The Study of Willingness to Pay of Specialty Coffee Customers in Thailand

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Abstract

Specialty coffee appeared in the coffee industry in the 20th century with an emerging culture of developing a better appreciation of coffee through quality beans and improved brewing methods. It is a constantly growing market for business owners as well as a rising trend for consumers worldwide, including Thailand. For the past decade, we can see new coffee shops popping up on almost every corner of the street with new innovative coffee offerings; nevertheless, an increase in competition in the industry has also proven a demand. This study aims to test the relationship between customer satisfaction, attitudinal, and behavioral loyalty to a willingness to pay. This helps recognize the consumer profile of specialty coffee in Bangkok, Thailand, who are purchasing, experiencing, and have a preference toward specialty coffee as well as their behavior, characteristics, and factors affecting their choice. A survey design method was used with quantitative data gathered using online questionnaires from 401 random sampling of specialty coffee consumers in Thailand and analyzed with descriptive and inferential statistics. By better comprehending consumption and decision-making insights, coffee industry practitioners could formulate business strategies to attract and retain their customers.

Keywords: Specialty Coffee / Customer Satisfaction / Customer Loyalty / Willingness To Pay

Research background

Coffee plays a vital role in human life. It is more than a beverage, but a human necessity, a result of human energy and efficiency, and a drink of fashionable society. On a much broader level, it was part of our iconic history and continues to shape our culture today. The emerging world is challenging the coffee industry with new trends and consumer behavior everyday. Whether it is customer expectations of retail experiences or further demand for customization. Coffee

consumption and the development of coffee as a drink have also evolved significantly over recent years with the increase in specialized beverages and the appearance of niche specialty coffee products. Today, consumers have become more knowledgeable about products and better appreciate a product's quality. Specialty coffee has made coffee drinkers seek more authentic, flavorful coffee experiences (Pongsiri, 2013). Coffee shops must satisfy the new demand created by the distinctive coffee culture of quality, appropriateness, and proper brewing procedures in order to remain competitive in the coffee industry since specialty coffee buyers differ in the importance and value they place in a perfect cup of coffee.

Consumers today are more selective and have higher expectations. In order to thrive in the highly competitive environment, businesses must be consumer-oriented, in which customer satisfaction and loyalty are critically important goals. Therefore, this study aims to understand factors behind specialty coffee consumption that lead to customer satisfaction and attitudinal and behavioral loyalty. On the other hand, willingness to pay is an important element to successfully profit. Therefore, this research will also examine whether there is a correlation between customer satisfaction, attitudinal, and behavioral loyalty to a willingness to pay to better understand the influential level of the different elements. This will help recognize the consumer profile of specialty coffee in Bangkok, Thailand, who is purchasing, experiencing, and has a preference toward specialty coffee as well as their behavior, characteristics, and factors affecting their choice. By better comprehending consumption and

decision-making insights, industry people could formulate business strategies to attract and retain these customers.

Introduction

The term 'specialty coffee' was first explained by the Specialty Coffee Association of America (SCAA), founded in 1982, aiming to set quality standards for the specialty coffee trade and focus on three main features of coffee, namely, fruity, floral, and acidic notes (SCAA, 2016). To be certified as specialty coffee, methodologies and guidelines have been created as a universally shared language and standard top for Specialty Coffee Association worldwide, such as to adopt sensory tests. The Sensory evaluation must pass a preliminary grading system called cupping tests by Q-graders who are licensed professional coffee tasters. The Q-grader assesses coffee quality based on personal opinion and tasting experience to score the best degree of roast for a particular coffee and negotiate the price in an auction. To be considered a specialty grade, coffee samples must score 80 points or above on a 100-point scale; if below a minimum grade of 80 points, it is appraised below specialty quality (Pereira et al., 2018). According to Bolka & Empire (2020), specialty coffee is regulated by the entire coffee process cycle, from choosing coffee plantation criteria to coffee brew serving to consumers. Growing conditions is another critical factor for specialty coffee. Specialty coffee is usually grown in a more significant ecological or commercial environment. It is best developed at high altitudes, at the correct time of year, in the best soil, and then picked at the right time. With more care and resources required

from the farmers, it is sold at a premium price to coffee traders or roasters. The roasters create custom profiles for each coffee, enhancing and highlighting their natural flavors. Baristas then use carefully grown and roasted coffee to produce quality beverages, often with unique brewing techniques and specialized equipment.With a gourmet label, specialty coffee products command a more premium price and are perceived by consumers as being exclusive and higher quality which differentiates them from conventional coffee products available in the market.

