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Determinants of consumer buying decisions: Evidence from Azerbaijani coffee shop market

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Abstract. In a highly competitive Azerbaijani coffee shop market, knowing what drives consumer behaviour is crucial for marketers and businesses looking to separate out from the competition and encourage customer loyalty. The article examines the effects of brand image, product quality and price on consumer purchase intention. The study is based on marketing theory, consumer behavior theory and the concept of customer-centric marketing. The methods of logical-structural, quantitative, factor and regression analysis are used. Within the scope of the research, the data were collected through an online questionnaire. The data set of the study is represented by data from an online survey of 298 customers of coffee shops in the city of Baku, collected in the period April-May 2023. According to the findings of the study, brand image, product quality and price, which are independent variables, have a significant and positive effect on the dependent variable, the purchase intention. The results contribute to the understanding that businesses need to focus on building a strong brand image in order to increase consumer purchase intention. By gaining a deeper comprehension of the factors influencing the purchasing decisions of customers, businesses can create more effective marketing campaigns, increase their market share, develop a solid market position and build consumer loyalty in an increasingly competitive environment. The study adds to the ongoing discussion about customer-centric marketing by throwing new insight on the elements that influence consumer behaviour.

Keywords: consumer behaviour; buying decision; brand image; product quality; price; coffee shops market; Azerbaijan.

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Детерминанты покупательских решений на рынке кофеен Азербайджана

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Аннотация. На высококонкурентном рынке кофеен Азербайджана знание факторов, определяющих поведение потребителей, имеет решающее значение для маркетологов и компаний, стремящихся выделиться среди конкурентов и повысить лояльность клиентов. Статья направлена на изучение влияния имиджа бренда, качества продукции и цены на готовность потребителей совершить покупку. Методология исследования опирается на классическую теорию маркетинга, теорию потребительского поведения, а также концепцию клиентоориентированного маркетинга. Используются методы логико-структурного, количественного, факторного и регрессионного анализа. Информационная база работы представлена данными онлайн-анкетирования 298 респондентов – клиентов кофеен г. Баку, собранными в апреле – мае 2023 г. Результаты исследования свидетельствуют о значимом положительном влиянии имиджа бренда, качества продукта и уровня цены на намерение потребителя совершить покупку. Сделан вывод о том, что для повышения вероятности покупки предприятиям необходимо сосредоточиться на создании сильного имиджа бренда. Углубленное понимание факторов, влияющих на потребительское поведение, предоставит компаниям дополнительные возможности по разработке эффективных маркетинговых стратегий, увеличению доли рынка, укреплению рыночных позиций и лояльности клиентов в условиях постоянно растущей конкуренции. Выводы исследования вносят вклад в развитие концепции клиентоориентированного маркетинга за счет определения элементов, лежащих в основе решения потребителей о приобретении продукта.

Ключевые слова: поведение потребителей; решение о покупке; имидж бренда; качество продукта; цена; рынок кофеен; Азербайджан.

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INTRODUCTION

Understanding the factors that influence consumer purchasing decisions is essential for business owners and marketers seeking to differentiate their offerings and create brand loyalty in the highly competitive coffee shop industry. In recent years, brand image, product quality, and pricing have emerged as significant influences on consumer behaviour and buying decisions. Consumers' perceptions of a coffee shop's brand image, such as its general reputation, perceived ambience, customer service, and overall experience, are crucial to the formation of strong emotional connections with coffee brands. A positive brand perception influences consumers' perception of the quality and value of coffee products and fosters brand loyalty. An unfavourable brand image, on the other hand, may undermine consumer trust, thereby diminishing their interest and support.

