Contributions of Marketing Factors on Customer Repurchase intentions in Convenience Store Coffee Shops in Bangkok and Mediating Role of Brand Image

Akaraphun Ratasuk
Faculty of Food Business Management, Panyapiwat Institute of Management, Thailand
E-mail: akaraphunrat@pim.ac.th

Athisaya Buranasompob*
Faculty of Food Business Management, Panyapiwat Institute of Management, Thailand
Corresponding author: E-mail: athisayabur@pim.ac.th

Abstract

This study examined the influence of marketing factors, including perceived product quality, perceived service quality, perceived price, and promotion, on customer repurchase intentions in convenience store coffee shops in the Bangkok area and the mediating role of brand image. Survey data were collected from 427 customers and computed using partial least squares structural equation modeling. The findings suggested that product quality ($\beta = 0.43$; $p < 0.01$), service quality ($\beta = 0.12$; $p < 0.01$), and brand image ($\beta = 0.47$; $p < 0.01$) were significant for developing customer repurchase intentions directly. On the other hand, product quality ($t = 7.501$; $p < 0.01$), service quality ($t = 3.789$; $p < 0.01$), and price ($t = 2.691$; $p < 0.01$) can also promote customer repurchase intentions by strengthening brand image. This can be concluded that brand image is the most important among the variables in promoting customer repurchase intentions, followed by the product quality and service quality, which could also enhance brand image to promote customer repurchase intentions, including price reasonableness.
Keywords: Marketing Factors, Coffee Shops, Customer Repurchase Intentions, Brand Image, Convenience Store

Introduction

Coffee shops have become one of the most popular businesses in Thailand due to their low start-up cost and unlimited demand, attracting investors at all levels (Ratasuk & Gajesanand, 2020). According to Statista (2019), in 2017, the coffee shop industry's value in Thailand was 21,220 million baht and continued to grow at a minimum of 10% each year. A rising coffee business model in such a big city as Bangkok, known for heavy traffic and rushing lifestyle, is a coffee shop in a convenience store (Sripolnork, 2018). Some operate as part of the convenience store, while some are independent businesses located in the store area. With the hectic lifestyle, people need easy food and drink to grab and continue to work quickly. Therefore, convenience store coffee shops have become one of the best solutions for city people, especially during the rush hours when they do not have much time to wait (Beard, 2017). Unlike others, convenience store coffee shops operate longer hours or even 24 hours, allowing them to serve consumers' needs better. As a result, this coffee shop business section's

competition grows fiercely. An essential indicator of long-run success for all businesses is customer repurchase intentions. Convenience store coffee shops must ensure that their customers return and continue supporting their business (Huang et al., 2019). Therefore, customer repurchase intention is the desired business outcome that all businesses need to achieve. Customers revisit a store because they have a good experience with its marketing combination (Shank & Robinson, 2019). Therefore, convenience store coffee shops must know which marketing factors should be focused on to encourage customer repurchase intentions (Filbert & Anthony, 2018).

Even though there are previous studies on the roles of marketing factors on customer repurchase intentions, the concept has never been explored in the context of convenience-store coffee shops, which is unique and fast-growing in Thailand (Ratasuk & Gajesanand, 2020). In this research, the roles of perceived product quality, service quality, price, and promotion on customer repurchase intentions and brand the mediating roles of brand image were investigated in convenience store coffee shops in the Bangkok area.

Literature Review

This research investigated the relationships between four marketing factors: product, service, price, promotion, customer repurchase intentions, and the mediating role of brand image based on the social exchange theory.

Social Exchange Theory

Social exchange theory was developed by a famous sociologist George Homans. The theory proposes that people behave according to an exchange process that they try to maximize their benefits and at the same time minimize their costs. According to the social exchange theory, people compare potential benefits and possible risks before engaging in relationships with others, and they tend to terminate a relationship as soon as risks outweigh rewards. As long as the benefits they perceive are still more than their costs, relationships will be continued.