As stated by Lee et al. (2018), specialty coffee shops are the fastest-growing restaurant category worldwide, with an annual increase in global sales by 9.1% from 2014 to 2015. Asia Pacific is projected to reap the most significant sales gain internationally, with over 3.7 billion dollars from 2016 to 2020. In Thailand, the coffee-drinking culture has become increasingly popular with the booming of premium coffee consumption trends in recent years, leading to mushrooming in the number of specialty coffee outlets, especially in town and Bangkok city. According to the previous study, coffee consumption in Thailand increased by an average of 5% from 2016 to 2017 and is expected to continue growing. As consumption grows, the number of consumers who require good quality coffee also increases. In 2019, specialty coffee shops already accounted for 10% of the coffee market in Thailand. (Charassangraungrung, 2019).

Objectives

1. To test whether there is a relationship between customer satisfaction to willingness to pay.

2. To find out whether customer attitudinal loyalty leads to their willingness to pay.

3. To find out whether customer behavioral loyalty leads to their willingness to pay.

Literature review

Customer satisfaction

Customer satisfaction is the total evaluation of all tasks performed during all stages of the consumer buying process, including before (pre-purchase), during (purchase), and after (post-purchase) (Isamel, 2010). It could be concluded as one's total experience that could be affected by personal expectations, such as the significance level of the product and value-added beyond that. Therefore, it can be concluded that satisfaction is the result of comparing customers' expectations and the results obtained (Fauzia, 2020). The concept of consumer satisfaction has been researched extensively. It could be concluded as a "customer's emotional response to the evaluation of consumption experience of the chosen product or service between expectations before purchase and the actual performance of the product felt after its use" (Darmayasa & Yasa, 2021).

Loyalty

Oliver (1999) defined customer loyalty as repeat patronage of consumers to particular products or services over time and is not compelled to divert, despite competitors' marketing actions or environmental effects. Dimitriades (2006)

proposed that customer loyalty is a positive relationship built between the buyers and a specific firm which leads to commitment to repurchase the product/service in the future as well as recommend it to others through word of mouth. Attitudinal and behavioral methods are the two basic ways that customer loyalty has been theorized. The concept of attitudinal loyalty is the focal point for measuring customers' attitudes and psychological commitment to an organization (Gecti & Zengin, 2013). It indicates one's emotional attachment towards a brand or elevated desire for a brand above competing options in the market. Based on the explanation, attitudinal loyalty can be identified by an individual's preference for a brand through thought (cognitive) and feelings (affective). On the other hand, behavioral loyalty is explained as performance evidence of attitudinal loyalty (Bennett & Thiele, 2002). Behavioral loyalty can be observed through the following activities which are buying frequency and higher spending for a particular brand compared to other brands. It is revealed to be an action taken by a customer to a brand that can be observed in the form of continuous support and repeat purchases (Back & Parks, 2003). This type of behavior can also be seen as biased responses expressed consistently over a period of time.

Willingness to pay

Willing to pay is "the preparation and desire of a consumer to pay more for a particular brand instead of a comparable alternative brands" (Casidy & Wymer, 2016). As claimed by Netemeyer et al. (2004) and Aaker (1996), willingness to pay is a sum amount that a potential consumer is willing to spend for his or her preferred brand despite the presence of a comparable brand of the same quality. Willingness to pay also indicates the highest monetary allowance of a consumer over the better quality products that satisfy their exact needs, as well as used to measure the value a consumer places on a specific product. However, the term thoroughly depends upon an individual's awareness regarding the worth and quality of a product (Mahmood et al., 2021). The term "willingness to pay" is used in the food and beverage business to examine consumer behavior and comprehend the driving forces behind their consumption. According to the Regulatory Focus theory, consumers' focus greatly influences how attentive they are to various food and beverage product features; those who are prevention-focused pay more attention to safety-oriented features, while those who are promotion-focused are more concerned with comfort-related features (Bryla, 2021). Several researches found that product authenticity plays an important role in willingness to pay; consumers are willing to pay a more premium price judged in terms of place of origin and being genuinely organic (Skuras & Vakrou, 2002; Wier & Calverley, 2002). Consumers perceive positive authenticity as genuine commitment from the brand towards its product quality, leading to a stronger purchase intention and creating a higher trust that it could satisfy real needs (Kavirov, 2015). This could be interpreted through the hedonic value frames as a quality-versus-price trade-off where a more significant commitment to customer satisfaction will drive a higher willingness to pay (Fournier, 1998).

