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碩士論文

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Master Thesis

台灣咖啡產業之品牌形象、品牌偏好、產品品質及購買
意願之研究—以服務品質為干擾變數
The Study of Brand Image, Brand Preference, Product Quality
and Purchase Intention in Taiwan Coffee Industry: Service
Quality As Moderating Effect

鄭欣怡

Teh Sammi

指導教授：紀信光 博士

Advisor: Hsin-Kuang Chi, Ph.D.

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碩 士 學 位 論 文

台灣咖啡產業之品牌形象、品牌偏好、產品品質及購買意願之研究—
以服務品質為干擾變數

The Study Of Brand Image, Brand Preference , Product Quality and
Purchase Intention in Taiwan Coffee Industry:Service Quality As
Moderating Effect

研 究 生：鄭欣怡

經考試合格特此證明

口試委員：紀信光

藍國忠

白琇菁

指導教授：紀信光

系主任(所長)：藍國忠

口試日期：中華民國　109　年　06　月　12　日

準碩士推薦函

本校企業管理學系管理科學碩士班研究生 Teh Sammi 鄭欣怡君在本系修業 2 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面： Teh Sammi 鄭欣怡 君已修滿 36 學分，其中必修科目：管理科學 、 應用統計 、 研究方法 、 組織行為專題 等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面： Teh Sammi 鄭欣怡 君在學期間已完成下列論文：

(1)碩士論文：台灣咖啡產業之品牌形象、品牌偏好、產品品質、購買意願及服務品質之研究-以服務品質為干擾變數

(2)學術期刊：

本人認為 Teh Sammi 鄭欣怡 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：台灣咖啡產業之品牌形象、品牌偏好、產品品質、購買意願及服務品質之研究-以服務品質為干擾變數，以參加碩士論文口試。

指導教授：　　　　　簽章

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南華大學管理學院企業管理學系管理科學碩士班

108 學年度第 2 學期碩士論文摘要

論文題目：台灣咖啡產業之品牌形象、品牌偏好、產品品質及購買意願之研究—以服務品質為干擾變數

研究生：鄭欣怡　　　　　　　　　　　指導教授：紀信光 博士

論文摘要內容：

　　本研究以品牌形象、品牌偏好、產品品質、購買意願及服務品質為干擾變數為目的。本研究藉由 Google 網路問卷發放在各個社交平台上並以便利抽樣方式收集 364 份問卷皆為有效樣本。透過因素分析、變異數分析和回歸分析進行數據分析。結果顯示品牌形象與品牌偏好有正向關係，而品牌偏好可做為一個自變數正面影響產品品質。此外，產品品質也可成為品牌偏好於購買意願之間的媒介。最後，服務品質之干擾變數可以加強品牌偏好於購買意願之間的影響。再者，之前的研究絕大部分並未全面性整合品牌偏好與產品品質的因果分析，居多研究顯示品牌偏好為因素進而影響產品品質為結果。在此研究驗證了產品品勢可以成為一個因素進而影響品牌偏好。

關鍵字：品牌形象、品牌偏好、購買意願、產品品質、服務品質

Title of Thesis: The Study of Brand Image, Brand Preference, Product Quality and Purchase Intention in Taiwan Coffee Industry: Service Quality As Moderating Effect

Department: Master Program in Management Sciences, Department of Business Administration, Nanhua University

Graduation Date: June 2020   Degree Conferred: M.B.A

Name of Student: Teh Sammi   Advisor: Hsin-Kuang Chi, Ph.D.

ABSTRACT

This research aims to identify the consumers' intention to purchase in the coffee shops industry by measuring brand image, brand preference, product quality, and purchase intention with mediation and moderation effect. Online Google questionnaire sent through the social media platform to collect data for this study, a convenience sampling method was used. 364 questionnaires were collected back, and all the questionnaires were valid. Then, factor analysis and regression analysis were used to test the hypotheses, mediating effect, and moderating effect. The results showed that all the hypotheses were supported. Brand image and brand preference have a positive relationship with each other. Brand Preference mediates the relationship between product quality and purchase intention. Additionally, service quality moderates the relationship between brand preference and purchase intention as well. Last but not least, there was a lack of studies based on the relationship of product quality as an independent variable (cause) and brand preference as a dependent variable (result). Hence, this study has filled in the gap between this relationship.

Keywords: Brand Image, Brand Preference, Purchase Intention, Product Quality, Service Quality

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CHAPTER ONE
INTRODUCTION

1.1 Research Background and Motivation

Since the late 1980s, the service industry in Taiwan has become the largest economic sector. The service industry commits 70% and above of Taiwan's gross domestic product (GDP) in 2008 (Chen, 2011). By 2019, Taiwan's service industry has hit 73% of GDP overall (Omondi, 2019). In developed countries such as Australia, Italy, the United Kingdom (UK), and the United States (US), data showing the service industry has taken up more than 70% of GDP. Besides, most developed countries show more than 50% of GDP due to the service industry during the 2010s (Central Intelligence Agency [CIA], 2017). It shows that the service industry contributes significantly in the growth and global economy.

Besides that, "Land of Tea" is the name of Taiwan that being called worldwide since the 1980s and the major type of tea that produce and export out to other countries worldwide is oolong. Drinking tea is a culture in Taiwan; up till today, elderlies are sitting down outside the house, sipping tea and chatting with each other. However, drinking culture nowadays has a significant change in Taiwan; the younger generation seems to choose coffee more than tea (Cha, 2018). According to the travel website Big 7 Travel, Taiwan has three coffee shops showed up in the "The 50 Best Coffee Shops in Asia" list. Their ranking was 1st- Simple Kaffa, 16th- Rufous Coffee, and 29th- Fika Fika Cafe, respectively (Big Seven Travel [BST], 2019). Moreover, Taiwan has been known as a major coffee-consuming country with an amount exceeding NT$70 billion (US$23 billion) at the annual report and become a key player, especially in the coffee industry (Huang, 2020).

As stated in the statistics that provided by Lin and Huang (2019), the average number cups of coffee that drank by Taiwanese per year is 101 cups in the year 2000, the average cups of coffee increase to 151 cups in the year 2016 and year 2018, the average cups of coffee increase to 204 cups. Based on the previous data, it shows that to increase the average number of cups by 50 needs around 16 years to hit the target, but Taiwan just used two years to hit the target. The coffee industry has a boom in Taiwan, and the market has a rapid growth for the past several years (Lin, 2019). Figure 1.1 below exhibits the regular amount of coffee consume by Taiwanese from 1990-2018:
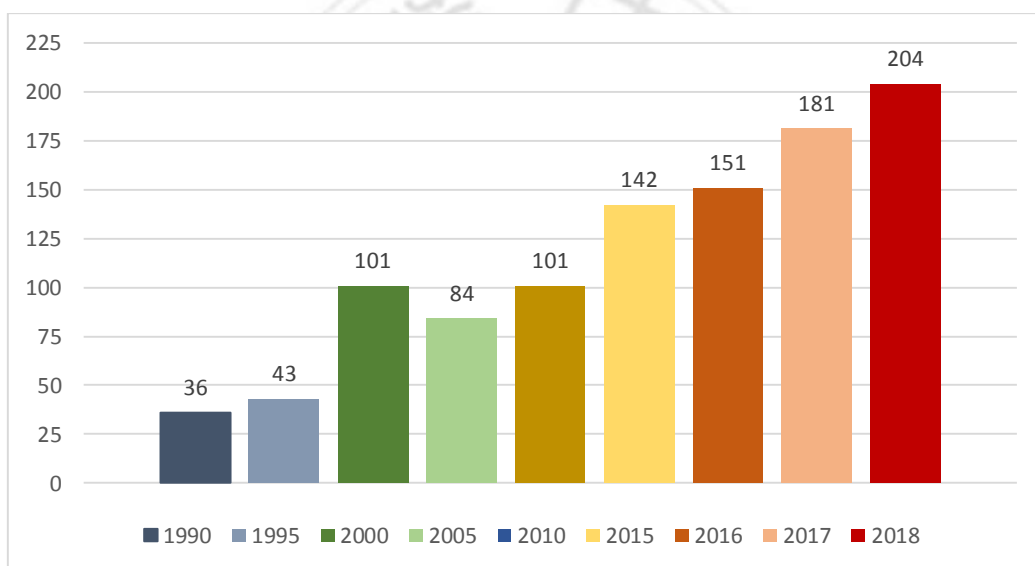
Figure 1.1 The Average Number Cups of Coffee Consume by Taiwanese from 1990~2018

Source: From *Coffee industry business opportunity boom! Taiwanese drink 600 million cups of takeaway coffee per year, which is 1.35 times the Earth!* By Y. T. Lin, 2019, Food Next.

Furthermore, what can be observed in Table 1.1 below is the raising number of coffee shops that opened from the year 2008 to the year 2019 in

Taiwan. Starting from the year of 2011 till 2018, there is a huge expansion in the amount of coffee shops newly opened correspond with the year of 2008-2010 which is 95, 113, 221, 261, 372, 394, 244 and 189 respectively (Ministry of Economic Affairs [MOEA], 2019) Which can be explained that the size of the coffee industry in Taiwan is getting bigger and mature. In contrast, there is news saying that Louisa Coffee has overtaken Starbucks in Taiwan with 489 coffee shops than Starbucks, which is 480 (Cheng, 2019). Tsutaya Bookstore, a famous Japanese bookstore franchise, chose Louisa Coffee as the coffee shop in the new branch located at Taipei instead of Starbucks (its longtime partner) (Huang, 2020).

Table 1.1 The number of coffee shops opened from 2008~2019

Year	Number of Coffee Shops	The Difference Compare to Last Year
2008	1,497	-
2009	1,483	-14
2010	1,497	14
2011	1,592	95
2012	1,705	113
2013	1,926	221
2014	2,187	261
2015	2,559	372
2016	2,953	394
2017	3,197	244
2018	3,386	189

Source: From Industries Economic Statistic, 2018, Ministry of Economic Affairs.

Based on this potential coffee industry in Taiwan, there is a coffee shop or coffee shop chain that can expand rapidly while some of them closed coffee shops one by one. Hence, this is necessary to study what factors will impact shopper's buying willingness for those who wanted to operate a coffee shop or those who is an owner of coffee industry.

1.2 Research Objectives

Depends on the research background and research motivation, this thesis attempts to analyze the correlation between Brand Image, Brand Preference, Product Quality, Service Quality, and Purchase Intention with the coffee shops industry as an example, along with Product Quality mediates between Brand Preference and Purchase Intention. Lastly, the moderating effect of Service Quality on the relation between Brand Preference and Purchase Intention. Hence, the objective of this thesis is illustrated as follow:

1. To identify the relationship between Brand Image and Brand Preference.
2. To analyze the effect of Product Quality and Service Quality on Purchase Intention.
3. To examine the mediation role of Product Quality on the relationship between Brand Preference and Purchase Intention.
4. To investigate the moderating effect of Service Quality on the relationship between Brand Preference and Purchase Intention.

1.3 Research Contribution

There has been less previous evidence for the coffee industry in Taiwan. Therefore, this study contributes to a specific area for scholars and practitioners. Nowadays, the young generations possibly be a key player in the coffee industry today compare with the past consumer's behaviors. This study seeks to identify the elements that influence consumer's purchase intention, which is

brand image, brand preference, product quality, and service quality. On the one hand, the mediating effect of brand preference and product quality towards purchase intention is being examined. Lastly, service quality is being analyzed as a moderating variable on the relation between brand preference and purchase intention.

However, service quality as a moderating variable has rarely been studied directly towards the coffee industry's purchase intention in Taiwan. Besides, there has been less previous evidence for a brand preference as a cause (factor) to affect product quality (result). Henceforth, this study will fulfill this gap. At the same time, practitioners should understand service quality has been a core function in the service industry. Therefore, employees in a coffee shop are necessary to be trained and perform the best service quality towards purchasers. In closing, this research will contribute a considerable reference to academicians and practitioners based on empirical validation.

1.4 Subject and Research Scope

The elements that impact consumer's purchase willingness are necessary to find out and analyze in the coffee industry in Taiwan. According to the subject previously mentioned, the research scope of this research is illustrated as follows:

Table 1.2 The Scope of the Study

Items	Research Scope of The Study
Type of the research	This study carries out literature reviews to support the research hypotheses and framework. Questionnaires were used to collect data and to test hypotheses. Lastly, results and conclusions were figured out.
Independent Variables	Brand Image, Brand Preference, Product Quality, Service Quality
Dependent Variables	Purchase Intention
Moderating Variable	Service Quality
Mediating Variables	Brand Preference
Research Study Location	Taiwan
Analyzed Unit	Individual
Research Method	Using IBM SPSS Statistics 22 to analyze the questionnaires that were being collected by few research methods which is: • Descriptive Statistics • Factor Analysis and Reliability Test • Independent Sample t-test

Table 1.2 The Scope of the Study (Continue)

Items	Research Scope of The Study
	- One-way Analysis of Variance (ANOVA) - Simple Linear Regression Analysis - Multiple Regression Analysis - The Hierarchical Regression Analysis to prove the research hypotheses are significant.

Source: Original Study

1.5 The Research Process

To conduct this research, there is 8 steps to follow based on Figure 1.2 below that showed the structure of this research. Firstly, the topic should be chosen that related to purchase intention with coffee shops as an example then provide research background and motivation to specify the research question. Next, the research objectives shall be figured out once the research problem is clearly stated out. On the other hand, the literature review was being studied with the following constructs: brand image, brand preference, product quality, service quality, and purchase intention. After that, exploring research methodology and constructing a questionnaire to compile information from the sample will be the following step. The questionnaires will be tested and analyzed once they were being collected. Then, the discussion of the interrelationship between variables will be bring up. At last, a conclusion and recommendations will be given for forthcoming studies based on the result of this research.

