



The importance of a good relationship between brand and customers in the coffee shop industry

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1. Chapter – 1

1.1. Introduction

Among the several foods and beverages components, coffee is one of the famous beverages and the consumption of coffee has gained significant commercial importance over the past few decades (Daglia et al., 2000). Initially, the term coffee first developed in the Arabic context of “Quahweh”. With the development of the coffee industry, several terms were also developed for the product such as kaffee (German), cafe (French), and coffee (English) been utilized all over the globe (Smith, 1985). The development stage of the industry comprised of the procurement of coffee seeds from Ethiopia to Yemen by the Arabs 13th century. The procedure of the plantation also develop there as they were aware of the effects of roasted coffee beans on activation (Monaco et al., 1977). While robusta coffee is supposed to have originated in Central Africa, arabica coffee is thought to have originated in the Ethiopian district of Kaffa. Due to its extensive and pervasive global cultivation, at the present era, the largest contributor of the coffee industry is Brazil.

The process of turning raw coffee fruit into liquid coffee is a significant one for the coffee industry. Wet technique and dry method are the two fundamental approaches to coffee processing, and they are distinct from one another in terms of intricacy and the quality of the final raw coffee and liquor.

Production and export of coffee

Overall, the coffee industry producers account to the amount of 25 million producers whose earning and living source is the coffee production. More over half of global production is accounted for by Brazil, Vietnam, and Colombia. The average annual production of coffee in the world is 7.0 million metric tons (Table 1). The International Coffee Organization (ICO) estimates that 130 million bags of coffee were produced over the 2011–2012 seasons. Every day, more than 2.2 billion cups of coffee are consumed worldwide (Stefano Ponte, 2002). While the majority of coffee is consumed in industrialized economies, more than 90% of the coffee is produced in developing nations (Stefano Ponte, 2002).

Table 1
Worldwide coffee production as per International Coffee Organization.

Period	Coffee production*
2005–2006	110,181
2006–2007	129,139
2007–2008	118,949
2008–2009	128,073
2009–2010	123,600
2010–2011	134,000

* Million bags each of 60 kg.

Coffee is World's second biggest trading commodities all across the globe, and the various by-products as well as the residues are the result of the coffee (Nabais et al., 2008; Mussatto et al., 2011b).

The processing of the coffee industry develops further with the passage of time, and the industry also involve in the processing which has utilized the mechanism of distinguishing the cherries powder. For roasting and brewing, solid leftovers including pulp husk, silver skin, and spent are obtained depending on whether coffee cherries are treated wetly or dryly. The main by-products of the coffee business are the husks, peels, and pulp, which contain around 45% cherry. The further utilization of the products includes the extraction of polyphenols (Esquivel and Jiménez, in press).

A café/coffeehouse/coffee shop concentrates on serving coffee and tea together with small snacks, as the name implies. In 1645, the first coffeehouse ever opened its doors in Italy. Then, in 1652, the coffee-shop craze travelled farther afield to England (**Pongsiri, 2013**). Today, going to a coffee shop has become both necessary and customary. A variety of people, from businessmen and professionals to teenagers, frequent it. The costumers in the coffee shops does not only obtain the satisfaction from the variety of coffee flavors but the environment also satisfied them, and they feel comfortable. A coffee shop may offer features like cable TV, live music, and wireless hotspot access points that allow free internet connection for patrons who would like to use a laptop while

having a cup of beverage to draw more customers. As a result, there are numerous justifications for why people might want to go to a coffee shop. Some people use coffee as a means of maintaining their social lives. Another strategy to support one's identity and self-worth is to go to a coffee shop **(Said, 2012)**.

These days, shopping centers provide coffee shops better prospects. As a result, numerous well-known brands can be found in the renowned shopping centers in the City of Semarang. Popular brands include Excelso, Starbucks, Peacock Coffee, among a host of others. The growth of the coffee industry is increasing day by day, therefore, the need to develop the understanding about the consumer attitude also rise to gain the desired marketing result. Every marketer should be able to create marketing strategies that capture the wants, needs, emotions, pictures, ideas, convictions, perceptions, and opinions of the target market, especially in the coffee industry.

The report is also published by the UK Project Cafe in the year 2022, With more locations than in 2019, The contribution pertaining to the coffee industry sector to the UK economy has raised up to the amount of 4.4 billion£ which is 43% raise while compare with the previous year. The number of outlets in the UK market has increased by 3.5% to 9,540 retailers, returning it to pre-pandemic levels. The expected restoration of VAT at 20 percent, new Covid-19 variants, inflation, and severe staff shortages are among the sector's significant short- to medium-term issues. The UK market for branded coffee shops is anticipated to surpass pre-pandemic sales by the end of 2023, expanding at a CAGR of 5.8 percent to reach £5.8 billion.

The relevance of the brand and the consumer's experiences are interlinked with each other, and the process includes various steps which encompass; how customers view a brand's packaging, service environment, and other aspects. The brand experience is made up of several elements, including sensory, emotive, behavioral, and intellectual components. All these approaches and

dimensions are considered essential to analyze and understand the different stages of brand experience and also the effect on the behavior and choices of consumers (Chan and Tung, 2019). The study and the analysis by several researchers and brands indicate that brand experience affects the memory of consumers which also plays a significant role in brand satisfaction (Hwang and Hyun, 2012).

