bhatti, 2021). Long ago, many studies have pointed out that the effect of service quality on customers, alongside their satisfactions, are related and has contributed to the formation of loyalty (Chandra, 2013), whereas it is a factor that shows how well the buyers feel and the relationship of them (also known as "customer experiences") with the service/product provider.

3.1 Service quality

Service is normally explained as what is done to and for people who pay to receive it, this could be defined as "pure service" with its characteristic of intangibility, whereas it is interpreted as something that is not resulted in what can be seen, touched nor packed (Oliver, 1993). For a better understanding of this definition, entertainment experiences such as watching a movie or a play from a theater could be seen as a good example. These services are experienced personally at a theater and it is not tangible for being touched nor physically stored for later purposes at any other place. Though, there are still some tangible components in services which indicate that not every service is a pure service. Furthermore, many physical items purchased have an intangible service component that comes with them. For instance, when a person purchases an item in a cafe, that person is acquiring a

physical item which is a cup of coffee (tangible component of the purchase) alongside with the preparation and delivery of that physical goods (intangible component). Service itself is different from physical items since it also refers to the direct interaction between the customer and the service personnel. Thus, it is said to be more heterogeneous than the physical goods itself due to the variety of customer groups and individuals, whereas one's demands may be different than others, which requires the service personnel to have flexibility in their reaction and problem-solving ability based on the situation.

Service quality was described in a better way of understanding in a research about the impact of service quality towards customer satisfaction, that it is somewhat plays an important role in satisfying the consumer's requirement and it has the meaning of "a superior level of expectation", means that there is a comparison between what a perceiver expects to receive with the actual service's performance (Wibowo, ym., 2021). The service that was provided to a customer, whether it meets or exceeds their expectation, may be judged as ideal or a quality service. In contrast, if the perceived service failed to meet the preferences of the purchaser, it can be understood that the consumer does not evaluate the service they received highly (Group, 2003).

3.2 Consumer satisfaction

The concept of satisfaction can be viewed in a similar manner as the assessment of the level of fulfillment customers obtain for their requirements. This is through both services and physical goods purchased. A consumer's satisfaction is considered to be a key determinant of their purchasing behavior and their retention of a product or service, according to research related to this topic (Jana, 2014). Customers' satisfaction affects their loyalty since they are likely to make repeated purchases and to use the services offered despite changes in price (Group, 2003) as long as their satisfaction is high. A company's performance is partially evaluated by customer

satisfaction, and service quality is also one of the elements measured this way (Miklós Pakurár, 2019). Customers can comment on products and services by providing feedback on service aspects. Hence, the perceived value that the buyer gets from purchasing a specific item or service may give them either satisfaction or dissatisfaction compared to their expectations before making a decision to paying for it (Megha, 2019), among which the quality of a product or service is one of the most critical factors for gaining customers in today's competitive marketplace.

Due to increasing consumer demands and high-quality expectations, organizations must become more customer-centric, deliver better value to customers, and build relationships with them in order to strive for their satisfaction and no to lose customers to other competitors.

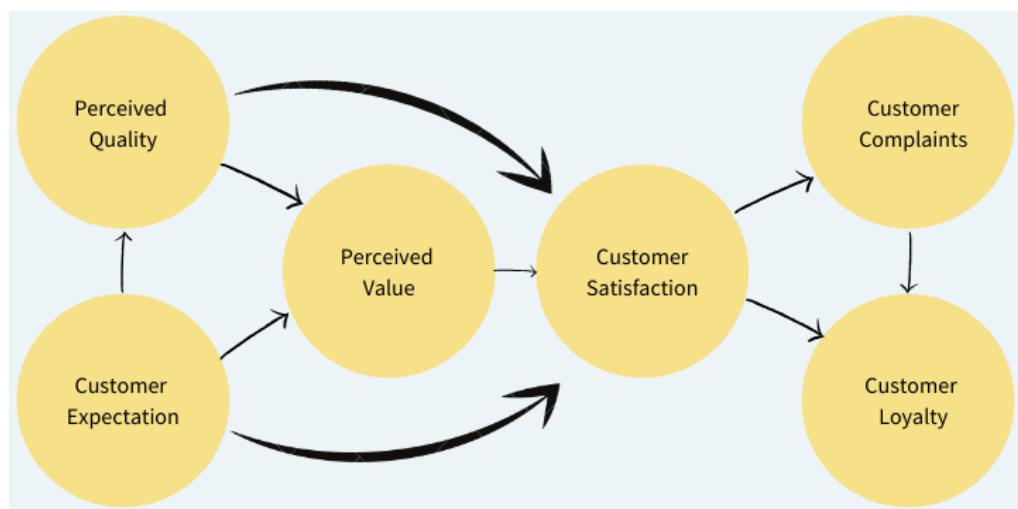


Figure 4. Model of Customer Satisfaction

On the foundation of the above model regarding customer satisfaction, it can be inferred that customer satisfaction has a direct impact on the formation of customer loyalty.

3.3 The relationship between service quality – consumer satisfaction – consumer loyalty

The concept of service quality, customer satisfaction and loyalty are very much related to one and another (Group, 2003). Service quality and satisfaction have been verified and proven by previous studies in service marketing literature to strongly motivate the purpose to purchase of consumer regardless of the business concept (Özkan; Süer; Keser; & Kocakoç, 2020), whereas it can be understood that the higher the service quality provided and perceived as well as the satisfaction level of the purchaser, the higher the intention to acquire goods/services is. Thus, buyers' experiences of product and service quality impacts their willingness to and intention to repurchase from a certain brand in the future, thereby defining them as loyal customers (Gurski, 2013). Consequently, it can be hypothesized that customer satisfaction and loyalty are highly influenced by service experiences, which positively influence both directly and indirectly on customer loyalty and in forecasting further customer satisfaction levels (Slack & Singh, 2020).