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│            Research Background and Motivation            │
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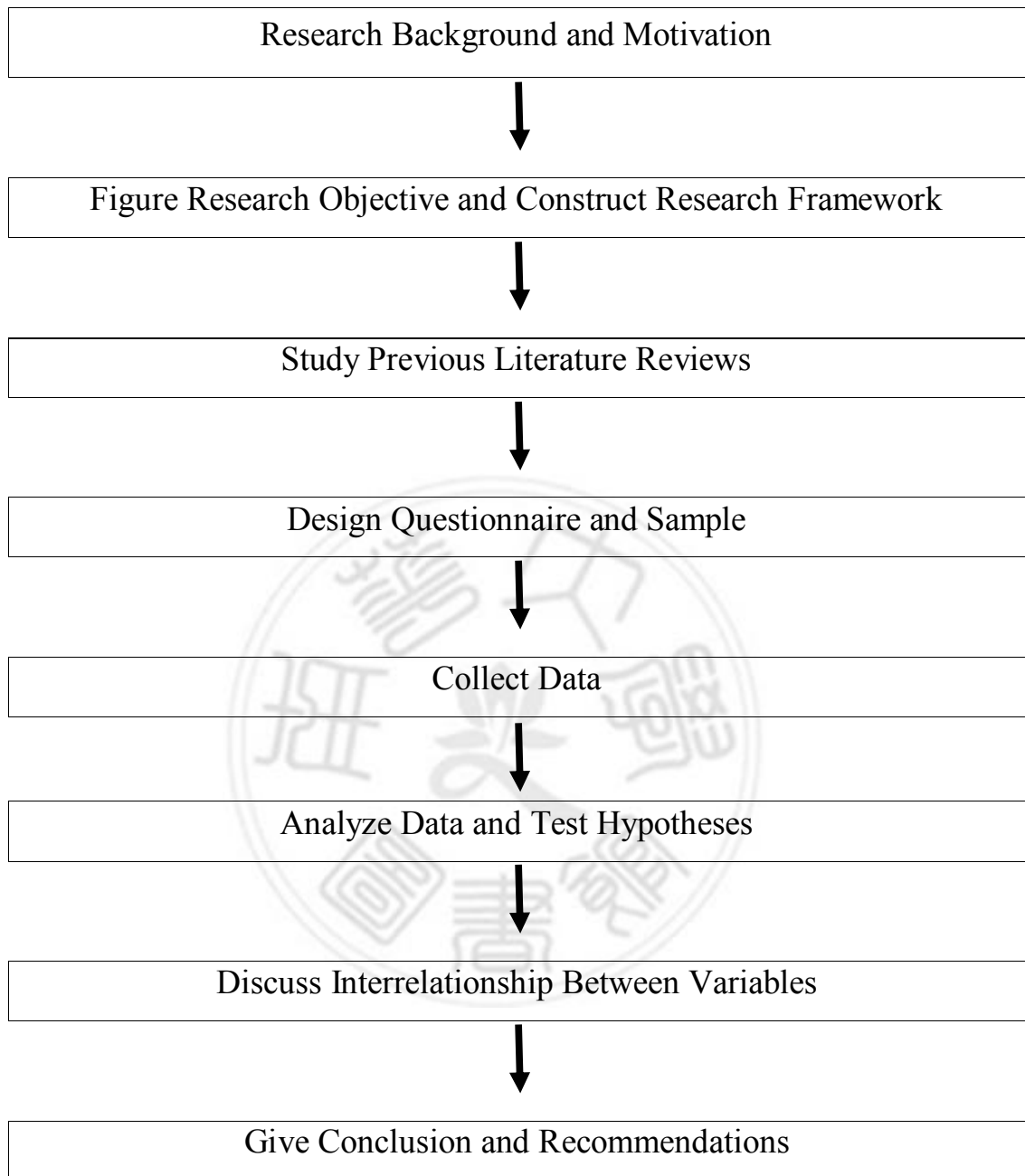
Figure 1.2 Flow Chart of the Research Process

Source: Original Study

1.6 Research Structure

There is five main chapters in this study:

Chapter 1: Stand on the chosen topic of this study, an outline of the research background and motivation is mentioned, research contribution was pointed out, subject and research scope were listed out. Lastly, the research process and research structure were provided.

Chapter 2: Review of the literature on the core constructs of this research, Brand Image, Brand Preference, Service Quality, Product Quality, and Purchase Intention, will be presented and how consumers' purchase intention is related to the few constructs mentioned above.

Chapter 3: This chapter will briefly point out the way to examine the information used in this research.

Chapter 4: The gathered information will be examined, and the result of the empirical validation of this study will be presented.

Chapter 5: The conclusion of this research shall be mentioned, and recommendations for forthcoming research will be given.

CHAPTER TWO
LITERATURE REVIEW

2.1 Brand Image

Keller (1993), as well as Roy and Banerjee (2008) stated that brand image is a feeling left in purchaser's mind mirrored by the brand associations. Other informational nodes that stay in consumers' memory, which are linked with brand node and include the meaning of the brand, are brand associations (Belén, Vázquez & Iglesias, 2001). The key issue for the brand to have over time is to understand the brand image, in which the company can build a competitive advantage over other brand rivalries (Roy & Banerjee, 2008). Hsieh and Li (2008) defined that compare to other brand competitors, brand's messages can be delivered easily if shoppers have a favorable brand image. This is because mind storage is intensely lasting; information's power of connection will go off bit by bit once store in the memory. Besides that, Dobni and Zinkhan (1990) mentioned subjective and perceptual are mostly a phenomenon that forms brand image via consumer interpretation, no matter reasoned or emotional. As a result, if a brand can come out with a valuable brand's message and convey it to consumers, it will stay in their memory for a long time; this can be a benefit to compete with other competitors.

The meaning of identification and management of a brand concept is to expand, retain, and restrain the brand image (Park, Jaworski & Maclnnis, (1986). Furthermore, among products or services, when it is hard to tell apart out of their physical quality attriibutes, brand image can be a major player in business markets (Mudambi, Doyle & Wong, 1997). Meenaghan (1995) noted that the ability to offer products at the key issue of picture configuration could satisfy consumer needs; it is commonly in the thick of the brand image

development procedure in which product features convey meaningful product benefits. In other words, to improve the quality of deciding for brand image management correspondingly, the consequence of a standard must be seized appropriately (Lin & Hsu, 2011). Therefore, as claimed by Park et al. (1986) the costs associated with other products when it is introduced will become lower and the time required will be reduced when the new product moved from introduction to elaboration if a particular brand image going through the process of introduce, elaborate, and fortify.

In addition, Iversen and Hem (2008) bring out the personal symbolic meaning of a brand image is all the descriptive and evaluative, which include inside brand-related information that shoppers link with the designated characteristics of the good or service. On the one hand, a brand concept which represents corporate image is a meaning of a firm that firm-selected originated from basic consumer needs able to differentiate into functional, symbolic, and experiential these three categories, and they are the method to maintain the concept-image linkage (Park et al., 1986).

1. Functional needs: Explained as those products can carry out its main function to solve consumption-related problems and satisfy consumer's needs (Fennell, 1978; Park et al., 1986).

2. Symbolic needs: Explained as the products which can satisfy the needs generated by an individual which directed towards self-concept improvement, work position, group identity, or ego-identification as buyer desire for products as symbols (Sirgy, 1982; Park et al., 1986).

3. Experiential needs: Explained as goods that fulfill consumer's cognitive stimulation, variety, or sensory pleasure through consumption of a goods (Park et al., 1986).

Hence, a firm can manage a brand image by knowing what consumer thinks about and deliver a pretty close and clear image/message to what they want and have an advantage among other brand competitors. A firm can convey a new product or service to consumers easier and cut costs in several areas if the brand image can be appropriately managed.

2.2 Brand Preference

As indicated by Bass and Talarzyk (1972), brand preference is the beliefs and values towards product attributes through consumer consumptions or even measures the brand individually. Moreover, the favoritism of a consumer about a specific firm is brand preference (Chang & Liu, 2009). The selected service provided by an individual company compares to other company which consumer bias is the extent to preference towards a brand (Hellier, Geursen, Carr, and Rickard, 2003). Additionally, Alreck and Settle (1999) bring up that to develop a successful brand preference in a progressively crowded marketplace, hardly achieve by chance, to repeat a product or brand name and a designated need at the same time is the element of the simple brand preference-building. They also mentioned building consumer brand preference is a mode that has been widely used for ages by the company's expertise or practitioner. Consumers' brand preference is a very important key in this hectic marketplace; this is because consumer bias towards a particular brand can help a company be highlighted from other company.

Place (location) has been a major role towards brand preference. A convenient location can positively influence brand preference (Laroche & Manning, 1984; Yoon, Thompson & Parsa, 2009). Refer to Alamro and Rowley (2011), what matters about the location is convenient; marketing mixing to place (location) is a term that replaces it at this time, which means a location where is convenience will lead to brand preference. On the one hand, when a

new product or product line being develop and expand, brand preference plays an important role in allocating resources where product strategies can be developed (Lin, 2002). In addition, there are two key factors shaping brand preference: brand knowledge and brand experience (Ebrahim, 2013). Besides that, based on the prior study, there is evidence shows that the origin country of a company is a key factor in building brand preference, when a consumer doesn't look familiar with the country's product or understand a brand well, country of origin that related to a designated brand will be associate in his/her mind first (Han, 1990; Alamro & Rowley, 2011) and the consumer will seem to prefer some countries and dislike other countries (Keller, 2003). A convenient location and a clear origin country (brand knowledge) of a brand can drive purchasers to have a specific brand preference where repetitive buying behavior will occur.

Brand preference proposed by Ebrahim (2013) is the difference alternatives results created from a biased position towards a specific brand. Furthermore, other brand equity constructs and distribution intensity will affect brand preference as the primary factor (Bass and Talarzyk, 1972). Further, Alamro and Rowley (2011) mentioned that two factors that can determine and suit used in the measurement of brand preference are demographic elements and good (service) elements. A behavioral trend that explains an individual thinks or declares not so much regarding to the item but how he/she behaves towards it is preference (Zajonc and Markus, 1982). Mitchell and Amioku (1985) pointed out when a consumer favor one brand compares to another is because there is a bundle of attributes leads to it, and it is brand preference. Hence, a unique set truly represents oneself the best is true preference (Ebrahim, 2013). It seems brand preference is an action that consumers act towards a

brand, and it will be affected by factors such as other brand equity constructs, distribution intensity, demographic factors, and product (service) factors.

2.3 Purchase Intention

Based on Kalwani and Silk (1982), part of a minimal variety of elements that seek habitual demand in purchaser study investigations is purchase intention, and it is undertaken for a diversity of various aims and covering a broad spectrum of services and products. Purchase intention refers to Dodds, Monroe and Grewal (1991) is the possibility for a good to bought by consumers. As mentioned by Shao, Baker, Wagner (2004), an action to purchase a good or to patronize a shop that offers services explained purchase intention. Further, buying intent can be explained as an individual plan to consume a designated brand in which considerable attention turned out to be focus lately (Chang & Liu, 2009). (Lin & Lu, 2010; Kim & Ko, 2011) proposed that purchase intention represents what a human would prefer to purchase ahead. In brief, purchase intent can be related to many consumer research investigations, and it is a plan for what consumers possible to buy ahead.

The appraisal of a good or behavior about a corporate which mixed with outer stimulating elements will form a consumer's purchase intention (Lin & Lu, 2010). What influences consumer's purchase intention is visually displaying (e.g., a large-scale image); this is because it can provide product information (Kim & Lennon, 2000). Additionally, Bian and Forsythe (2012) addressed that emotions are the major key to purchase intention formation and are linked to the central attitudes. Therefore, a pleasing shop environment (e.g., attractive store display, music in the background) will affect consumers' purchase intention because a positive mood will have a bigger buying intent as compared with the negative mood (Park, Lennon & Stoel, 2005; Swinyard, 1993). If a product's value is being judged by consumer to be low as a result of

poor quality and highly cost, the buying intent is foreseen to be low (Chang & Wildt, 1994). Consumers will generally evaluate products and services by store environment, price, and other factors, and it will impact on buyer's purchase intention. To increase consumers' purchase intention, a company should carefully manage the store environment and control the price of a product.

Similarly, Hoch and Ha (1986) mentioned that purchase intention is frequently used to evaluate marketing effectiveness because consumers will learn from experience, such as using information from advertisements when making a purchase decision. Further, prior studies had stated that purchase intention could be used to estimate a firm's future profits because consumers will make promises towards certain activities related to future consumption. Consumer purchasing behavior has been an essential chararcter in drawing and holding consumers of an individual company (Eunju, Kim & Zhang, 2008). Additionally, Hollis and Farr (1997) pointed out buying intent can be separated into two classes, force consumers to buy and make the consumer buy. Forcing consumers to purchase means a bigger firm will have stock and guarantee existing buyers to purchase, yet gain from consumers to make a "compromised" choice because other firms are not stocked. Besides, a bigger firm will have some advantages such as more in-store promotions, greater advertising budgets, and greater shelf-space allocation. All of the advantages above will drive consumers into choosing a bigger firm to compare to a smaller firm. Making consumer buy means a consumer will evaluate a product or purchase intention by the availability and accessibility of information on the brand; repeat exposure to a designated brand could push consumers to have a positive purchase intention. Then social desirability will also affect consumer purchase intention; they will follow the majority of popular opinion and purchase the product or service to cater to the public. In sum, forcing consumers to buy can

be called as unplanned buying, and making consumers buy can be called as considered to buy.

2.4 Product Quality

Based on the prior literature, product quality can be explained in terms of grade of how the good condition meets the consumer's expectancy well (Yu & Fang, 2009). Thomas and Alex (2012) stated out the accumulation of characteristics and attributes of a specific good that dedicated to its capability to fulfill given cirsumstances is product quality. Then, a product can satisfy consumer's implicit or explicit requirements can be defined as product quality as well (Edwards and Casabianca, 1997 quoted in Edwards, 2005). Consumers can obtain a product's information, such as imperfect product-specific information by purchasing the same product repeatedly and gain experience (Wolinsky, 1983). Therefore, the consumer will think that the transaction is more worthy if it can meet their needs and requirements (Yu & Fang, 2009; Thomas & Alex, 2012). In summary, when a firm can produce a product that fits consumer needs and requirements well, the consumer will think the product is worthwhile and repeatedly purchase it.

Conforming to Wolinsky (1983), consumers prefer a higher product quality compare to lower product quality. However, the willingness to pay for a comparable quality might be different. Nevertheless, consumers can't judge or evaluate a product without purchasing it (Smallwood & Conlisk, 1979; Klein & Leffler, 1981; Shapiro, 1982; Allen, 1984). A firm can produce any quality they wanted, but it will be more costly to produce a higher quality product (Wolinsky, 1983). Besides that, a company can sell low-quality products with high-quality prices, but they will obtain a bad reputation and will be excluded from the existing market (Klein & Leffler, 1981; Allen, 1984). To profit-maximizing a company in an environment where consumers must purchase a

product to evaluate the product quality is to produce a product which relative to its price (Shapiro, 1982; Wolinsky, 1983). This is because there is an existing fulfilled-expectations equilibrium that each cost indicates a unique quality level (Wolinsky, 1983). Additionally, prior studies pointed out that the best measurement to measure product quality is the price (Court, 1939; Griliches, 1971 quoted in Zeithaml, 1988). To sum up, a designated company should produce a product quality level according to its price, not too high or too low to maintain its reputation and strengthen the consumer base. Thus, a company will not be eliminated by society. Moreover, product quality can be divided into eight dimensions (Garvin, 1984).

1. Performance (Primary product characteristics): Defined as a product's major functioning characteristics. For example, a smartphone should have the ability to make phone calls, take pictures, send messages, and surf the Internet. Although there is a clear measurement of product quality, yet it is very hard to identify which brand or firm has the highest product quality compare to the other competitors overall. Thus, quality does lie in the eyes of the beholder, because when there is a subjective element enters, different groups of consumers have different performance characteristics needs (Garvin, 1984).

2. Features ("Bells and whistles"): Most of the product features are the same, while some of the firms will add some attractive nonessential features to liven up the product. Such as smartphones have the beautify mode camera, a car with a build-in back parking camera, and a thermos with a screen reading temperature. But some of the consumers think these features improve their standard of living (Garvin, 1984).

3. Reliability (Frequency of failure): Defined as a product that can count on, which means the probability of the product being malfunctioning within a particular period is small (Garvin, 1984).

4. Conformance (Match with specifications): Defined as a measure of consistency, explained as to how a good corresponded with the pre-established specifications well. Does the product function well or keep on the breakdown? Furthermore, conformance found out to be a crucial character in service businesses. As for examples, lost mail, wrong meal, or even delayed flights, will decrease the quality of a firm, even the product (Garvin, 1984).

5. Durability (Product life): It is just a characteristic of a product only, and it represents the economic or physical life of the good. Durability can stand for a good lifetime being used before replacement is required by measuring it by the number of hours, years, or miles (Garvin, 1984).

6. Serviceability (Speed of repair): Repair frequency is also an essential factor to consumer's primary concern. The consumer will worry about the time elapsed before the product or service is restored, not only about a product breaking down. Additionally, a product's design is a key player too; for some products, it can be repaired by those local handymen or owner itself, but some products require some specialists to repair, and it might be costly. Hence, a good's serviceability or speed of fixing is a significant key in maintaining a quality image (Garvin, 1984).

7. Aesthetics ("Fits and Finishes"): The aesthetic is an issue of personal judgment, such as how a product feels, tastes, or even sounds like. Those elements will affect consumer purchase behavior (Garvin, 1984).

8. Perceived Quality (Reputation and intangibles): Perceived quality based on an individual company's advertisement or one of its product is more excellent than others, both of them shape consumer's first impressions

and have a similar impact and it will cause to "halo effect" in action (Garvin, 1984).

