

Research Article

Coffee Lover's Choice: What Matters Most?

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Abstract: Determining the factors influencing the customers buying behavior in coffee shops in Lipa City, Batangas, Philippines was the foremost concern of this descriptive research. With the demographic profile of the respondents (age, sex, civil status, family monthly income, and occupation) as baseline information, the study assessed the influence of customer buying behavior on choosing coffee in terms of sensory evaluation, price, promotion and ambience. To obtain the needed data from 100 respondents, the researchers used the survey questionnaire following a quota sampling and convenience sampling design. The statistical tools used were frequency, weighted mean, and ANOVA to test the factors influencing customer buying behavior and their profile. Results revealed that majority of the customers, believed to be the common patronizers of coffee products and services in coffee shops, belonged to the range of the age of 18-23 years old, female and single and belong to the white-collar-jobs with monthly income of Php 10,000 and below. The customers in five selected coffee shops considered sensory evaluation and ambience as Highly Acceptable while the price and promotion were considered as Acceptable as revealed by the grand mean scores of 3.50, 3.62, 3.33 and 3.24 respectively. Furthermore, there was no significant difference on the respondents' assessment on the factors influencing of customer buying behavior when they are grouped according to their profile. Finally, the promotional strategies based on the findings and designed by researchers was proposed to the management of the coffee shops for implementation to increase customer traffic and remarkable profits.

Keywords: costumers' buying behavior, sensory evaluation, price, promotion, ambience, promotional strategies.

Introduction

In today's generation, coffee is one of the most popular beverages around the globe. Coffee is more than a beverage; however, it is a memory, an anticipation, a lifetime of consoling moments of modest pleasure woven into our lives. For more than a thousand years, coffee has been considered a food, a medicine, and, even, a wine. Today, coffee is known as a beverage to be savored and enjoyed. Such coffee's popularity has grown through the centuries, it can be safely assumed someone, somewhere is savoring cup, a mug or any of coffee's delightful and delicious preparation at almost every hour of the day. From dawn to dusk: It's coffee time!. Today people drink coffee all over the world. When it comes to Europeans, it is widely known that coffee is an essential product of their lives and lifestyle. For Europeans, coffee is not only a drink, large percent of the people cannot live without it.

Coffee has already become a culture in its own right. The coffee culture began in the 14th century in Turkey and then continued to spread in the late 17th and 18th centuries to Europe during the colonization (Kamali, 2012). In order that many people can enjoy the homely and

rich aroma and taste of coffee even outside the contentment of their homes, coffee shops have been established everywhere.

In the Philippines, there are many coffee shops. Most of them were located near malls, schools, and any other places where many people are passing by. Coffee shop is a cheap often small restaurant wherein great coffee is being served. They are concerned with not just the taste but also the manner it is presented to catch up the attention of their consumers. But it is not only the great coffee and its presentation that matters but more so the ambience of the place, the price given up in an exchange to acquire the coffee, the product quality and promotion to be known by the society.

Historically, coffee was first grown in the Philippines after a Spanish Franciscan monk introduced it in 1740 in Lipa, Batangas. From Lipa, which was then the coffee capital of the Philippines, the idea of growing coffee spread to other parts of Batangas, including in Ibaan, Lemery, San Jose, Taal, and Tanauan. Batangas started to export coffee to the United States in 1860s, and then to Europe when the Suez Canal opened. Seeing how prosperous the coffee industry was in Batangas.

Coffee growing spread throughout the country and by 1880, the Philippines became the fourth largest exporter in the world. But the export abruptly declined a decade later when coffee rust devastated the coffee plantations. In 1970's, Philippines again emerged as coffee exporter. Prior to 1990, the Philippines exported 15% to 30% of the production. The collapse of the International Coffee Agreement (ICA), led to downfall in world coffee price and a decline in PH coffee exports (De Guzman, 2017).

As a background, coffee is the drink of the present people who used to visit bars frequently are patronizing coffee houses. The Specialty Coffee Association of America estimates that there are more than 17,400 coffee cafes nationwide. Coffee beans are frequently blended by the merchants who roasted them, coffee maybe roasted from light to dark according to preference. Light roasts are generally used in canned and institutional roast and medium is the all-purpose roast preferred. When individuals go for a coffee break at work, the purpose may be more for getting together than simply to get food. Food serves as an excuse for conversation and social interaction.

The coffee house became popular because could sit and talk (Walker, 2009). Invariably, hospitality industry is one of the industries with the strongest effect on the economy because it helps in developing other sectors. The hospitality industry's backbone is comprised of consumers service, a concept shared by all segments of the industry. Batangueños have their own Batangas barako to be proud of. Instant coffee then came into scene, and lately, gourmet and specifically coffee with the introduction of foreign cafes such as Starbucks, Seattle's Best, and the like. Coffee drinking has now become more than just a way to wake up one's nerves, it has become a trend (Bolido, 2012).

Coffee production started in the 1700s when a Franciscan friar planted the first coffee tree in this city, but in the 1890s, the industry faced a problem with pest infestation. Since then, farmers moved on to other cropping systems. According to coffee farmer Jose Mercado, the Philippines was capable of exporting 500,000 bags of coffee in the 1980s, but this is clearly no longer the case. At present, Batangas only produce 13% of the coffee supply in Calabarzon, while Cavite produces 67%. In the country, the entire Calabarzon region contributes a mere 7% of the local production of coffee (Ozaeta, 2017).

Coffee shops offer a limited set of menus and few courses of beverages which coffee base are, proprietors make it a price that consumers will receive the kind of service they expect to receive. Likewise, they make sure that they provide them with good ambience and the needed facilities so that they will continue to patronize their business. Just like any other business, coffee shops also experience tight competition. So, since there are a lot of coffee shops owners must think of strategies on how to maintain their consumers. One way of doing this is going the best service that is needed by consumers. The consumer behavior attempts to understand the decision-making process of buyers, both individually and in groups such as how emotions affect their buying behavior and to understand people wants. It also tries to assess influences on the consumer from groups such as family, friends and society in general (Scott, 2015). King Louis XIV of France confessed that coffee is the source of happiness and wit after experiencing its excellent taste and distinctive aroma. He began to recognize the value of its sensorial and emotional pleasure. It is a stimulus to get someone going in the morning. Its taste and aroma blended with cream and sugar induces palatability which coffee drinkers prefer. Coffee can give a moment of uplift, relaxation, fulfilling or social connection.