Customer Repurchase Intentions

One of the critical factors that businesses desire is customer repurchase intention. It is defined as the willingness of customers to repeat their business with the same store purchasing the same products and services (Chen et al., 2019). It is a crucial indicator of business performance and sustainability (Ratasuk & Gajesanand, 2020).

Brand Image

Brand image is defined as consumers' perception of a brand associated with their experience using its products and services (Huang et al., 2019). Brand image reflects customers' attitudes towards companies' products and services and other attributes (Prabowo, 2019). Roles of brand image have been studied broadly in various marketing fields and contexts (Ramesh et al., 2019).

Marketing Factors

This study chose four marketing factors, including perceived product quality, perceived service quality, perceived price, and promotion, to fit the convenience store coffee shops' context by adapting from the marketing mix concept (Constantinides, 2006).

Perceived Product Quality

Perceived product quality is defined as consumers' perception of the quality of purchased products (Ariffin et al., 2016). Prior research shows that perceived product quality promotes positive business outcomes: brand loyalty, customer trust, customer satisfaction, brand image, customer repurchase intentions. (Ratasuk & Gajesanand, 2020). High-quality products can fulfill customers and create positive attitudes towards companies and brands (Saleem et al., 2015). As a consequence, it drives customers to revisit stores and repeat their purchases (Sari & Giantari, 2020)

Perceived Service Quality

Perceived service quality is defined as customers' perception of service performance they have experienced compared to their expectations (Kasiri et al., 2017). Service quality has been widely explored in several fields, for instance, schools, hotels, restaurants, communication companies, banks. (Panjaitan & Yuliati, 2016). High service quality leads to desirable outcomes, such as brand image, customer satisfaction, loyalty, repurchase intentions. (Ratasuk & Gajesanand, 2020).

Perceived Price

In this study, perceived price refers to price reasonableness since it represents individuals' attitudes on the price charged on products and services (Han & Hyun, 2015). Price is defined as the cost of money that individuals must give up for goods and services they want (Safitri, 2018). Hence, price is used to identify products and services' values, and individuals tend to compare prices charged on products and services to their perceived quality (Wantara & Tambrin, 2019). Price reasonableness increased customers' satisfaction and led to other positive business outcomes, such as word of mouth intentions and brand image (Han et al., 2019).

Promotion

Promotion is an essential element of the marketing mix. It is defined as the combination of businesses' communication efforts to market their products and services to consumers (Yoo et al., 2000). Promotion can be categorized into five primary types: advertising, personal selling, direct sales, sales promotions, and public relations. These promotion categories are called promotion mixes (Oladepo & Abimbola, 2015). Al Muala & Al Qurneh (2012) revealed that promotion works as an essential tool for creating and increasing consumers' awareness of products and services while identifying their needs for the products and services. Many previous studies showed that promotion promotes business communication effectiveness with customers and builds a good brand image (Havidz & Mahaputra, 2020). There is also evidence that promotion can increase customer satisfaction and promote customer repurchase intentions (Ratasuk & Gajesanand, 2020).

Marketing Factors, Brand Image, and Repurchase Intentions

According to the social exchange theory, a relationship emerges when people realize that the relationship would offer more benefits than costs (Ratasuk, 2021). Thus, customers will return to a business to repurchase a product after considering their total experience of their first purchase and finding that their benefits outweigh their costs. The right product and service quality can create customers' satisfaction and positive attitudes towards companies and their brands (Ratasuk & Gajesanand, 2020). Saleem & Raja (2014) found positive effects of service quality on brand image in the hotel industry context in Pakistan. On the other hand, these customers' pleasant experiences with products and services encourage them to repeat their businesses with the same companies in the post-purchase stage (Ratasuk & Gajesanand, 2020). According to Saleem et al. (2017), perceived service quality is a marketing factor that can potentially promote customer repurchase intentions. Besides, price reasonableness is another marketing factor that can significantly contribute to brand image, and it acts as a critical player to encourage customers to repeat their purchases and not switch to other businesses (Yu, 2020). Lastly, promotion, a crucial marketing factor used to communicate with general consumers and particularly their customers, is expected to promote a good brand image and increase customers' confidence in repeating their visits and purchase with companies (Fikri & Lisdayanti, 2020). The relationships between the four marketing factors and brand image and customer repurchase intentions are as the 13 hypotheses presented in Table1.