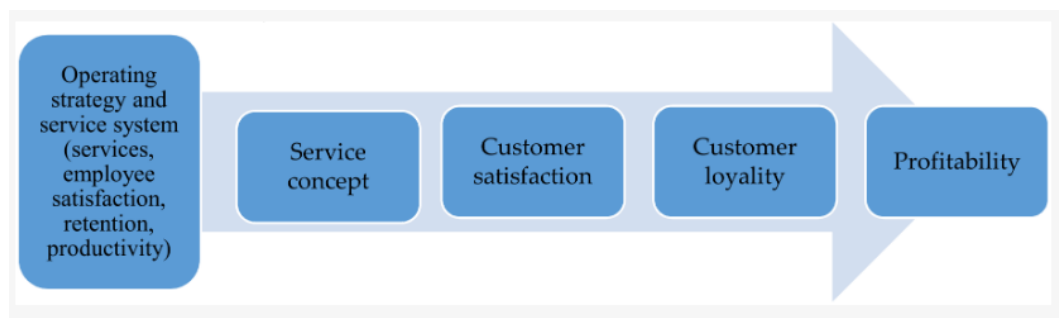


Figure 5. Profit chain by achieving customer loyalty

The process of becoming a loyal customer of a certain brand involves shoppers comparing the quality of products and services, as well as perceived values from different brands before choosing one. Their decision to stick with a certain brand is a testament to its success in developing and implementing a service model that is

effective which creates satisfaction and trust in the brand for the consumer. Generally, buyers who find pleasure and have positive experience are unlikely to switch to another brand from an existing one (Shabbir, 2020). For the coffee industry, it is therefore crucial to improve service quality to gain consumer satisfaction and gain behavioural loyalty. Additionally, customer loyalty also works as a crucial factor in rising and stabilizing the brand's reputation and brings profit to the organization.

4 RESEARCH METHODOLOGY

4.1 Choice of methodology

Regarding different types of research methodologies, the quantitative research method has been decided to be used for the studies' purpose due to its logical and linear structure. Quantitative research does not only place emphasis on methodology, procedure, and statistical measures of validity, but it also relies on the measurement and analysis of statistical data to define relationships between sets of data to one and another (Tillal Eldabi, 2002). The use of the quantitative method in market research papers is to summarize the variables and data analysis through graphs and correlations calculate that is equivalent to the research questions at hand (Paap, 2001). The advantage of using the quantitative method is that since statistical analysis relies much on mathematical concepts, its approach is likely to be seen as rational, scientific, and objective. Additionally, this type of research methodology is also useful for validating the existing theories regarding consumer behavior and brand loyalty (McLeod, 2019). Despite the useful attributes of this method, there are also some limitations that researchers have to face when using quantitative methods in research. For instance, in order to access an accurate analysis, the researcher is requested to achieve a large number of participants since a small sample size could lessen the reliability level of the study due to its low quality of data.

Survey research method is used as the main methodology for data collecting due to its importance in social psychology observations and public opinion analysis based on statistical data gathered via the survey (Gallhofer, 2014). With its characteristic of different levels measurements (Colwell, 2006) which aims to describe objects; behaviors; and events accurately by assigning numbers in an objective; empirical way, applying to the quantitative research methodology in this paper helps to interpret the coffee consumers' consciousness in deciding the consumption behavior.

4.2 Research strategy

A survey methodology is quite of a complicated method of collecting data for research purposes (Gallhofer, 2014) therefore, there has been several decisions for the researcher to take and consider regarding the design of the survey and delivery strategy. An online questionnaire was conducted as the chosen survey method, it was created and sent to recipients through email and direct text messages due to the convenience in time and cost savings as well as identity security. The number of respondents was determined to be at minimum of 50 people and the target was to get approximately 100 responses for the statistical data analysis. The experimental design's target was people who enjoy and regularly purchase coffee from different brands despite their age group, sexuality and demographical background, and the survey questionnaires are comprehend to the study of consumer behavior and brand loyalty.

The structure of the questionnaire was divided into two main sections: personal information referred to consuming behavior and the conception of brand loyalty. Different types of survey questions were used, among which correspond to each type of question asked. For instance, multiple-choice questions allow recipients to choose what most likely is apply to them when it comes to coffee consuming behavior; matrix questions, which is similar to a rating scale, contains different contents in a row that the answering method is the same. In this survey, all of the matrix questions help the researcher to analyze the intension of consuming coffee and to study loyal influential factors in the coffee industry that the recipients think whether they are consent to that extent or not. Remarkably, an open-ended question regarding brand loyalty was added at the end of the online survey with the purpose of encouraging respondents to freely share their thoughts on this topic to have a diverse point of view towards the definition and characteristics of loyal customer.

Once the survey is carefully planned and set up, it would be sent first to a few recipients to test its system and to make sure that it would not cause any inconvenience nor error occur while filling in the questionnaire. As soon as the testing process is confirmed and approved, the online survey was immediately sent to respondents via email and direct messages. All of the collected data would be used as statistical summary to corroborate theoretical findings in this research paper.

5 EMPIRICAL STUDY ON CUSTOMER BEHAVIOR TOWARDS COFFEE BRAND LOYALTY

An online survey with the purpose of analyzing the purchase behavior of consumers within the coffee industry was conducted and has collected a total of 70 responses despite their gender and age group. The structure of the survey is divided into two primary topics which are the study of consumer's consciousness in purchase decision making and brand loyalty. The questionnaire was formed with questions help to clarify and identify the factors that influence one's behavior towards the above main subjects.

5.1 General information of respondents

The survey was done with the participation of 70 consumers regardless of their nationalities, cultures, nor religions. Among which 68.6% of the respondents are female and the rest 31.4% refers to male participant (see figure 7). Furthermore, the online survey attracts a large number of coffee consumers in the age group of 18 to 25. It can be seen in figure 8 below that this group takes up to 74.3%, followed up by respondents within the age of 25 and above with a total of 16 participants. Additionally, the online survey was recorded to have received 2.9% of the total responses from respondents under 18.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Respondents	70	1	2	1,69	,468
Valid N (listwise)	70				