Coffee is attainable, affordable moment of pleasure in everyday life and over the world billions of people enjoy coffee every day. The busier the day, the more those simple moments of coffee pleasures become important. In the local setting, Lipa City has a lot of coffee plantation as well as coffee shops, then the proponents of the study had a clearer understanding of how coffee shops provide consumer service towards their consumers. This also enhanced their understanding of what tourism is really all about and how new trends can be used to make profit from tourism in Lipa City. Due to high demand of coffee, many businessmen are engaged in establishing coffee shop. In Lipa City, Batangas, done many coffee shops are popping out like mushrooms. However, their challenge is on how sustain their viability despite the different threat of competitions, new entrants and even substitute.

In Lipa City, Batangas, Philippines, more than 6,000 coffee drinkers, once met sometime in 2017 and formed a line along the highway in Lipa City on Monday in their bid to snatch the longest line of kapeng barako drinkers in the Guinness World Record. Lipa City Tourism Council Officer Minnie Atienza said they asked the help of the local government and through social media, they were able to gather people from Lipa, especially millennials to participate.

The tourism council is now actively promoting kapeng barako to relive the glory of the coffee industry in Batangas with the help of coffee farmers and local coffee shop owners (Manalo, 2017). The researchers aimed to know if there were factors influencing the buyer's behavior in coffee shops in Lipa City, Batangas. As HRM students, the researchers wanted to improve their knowledge about consumer buying behavior. Also, it will help the consumers in their buying behavior in terms of sensory evaluation, price, promotion, and ambience. Lastly, it can help to enhance the production of coffee shops in Lipa City, Batangas. Batangas is popular on its finest kapeng barako and researchers are also a coffee lovers, and they observed that a rapid growth of coffee shops in Lipa City is evident, and thus, this study about the coffee, coffee shops and consumers' behavior.

Objectives of the Study

The researchers tried to assess the factor influencing consumers buying behavior as selected coffee shops in Lipa City, Batangas, Philippines. Specifically, it aimed to achieve the following objectives: to determine the profile of the grievance committee members in terms of age, sex, civil status, family monthly income, and occupation; to describe and analyze the factors in choosing coffee relative to sensory evaluation, price, promotion, and ambience; to

assess the significant difference on the respondent's assessment on the factors influencing of consumer buying behavior when they are grouped according to their profile; and to provide promotional strategies may be proposed to the management of the coffee shops to sustain consumer traffic.

Theoretical Framework

The theoretical framework presented below served as the basis of the researchers in formulating the structure of the study.

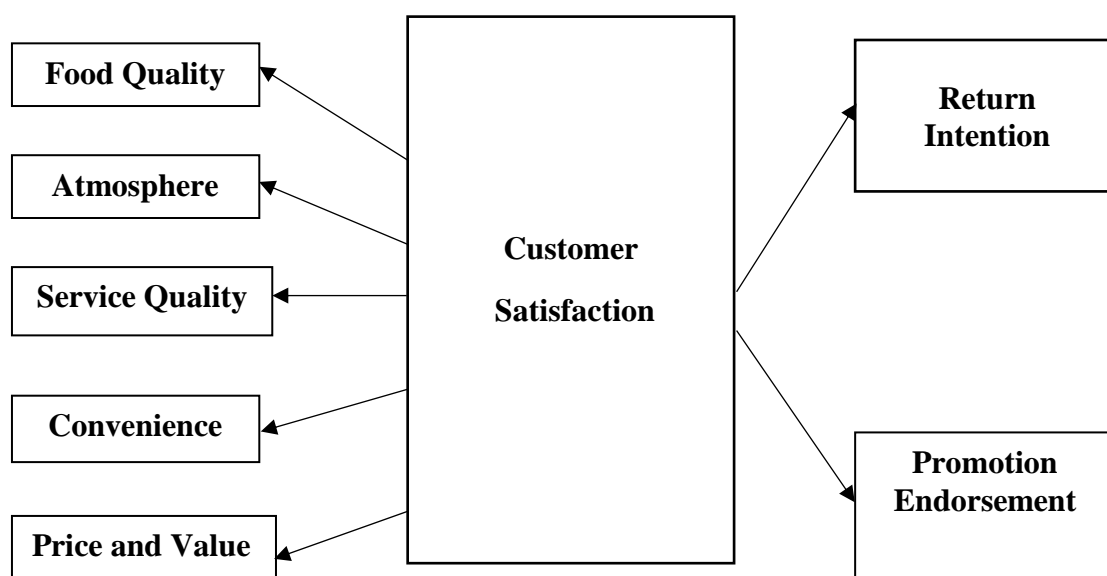


Figure 1. The Institutional DINESERV Model

The study used the DINESERV model as an instrument created by Stevens *et al.*, (1995). This is to assess consumer's perception on restaurants service quality, food quality, atmosphere, convenience, price and value. DINESERV model was adapted from service quality and was proposed as reliable and relatively simple tool for determining how consumers view a restaurant's quality. Further, if consumer's view that a restaurants' quality is highly appreciated, that meets or exceeds guest expectation, then this will lead to consumer satisfaction, word-of-mouth endorsement and return intention. According to DINESERV model, consumer satisfaction is simply how consumer feels about services delivered whether tangibles or intangibles. Consumer satisfaction can be attained through food quality, atmosphere, service quality, convenience, price and value of a food establishment. Moreover, the DINESERV model explains better the significant effect of food quality, atmosphere, service quality, convenience, price and value in the satisfaction of consumers. To which, these factors were chosen as variables in the present study to measure the satisfaction of consumers towards coffee shops in Lipa City, Batangas. Later, if found that these factors were met or exceeded the expectation of consumers, this may cause dissatisfaction or else cause word-of-mouth endorsement and return intention. Moreover, for better view of the study, the DINESERV model was provided below. In relation to this study, this theory underscores the value of consumers and their satisfaction determined if the product meets their choice.