Table 1 Research hypotheses

Hypothesis	
H1	Perceived product quality has a positive relationship with brand image.
H2	Perceived service quality has a positive relationship with brand image.
H3	Perceived price reasonableness has a positive relationship with brand image.
H4	Promotion has a positive relationship with brand image.
H5	Perceived product quality has a positive relationship with repurchase intention.
H6	Perceived service quality has a positive relationship with repurchase intention.
H7	Perceived price reasonableness has a positive relationship with repurchase intention.
H8	Promotion has a positive relationship with repurchase intention.
H9	Brand image has a positive relationship with repurchase intention.
H10	Brand image positively mediates the relationship between perceived product quality and repurchase intention
H11	Brand image positively mediates the relationship between perceived service quality and repurchase intention
H12	Brand image positively mediates the relationship between perceived price and repurchase intention
H13	Brand image positively mediates the relationship between promotion and 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 (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 validity and reliability levels and measured using the five-point Likert scale ranging from 1 as strongly disagree to 5 as strongly agree.

Control Variable

There are four control variables included in this research, which are gender, age, income, and education. In prior research, these control variables affected brand image and repurchase intention (Hew et al., 2017).

Estimation Method

Program Warp PLS version 7.0 was used to perform a structural equation modeling analysis and the Sobel test to test all 14 hypotheses proposed. The program is efficient with a complex research model with several variables and relationship paths (Kock, 2017). The program is also suitable for formative and reflective scales (Hair Jr et al., 2014). The program has also been employed broadly in several research areas, particularly in Management, marketing, human resource, and other social research areas (Richter et al., 2015).

The Research Ethics Committee (REC) with a reference number of PIM-REC 005/2563 was released to ensure the ethical standard of the tool and process used in this research's data collection.

Table 2 Characteristics of the Sample

Variables	Sources	Samples of question items
Repurchase intention	Sullivan & Kim (2018)	*"If I were to buy coffee again, I would likely buy it from the same coffee chain".* and *"If I could, I would like to revisit the coffee chain for my next purchase".*
Brand image	Lien et al. (2015)	*"the coffee chain brand has a good reputation".* and *"the coffee chain brand is reliable".*
Perceived product quality	Sullivan & Kim (2018)	*" The quality of the product sold on the coffee chain was excellent".* and *"The performance of the product sold on the coffee chain was excellent".*
Perceived service quality	Jani & Han (2011)	*"Staff provides genuine services. "* and *"Staff provides efficient and capable services."*
Perceived price	Jani & Han (2011)	*"The coffee prices at this coffee chain are reasonable".* and *"The price charged by this coffee chain is appropriate as compared to any other chain coffee shops".*
Promotion	Wang et al. (2016)	*"The coffee chain always offers discounts and promotions."* and *"The coffee chain advertises the promotion in social media".*

Results

The sample's characteristics are presented in Table 3.

Table 3 Characteristics of the Sample

Gender	Male	205 (48.1%)
	Female	222 (51.9%)
Age	18 to 20 years old	85 (20%)
	21 to 25 years old	196 (46%)
	26 to 30 years old	58 (13.4%)
	31 to 40 years old	50 (11.7%)
	41to 50 years old	31 (7.3%)
	51 to 60 years old	7 (1.6%)
	Older than 60 years old	0 (0%)
Income (per month)	Less than 10,000 Baht	141 (33.1%)
	10,001 to 15,000 Baht	124 (29.1%)
	15,001 to 20,000 Baht	75 (17.5%)
	20,001 to 30,000 Baht	72 (16.8%)
	30,001 to 40,000 Baht	27 (6.3%)
	40,001 to 50,000 Baht	8 (1.9%)
	More than 50,000 Baht	7 (1.6%)
Education	Lower than high school	55 (12.9%)
	High school	72 (16.9%)
	Undergraduate degree	281 (65.8%)
	Master degree	18 (4.3%)
	Doctoral degree	1 (0.1%)