2.5 Service Quality

We can evaluate a specific enterprise's service quality result by comparing the enterprise's performance with consumer's expectations of how an enterprise should perform in a specific industry (Parasuraman, Zeithaml and Berry, 1988 quoted in Santos, 2003). According to Berry, Parasuraman and Zeithaml (1988, p. 35), service quality can be defined as "conformance to specification", which means consumers' specification is the conformance to quality; consumer defines quality but not management or firm itself. Therefore, consumers evaluate a firm's service quality by measuring how well the service level got by them and matched what they expect or what they perceive (Parasuraman, Zeithaml & Berry, 1985; Berry et al., 1988; Santos, 2003). Hence, an individual firm should meet or exceed consumer expectations to earn its reputation for quality, respectively (Santos, 2003), and attempts to find out what consumer (or target market segment) expect from the service (Haywood-Farmer, 1988).

On the contrary, what is more troublesome to identify by consumers than product quality is service quality, because judging a quality level is not merely based upon the result of service but also on how the service is delivered to the consumer (Parasuraman et al., 1985). Prior studies such as Grönroos (1984) mentioned service quality could be separated into two-dimension that are technical quality and functional quality.

1. Technical Quality: Technical quality helps to solve what the consumer gets. For example, when people are hungry, they can go to a restaurant, when people want to deal with problems related to money, they can go to a bank, when they are sick, they can go to a clinic or hospital to get

medical treatment, etc. To evaluate the quality of an individual firm, what consumer receives during his/her interaction with a service firm is a key factor. Thus, consumers can measure technical quality in an entirely objective way (Grönroos, 1984).

2. Functional Quality: Functional quality helps to solves how the consumer gets services. What an employee of a designated firm behaves, says and how they say it will impact the consumer's view of the service. For example, the appearance and behavior of transportation drivers, flight attendants, tuition teacher, cashiers or even travel agency representatives. Furthermore, when other clients are consuming the same services simultaneously, they might influence the way of how a consumer perceives a service. Such as having queues, disturbing other customer or destroying the atmosphere of the current situation (Grönroos, 1984).

In other words, service is being produced when employee interact with consumers, which means it will be evaluated by not just one particular dimension because what consumer gets and how he/she gets is a set of patterns, it cannot be separated, and functional quality should being evaluate subjectively but not objectively (Grönroos, 1984).

In contrast, Parasuraman et al. (1985) put forward that three characteristics must be well acknowledged to fully understand service quality – i.e., intangibility, heterogeneity, and inseparability.

1. Intangibility: Services mostly are virtually intangible (Shostack, 1977; Parasuraman et al., 1985; Haywood-Farmer, 1988; Ghobadian, Speller & Jones, 1994). Intangible service means it is very difficult to be defined as to prospective consumers by reason of it is a performance or state instead of objects, and accurate producing specifications about consistent quality can hardly be made (Parasuraman et al., 1985; Haywood-Farmer,

1988; Ghobadian et al., 1994). Then, intangible service quality can't be bought by money such as experience, times, or even process because service can't be touched, tried on, tasted, or stored on a shelf (Shostack, 1977; Grönroos, 1978). A company should be responsible for what they promise to deliver for the first time (Ghobadian et al., 1994). Lastly, Grönroos (1978) mentioned intangibility is the most important feature in service quality.

2. Heterogeneity: It is hard to reproduce a service replicate a service consistently and exactly regularly (Ghobadian et al., 1994), and performance will change from day to day, consumer to consumer, and producer to producer (Parasuraman et al., 1985). Besides, it isn't easy to guarantee consistency of behavior from service crew such as uniform quality, appearance, the way he/she speaks, etc (Booms & Bitner, 1981 quoted in Parasuraman et al., 1985). Because of what a company intends to provide might be different from what consumer receives (Parasuraman et al., 1985; Ghobadian et al., 1994).

3. Inseparability: In a labor-intensive services industry, production and consumption are inseparable (Grönroos, 1978; Carmen & Langeard 1980; Ghobadian et al., 1994). Quality will occur when service come to pass, often in an interlinkage between the buyer and the worker (Lehtinen & Lehtinen; 1982 quoted in Parasuraman et al., 1985). Additionally, a service firm's management has less or no direct control over quality because consumers will affect the process, and consumers will be influenced by the other groups of consumers' behavior (Parasuraman et al., 1985; Ghobadian et al., 1994).

Prior research has shown consumers might shift to other firms with a better service quality day by day (Ghobadian et al., 1994). They will divulge

their bad experience to other consumers who are more than three if they have a dissatisfied service (Horovitz, 1990 quoted in Ghobadian et al., 1994). Moreover, the consumer is expecting a higher service quality whereas their forbearance for bad quality service is decreasing (Smith & Lewis, 1989). Service quality is more important to product quality in certain producing industries, because high service quality has been a key factor in improving profitability, and poor service quality will lower the prospective consumer base (Ghobadian et al., 1994).

2.6 Hypothesis Development

2.6.1 Interrelationship between Brand Image with Brand Preference

As determined by Kwon (1990), Alamro and Rowley (2011), brand image has a positive relation with preferred brands but not non-preferred brands. Meanwhile, the brand preference task was purposely set after the brand image was rated higher than before (Ross, 1971). Chi, Yeh and Huang (2009) drawn attention that a good brand image can obtain consumers' preference because it will make them feel trustable. The consumer can evaluate a brand image before having a brand preference, yet a good brand image can prompt positive consumer's brand preferences.

2.6.2 Interrelationship between Brand Preference with Purchase Intention

Based on the prior studies, when a customer has a preference towards a firm over others, it will lead to a behavior that is purchase intention (Wang, Wei & Yu, 2008). Besides that, brand preference is also an element which drives the consumers to consume a certain brand, because the consumers will only buy a brand if he/she holds a good attitude against the designated brand and prefer the brand more than other competing brands (Emor & Pangemanan, 2015; Ebrahim, Ghoneim, Irani & Fan, 2016; Rashid, Hamidizade, Esfidani &

Matin, 2016). Chen and Chang (2008), Moradi and Zarei (2011) claimed brand preference does have a significant effect on shopper's buying intent, and practitioners can predict the purchase of a customer by his/her amount of preferences (Emor & Pangemanan, 2015). In sum, shopper's purchase intent and buying process will be affected by the brand preference.

2.6.3 Interrelationship between Product Quality with Brand Preference

Conforming to Chomvilailuk and Butcher (2010), brand preference will be higher as product quality importance increases. Besides, when consumers hold a positive brand preference, they will evaluate the product better (Wu & Jang, 2013). Similary, Syahrivar and Azizah (2018) stated product quality has an essential character towards brand preference.

2.6.4 Interrelationship between Product Quality with Purchase Intention

As stated by Hsu and Lin (2015), the consumer will mentally compare different product's quality before purchasing. Therefore, product quality has been an essential element towards evaluating buying intent (Mirabi, Akbariyeh & Tahmasebifard, 2015). Product quality does hold a direct effect and a positive influence against buying intent (Sri Yogi, 2015; Khamis & Abdullah, 2016). Product with higher quality will drive to a higher buying intent while buying intent will expect to be mean if the product quality is low (Flanagin, Metzger, Pure, Markov & Hartsell, 2014; Wang & Hazen, 2016).

2.6.5 Mediation influence of Brand Preference while Product Quality in relation with Purchase Intention

Prior studies show that brand preference does have a significant effect towards consumers' buying intent (Raza, Frooghi, Rani & Qureshi, 2018). Additionally, when the consumer has a positive product quality evaluation, their purchase intention will relatively increase (Idoko, Ireneus, Nkamnebe & Okoye, 2013; Norfarah, Koo & Siti-Nabiha, 2018). This is because a product's

quality is the main reason which consumers will depend on when choosing (Joseph, Narayanapura & Bangalore, 2017). Besides, as claimed by Joseph, Narayanapura and Bangalore (2017), brand preference and product quality is an equal proportion when consumer choosing the product.

2.6.6 Interrelationship between Service Quality with Purchase Intention

Service quality is necessary for creating and affecting consumers' purchase intentions (Kim, Galliers, Shin, Ryoo & Kim, 2012; Wu, Yeh & Hsiao, 2011). Besides, service quality positively influences purchase intention (Lee & Lin, 2005; Huang, Yen, Liu & Huang, 2014). Referring to Sichtmann (2007), when choosing a company to purchase a product, the consumer will pay particular attention to service quality. When a designated firm has a better service quality, the customer's buying intent will be higher.

2.6.7 The Moderation of Service Quality on Brand Preference and Purchase Intention

As mentioned by Chang and Liu (2009), brand preference positively affects buyer's purchase intent, while a positive relation among service quality and buying intent take place (Shao et al., 2004; Chen, 2013; Tsou, Liu & Hsu, 2015). Consequently, to increase consumer's purchase intention, a firm should develop consistent service quality (Tsou, Liu & Hsu, 2015).

CHAPTER THREE
RESEARCH METHODOLOGY

The objectives of this chapter are to illustrate the research framework model and the five research constructs. Further, the research design and research method are introduced to examine the hypotheses mentioned above, including sampling design, questionnaire design, data collection methods, and data analysis techniques.

3.1 Research Model

As reported by the review of literature in chapter two, this research build up a research framework; Moreover, based on the research model, the hypotheses will be mention, as shown in Figure 3.1.
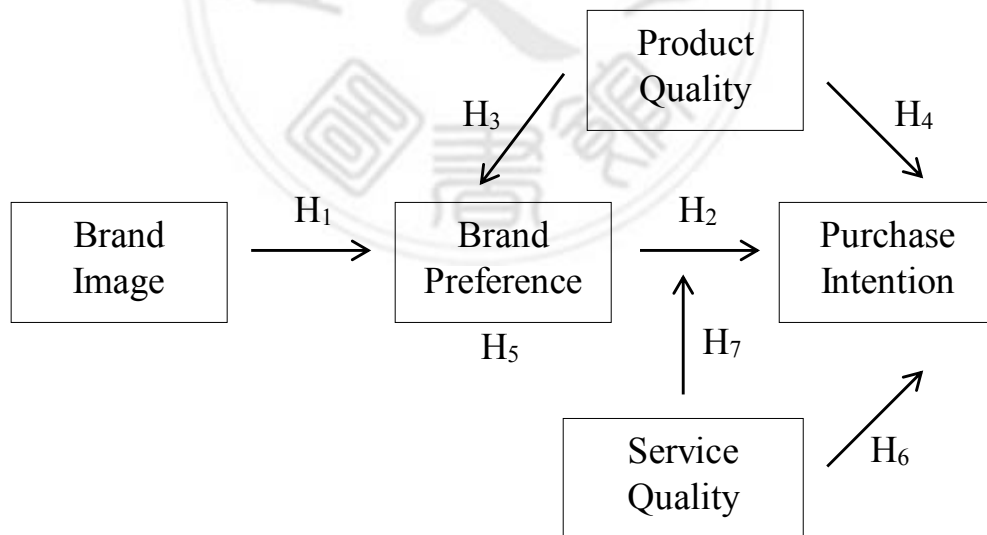

Figure 3.1 Research Model

Source: Original Study

This study's independent variables are brand image, brand preference, product quality, and service quality, while purchase intention is the dependent variable. Additionally, product quality acts as the mediating variable, and service quality acts as the moderating variable. Referring to Figure 3-1 and literature mentioned above, the hypotheses for this study are:

Hypothesis 1: There is a significant effect between brand image and brand preference.

Hypothesis 2: There is a significant effect between brand preference and purchase intention.

Hypothesis 3: There is a significant effect between product quality and brand preference.

Hypothesis 4: There is a significant effect between product quality and purchase intention.

Hypothesis 5: There is a positive relation between product quality and purchase intention through brand preference.

Hypothesis 6: There is a significant effect between service quality and purchase intention.

Hypothesis 7: Service quality has a significant moderating impact on the relation between brand preference and purchase intention.

3.2 Research Design

This research is performed by quantitative research. This quantitative research method is primarily involved in the forms of the survey in data collection, analysis, and interpretation that the researcher proposed for the study. There are 32 items developed for this research questionnaire and targeted respondents from people who consume products from any of the coffee shops in Taiwan. There are two parts to this research questionnaire. The first part was demographic data, which include gender, age, occupation, income, and education level. Further, based on Figure 3-1, the five constructs were group into the second part which includes brand image (Functional needs: 3 items, Symbolic needs: 3 items, Experiential needs: 3 items), brand preference (5 items), purchase intention (5 items), product quality (7 items), and service quality (Technical quality: 3 items, Functional quality: 3 items). The respondents were asked to rate the statement by using five-point Likert scale ranging from 1 to 5. "1" represents "strongly disagree", "2" represents "disagree", "3" represents "neutral", "4" represents "agree", and "5" represents "strongly agree", then the data collected were being analyzed by using SPSS.

3.3 Research Sampling and Data Collection Procedure

People who consume products from any of the coffee shops in Taiwan are targeted as the respondents in this study. To gather data in this research, online questionnaires were being sent through social media platforms. The survey took approximately two months (from March to April 2020) to complete. The steps for data collection procedure are being illustrated below:

1. The first step was discussing with the advisor together to determine the related research constructs within the review of literature.
2. Then the draft of the survey form was to complete.

3. At the same time, the questionnaire was translated into the Chinese language and being checked by a professor who majors in Business Administration and has good English and Chinese skill to make sure the meaning of the items have remained the same.

4. The fourth step was applying a pilot test to check the reliability, validity, and standardization of each item. According to the result that computed, if the Cronbach's α coefficient, Corrected item-total correlation value, KMO value, Bartlett's test p-value, and factor loading value cannot be reached, the questionnaire will be modified again to achieve a better result.

5. Finally, the online questionnaire will be handed out to all the targeted responders, and all the data gathered back will be tested by using IBM SPSS Statistics 22.

3.4 Questionnaire Translation

The major respondents for this research are Taiwanese; thus, the Chinese language is a key player to collect data. To make sure respondents can understand and answer fast towards the questionnaire, the English language questionnaire was first designed then translated into the Chinese language. Besides, to ensure the questionnaire that was translated is correct, it was being translated back to the English language. Lastly, a professor from the Department of Business Administration, Nanhua University, who is teaching international students for many years and her English and Chines skills were outstanding, was inquired to check and give recommendation about the questionnaire. After being checked carefully and modified, the final version of the questionnaire in the Chinese language was finally generated.

3.5 Construct Measurement

This study has identified five research constructs, then the interrelationship among these research constructs will also be evaluated. The main constructs that determined are brand image, brand preference, purchase intention, product quality, and service quality. The operational definitions and measurement items for each construct were also identified. The detailed questionnaire items for this are shown in the Appendix.

3.5.1 Brand Image

Conforming to Park et al. (1986), the brand that firm-selected originated from consumer's basic needs is brand image, and it can be differentiated into three dimensions, which are functional needs, symbolic needs, and experiential needs. Functional needs can be defined as the firm itself that can solve consumption-related problems and satisfy consumer's needs, where symbolic needs can be clarifying as the firm can represent a consumer's group identity or ego-identification. Last but not least is experiential needs; it means the firm can fulfill a consumer's cognitive stimulation or sensory pleasure through consumption. Therefore, there are 9 items for the brand image questionnaire and is shown below:

Table 3.1 Construct Measurement of Brand Image

Variable	Dimension	Defined Variable	Questions
Brand Image	Functional Needs	The coffee shop can solve consumption-related problems and satisfy consumer's needs.	(BI1) This coffee shop has a comfortable dine-in seating.