Since the study focused on the behavior of the consumers, the researchers considered the model has important bearing to their study. This is the best theory that can explain and connect to the variables of the study. Sensory evaluation can connect to the food quality as

one of the things that consumers are looking for. The price and promotion which are the same in the theory, have a big impact in achieving the consumer's satisfaction, price is what they pay for and value is what they get. And lastly, the ambience, which is described as atmosphere in DINESERV theory, is more likely the environment and the place or how someone feels when he is in a certain restaurant. Ambience or atmosphere become a dominant factor of consumers' constant visit in the shop.

Operational Framework

The study made use of Input-Process-Output (IPO) model as the paradigm of the study. The I-P-O model indicates how the researchers start their details to assess about the consumer service practices in selected coffee shops in Lipa City. It started from the input where they can see their respondents' profile and profile variable. Then the process which has significance in order to come up the result of data from their survey. The researchers also came up the finish product which is the output for the improvement of their consumer services practices of coffee business.

Operational Framework

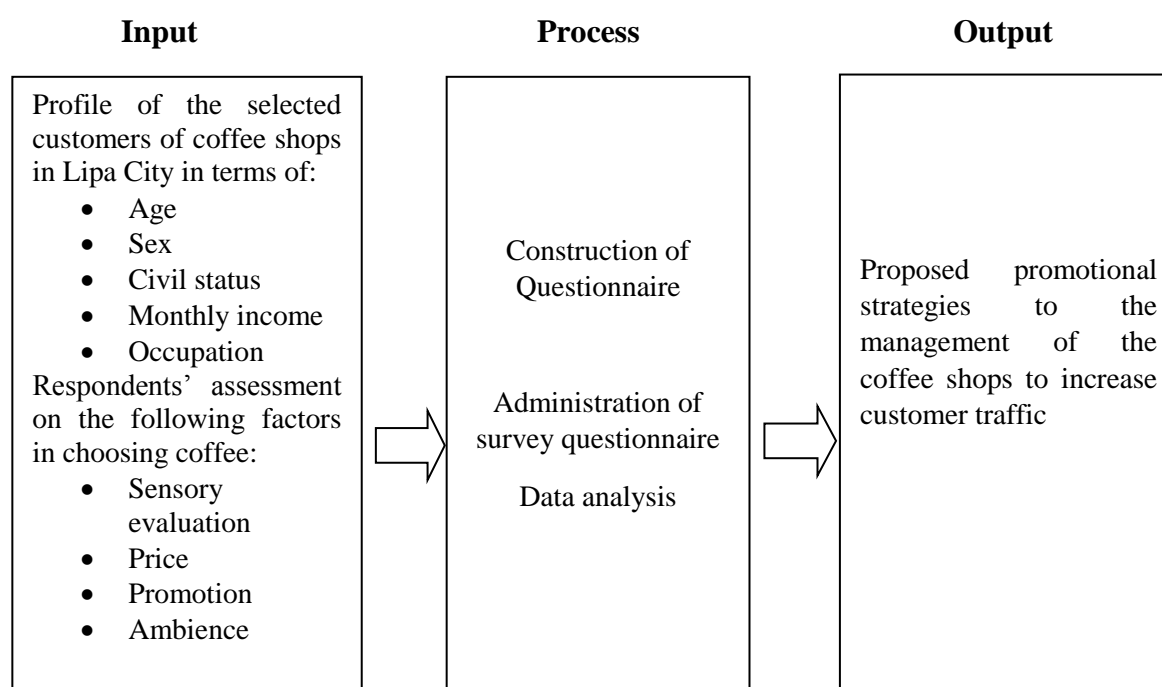


Figure 2. Conceptual Paradigm of the study

Figure 2 shows the conceptual paradigm of the study. The input box contains the profile of the respondents in terms of their age, sex, civil status, family monthly income and occupation, and the assessment of consumer service provided in terms of sensory evaluation, price, promotion and ambience.

The process box includes the construction of questionnaire, administration of survey questionnaire, and data analysis. It pertains to the response through questionnaire of the targeted respondents who are consumers of selected coffee shops in Lipa city.

The output box includes the strategies that the researchers may propose in order to improve business promotional strategy of coffee shops in Lipa City.

Research Hypothesis

This research study was guided by the null hypothesis that there is no significant difference on the respondent's assessment on the factor affecting their buying behavior when they are grouped according to their profile.

Materials and Methods

Research Design

The researchers used the descriptive type of research to analyze the data to be gathered. The researchers preferred to use this type of research in order to access the data of coffee shops in Lipa City. It was able to establish the concept related to enhance the customer's satisfaction through the result in the perceived quality of service offered in coffee shops.

The purpose of descriptive research is to get an accurate profile of the respondents. The researchers will be used this kind of research to get first hand data from the respondents so as to create rational conclusions and recommendations for the study. With this, the researchers utilized quantitative approach since the study involved percentage in determining respondent's profile in terms of age, sex, civil status, monthly income, occupation.

According to Robinson, (2010). The descriptive method of research, as opposed to an experimental or normative method develops knowledge by describing observed situations, events, and objects. In addition, according to Kothari (2008) contends that a descriptive research design is suitable where the study needs to draw conclusions from a larger population. This helped in forming the current position of the population under the study.

Respondents of the Study

The respondents of the study were one-hundred (100) customers in selected coffee shops in Lipa City, Batangas; Coffee Shop A, Coffee Shop B, Coffee Shop C, Coffee Shop D, and Coffee Shop E. The distribution of respondents was equally divided into five coffee shops. The researchers came up to this number of respondents since they are accessible and more convenient.

According to Fraenkel and Wallen (2009), sample should be as large as a researcher can obtain with a reasonable expenditure of time and energy. A recommended minimum number of subjects is one-hundred (100) for a descriptive study, 50 for correlational study, and 30 in each group for experimental and causal comparative study.

Sampling Design

The researchers used non-probability sampling design as quota sampling design and convenience sampling design in selecting the respondents. Quota sampling method is a non-probability sampling design wherein the assembled sample has the same proportion of individuals in the entire population with respect to known characters, traits of focused phenomenon (Castillo, 2009).

