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Factors Influencing Brand Image and Customer Repurchase Intention: The Case of Coffee Chain Shops Located in Gas Service Stations in Bangkok

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Abstract

This research investigated the contribution of marketing factors, including perceived product quality, perceived service quality, store atmosphere, perceived price, location, and promotion, to brand image and customer repurchase intention in chain coffee shops located in gas service stations in Bangkok. Survey data were collected from 523 customers of 30 chain coffee shops located in gas service stations throughout the Bangkok area and computed using partial least squares structural equation modeling. The results indicated that perceived product quality, store atmosphere, perceived price, promotion, and brand image were crucial for the development of customer repurchase intention. The results also showed that only perceived product quality and store atmosphere could promote repurchase intention through enhancing brand image. Since the contributions of the marketing factors to brand image and repurchase intention in the context of chain coffee shops located in gas service stations have not yet been explored, this research has provided additional evidence to the existing coffee chain, brand image, and customer repurchase intention research.

Keywords: marketing factors, coffee shops, customer repurchase intentions, brand image, gas service stations

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ปัจจัยที่มีอิทธิพลต่อภาพลักษณ์ตราสินค้าและ ความตั้งใจกลับมาซื้อซ้ำของลูกค้า: กรณีศึกษา ของร้านกาแฟที่ตั้งอยู่ในสถานบริการน้ำมัน ในเขตกรุงเทพมหานคร

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของปัจจัยทางการตลาด ได้แก่ คุณภาพผลิตภัณฑ์ คุณภาพบริการ บรรยากาศร้าน ความเหมาะสมของราคาทำเลที่ตั้งและการส่งเสริมการตลาด ที่มีต่อภาพลักษณ์ตราสินค้าและการตัดสินใจกลับมาซื้อซ้ำของลูกค้าในร้านกาแฟรูปแบบเซนต์ที่ตั้งอยู่ในสถานบริการน้ำมัน การวิจัยในครั้งนี้เก็บรวบรวมข้อมูลจากลูกค้าของร้านกาแฟในรูปแบบเซนต์ที่ตั้งอยู่ในสถานบริการน้ำมันทั่วกรุงเทพมหานคร จำนวน 30 ร้าน ทั้งหมด 523 คน และนำข้อมูลที่ได้ไปวิเคราะห์ทางสถิติโดยใช้โปรแกรม Partial Least Square (PLS) ผลการวิจัย พบว่า คุณภาพผลิตภัณฑ์ บรรยากาศร้าน ความเหมาะสมของราคา การส่งเสริมการตลาด และภาพลักษณ์ตราสินค้ามีความสำคัญต่อการสร้างความตั้งใจกลับมาซื้อซ้ำของลูกค้า ผลการวิจัยยังแสดงให้เห็นอีกว่าคุณภาพผลิตภัณฑ์และบรรยากาศร้านเป็นปัจจัยสำคัญในการสร้างภาพลักษณ์ของตราสินค้า นอกจากนี้ยังพบว่า ภาพลักษณ์ตราสินค้าสามารถเป็นสื่อกลางระหว่างปัจจัยทางการตลาดทั้งสอง คือ คุณภาพของผลิตภัณฑ์และบรรยากาศภายในร้าน ในการสร้างความตั้งใจกลับมาซื้อซ้ำของลูกค้าได้อีกด้วย

คำสำคัญ: ปัจจัยทางการตลาด ร้านกาแฟ ความตั้งใจกลับมาซื้อซ้ำของลูกค้า ภาพลักษณ์ตราสินค้า สถานบริการน้ำมัน