1.2. Aim of the research

The ambition of the adopted research is to investigate the traits pertaining to the sector of the coffee industry. The contribution made by the coffee industry during the past few years. To provide the trends and the behavior of the consumers.

1.3. Significance of the research

In this study, brand identification and participation, the establishment of brand loyalty, and assessments of customer personal attributes are examined in connection to consumer pleasure. The theory known as the social identity has been followed in order to develop the understanding about these facet impacts. The validated model showed a strong correlation between customer personality traits, customer happiness, and CBI when tested on a survey sample of 743 consumers. By analyzing consumer trends, the industrialist can use the study's results to develop and market their brand.

1.4. Rationale of the study

One of the most consumed beverages worldwide and the second most traded good after oil is coffee. Different consumer marketplaces are forming as economy expands and customers' needs diversify more and more. The motivations behind customers' intents to return to a franchise coffee shop were examined in this study. Customer happiness has been discovered by many studies to

play a significant role in the intention to return, and the variables determining this satisfaction have been presented as prominent research issues.

2. Chapter - 2

2.1. Literature review

According to the social identity theory, the notion is developed from the individual self-concept which is formed through the multiple linkage among the organizations and the individuals (Tajfel & Turner, 1979). The self-concept of the social identity comprised of the specific characteristics encompasses interests, abilities, and social identities, represent the categories of various prominent group (So, & Wang, 2013). In relevance of this proposed theory, Bhattacharya and Sen (2003) also developed the theory which declares that organization and the consumers form the identification or they already have the same features of self-definition (Lam et al., 2010). Since identification has a substantial impact on maintaining the relationship. To analyze the link to the consumer and the brand, the best option available is to social identity theory. The appeal of wearing status brand things demonstrates how meanings can be transferred between a brand and the self (McCracken, 1988), and this extension is made possible by businesses' capacity to exemplify self-relevant social types that customers identify with (Fournier, 1998). (For instance, Nike, Calloway, Disney, etc.).

Lam et al. (2010) made the contribution to the field and exclaim that a brand can be referred to as the link between the private self and the social self (i.e., a customer who utilizes a brand to define who they are) (i.e., a consumer who evaluates that they belong to a group of consumers associated with a specific brand).

2.1. Social identity theory

The theory of social identity provides the basis for the identification in the context of marketing and the organizational theories (Lam, 2012; Riketta, 2005). The theory considered the aspects of the social identity equivalent important as the personal aspects of the consumers in the context of marketing. Social identity can be regarded as the demographic factors, institutions of higher

learning, and jobs, determine their social identities (Tajfel & Turner, 1985). By placing themselves and others into different social groups, the theory's proponents contend that people tend to simplify the social environment. This social categorization gives individuals a way to characterize both themselves and others in addition to aiding in the cognitive division and organization of the social world (Tajfel & Turner, 1979). Bhattacharya and Sen (2003) broaden the definition of identification to include interactions between customers and businesses by drawing on organizational identification and social identity theory. Bhattacharya and Sen contend that businesses with appealing and meaningful social identities can partially satisfy customers' essential self-definitional needs and are thus legitimate targets for identification given that formal membership is not a requirement for identification (Scott & Lane, 2000). According to the recent research, the identification is developed by the brands which consumers adopt (Donavan, and Suh, 2006) and the brands can consider as the element which represent their identities

2.2. Self-Verification theory

According to the theory, the individuals possess the abilities to establish, and take control over their positive and negative self-concepts (Swann, 1983). It is preferred by the individuals or it can be said that individual look for the conditions such products as well as the brands which match with their self-concept. It is also the observation that individuals abstain or dislike the conditions which does not match with their self-concept (Escalas & Bettman, 2003). Individuals try to preserve a sense of self-continuity or self-verification over time and across contexts in an effort to comprehend their selves and social surroundings (Dutton, Dukerich, & Harquail, 1994; Kunda, 1999). Self-continuity, or self-concept consistency, is "the drive to act in a way that is consistent with our conceptions of ourselves" (Banister & Hogg, 2004, p. 852). A strong sense of psychological coherence and the capacity to foresee and manage one's environment are provided

by a stable self-concept (North & Swann, 2009). According to identity theorists, the need to establish a strong bond with another social entity stems from the need for self-validation (Burke & Stets, 1999). The example can be viewed from the Harley Davidson brand that attracts particularly those who have the similar self-concept (Swaminathan, and Gurhan-Canli, 2007, p. 248).

Focusing on consumer identification, the understanding is formed regarding the perception of the consumer how a customer behaves in a way that is consistent with the brand's most obvious identity, and how they recognize a brand as "not me" or "me" (Lam et al., 2010). According to McEwen (2005), a consumer is likely to forge a strong bond with brands since they express and enrich the consumer's identity. Customers are thus defined by CBI as those who identify with and have an affinity for a specific brand (Del Rio, Vazquez, & Iglesias, 2001)

According to the study, there are various affiliations or connections analyzed between the consumer and the brand, which declare the obvious peculiarities among various variables like CBI. It is also represented by the research that brand loyalty and the CBI are different concepts, loyalty to the brand shows the consumer consistency with the particular brand in the long term. Brand loyalty results in the repeated use of the same brand set or purchases in spite of marketing efforts and environmental factors that could lead to switching behavior (Oliver, 1999). The majority of empirical studies on brand loyalty focus on behavioral factors including the desire to spend more and repeat purchases. The functioning of the CBI incorporates evaluative attributes (i.e., social or personnel) which the brand cannot completely comprehend. CBI has the power to persuade consumers to do additional activities besides simply repurchasing, such as defending a brand as being closely associated with oneself despite opposition (see Bhattacharya & Sen, 2003).