Methodology

This research was conducted using a quantitative approach. The questionnaire is divided into two main sections. The first part includes three screening questions to ensure data accuracy from targeted sampling and demographical data using multiple choice. The second part consists of the study's main variables with a five-point Likert scale from strongly disagree to agree strongly. A total of 656 samples were collected from the online questionnaire surveys in two months, using a convenient sampling method. Out of all, 401 samples passed the screening questions. IBM SPSS Statistics was used to analyze the statistical data by testing Cronbach Alpha to measure reliability coefficient between variables and finally to get the findings of this study. Respondents are categorized into different groups according to their demographic variables and behavior factors regarding specialty coffee consumption and preferences.

Demographic features of respondents

Table 1 Frequency - Gender of respondents

Gender	Frequency	Percentage
Male	199	49.60%
Female	188	46.90%
Alternative	14	3.50%

Out of 401 respondents, 199 were male (49.60%), 188 were female (46.90%), and 14 (3.50%) were alternative.

Table 2 Frequency - Age range of respondents

Age Range	Frequency	Percentage
Ages 18-25	67	16.70%
Ages 26-35	227	56.60%
Ages 36-50	92	22.90%
Ages 51 and above	15	3.70%

In terms of age, 67 respondents or 16.70% were consumers between 18-25, up to 227 respondents or 56.60% were between the age range of 26 to 35, which accounted for more than half of the total sample. There were 92 respondents or 22.90% who were between 36-50 years old, and only 15 respondents or 3.70% who were over 51 years old.

Table 3 Frequency - Monthly Income of respondents

Monthly Income	Frequency	Percentage
Less than THB10,000	13	3.20%
THB10,001 - THB30,000	154	38.40%
THB30,001 - THB50,000	130	32.40%
More than THB50,001	104	25.90%

In terms of monthly income, 13 respondents (3.20%) earn less than 10,000 Baht, 154 respondents (38.40%), between 10,000 and 30,000 Baht, 130 respondents (32.40%), and 104 respondents (25.90%) earn between 30,000 and 50,000 Baht.

Respondents' specialty coffee consumption behavior

Table 4 Frequency - Location of coffee consumption

Location	Frequency	Percentage
Home only	8	2.00%
Coffee shop only	83	20.70%
Both	310	77.30%

Overall, 77.30% of the samples, or 310 respondents, regularly drink specialty coffee both at home and in coffee shops, compared to 20.70% of them, or 83 respondents, who only drink coffee at the coffee shop, and only 2.00% of them, or 8 people who only drink coffee at home.

Table 5 Frequency - Coffee consumption companion of respondents

Companion	Frequency	Percentage
Alone	163	40.60%
Friends	77	19.20%
Family	53	13.20%
Partner	101	25.20%
Others	7	1.70%

By looking at the responses to specialty coffee consumption companions, the majority of the respondents or 40.60%, normally enjoy specialty coffee on their own, followed by appreciating with their partner, which accounted for 25.20%. 77 respondents or 19.20% commonly had it with their friends, 53 respondents or 13.20% had it with their family, and 7 respondents' answers were others.

Table 6 Frequency - Average specialty coffee consumption per week

Average consumption	Frequency	Percentage
1-2 cups	95	23.7%
3-5 cups	123	30.7%
6-10 cups	114	28.4%
10+ cups	69	17.2%

In a week, 123 respondents (30.70%) consume an average of 3-5 cups of specialty coffee, 114 respondents (28.40%) consume 6-10 cups, 95 respondents (23.70%) consume 1-2 cups and there were up to 69 respondents (17.20%) that consume more than 10 cups of specialty coffee.

Table 7 Frequency - Average weekly visits to specialty coffee shops

Average visit	Frequency	Percentage
1-3 times/week	297	74.10%
4-6 times/week	59	14.70%
Everyday	45	11.20%

Regarding specialty coffee shop visit frequency, 297 respondents (74.10%) visit 1-3 times a week, 59 respondents (14.70%) visit 4-6 times a week, and 45 respondents (11.20%) visit a specialty coffee shop everyday.