In a competitive market, brands are crucial to a company's survival. Future marketing will increase brand competition, which is the competition to captivate consumers through a brand. The brand is not only referred to as a name, logo, or symbol but also as the consumer's perception of the product's value. Brand plays a huge part in a company's survival by attracting potential customers in a competitive market. Brands can perform several crucial roles in enhancing the lives of consumers and the financial value of an organization. Bian and Moutinho [2008] and Zhang [2015] argued that brand image is significant because it influences a consumer's purchasing decision and purchasing behaviour. Consumers typically lack the time to acquire comprehensive product knowledge prior to making a purchase decision. Consequently, they frequently rely on brand image as an extrinsic cue [Lin, Lin, 2007; Akkucuk, Esmaeili, 2016]. Price factor is the attributed monetary worth to an item or service. In this paper, we will analyse the function of the price factor in marketing, pricing techniques adopted by marketers, and how these strategies might impact customer behaviour. Product quality is an important component that impacts consumers' purchasing decisions [Bloemer, Kasper, 1995]. Customers frequently assess a product's quality based on its performance, dependability, and other characteristics [Kotler, Armstrong, Opresnik, 2019]. Good product experiences can result in greater customer satisfaction, repeat purchases, and positive word-of-mouth referrals, but poor product experiences can lead to lost sales and a tarnished reputation.

This study aims to explore and investigate how brand image, product quality, and pricing impact consumer purchasing decisions in the coffee establishment industry. To achieve this, we will conduct a thorough review of the existing literature on the topic, analyse empirical data to identify the key drivers that influence consumer behaviour and purchasing decisions in the coffee shop sector, and provide valuable insights and recommendations for coffee shop owners and marketers. Through our research,

we aim to provide a comprehensive understanding of the factors that drive consumer behaviour in the coffee shop sector and help coffee shop owners and marketers to effectively position their brands, improve the quality of their products, and ultimately increase their market share. This study contributes to the existing body of knowledge on consumer behaviour in the coffee establishment industry and is a valuable resource for business owners and marketers looking to improve their operations and boost their profits.

The research is conducted within the framework of the coffee shop sector in Azerbaijan. Our analysis based on the recent positive development trend in this industry adds further significance and relevance to the topic. The investigation begins with examining brand image, quality and price and its impact on consumer perceptions and preferences. They work explores brand reputation, personality, and associations, as well as the influence of product quality and price on consumers' brand perception and purchasing decisions.

THEORETICAL BACKGROUND

Consumer buying decisions. The buying decision involves the choosing of two or more alternatives [Dowling, 1986]. When there are several choices with the same purpose for the goods or services, the buying decision is very crucial [Amron, Usman, 2016]. Consumers base their buying decisions on a variety of factors and individual emotions. The greater the consumer's impulses and motivations, the stronger the consumer's choice to purchase a specific product.

Businesses must be able to catch consumers' instincts and inspire them to make purchases [Fall Diallo et al., 2013]. In addition, they must be able to provide a product that satisfies the desires and expectations of consumers. Manufacturers should be able to position their products so that they are relevant to consumers' purchasing decisions [Dowling, 1986]. It is difficult for producers to design items that are in constant demand among consumers. But, in theory, it may be conceivable if manufacturers can record customer behaviour in deciding their preferences.

According to Sangadji and Sopiah [2013], all purchase decisions are founded on the wants produced when customers deliberately select one of possible alternative behaviours. According to Kotler and Armstrong [2008], consumer purchasing decisions are inseparable from the stages consumers go through, namely being aware of the problems they face until the occurrence of consumer purchase transactions; purchasing decisions are the stage of the decision-making process where consumers purchase products.

Brand image. According to Kotler and Keller [2009], brand image is the process through which an individual picks, organizes, and analyses incoming information to

produce a meaningful picture. Brand image is defined as “the amount of knowledge a customer obtains about a brand via experiences, hears, commercials, packaging, and services, modified by selective perception, prior beliefs, social conventions, and forgetfulness”. A brand’s memories may comprise of the attributes and perceived benefits of the product [Tajdar et al., 2015].