Table 3.1 Construct Measurement of Brand Image (continue)

Variable	Dimension	Defined Variable	Questions
			(BI2) This coffee shop has clean restroom for me to use. (BI3) This coffee shop's product can fulfill different types of consumer's demand.
	Symbolic Needs	The coffee shop can represent a consumer's group identity or ego-identification.	(BI4) This coffee shop changes my image in other people's eyes. (BI5) This coffee shop gives me a higher sense of self-identity. (BI6) This coffee shop gives me a higher status in society.
	Experiential needs	The coffee shop can fulfill a consumer's cognitive stimulation or sensory pleasure through consumption.	(BI7) This coffee shop gives me a pleasant atmosphere. (BI8) The consumption of this coffee shop makes me feel pleasant. (BI9) This coffee shop's interior design makes me feel pleasant.

Source: Original Study

3.5.2 Brand Preference

According to Chang and Liu (2009) and Hellier et al. (2003), when a consumer favors a service given by a certain firm over other competitors is brand preference. Laroche and Manning (1984) and Yoon et al. (2009) proposed that a convenient location will positively influence brand preference. Therefore, there are 5 items for the brand preference questionnaire and is shown below:

Table 3.2 Construct Measurement of Brand Preference

Variable	Dimension	Defined Variable	Questions
Brand Preference	Brand Preference	Consumer favors toward a particular brand compared to other competing coffee shops brand and it has a convenient location	(BP1) I like this coffee shop brand more than any other brand of coffee shops. (BP2) This coffee shop will be my first preference when it comes to making a purchase. (BP3) I will consume the product of this coffee shop compared to other brands. (BP4) This coffee shop has a convenient location.

Table 3.2 Construct Measurement of Brand Preference (continue)

Variable	**Dimension**	**Defined Variable**	**Questions**
			(BP5) I can identify this coffee shop among many competing brands.

Source: Original Study

3.5.3 Purchase Intention

Based on Chang and Liu (2009), Lin and Lu (2010), and Kim and Ko (2011), the probability where consumer plans to buy a good in the future is buying intent. The elements that can influence shopper purchase intention are a product's visual appearance (Kim & Lennon, 2000), store environment (Park, Lennon & Stoel, 2005; Swinyard, 1993), product's price (Chang & Wildt, 1994), consumer behavior (Eunju et al., 2008), etc. Therefore, there are 5 items for the purchase intention questionnaire and is shown below:

Table 3.3 Construct Measurement of Purchase Intention

Variable	**Dimension**	**Defined Variable**	**Questions**
Purchase Intention	Purchase Intention	Is the probability where customer will buy a good or beverage in the coffee shop in the future and consider to buy. There are many factors which	(PI1) I would consider purchase products in this coffee shop.

Table 3.3 Construct Measurement of Purchase Intention (continue)

Variable	Dimension	Defined Variable	Questions
		will influence buyer's purchase intent such as environment, visual presentation, price, consumer behavior and etc.	(PI2) At an acceptable price, I would consider purchase products in this coffee shop. (PI3) With nice visual packaging, I would consider purchase product or beverage in this coffee shop. (PI4) In a pleasant environment, I would consider purchase product or beverage in this coffee shop. (PI5) I would recommend others to purchase products in this coffee shop.

Source: Original Study

3.5.4 Product Quality

As stated in the prior literature, how well the grade of the product specification satisfies consumer's needs is product quality (Yu & Fang, 2009). On top of that, product quality can be divided into eight dimensions (Garvin, 1984). However, the dimensions were being grouped into one in this research,

and three out of eight were selected as the construct measurement, which is performance, serviceability, and aesthetics. A designated firm's product primary operating characteristics that can fulfill consumer needs is performance, where serviceability is how the product performs and how long the product can last for. Lastly, the visual appearance and taste of the product play an important role in aesthetics. Therefore, there are 7 items for the product quality questionnaire and is shown below:

Table 3.4 Construct Measurement of Product Quality

Variable	Dimension	Defined Variable	Questions
Product Quality	Performance, Serviceability, Aesthetics	The coffee shop's product can match the consumer's specifications. Besides, consumer can get a quality assurance product in this coffee shop is because they will have a Standard Operating Procedure (S.O.P) to ensure the products that will be sold. Finally, the coffee shop can provide a product or beverage with a great visual	(PQ1) I can get the same quality every time I order the same product in this coffee shop. (PQ2) This coffee shop can guarantee the coffee bean quality that sells every day. (PQ3) The product provides by this coffee shop can be trusted. (PQ4) The product of this coffee shop has a longer expiration period compare to other brands.

Table 3.4 Construct Measurement of Product Quality (continue)

Variable	Dimension	Defined Variable	Questions
		appearance and tasty.	(PQ5) This coffee shop's packaging meets my desire. (PQ6) This coffee shop's product is delicious. (PQ7) This coffee shop has many related products: cups, bottles, coffee beans, cakes, etc.

Source: Original

3.5.5 Service Quality

Service quality is defined as how good a service quality provided by a firm matches consumer expectations (Parasuraman et al., 1985; Berry et al., 1988; Santos, 2003). A designated firm should provide service that can exceed consumer expectations to earn service quality reputation itself (Santos, 2003). As claimed by Grönroos (1984), service quality can be separated to two-dimension, which are technical quality and functional quality. The consumer can get technical service from an individual company by technical quality, where functional quality was how the purchaser gets the service from the company, such as the employee's behavior, attitude, appearance, etc. Therefore, there are 6 items for the service quality questionnaire and is shown below:

Table 3.5 Construct Measurement of Service Quality

Variable	Dimension	Defined Variable	Questions
Service Quality	Technical Quality	The coffee shop's waiter can provide a technical service that can meets consumers desire.	(SQ1) The barista of the coffee shop has a good brewing skill. (SQ2) This coffee shop's waiter can solve my problem immediately. (SQ3) This coffee shop's waiter will get my order correctly.
	Functional Quality	The way the waiter delivers services to the consumers when the consumers get services from the coffee shop. Such as appearance, behavior, and attitude.	(SQ4) The coffee shop's waiter has a clean and neat uniform. (SQ5) The coffee shop's waiter has good service behavior. (SQ6) The coffee shop's waiter has a good service attitude.

Source: Original Study

3.5.6 Demographic

This section is to collect demographic information and examine the different characteristics among every respondent who took part in this survey. A few indicators can measure the demographic characteristics of each respondent such as gender, age, occupation, income and education level.

3.6 Pilot test

To confirm the reliability, validity, and standardization of each item, a pilot test was used to conduct this study, and 60 respondents' data were collected using Google form. Moreover, reliability test is being applied to analyze the pilot data; it is to reduce the non-related questions and to make sure each item and factor is consistent. For the reliability test, Cronbach's α greater than 0.70 is adequate, and the Corrected item-total correlation value have to be higher than 0.50.

3.6.1 Reliability test

The Cronbach's α was introduced to check the internal consistency of the item of brand image, brand preference, purchase intention, product quality, and service quality. Table 3.6 presents the result of the reliability test for each of the constructs. The Cronbach's α coefficient for Brand Image, Brand Preference, Purchase Intention, Product Quality, and Service Quality is 0.897, 0.868, 0.851, 0.896, and 0.928, respectively. Based on Márquez-Herrera, Núñez-Murillo, Ruíz-Gurrola, Gómez-García, Orozco-González, Cortes-Sanabria, Cueto-Manzano, and Rojas-Campos (2020), a Cronbach's α coefficient equivalent to or higher than 0.70 was considered as good internal consistency. The reliability results for this pilot test were ranged from 0.851 to 0.928. Hence, the reliability of the study was acceptable.

Table 3.6 The Reliability Test of Research Constructs

Reliability Statistic			
Research Construct	Cronbach's α Coefficient	Cronbach's α Based on Standardized Coefficient	Number of Items
Brand Image	0.897	0.899	9
Brand Preference	0.868	0.869	5
Purchase Intention	0.851	0.851	5
Product Quality	0.896	0.897	7
Service Quality	0.928	0.929	6

Source: Original Study

3.6.2 Questionnaire Adjustment

After piloting the questionnaire by using the reliability test, the result was good. However, the corrected item-total correlation need to be checked. Corrected item-total correlation should be higher than 0.5; if the items did not meet the requirement, it should be deleted.

3.6.2.1 Brand Image

According to Table 3.7, all the Brand Image items' corrected item-total correlation was varying from 0.614 to 0.758, exceed 0.5, except for item BI-2, it's corrected item-total correlation was 0.469. Item BI-2 did not meet the requirement; therefore, it was being deleted. After deleting the item BI-2, the Cronbach's α was 0.899, and the Cronbach's α based on the standardized coefficient was 0.902; it was revealed in Table 3.8.

Table 3.7 Reliability Test of Brand Image Items

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
Brand Image				
BI-1		0.614	0.889	-
BI-2		0.469	0.899	Deleted
BI-3		0.693	0.883	-
BI-4		0.680	0.884	-
BI-5	0.897	0.646	0.890	-
BI-6		0.703	0.882	-
BI-7		0.758	0.878	-
BI-8		0.673	0.885	-
BI-9		0.746	0.879	-

Source: Original Study

Table 3.8 Adjusted Reliability Test of Brand Image Items

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
Brand Image				
BI-1		0.573	0.896	-
BI-3		0.688	0.886	-
BI-4	0.899	0.714	0.884	-
BI-5		0.660	0.892	-
BI-6		0.719	0.883	-

Table 3.8 Adjusted Reliability Test of Brand Image Items (continue)

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
BI-7		0.756	0.880	-
BI-8		0.652	0.889	-
BI-9		0.750	0.880	-

Source: Original Study

3.6.2.2 Brand Preference

Table 3.9 shows that all the Brand Preference items' corrected item-total correlation vary from 0.630 to 0.780. All the items have met the requirement; therefore, no items will be removed, and the Cronbach's α has remained as 0.868.

Table 3.9 Reliability Test of Brand Preference Items

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
Brand Preference				
BP-1		0.780	0.819	-
BP-2		0.762	0.822	-
BP-3	0.868	0.637	0.853	-
BP-4		0.655	0.849	-
BP-5		0.630	0.856	-

Source: Original Study

3.6.2.3 Purchase Intention

According to Table 3.10, all the Purchase Intention items' corrected item-total correlation was varying from 0.582 to 0.724. All the items have met the requirement; therefore, no items will be removed, and the Cronbach's α has remained as 0.851.

Table 3.10 Reliability Test of Purchase Intention Items

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
Purchase Intention				
PI-1		0.689	0.813	-
PI-2		0.582	0.840	-
PI-3	0.851	0.724	0.803	-
PI-4		0.661	0.821	-
PI-5		0.658	0.821	-

Source: Original Study

3.6.2.4 Product Quality

According to Table 3.11, all the Product Quality items' corrected item-total correlation was varying from 0.547 to 0.736. All the items have met the requirement; therefore, no items will be removed, and the Cronbach's α has remained as 0.896.

Table 3.11 Reliability Test of Product Quality Items

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
Purchase Quality				
PQ-1		0.716	0.879	-
PQ-2		0.715	0.879	-
PQ-3		0.736	0.876	-
PQ-4	0.896	0.732	0.878	-
PQ-5		0.732	0.877	-
PQ-6		0.722	0.879	-
PQ-7		0.547	0.897	-

Source: Original Study

3.6.2.5 Service Quality

According to Table 3.12, all the Service Quality items' corrected item-total correlation was varying from 0.695 to 0.849. All the items have met the requirement; therefore, no items will be removed, and the Cronbach's α has remained as 0.928.

Table 3.12 Reliability Test of Service Quality Items

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
Service Quality				
SQ-1	0.928	0.695	0.928	-
SQ-2		0.754	0.920	-

Table 3.12 Reliability Test of Service Quality Items (continue)

Research Constructs Items	Cronbach's α Coefficient	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Result
SQ-3		0.849	0.907	-
SQ-4		0.823	0.911	-
SQ-5		0.837	0.909	-
SQ-6		0.803	0.914	-

Source: Original Study

3.6.2.6 Questionnaire Final Version

The final version of the questionnaire survey was completed after returning from the pilot test. Based on Table 3.13, all the research constructs' Cronbach's α ranged from 0.851 to 0.928, which is considered a good internal consistency. The detailed final questionnaire items for this are revealed in the Appendix.

Table 3.13 The Adjusted Reliability Test of Research Constructs

Reliability Statistic			
Research Construct	Cronbach's α Coefficient	Cronbach's α Based on Standardized Coefficient	Number of Items
Brand Image	0.899	0.902	8
Brand Preference	0.868	0.869	5
Purchase Intention	0.851	0.851	5

Table 3.13 The Adjusted Reliability Test of Research Constructs (continue)

Reliability Statistic			
Research Construct	Cronbach's α Coefficient	Cronbach's α Based on Standardized Coefficient	Number of Items
Product Quality	0.896	0.897	7
Service Quality	0.928	0.929	6

Source: Original Study

3.7 Data Analysis Technique

The information gathered for the research was computed by applying IBM SPSS Statistics 22. The techniques to examine the information and investigate the hypotheses is shown below:

- Descriptive Statistics
- Factor Analysis and Reliability Test
- Independent Sample t-test
- One-way Analysis of Variance (ANOVA)
- Simple Linear Regression Analysis
- Multiple Regression Analysis
- The Hierarchical Regression Analysis

3.7.1 Descriptive Statistics

The characteristics of the collected data in quantitative terms were being explained by employing the Descriptive Statistics. It computes the frequency, means, and standard deviation of each research variables in this study.

3.7.2 Factor Analysis and Reliability Test

The main target of factor analysis is to examine the basic variance structure of the set of correlation coefficients. It can be relevant to exploratory and confirmatory purposes. The KMO value should be greater than 0.70, Bartlett's test p-value should be smaller than 0.05, and the factor loading value need to be larger than 0.60, and it will be classified into a specific group of factors (Malhotra, 2004; Hair, Black, Babin, Anderso & Tatham, 2006). After factor analysis was being tested, a reliability test will be used to identify the Cronbach's α value and Corrected item-total correlation value. Cronbach's α evaluates how a group of a set of items closely related, stated as internal consistency. Correlation between an individual item and the total score without that item can be explained as Corrected item-total correlation. Cronbach's α value should be greater than 0.7, and the value for Corrected item-total correlation should be greater than 0.5 (Hair, Babin, Money & Samouel, 2003). Hence, if some variables do not meet the requirements, it will be deleted from the analysis process.

3.7.3 Independent Sample t-test

Independent Sample t-test was introduced in the case to examine the difference between the two groups with a single construct. It was used to compare the differences between males and females with the six constructs in this study: Brand Image, Brand Preference, Purchase Intention, Product Quality, and Service Quality.

3.7.4 One-way Analysis of Variance (ANOVA)

ANOVA was introduced in the case to examine the difference among the groups more than two with a single construct. The analysis will be significant if the t-value higher than 1.96 and the p-value lower than 0.05. Thus, it was used to compare the differences between demographic indicators such as age,

occupation, income, and education level of the respondents with the five constructs in this research, which are Brand Image, Brand Preference, Purchase Intention, Product Quality, and Service Quality.

3.7.5 Regression Analysis

- Simple Linear Regression:

The statistical way that applied to study the relationship between two continuous (quantitative) variables or factor is simple linear regression. Thus, the main purpose of simple linear regression analysis is to express how variables are associated with each other. During the observation, only two variables will be tested; one is the dependent variable (the factor being estimated), another one will be the independent variable (the factor used to estimate the value of the dependent variable). The simple linear regression analysis was employed in this research to test the relative impact between the five research constructs include Brand Image, Brand Preference, Purchase Intention, Product Quality, and Service Quality.

- Multiple Regression Analysis:

The goal of multiple regression analysis is the same as simple linear regression. The difference is multiple regression analysis will determine the correlation among two or more explanatory (independent) variables and response (dependent) variable. As a result of multiple regression analysis, the p-value for F-test should be lower than 0.05, R^2 value higher than 0.5 will be better, VIF value higher than 10 should be deleted because it might exist collinearity and the VIF value should be smaller the better. This research used multiple regression analyses to examine the impact of the three research constructs: Brand Preference, Product Quality, and Purchase Intention.