The researchers used this sampling design in selecting respondents in selected coffee shops in Lipa City, Batangas. The researchers targeted total population of one hundred (100) consumers. The researchers selected the coffee shop with a population of twenty (20) consumers from five (5) coffee shops. The researchers set a quota for each restaurant. It is also the best sampling design to meet the purpose of the study. The researchers also used convenience sampling to distribute the questionnaire to respondents according to their availability.

Data Gathering Instrument

The researchers read some material like journals, books, unpublished thesis, and gathered information through the help of the internet. The question was based on the problem and objective of the study. The researchers used a self-constructed questionnaire. The researchers had to validate it through the experts. The researchers divided the questionnaire into two parts. The first part of the questionnaire was the profile of the respondents which include the basic information such as age, sex, civil status, monthly income, and occupation. The second part was the consumer buying behavior towards the coffee shop in terms of sensory evaluation, price, promotion and ambience. In the self-constructed questionnaire, the researchers also constructed a four-point rating scale to assess the answers of the selected respondents. The mean ranges and their corresponding verbal interpretations are expressed below:

Numerical Rating Value	Verbal Interpretation
4	Strongly agree
3	Agree
2	Disagree
1	Strongly Disagree

On the other hand, the responses of respondents on the assessment on the consumer choice of selected coffee shops in Lipa City were rated using the following score ranges:

Mean Ranges	Verbal Interpretation
3.50-4.00	Influential
2.50-3.49	Moderately Influential
1.50-2.49	Slightly Influential
1.00-1.49	Least Influential

Research Procedure

After the approval of the title and the statement of the problem, relevant information, studies and literature in different articles, books, journals, paper reviews, electronic data and other researches from different local and foreign authors were gathered by the researchers which help them in their study. The researchers started gathering relevant information and facts from different books and thesis made by local and foreign authors and they also used electronic references for the information needed.

The researchers visited libraries in and Batangas State University JPLPC Malvar Campus Batangas State University Main Campus library to come up with comprehensive information which contributed in development of the paper. The researchers consulted other people who were experts in the field to come up with a good research material. The researchers designed a self-constructed questionnaire that was checked and validated by researchers' experts, and language experts. As soon as the validation was done, the researchers tested the reliability of the questionnaire by administering it to some coffee consumer in Lipa City and the result of their dry run was .88 interpreted as influential. When they were sure that the instrument was really valid and reliable, they proceeded to the administration of the questionnaire to the selected coffee shops in Lipa City. The researchers sought approval from the management. The researchers sent letters of request and sample questionnaires to the managers of selected coffee shops in Lipa City to conduct a survey. The researchers took a chance to administer the questionnaires, they researcher personally distributed the questionnaires to the customers

and explained the purpose of the study. In retrieving the questionnaire, the researchers waited for the customers to finish answering the survey questionnaire. After the retrieval of the questionnaire, the data were tallied and tabulated by the researchers. To analyze the data, the researchers consulted a statistician to help the to analyze and interpret the data.

Statistical Treatment of Data

After collecting the necessary data from the respondents, the data gathered were tabulated, tallied and analyzed. Moreover, the data that were gathered were subjected to the following statistical treatments.

Frequency and Percentage: This was used to determine the profile of the respondents in terms of age, sex, civil status, occupation, family monthly income and the highest educational attainment.

Weighted Mean and Composite Mean: This was used to determine the respondents' assessment on the palatability factor influencing customer behavior on selected coffee shops in the Lipa City, Batangas.

Analysis of Variance (ANOVA): This was used to test if there is significant difference between the respondent's assessment on the factors influencing to their buying behavior when they are grouped according to their age, civil status, occupation, monthly income and highest educational attainment.

T-test: This was used to determine if there is significant difference between the means of two groups which may be related in a certain feature.

Results and Discussions

The data gathered through different research instruments are presented and discussed thoroughly in this section. The inputs include profile of the respondents and their communication skills in handling grievances. The presentation of discussion and interpretation follow the logical sequence of the specific problems stated in the first part of this study.

Profile of the Respondents: The succeeding tables presents the profile of the respondents in terms of age, sex, civil status, monthly income and occupation. Each table includes the profile variables and their corresponding frequency and percentage.

Table 1. Profile of the respondents in terms of Age

Civil Status	Frequency	Percentage
Generation Z (18–23)	62	62
Generation Y (24–38)	27	27
Generation X (39–53)	10	10
Baby Boomers (54–74)	1	1
Total	100	100%

Table 1 shows that the majority of respondents, 62 or 62% were from Generation Z with age range of 18-21 years old. This was followed by 27 or 27% were from Generation Y with age range of 24–38 years old. While in the Generation X 39–53 years old there is only 10%, the remaining 1% was from Baby Boomers 54–74 years old. The result implies that most of the respondents belonged to the age bracket of 18–23. On the other hand, 24–38 years old got the

second highest. It means that coffee shops were very appealing to this generation whose interest is spending time at the coffee shop with their friends. This also shows that many of the coffee lovers were teenagers and young adults who frequently eat outside.

According to Lukovitz (2009), Generation Z likes to eat out, such that much of their discretionary spending goes to food and drinks in the restaurant industry. The average Generation Z members eat out more than three times a week, a frequency that is twice that of the rest of the population. These consumers are the most frequent patrons of all types of restaurants, have enormous purchasing power, and exert serious influences on their parents' and friends' purchase decisions. On the other hand, the ages 54–74 obtained the lowest percentage because old persons want only to relax themselves on their houses together with their families and avoiding activities that require much effort.

Table 2. Profile of the respondents in terms of Sex

Sex	Frequency	Percentage
Male	42	42
Female	58	58
Total	100	100%

Table 2 shows that 58% of the respondents were female while 42% of the respondents were male. The finding implies that majority or more than half of the total respondents were female which means that females are more emotional and easily be attracted by the image of a food as compared to the male. Also, females have more time hanging out with their friends. Female sometimes are not contented to drink a coffee in a certain or located in a public market not likely, the men does not care if where they are and they most likely to buy coffee that suits on their budget. According to Dorota (2013) women and men perform different roles in every household. They have different demands for certain products as well as they behave differently in the process of consumption. Marketing strategies differentiate gender buying behavior; thus, females are more emotional and easily attracted by advertisements as compared to male.