Before performing the structural equation model analysis, the model's reliability was measured using Cronbach's alpha and composite reliability coefficients shown in Table 4. The reliability was ideal because none of the variables' coefficients were lower than 0.7 (Fornell & Larcker, 1981). The model's validity was also tested. The discriminant validity was acceptable since all square root values of Average Variance Extracted (AVE) were higher than their relevant correlations, as shown in Table 4 (Fornell & Larcker, 1981). Also, the convergent validity was satisfied since all factor loading values were above 0.7, ranging from 0.776 and 0.968 (Hair, Black, Babin, Anderson & Tatham, 2018).

Table 4 Correlation between constructs vs. Average Variance Extracted (AVE)

Variables	Cronbach's Alpha coefficient	Composite Reliability coefficient	RepInt	BranIm	Product	Service	Price	Promo
RepInt	0.925	0.947	(0.903)	0.755	0.742	0.563	0.602	0.387
BranIm	0.900	0.930		(0.877)	0.755	0.685	0.658	0.423
Product	0.881	0.918			(0.859)	0.757	0.721	0.442
Service	0.924	0.952				(0.932)	0.706	0.462
Price	0.870	0.939					(0.941)	0.544
Promo	0.975	0.981						(0.964)

Notes: RepInt = repurchase intention, BranIm = brand image, Product = product quality, Service = service quality, Price = perceived price, Promo = promotion

Also, the model fit indices were tested to confirm the model's quality, and all the indices were satisfied, indicating good model quality.
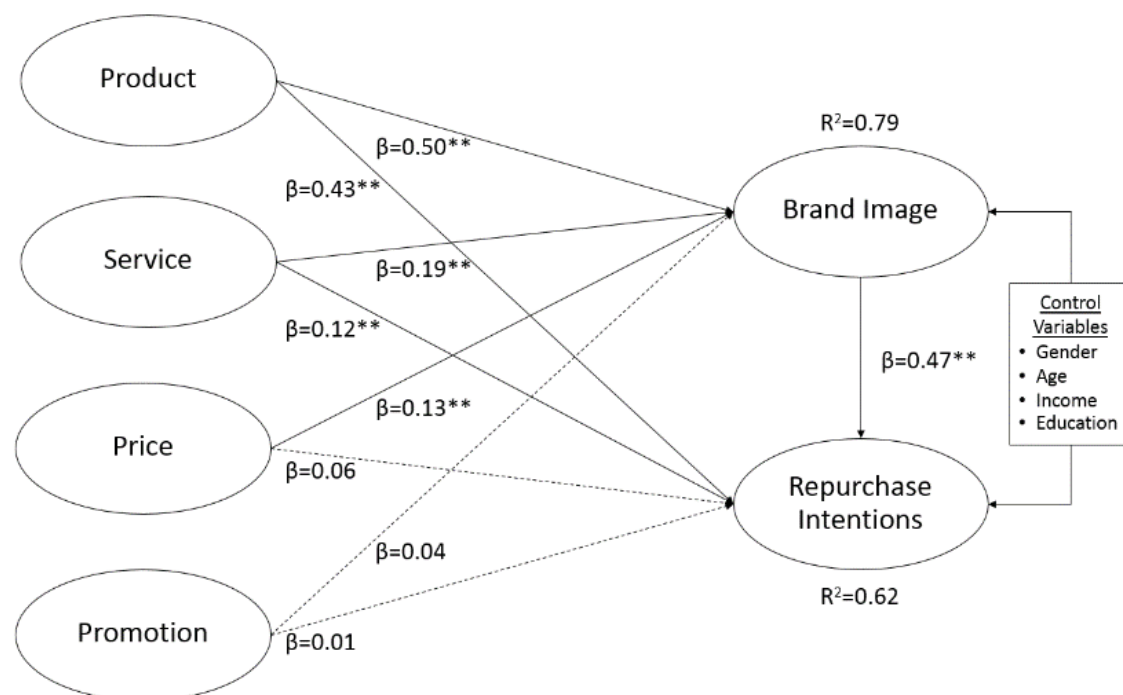
Structural Equation Model Results

Figure 2 Main model results
Note: 1) $**$ and $*$ means p-value < 0.01 and < 0.05; 2) Solid lines refer to significant paths, and dashed lines refer to non-significant.