Figure 6. Respondents

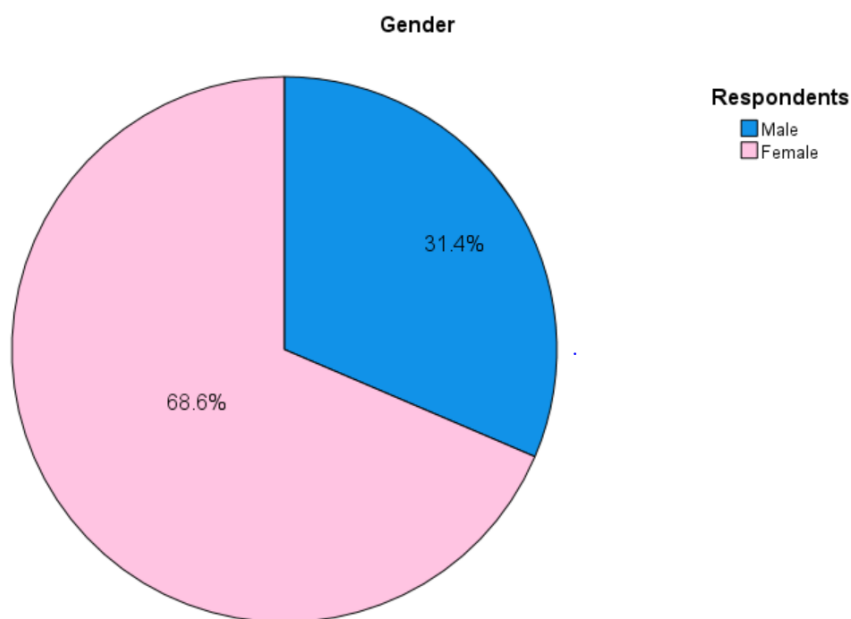


Figure 7. Gender

3.Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	2	2,9	2,9	2,9
	18-25	52	74,3	74,3	77,1
	25-35	8	11,4	11,4	88,6
	Above 35	8	11,4	11,4	100,0
	Total	70	100,0	100,0	

Figure 8. Age group

Apart from the gender and no matter which generation they are from, coffee is still considered as one of the most consume beverages in the world. Just within this online questionnaire, almost all of the participants consume coffee or have at least had coffee at least once in their life. With 69 responses “yes” to the question of whether the respondents consume coffee or not (see figure 9), which takes up to 98.6% of the total respondents participated in taking this survey. As shown in figure

10, approximately 31% of the repliers claimed to have consume coffee occasionally, while there are nearly 13% and 29% who verified to have coffee each month and every single week. Surprisingly, the number of consumers consuming this type of beverage daily was fairly high as it indicated around 27% of respondents who participated.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	1,4	1,4	1,4
	Yes	69	98,6	98,6	100,0
	Total	70	100,0	100,0	

Figure 9. Respondents who consume coffee

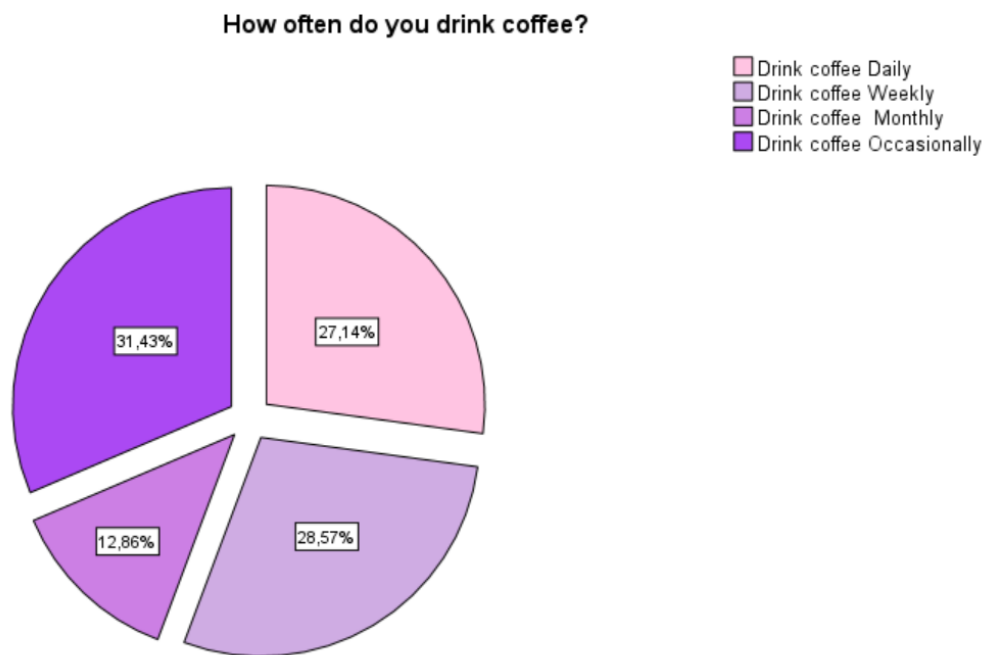


Figure 10. Frequency of coffee consumption

5.2 Consuming behavior

The reason for consumers to purchase was asked with the aim of clarifying the factors that could possibly affect the consumer's conscious of buying. Several possible circumstances were given for recipients of this survey to answer by rating them with the range from 1 to 5, whereas 1 means that they totally disagree, while in contrast, 5 means that they find the case relatable. The respondents responded that the taste of coffee and they use beverage with caffeine with the intention to get energy boost, for calming effects and simply, because of their curiosity. These are some individual influential elements that motivate the consumer to acquire the product, of which many people agreed to some extent that the taste and for energy boosting are very relatable to their experience of consuming coffee. Both of the circumstances named above were rated with the mean of roughly 3.95/5 (see figure 11). Not only do individual elements affect one's decision to purchase coffee, but it may also be affected by environmental factors. With the mean of about 2.9/5, social influence also affects consumers in having decision to acquire the product and recipients of this questionnaire also agreed partially that they chose to drink coffee because people surrounding them consume this drink.

	For energy boost	Social influence	For calming effects	Tasty	Curiosity	I feel like a grown-up if I drink coffee	Since everyone around me drinks coffee
Mean	3,93	2,87	3,09	3,96	3,06	2,29	2,39
N	70	70	70	70	70	70	70
Std. Deviation	1,054	1,154	1,248	1,173	1,226	1,395	1,365

Reasons for coffee consumption

Figure 11. Reasons for coffee consumption

The online survey also investigate deeper in the frequency and the purpose of café visit, where the charts below (see figure 12 and 13) shows that 35.7% of the respondents go to a café occasionally to have coffee and among 70 of them, 54.93% goes to a café for entertainment purpose such as meeting up with friends, 21.4% visit the place to seek for a place to concentrate in working and studying while the

rest 23.67% stopover to seek for inspiration, to relax and other purposes. Unexpectedly, there are quite a few consumers who do not go out for a coffee, but they would prefer to make and enjoy the beverage themselves at home.