2.3.Loyalty to the Brand

The concept of brand loyalty has a vast meaning and comprised of the three dimensions; behavioral, composite loyalty, and attitudinal. The link is assessed between the previous purchases and behavioral brand loyalty and attached with the number of buying of a specific brand (Ehrenberg, Uncles, & Goodhardt, 2004). Regular, repetitive purchasing behavior is used in behavioral assessments to serve as the indicator of loyalty (Bowen & Chen, 2001). Brand loyalty's psychological component is explained by attitude loyalty, which is a predisposition to be dedicated to a particular brand (Pedersen & Nysveen, 2001). In considering all the facets, analysis of the data reveals the essentialness of the psychological and emotional links in relevant to the loyalty. Attitudinal loyalty is not a good sign of actual business possibilities, despite the fact that a client may display relatively high levels of it (Odin, Odin, & Valette-Florence, 2001). Due to the possibility of a buyer making a few repeat purchases of a particular brand (Chacon & Mason, 2011). Composite loyalty is influenced by a consumer's thinking, behavioral intentions, and purchasing behaviour (Pedersen & Nysveen, 2001). In the composite brand loyalty study, emphasis is placed on the assessment of consumer brand loyalty to a certain brand as well as the embodiment of that brand's consumers' feelings (Bowen & Chen, 2001). Consumers who are loyal to a brand and who communicate their sentiments and purchasing patterns regarding that brand are the focus of composite brand loyalty research (Bowen & Chen, 2001). The best way to quantify composite brand loyalty is to include attitudinal and behavioral factors, such as a customer's overall spending and frequency, sensitivity to brand switching, and product preferences (Zins, 2001). Because they measure separate things, the attitudinal and behavioral elements of composite brand loyalty cannot be merged. With relation to clients' level of fondness for a brand, the attitudinal component specifically expresses loyalty. As opposed to this, the

behavioral component is seen as the facet serving as the duration and frequency (Mechinda, and Gulid, 2009).

Various studies have been conducted to analyze the purchasing behavior of brand loyalty by utilizing the model of behavioral brand loyalty to forecast future purchasing behavior (Back and Parks, 2003) due to the fact that behavioral loyalty expresses genuine behavior as seen by the intention to purchase a specific brand again and the recommendation of others. Because the behavioral method is more accurate at predicting how well a brand is performing in comparison to its rivals (i.e., We have implemented it since Russell-Bennett, McColl-Kennedy, and Coote (2007) found that recurrent customer purchasing behavior increases direct brand sales.).

2.4.The idea of consumer personality qualities and their impact

Personality features can be elaborated as the characteristics of individuals represented by emotions, thoughts, and behavior associated with the psychological procedures (Funder, 1997, pp. 1–2). Consumers' actual or idealized self-image is expressed through personality attributes. Therefore, personality traits reflect a customer's beliefs, behaviors, and statements regarding a specific brand. Personality characteristics in the literature on consumer behavior can aid in creating comprehensive conceptual frameworks for comprehending consumers and better-targeted communications (Baumgartner, 2002). Personality characteristics were traditionally thought of being multidimensional structures (Geuens, and Wulf. 2009). For the sake of this study, however, we concentrate on the general personality traits because they are one of the most significant factors influencing consumer behavior and because prior research on consumer behavior has shown that customers have trouble separating their personality qualities (Adjei & Clark, 2010; Vazquez-Carrasco & Foxall, 2006).

A person's self-concept may contain deep psychological and cognitive links to a brand. Brands can elicit a high symbolic value that typically characterizes customers, according to other studies (Ekinci, & Preciado, 2013; Hultman et al., 2015). CBI refers to how customers define themselves in relation to how they feel a connection to a certain coffee shop brand (Mael & Ashforth, 1992). As a result, brands of coffee shops with strong personality features will show up by accurately representing the desired self-concepts of customers.

Numerous research has suggested a relationship between involvement and personality attributes. According to Ajzen (1987), personality traits are an important factor in describing and forecasting human behavior. As a result, a consumer's personality qualities can significantly influence how they engage with a certain brand through their personal beliefs. According to Kim, Suh, and Eves (2010), personality traits can be related to customer beliefs, attitudes, and behaviors.

Personality features have given rise to favorable actions and attitudes toward a particular brand by serving as a basis for distinction. According to this theory, consumers are more likely to recommend companies and make repeat purchases of those that have appealing and distinctive qualities that match their personality characteristics (Chi & Qu, 2008). As a result, a consumer who has a positive opinion of a certain brand is more likely to remain committed to that brand.:

2.5. Aspects of the thinking process

The term cognition is used for the purpose of assessing the process of thinking which can be a beneficial factor to attract more loyal consumers. Various aspects like awareness, perception, reasoning and judgment also play a significant part in the thinking process, which is discovered, by perception, logic, or intuition (**Brandimonte et al., 2006, p.3**). Cognition factors in the context of branding can be referred to as consumer awareness and knowledge of the brand, consumer

preferences and tastes, and last but not least, whether or not the consumer acts in a satisfactory or favorable manner toward the brand. The study comprised by the various facets including the quality perception, image of the brand, perceived value as well as the brand awareness and all these are the major elements and can be regarded as the cognitive drivers.

