



**THE INFLUENCE OF BRAND IMAGE AND MARKETING MIX
ON REPURCHASE INTENTION TOWARDS SINLOY COFFEE IN
YUNNAN**



ZHI WANG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
ACADEMIC YEAR 2024
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ABSTRACT

This research aims to examine the influence of brand image and marketing mix on repurchase intention towards Sinloy Coffee in Yunnan. The researcher employed a questionnaire as the primary research tool and collected data from 400 customers who had purchased Sinloy coffee. Descriptive statistics, including Frequency, Percentage, Mean, and Standard Deviation, were used to analyze the data, along with inferential statistics such as the independent-samples t-test, One-way ANOVA, LSD, and multiple linear regression, at a statistical significance level of 0.05. The results indicated that the majority of respondents were male, aged 60 or older, and had a bachelor's degree. Their income was concentrated between ¥3,000 and ¥6,000. The first hypothesis testing showed that Demographic factors (Gender, Age, Educational Level, and Income) significantly influence repurchase intention. The second hypothesis testing revealed that brand image, including product, corporate, and user images, significantly influences repurchase intention. The third hypothesis testing showed that the marketing mix, including product, price, place, promotion, people, and physical evidence, significantly influences repurchase intention.

Keywords: Repurchase Intention, Sinloy Coffee, Brand Image, Marketing Mix, Demographic Variables

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CONTENTS

	Page
APPROVAL PAGE	Error! Bookmark not defined.
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
CHAPTER I INTRODUCTION	1
1.1 Background and Rationale	1
1.2 Research Questions	4
1.3 Research Hypotheses.....	5
1.4 Research Objectives	5
1.5 The Scope and Limitation of the Study.....	5
1.5.1 Content.....	5
1.5.2 Area of Study	6
1.5.3 Sample and Population	6
1.5.4 Sampling Method.....	6
1.5.5 Duration	6
1.6 Research Framework.....	7
1.7 Definition of Key Terms.....	7
CHAPTER II LITERATURE REVIEW	9
2.1 Related Theories	9
2.1.1 Demographic.....	9
2.1.2 Brand Image.....	10
2.1.3 Marketing Mix	12
2.1.4 Repurchase Intention	14

2.2 Related Studies	15
2.2.1 Brand Image.....	15
2.2.2 Marketing Mix	17
2.3 Overview of Sinloy Coffee.....	18
CHAPTER III RESEARCH METHODOLOGY.....	22
3.1 Research Design	22
3.2 Research Population and Samples.....	22
3.2.1 Population	22
3.2.2 Samples	22
3.2.3 Sampling Methods	23
3.3 Data Collection.....	23
3.4 Research Instrument	24
3.5 Content Validity and Reliability	25
3.5.1 Content Validity	25
3.5.2 Reliability.....	27
3.6 Data Analysis.....	28
3.6.1 Descriptive Statistics.....	28
3.6.2 Inferential Statistics	29
CHAPTER IV ANALYSIS RESULT	30
4.1 Descriptive Statistics	30
4.1.1 Demographic Factors	30
4.1.2 Brand Image.....	31
4.1.3 Marketing Mix	32
4.1.4 Repurchase Intention	32
4.2 Inferential Statistics.....	33
4.2.1 Differences in Demographic Factors Generate Differences in Repurchase Intention	33
4.2.1.1 Differences in Gender Generate Differences in Repurchase Intention	33

4.2.1.2 Differences in Age Generate Differences in Repurchase Intention.....	33
4.2.1.3 Differences in Income Generate Differences in Repurchase Intention .	35
4.2.1.4 Differences in Educational Level Generate Differences in Repurchase Intention.....	36
4.2.2 Brand Image Influence on Repurchase Intention.....	37
4.2.3 Marketing Mix Influence on Repurchase Intention.....	38
CHAPTER V CONCLUSION	42
5.1 Conclusion.....	42
5.1.1 Demographic Factors	42
5.1.2 Brand Image.....	42
5.1.3 Marketing Mix	43
5.2 Discussion	43
5.2.1 Demographic Factors	43
5.2.2 Brand Image.....	44
5.2.3 Marketing Mix	44
5.3 Implications for Practice	44
5.4 Recommendations for Future Research	45
5.5 Limitations of the Study.....	46
REFERENCES.....	48
APPENDICES	62
BIOGRAPHY.....	65