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Introduction

Coffee shops are an attractive business to all levels of investors because of the significant rise in the popularity of coffee consumption (Roast coffee Thailand, n.d.). According to “The War of Coffee Shops in Gas Service Stations” (2018), the value of the coffee shop industry in Thailand was as high as 21,220 million baht in 2017 and has continued to grow steadily at least 10% each year. Particularly in Bangkok, home to more than 8 million people, coffee shops can be seen throughout the city, especially ones attached to chain stores (World Population Review, 2018). Among them are coffee shops located in gas service stations that facilitate the high coffee demand of travelers who spend hours on the busy streets of Bangkok (Sripolnork, 2018). This gas-station coffee shop market has grown rapidly in the past years with many big-name-coffee chains competing for valuable market share (“The War,” 2018). The number of gas-station coffee shops had been projected to reach 4,000 stores by the end of 2019 and is continuing to increase along with the increasing number of gas stations as well as the demand of customers nationwide each year (Puttanont, 2019). To affirm the long-run success, gas station coffee shops need to ensure that their customers will revisit their stores to repeat their purchases (Huang, Ming & Fu, 2019). Therefore, the intention to repurchase of customers is a preferable outcome that needs to be developed. Customers decide to revisit stores and repurchase products because of their pleasant experiences with marketing factors provided in stores (Shank & Robinson, 2019). From the theoretical perspective, this phenomenon can be explained by the buying decision process theory, which states that customers evaluate their experience from their prior purchase before determining whether they will revisit the stores or repurchase the products and services. Hence, businesses need to investigate which marketing factors can drive customers to revisit their stores so that they can develop effective marketing strategies that can give them a competitive edge (Filbert & Anthony, 2018).

Even though the research on the antecedents of customer repurchase intention has already existed, it is still limited to the context of the coffee chain business especially the gas-stations model which is unique and fast-growing in Thailand (Islam, Ahmed, Ali & Ahmer, 2019; Luntungan, Pangemanan & Rumokoy, 2019). In this study, the contributions of marketing factors, including perceived product quality, perceived service quality, store atmosphere, perceived price, location, and promotion, on brand image and customer repurchase intention were investigated in the context of chain coffee shops located in gas service stations in Bangkok.

The results were expected to fill the gap in the related literature and provide additional knowledge to the customer repurchase intention study. They also provide an extension to the buying decision process theory. The results will also provide practical recommendations for marketers and management of coffee shops to adjust and improve their marketing strategies to reduce possible business risks for sustainable business success.

Research Objectives

1. To investigate the contributions of each marketing factor on brand image and customer repurchase intention in chain coffee shops in gas service stations in Bangkok.
2. To investigate the mediating roles of brand image between each marketing factor and customer repurchase intentions.

Literature Review

Buying Decision Process Theory

According to the buying decision process theory of Kotler, Kartajaya, Huan and Liu (2012), after the final purchase decision has been made, another important job of marketers has just begun. At the final stage of the purchase decision-making process, shown in Figure 1, which is post-purchase behavior, customers evaluate their experience from the purchase they have made to determine whether they should revisit the stores or repurchase the products and services (Ratasuk, 2019). Therefore, to achieve sustainable success, businesses should be able to develop customer repurchase intention.

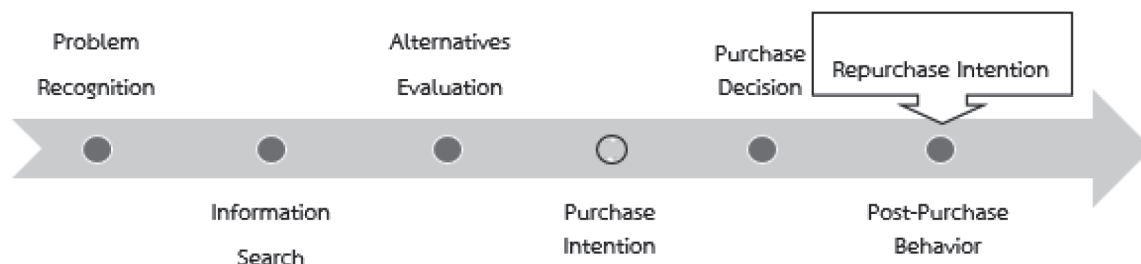


Figure 1 The Five-stage Buying-decision Process

Source: Kotler et al. (2012)

Brand Image and Repurchase Intention

Customer repurchase intention refers to the willingness of individuals to repeat their purchase of the same products and services at the same stores or from the same companies, and it can indicate the performance of businesses (Chen, Li & Liu, 2019; Oreg, Bartunek, Lee & Do, 2018). Brand image refers to the perception of a brand that consumers associate with their experience, both direct and indirect, with products and services under the brand (Huang et al., 2019). The good brand image of businesses reflects the positive attitudes of customers towards their products, services, and other attributes they have experienced, and this encourages them to revisit the businesses and repeat their purchase (Prabowo, 2019). Previous studies have confirmed the positive association between brand image and customer repurchase intention (Huang et al., 2019). Therefore, we propose Hypothesis 13 presented in Table 1.