1. Recognition of the brand

In terms of brand recognition, the term brand awareness can be elaborated as the mechanism comprised by the consumers being able to identify the products or particularly consumers' knowledge about the specific product of the brand (**Homburg et al., 2010**). Brand awareness is further classified into two categories which are specifically recalled by the name of brand recall and brand recognition. While the former examines how well consumers can recall a brand when its product category, category demands, or specific indicators are mentioned, the latter focuses on how well consumers can confirm earlier experiences with a brand when that brand is used as a cue (Keller, 1993). Unquestionably, brand awareness is crucial in influencing consumers' purchasing decisions. First, it was found that there is a correlation between greater brand familiarity and the propensity for the product to appear in the consumer's evoked set (Baker et al., 1986). Additionally, it is essential for the variety of brands that attract consumers during their decision-making process (Lin, 2013). Consider the finding that consumers frequently only choose well-known and reliable brands (Roselius, 1971).

2. Anticipated competence

In relation to the branding and experience of the services industry, another factor that plays a major part is known as perceived quality. Consumer reached to judgement in relevance to the particular service entity which is rather opaque as the expectations of the consumers are not fulfilled (Parasuraman et al., 1988, p.17). The assessment of the perceived quality is made by comparing

the expectations and the performance. When the expectations are higher as compared to performances, the quality perceived is in low form, while it will be the result of consumers' dissatisfaction (Lewis and Mitchell, 1990). The reviews made by the consumers will be the result of the amount of the pleasure they obtained from the service or experience Jiang and Wang (2006). Additionally, unlike actual items, services are produced and consumed in real-time when the customer and the service provider are present. Consequently, consumers' opinions of service quality can be greatly influenced by the attitudes and behaviors of contact staff (Schneider and Bowen, 1985). According to Taylor and Hunter's (2002) hypothesis, high levels of perceived quality result in positive outcomes such as satisfied customers, successful marketing campaigns, and devoted customers who make repeat purchases and/or spread good word of mouth.

3. Brand image

The third factor with pertinent relevance in the field of branding and consumer experience is the brand image. It can be described as the consumer's comprehension and assessment of the brand, which is generated in the mind or thoughts of consumers (Dobni and Zinkhan, 1990). It can also be defined as the consumer group of perceptions of the brand which can be subjective or objective. Consequently, it can be described as "the rational or emotional associations customers have with particular brands" (Low and Lamb, 2000). Both Han and Ryu (2012) and Oliver (1997) made the contribution to the competence of the brand image and regarded it for the service-oriented organizations. This is due to the fact that the consumers opinion is comprised shaped by the experience they get from the entity or the service providers. Most of the time, as clients observe the many components of a company, they construct an impression of that brand from which their perceptions are derived.

4. Brand Contentment

In terms of brand contentment, perceived value determines the value of satisfaction provided to the consumers according to the consideration of the consumers. The factors that play a role in this category are termed the price varied and the quality of the product. According to Monroe (2002), perceived value is determined by the advantages derived from the service or goods in comparison to the perceived cost of doing so. Studying the facet of perceived value, it becomes clear that it is formed by the extrinsic as well as the intrinsic facets or in other words a perceived quality. The concept of perceived costs represents the monetary as well as the non-financial expenditures as they both shaped the consumer behavior (Zeithaml, 1988). In the comparison of the substitute competitors available, the identification to the perceived value is made by the overall conclusion related to the technological, financial, as well as the advantages obtain by the payment they made. The perceived value, rather than the degree of enjoyment, is surprisingly what mainly stimulates buyers to make additional purchases (Han et al., 2011). In a similar vein, Wathne et al. (2001) claimed that perceptions of worth encourage patronage intentions to continue and deter switching actions.

2.6. Brand contentment, relationship quality, and brand loyalty relationships

There has been a strong relationship observed among the various aspects including brand satisfaction and relationship commitment (Chumpitaz Caceres and Paparoidamis, 2007). First, when consumers are typically delighted with a brand, they experience continual devotion to it and become significantly dependent on it (Ranaweera and Menon, 2013). The continuous dedication to providing benefits to consumers, such as reduced perceived risks and cheaper search costs, is upheld. The commitment of the consumers to the brand can be obtained with the maximum level of satisfaction they obtained or in other words, it can be regarded as effective commitment (Hess and

Story, 2005). The time period required to develop the trust-based commitment is significant while compared with the continuation commitment. In conclusion, if customers are happy with a coffee brand's results, they may become functionally devoted to it (e.g; service quality, facilities). However, they will create an emotional attachment to a brand if they continuously feel content with it, believe in it, and feel personally attached to it (for example, if the brand's personality closely resembles their own).