Table 8 Frequency - Most preferred specialty coffee choice

Specialty coffee choice	Frequency	Percentage
Americano	138	34.40%
Espresso	18	4.50%
Cappuccino	22	5.50%
Latte	96	23.90%
Drip Coffee	87	21.70%
Cold Brew	16	4.00%
Others	24	6.00%

Last but not least, the result showed that the most preferred specialty coffee choice was americano which accounted for 34.40% of the total sample, followed by latte, which was 23.90%, drip coffee with 21.70%, then cappuccino, espresso, and cold brew which were 5.50%, 4.50%, and 4.00%, respectively.

Table 9 Descriptive Statistic & Reliability Test

	Reliability Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Customer Satisfaction	0.825	0.832	6
Attitudinal Loyalty	0.856	0.861	5
Behavioral Loyalty	0.855	0.860	5
Willingness to pay	0.750	0.804	6

Table 10 Customer Satisfaction Attribute

#	Customer Satisfaction Attribute	Mean
1.	I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee	4.54
2.	I am happy to consume specialty coffee	4.69
3.	I think my decision to purchase specialty coffee is a wise one	4.53
4.	My expectations have been fulfilled after consuming specialty coffee	4.44
5.	I am satisfied with the product value to price	4.25
6.	My overall specialty coffee consumption experience goes beyond my expectations	4.11
	Average Customer Satisfaction	4.4283

There are 6 attributes for *Customer Satisfaction*; the result shows Cronbach's alpha of '0.832'. Scales of 1-5 were used to determine respondents' level of agreement, where 1 represents strongly disagree, and 5 represents strongly agree. The outcome reveals that "I am happy to consume specialty coffee" ($x = 4.69$) has the highest mean score, followed by "I am satisfied with my decision to purchase and have enjoyed consuming specialty coffee" ($\bar{x} = 4.54$), "I think my decision to purchase specialty coffee is a wise one" ($\bar{x} = 4.53$), "My expectations have been fulfilled after consuming specialty coffee" ($\bar{x} = 4.44$), "I am satisfied with the product value to price" ($\bar{x} = 4.25$). Lastly, "My overall specialty coffee consumption experience goes beyond my expectations" ($\bar{x} = 4.11$). Hence, the average score of customer satisfaction is 4.4283.

Table 11 Attitudinal Loyalty Attribute

#	Attitudinal Loyalty Attribute	Mean
1.	I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc.	3.54
2.	I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc.	4.00
3.	I am willing to pay more than any other coffee to consume specialty coffee	4.19
4.	I am committed to specialty coffee despite many other coffee choice	3.96
5.	I am proud to become specialty coffee consumer	3.72
	Average Attitudinal Loyalty	3.8819

There are 5 attributes for *Attitudinal Loyalty*; the result shows Cronbach's alpha of '0.856'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I am willing to pay more than any other coffee to consume specialty coffee" ($\bar{x}$ = 4.19), followed by "I prefer specialty coffee over any other types of coffee such as commercial coffee, ground coffee, coffee capsule, etc." ($\bar{x}$ = 4.00), "I am committed to specialty coffee despite many other coffee choice" ($\bar{x}$ = 3.96), "I am proud to become specialty coffee consumer" ($\bar{x}$ = 3.72), and lastly, "I will not switch to another type of coffee even though there are lots of options such as commercial coffee, ground coffee, coffee capsule, etc." ($\bar{x}$ = 3.54). Hence, the average score of attitudinal loyalty is 3.8819.

Table 12 Behavioral Loyalty Attribute

#	Behavioral Loyalty Attribute	Mean
1.	I will consume specialty coffee in the future	4.43
2.	I wish to continue purchasing over specialty coffee	4.39
3.	I will fulfill the desire for the next purchase	4.21
4.	I will consider specialty coffee as first choice to consume caffeinated drink	4.13
5.	I will recommend specialty coffee to my friends	4.30
	Average Behavioral Loyalty	4.2929

There are 5 attributes for *Behavioral Loyalty*; the result shows Cronbach's alpha of '0.855'. Scales of 1-5 were used to determine respondents' level of agreement where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I will consume

specialty coffee in the future" ($\bar{x}$ = 4.43), followed by "I wish to continue purchasing over specialty coffee" ($\bar{x}$ = 4.39), "I will recommend specialty coffee to my friends" ($\bar{x}$ = 4.30), "I will fulfill the desire for the next purchase" ($\bar{x}$ = 4.21), and lastly, "I will consider specialty coffee as first choice to consume caffeinated drink" ($\bar{x}$ = 4.13). Hence, the average score of attitudinal loyalty is 4.2929.