Marketing Factors, Brand Image, and Customer Repurchase Intentions

In this study, the concept of the marketing mix was adapted to fit the context of the gas-station coffee shop business by including 6 marketing factors in the model: product quality, service quality, store atmosphere, price, store location, and promotions (Constantinides, 2006).

Perceived product quality refers to the perception and overall judgment of consumers on the quality of products they experienced (Ariffin, Yusof, Putit & Shah, 2016). According to previous studies, perceived product quality can lead to many preferred outcomes such as repurchase intention, customer satisfaction, customer loyalty, etc. (Jing, Pitsaphol & Shabbir, 2014). High-quality products satisfy customers and foster their pleasant attitudes towards brands (Saleem, Ghafar, Ibrahim, Yousuf & Ahmed, 2015). It can also lead to customers' intention to repeat their purchase (Vahdati, Mousavi & Moghadam, 2014).

Perceived service quality refers to the judgment or attitude of customers towards the service performance compared to their expectations (Hussain, Al Nasser & Hussain, 2015). Even though it is intangible, service has a great impact on customer satisfaction (Boonlertvanich, 2019). According to Saleem and Raja (2014), customers who are satisfied with the service provided by businesses tend to have good attitudes toward the businesses and their brands. Good service also brings customers back to revisit the stores and repeat their purchases (Kim, Yang & Kim, 2018). Saleem, Zahra and Yaseen (2017) found that perceived service quality has a positive and statistically significant association with repurchase intention.

Store atmosphere is defined as a term used to explain the attitude, emotion, and feelings of customers towards their in-store experience concerned with the design and physical environment of the stores (Jalil, Fikry & Zainuddin, 2016). It is another crucial factor that influences customers' decision making (Ha & Jang, 2012). It affects consumers' experience and satisfaction (Mei, 2012). Stores with a decent atmosphere can drive positive emotions and attitudes of customers, and make them feel positive with their brands (Alic, Agic & Cinjarevic, 2017). Pleasant store atmosphere can also lead to customer impression and satisfaction, which can bring customers back to revisit the stores (Bestari & Bahari, 2019; Sarahnadia & Suryoko, 2017).

Price refers to the amount of money that customers have to give up for goods and services (Kotler & Armstrong, 2010). In this study, price refers to the concept of price reasonableness because it shows the attitudes of customers towards the perceived price (Han & Hyun, 2015). Customers tend to compare the price they pay to the quality of products and services, as well as other benefits they receive from their purchase (Malik, Ghafoor & Hafiz, 2012). Reasonable price can foster customers' satisfaction and positive attitudes toward brands (Lien, Wen, Huang & Wu, 2015). Prior research has revealed that price reasonableness increases customer satisfaction and plays an important role when customers consider whether to stay with the same brand or switch to a different brand (Sarahnadia & Suryoko, 2017).

Store location or place in the marketing mix refers to distribution channels or locations where businesses' products and services can be reached by customers (Fitriah et al., 2019). It represents the convenience and accessibility that customers perceive when they try to approach businesses for products and services. Previous studies revealed that store location is one of the most important factors that form the brand image of businesses (Prabowo, 2019). According to prior research, store location is also an important factor that fosters customer repurchase intentions (Sarahnadia & Suryoko, 2017).

Promotion refers to the combination of communication efforts created by businesses to consumers to market their products and services (Yoo, Donthu & Lee, 2000). Promotion includes advertising, personal selling, direct sales, sales promotions, and public relations which together are called promotion mix (Oladepo & Abimbola, 2015). It aims to increase awareness of products and services among consumers, and motivate them to try the products and services (Al Muala & Al Qurneh, 2012). According to prior research, promotion allows businesses to have better communication with their customers and can help to more easily build a better brand image

(Hermiyenti & Wardi, 2019). Moreover, it promotes customer satisfaction and repurchase intention (Setiawan, 2018).