3. Chapter – 3

3.1. Research method

3.1.1. Establishment of measurements and questionnaires

The data method adopted in this investigation into the essentialness of the coffee industry connection between the brand and the consumers. Three components made up the survey questionnaire (i.e., description pertaining to the research, questions for study constructs, and personnel features). The development or establishment of the validated matrices in relevance to the survey contents includes the earlier research to the context of marketing (Kim and Kim, 2004, 2005). Brand awareness is the focus of the investigation, and the assessment was conducted with the help of the five elements discovered through additional research. There is also another research assistance obtained from the study made by Kim (2005), seven factors were obtained from the study to form the understanding about the quality that consumers perceived (e.g., “Starbucks provide the better food quality as well as the beverage”). To assess the Brand image and representation, five aspects were obtained from the study made by Han and Ryu " Distinguishing image is also the facet of Starbucks”. The three items were utilized in the evaluation of the perceived value which is obtained from the study made by OH " The economic credibility of the Starbucks organization is significant than others".

Four components made up arousal, while four items made up enjoyment (for instance, "In the Starbucks, I experienced an "excited" feeling."). The following questionnaire was adapted from Song et al (2012). Three items from Oliver and Swan (1989) were followed to develop the understanding about pleasure pertaining to brand

(e.g., "Overall, my experience at the Starbucks was positive"). Using three criteria, Morgan and Hunt operationalized commitment in relationships. (Example: "I am truly committed to

Starbucks") To measure brand loyalty, four statements from Han & Ryu (2012) were employed, such as "Even though the cost is a touch high, I will go on to Starbucks." Followed by the review system of the Likert scale (1 being strongly disagreed and 5 being strongly agreed)

The double translation rule was used to evaluate the validity of the questionnaire survey. The mechanism's importance and necessity lead to the adoption of the technique. The survey items in the English version of the questionnaire, in instance, were first written in English and then translated into Korean by a professional translator who is proficient in both English and Korean since data gathering for Korean was anticipated. The questionnaires in Korean and English were then compared by a second bilingual expert translation to make sure there were no discrepancies. Some survey items were changed during the process, albeit there was little to no translation bias.

3.2. Acquisition of data

The current study's data collection was carried out in Korea between April 15 and May 15 of 2015 in a well-known shopping area of a major metropolis. The commercial area is well recognized for its large selection of stores, restaurants, and specialty coffee shops. The area might be considered a multifaceted cultural center that attracts a sizable population. Therefore, as considering the pertinence of the area, survey was performed. The relevant and well-developed organization is chosen as the sample for the investigation.

3.3. Data on the population

Estimated 40.4% (n = 153) of the 379 survey respondents were men, 58.8% (n = 223) were women, and 0.8% (n = 3) were other. Many poll respondents have some college or university education, either as graduates or students. In particular, 54.4 percent said they were graduates or students from a university; 18.5 percent said they were graduates or students from a 2-year institution, and

15.0 percent said they had a graduate degree or were enrolled in graduate school. Approximately 57.3 percent of survey participants (n = 217) stated that they were under 30 years old.

Table 1
The measurement model assessment.

Measurement items	Factor loading	Mean	SD	CR	AVE	Alpha
Brand awareness 1	0.681	3.248	0.750	0.839	0.512	0.799
Brand awareness 2	0.816					
Brand awareness 3	0.719					
Brand awareness 4	0.715					
Brand awareness 5	0.633					
Perceived quality 1	0.696	3.475	0.607	0.879	0.511	0.873
Perceived quality 2	0.692					
Perceived quality 3	0.746					
Perceived quality 4	0.718					
Perceived quality 5	0.689					
Perceived quality 6	0.742					
Perceived quality 7	0.717					
Brand Image 1	0.761	3.618	0.598	0.837	0.508	0.771
Brand Image 2	0.729					
Brand Image 3	0.665					
Brand Image 4	0.694					
Brand Image 5	0.710					
Perceived value 1	0.731	2.817	0.750	0.801	0.575	0.797
Perceived value 2	0.842					
Perceived value 3	0.693					
Pleasure 1	0.814	3.170	0.733	0.896	0.683	0.894
Pleasure 2	0.776					
Pleasure 3	0.887					
Pleasure 4	0.825					
Arousal 1	0.806	2.435	0.797	0.887	0.663	0.887
Arousal 2	0.789					
Arousal 3	0.788					
Arousal 4	0.872					
Brand satisfaction 1	0.821	3.245	0.735	0.866	0.684	0.865
Brand satisfaction 2	0.852					
Brand satisfaction 3	0.807					
Relationship commit.1	0.781	2.637	0.735	0.855	0.663	0.857
Relationship commit.2	0.839					
Relationship commit.3	0.822					
Brand loyalty 1	0.840	3.263	0.832	0.897	0.686	0.895
Brand loyalty 2	0.806					
Brand loyalty 3	0.806					
Brand loyalty 4	0.860					

Note1. Goodness-of-fit statistics for the measurement model: $\chi^2 = 1346.736$, $df = 626$, $p < 0.001$, $\chi^2/df = 2.151$, $RMSEA = 0.055$, $CFI = 0.919$, $IFI = 0.920$, $TLI = 0.909$.

Note2. All standardized loadings were significant ($p < 0.01$).

Note3. All measures were evaluated with a five-point scale from "Strongly disagree" (1) to "Strongly agree" (5).