Table 3. Profile of the respondents in terms of Civil Status

Civil Status	Frequency	Percentage
Single	87	87
Married	10	10
Separated	2	2
Widowed	1	1
Total	100	100%

Table 3 shows that 87% are Single, and the other 10% are married. While the 2% are Separated and the remaining 1% are widowed. It means that single people are free to do anything they want and spend a lot of money for themselves. Moreover, it also shows that singles have freedom to spend their time and money on the things that they want because they do not need to worry about something which their money will buy or children to support. Also, single people are also free to go out with their group of friends and have fun while married, separated even the widows are more conscious to save money for their family. According to Lee (2009), single individuals are more likely to have more time to spend for their leisure activities. While married customers tend to be more complicated because they want a product or service that is no value to them but to their family. Lee further stated that there is nothing more important part than taking their kids and nurturing them.

Table 4. Profile of the respondents in terms of Monthly Income

Monthly Income	Frequency	Percentage
Php10,000 and below	45	45
Php10,001 – Php19,999	29	29
Php20,001 – Php29,999	11	11
Php30,001 – Php39,999	5	5
Php40,000 and above	10	10
Total	100	100%

The 4 shows that 45% have a Php 10,000 and below monthly income. On the other hand, Php 10,001–Php 19,999 monthly income got the second highest percentage of 29% monthly income out of 100 respondents, 11% of respondents have a monthly income of Php 20,001–Php 29,999, 10% of respondents have a monthly income of Php 40,000 and above and the remaining 5% of respondents have a monthly income of Php 30,001–Php 39,000 who got the lowest percentage. The results imply that coffee shops provide a great product and has a wide variety of drinks like coffee with an affordable price designed to attract people even those who earn a minimum salary. This also shows that the higher the income, the higher the possibility to avail more costly products. The researchers used the CNN survey indicators in formulating category for monthly income namely Php10,000 and below, Php 10,001–Php19,999, Php20,001–Php29,999, Php30,001– Php39,000 and Php40,000 and above. According to Etzel (2009), those who have stable and good occupation are those who have greater purchasing power, which was reflected by their income. People would not spend their income unless they had wants and desire that could be satisfied by choices among the goods and services, which were made available to them.

Table 5. Profile of the respondents in terms of Occupation

Occupation	Frequency	Percentage
Blue Collar Job	37	37
White Collar Job	54	54
Others	9	9
Total	100	100

Table 5 shows that white collar job got the highest percentage with 54% of the respondents who are office workers, government employee, businessman, politician/military and engineers. On the other hand, blue collar job which are laborers, part time and factory workers, sales worker, and overseas Filipino workers comprise the 37% respondents out of 100, while the remaining 9% are students. People having white collar jobs can be seen in the coffee shops often may be because of the type of jobs that they have. They are more on supervisory works such as office related jobs and the like. Coffee shop will be very convenient for these people. In addition, in terms of their salary, they are the ones who can afford such, rather than the blue-collar jobs. Lastly, they are the ones who have full control over their time, so they can go to coffee shops whenever they want to.

Respondents assessment the following factor in choosing coffee

Sensory Evaluation: Assessment of the respondents' choice as to sensory evaluation is traditionally defined as a scientific method used to evoke, measure, analyze and interpret those responses to products as perceived through the senses of appearance, touch, odor, texture, temperature and taste (Kemp, 2008). In this study, it refers to the conscious effort to identify and judge different sensations and components of a coffee.

Table 6. Assessment of the Respondents' Choice as to Sensory Evaluation

Statement	Mean	Verbal Interpretation
1. Its color and appearance are attractively appealing and tempting to the eyes.	3.47	Agree
2. Its aroma is inviting and enticing to the customers.	3.66	Strongly Agree
3. It retains the delightfulness of its flavor.	3.58	Strongly Agree
4. Freshness of the ingredients is always observed.	3.49	Agree
5. It meets the discriminating taste of customers	3.29	Agree
Composite Mean	3.50	Influential

As presented in Table 6, the highest weighted mean was evident in the statement "Its aroma is inviting and enticing to the customers" with the weighted mean of 3.66 and verbally interpreted as "Strongly agree". The second highest is the statement "It retains the delightfulness of its flavor" with the weighted mean of 3.58 and interpreted as "Strongly agree". The statement "It meets the discriminating taste of customers" got the lowest percentage with the weighted mean of 3.29 and interpreted as "Agree". As statement number two (2) indicated that aroma is inviting and enticing to the customers as revealed by the weighted mean, it shows that aroma is one of the most attracting and captivating factors of sensory evaluation of coffee. Also, aroma is the first that the customer encounters upon entering the establishment since it is based on their sense of smell. Also, aroma is highly influential to the consumer to purchase the product of the coffee shop. Whenever the aroma is detected, a set of neurons in the brain is excited and everyone learn to recognize the product.

According to Kittler and Sucher (2010), aroma is almost as important as the appearance when people evaluate a food item for quality and desirability. One classifications system recognizes six groups of odors, spicy, flowery, fruity, resinous, burnt and foul. The other widely used grouping scheme consists of three categories; fragment acid, burnt, and acrylic. The statement "It retains the delightfulness of its flavor." which got the second highest weighted mean reveals that coffee shops focus on the deliciousness, freshness and healthiness of their food. This is the reason why more guests are satisfied and contented with the products and services that the business has to offer. The customers receive a high-quality product offer by the coffee shop. This was supported by the statement of Namkung and Jang (2011) which revealed that presentation and taste were the most significant contributors to food. However, less importance is being placed on presentation, healthy options, taste and temperature that indirectly could have been a minimal effect on the customer satisfaction in restaurant. Undoubtedly, customers are looking for food that is served in a fresh manner which they think is beneficial for their wellness. In other word, to make customers satisfied, it is important to serve food with appropriate fresh ingredients and to maintain it in the proper fresh manner during consumption. On the other hand, the statement which got the lowest weighted mean is "It meets the discriminating taste of customers". This means that the taste of the coffee can adjust even with the most discriminating taste of the customers.