Therefore, we proposed the following 13 hypotheses presented in Table 1.

Table 1 Research Hypotheses

Hypothesis	
H 1	Perceived product quality has a positive relationship with brand image.
H 2	Perceived service quality has a positive relationship with brand image.
H 3	Store atmosphere has a positive relationship with brand image.
H 4	Perceived price reasonableness has a positive relationship with brand image.
H 5	Store location has a positive relationship with brand image.
H 6	Promotion has a positive relationship with brand image.
H 7	Perceived product quality has a positive relationship with repurchase intention.
H 8	Perceived service quality has a positive relationship with repurchase intention.
H 9	Store atmosphere has a positive relationship with repurchase intention.
H 10	Perceived price reasonableness has a positive relationship with repurchase intention.
H 11	Store location has a positive relationship with repurchase intention.
H 12	Promotion has a positive relationship with repurchase intention.
H 13	Brand image has a positive relationship with repurchase intention.

Methodology

Population, Sample Group, and Sample Selection

This research focused on the customers of chain coffee shops located in gas service stations in Bangkok. They are drivers and commuters; therefore, the population is unknown. Stratified random sampling was used to initially select 600 customers from 30 stores, starting with dividing all 50 districts of Bangkok into 10 area groups; in each area group, three stores were randomly selected, and in each store, 20 customers were randomly approached (Acharya, Prakash, Saxena & Nigam, 2013; Singkran & Kandasamy, 2016). However, only 523 of them agreed to participate. This sample size is considered adequate for an unknown (Ahmad & Halim, 2017).

Research Tool

A self-report survey with structured questions was used because it is suitable for collecting a large amount of data in a limited time (Bryman & Bell, 2015). The questionnaire included the demographic characteristics of respondents including gender, age, income, and education, and the sets of questions measuring the perceptions and attitudes towards product quality, service quality, store atmosphere, price reasonability, store location, promotions, brand image, and repurchase intention were adapted from previous research as shown in Table 2. They have been proven to have satisfied levels of validity and reliability and measured using the five-point Likert scale ranging from 1 as strongly disagree to 5 as strongly agree.

Table 2 Sources of Measurements

Variables	Sources	Samples of Question Items
Repurchase intention	Sullivan and Kim (2018)	<i>“If I were to buy coffee again, I would likely buy it from the same coffee chain.”</i> And <i>“If I could, I would like to revisit the coffee chain for my next purchase.”</i>
Brand image	Lien et al. (2015)	<i>“the coffee chain brand has a good reputation.”</i> and <i>“the coffee chain brand is reliable.”</i>
Perceived product quality	Sullivan and Kim (2018)	<i>“The quality of the product sold on the coffee chain was excellent.”</i> and <i>“The performance of the product sold on the coffee chain was excellent.”</i>
Perceived service quality	Jani and Han (2011)	<i>“Staff provides genuine services.”</i> and <i>“Staff provides efficient and capable services.”</i>
Store atmosphere	Akram, Hui, Khan, Hashim, and Rasheed (2016)	Sample question items are <i>“Staff provides genuine services.”</i> and <i>“Staff provides efficient and capable services.”</i>
Price reasonableness	Jani and Han (2011)	<i>“The coffee prices at this coffee chain are reasonable.”</i> and <i>“The price charged by this coffee chain is appropriate as compared to any other chain coffee shops.”</i>
Store location	Wang, Qiu, Kim, and Benbasat (2016)	<i>“The store is located near to your workplace or home.”</i> and <i>“The location of the store is easily accessible.”</i>
Promotion	Wang et al. (2016)	<i>“The coffee chain always offers discounts and promotion”</i> and <i>“The coffee chain advertises the promotion in social media.”</i>

Estimation Method

Program Warp PLS version 6.0 was used to conduct a multiple regression analysis testing the proposed hypotheses because it is suitable for a complex research model with many variables and paths (Kock, 2017). It can also perform well with both formative and reflective scales (Hair, Sarstedt, Hopkins & Kuppelwieser, 2014). Besides, PLS has widely been used in many areas of social science research, for example, marketing, management, human resource, and hospitality area (Richter, Cepeda, Roldán & Ringle, 2015).