Table 13 Willingness to pay Attribute

#	Willingness to pay Attribute	Mean
1.	I am willing to pay more for specialty coffees	4.39
2.	I am willing to pay more for my prefer specialty coffee brand	4.38
3.	I am willing to pay more for my prefer sensor characteristics	4.55
4.	I am willing to pay more for higher bean quality	4.44
5.	I am willing to pay more because the consumption of specialty coffee help me gain social approval	2.70
6.	I prefer to consume specialty coffee even if other type of coffee cost me a lower price	4.02
	Average Willingness to pay	4.0816

There are 6 attributes for *Willingness to pay*; the result shows Cronbach's alpha of '0.750'. Scales of 1-5 were used to determine respondents' level of agreement, where 1 represents strongly disagree, and 5 represents strongly agree. The result shows that the attribute with the highest mean score is "I am willing to pay more for my prefer sensor characteristics" ($\bar{x}$ = 4.55), followed by "I am willing to pay more for higher bean quality" ($\bar{x}$ = 4.44), "I am willing to pay more for specialty coffees" ($\bar{x}$ = 4.39), "I am willing to pay more for my prefer specialty coffee brand" ($\bar{x}$ = 4.38), "I prefer to consume specialty coffee even if other type of coffee cost me a lower price" ($\bar{x}$ = 4.02), and lastly, "I am willing to pay more because the consumption of specialty coffee help me gain social approval" ($\bar{x}$ = 2.70). Hence, the average score of willingness to pay is 4.0816.

Hypothesis

H 1 Customer satisfaction has a positive influence on willingness to pay

The term Customer satisfaction and willingness to pay are unidirectional. Satisfied customers are more likely to spend for a product or service than dissatisfied customers. When customers are having a positive experience they perceive that they are gaining superior offerings and value added products or services which justify the money they spend. Positive experience also creates credibility and reliability which build customers trust making them more willing to invest in the brand with future transactions.

H2 Attitudinal loyalty has a positive influence on willingness to pay

Higher level of attitudinal loyalty has a positive influence toward customers' willingness to pay. Satisfied customers are more likely to develop a strong emotional connection and favorable commitment to a brand to continue their positive experiences with the brand. Findings from this study complement Ut-tha et al. 's (2021) statement that "the more favorable the attitude and subjective norms, the stronger should be the person's intention to perform the behavior of interest". Another study also shows that apart from psychological commitment towards a brand that leads to higher intention to repurchase, customers also have higher intention to spread positive word of mouth about the brand to others.

H3 Behavioral loyalty has a positive influence on willingness to pay

Apart from the positive perception towards the brand, satisfied customers also show their brand loyalty from their buying behavior by consistently engaging in repeat purchases of the same brand. It could be concluded that behavioral loyalty does have a positive influence towards customer's willingness to pay. According to Ut-tha et al.'s (2021) analysis, behavioral intention can be seen as the expression of willingness to pay. Moreover,

Regression analysis

In this study, regression analysis was run to test the relationship between independent variables and dependent variables. The analysis of the regression model was presented as shown below.

Table 14 Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675	.456	.465	.45379

Table 15 ANOVA Output of Regression Model

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.117	3	11.140	110.329	.000
	Residual	80.722	392	.206		
	Total	169.838	400			

Table 16 Regression Analysis - Willingness to pay

Factors	Independent Variables	Standardized Coefficients Beta	t	Sig.
1.	Customer Satisfaction	.360	8.537	<.001
2.	Attitudinal Loyalty	.310	6.006	<.001
3.	Behavioral Loyalty	.153	2.892	.004