In other words, brand image is what comes to mind when a brand name is uttered. Essentially, brand image conveys the consumer’s ideas and sentiments about a brand [Roy, Banerjee, 2007]. Another result was that the brand image had a strong beneficial influence on the purchase intention of customers [Hermenda, Sumarwan, Tinaprillia, 2019]. Dobni and Zinkhan [1990] argued that the product image is the consequence of the interaction between the product stimuli and the receiver.

Pricing. Pricing is one of the four variables that comprise the marketing mix, along with product, promotion, and place. In marketing, pricing plays an essential part in determining a business’s profitability. Developing effective pricing strategies ensures that the price component is in line with the overall marketing objectives and product positioning. Price strategies take customer behaviour, market developments, and the competitive landscape into account [Kotler, Armstrong, 2008]. The idea is to establish such pricing that optimizes profits while preserving a market advantage.

In the field of marketing, the concept of price factor is an essential element. This is due to the fact that price has a significant impact on consumers’ decision-making processes. According to Kotler and Armstrong [2008], price is the volume of money exchanged for goods or services.

Product quality. Product quality refers to a product’s or service’s overall features as well as its capacity to meet the inferred needs of consumers. According to Kotler [2005], product quality includes not just the physical features of the product but also its capacity to match the expectations of consumers. According to Lupiyoadi [2001], consumers will only be satisfied if the product they use is of good quality. In addition to influencing consumers’ sense of quality, product quality also influences their opinion of value [Zeithaml, 1988]. Moreover, product quality impacts brand loyalty and repurchase intentions [Bloemer, Kasper, 1995].

RESEARCH HYPOTHESIS

Relationship between brand image and purchase intention. The relationship between brand image and purchasing decision is complex and influenced by several internal and external factors affecting consumer behaviour. Internal factors like values, beliefs, and personality traits influence how consumers perceive and evaluate brand image [Kotler, Keller, 2012]. External factors such as social norms, cultural values, and reference groups play an important role in shaping consumers’ perceptions of brand image and purchasing decisions [Hofstede, 2001].

Erdem and Swait [1998] discovered that brand credibility significantly influences the relationship between brand image and purchasing decision. A brand’s credibility and consumers’ trust can be enhanced by the product’s quality, the brand’s history, and endorsements from reputable sources. Brand charisma is an additional essential factor that influences the connection between brand image and purchasing decision. Keller [1993] found that consumers are more likely to purchase products from brands whose personality aligns with their values and self-concept. Aaker [1997] proposed five dimensions of brand personality, including sincerity, enthusiasm, competence, sophistication, and ruggedness, that can affect consumers’ perceptions of a brand and purchasing decisions.

Park, Jaworski and MacInnis [1986] found that brand image influences consumers’ attitudes and perceptions of a product, which in turn influences their purchasing decisions. Brand image is a consumer’s view of a brand that is characterized by brand associations [Keller, 2013]. Brand image, according to Lau and Phau [2007], is customer trust in a brand. Brands can offer people a good or positive image, but they can also give them a terrible or negative one. The brand image is employed as a customer evaluation in this scenario, which might lead to consumer purchase intentions. Positive customer views and opinions about a brand, of course, may lead to purchase intent. Taking all this into account, we propose the following hypothesis:

H1: Brand image has a positive effect on purchase intention.

Relationship between product quality and purchase intention. The relationship between product quality and buying decisions has been a focal point of consumer behaviour research [Kotler, Keller, 2012]. Product quality refers to the extent to which a product meets or transcends consumer expectations and requirements. Quality is a crucial factor in the purchase decision process because it influences the consumer’s perceived value and level of satisfaction [Oliver, 1980].

According to Kotler and Armstrong [2008], a consumer’s purchase decision is to purchase the most preferred brand or the buyer’s choice of brand. According to Garvin [1998], product quality is the capacity of a product to outperform contending alternatives from a market standpoint. Kodu’s [2013] research discovered empirical evidence that variable prices, product quality, and service quality have a significant influence on purchasing decisions simultaneously.