This data collection process and tool have been approved by the Research Ethics Committee (REC) and a reference number of PIM-REC 005/2563 was granted.

Table 3 Correlation among Constructs vs. Average Variance Extracted (AVE)

Variables	Cronbach's Alpha Coefficient	Composite Reliability Coefficient	Replnt	BranIm	Product	Service	Ambiance	Price	Place	Promo
Replnt	0.921	0.944	(0.900)							
BranIm	0.908	0.935	0.672**	(0.885)						
Product	0.893	0.933	0.684**	0.721**	(0.908)					
Service	0.927	0.948	0.474**	0.552**	0.610**	(0.906)				
Ambiance	0.910	0.937	0.477**	0.608**	0.626**	0.611**	(0.888)			
Price	0.873	0.940	0.516**	0.496**	0.554**	0.579**	0.560**	(0.942)		
Place	0.857	0.913	0.409**	0.426**	0.435**	0.470**	0.463**	0.512**	(0.882)	
Promo	0.937	0.955	0.481**	0.469**	0.507**	0.470**	0.467**	0.542**	0.523**	(0.917)

Notes: * p-value < 0.05, ** p-value < 0.01; The square root values of AVE are displayed in the parentheses; Replnt=repurchase intention, BranIm=brand image, Product=product quality, Service=service quality, Ambiance= store ambience, Price=price reasonableness, Place=store location, Promo=promotion, Gender=gender of respondents, Age=age range, Income=income range, and Edu=education level.

Results

Before estimating the structural model, the series of measurement model estimations were performed as presented in Table 3. The convergent validity was ideal with all factor loadings higher than 0.7 (Hair, Black, Babin, Anderson & Tatham, 2018). The discriminant validity was satisfied with all of the square root of Average Variance Extracted (AVE) of each construct higher

than other correlations involving that particular construct (Fornell & Larcker, 1981). The reliability was also ideal since both the Cronbach's alpha coefficient and composite reliability were higher than 0.7 (Fornell & Larcker, 1981).