According to Wolfgang (2015), sensory taste characteristics of foods are important drivers of food choice. Different preferences may lead to distinctive food patterns that in turn may be related to diet-related health outcomes. There is evidence that such food patterns develop early in childhood and adolescence and then carry on into adulthood. As shown on table 5 in

the factor influencing consumer buying behavior in terms of sensory evaluation has a composite mean of 3.50 which is verbally interpreted as “influential”. This could mean that the sensory evaluation of the coffee product has a great factor for the consumers to purchase the product of the coffee shop. According to Herbert Stone *et al.*, (2012), the information derived from experiments with the senses has a major influence on test procedures and on the measurement of human responses to stimuli. Sensory information is used as a part of marketing decision to identify and quantitatively model the key drivers for a product's acceptance and is now generally recognized as a core resource for any sensory program.

Price: Assessment of the respondents' choice as to price. It is shown by the quality of service available in a certain establishment thing (Perdigon, 2008). In this study, it refers to the amount tagged on the coffee per cup by the coffee shops.

Table 7. Assessment of the Respondents' Choice as to Price

Statements	Weighted Mean	Verbal Interpretation
1. The price is affordable and meets my budget.	3.28	Agree
2. Its value is reflected on its quality that meets customer's expectation.	3.46	Agree
3. The price is controlled or regulated by the manufacturer	3.16	Agree
4. The price is determined by the customer's buying behavior.	3.25	Agree
5. The price depends on the coffee's quantity and quality.	3.51	Strongly Agree
Composite Mean	3.33	Moderately Influential

As presented in Table 7, the highest weighted mean was obtained in statement “the price depends on the coffee's quantity and quality” with the weighted mean 3.51 and interpreted as “Strongly Agree”. The second highest is the statement “its value is reflected on its quality that meets customer's expectation” with the weighted mean 3.46 and interpreted as “Agree”. The next statement is “the price is controlled or regulated by the manufacturer” got the lowest percentage with the weighted mean 3.16 and interpreted as “Agree”. As statement number five (5) indicated that “the price depends on the coffee's quantity and quality” got the highest weighted mean and it is strongly agreed by the customers. This means that customers look after the price they pay for the product so that the coffee shop serves a product that is worth it and equal to the value paid by the customers.

According to Kombenjamas *et al.*, (2011), price can also be the indicator of level, quality and therefore seen as customers own perceived value. The price is the amount of money customers have to pay to obtain the product. However, consumers are willing to pay higher price, they recognize how much value they place on the benefits they received from the product that equals this value.

The statement “its value is reflected on its quality that meets customer's expectation” got the second highest weighted mean and it is agreed by the customers. It means that the service personnel can perform their job properly even in rush hour. According to Johnston *et al.*, (2008), service quality is based on the premise that customer could evaluate a service by comparing their perception to its service with their expectation. Processes are the lifeblood of the service operation. A good process ensures that service is delivered consistently time after

time. Excellent service—which satisfies the customer and meets the strategic intention of the organizations— usually the result of careful design and delivery of interrelated processes.

On the other hand, the statement which got the lowest weighted mean and is agreed by the customers is “the price is controlled or regulated by the manufacturer”. This means that, most of the customers look after the price they pay for the product so that the coffee shop serves a product that is worth it and equal to the value paid by them.

The finding is in contrast from Republic Act 6124, states that price is determined and control by the government, they give restrictions on the prices that can be charged for goods and services in a market. The intent behind implementing such controls can stem from the desire to maintain affordability of goods even during shortages, and to slow inflation, or, alternatively, to ensure a minimum income for providers of certain goods or a minimum wage.

There are two primary forms of price control, a price ceiling, the maximum price that can be charged, and a price floor, the minimum price that can be charged. As shown on table 6 in the factor influencing consumer buying behavior in terms of price has a composite mean of 3.33 which is verbally interpreted as “moderately influential”. This could mean that the prices of the coffee product are moderately observed by the consumers.

According to Cochran *et al.*, (2011), dynamic pricing models incorporate consumer reference- price effects in developing more informed dynamic pricing strategies for products that have repeated consumer interactions. First examine the literature on how consumer demand is impacted by reference- price effects and how consumers form reference prices through their purchase experience. Then explore, in detail, the dynamic pricing models with consumer reference- price effects in major studies, in order to highlight their key findings and insights.

Promotion: Assessment of the respondents’ choice as to promotion. It is the communication used by marketers to inform, persuade, and remind potential buyers of product in order to influence an opinion or elicit a response (Olson, 2011). In this study, it refers to marketing strategy of coffee shops and how it influences their customers.

Table 8. Assessment of the Respondents’ Choice as to Promotion

Statements	Weighted Mean	Interpretation
1. The shop management informs its customers through advertisements and social media.	3.43	Agree
2. It promotes its products through words-of-mouth.	3.37	Agree
3. It offers discounts and promo sales for regular customers.	3.22	Agree
4. It conducts people events and other entertainment.	3.14	Agree
5. It sponsors community projects and other charitable works.	3.04	Agree
Composite Mean	3.24	Moderately Influential

As illustrated in Table 8, the highest weighted mean was evident in the statement, “the shop management informs its customers through advertisements and social media” with the weighted mean 3.43 and interpreted as “Agree”. The second highest statement is “it promotes its products through words-of-mouth” with the weighted mean 3.37 and interpreted as “Agree”. The next statement and got the lowest percentage with the weighted mean 3.04 and interpreted as “Agree” is “it sponsors community projects and other charitable works”. As statement number one (1) indicated that “the shop management informs its customers through advertisements and social media” got the highest weighted mean and its agreed by the customers. It means that their advertising skills have a high convincing power because they used the modern-day way of advertising and that is through social media. They took very good advantage of the way the people used the social media. According to Leslie *et al.*, (2015), advertising influences brand purchase through *short-term effects* determined by direct increases in penetration, basket size, and buy rate. Advertising also influences brand purchase through *long-term effects* determined by indirect increases of future purchases through trial and increases in loyalty and brand equity.