Product quality is the ability of a product to satisfy the requirements or desires of consumers [Amron, 2017]. Marketers who do not pay attention to the quality of their products and services will lose as consumers become disloyal. Consequently, product or service sales will likely decline [Amron, Mahmud, 2017]. When marketers prioritize quality, consumers will be pleased to purchase a product or service. According to Sebastianelli and Tamimi [2002],

product quality is the sum of the features and characteristics of a product or service that are dependent on its capacity to meet stated or implied requirements. With all this in mind, we propose testing the following hypothesis:

H2: Product quality has a positive effect on purchase intention.

Relationship between price and purchase intention.

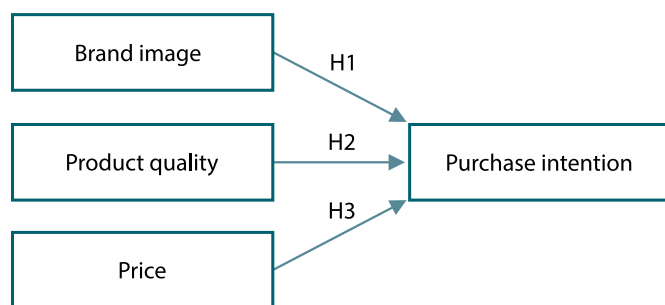
Consumer perception of a product's price is influenced by both internal (values, beliefs, etc. [Kotler, Keller, 2012]) and external (social norms, etc. [Hofstede, 2001]) factors. In addition, consumers do not always make rational pricing and purchase decisions. Several behavioural fallacies, including anchoring, loss aversion, and the endowment effect, can cause consumers to make suboptimal decisions and overestimate the significance of price [Tversky, Kahneman, 1974]. Thus, when establishing prices and developing marketing strategies to influence consumer behaviour, marketers must account for the role of these biases [Thaler, 1985].

Price is a crucial factor in consumer decision-making, but the correlation between price and purchasing decisions is not always clear. According to [Hinterhuber, Liozu, 2014], the impact of price on purchasing decisions can vary based on context and individual preferences. For example, some consumers may be willing to pay a higher price for products that they perceive to be of higher quality or offer greater convenience [Grewal, Monroe, Krishnan, 1998]. Based on the above, we propose the following hypothesis:

H3: Price has a positive effect on purchase intention.

RESEARCH METHODOLOGY

Purpose of the study and research design. This study seeks to investigate how brand image, comprising elements such as brand reputation, charisma, and associations, interacts with product quality and price to influence consumers' overall brand perception. Furthermore, the research aims to determine how these variables collectively influence the purchasing decisions of consumers. It seeks to determine the relative importance and weight that consumers place on brand image, product quality, and price when making purchasing decisions. Considering all these, a research model has been proposed (see Figure).



Research model
Модель исследования

In the coffee shop industry, product quality is a very important factor influencing consumer perceptions and satisfaction. Customers anticipate exceptional flavour, consistency, and freshness in their coffee. In addition to satisfying consumers' sensory expectations, high product quality increases consumer satisfaction, loyalty, and positive word of mouth. The influence of pricing on consumer decisions within the industry cannot also be overstated. Customers determine the perceived value of a cup of coffee by comparing its price to its quality and the entire coffee shop experience.

Measures, population and sample of the study.

The primary data collection is based on a questionnaire designed to elicit as many responses and pieces of information as feasible for our research. To test the research model empirically, studies in the literature were used to measure variables and multi-item scales were applied. The scales measuring brand image, product quality, price and purchase intention variables used in the survey were taken from Amron [2018]. A five-point Likert scale was used for all measurements (1 = strongly disagree; 5 = strongly agree). The data collection method consists of administering a questionnaire with 24 questions.

A total of 380 consumers participated in the survey. However, in order to increase the reliability and validity of the research, participants were asked a preliminary question: "Have you visited any coffee shops in Baku in the last three months?" Out of 380 participants, 298 consumers answered "Yes" to this question and continued the survey. Those who remained on the ground answered "No" and ended the survey without answering the survey questions. Table 1 provides a detailed summary of the participants' characteristics.