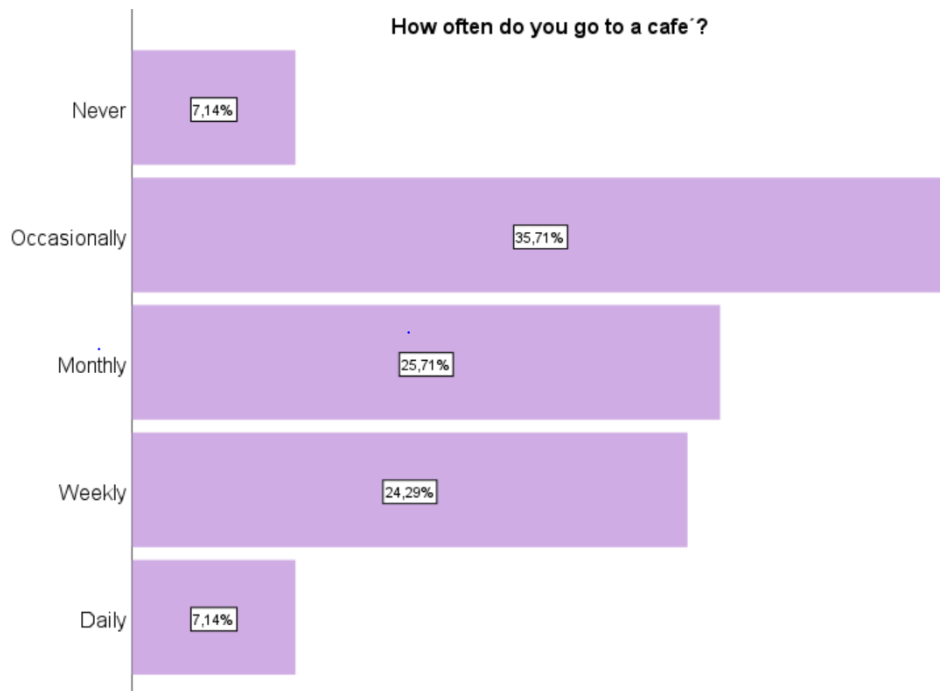


Figure 12. Frequency of cafe' visit

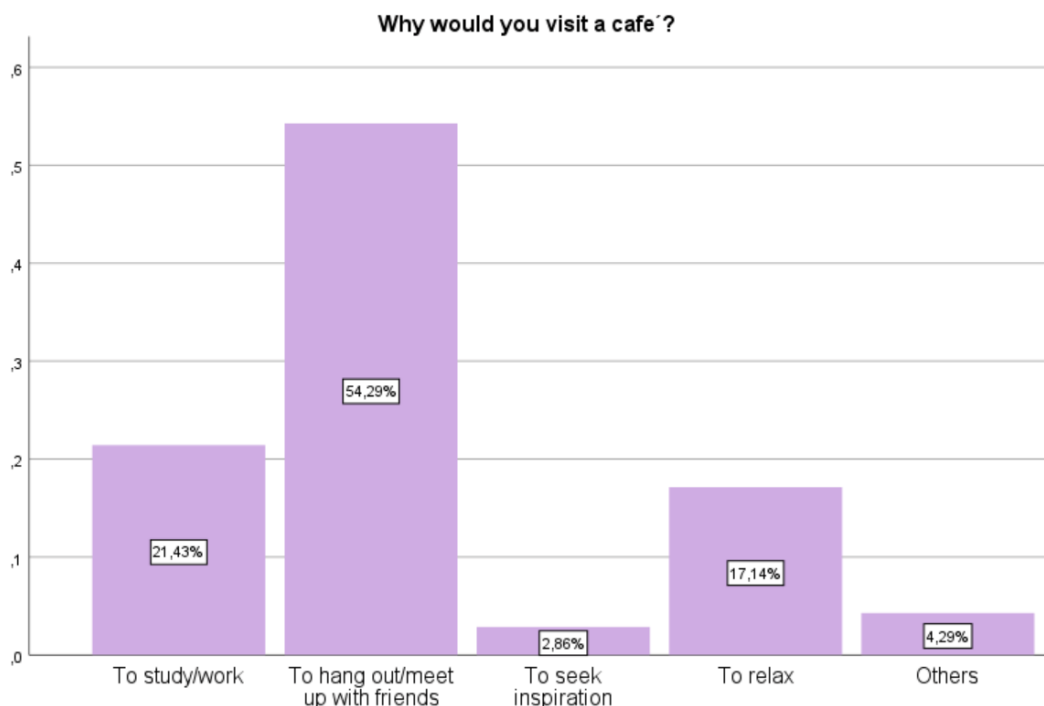


Figure 13. The purpose of going to a cafe'

Concerning the reason of their first-time purchase, the participants were asked about the factors that motivated them to decide to acquire coffee from an unfamiliar brand for the very first time. It can be interpreted based on the graph (see figure 14) that recommendations from friends and relatives plays a crucial role in encouraging them to try coffee. Additionally, the brand's popularity was also rated nearly 4/5 for being an important factor that makes them choose to purchase and try something that they have never had before alongside with curiosity and interest in the brand. Consumers also tend to try new things for a variety of reasons, such as promotions, trend effects or when they find interest in advertisements related to the product that they have seen.