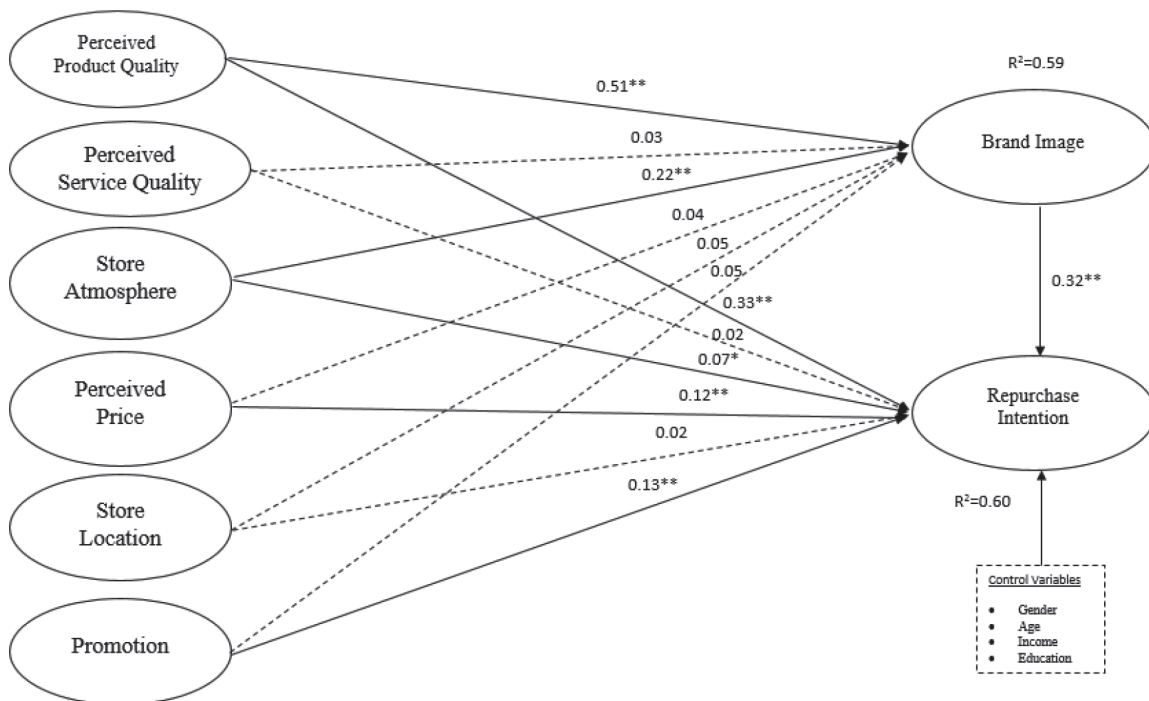


Figure 2 Main Model Results

Note: - ** and * means p-value <0.01 and <0.05

- Solid lines refer to significant paths and dashed lines refer to non-significant.

PLS Results

The results showed that only 7 out of 13 hypotheses were supported, which are **Hypothesis 1** proposing a positive relationship between perceived product quality and brand image ($\beta=0.51$; $p<0.01$); **Hypothesis 3** proposing a positive relationship between store atmosphere and brand image ($\beta=0.22$; $p<0.01$); **Hypothesis 7** proposing a positive relationship between perceived product quality and repurchase intention ($\beta=0.33$; $p<0.01$); **Hypothesis 9** proposing a positive relationship between store atmosphere and repurchase intention ($\beta=0.07$; $p=0.05$); **Hypothesis 10** proposing a positive relationship between price reasonability and repurchase intention ($\beta=0.12$; $p<0.01$); **Hypothesis 12** proposing a positive relationship between promotion and repurchase intention

($\beta=0.13$; $p<0.01$); and **Hypothesis 13** proposing a positive relationship between brand image and repurchase intention ($\beta=0.32$; $p<0.01$).

Besides, the mediating roles of brand image on the relationship between the marketing factors and repurchase intention were also investigated. The results from the Sobel test suggested by Preacher and Hayes (2004) showed that brand image only mediates between two factors, product quality ($t=6.555$ $p<0.01$) and store atmosphere ($t=4.213$; $p<0.01$), and customer repurchase intentions. The results also showed that repurchase intention was only statistically associated with one control variable, income ($\beta=-0.07$; $p=0.05$).

Regarding the effects of the control variables, the results showed that repurchase intention was positively associated with Gender ($\beta=0.01$; $p=0.42$) and Education ($\beta=0.05$; $p=0.11$), but was negatively associated with Age ($\beta=-0.03$; $p=0.25$) and Income ($\beta=-0.07$; $p=0.05$). However, only the effect of Income was statistically supported.

Discussion and Conclusion

Discussion of Results

The objective of this research was to investigate the contribution of marketing factors to customer repurchase intention and the mediating role of brand image in chain coffee shops located in gas service stations in Bangkok. The results showed that customers who were more satisfied with product quality, store atmosphere, price, and promotions tended to demonstrate a higher level of repurchase intention. In addition, the analysis of the mediating effect supported that the high level of repurchase intention of customers who are satisfied with product quality and store atmosphere could be explained by a better brand image. Customers need good quality coffee and pleasant store ambiance to refresh themselves from a long and stressful drive. This makes them feel pleased with a store and its brand and revisit the store. Also, reasonable prices and effective promotions help them stimulate them to come back again. Overall, these findings are in line with previous research that product quality, store atmosphere, reasonable price, and effective promotions are key factors in creating customer repurchase intentions (Bestari & Bahari, 2019). Besides, product quality and store ambiance were important characteristics to foster customers' positive attitudes towards businesses (Helmefalk & Hultén, 2017). From the theoretical perspective, the findings from this research are concurrent with the prediction suggested by the buying decision process theory that good customers' experience increases the chance of revisiting the stores and repurchasing products (Kotler, 2012; Ratasuk, 2019). On the other hand, service