Out of the 298 respondents, most of them were female, with 192 women making up 64.4% of the sample. Additionally, more than half of the respondents were single, with 162 individuals accounting for 54.4%. 139 of the respondents hold a bachelor's degree, which is nearly half (46.6%) of the sample. Furthermore, 139 (46.6%) respondents were between the ages of 18–25.

Regarding monthly income, 81 respondents reported that their monthly income falls between 0–350 AZN, which accounts for 27.2% of the sample. Additionally, 133 (44.6%) of the respondents stated that they visit coffee shops once a month. Lastly, 123 of the respondents are individual consumers who have been purchasing coffee of these brands for 1–3 years.

These socio-demographic characteristics are summarized in Table 1. It is important to take note of these statistics when analysing the preferences and behaviour of the survey participants. These insights can help brands to better understand their target audience and tailor their marketing strategies accordingly.

Table 1 – Socio-demographic characteristics of respondents
Таблица 1 – Социально-демографический профиль респондентов

Variables	Categories	Frequency, persons	Percentage, %
Gender	Male	106	35.6
	Female	192	64.4
Marital status	Single	162	54.4
	Married	126	42.3
	Engaged	8	2.7
	Pupil	2	0.7
Education	High school	51	17.1
	Bachelor's degree	139	46.6
	Master's degree	100	33.6
	PhD degree	8	2.7
Age	18–25	139	46.6
	26–35	68	22.8
	36–45	51	17.1
	46–55	35	11.7
	56 and over	5	1.7
Annual income (AZN)	0–350	81	27.2
	351–700	62	20.8
	701–1,050	52	17.4
	1,051–1,400	44	14.8
	1,401–1,750	27	9.1
	1,751 and over	32	10.7
How often do you visit coffee shops?	Once a day	24	8.1
	Once a week	105	35.2
	Once a month	133	44.6
	Twice a month	36	12.1
How long have you been purchasing coffee of these brands?	Less than 1 year	71	23.8
	1–3 years	123	41.3
	3–6 years	66	22.1
	More than 6 years	38	12.8

RESEARCH RESULTS

Validity and reliability analyses. In order to validate the measurement model, a first step was taken to conduct confirmatory factor analysis (CFA), as shown in Table 2. All items exhibited significant factor loadings, and the variables remained unchanged from the original. Convergent validity is confirmed by the fact that all factor loadings of the items used to examine the variables in the research model exceed 0.70. Ultimately, all elements inside the model exhibit sufficient reliability and convergent validity. Based on the literature, the reliability and validity tests indicate that the structures are appropriate for further analysis [Butcher, Sparks, O'Callaghan, 2002]. The factor analysis suggests that there are underlying factors that explain the relationships between the three variables.

The reliability study used the Cronbach Alpha coefficient to assess the internal consistency of the scales [Hair et al., 2010]. The Cronbach Alpha coefficient ranges from 0 to 1. The constructs in the study exhibited Cronbach's Alpha and composite reliability values that above the suggested threshold of 0.70 [Hair et al., 2010]. This statistical measure is used to determine the internal consistency or reliability of a set of items in a questionnaire or test. In summary, the reliability statistics show that brand image, product quality and price have high internal consistency or reliability, while the purchase intention has moderate internal consistency or reliability. Variables, items, factor loadings, total variance explained, KMO and Cronbach Alpha values are shown in Table 2.

Hypotheses analysis. It can be seen from the analysis results of the H1 (brand image has a positive effect on purchase intention) that the *p*-value is less than 0.001, indicating that the regression equation is significant.