	Advertisements on the internet	Friends and family recommendation	Trend effects	Curiosity and interest	Brand popularity	Others (Promotions, etc.)
Mean	3,39	4,20	3,46	3,80	3,89	3,56
N	70	70	70	70	70	70
Std. Deviation	,997	,672	1,045	,844	,956	1,030

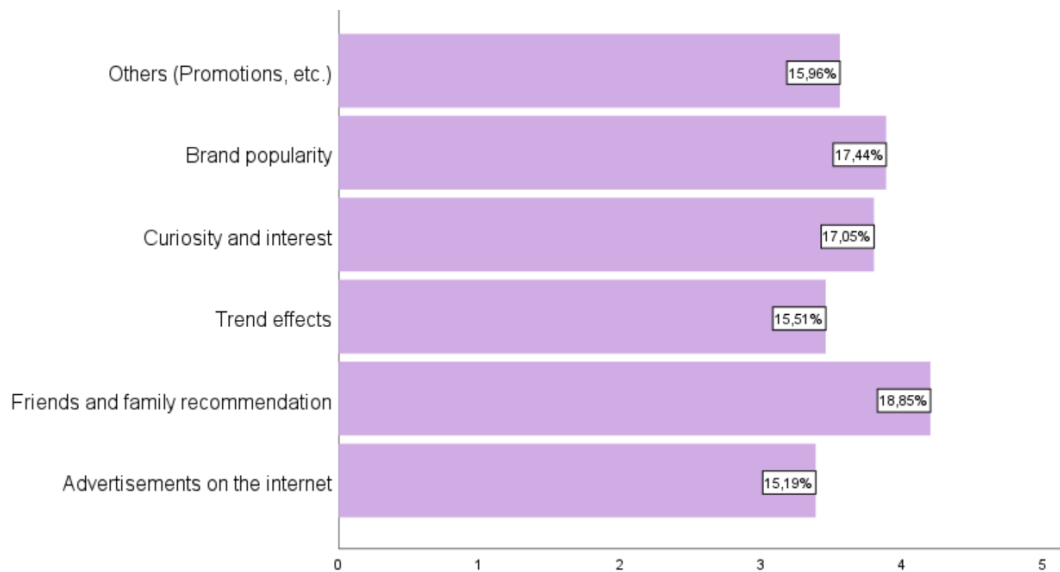


Figure 14. First purchase influential factor

5.3 Brand loyalty

70% of the coffee consumption taking this survey said that they have a favorite coffee brand that they would prefer over other brands, though, the received data shown for people being a loyal customer of a specific brand compared to people who have a favorite brand (figure 15 and 16) seems to be less corresponded than expected. With the number of 31 responses out of 70 who are a loyal customer of a coffee brand, it can be seen that having a favorite brand does not mean that one is a loyal customer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	30,0	30,0	30,0
	Yes	49	70,0	70,0	100,0
	Total	70	100,0	100,0	

Figure 15. Respondents who have a favourite coffee brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	55,7	55,7	55,7
	Yes	31	44,3	44,3	100,0
	Total	70	100,0	100,0	

Figure 16. Respondents who are a loyal customer of a coffee brand

According to the respondents' perception on which elements they think would have the possibility to influence them to become a loyal customer of a coffee brand, most of the respondents replied that the taste of the drink is the most important factor that affect them to repurchase the product. Other aspects relating to the influential factors that may encourage a one-time buyer to have repeat purchase action such as price; variety of products; service quality; promotions; location and decoration of the place are also highly assessed by the consumers.

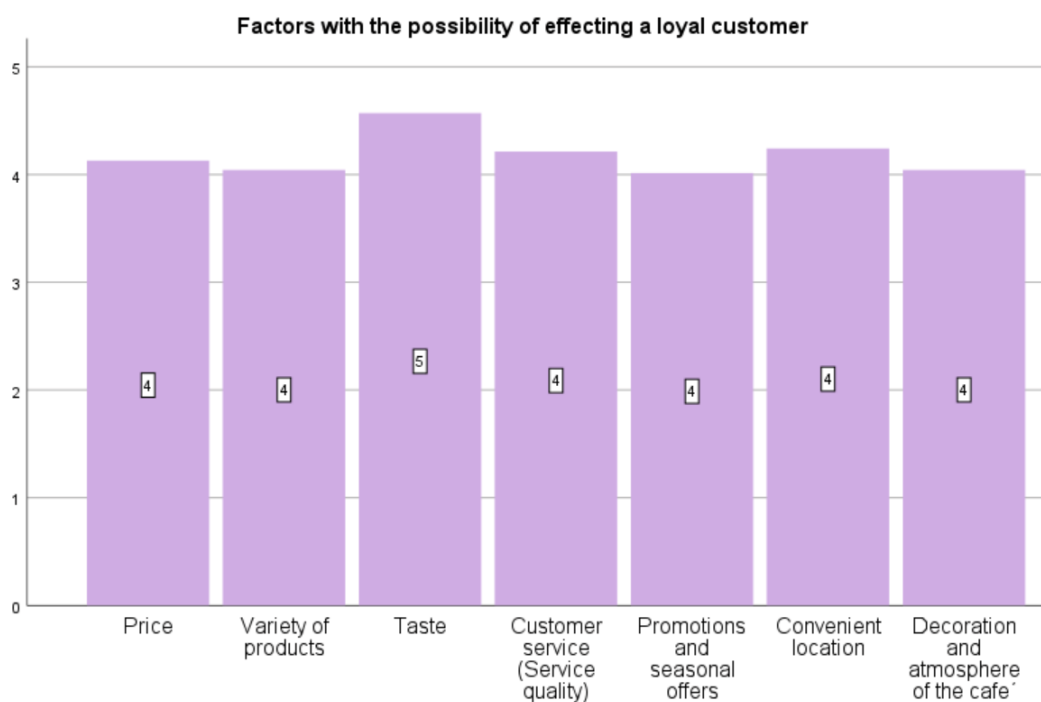


Figure 17. Factors with the possibility of effecting a loyal customer

Unlike the above question, the following analysis is based on actual experience of 70 respondents with the question of what makes them decide to have loyal behaviour towards a coffee brand. Equivalent to the above data, the chart indicated that many of the 70 responses received agreed that a drink with good taste would likely to influence them to come back for another purchase. This aspect takes up to 15.64% of the evaluation given by the examinee, followed by 15.40% and 14.66% agreed that for becoming a loyal customer, the role of quality of products and services are undeniable. Additionally, satisfaction is what 91.4% of the respondents, approved to have a decisive characteristic in determining one to have loyal behaviour, whereas 57.8% stated that it is very important for brands to strive for customer satisfaction in order to increase the number of loyal buyers (see figure 19 and 20). While the majority agreed to the statement above, there are still a few consumers within the age of 18-25 who seems to have a different point of view about this element that it is not so important regarding the topic.