- Hierarchical Regression Analysis

The main purpose of the hierarchical regression analysis is a model to compare several regression models. In this regression analysis, variables will be added to a regression model step by step. In this research, the hierarchical regression analysis will be employed to test the effect of the Service Quality (moderating variable) between Brand Preference and Purchase Intention.

CHAPTER FOUR
DATA ANALYSIS AND FINDINGS

The empirical result of this study was presented in this chapter. All the results have been separated into several sections. The descriptive analysis was included respondents' demographics, characteristics, and the variables' measurement results. On the other hand, the result of the reliability test, factor analysis, independent t-test, ANOVA, and analysis correlated with each research constructs was also presented in different sections. This study's data collection took approximately 2 months (March to April 2020) to complete. The survey was sent out through social media platforms, and 364 valid questionnaires were collected.

4.1 Descriptive Analysis

Descriptive statistics analysis is employed to explain the mean, and standard deviation for each of the research constructs along with frequency and rate for respondents' demographic information will be carried out in this section. It is to understand the characteristics and demographic information of respondents well.

4.1.1 The Characteristics of Respondents

Table 4.1 illustrated the details of descriptive analysis. There were 364 respondents in this study, 188 (51.6%) were male, and 176 (48.4%) were female. Majority of the respondents were aged from 21 to 30 years old (41.2%), followed by respondents below 20 years old (25.8%), and respondents aged from 41 to 50 years old (19%), while 8% and 6% of the respondents were above 51 years old and aged from 31 to 40 years old. Additionally, 162 respondents were students (44.5%). In contrast, 109 (29.9%) respondents had occupations that were not listed in the questionnaire such as Office and Administrative

Support Occupations, Production Occupations, Healthcare Practitioners and Technical Occupations, etc. 18.1% of the respondents were from the service industry, 5.5% of the respondents were government employee, and 1.9% of the respondents were a businessman. For monthly income, 193 respondents earned income less than 20,000 NTD (53%) per month, about 14.3% of the respondents earned income between 40,001 NTD to 50,000 NTD per month, then 11.5% of the respondents earned income between 50,001 NTD to 60,000 NTD per month, 8.2% of the respondents earned income more than 60,001 NTD per month, about 6.6% of the respondents earned income between 20,001 NTD to 30,000 NTD per month and the respondents who made income between 30,001 NTD to 40,000 NTD per month was 6.3%. Additionally, for the educational background of the respondents, 46.2% of them were having bachelor's degrees, while 24.7%, 19.2%, and 9.9% were having a senior (vocational) high school, master's degree or above, and junior high school or below respectively.

Table 4.1 The Characteristics of Respondents

Items	Descriptive Variables	Frequency (n=364)	Percentage (%)
Gender	Male	188	51.6
	Female	176	48.4
Age	Below 20 years old	94	25.8
	21~30 years old	150	41.2
	31~40 years old	22	6.0
	41~50 years old	69	19.0
	Above 51 years old	29	8.0

Table 4.1 The Characteristics of Respondents (Continue)

Items	Descriptive Variables	Frequency (n=364)	Percentage (%)
Occupation	Student	162	44.5
	Businessman	7	1.9
	Service Industry	66	18.1
	Government Employee	20	5.5
	Other	109	29.9
Income (Monthly)	≤ 20,000 NTD	193	53.0
	20,001~30,000 NTD	24	6.6
	30,001~40,000 NTD	23	6.3
	40,001~50,000 NTD	52	14.3
	50,001~60,000 NTD	42	11.5
	≥ 60,001 NTD	30	8.2
Education	≤ Junior High School	36	9.9
	Senior (Vocational) High School	90	24.7
	Bachelor's Degree	168	46.2
	≥ Master's Program	70	19.2
Total		**364**	**100**

Source: Original Study

4.1.2 Measure Results for Relevant Research Variables

The result of the descriptive analysis statistics for the questionnaire items, as illustrated in Table 4.2. It explained the mean values and the standard deviation of the research constructs' items for 364 respondents. The description of each item was also exhibited in Table 4.2. The descriptive analysis statistics

included 8 items for brand image (2 items for functional needs, 3 items for symbolic needs, 3 items for experiential needs), 5 items for brand preference, 5 items for purchase intention, 7 items for product quality, and 6 items for service quality (3 items for technical quality, 3 items for functional quality). All of the mean values are above 4.0 on the five-point likert scale for all the items in research constructs except for [BI3] (m=3.96), which revealed responders had a high tendency towards each of the relevant construct.

Table 4.2 The Results of Mean and Standard Deviation of Items

Research Variables	Mean	Standard Deviation
Research Construct: Brand Image		
Functional Needs		
[BI1] This coffee shop has a comfortable dine-in seating.	4.31	0.584
[B12] This coffee shop's product can fulfill different types of consumer's demand.	4.26	0.687
Symbolic Needs		
[BI3] This coffee shop changes my image in other people's eyes.	3.96	0.673
[BI4] This coffee shop gives me a higher sense of self-identity.	4.09	0.860
[BI5] This coffee shop gives me a higher status in society.	4.07	0.675
Experiential needs		
[BI6] This coffee shop gives me a pleasant atmosphere.	4.39	0.613
[BI7] The consumption of this coffee shop makes me feel pleasant.	4.33	0.618
[BI8] This coffee shop's interior design makes me feel pleasant.	4.33	0.636
Research Construct: Brand Preference		
[BP1] I like this coffee shop brand more than any other brand of coffee shops.	4.14	0.700
[BP2] This coffee shop will be my first preference when it comes to making a purchase.	4.20	0.743
[BP3] I will consume the product of this coffee shop compared to other brands.	4.23	0.703
[BP4] This coffee shop has a convenient location.	4.29	0.683
[BP5] I can identify this coffee shop among many competing brands.	4.30	0.726

Table 4.2 The Results of Mean and Standard Deviation of Items (Continue)

Research Variables	Mean	Standard Deviation
Research Construct: Purchase Intention		
[PI1] I would consider purchase products in this coffee shop.	4.23	0.637
[PI2] At an acceptable price, I would consider purchase products in this coffee shop.	4.29	0.573
[PI3] With nice visual packaging, I would consider purchase product or beverage in this coffee shop.	4.20	0.744
[PI4] In a pleasant environment, I would consider purchase product or beverage in this coffee shop.	4.30	0.586
[PI5] I would recommend others to purchase products in this coffee shop.	4.35	0.686
Research Construct: Product Quality		
[PQ1] I can get the same quality every time I order the same product in this coffee shop.	4.26	0.658
[PQ2] This coffee shop can guarantee the coffee bean quality that sells every day.	4.30	0.617
[PQ3] The product provides by this coffee shop can be trusted.	4.33	0.656
[PQ4] The product of this coffee shop has a longer expiration period compare to other brands.	4.19	0.822
[PQ5] This coffee shop's packaging meets my desire.	4.29	0.639
[PQ6] This coffee shop's product is delicious.	4.34	0.593
[PQ7] This coffee shop has many related products: cups, bottles, coffee beans, cakes, etc.	4.26	0.602
Research Construct: Service Quality		
Technical Quality		
[SQ1] The barista of the coffee shop has a good brewing skill.	4.18	0.674
[SQ2] This coffee shop's waiter can solve my problem immediately.	4.32	0.736
[SQ3] This coffee shop's waiter will get my order correctly.	4.43	0.592
Functional Quality		
[SQ4] The coffee shop's waiter has a clean and neat uniform.	4.45	0.590
[SQ5] The coffee shop's waiter has good service behavior.	4.52	0.586
[SQ6] The coffee shop's waiter has a good service attitude.	4.49	0.563

Source: Original Study

4.2 Factor Analysis and Reliability Test

The purification processes were a must in this study to validate the dimensionalities and reliability of the research constructs. The purification processes included factor analysis, correlation analysis, and internal

consistency analysis (Cronbach's α). Firstly, factor analysis is to prove the dimensions of each research construct, and high factor loadings' questionnaire items will be selected. Eigenvalue from the questionnaire items was to determine the number of dimensions extracted from the principal component factor analysis. Then, the corrected item-total correlation and Cronbach's α were calculated to identify the internal consistency and reliability of the constructs (Hair et al., 2003; Hair et al., 2006; Malhotra, 2004).

- Eigenvalue should be greater than 1.
- Kaiser-Meyer-Olkin Measure should be greater than 0.7
- Factor loadings should be greater than 0.6
- Accumulated explained variance should be higher than 0.6
- Corrected Item-Total Correlation should be higher than 0.5
- Cronbach's α should be higher than 0.7

In this study, most of the items met the criteria, which means items' factor loading higher than 0.6, and Cronbach's α higher than 0.7. Resulting of the factor analysis and reliability test were summarized in Table 4.3 to Table 4.7.

4.2.1 Brand Image

Table 4.3 displayed the result of factor loading for brand image. After conducting the factor analysis and reliability process, the three dimensions of the brand image had combine as one. The results for the brand image showed that the KMO was 0.874, and the variance explained by this factor was 55.211%. The Cronbach's α value for the brand image is 0.881, and the eigenvalue was 4.417. Further, all variables within this construct had a coefficient of corrected item-total correlation from $0.528 \sim 0.697$, and a high factor loading from $0.638 \sim 0.782$. Thus, one can conclude that the internal consistency and the reliability of this research construct were acceptable.

Table 4.3 The Results of Factor Analysis and Reliability Test of Brand Image

Research Construct	Research Items	Factor Loading	Eigenvalue	Cumulative explained variance (%)	Corrected Item-Total Correlation	Cronbach's Alpha (α)
			4.417	55.211		0.881
Brand Image (KMO = 0.874)	BI2	0.782			0.697	
	BI8	0.780			0.689	
	BI6	0.770			0.678	
	BI4	0.759			0.671	
	BI5	0.751			0.669	
	BI3	0.744			0.660	
	BI7	0.710			0.612	
	BI1	0.638			0.528	

Source: Original Study

4.2.2 Brand Preference

Table 4.4 displayed the result of factor loading for brand preference. After conducting the factor analysis and reliability process, only one dimension was extracted from the principal component factor analysis. The results for the brand preference showed that the KMO was 0.795, and the variance explained by this factor was 61.981%. The Cronbach's α value for the brand preference is 0.846, and the eigenvalue was 3.099. Further, all variables within this construct had a coefficient of corrected item-total correlation from 0.598 ~ 0.718, and a high factor loading from 0.737 ~ 0.837. Thus, one can conclude that the internal consistency and the reliability of this research construct were acceptable.

Table 4.4 The Results of Factor Analysis and Reliability Test of Brand
Preference

Research Construct	Research Items	Factor Loading	Eigenvalue	Cumulative explained variance (%)	Corrected Item-Total Correlation	Cronbach's Alpha (α)
Brand Preference (KMO = 0.795)			3.099	61.981		0.846
	BP1	0.837			0.718	
	BP2	0.822			0.691	
	BP3	0.787			0.653	
	BP5	0.749			0.608	
	BP4	0.737			0.598	

Source: Original Study

4.2.3 Purchase Intention

Table 4.5 displayed the result of factor loading for purchase intention. After conducting the factor analysis and reliability process, there was only one dimension extracted from the principal component factor analysis. The purchase intention results showed that the KMO was 0.834, and the variance explained by this factor was 57.808%. The Cronbach's α value for the purchase intention is 0.816, and the eigenvalue was 2.890. Further, all variables within this construct had a coefficient of corrected item-total correlation from 0.543 ~ 0.657, and a high factor loading from 0.705 ~ 0.799. Thus, one can conclude that the internal consistency and the reliability of this research construct were acceptable.

Table 4.5 The Results of Factor Analysis and Reliability Test of Purchase Intention

Research Construct	Research Items	Factor Loading	Eigenvalue	Cumulative explained variance (%)	Corrected Item-Total Correlation	Cronbach's Alpha (α)
Purchase Intention (KMO = 0.834)			2.890	57.808		0.816
	PI3	0.799			0.657	
	PI5	0.785			0.640	
	PI1	0.782			0.637	
	PI4	0.727			0.568	
	PI2	0.705			0.543	

Source: Original Study

4.2.4 Product Quality

Table 4.6 displayed the result of factor loading for product quality. After conducting the factor analysis and reliability process, there was only one dimension extracted from the principal component factor analysis. The results for the product quality showed that the KMO was 0.871, and the variance explained by this factor was 56.207%. The Cronbach's α value for the product quality is 0.867, and the eigenvalue was 3.934. Further, all variables within this construct had a coefficient of corrected item-total correlation from 0.526 ~ 0.705, and a high factor loading from 0.640 ~ 0.798. Thus, one can conclude that the internal consistency and the reliability of this research construct were acceptable.

Table 4.6 The Results of Factor Analysis and Reliability Test of Product Quality

Research Construct	Research Items	Factor Loading	Eigenvalue	Cumulative explained variance (%)	Corrected Item-Total Correlation	Cronbach's Alpha (α)
			3.934	56.207		0.867
Product Quality (KMO = 0.871)	PQ6	0.798			0.705	
	PQ5	0.794			0.694	
	PQ3	0.764			0.663	
	PQ4	0.762			0.655	
	PQ1	0.739			0.633	
	PQ2	0.739			0.631	
	PQ7	0.640			0.526	

Source: Original Study

4.2.5 Service Quality

Table 4.7 displayed the result of factor loading for service quality. After performig the factor analysis and reliability process, the two dimensions of the service quality had combine as one. The results for the service quality showed that the KMO was 0.835, and the variance explained by this factor was 65.734%. The Cronbach's α value for the service quality is 0.890, and the eigenvalue was 3.944. Further, all variables within this construct had a coefficient of corrected item-total correlation from 0.648 ~ 0.783, and a high factor loading from 0.746 ~ 0.861. Thus, one can conclude that the internal consistency and the reliability of this research construct were acceptable.

Table 4.7 The Results of Factor Analysis and Reliability Test of Service Quality

Research Construct	Research Items	Factor Loading	Eigenvalue	Cumulative explained variance (%)	Corrected Item-Total Correlation	Cronbach's Alpha (α)
Service Quality (KMO = 0.835)			3.944	65.734		0.890
	SQ3	0.861			0.783	
	SQ5	0.851			0.756	
	SQ6	0.825			0.724	
	SQ4	0.815			0.713	
	SQ1	0.761			0.667	
	SQ2	0.746			0.648	

Source: Original Study

4.3 Independent Sample t-Test

This study employed the independent sample t-test to identify if there exist a substantial difference in gender in the five research constructs: brand image, brand preference, purchase intention, product quality, and service quality. If there were a significant difference, it would be explained separately. Table 4.8 presented the mean value, t-value, and p-value for the five research constructs through the independent sample t-test. Resulting revealed that no significant difference among gender with the brand image, brand preference, purchase intention, product quality, and service quality.

Table 4.8 The Result of Independent Sample t-Test

Construct	Male	Female	t-value	p-value	Remark
	n = 188	n = 176			
Brand Image	4.2407	4.1925	0.924	0.356	Rejected
Brand Preference	4.2234	4.2420	-0.317	0.751	Rejected

Table 4.8 The Result of Independent Sample t-Test (continue)

Construct	Male	Female	t-value	p-value	Remark
	n = 188	n = 176			
Purchase Intention	4.2734	4.2750	-0.031	0.976	Rejected
Product Quality	4.3002	4.2565	0.842	0.401	Rejected
Service Quality	4.4131	4.3826	0.578	0.564	Rejected

Note: 1. *p<.05, **p<.01, ***p<.001

2. Rejected means no statistically significant difference

Source: Original Study

4.4 One-way Analysis of Variance (ANOVA)

This study employed the ANOVA to identify if there exist a significant difference among the background factors (age, occupation, income, education level) with the five research constructs that were brand image, brand preference, purchase intention, product quality, and service quality. If there were a significant difference, it would be explained separately. The Post Hoc Test will be compare by Dunnett T3 if the Levene test is significant, if not Scheffe will be use.