The structural equation modeling analysis results shown in Figure 2 can be summarized. Hypothesis 1 proposed a positive association between perceived product quality and brand

image ($\beta = 0.50$; $p < 0.01$). The results showed a positive and statistically significant association, so Hypothesis 1 is supported. Hypothesis 2 proposed a positive relationship between perceived service quality and brand image ($\beta = 0.19$; $p < 0.01$). The results were positive and statistically significant, so hypothesis 2 is supported. Hypothesis 3 proposed a positive relationship between perceived price and repurchase intention ($\beta = 0.13$; $p < 0.01$). The results indicated a positive and significant relationship; thus, hypothesis 3 is supported. Hypothesis 4 proposed a positive relationship between promotion and repurchase intention ($\beta = 0.04$; $p = 0.211$). The results indicated a positive but insignificant relationship; thus, hypothesis 4 is not supported. Hypothesis 5 proposed a positive relationship between perceived product quality and repurchase intention ($\beta = 0.43$; $p < 0.01$). The results indicated a positive and significant relationship; thus, hypothesis 5 is supported. Hypothesis 6 proposed a positive relationship between perceived service quality and repurchase intention ($\beta = 0.12$; $p < 0.01$). The results indicated a positive and significant relationship; thus, hypothesis 6 is supported. Hypothesis 7 proposed a positive relationship between perceived price and repurchase intention ($\beta = 0.06$; $p = 0.103$). The results indicated a positive but insignificant relationship; thus, hypothesis 7 is not supported. Hypothesis 8 proposed a positive relationship between promotion and repurchase intention ($\beta = 0.01$; $p = 0.409$). The results indicated a positive but insignificant relationship; thus, hypothesis 8 is not supported. Hypothesis 9 proposed a positive relationship between brand image and repurchase intention ($\beta = 0.47$; $p < 0.01$). The results indicated a positive and significant relationship; thus, hypothesis 9 is supported.

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 & Hayes (2004) showed that brand image only mediates between 3 factors, product quality ($t = 7.501$ $p < 0.01$), service quality ($t = 3.789$; $p < 0.01$), and perceived price ($t = 2.691$; $p < 0.01$) and customer repurchase intentions. Therefore, hypotheses 10, 11, and 12 are supported.

The results also showed that repurchase intention was not statistically associated with any control variables. It has positive sign on Gender ($\beta = 0.01$; $p = 0.44$), Education ($\beta = 0.02$; $p = 0.36$), and Age ($\beta = -0.03$; $p = 0.25$) while having a negative direction with Income ($\beta = -0.05$; $p = 0.14$).

Discussion and Conclusion

The research aimed to examine the influence of four marketing factors: product quality, service quality, price reasonableness, and promotion, on customer repurchase intentions while having brand image as a mediator in the Bangkok convenience-store coffee shops context. The findings indicated that product quality, service quality, and price reasonableness enhance the coffee shops' brand image. These findings are harmonized with prior studies that the three marketing factors positively affect brand image (Ratasuk & Gajesanand, 2020). In the context of convenience store coffee shops, customers satisfied with products, services, and prices tend to have positive attitudes toward its company and brand. While other marketing factors had significant effects on brand image, according to the results, promotion was the only variable that was not statistically associated with brand image. It does not necessarily mean that promotion is not necessary for enhancing brand image. After testing the relationship separately, promotion was found to have a positive and statistically significant association with brand image. This indicates a possibility of Simpson's paradox, which occurs when independent variables are highly correlated and turn to offset each other that the weaker variables may suffer a decrease in coefficient value and P-value (Lerman, 2018). This may be because, since the coffee shops are a part of convenience stores, their price strategy is set economically; this promotion does not play an essential role as other variables.