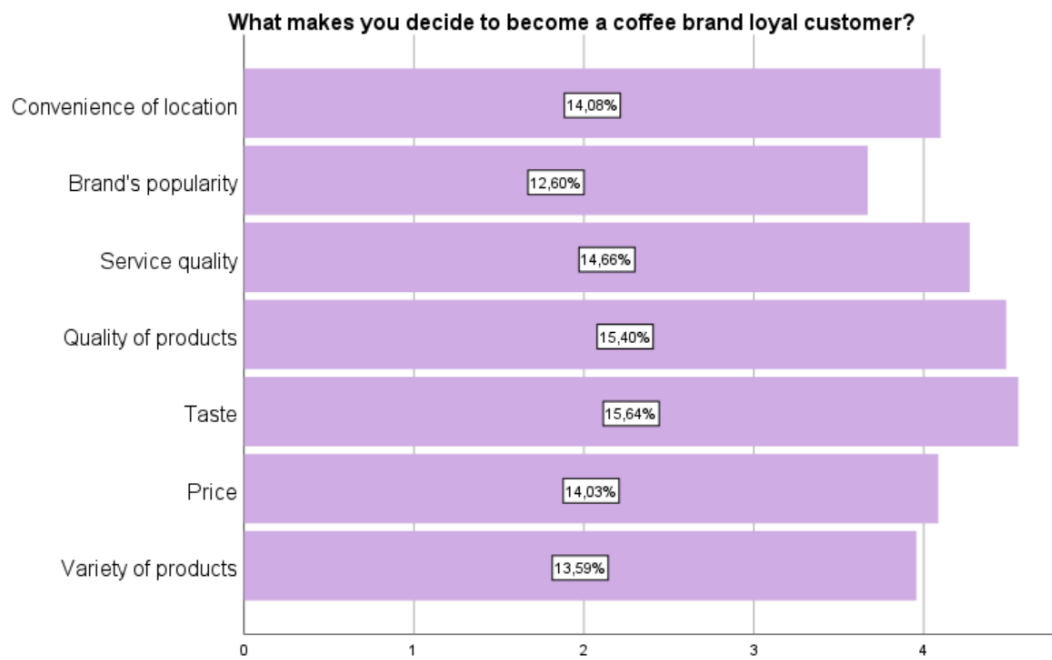


Figure 18. Reasons that conducted to the formation of a loyal customer

		Under 18	18-25	25-35	Above 35	Total
Importance of consumer satisfaction affect oneself to become a loyal customer	Not important	0	1	0	0	1
	Neutral	1	4	0	0	5
	Important	1	21	1	4	27
	Very important	0	26	7	4	37
Total		2	52	8	8	70

Figure 19. Rating of the importance of satisfaction by age group

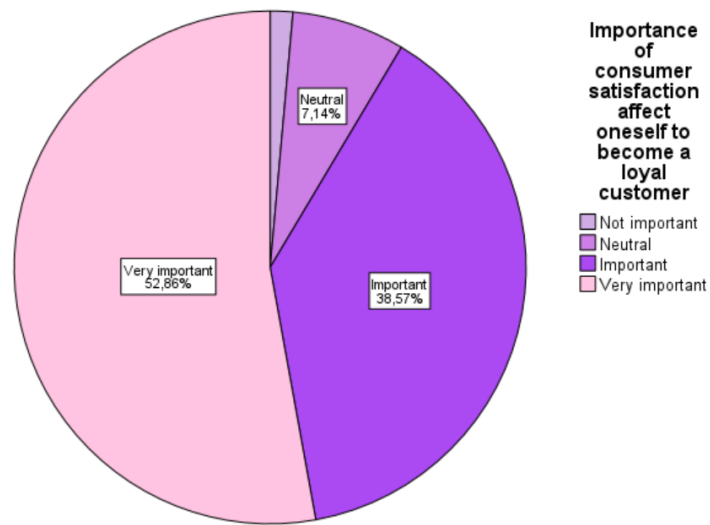


Figure 20. The importance of customer satisfaction towards forming customer loyalty

While satisfaction is agreed by most of the recipients of this online questionnaire, there have been some controversies concerning the question of whether having dissatisfaction would stop consumer from purchasing the product. It is shown on the graph below that the number of responses that find the concern relatable and the number of responses showed neutral attitude are quite identical, whereas one indicated to 44.29% while the other received 42.86% of the total responses. A small percentage of 12.86 who announced to show sympathy and continue to support the brand despite of dissatisfaction (figure 21).