4.4.1 Age

Based on Table 4.9 below, the result revealed a subtantial difference among age with the five research constructs. The explanation for each of the construct was mentioned below:

- **Brand Image**: Respondents aged from 31 to 40 years old were greater than the other categories' respondents. This showed respondents age between 31 to 40 years old had a higher tendency towards brand image than others because that was the age at which they will be very successful

in their careers. Hence, anything that can improve their social status is a bonus.

- **Brand Preference**: Respondents aged above 51 years old were greater than the other categories' respondents. This showed that when people started to step into middle-ages, they would have a higher tendency towards brand preference than others because they had used to a particular brand and won't change their minds easily.

- **Purchase Intention**: Respondents aged from 31 to 40 years old were greater than the other categories' respondents. This result showed respondents aged between 31 to 40 years old had a higher tendency towards purchase intention compare to others because one's career will be very successful at that period. They are financially stable, so they can purchase any products when they need them.

- **Product Quality**: Respondents aged from 31 to 40 years old were greater than the other categories' respondents. This results showed respondents aged between 31 to 40 years old had a higher tendency towards product quality because that is the age they embrace creature comforts lots.

- **Service Quality**: Respondents aged from 21 years old to 50 years old had a significant difference with service quality. The group of respondents aged 31 to 40 years old was the greatest, followed by aged 41 to 50 years old and 21 to 30 years old. In sum, adults will focus on service quality more because they will be dining outside or purchasing more than the middle-aged and elderly. Besides, service quality is a crucial component in customer service-oriented culture.

Table 4.9 The Results of the Difference Between Five Constructs and Age Level

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Brand Image	(1) Below 20 years old	4.3258	12.949	< 0.001	(3) > (5) > (1) > (4) > (2)
	(2) 21~30 years old	4.0450			
	(3) 31~40 years old	4.6080			
	(4) 41~50 years old	4.1993			
	(5) Above 51 years old	4.5043			
Brand Preference	(1) Below 20 years old	4.2766	10.997	< 0.001	(5) > (3) > (4) > (1) > (2)
	(2) 21~30 years old	4.0400			
	(3) 31~40 years old	4.5273			
	(4) 41~50 years old	4.3420			
	(5) Above 51 years old	4.6000			
Purchase Intention	(1) Below 20 years old	4.3511	8.251	< 0.001	(3) > (5) > (1) > (4) > (2)
	(2) 21~30 years old	4.1160			
	(3) 31~40 years old	4.5636			
	(4) 41~50 years old	4.3478			
	(5) Above 51 years old	4.4483			

Table 4.9 The Results of the Difference Between Five Constructs and Age
Level (continue)

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Product Quality	(1) Below 20 years old	4.3875	6.676	< 0.001	(3) > (1) > (5) > (4) > (2)
	(2) 21~30 years old	4.1429			
	(3) 31~40 years old	4.5779			
	(4) 41~50 years old	4.2981			
	(5) Above 51 years old	4.3596			
Service Quality	(1) Below 20 years old	4.5071	5.451	< 0.001	(3) > (4) > (2)
	(2) 21~30 years old	4.2911			
	(3) 31~40 years old	4.7045			
	(4) 41~50 years old	4.3502			
	(5) Above 51 years old	4.4828			

Note: *$p<.05$, **$p<.01$, ***$p<.001$

Source: Original Study

4.4.2 Occupation

According to Table 4.10 below, resulting there was a substantial difference among occupation with the five research constructs. The explanation for each of the construct was mentioned below:

- **Brand Image**: Respondents that were businessmen had a higher tendency towards brand image compare to other categories. This showed

business people mainly concerned about their self-identity because they can gain a reputation from other people's eyes.

- **Brand Preference**: Respondents that were businessmen had a higher tendency towards brand preference compare to other categories. In general, people in business will have their business talk with their partners in the familiar brand coffee shop. A familiar brand can lead to a comfortable zone, thus having a higher chance of getting a deal.

- **Purchase Intention**: Respondents that were businessmen had a higher tendency towards purchase intention to other categories. One can conclude that business people had a higher purchase intention than others because most of them will treat their partner or customer when they have a business talk, which leads to a high purchase intention.

- **Product Quality**: Respondents that were businessmen had a higher tendency towards product quality to other categories. In sum, people in business had the greatest tendency towards product quality compare to others. Business people have a greater chance of sending gifts to their customers or partner. Hence a good product quality is essential to maintain their good impression.

- **Service Quality**: Respondents that were businessmen had a higher tendency towards service quality to other categories. It seems that business people will be concerned towards the service quality of a coffee shop is because they wanted to create a comfortable and pleasant ambiance for their future partner or customer when they were having a business talk. This can leave them a good impression.

Table 4.10 The Results of the Difference Between Five Constructs and Occupation

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Brand Image	(1) Student	4.2338	20.208	< 0.001	(2) & (4) > (3) > (1) > (5)
	(2) Businessman	4.6250			
	(3) Service Industry	4.4602			
	(4) Government Employee	4.6250			
	(5) Other	3.9450			
Brand Preference	(1) Student	4.2247	18.840	< 0.001	(2) > (4) > (3) > (1) > (5)
	(2) Businessman	4.8286			
	(3) Service Industry	4.5182			
	(4) Government Employee	4.6500			
	(5) Other	3.9560			
Purchase Intention	(1) Student	4.2691	19.837	< 0.001	(2) > (4) > (3) > (1) > (5)
	(2) Businessman	4.9429			
	(3) Service Industry	4.4485			
	(4) Government Employee	4.7700			
	(5) Other	4.0422			

Table 4.10 The Results of the Difference Between Five Constructs and Occupation (continue)

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Product Quality	(1) Student	4.3034	11.746	< 0.001	(2) > (3) > (4) > (1) > (5)
	(2) Businessman	4.8163			
	(3) Service Industry	4.4935			
	(4) Government Employee	4.3429			
	(5) Other	4.0668			
Service Quality	(1) Student	4.4475	17.473	< 0.001	(2) > (4) > (3) > (1) > (5)
	(2) Businessman	4.9286			
	(3) Service Industry	4.5758			
	(4) Government Employee	4.7333			
	(5) Other	4.1223			

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4.3 Monthly Income

Based on Table 4.11 below, resulting there was a substantial difference among monthly income with 3 of the research constructs that is the brand preference, purchase intention, and product quality. The explanation for each of the construct was mentioned below:

- **Brand Preference**: All categories respondents had a significant difference towards brand preference except for responders who made 30,001 to 40,000 NTD per month, and respondents who earned 50,001

to 60,000 NTD per month. Results showed responders hold a monthly salary more than 60,001 had a higher tendency than other respondents. As can be seen, people with a higher income will purchase products in their favorite coffee shop because they will have a greater chance to make a transaction happens.

- **Purchase Intention**: All categories respondents had a significant difference in purchase intention except for responders who made 30,001 to 40,000 NTD per month. Results showed that respondents that had monthly income more than 60,001 had a higher tendency compare to other respondents. In sum, one can know that when people were financially stable, they will lead to a greater chance of purchasing products, because they can buy products without any doubt.

- **Product Quality**: All categories respondents had a significant difference in purchase intention except for the respondents who earned 30,001 to 40,000 NTD per month. Results showed that respondents that had monthly income more than 60,001 had a higher tendency compare to other respondents. With a higher earning, one can buy a more expensive product, thus getting a product with a good product quality relevant to its price is very important. If not, one is going to waste money on a defective quality product.

Table 4.11 The Results of the Difference Between Five Constructs and Monthly Income

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Brand Image	(1) ≤ 20,000 NTD	4.1794	1.803	0.111	-
	(2) 20,001~30,000	4.2917			
	(3) 30,001~40,000	4.2446			
	(4) 40,001~50,000	4.1490			
	(5) 50,001~60,000	4.2619			
	(6) ≥ 60,001 NTD	4.4375			
Brand Preference	(1) ≤ 20,000 NTD	4.1751	2.303	0.044	(6) > (4) > (2) > (1)
	(2) 20,001~30,000	4.2083			
	(3) 30,001~40,000	4.2609			
	(4) 40,001~50,000	4.2462			
	(5) 50,001~60,000	4.2571			
	(6) ≥ 60,001 NTD	4.5400			
Purchase Intention	(1) ≤ 20,000 NTD	4.2093	3.460	0.005	(6) > (4) > (5) > (2) > (1)
	(2) 20,001~30,000	4.2250			
	(3) 30,001~40,000	4.4348			
	(4) 40,001~50,000	4.2962			
	(5) 50,001~60,000	4.2762			
	(6) ≥ 60,001 NTD	4.5667			

Table 4.11 The Results of the Difference Between Five Constructs and

Monthly Income (continue)

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Product Quality	(1) ≤ 20,000 NTD	4.2761	2.594	0.025	(6) > (1) > (4) > (2) > (5)
	(2) 20,001~30,000	4.2143			
	(3) 30,001~40,000	4.3913			
	(4) 40,001~50,000	4.2500			
	(5) 50,001~60,000	4.1327			
	(6) ≥ 60,001 NTD	4.5190			
Service Quality	(1) ≤ 20,000 NTD	4.3886	1.638	0.149	-
	(2) 20,001~30,000	4.3472			
	(3) 30,001~40,000	4.6087			
	(4) 40,001~50,000	4.3878			
	(5) 50,001~60,000	4.2857			
	(6) ≥ 60,001 NTD	4.5167			

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4.4 Education Level

Based on Table 4.12 below, resulting a substantial difference between education level with the five research constructs. The explanation for each of the construct was mentioned below:

- **Brand Image**: Respondents that had a higher education will have a higher tendency towards the brand image. This showed respondents with an education level reach master's program or even higher mainly concerned about their self-identity because it represented themselves,

thus choosing a corporate having a positive image can help to enhance their social status.

- **Brand Preference**: Respondents with an education that is higher will have a greater tendency against brand preference. In general, respondents with an education level reach the master's program or even higher will loyal to a designated brand. This is because they have thought that is mature and will have the ability to differentiate the truth or falsity of the information and won't be affected easily.

- **Purchase Intention**: In brief, respondents with an education level reach the master's program or even higher had the greatest tendency towards purchase intention compare to other categories. Respondents who received a higher education might drink coffee more than other beverages such as bubble milk tea or desserts because they know that coffee is healthier, among other drinks and desserts. Besides, having a cup of coffee can be refreshing because of its caffeine.

- **Product Quality**: Respondents with an education that is higher will have a greater tendency against product quality. In other words, respondents with an education level reach the master's program or even higher care about a product's quality more than others because they understand a firm can control its quality. They should get what they are paying for, and a product with good quality can last longer.

- **Service Quality**: After all, respondents with a bachelor's degree had a higher tendency towards service quality, among others. One might conclude that responders with a bachelor's degree will have a greater chance of going to a coffee shop to have a break or even study group with their friends. So, they will stay at the coffee shop for a long time or

patronize frequently. To turn a "casual" customer into a "regular" customer, service quality has been instrumental.

Table 4.12 The Results of the Difference Between Five Constructs and Education Level

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Brand Image	(1) ≤ Junior High School	3.8368	20.885	< 0.001	(4) > (3) > (2) > (1)
	(2) Senior (Vocational) High School	4.0153			
	(3) Bachelor's Degree	4.3348			
	(4) ≥Master's Program	4.3911			
Brand Preference	(1) ≤ Junior High School	3.9611	21.521	< 0.001	(4) > (3) > (2) > (1)
	(2) Senior (Vocational) High School	3.9711			
	(3) Bachelor's Degree	4.2905			
	(4) ≥Master's Program	4.5686			

Table 4.12 The Results of the Difference Between Five Constructs and Education Level (continue)

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
Purchase Intention	(1) ≤ Junior High School	4.1444	22.020	< 0.001	(4) > (3) > (1) > (2)
	(2) Senior (Vocational) High School	4.0178			
	(3) Bachelor's Degree	4.3083			
	(4) ≥Master's Program	4.5886			
Product Quality	(1) ≤ Junior High School	4.0278	7.162	< 0.001	(4) > (3) > (2) > (1)
	(2) Senior (Vocational) High School	4.1730			
	(3) Bachelor's Degree	4.3384			
	(4) ≥Master's Program	4.4020			
Service Quality	(1) ≤ Junior High School	3.9861	17.473	< 0.001	(3) > (4) > (2) > (1)
	(2) Senior (Vocational) High School	4.2667			

Table 4.12 The Results of the Difference Between Five Constructs and Education Level (continue)

Constructs	Categories	Mean	F-value	p-value	Post Hoc Tests
	(3) Bachelor's Degree	4.5119			
	(4) ≥Master's Program	4.5071			

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.5 Relationship Among the Research Constructs

IBM SPSS Statistics 22 was used to examine the hypotheses and the relation among the five constructs by analyzing the data collected. Table 4-13 illustrated the result of descriptive statistics and bivariate correlations of the research constructs in this study. In addition, Baron and Kenny's (1986) method for mediation and moderation influence is introduced to examine the mediation and moderation effect among the variables.

4.5.1 Correlation Coefficient Among the Five Research Constructs

The correlation coefficient between the two constructs was revealed in Table 4.13, followed by the mean value and standard deviation. Where BI, BP, PI, PQ, and SQ were the abbreviation for Brand Image, Brand Preference, Purchase Intention, Product Quality, and Service Quality. Service quality had the highest mean (m=4.3984) among the five constructs with a standard deviation of 0.50333, while the brand image had the lowest mean (m=4.2174) with a standard deviation of 0.49751. To explain the bivariate relationships

between the five constructs, the correlation coefficient was a key player. As stated by the correlation analysis of each construct, it is easy to see that all the five constructs significantly positively correlated with each other.

The relationship between the constructs used for hypotheses testing was discussed in this section. Brand image significantly correlated towards brand preference with a significant effect (r=0.882, p<0.01), and it has the strongest relationship among the five constructs. In contrast, brand preference found significantly correlated with purchase intention (r=0.841, p<0.01) and significant positive correlated with product quality (r=0.841, p<0.01). Besides, product quality also has a significant positive correlation effect on purchase intention (r=0.790, p<0.01). Last but not least, service quality significantly correlated with purchase intention with a positive impact (r=0.711, p<0.01).

Table 4.13 The Result of Correlation Matrix of the Five Constructs

Research Constructs	Mean	Std. D	BI	BP	PI	PQ	SQ
BI	4.2174	0.49751	1				
BP	4.2324	0.55936	.882***	1			
PI	4.2742	0.49225	.832***	.841***	1		
PQ	4.2790	0.49135	.831***	.841***	.790***	1	
SQ	4.3984	0.50333	.809***	.787***	.711***	.833***	1

Note: ***Correlation is significant at the 0.01 level (2-tailed).

Source: Original Study

4.5.2 The Regression Analysis to Identify the Mediation and Moderation Effect

After correlation coefficient analysis, one can conclude that there was a correlation between the five research constructs. It can go a step further to identify the relationship between the five constructs through Baron and Kenny's (1986) technique to prove that the hypotheses proposed in this research are valid. Simple linear regression is employed to investigate H_1, H_2, H_3, H_4, and H_6, while multiple regression is to test H_5, and hierarchical regression is to examine H_7.

- **Mediation effect is supported:**
  (1) The Independent variable has a significant relationship with the mediator variable.
  (2) The Independent variable and mediator variable have a significant relationship with the dependent variable, respectively.
  (3) The Independent variable and mediator variable will be selected at the same time and test towards the dependent variable using multiple regression.
  (4) If the β value of the independent variable towards the dependent variable is reduced, and significant by adding a mediator variable, which means there is a partial mediation effect; the full mediation effect will occur when the β value is no longer significant.

- **Moderation effect is supported:**
  (1) The independent variable, moderator variable, and dependent variable will be tested with hierarchical regression.
  (2) All of the three variables will be tested with each other to identify the significance between each of them.