The current study measured the long-term effect of social media advertising by tracking households' purchases that were exposed to advertising out for a year after the initial short-term period. By measuring the increases in these future purchases, this method captured the influence of advertising on long-term brand purchases. It also reported the multiplier required to translate the short-term measured effect into the total long-term and short-term effects of advertising. The statement “it promotes its products through words-of-mouth” got the second highest weighted mean and it is agreed by the customers. It means that, most of the customers trust recommendation from their friends and family.

According to Mill (2008), word of mouth is a critical source of information for a restaurant service if uncertainty and risk are perceived to be high. A recommendation from a friend can greatly contribute to a decision to try a restaurant. Unlike advertising, a suggestion from a friend is not usually based on any gain or profit. Thus, consumers place more trust on their friends' recommendation when making a restaurant choice. The lowest weighted mean was obtained by the statement “it sponsors community projects and other charitable works” and agreed by the customers. It implies that their works, output, and name of their shop are enough to make the people appreciate and patronize them, they don't need much help from others.

According to Saxton (2014), the commercial sector has largely dominated the approach of charities to branding. Charity brands should reflect the beliefs of the charity and, for this reason, the notion of beliefs is added to that of product and services marketing. A hierarchy of motivations is described that helps ensure that a brand is communicated more powerfully. Clarifying a charity's beliefs is the first step in creating a brand. A three-stage model for using those beliefs to create a brand is described, and the worked example of a fictitious charity is used to explain how the model works in practice.

As shown on table 7 in the factor influencing consumer buying behavior in terms of promotion has a composite mean of 3.24 which is verbally interpreted as “moderately influential”. This could mean that the promotions of the product are moderately observed by the consumers. According to Davis (2015), marketing promotions are designed to increase sales over the duration of the promotion, with the hope that some of the customers acquired from the promotion become loyal over the long term. During promotions, special offers like limited time discounts, sales volume etc. increases but margins on each product sold

decreases. This chapter discusses promotion profit (PP), which is an analysis that helps marketers to measure the profit resulting from their promotional campaigns.

Ambience: Assessment of the respondents' choice as to ambience. A feeling or mood associated with a particular place or thing (Grace P. Perdigon, 2008). In this study, it refers to the feeling that someone experiences whenever they stay in a coffee shop.

Table 9. Assessment of the Respondents' Choice as to Ambience

Statements	Weighted Mean	Interpretation
1. The place provides inviting mood to the customer.	3.71	Strongly Agree
2. It creates a feel-at-home atmosphere for the customers.	3.67	Strongly Agree
3. It attracts the customer to stay in the place for a longer time.	3.64	Strongly Agree
4. Its facilities determine the price of the product and services.	3.42	Agree
5. It is easily identified for its brand/company logo or insignia.	3.64	Strongly Agree
Composite Mean	3.62	Influential

As presented in the table above, the highest weighted mean was evident in the statement "the place provides inviting mood to the customer" with the weighted mean 3.71 and interpreted as "Strongly Agree". The second highest statement is "it creates a feel-at-home atmosphere for the customers" with the weighted mean 3.67 and interpreted as "Strongly Agree". The next statement and got lowest weighted mean are "its facilities determine the price of the product and services" with weighted mean 3.42 and interpreted as "Agree".

As statement number one (1) "the place provides inviting mood to the customer" got the highest weighted mean and its agreed by the customers. This implies that the coffee shop provides extraordinary feelings, mood emotion to the customer that encourage them to stay at the place while drinking coffee. They thought the relaxed ambience would encourage people to stay longer and order more beverages. According to Pretty *et al.*, (2009) stressed that people's identity and values are indeed informed by places they deem significant, then it follows that people's bonds with those places will impact their engagement in such places, whether it be to maintain or improve to changes within them, or simply to stay in that place. The statement "it creates a feel-at-home atmosphere for the customers" got the second highest weighted mean and it is agreed by the customers. It means that, coffee shop can give a cozy atmosphere where they can experience the fulfilment they desire in an establishment. Due to pollution outside the coffee shop, customers would like to be in an establishment that is fully air-conditioned. This can help them to avoid stress and other anxiety. According to Guillian (2008), stated that the feelings, mood, and emotions of people influence their attachment to a place. It shows that coffee shops provide extraordinary feelings that cause place dependence in particular coffee shop.

The lowest weighted mean was obtained by the statement "its facilities determine the price of the product and services" and agreed by the customers. It implies that all their facilities inside their shop justify the prices of all their product. According to Monirul *et al.* (2012), quality of

a product and services can be an overall evaluation of a product quality refers to a degree of excellence often conforming to a pre-established standard. The American Society for Quality Controls defines quality as the totality of a features and characteristics of a product or service that bear on its ability to satisfy customers need.

As shown in Table 9 in the factor influencing consumer buying behavior in terms of price has a composite mean of 3.62 which is verbally interpreted as “influential”. This could mean that the ambience of the coffee shop is highly observed by the consumers. According to Kasign *et al.*, (2009), a restaurant environment refers to the things that make someone feel-at-home, comfortable, and secure. For the consumers, environment means a safe, comfortable, and productive work setting. And today’s food service business owner has yet another critical consideration: the environment of the planet. More attention than ever is being paid to energy conservation waste reduction, and pollution control in the industry.

Table 10. Summary Table of Grand Composite Mean

Variable	Composite Mean	Interpretation
Sensory Evaluation	3.50	Influential
Price	3.33	Moderately Influential
Promotion	3.24	Moderately Influential
Ambience	3.62	Influential
Grand Composite Mean	3.42	Moderately Influential

Table 10 presents the summary composite mean of consumer choice having a grand composite mean of 3.42 with a verbal interpretation of Moderately Influential as assessed by the customers of coffee shops in Lipa City, Batangas. It is gleaned that among the four (4) consumer choice, ambience is the most choice of consumers having the highest composite mean of 3.62 with a verbal interpretation of Influential. It can be deduced that ambience is the majority choice of the consumers when they are dining in coffee shop. It means that the ambience of the coffee shop has been the top concern of the consumers when they dine in the establishment. This also inferred that consumer consider the popularity of an establishment, once an establishment always flashes on the screen of television and on social networking site. Then followed by the sensory evaluation with a composite mean of 3.50 and a verbally interpretation of Influential. This explains that upon the entrance of the consumers in the shop, they will be welcomed by the aroma of the coffee, and that will be enough reason that attracts them to dine and avail coffee product.