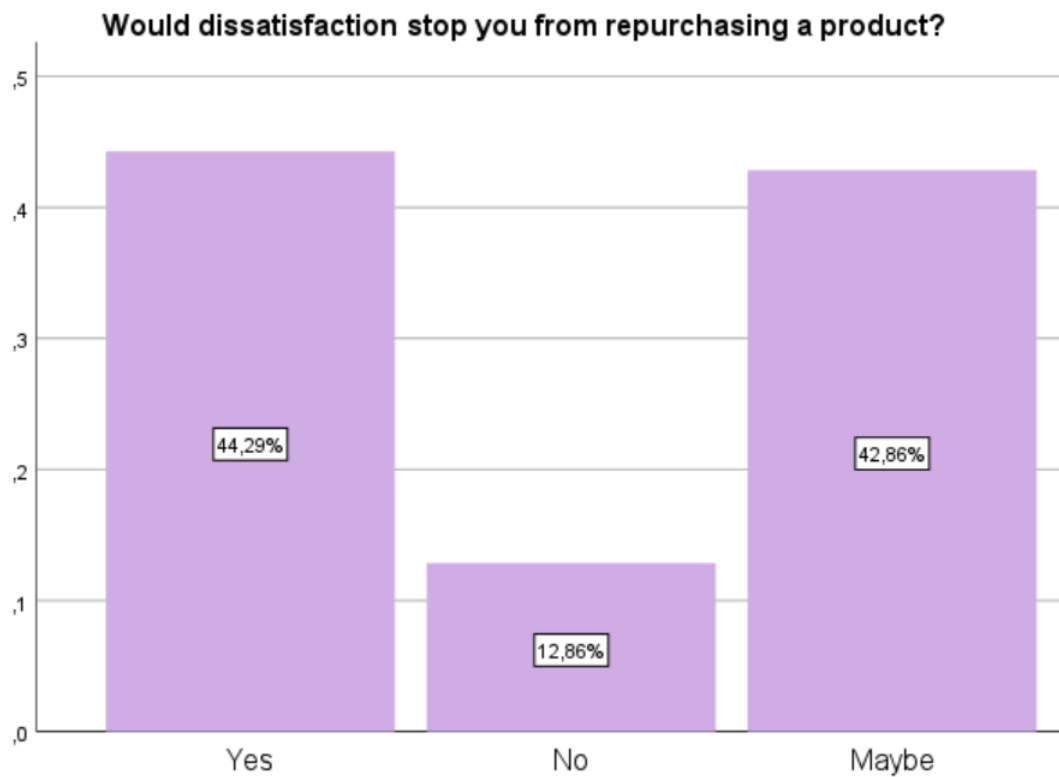


Figure 21. How dissatisfaction could stop consumer from repurchase

Common comments simplified the reason for stop acquiring from brands once they feel disappointed at their purchase are referring to that they do not want to waste their money nor risking receiving a similar experience which affect negatively on their emotion (see figure 22). It can be understood that today's consumers are much stricter as they would likely to change their preference once they are unfulfilled or get disappointed with what they paid for regardless of products or services. In contrast, quite a few responses received claimed that dissatisfaction may not be much of an issue if it does not happen regularly (see figure 23).

I will not consider repurchasing if the brand fail to satisfy me
I won't go there again if the service is bad
If i dont enjoy something, I will not keep spending my money there.
No reason to risk my money for something that did not fulfill my requirements
There's no point spending money on things that you are dissatisfied with.
I don't want to spend money on things that won't satisfy me

Figure 22. Explanation for no repurchase decision because of dissatisfaction

different baristas different tastes

Maybe it is just a onetime mistake

Figure 23. Explanation for repurchase decision despite dissatisfaction

There are also some respondents who gave neutral thoughts on the role of dissatisfaction in stopping the repurchase action. While some agreed to the content, while others did not, but there are also a decent number of consumers said that it depends on the situation of the experience that have been to (shown in figure 24) and they are willing to give the brand another chance for improvement.

can switch to other drinks to see if it's good or not

Depended on the situation

Depends

Depends how they deal with feedback and if they are interested about customers

I would stop repurchasing only if dissatisfaction is frequent

sometimes it has sometimes it has not.

They can improve

Figure 24. Comments on the probability of ending repurchase action caused by dissatisfaction

An open-ended question was asked at the end of the online questionnaire regarding the topic of loyal customer of coffee brands with the purpose of encouraging respondents to be open about their thoughts on this matter which could help the researcher to study and investigate further to the topic with a diverse point of view. The figure below shows are a few comments shared by some participants while completing the survey.

<p>If the service or product quality does not remain the same or gets worse then gradually I will start to lose interest in the brand.</p>
<p>I like to buy ethically produced coffee and also make sure the roasterys are getting paid for. Tend to stay away from too popular brands and go with the smaller brands. Also like to see their social media etc. If we have shared values.</p>
<p>I do not drink coffee regularly enough to say that I am loyal to any specific brands however I have some specific ones I would usually get mainly due to familiarity or if I know that that brand has good coffee etc.</p>

Figure 25. Comments on loyalty towards coffee brands

6 CONCLUSION

6.1 Main findings

Earlier studies on the topic of consumer behavior implied that consumption within various aspects such as psychology, social psychology, philosophy, marketing, management, etc. does not refer only to the acquirement of goods but also to seeking an assessment of satisfaction after making a purchase. Furthermore, the purchase action does not just include the action itself but has started in the consumer's mind unconsciously long before, with the initial stage of defining ones needs to collect and analyze information, and finally the response phase where the buyer decided whether or not what they purchase is worthy. Motivation is the research topic that many researchers focused on to highlight its importance in encouraging people to purchase goods which they have already processed in their mind what is needed for their current requirement. There are three characteristics within motivation: needs; drives; and goals, of which these features supplement each other to strengthen one's motivation to acquire goods or services (see Figure 1). According to the collected data from the empirical study, most of the respondents who participated in the survey answered that they are motivated to drink and buy coffee because they like the taste and how coffee bring them benefits on their mental stability (see figure 11). It can be interpreted that the consumer needs coffee for boosting their energy and based on their requirements, the purpose to get a cup of coffee drives them to look for a brand which can fulfill their requirements. In the end of the process, the consumer reaches their goals with the success of buying the products that they aimed at. The entire process mentioned above could be identified as the decision-making process.

Decision-making process is another way of explaining what consumer behavior is. The buyer is influenced by individual and environmental factors, of which have impacts on their purposes and motivations to the acquirement of goods and services.

This statement is proven as shown in the data collected from the online questionnaire (see figure 11 and 14). In the survey analysis, the reason that motivates consumers to consume coffee comes mostly from one's own consciousness, which can be understood as a characteristic of individual factor, as they have the intention to consume. On the other hand, first time purchase consumers are most likely to be influenced by external factors such as family and the social group that they belong to. Within this process, after the purchase, the consumer evaluates the experience they have had with the product based on one's standard and it may result in a repeat purchase action if they are satisfied with what they paid for. If the perceived value and the experience exceed their expectation, there will be a higher chance that the customer finds pleasure in their purchase and will likely find the product, service or brand more preferable than anywhere else. This is a positive sign for a brand to have successfully attained a loyal customer for itself.

Regarding the definition of consumer loyalty, besides aiming for satisfying the customer's needs, the service quality also plays an important role in striving for customers' satisfaction. The service quality contributes to identifying and determining one's attitude towards the brand. Any business's service quality is said to be assessed based on how each customer views the product or service in comparison to other accessible options or brands and it positively affects customer satisfaction and loyalty. Therefore, it can be understood that the higher the service quality is, the more pleasure customers feel and the higher their loyal behavior toward the brand is. The definition of forming loyal customers can be understood with this simple formula:

$$\text{SERVICE QUALITY} + \text{SATISFACTION} = \text{LOYALTY}$$

Examinee who participated in answering the online survey agreed to the statement of the importance of satisfaction in forming customer's loyal behavior when pur-

chasing from a coffee brand (see figure 19) as well as their comments on how service and product quality and satisfaction affect their intention to become a loyal customer of a coffee brand (see figure 17, 18, 20 and 25).