Model 1 below provided the degree of influence of standardized coefficients between the independent variables, including customer satisfaction, attitudinal loyalty and behavioral loyalty towards the dependent variable, which is willingness to pay.
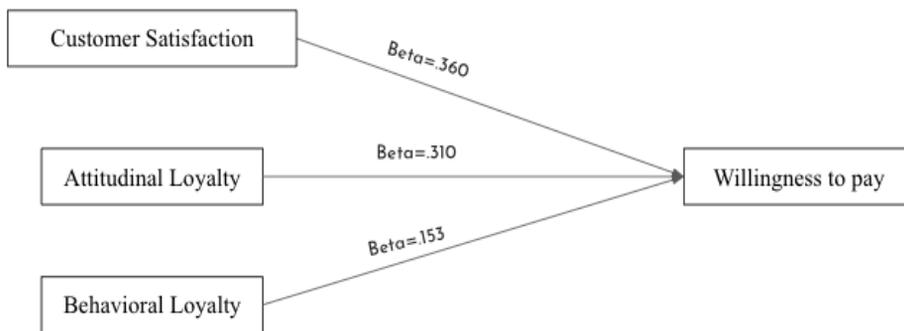
Model 1 Influence on 'Willingness to pay'

Multiple regression has been conducted to identify the relationship between 3 independent variables which are customer satisfaction, attitudinal loyalty, and behavioral loyalty, and the dependent variable which is willingness to pay. Results show that the model is usable with F=110.329; ANOVA Sig.=<.001 and R square=.456 or 45.60%. Moreover, the outturn also shows that all independent variables including customer satisfaction (Sig.=<.001), attitudinal loyalty (Sig.=<.001), and behavioral loyalty (Sig.=.004) have an impact on willingness to pay with customer satisfaction (Beta=.360) being the most impactful variable, followed by attitudinal loyalty (Beta=.310), and then behavioral loyalty (Beta=.153).

Table 14 Regression Analysis - Willingness to pay

#	Independent Variables	Beta	t	Sig.
1.	Customer Satisfaction	.360	8.537	<.001
2.	Attitudinal Loyalty	.310	6.006	<.001
3.	Behavioral Loyalty	.153	2.892	.004

Discussion

Customer satisfaction is the assessment of whether the business's products and services have fulfilled a customer's personal expectations from the pre-purchase until post-purchase stage. This study found that customers will be more satisfied overall and more likely to spend more to meet their expectations if they feel that the product value they received compared to the price they paid exceeded their expectations. The aforementioned statement matches the finding from a customer satisfaction, market share, and profitability journal that satisfied customers are more likely to repurchase and pay more for a product or service (Anderson et al., 1994). Other research also supports that customer satisfaction positively affects profitability as a higher level of satisfaction leads to a higher level of willingness to pay and further leads to improved financial performance (Mittal et al., 2015). By looking deeper into the coffee market, this study has proven that specialty coffee is more than just a premium coffee bean, but an overall coffee experience from the way the coffee is brewed, to the expertise of the barista. A study done by Ryu and Jang (2008) also confirmed that service quality could lead to customer satisfaction and subsequent purchase behavior.

Attitudinal loyalty is developed when a customer feels emotionally connected to a brand. The more specialty coffee a consumer consumes, the less likely they are to convert to other varieties of coffee, even if those options are more affordable. In relation to a study done by Halim (n.d.), attitudinal loyalty initiates purchasing activity and commitment to a particular brand. The study also pointed out that customers who have attitudinal loyalty are likely to be content to pay for that brand and are unlikely to switch. Another study done by Kim & Kim (2018) also confirms that emotional attachment to a coffee brand influences the spreading of positive word of mouth as well as willingness to pay more.

Behavioral loyalty on the other hand can be observed through continuous support and repeat purchases over time (Back & Parks, 2003). Therefore, the likelihood that a client will keep buying specialty coffee and tell their friends about it increases as they consume more of it. Based on Ut-tha's (2021) research, the expression of willingness to pay is positively influenced by customer's behavioral intention. Another research by Kwan Soo Shin et al. (2019) supported that positive brand experiences influence behavioral loyalty and cause customers to be more willing to make payment at a higher price.

Conclusion

Specialty coffee represents a distinct

category within the coffee market, distinguished by its superior quality, distinctive flavors, and rigorous production methods. The rising demand for specialty coffee reveals customers' growing appreciation for products with superior flavor, fine craftsmanship, and ethical sourcing. Therefore, acknowledging the willingness to pay a premium for such a product is crucial for fostering continued growth in the industry. The results of this study can be interpreted as follows in relation to the study's three main objectives, which were to examine the relationship between customer satisfaction, attitudinal loyalty, and behavioral loyalty and willingness to pay.