quality and store location were not significant factors that enhance brand image and customer repurchase intention. This may be because the businesses do not provide full service; instead, customers are served only at counters when placing orders and making payments. Thus, even though a store provides excellent service, it was not significant enough to enhance brand image and customer repurchase intention. Also, since all stores are in gas service stations, store location was not a factor that can significantly differentiate them from one another. Besides, price reasonableness and promotion did not significantly enhance brand image in this business. This may be because they are fundamental factors that all stores must achieve to survive in the competitive market. Lastly, according to the results, customers who have a lower level of income tend to have a higher level of repurchase intention. This may be because of the business model of businesses in this section that focuses on drivers and commuters who tend to have more opportunity to visit gas service stations and look for affordable quality coffee products that can fulfill their needs while driving and commuting.

Research Contributions

The results from this research also provide several contributions to prior repurchase intention studies. From the theoretical perspective, the findings are congruent with the prediction of the buying decision process theory, which explains that repurchase intention is made according to prior experiences. Firstly, the results provided additional evidence to prior customer repurchase intention research that has never been explored in the context of coffee shops in gas stations business, which is a unique and rising business model in Thailand. Secondly, the results added another piece of evidence of the association between the marketing factors and brand image, which is still limited in the coffee shop study. Thirdly, this research showed additional evidence of the mediating roles of the brand image between the marketing factors and repurchase intention.

Practical Contributions

This study also provides some recommendations for marketers and the management of chain coffee shops located in gas service stations and those who are considering starting this business. In such a competitive environment, knowing and understanding marketing factors that can bring customers back to their stores is necessary for businesses to drive and sustain their success. Given that product quality, store atmosphere, price reasonableness, promotion, and brand image are important factors that foster repurchase intention of customers, and only product quality and store atmosphere can enhance the brand image to drive the customer repurchase

intention, this research suggests the following recommendations: 1) Businesses should concentrate on maintaining and improving product quality and uniqueness, and developing innovative and signature products to fulfill and catch up with the dynamic customers' needs. They should also promote highlighting product quality using effective digital marketing tools such as social media to promote pictures and video clips that can effectively communicate with customers highlighting their product quality and signature products that can be experienced only in their stores. 2) Businesses should focus on store design that can provide a warm and comfortable feeling to customers. The store atmosphere should effectively present the uniqueness and personalities of stores and their brands to differentiate themselves from others. It should be promoted using pictures and video clips presenting its uniqueness, the same as the product quality. 3) Businesses should set and maintain their prices to be reasonable and appropriate for their target customers and market situations; thus, market research is regularly required. Although the results did not support its effect on the brand image, they are suggested to advertise highlighting what value customers would receive for the price they pay and clearly state the prices of all products. 4) Marketers should continue to create new and effective promotions and communicate via all channels to reach their target customers, giving away new product samples, gifts, discount coupons, promotions with business partners, etc. Lastly, even though service quality and store location were not proved to be significant in enhancing both brand image and customer repurchase intention, businesses should continue to create excellent service and look for good locations to maintain their competitiveness in the market. These recommended actions should result in enhancing the brand image of stores and businesses, as well as encouraging customers to revisit stores and repeat their purchases.

Limitations and Future Directions

Some limitations of this research also need to be acknowledged. Firstly, the results were obtained from data collected from only 30 locations, which may not well represent the true population and thus may affect the generalizability of the findings. Secondly, the measures of the key variables were obtained from the subjective evaluation which may contain subjective bias. Thirdly, there could be other variables that might influence the outcome. Lastly, given that the data were collected using a cross-sectional approach, the results could be interpreted as only correlations between variables. Therefore, there are also some suggestions for future research that need to be considered. Firstly, future research may investigate other factors that influence customer repurchase intentions, for example, customer trust and customer satisfaction. Secondly, future research may also explore the benefits of the marketing factors to other desired business

outcomes, for example, brand loyalty. Lastly, this study model can also be used to explore different contexts such as the restaurant, hotel, and airline industries.

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