Table 2 – Results of factor analysis and reliability analysis
Таблица 2 – Результаты факторного анализа и анализа надежности

Variables	Items	Factor loadings	Total variance explained	KMO	Cronbach Alpha
Brand image	This brand is of high quality	.558	62.604	.850	.850
	This brand has better features than its competitors	.688			
	This brand has an image that differentiates it from its competitors	.598			
	This brand is a brand that does not disappoint its customers	.619			
	This brand is one of the best brands in the sector	.666			
Quality	This brand has the highest quality in the market	.695	76.261	.836	.892
	I always trust this brand when I want high quality coffee	.811			
	The quality of coffees of this brand is very high	.822			
	The quality of this brand's coffee meets my expectations	.723			
Price	The prices of this brand are generally reasonable	.848	81.652	.739	.883
	The prices paid in this brand fully cover the provided service	.813			
	The prices of this brand are suitable for me	.789			
Purchase intention	I often visit this brand's coffee shop	.718	71.375	.695	.795
	I want to go to this coffee shop again in the near future	.767			
	Compared to others, this brand's coffee shop is my first choice	.656			

The R^2 value of 0.398 shows that 39.8% of the change in the purchase intention variable can be explained by the brand image variable. Additionally, the adjusted R^2 value was found to be 0.396. This shows that the model explains 39.6% of the variance in the dependent variable. According to the coefficients analysis results, the independent variable shows the unstandardized and standardized coefficients for brand image. The unstandardized coefficient is 0.806. This means that for each unit increase in brand image, the dependent variable purchase intention increases by 0.806 units. The standardized coefficient (beta) is 0.631. This means that brand image has a moderate positive effect on purchase intention. The t -value is 13.983 and is statistically significant ($p < 0.001$). The confidence interval (95%) of the brand image coefficient is between 0.692 and 0.920.

According to the results of the regression analysis of the H2 (product quality has a positive effect on purchase intention), the coefficient of determination (R^2) is 0.405. This coefficient means that approximately 40.5% of the variance in the dependent variable (purchase intention) is explained by the predictor variable (product quality). The adjusted R^2 of 0.403 considers the number of predictors and adjusts for the degrees of freedom. The standard error of the estimate is 0.58976; this represents the average distance between the observed values of the dependent variable and the values predicted by the regression model. The coefficients analysis result shows the estimated coefficients for the regression model. The intercept (constant) is 0.239 with a standard error of 0.263 and is not statistically significant. The coefficient of the predictor variable (product quality) is 0.862 and the standard error is 0.061, which is highly significant ($p < 0.001$). This shows that for every unit increase in product quality, there is an 86.2% increase in purchase intention after controlling for interference. The 95.0% confidence interval for the product quality coefficient ranges from 0.743 to 0.981.

According to the analysis results of the H3 (price has a positive effect on purchase intention) of the research, the regression model was statistically significant (F value 193.506 and $p < 0.001$). This indicates that it provides a better fit to the data than the intercept-only model. According to the results of the regression analysis, there is a significant correlation between the independent variable (price) and the dependent variable (purchase intention) with an R^2 value of 0.395. This means that 39.5% of

the change in intention to purchase the product can be explained by changes in price. The adjusted R^2 value of 0.393 indicates that the model fits the data well, and the standard error of the estimate is 0.59443. The results of the coefficients analysis show that the intercept is 1.761, which means that the intention to purchase the product is 1.761 when the price is zero. The price coefficient is 0.571. This shows that for every unit increase in price, the intention to purchase the product increases by 0.571. The fact that the p -value for this coefficient is less than 0.001 indicates that the coefficient is statistically significant. Statistical information about the results of the regression analyses is shown in Table 3.

The regression analysis's findings indicate that there is a statistically significant and positive relationship, which is also trending in the direction of the product's price increase, between a product's price and customers' purchasing intentions. There is also an increase in the purchasing habit of customers. The aforementioned discovery underscores the significance of pricing tactics and implies that customers attribute higher prices to things of better quality or attractiveness, hence impacting their purchasing choices.

DISCUSSION AND CONCLUSION

The focus of the study was to determine the relationship between brand image, product quality, price, and consumer intent to purchase. A combination of regression analysis and factor analysis was used to examine the survey data collected online. All the independent variables, brand image, product quality, and price, had a significant and positive effect on the dependent variable, buying intention, according to the study's findings. The regression analysis revealed that brand image, product quality, and price are all significant predictors of intention to purchase. The factor analysis revealed that the variables quantifying brand image, product quality, and purchasing decision were interrelated and could be explained by a small number of underlying factors.