From the findings, it can be disclosed that customer satisfaction, attitudinal loyalty, and behavioral loyalty all have significant positive relationships with willingness to pay. Out of all, customer satisfaction is the most impactful factor, followed by attitudinal loyalty and then behavioral loyalty. By looking into customer satisfaction, female and alternative consumers who consume coffee as a daily essential and brew their own coffee at home are more willing to pay because apart from being coffee lovers, they are also skillful and knowledgeable about coffee. And because they know what aroma, acidity, body or brewing method they are looking for, the money spent is worth what they will get to fulfill their wants and needs. Moreover, the results confirm that consumers tend to spend for personal happiness. In terms of attitudinal loyalty, the results proven that the more specialty coffee the consumer consumes, the more committed they are to pay for it, and they are unlikely to change to other types of coffee despite the availability of other options or lower price offer prices.

Last but not least, findings from behavioral loyalty point out that consumers who are specialty coffee lovers are found to have a higher chance to pay and purchase specialty coffee over and over again

Recommendations

Firstly, this study has proven that the distinct flavor profiles and sensory experiences from specialty coffee beans enhance the coffee drinking experience. Customers gain extensive experience from appreciating the intricacies and complexities in taste, aroma, and body that specialty coffee delivers. Since it is purely internal factors, guiding customers about the product knowledge not only is a value added to the product but also enhances the overall coffee drinking experience and customer satisfaction. A simple way to educate customers is by just starting a conversation or soliciting their opinion. For instance, asking customers' preferred taste notes in order to recommend coffee that matches their taste, sharing the coffee origin, or suggesting s brewing techniques that suit the coffee bean of choice. As customers learn about coffee, it also creates a connection between them and the coffee they drink, as well as the brand. Besides helping the customer to increase their product knowledge and mastering coffee making skills, the staff is helping the brand earn customer trust at the same time which could further lead to both attitudinal and behavioral loyalty.

Secondly, the coffee shop could consider risk management as part of their business planning. The faster an organization can adjust to the predictable such as technology advancement and

unpredictable changes like the covid outbreak, the more market share they could gain which leads to sustainability of their business. One of the clearest examples is the spread of the Covid-19 worldwide that led to endless new rules and regulation. We are all aware that dine-in business is a restaurant and cafe's primary source of income. However, because customers are prohibited to dine-in for almost a year, many coffee businesses had to close at that time. However, if a coffee shop could quickly shift their focus to delivery instead by adjusting their menu to accommodate delivery services, creating a user-friendly delivery platform, and maintaining a high level of online customer care, their business could possibly become the market leader in the coffee delivery sector.

Because no matter what, coffee is still an essential in people's daily life. Customers will not stop drinking coffee just because they can't visit the coffee shop. Nonetheless, they might find the delivery service more convenient than having to drive to the venue to get coffee themselves. And when the dine-in business goes back to normal, the revenue of that coffee shop might be doubled from before since they are now gaining both from dine-in and delivery.

Limitations

This research study is conducted during the Covid pandemic leading to several challenges, such as the limitation of having direct contact with people, travel restrictions, the new normal, and uncertainty about the future. First and foremost, ever since the beginning of the Covid-19 pandemic, it is undeniable that both vendor and consumer behavior has changed following necessary requirements causing a less active lifestyle compared to how people in Bangkok used to be prior to the pandemic. Therefore findings in this study might only be able to represent consumers' behavior during the outbreak. Moreover, since convenient sampling methods using online distribution channels are the most suitable way of gathering questionnaires, the demographic characteristics of respondents are not equally distributed. From 401 completed questionnaires, 56.6% of respondents were between 26 to 35 years old with monthly earnings from THB10,000 to THB50,000. Hence, the final findings of this study might lean more toward this group of people. Conversely, results might differ if the data were distributed equally to different demographic groups.

Future research directions

With the limitations mentioned above, it will be interesting to conduct the research again equally distributed to different demographic groups or to conduct the research again after the pandemic to see whether there is a difference in the findings. People always say the world will never be the same even when the pandemic ends because people are used to living life in a new standard way; most importantly, the covid experiences could never be erased. Consequently, future studies could also compare and contrast the consumer behavior of specialty coffee customers in different stages, for instance, pre-pandemic, during, and after the pandemic. Consumer behavior changes and challenges could be helpful data for

people in the coffee business industry to understand factors that influence consumer buying decisions in order to fill the market gap and develop products to serve the real need of consumers.

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