4. Chapter – 4

4.1. Results

Results of the study are discussed by selecting the various types of models.

4.2. . Validating measurement model

Prior to using the maximum likelihood estimation process, the confirmatory factor analysis was used to evaluate the findings. The results demonstrated that the goodness-of-fit statistics was adequate ($\chi^2 = 1346.736$, $df = 626$, $p < 0.001$, $\chi^2 / df = 2.151$, $RMSEA = 0.055$, $CFI = 0.919$, $IFI = 0.920$, $TLI = 0.909$). Table 1 displays the outcomes of the measuring model. Each measuring item was meaningfully and sufficiently loaded to its matching latent factor ($p < 0.01$). The composite dependability values were well above the minimum requirement of 0.60, ranging from 0.801 to 0.897. Additionally, Cronbach alpha values between 0.771 and 0.895 were higher than the recommended cutoff point of 0.70. (Hair et al., 1998). Therefore, it was clear that the measurement items for each construct were internally consistent. The calculation of average variance extracted (AVE) was then performed in order to determine convergent validity. The estimated values were greater above the advised threshold of 0.50, ranging from 0.508 to 0.686. (Hair et al., 1998). As a result, convergence validity was confirmed. These values also exceeded the square of the correlations between the constructs. As a result, discriminating validity was proven.

4.3. Simulation with structural equations

Another evaluation model is adopted in this investigation known as the structural equation. According to the findings of the study, the data is suitable for the adopted model ($\chi^2 = 1823.302$, $df = 646$, $p < 0.001$, $\chi^2 / df = 2.822$, $RMSEA = 0.069$, $CFI = 0.868$, $IFI = 0.869$, $TLI = 0.856$).

Particularly, the value of χ^2 / df (2.882) comes within the limit of acceptability within the range 2.00 to 5.00. There were other goodness-of-fit indices that were higher than the 0.80 liberal limits (Bollen and Long, 1993). Table 2 presents specifics of the conclusions from the structural model assessment. About 80.2% of the overall variance in brand loyalty was accounted for by the suggested theoretical framework, which includes 8 predictors. Additionally, the model adequately described the variation in brand satisfaction (70.3%) and relationship commitment (69.3 percent) (64.3 percent). Additionally, the cognitive antecedents were responsible for 69.0% and 35.60%, respectively, of the overall variation in pleasure and arousal.

The findings of the assessment models evaluate the relationships between brand loyalty, relationship commitment, and brand contentment. According to the results, relationship commitment is immensely impacted by brand satisfaction, Brand satisfaction had a favorable and significant relationship with brand loyalty as well as relationship commitment.

5. Chapter – 5

5.1. Discussion

The understanding is formed as the systematic analysis of the well-known company is performed including the perceived quality, brand image, awareness of the brand as well as the value perceived). The analysis of the study, which was done to ascertain the relationship between various drivers of cognitive characteristics, has increased brand satisfaction, relationship commitment, and brand loyalty. In order to get at the definitive knowledge, the methodology method known as the quantitative data is used. Represented by the research, an evaluation is formed that cognitive drivers made significant contribution to the pleasure. These emotional facets contributed a major role in determining brand happiness, commitment to relationships, and brand loyalty; A mediating effect was present for the affective aspects, satisfaction, and commitment. According to our theoretical framework, brand satisfaction and pleasure are particularly important in promoting customers' brand loyalty at chain coffee shops. The proposed study framework adequately explained the overall variation in brand loyalty, and the hypothesis connections of the model were mostly confirmed.

Table 2
The structural model assessment.

Hypothesized relationships				Standardized estimates	t-values
H1	Brand awareness	→	Pleasure	0.303	5.129 ^{**}
H2	Brand awareness	→	Arousal	0.146	2.041 [*]
H3	Perceived quality	→	Pleasure	0.185	2.113 [*]
H4	Perceived quality	→	Arousal	0.063	0.558
H5	Brand image	→	Pleasure	0.194	1.971 [*]
H6	Brand image	→	Arousal	0.094	0.750
H7	Perceived value	→	Pleasure	0.350	5.924 ^{**}
H8	Perceived value	→	Arousal	0.409	5.478 ^{**}
H9	Pleasure	→	Brand satisfaction	0.735	10.803 ^{**}
H10	Arousal	→	Brand satisfaction	0.123	2.256 [*]
H11	Brand satisfaction	→	Relationship commit.	0.833	13.755 ^{**}
H12	Brand satisfaction	→	Brand loyalty	0.592	6.866 ^{**}
H13	Relationship commit.	→	Brand loyalty	0.341	3.968 ^{**}
Total impact on brand loyalty:		Total variance explained:		Indirect impact:	
$\beta_{\text{Relationship commit.}} = 0.341$		R^2 for BL = 0.802		$\beta_{\text{BS-RC-BL}} = 0.284^{**}$	
$\beta_{\text{Brand satisfaction}} = 0.875$		R^2 for RC = 0.693		$\beta_{\text{P-BS-RC}} = 0.612^{**}$	
$\beta_{\text{Pleasure}} = 0.643$		R^2 for BS = 0.643		$\beta_{\text{A-BS-RC}} = 0.102$	
$\beta_{\text{Arousal}} = 0.108$		R^2 for P = .690		$\beta_{\text{P-BS-RC-BL}} = 0.643^{**}$	
$\beta_{\text{Brand awareness}} = 0.211$		R^2 for A = 0.356		$\beta_{\text{A-BS-RC-BL}} = 0.108$	
$\beta_{\text{Perceived quality}} = 0.126$				$\beta_{\text{BA-P&A-BS}} = 0.241^{*}$	
$\beta_{\text{Brand image}} = 0.135$				$\beta_{\text{PQ-P&A-BS}} = 0.144$	
$\beta_{\text{Perceived value}} = 0.269$				$\beta_{\text{BI-P&A-BS}} = 0.155$	
				$\beta_{\text{PV-P&A-BS}} = 0.307^{*}$	
				$\beta_{\text{BA-P&A-BS-RC-BL}} = 0.211^{*}$	
				$\beta_{\text{PQ-P&A-BS-RC-BL}} = 0.126$	
				$\beta_{\text{BI-P&A-BS-RC-BL}} = 0.135$	
				$\beta_{\text{PV-P&A-BS-RC-BL}} = 0.269^{*}$	