(3) To find out there is a moderation influence between the independent variable and the dependent variable, the last model's interactive effect value is a key player. If the value is significant, the moderation effect is supported.

4.5.2.1 The Relationship of Brand Image and Brand Preference

As demonstrated in Table 4.14, the regression of brand image on brand preference was significant (β=0.882, p< 0.001). Then, R^2=0.778 and the adjusted R^2=0.778; max VIF=1.000 (multicollinearity), means that this regression is predictive. So, there is 77.80% of the variance in brand preference can be expected from the brand image. Hence, H1 is supported. Brand image has a significant effect towards brand preference, which means with a higher brand image, brand preference will also increase.

Table 4.14 The Influence Effect of Brand Image on Brand Preference

Independent Variable	Dependent Variable – Brand Preference (BP)
Brand Image	0.882***
R^2	0.778
Adj-R^2	0.778
F-value	1269.648
P-Value	<0.001
VIF	1.000

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.5.2.2 The Mediation Effect of Brand Preference between Product Quality and Purchase Intention

As shown in Table 4.15, the results in model 1 showed the regression of brand preference on the mediator, product quality was significant ($\beta=0.841$, $p< 0.001$); model 2 showed the regression of brand preference on purchase intention, ignoring the mediator was significant ($\beta=0.841$, $p<0.001$); model 3 of the mediation process showed that the regression of product quality on the dependent variable, purchase intention was also significant ($\beta=0.790$, $p<0.001$), hence H_2, H_3, and H_4 are supported. Lastly, brand preference and product quality were regressed together with purchase intention in model 4, and resulting it was significant ($\beta=0.284$, $p<0.001$; $\beta=0.602$, $p<0.001$). Based on model 4, F-value=489.563 ($p<0.001$) is significant, $R^2=0.731$ and the adjusted $R^2=0.729$; max VIF=3.417 (multicollinearity), means that this regression is predictive. So, there is 72.90% of the variance in purchase intent can be expected from product quality and brand preference.

According to the results that revealed, the β value of purchase intention reduced from 0.790 to 0.284, then brand preference and product quality were statistically significant to purchase intention. Therefore, H_5 is supported. Brand Preference partially mediated the relation between product quality and purchase intent. One can conclude that brand preference is an essential factor for purchase intention, with higher brand preference, the product quality will increase respectively. When product quality increases, brand preference should increase as well because a designated firm should keep on moving and improve. One should make innovation and improve a top-selling product. Figure 4.1 illustrated the mediation effect of brand preference between product and purchase intention.

Table 4.15 The Mediation Test of Product Quality between Brand Preference
and Purchase Intention

Dependent Variables	Model 1	Model 2	Model 3	Model 4
Independent Variables	Brand Preference	Purchase Intention		
Product Quality	0.841***	0.790***		0.284***
Brand Preference			0.841***	0.602***
R	0.841	0.790	0.841	0.855
R²	0.707	0.624	0.707	0.731
Adj-R²	0.707	0.623	0.706	0.729
F-value	878.877	601.972	873.753	489.563
D-W	1.848	2.213	1.854	2.103
Max VIF	1.000	1.000	1.000	3.417

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

Figure 4.1 Mediating Effect of Brand Preference between Product Quality and
Purchase Intention

Source: Original Study

4.5.2.3 The Moderation Effect of Service Quality between Brand Preference and Purchase Intention

As shown in Table 4.16, the results in model 1 showed the regression of brand preference on the dependent variable, purchase intention was significant (β=0.841, p< 0.001); model 2 showed the regression of service quality on purchase intention, ignoring the independent variable was significant (β=0.711, p<0.001). Besides, brand preference and service quality were regressed together with purchase intention in model 3, and resulting it was significant (β=0.738, p<0.001; β=0.131, p<0.01), hence H_2 and H_6 are supported. Lastly, model 4 showed that the interaction effect of brand preference and service quality was significantly affected to purchase intention with the value of R^2=0.736, β=0.175, p<0.001. Based on the result mentioned above, one can conclude that interaction between brand preference and service quality had a moderating effect on purchase intention; therefore, H_7 is supported. Figure 4.2 illustrated the moderation effect of service quality between brand preference and purchase intent.

Table 4.16 The Moderating Test of Service Quality between Brand Preference and Purchase Intention

Variables	Model 1	Model 2	Model 3	Model 4
	Purchase Intention			
Independent Variable				
Brand Preference (BP)	0.841***		0.738***	0.794***

Table 4.16 The Moderating Test of Service Quality between Brand

Preference and Purchase Intention (continue)

Variables	Model 1	Model 2	Model 3	Model 4
	Purchase Intention			
Moderator Variable				
Service Quality (SQ)		0.711***	0.131**	0.168***
Interactive Effect				
BP * SQ				0.175***
R^2	0.707	0.506	0.714	0.736
Adj-R^2	0.706	0.505	0.712	0.734
F-value	873.753	370.849	449.702	335.515

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study
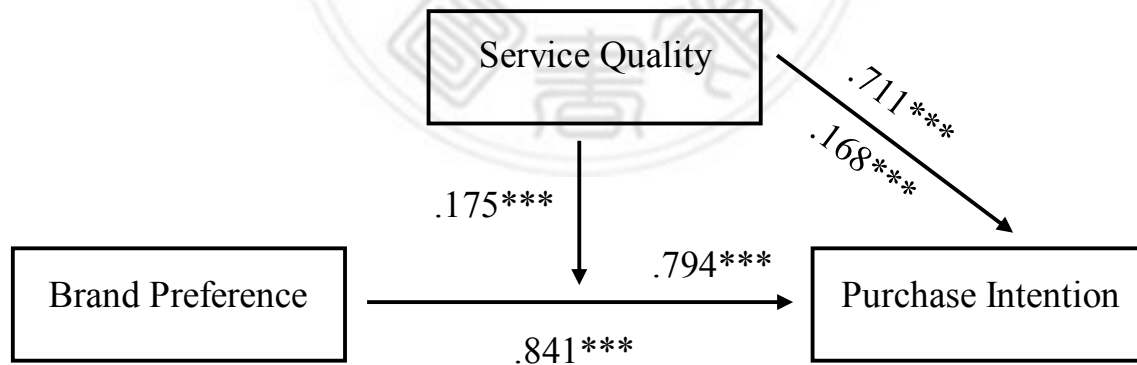
Figure 4.2 The Moderating Effect of Service Quality between Brand
Preference and Purchase Intention

Source: Original Study

4.5.2.4 Interpreting Two-Way Interaction Effects

To further understand the moderating effect after the hierarchical regression, the method claimed by Aiken and West (1991) and Dawson (2013) was introduced. The service quality construct will be separated into 'low service quality' and 'high service quality'; besides, the brand preference construct will also be divided into 'low brand preference' and 'high brand preference. Figure 4.2 summarized the result for this section. By enhancing both of the brand preference groups, purchase intention will increase as well. As demonstrated, the slope for both of the service quality groups had a slight difference; According to the model 3 and model 4 in Table 4.16, when the interactive effect is present, the β value of brand preference increased from (β=0.738, p<0.001) to (β=0.794, p<0.001). One can conclude that the moderating effect enhanced the level of brand preference and purchase intention.
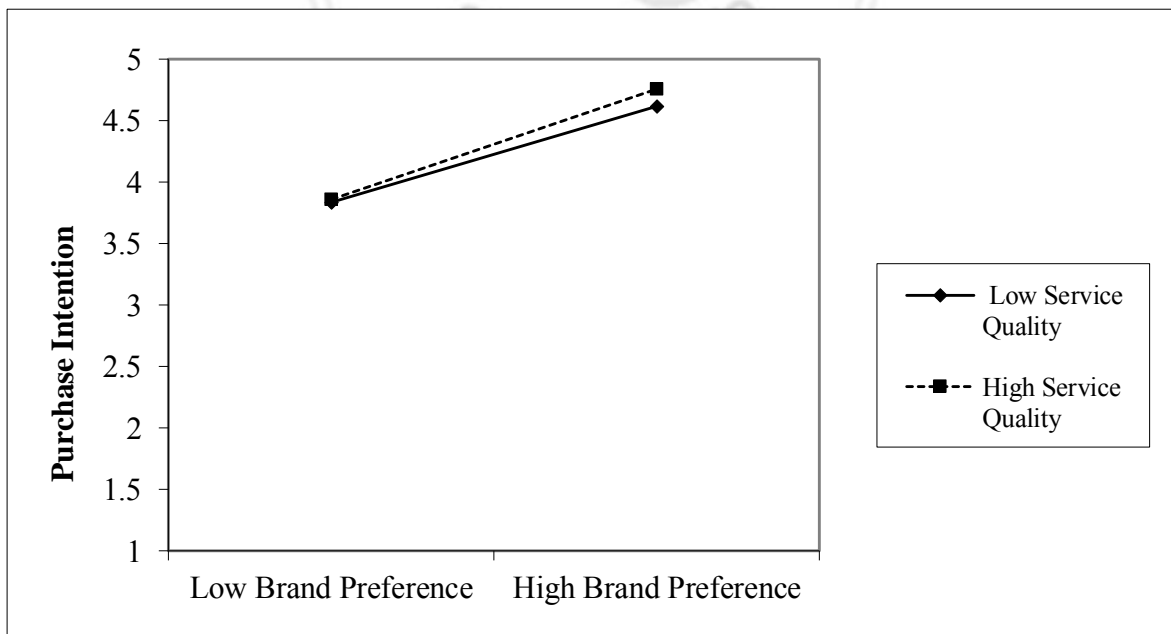
Figure 4.3 Moderating Effect of Service Quality

Source: Original Study

CHAPTER FIVE
CONCLUSION AND SUGGESTION

5.1 Research Conclusion

The main purpose of this study was to identify what factors will influence shopper's purchase intent in coffee shops. Surprisingly, it is a pressing result for the academicians and practitioners to realize that enhancing brand management will give rise to positive purchaser behavior as a consequence of the rising number of coffee shops in Taiwan and the demand of teenagers towards coffee's products. This study also extends the shopper's buying intent through the brand image, brand preference, product quality, and service quality.

This study has identified the effect of purchase intent over brand image and brand preference. At the same time, brand preference and service quality had a mediation and moderation impact on purchase intent. Therefore, this study has a detailed framework of brand image, brand preference, product quality, service quality, and purchase intent. In accordance, the results exhibited in Chapter Four, the conclusion has been listed in Table 5-1, and all the hypotheses are supported.

Table 5.1 Result of Hypotheses Testing

No.	Research Hypotheses	Result
H_1	There is a significant effect between brand image and brand preference.	Supported
H_2	There is a significant effect between brand preference and purchase intention.	Supported

Table 5.1 Result of Hypotheses Testing (Continue)

No.	Research Hypotheses	Result
H$_3$	There is a significant effect between product quality and brand preference.	Supported
H$_4$	There is a significant effect between product quality and purchase intention.	Supported
H$_5$	There is a positive relation between product quality and purchase intention through brand preference.	Supported
H$_6$	There is a significant effect between service quality and purchase intention.	Supported
H$_7$	Service Quality has a significant moderating impact on the relation between brand preference and purchase intention.	Supported

Source: Original Study

5.2 Research Discussion and Implication

There are few discussions have been listed below according to the research hypotheses in this research.

(a) Brand Image on Brand Preference

Brand image has a significant effect on brand preference, which has the same point of view with Alamro and Rowley (2011) and Chi, Yeh and Huang (2009). To obtain a consumer's brand preference, a coffee shop should improve its brand image no matter tangible or intangible services such as a clean dining area, a pleasant atmosphere, a good purchase experience, etc. All those good services can stay last in a consumer's memory, and it would not be forgotten easily, as stated by Hsieh and Li (2008). Hence, a coffee shop owner should

manage their brand image properly to maintain and obtain consumers. A coffee shop owner can come out with a creative and strategic decision, as it will be different compare to other competitors, and others should not easily replicate it. Brand image has been a major player in brand preference.

(b) Mediation of Product Quality in the Relationship between Brand Preference and Purchase Intention

There is a significant effect on brand preference and purchase intent, which supported by Chen and Chang (2008) and Moradi and Zarei (2011). Consumers' purchase intent will be higher when the brand preference towards a particular brand is high (Emor & Pangemanan, 2015; Ebrahim, Ghoneim, Irani & Fan, 2016; Rashid, Hamidizade, Esfidani & Matin, 2016). A coffee shop should increase a consumer's brand preference; it will give rise to a bigger chance of transaction with the coffee shop. A convenient location or a good promotion advertisement will also increase consumer's preference towards a coffee shop. When the coffee shop appears around people repeatedly, it will bear in their minds, and they will recognize the brand or logo immediately compare to others.

One of the most interesting discussions in this research is brand preference has a significant effect on product quality (Chomvilailuk & Butcher, 2010). When people have a high brand preference about a brand, they will evaluate the product with a better thought (Wu & Jang, 2013). Most of the previous studies stated that a product's quality is an issue (cause) that will affect brand preference (result). When a coffee shop has top-selling products, it means the products have a high preference from consumers. However, the owner should make progress towards those products, such as creative or innovative ideas, to improve the products. Other competitors will have the ability to replicate one's idea easily; if the owner makes no progress, it will be eliminated

by the consumer when time gets longer. That is to say, brand preference has been instrumental in product quality.

Product quality has a direct effect and significant influence on purchase intention, which has the same results as (Sri Yogi, 2015; Khamis & Abdullah, 2016). When product quality gets higher, purchase intent will get higher as well (Flanagin, Metzger, Pure, Markov & Hartsell, 2014; Wang & Hazen, 2016). When product quality and the price is relevant, a chance for customer to purchase it will be bigger. Additionally, product quality has a partial mediation effect between the relationship of brand preference and purchase intention. When customer want to consume a good from the coffee shop, their preference towards a brand is one of the main reasons, and product quality should not be forgotten (Joseph, Narayanapura & Bangalore, 2017). If the product quality of a coffee shop has reduced, they will lose their customer slowly; the consumer's preference will reduce as well. A coffee shop owner can enhance product quality by improving its product packaging, product outlook, and barista brewing skills, which can affect the coffee's taste.

(c) Moderation of Service Quality in the Relationship between Brand Preference and Purchase Intention

The results illustrated in Chapter Four shows that brand preference, service quality, and purchase intent has a positive relation with one another (Shao et al., 2004; Chang & Liu, 2009; Chen, 2013; Tsou, Liu & Hsu, 2015). When a brand preference increases, consumer's purchase intention will increase as well. However, with the appearance of service quality in the relation of brand preference and purchase intent, it happens an interaction effect with brand preference. For example, a consumer has a high preference for a coffee shop, but the service quality was terrible; a consumer might change their mind of purchasing products from the coffee shop. A coffee shop owner should train

their employees to improve their service quality. Service quality cannot be replicate easily by others because it is an action that comes from the heart, and a consumer can feel and receive it.

5.3 Research Limitation and Future Research Suggestion

Limitation in this research still come into existence, despite the fact that all the hypotheses are supportive. First of all, this study used convenience sampling as a technique to obtain information as a consequence of the limitation of time. Hence, the result presented cannot represent the entire coffee consumers in Taiwan. Future research should investigate a larger number of respondents and different sample groups to increase the representation of all coffee consumers. Besides, most of the respondents from this study were Taiwanese, so it opens up for any further study to examine there is a difference between nationality. As can be seen, there are many foreigners in Taiwan; they might have a different consumption habit compared to Asian people.

Additionally, to understand the issues deeper, qualitative research can be used in future research. The respondent might have a different opinion based on coffee products purchase intention. Last but not least, product quality (result) can be affected by brand preference (factor) that has a limit of research. Although this study shows that brand preference can affect product quality, yet this is in the coffee industry, there might have a different result when the sample or industry has changed. Therefore, it might have research in different industries by using this model.