Looking back at the controversy at the end of the “Consumer Behavior & Decision-Making Process” chapter on page 14-15, based on the received comments related to whether dissatisfaction would stop one to repurchase a product (figure 21 and 22), it can be concluded that customers are likely to be an irrational decision maker in purchasing and emotional element does play an important role in encouraging a consumer to continue their purchase behavior since satisfaction and dissatisfaction are emotion components which result in either positive or negative emotion.

As a conclusion, it is suggested that coffee brands should focus first on analyzing their target customer groups based on external influential factors such as their culture and social group alongside with the general analysis of individual preference so that they can strive for more attention from the public. In order to attain loyalty from the buyers, brands should prioritize and aim for satisfaction by improving their service quality, for instance, by training service personnel to adapt to different situations as well as seek and promote customer’s feedback, etc. By doing so, not only they could achieve positive evaluation from the purchasers, but they may also increase their reputation within the industry and hence, could be able to achieve a decent number of loyal customers.

6.2 Limitation and suggestion for further study

The main subject of this paper does not focus only on studying one’s motivation for acquiring goods, but also to emphasize the formation of loyal consumer reply on general psychological theories about purchase–decision-making. However, the findings are slightly general. Moreover, regarding the loyal behavior towards coffee brands of customers, the study only focuses on analyzing through the customer’s

satisfaction that is influenced by the service quality provided from the brand. Consequently, it is suggested that further study relate to the topic of loyal customer in the coffee industry could discover and clarify more about dimensions that have the possibility to affect consumer loyal behavior such as product quality, the application of promotion program, packaging, etc.

Relating to the online survey of this research paper, the target number of respondents aimed to be 100 people, but due to the shortage of time, only 70 responses were collected for the statistical analysis. The data analysis of consumer behavior in consuming coffee may not be very accurate due to the small group of examinees, whereas the majority of respondents are within the age of 18 to 25. Furthermore, the survey could have included one question about whether satisfaction would affect the customer to have repurchase behavior towards that specific product and brand to compare with the question of whether dissatisfaction would stop one from repurchasing a product in order to highlight the importance of satisfaction in impacting repurchase and loyal behavior of consumers.

7 VALIDITY & RELIABILITY

This paper is studied and written based on several theories regarding the definition and practical examination of consumer behavior in general and consumer loyalty specifically. Several journal books, scholarly articles with relevant contents as well as external sources were carefully chosen to use as the database for further investigation of this research paper. The access to e-sources databases were licensed by the current educational institution unit – Vaasa University of Applied Sciences which allowed the researcher to have many prestigious choices of references such as ABI/INFORM Collection, emerald insight, etc. in the process of investigating and analyzing the literature perspectives related to the discussed issues. Additionally, a survey, conducted through e-lomake, with actual data analysis was conducted and performed by using statistical summary which plays an important role in proving and supporting the literature reviews within the study. The main focus of this paper is to answer to the question of how coffee brands attain loyal customer based on numeral influential factors surround them, therefore, it can be used for further investigation of customer behavior and loyalty specifically within the coffee industry.

A variety of theories were chosen concerning the topic of consumer psychology in acquiring goods in order to investigate the determinants of one's buying decision, which then later leads to the process of their purchase decision based on both internal and external influential factors. In spite of that, the chapter of consumer behavior in this study highlights the individual factors that encourage the consumer to purchase what they need based on their objective judgement on the purchase that they make. On top of that, the following theories and statements are the fundamentals of loyal customer formation. Hence, coffee brands can take this study as a point of reference for the implementation of their process of attaining loyal customers.

In regard of the empirical study regarding the topic of consumer behavior and coffee brand loyal customers, a quantitative research methodology with a short survey was designed logically and written in unacademic English in order to avoid language misunderstanding and so that the survey can be done despite the recipients' nationality. A list of the survey questions is attached in this paper (see Appendix 1), and it was structured into two main research areas which are the study of consumer behavior and the study of the influential factors which are essential in forming a loyal customer of a coffee brand. All of the responses are received within a limited time and the identity of the respondents is kept anonymous to prevent controversy between an individual's preferences towards the question asked concerning the research topic.

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Vaasa, 20/11/2022

Anh Bui

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10 APPENDIX 1

List of Online Questionnaire

1. Do you drink coffee? _____

Yes
 No
 *If your selection is "No", you don't have to continue with the survey.

2. Gender

3. Age group

4. How often do you drink coffee? _____

Daily
 Weekly
 Monthly
 Occasionally

5. Please rate the alternatives below whether they affect your decision to drink coffee _____

	1 (Totally disagree)	2 (Disagree to some extent)	3 (Neutral)	4 (Agree to some extent)	5 (Totally agree)
For energy boost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For calming effects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curiosity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like a grown-up if I drink coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Since everyone around me drinks coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How often do you go to a cafe' to purchase their products? _____

Daily
 Weekly
 Monthly
 Occasionally
 Never

7. Why would you go to a cafe'? _____
 Please choose one

To study/work
 To hang out/meet up with friends
 To seek inspiration
 To relax
 Others

8. Please rate the importance of the alternatives below as reasons you would purchase coffee from an unfamiliar brand for the very first time _____

	1 (Totally disagree)	2 (Disagree to some extent)	3 (Neutral)	4 (Agree to some extent)	5 (Totally agree)
Advertisements on the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends and family recommendation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trend effects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curiosity and interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand popularity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others (Promotions, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Coffee brand loyalty

9. Do you have a favorite coffee brand?

- Yes
- No

10. Are you a loyal customer of one specific coffee brand?

- Yes
- No

11. Please rate the importance of the alternatives below on whether you think may influence you to become a coffee brand's loyal customer

	1 (Totally disagree)	2 (Disagree to some extent)	3 (Neutral)	4 (Agree to some extent)	5 (Totally agree)
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service (Service quality)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotions and seasonal offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decoration and atmosphere of the cafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please rate the alternatives below as reasons for your coffee brand's loyalty

	1 (Totally disagree)	2 (Disagree to some extent)	3 (Neutral)	4 (Agree to some extent)	5 (Totally agree)
Variety of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand's popularity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How important do you think consumer satisfaction affect oneself to become a loyal customer?

14. Does dissatisfaction stop you from repurchasing products/services from a coffee brand?

- Yes
- No
- Maybe

Please specify your chosen answer for the previous question

15. Do you have any other comments on brand loyalty?
*Not compulsory