Goodness-of-fit statistics for the structural model: $\chi^2 = 1823.302$, $df = 646$, $p < 0.001$, $\chi^2/df = 2.822$, RMSEA = 0.069, CFI = 0.868, IFI = 0.869, TLI = 0.856.

Note. BA = brand awareness, PQ = perceived quality, BI = brand image, PV = perceived value, P = pleasure, A = arousal, BS = brand satisfaction, RC = relationship commitment, BL = brand loyalty.

* $p < 0.05$.

** $p < 0.01$.

The main challenge faced by the coffee industry in the various regions of the UK in the most competitive and dynamic environment is known as brand loyalty. The creation of customer loyalty to a particular chain coffee shop brand hasn't been studied enough, though. The research is adopted to cover the discrepancies pertaining to the sector of the hospitality. The proposed conceptual framework, which included a few cognitive contributors, affective facets, satisfaction, and components related to commitment, received full approval, and it was precisely stated what role

each of these variables had in the model. The proposed theoretical framework adequately explained how brand loyalty is generated in customers and had a significant explanatory power for it. Various researches have been conducted to analyze the facets of coffee industry, however, it still lacks the element pertaining to the consumers behavior related to the coffee industry. The finding and results of the research will provide the assistance to the start-ups or the planners to gain comprehensive understanding about the attractions and traits of the consumers. The contribution made by the research have theoretical relevance and have great potential to benefit the hotel sector. Although the findings may not be applicable to all chain coffee shop businesses, the research context for this study was a specific chain coffee industry.

The study found evidence of a strong relationship between satisfaction and perceived quality, brand awareness, brand image, and perceived value. The analysis also confirmed this relationship. The key causes of arousal were perceived value and brand awareness. These findings are consistent with earlier research on consumer behavior and marketing that showed a substantial connection between cognition and affect in a variety of circumstances (Frank et al., 2014). Additionally, the development of the brand loyalty involves the major contribution of the perceived quality as well as the brand awareness since they increase the arousal and pleasure. Considering the essential elements and their evaluation, chain coffee shop owners ought to consider several measures to increase brand identification and perceived value among consumers as to develop the consumers abilities to the level of emotional experiences in order to promote the brand loyalty. Through routine consumer feedback and many, consumer-desired promotional efforts that can be accomplished through direct mail and direct internet marketing, brand loyalty and awareness could be increased in the coffee sector. Establishing innovative menu updates that can encourage customers to frequent the coffee shop could also increase brand awareness. The specific brands

and their limitless can also enhance the experience of consumers that will also be the result of brand awareness Huang and Sarigöllü (2012). The facets need to be considered carefully by the industrialists or producers of the coffee industry that brand experience can increase the brand awareness. To determine their impression of value, consumers usually weigh perceived sacrifices (such as spending money and time) against perceived rewards (for instance, the actual or improved quality of the products) (Zeithaml, 1988). To obtain consumer satisfaction and loyalty of the consumers, coffee industrialists should enhance the quality of their products. Pricing must consider both quality and factors that customers of coffee shops value. It is necessary to consider the aroma, flavour, menu variety, nutritional value, presentation, and freshness of beverages and sweets, as well as employment services and the physical environment, to allow customers of chain coffee shops establish a positive value perception. Chain coffee shop owners ought to routinely send individual messages to their patrons as a way of saying thank you, including birthday cards and holiday greetings. A chain coffee shop's attempts to build brand recognition and perceived worth should surely be connected to the creation of positive cognitive evaluations, which have been identified as significant predecessors of pleasure and arousal.

In order to obtain the consumers purchasing preferences and intentions as well as the behavior choices with reference to the marketing, the most essential factor contributing in this regard is satisfaction (**Brunner et al., 2008; Oliver, 1997**). The investigation, as well as the analysis, contributed significantly to promoting brand satisfaction and also evaluating the loyalty of consumers in relation to the particular coffee brand or product. Brand satisfaction is more important than other research variables and significantly influences customers' commitment to and loyalty toward the brand. Given the importance of brand happiness in fostering brand loyalty, chain coffee shop owners must devote a variety of financial and non-financial resources to enhancing

consumers' positive experiences while eating their products. According to the study's findings, brand awareness, perceived brand image, perceived brand quality, and perceived brand value are all important determinants of customers' positive experiences. Out of the four categories, perceived value was the most important in predicting how satisfied customers were with chain coffee shops. Increasing the chain coffee shop's value enhances the enjoyment of its customers, which in turn boosts customer satisfaction. As customers and rivals constantly change, it is a constant effort to understand what adds value to customers of coffee shops. Therefore, it is important to periodically do market research to determine the desired traits preferred by the value consumers while they are visiting to the coffee shop.