On the other hand, the findings showed that only product quality and service quality increase customers' repurchase intentions. These findings align with previous research that the two marketing factors positively affect customer repurchase intentions (Ratasuk & Gajesanand, 2020). Unsurprisingly, customers who are satisfied with both products and services that deliver the values and decent experience, which will significantly contribute to the post-purchase decision, tend to repeat their business with the same convenience store coffee shops. This is also in line with the assumptions of the social exchange theory. The results also revealed that the other two marketing factors are not statistically associated with customer repurchase intentions. However, further investigation showed that if the relationship between the two variables, price reasonableness and promotion, and customer repurchase intentions were tested, both variables would have been positively and significantly related to customer repurchase intentions. These findings also present a possibility of Simpson's paradox that reduces their coefficient value and P-value when computed together with more significant independent variables highly correlated with them (Lerman, 2018).

Moreover, the mediation analysis results showed that product and service quality and price could positively affect customer repurchase intentions via brand image. Consistent with the concept of the social exchange theory, these mediating findings can be explained that customers who have good experience with products, services, and prices at convenience store coffee shops tend to have positive attitudes toward the stores' brands and resulting in their returns to repeat their support to the stores.

Research Contributions

This research contributes to the customer repurchase intentions literature by providing additional evidence that can be explained by the social exchange theory. These research findings provided new perspectives of the coffee shop study. First, customer repurchase intentions have never been explored in the context of convenience store coffee shops, which is an emerging and fast-growing coffee shop business model in modern Thai society. Second, the research also provided additional evidence of mediating roles of brand image between marketing factors and customer repurchase intentions, which is still limited and has not yet been widely investigated in the coffee shop context. Third, the findings also provided additional evidence of the investigation of the associations between the four marketing factors and brand image, which have also not yet been widely explored (Ratasuk & Gajesanand, 2020).

Practical Contributions

This research also provides some practical guidelines for coffee shop managers, marketers, and business policymakers, especially those operating their businesses as part of convenience stores. In a growing market, a better understanding of the nature of the business is crucial in achieving competitive advantages over competitors and long-term business success. Businesses should know which marketing factors drive customers' repurchase intentions. According to the findings, this study suggests as follows: 1) Stores are recommended to focus on improving and keeping product quality, such as using high-quality coffee beans, continually creating innovative and signature menus, and developing innovative packaging that can better fulfill consumers' dynamic needs. 2) Stores should also focus on providing excellent service to maximize their customers' satisfaction by providing friendly and courteous service from well-trained professional staff. Staff should be smiley, attentive, and service-minded. 3) Stores are suggested to focus on developing an effective price strategy that fosters customers' cost-worthiness experience and perception by setting their prices reasonable and suitable for their target markets and the current market conditions. The feelings of cost-worthiness would build a positive brand image for the customers and encourage them to revisit the stores. Lastly, even though the results showed that stores' promotion did not have significant effects on both brand image and repurchase intentions, promotion is still be missed in order to communicate

with consumers and to strengthen brand image and identity, especially in the market condition that is expanding and growing in competition.

Limitations and Future Directions

This research has certain limitations needed to be considered. First, the findings were from data of only 30 stores, which may not effectively represent other stores and the whole population, limiting the generalizability of the results. Second, the variables were measured using a self-administration questionnaire resulting in the possible risk of subjective bias. Third, this study does not include other marketing factors and variables that influence brand image and customer repurchase intentions. Finally, since the data were collected cross-sectionally, the findings may mainly present the correlations, not their causality. Suggestions for future research are also provided as follows. First, future research is suggested to examine the effects of other potential factors on customer repurchase intentions, for example, perceived risk and perceived food safety due to the current pandemic COVID19 situation. Second, future research adds other marketing factors that may contribute to customer repurchase intentions. Third, future research is suggested to apply the same model in other business contexts, such as hotels and different types of restaurants. Finally, future research is recommended to investigate the roles of marketing factors on other business outcomes, such as marketing performance and brand equity.

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