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APPENDIX

English Version
Pilot Test Questionnaire

Dear Respondents:

You have been reported as one of the interested respondents for this study. We have taken the liberty of your joining to express your viewpoint about these issues. This academic questionnaire is to investigate the Brand Image, Brand Preference, Purchase Intention, and Product Quality with Service Quality as moderating effect: Research on the coffee shops industry in Taiwan. Your assistance will be greatly appreciated. No personal information will be made public. Please be assured that your answers will be kept in strict confidentiality.

Please take the time to fill out this questionnaire as accurately as possible. Your help is crucial for this research and also for our understanding of these issues. We deeply appreciate your kind cooperation. Thank you.

Faithfully Yours,

Department of Business Administration, Nanhua University

Research Advisor: Hsin-Kuang Chi, Ph.D.

Research Student: Teh Sammi

Section 1: Personal Information

Thank you very much for answering our questions. Your answer will be treated strictly confidential. For our information, would you please indicate the following questions:

1. Gender: (1)□ Male   (2)□ Female

2. Age：   (1) Below 20 years old   (2) 21~30 years old   (3) 31~40years old

          (4) 41~50 years old   (5) Above 51 years old

3. Occupation: (1)□ Student   (2)□ Businessman   (3)□ Service Industry   (4)□ Government Employee   (5)□ Other

4. Income (Monthly): (1)□ < 20,000 NTD   (2)□ 20,001~30,000 NTD

                  (3)□ 30,001~40,000 NTD   (4)□ 40,001~50,000 NTD

                  (5)□ 50,001~60,000 NTD   (6)□ > 60,001 NTD

5. Education: (1)□ ≤Junior High School   (2)□ Senior (Vocational) High School

            (3)□ Bachelor's Degree   (4)□ ≥Master's Program

Section 2: Brand Image

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(BI1) This coffee shop has a comfortable dine-in seating.	□	□	□	□	□
(BI2) This coffee shop has clean restroom for me to use.	□	□	□	□	□
(BI3) This coffee shop's product can fulfill different types of consumer's demand.	□	□	□	□	□
(BI4) This coffee shop changes my image in other people's eyes.	□	□	□	□	□
(BI5) This coffee shop gives me a higher sense of self-identity.	□	□	□	□	□
(BI6) This coffee shop gives me a higher status in society.	□	□	□	□	□
(BI7) This coffee shop gives me a pleasant atmosphere.	□	□	□	□	□
(BI8) The consumption of this coffee shop makes me feel pleasant.	□	□	□	□	□
(BI9) This coffee shop's interior design makes me feel pleasant.	□	□	□	□	□

Section 3: Brand Preference

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(BP1) I like this coffee shop brand more than any other brand of coffee shops.	☐	☐	☐	☐	☐
(BP2) This coffee shop will be my first preference when it comes to making a purchase.	☐	☐	☐	☐	☐
(BP3) I will consume the product of this coffee shop compared to other brands.	☐	☐	☐	☐	☐
(BP4) This coffee shop has a convenient location.	☐	☐	☐	☐	☐
(BI5) I can identify this coffee shop among many competing brands.	☐	☐	☐	☐	☐

Section 4: Purchase Intention

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(PI1) I would consider purchase products in this coffee shop.	☐	☐	☐	☐	☐
(PI2) At an acceptable price, I would consider purchase products in this coffee shop.	☐	☐	☐	☐	☐
(PI3) With nice visual packaging, I would consider purchase product or beverage in this coffee shop.	☐	☐	☐	☐	☐
(PI4) In a pleasant environment, I would consider purchase product or beverage in this coffee shop.	☐	☐	☐	☐	☐
(PI5) I would recommend others to purchase products in this coffee shop.	☐	☐	☐	☐	☐

Section 5: Product Quality

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(PQ1) I can get the same quality every time I order the same product in this coffee shop.	☐	☐	☐	☐	☐
(PQ2) This coffee shop can guarantee the coffee bean quality that sells every day.	☐	☐	☐	☐	☐
(PQ3) The product provides by this coffee shop can be trusted.	☐	☐	☐	☐	☐
(PQ4) The product of this coffee shop has a longer expiration period compare to other brands.	☐	☐	☐	☐	☐
(PQ5) This coffee shop's packaging meets my desire.	☐	☐	☐	☐	☐
(PQ6) This coffee shop's product is delicious.	☐	☐	☐	☐	☐
(PQ7) This coffee shop has many related products: cups, bottles, coffee beans, cakes, etc.	☐	☐	☐	☐	☐

Section 6: Service Quality

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(SQ1) The barista of the coffee shop has a good brewing skill.	☐	☐	☐	☐	☐
(SQ2) This coffee shop's waiter can solve my problem immediately.	☐	☐	☐	☐	☐
(SQ3) This coffee shop's waiter will get my order correctly.	☐	☐	☐	☐	☐
(SQ4) The coffee shop's waiter has a clean and neat uniform.	☐	☐	☐	☐	☐
(SQ5) The coffee shop's waiter has good service behavior.	☐	☐	☐	☐	☐
(SQ6) The coffee shop's waiter has a good service attitude.	☐	☐	☐	☐	☐

Final Version Questionnaire

Dear Respondents:

You have been reported as one of the interested respondents for this study. We have taken the liberty of your joining to express your viewpoint about these issues. This academic questionnaire is to investigate the Brand Image, Brand Preference, Purchase Intention, and Product Quality with Service Quality as moderating effect: Research on the coffee shops industry in Taiwan. Your assistance will be greatly appreciated. No personal information will be made public. Please be assured that your answers will be kept in strict confidentiality.

Please take the time to fill out this questionnaire as accurately as possible. Your help is crucial for this research and also for our understanding of these issues. We deeply appreciate your kind cooperation. Thank you.

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Department of Business Administration, Nanhua University

Research Advisor: Hsin-Kuang Chi, Ph.D.

Research Student: Teh Sammi

Section 1: Personal Information

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2. Age：   (1) Below 20 years old   (2) 21~30 years old   (3) 31~40years old

           (4) 41~50 years old   (5) Above 51 years old

3. Occupation: (1)□ Student   (2)□ Businessman   (3)□ Service Industry (4)□ Government Employee (5)□ Other

4. Income (Monthly): (1)□ < 20,000 NTD   (2)□ 20,001~30,000 NTD
                    (3)□ 30,001~40,000 NTD   (4)□ 40,001~50,000 NTD
                    (5)□ 50,001~60,000 NTD   (6)□ > 60,001 NTD

5. Education: (1)□ ≤Junior High School   (2)□ Senior (Vocational) High School
            (3)□ Bachelor's Degree   (4)□ ≥Master's Program

Section 2: Brand Image

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(BI1) This coffee shop has a comfortable dine-in seating.	□	□	□	□	□
(BI2) This coffee shop's product can fulfill different types of consumer's demand.	□	□	□	□	□
(BI3) This coffee shop changes my image in other people's eyes.	□	□	□	□	□
(BI4) This coffee shop gives me a higher sense of self-identity.	□	□	□	□	□
(BI5) This coffee shop gives me a higher status in society.	□	□	□	□	□
(BI6) This coffee shop gives me a pleasant atmosphere.	□	□	□	□	□
(BI7) The consumption of this coffee shop makes me feel pleasant.	□	□	□	□	□
(BI8) This coffee shop's interior design makes me feel pleasant.	□	□	□	□	□

Section 3: Brand Preference

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(BP1) I like this coffee shop brand more than any other brand of coffee shops.	☐	☐	☐	☐	☐
(BP2) This coffee shop will be my first preference when it comes to making a purchase.	☐	☐	☐	☐	☐
(BP3) I will consume the product of this coffee shop compared to other brands.	☐	☐	☐	☐	☐
(BP4) This coffee shop has a convenient location.	☐	☐	☐	☐	☐
(BI5) I can identify this coffee shop among many competing brands.	☐	☐	☐	☐	☐

Section 4: Purchase Intention

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(PI1) I would consider purchase products in this coffee shop.	☐	☐	☐	☐	☐
(PI2) At an acceptable price, I would consider purchase products in this coffee shop.	☐	☐	☐	☐	☐
(PI3) With nice visual packaging, I would consider purchase product or beverage in this coffee shop.	☐	☐	☐	☐	☐
(PI4) In a pleasant environment, I would consider purchase product or beverage in this coffee shop.	☐	☐	☐	☐	☐
(PI5) I would recommend others to purchase products in this coffee shop.	☐	☐	☐	☐	☐

Section 5: Product Quality

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(PQ1) I can get the same quality every time I order the same product in this coffee shop.	☐	☐	☐	☐	☐
(PQ2) This coffee shop can guarantee the coffee bean quality that sells every day.	☐	☐	☐	☐	☐
(PQ3) The product provides by this coffee shop can be trusted.	☐	☐	☐	☐	☐
(PQ4) The product of this coffee shop has a longer expiration period compare to other brands.	☐	☐	☐	☐	☐
(PQ5) This coffee shop's packaging meets my desire.	☐	☐	☐	☐	☐
(PQ6) This coffee shop's product is delicious.	☐	☐	☐	☐	☐
(PQ7) This coffee shop has many related products: cups, bottles, coffee beans, cakes, etc.	☐	☐	☐	☐	☐

Section 6: Service Quality

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	5
(SQ1) The barista of the coffee shop has a good brewing skill.	☐	☐	☐	☐	☐
(SQ2) This coffee shop's waiter can solve my problem immediately.	☐	☐	☐	☐	☐
(SQ3) This coffee shop's waiter will get my order correctly.	☐	☐	☐	☐	☐
(SQ4) The coffee shop's waiter has a clean and neat uniform.	☐	☐	☐	☐	☐
(SQ5) The coffee shop's waiter has good service behavior.	☐	☐	☐	☐	☐
(SQ6) The coffee shop's waiter has a good service attitude.	☐	☐	☐	☐	☐

Chinese Version

親愛的受訪者，您好：

非常感謝您撥冗填答本問卷。這是一份學術研究問卷，本問卷主要的目的在瞭解<u>品牌形象、品牌偏好、購買意願、產品品質及服務品質為中介變數之關係-以台灣咖啡店為例</u>。問卷中的每項問題並無一定的對錯之分，因此請您依就實際的感受與狀況來填答。本問卷採不記名方式，所得的資料僅供學術研究分析，不做其他用途，請您放心作答。

您的參與為本研究成功的關鍵，感謝您在百忙之中抽空填答，由衷感謝您的熱心協助，謝謝您。

敬祝您

萬事如意，身體健康

<div align="right">

南華大學管理科學研究所

研 究 生：鄭欣怡 敬上

指導教授：紀信光 博士

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第一部份：基本資料

請在適當選項前的□內打「✓」

1. 性　　別：(1)□ 男　　　(2)□ 女

2. 年　　齡：(1) 20 歲以下　(2) 21-30 歲　　(3) 31-40 歲　　(4) 41-50 歲
   (5) 51 歲以上

3. 擔任職務　：(1)□ 學生　　(2)□ 商人　　(3)□ 服務業　　(4)□ 軍公教
   (5)□ 其他

4. 平均月收入：(1)□ 20,000 元以下　(2)□ 20,001-30,000 元　(3)□ 30,001-40,000 元
   (4)□ 40,001-50,000 元 (5)□ 50,001-60,000 元　(6)□ 60,001 元以上

5. 教育程度　：(1)□ 國中(含)以下　(2)□ 高中(職)　　(3)□ 大學(專科)
   (4)□ 研究所(含)以上

說明：請依序按照題目之陳述，就您目前的現況，在適當選項前的□內打「v」。

「5」表示「非常同意」；「4」表示「同意」；「3」表示「沒意見」；

「2」表示「不同意」；「1」表示「非常不同意」。

第一部分：品牌形象

此部分問項是衡量您對購買的咖啡品牌的品牌形象，請您根據實 際情況，在適當的「□」中打「✓」。

題項	非常不同意	不同意	普通	同意	非常同意
(BI1) 這家咖啡店有舒適的內用環境。	□	□	□	□	□
(BI2) 這家咖啡店的產品可以滿足不同消費者的需求。	□	□	□	□	□
(BI3) 這家咖啡店可以改變別人對我的看法。	□	□	□	□	□
(BI4) 這家咖啡店給予我較高的自我認同感。	□	□	□	□	□
(BI5) 這家咖啡店使我在社會上享有更高的地位。	□	□	□	□	□
(BI6) 這家咖啡店給我愉快的氛圍。	□	□	□	□	□
(BI7) 在這家咖啡店消費使我感到愉快。	□	□	□	□	□
(BI8) 這家咖啡店的裝潢設計使我感到愉快。	□	□	□	□	□

第二部分：品牌偏好

此部分問項是衡量您對購買的咖啡品牌的品牌偏好，請您根據實 際情況，在適當的「□」中打「✓」。

題項	非常不同意	不同意	普通	同意	非常同意
(BP1) 在眾多品牌中，我最喜歡這個品牌的咖啡店。	□	□	□	□	□
(BP2) 在購買商品時，這家咖啡店將會是我的首選。	□	□	□	□	□
(BP3) 與其他品牌相比，我會選擇在這家咖啡店購買產品。	□	□	□	□	□
(BP4) 這家咖啡店的位置便利。	□	□	□	□	□
(BP5) 我可以在眾多競爭者中辨識這家咖啡店。	□	□	□	□	□

第三部分：購買意願

此部分問項是衡量您對購買的咖啡品牌的購買意願，請您根據實 際情況，在適當的「□」中打「✓」。

題項	非常不同意	不同意	普通	同意	非常同意
(PI1) 我會考慮在這家咖啡店購買產品。	□	□	□	□	□
(PI2) 我會考慮在這家咖啡店以合理的價格購買產品。	□	□	□	□	□
(PI3) 我會考慮在這家咖啡店購買視覺包裝漂亮的產品。	□	□	□	□	□
(PI4) 我會考慮在這家環境舒適的咖啡店購買產品。	□	□	□	□	□
(PI5) 我會推薦他人前往這家咖啡店購買產品。	□	□	□	□	□

第四部分：產品品質

此部分問項是衡量您對購買的咖啡品牌的產品品質，請您根據實 際情況，在適當的「□」中打「✓」。

題項	非常不同意	不同意	普通	同意	非常同意
(PQ1) 每次在這家咖啡店購買相同的產品，我都能得到相同的品質。	□	□	□	□	□
(PQ2) 這家咖啡店可以確保每天出售咖啡豆的品質。	□	□	□	□	□
(PQ3) 這家咖啡店提供的產品值得信賴。	□	□	□	□	□
(PQ4) 與其他品牌相比，這家咖啡店的產品有更長的效期。	□	□	□	□	□
(PQ5) 這家咖啡店的包裝符合我的需求。	□	□	□	□	□
(PQ6) 這家咖啡店的產品很美味。	□	□	□	□	□
(PQ7) 這家咖啡店有許多周邊產品：杯子，瓶子，咖啡豆，蛋糕等。	□	□	□	□	□

第五部分：服務品質

此部分問項是衡量您對購買的咖啡品牌的服務品質，請您根據實 際情況，在適當的「□」中打「✓」。

題項	非常不同意	不同意	普通	同意	非常同意
(SQ1) 這家咖啡店的咖啡師具有良好的沖泡技巧。	□	□	□	□	□
(SQ2) 這家咖啡店的服務員可以立即解決我的問題。	□	□	□	□	□
(SQ3) 這家咖啡店的服務員會準確的幫我點餐。	□	□	□	□	□
(SQ4) 這家咖啡店的服務員穿著乾淨整齊的製服。	□	□	□	□	□
(SQ5) 這家咖啡店的服務員品行良好。	□	□	□	□	□
(SQ6) 這家咖啡店的服務員態度良好。	□	□	□	□	□

本問卷到此結束！衷心地感謝您的支持與合作！謝謝！