Although Azerbaijan is an oil-dependent country, the development of non-petroleum sectors has attracted attention in recent years. Along with supporting the entry of foreign capital, it makes great efforts to create and develop local enterprises [Ahmadov et al., 2019; Huseynli, 2022a, b; Akbarov, 2018; Huseynli, 2023]. The study's findings have significant implications for the development of businesses' marketing strategies and tactics. To increase

Table 3 – Results of regression analysis
Таблица 3 – Результаты регрессионного анализа

Variable		Indicator					
Independent	Dependent	t-value	Sig.	F	R	R^2	Adj. R^2
Brand image	Purchase intention	13.983	0.001	195.520	0.631	0.398	0.396
Product quality		14.188	0.001	201.294	0.636	0.405	0.403
Price		13.911	0.001	193.506	0.629	0.395	0.393

consumers' intent to purchase, businesses should concentrate on establishing a strong brand image, providing high-quality products, and pricing their products competitively. By gaining a deeper comprehension of the factors influencing the purchasing decisions of customers, businesses can create more effective marketing campaigns centered on enhancing brand image, product quality, and pricing strategies.

The study emphasizes the significance of knowing many and diverse elements that drive customer behaviour. The most important innovation offered by this research is the empirical measurement of the effects of brand image, product quality and price in coffee shops. Businesses can obtain a better grasp of these characteristics and design more effective marketing plans and techniques by conducting additional research and developing detailed models. The study's findings can help organizations develop a solid market position and build consumer loyalty in an increasingly competitive environment.

Theoretical contribution. One of the most significant theoretical contributions of the study is that brand image, product quality, and price play a significant role in shaping consumers' perceptions of a particular brand. The findings indicate that businesses investing in a strong brand image, providing high-quality products, and charging competitive prices are likely to attract more consumers and increase their market share.

The outcomes of the study have broad ramifications for the marketing industry. The study adds to the ongoing discussion about customer-centric marketing by throwing new insight on the elements that influence consumer behaviour. It emphasizes the need of comprehending the complexity of consumer behaviour and designing marketing strategies and methods that respond to clients' different desires and preferences.

Practical contribution. The study emphasizes the significance of comprehending the numerous and intricate aspects that influence customer behaviour. While brand image, product quality, and price are important considerations in determining customers' purchasing intentions,

a variety of other factors may also be of importance. Cultural differences, societal norms, individual preferences, and numerous external causes such as economic situations, political events, and technological breakthroughs are examples of these.

Businesses may better adapt to their customers' requirements and preferences by recognizing the relevance of elements such as brand image, product quality, and price. This can assist them in developing a loyal consumer base and establishing a strong market position. Furthermore, the study emphasizes the need of comprehending the relationship between various elements and their impact on consumer behaviour. While price is an essential element for many customers, it may not be the only factor influencing their purchasing decisions. Understanding the interplay of several aspects and how they influence one another is important in building efficient marketing efforts.

Limitation and future research directions. The research was limited to coffee shops, which may not be representative of other types of businesses. It is important to consider that consumer expectations and sector development can vary greatly across different industries, and therefore the methodology used in this study may not be applicable to all sectors. Future research could explore the effectiveness of the methodology in other types of businesses to better understand its potential limitations and strengths. Additionally, gathering data from a wider range of sources, such as interviews with business owners and other customers, may be useful to gain a more comprehensive understanding of the research topic.

In addition, the study highlighted the need for additional research to confirm the stability and validity of the factor structure and investigate the impact of other factors on customers' purchasing decisions. The generalizability of the study's findings was limited by a small sample size and respondents belonging to a specific geographic region. Future research could address these limitations by employing a larger, more diverse sample and utilizing alternative data collection techniques. ■

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