In addition, price with the composite mean of 3.33 with a verbal interpretation of Moderately Influential. It means that prices of the products of a coffee shop is also one of the reasons why the consumers avail the products of the shops.

On the other hand, promotion considered as the least consumer choice having the lowest composite mean of 3.24 with a verbal interpretation of Moderately Influential. This means that coffee shops have developed strong identity to the public and gained trust from the people.

Difference Analysis on the Respondent’s Assessment on the Influence of the Customer Buying Behavior and their profile. Table 11 presents the summary of computations when testing was done on the difference of the respondents’ assessment on the influence of the customer buying behavior and their profile.

Table 11. Summary of Computations in Testing Difference That Exist Between the Assessment of the Respondents When Grouped According to Profile

Profiling Variables	Computed F-Value	p-value	Decision H_0	Conclusion
Age	0.64	0.592	Failed to Reject	Not Significant
Sex	0.56	0.560	Failed to Reject	Not Significant
Civil Status	0.90	0.445	Failed to Reject	Not Significant
Monthly Income	0.35	0.844	Failed to Reject	Not Significant
Occupation	0.32	0.728	Failed to Reject	Not Significant
Decision Rule: Reject H_0 if p-value is lesser than $\alpha = 0.05$				

The table above shows the summary of computations when testing was done on the difference that exist between the assessment of the respondents when they are grouped according to their profile. The data show that when the test was conducted across all profiling variables, the researchers generated probability values that are greater than alpha at 0.05. Due to the computed results, the researchers failed to reject the null hypothesis, this leads to the conclusion that there is no significant difference between the assessment of the respondents when they are grouped according to their profile. It can be gleaned from the table that when the assessment of consumers buying behavior was grouped according to age, the p-value of 0.592 was found greater than the level of significance of 0.05 with computed F-value of 0.64 thus the null hypothesis was failed to reject and there is no significant difference on the consumer buying behavior and age. This means that the age of the consumers does not matter or affect its perception.

In terms of sex, the responses got the p-value of 0.560 and were found was found greater than the level of significance of 0.05 with computed F-value of 0.56 thus the null hypothesis was failed to reject and there is no significant difference on the consumer buying behavior and sex. It can be deduced that sex of the consumers does not matter or affect its perception. In terms of civil status, the responses got the p-value of 0.445 and were found was found greater than the level of significance of 0.05 with computed F-value of 0.90 thus the null hypothesis was failed to reject and there is no significant difference on the consumer buying behavior and civil status. The result explained that civil status of consumers does not affect the buying behavior of consumers. In terms of monthly income, the responses got the p-value of 0.844 and were found was found greater than the level of significance of 0.05 with computed F-value of 0.35 thus the null hypothesis was failed to reject and there is no significant difference on the consumer buying behavior and monthly income. It implies that monthly income of the consumers does not affect the buying behavior of the consumers. In terms of occupation, the responses got the p-value of 0.728 and were found was found greater than the level of significance of 0.05 with computed F-value of 0.32 thus the null hypothesis was failed to reject and there is no significant difference on the consumer buying behavior and occupation. The result explained that the occupation of the consumers does not affect the buying behavior of the consumers.

Proposed promotional strategies to the management of the coffee shop owners/operators to enhance the customer buying behavior. After analyzing the results of the study, the researchers had come up with the promotional strategies to be proposed to the management of the coffee shops in Lipa City, Batangas, Philippines to enhance the customers' buying behavior. Presented in the chart below is the proposed promotional strategies which includes Area of Concern, Objectives, Strategies, Persons Involved, and Expected Outcome.

Conclusions

Based on the findings of the study, the researchers came up with the following conclusions: Since majority of the customers in coffee shops belonged to the range of the age of 18–23 years old, female and single and belong to the white-collar jobs with monthly income of Php 10,000 and below, they are believed to be the common customers who patronize coffee products and services; The customers in the selected coffee shops in Lipa City, Batangas considered ambience and sensory evaluation as “Highly Acceptable” while the price and promotion considered as “Acceptable”. Hence, this four-variable considered by the customers in choosing coffee shops, products and services; Since there is no significant difference between the assessment of the respondents in terms of age, sex, civil status, monthly income, and occupation, the customer’s choice of coffee shop does not differ on the abovementioned factors instead their preference is on the acceptability of ambience, sensory evaluation, price, and promotion; The proposed promotional strategies to coffee shop which can be used as a basis to sustain customer traffic may be implemented by the management.

Recommendation

In light the findings and conclusion the respondents hereby recommend the following: The coffee shop may offer and provide best information about the product because consumers have different needs and wants. They may focus on the advertisements of their product to promote the product to the consumer. The establishment can execute promotional strategies such as offering promos, discounts, place advertisement like signage, tarpaulin, and may improve their print, television, social media and outdoor advertisement to inform the consumers about the product. The establishment may improve their promotional strategies like implementing public relations as a way of promoting products such as when the establishment sponsors special community or schools’ events or to have charitable works to make the establishment brand more popular.

The coffee shop could use the proposed marketing strategy to their establishment to have customer traffic and to provide better quality and services to the customers; Local Government Unit (LGU) of the municipality of Lipa City, Batangas, Philippines, may consider the result of the study as basis in the formulation of policies and procedures to effect on the promotion and marketing of coffee products in coffee shop businesses in the locality and its impact on the economy of the city its people. To the student researchers, as restaurateurs and hoteliers someday this study may serve as a guide on how they deal with their output when they are already in the industry. Also, they can share their knowledge to the other people in the industry regarding the result of this study; The formulated promotional strategies may be implemented and utilized by the concerned managers of coffee shops; and the future studies, researchers may consider other variables to measure the influences on consumer buying behavior and other factors that affect the buying behavior decision of consumers.

Conflicts of interest: The authors declare that they have no competing interest.

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