According to the results of the study, it becomes obvious that both the elements of happiness and arousal experiences observed in consumers are influential to the satisfaction of brand. The effectiveness of both the elements is significant however, the factor that actively engaged with the various other elements is pleasure or happiness. The proportional importance of pleasure in enhancing brand loyalty among the study variables in our research paradigm was also significant. Clearly, two emotional aspects should be regarded differently to better understand how brand loyalty is generated among customers of chain coffee shops. Essentially, one of the essential elements to achieve the desired outcomes of chain coffee shop operations is to evoke the pleasant experiences of customers. Advertising efforts may undoubtedly aid in building brand awareness and image. But the truth is that consumers learn about a brand through a variety of touchpoints, such as external stimuli (such as advertising and word-of-mouth recommendations) and first-hand brand experience. It is the general observation of the investigation that when the actual performance of the external factors becomes less than the expected value, it will result in consumers' disappointment or unhappiness. Operators of chain coffee shops must therefore take

great care to manage every touch point. In consuming venues like coffee shops, the intangible market offerings are more important than the tangible ones (Yuan and Wu, 2008). Customers usually enjoy their time in coffee shops, especially the atmosphere and the coffee. As a result, chain coffee shop owners must invest in creating a warm environment, serving high-quality coffee, and providing effective staff training.

5.2. Study Gap

As a mediator, the essentialness of the influential and affective factors or variables was studied in this investigation, and the indirect influence of the investigated variables known as brand satisfaction, and relationship commitment provides a clear explanation of their essentialness. Specifically, these factors strongly moderated the impact of their direct antecedent(s) on the result variable (s). It also linked to the previous research and the theories that supports the moderating function of these components (e.g., Morgan and Hunt, 1994). The chain of the mediating facets is linked with pleasure that significantly increases brand loyalty through satisfaction and commitment; satisfaction, in addition to its direct contribution, additionally indirectly increases brand loyalty through commitment. Cognitive facets (brand awareness as well as the value perceived) and thus lead to the optimization of loyalty to the brand. The importance of examining the aspects of the various coffee shops and houses' customers' decision-making processes, post-purchase behaviours, and loyalty-generation processes becomes more relevant when these variables are used as intermediaries, particularly when there are involved intellectual, influential facets.

5.3. Limitations and recommendation for future research

We provide recommendations for anyone interested in researching consumer loyalty in the coffee shop business in addition to the conclusions we have drawn from this research. First off,

since only Starbucks provided the data for the study, caution should be taken when extrapolating its findings to other coffee shop chains. Future research needs to focus on a range of people, especially those who frequent different coffee chain stores. The research can also serve as the sample for other chain coffee shops as the mechanism will produce significant results. To increase the generalizability of the results, the theoretical model should also be tested using a variety of demographic samples (i.e., extended to independent coffee shops). Second, by including other crucial marketing terms, like psychographics and demographics, into the research model to understand the loyalty of coffee shop customers, the robustness of the model may be improved. A better knowledge of coffee shop customers might result from researching variances in customer loyalty based on the targeted segments.

6. Chapter – 6

6.1. Conclusion

The essentialness of the various factors, cognitive drivers, brand satisfaction, and their interconnection is analyzed in the investigation. The study declares that various facets play a major role in determining and obtaining the loyalty of diversified consumers in the coffee shop industry. Especially for the establishment and promotion of the brand in the coffee industry, the essentialness of customer loyalty is substantial, and it is the sole factor that holds the benefit of keeping the consumers satisfied and content with fulfilling their taste preferences and also providing the expected value. There are also various subsequent variables associated with brand loyalty that have a significant impact on brand recognition and loyalty generation. These factors include satisfaction and contentment provided to the consumers, which are indirectly influenced by the pleasure, and this is the factor that determines the commitment of consumers to the brand. Chain coffee shops in well-known shopping areas and various brands were the subjects of a field assessment. A structural equation analysis was used to assess the suggested model. The findings showed that cognitive and affective components were often highly associated with one another. These relationships, along with brand satisfaction and relationship commitment, had a considerable impact on brand loyalty, with brand satisfaction serving as the main driver. Additionally, the mediating function of the study variables was found. Overall, brand loyalty could be explained adequately by the presented theoretical framework. Findings can be usefully applied to improve customer loyalty in the absence of a study on the purchase habits of coffee shop patrons.

The study provides recommendations for anyone interested in researching consumer loyalty in the coffee shop business in addition to the conclusions we have drawn from this research. First off, since only Starbucks provided the data for the study, caution should be taken when extrapolating

its findings to other coffee shop chains. Future research should focus on a range of people, especially those who frequent different chains of coffee shops. Investigating specific categories could be more effective in assessing consumer loyalty because it will help to better understand and play a role in the relationships with the customers.

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