LIST OF TABLES

	Page
Table 3.1 IOC on the Likert Scale	25
Table 4.1 Frequency and Percentage of the Respondents	30
Table 4.2 The Descriptive Statistics of Brand Image.....	31
Table 4.3 The Descriptive Statistics of Marketing Mix	32
Table 4.4 The Descriptive Statistics of Repurchase Intention	32
Table 4.5 The Analysis Results on Gender Difference Influence on Repurchase Intention	33
Table 4.6 The Analysis Results on Age Difference Influence on Repurchase Intention	34
Table 4.7 Illustrates the Differences in Multiple Comparisons of Age.....	34
Table 4.8 The Analysis Results on Income Influence on Repurchase Intention.....	35
Table 4.9 Illustrates the Differences in Multiple Comparisons of Income	35
Table 4.10 The Analysis Results on Educational Level Influence on Repurchase Intention	36
Table 4.11 Illustrates the Differences in Multiple Comparisons of Educational Level	37
Table 4.12 Summarize the Model of Brand Image Influences Repurchase Intention .	37
Table 4.13 The Multiple Linear Regression Coefficients for the Influence of Brand Image on Repurchase Intention	38
Table 4.14 Summary of the Model of Marketing Mix Influences Repurchase Intention	38
Table 4.15 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix on Repurchase Intention	39
Table 4.16 Summary Result on Hypothesis 1	40
Table 4.17 Summary Result on Hypothesis 2	40

Table 4.18 Summary Result on Hypothesis 3 on Equation	40
Table 4.19 Summary Result on Hypothesis 3	41
Table 4.20 Summary Result on Hypothesis 3 on Equation	41



LIST OF FIGURES

	Page
Figure 1.1 Conceptual Framework	7



CHAPTER I

INTRODUCTION

1.1 Background and Rationale

The coffee industry in Yunnan Province, China, epitomizes the region's rich agricultural heritage and economic vitality. With a history spanning over a century, Yunnan's coffee plantations have become a cornerstone of the province's agricultural landscape, attracting domestic and global attention. As China's largest coffee-growing region, Yunnan is acclaimed for its distinctive coffee varieties, unique flavors, and aromatic profiles that reflect diverse terroir and meticulous cultivation techniques (Yao et al., 2021).

Understanding the factors influencing repurchase intention in Yunnan's coffee market is crucial amid growing coffee production. Repurchase intention, deeply rooted in consumer behavior theories, reflects individuals' enduring allegiance and preference towards specific brands. In Yunnan's coffee industry, identifying the determinants of repurchase intention is vital for sustaining market competitiveness (Yao et al., 2021).

Examining repurchase intention within the Sinloy coffee market involves exploring various dimensions that shape consumer perceptions, preferences, and behaviors. Factors such as demographic and brand image play significant roles. Understanding these factors provides industry stakeholders with insights to enhance brand positioning strategies, elevate consumer engagement initiatives, and strengthen market share in an increasingly competitive landscape (Lubis, 2023).

Demographic dynamics significantly influence consumer behaviors and consumption patterns in the coffee market. Age, gender, income level, and other socio-economic factors define distinct consumer segments with different preferences, lifestyles, and purchasing power. Analyzing the relationship between demographic

factors and consumer demand helps develop market segmentation strategies and tailor product offerings to meet the diverse needs of target demographics (Ogundipe, 2024).

Brand image, a key factor in consumer loyalty towards Sinloy coffee brands, encapsulates consumers' perceptions, attitudes, and beliefs about a brand. It catalyzes consumer trust, admiration, and loyalty, supported by the brand's reputation, identity, experience, affinity, and value propositions (Zwakala, 2020). Similarly, brand reputation is fundamental to consumer trust and loyalty, built through consistently delivering high-quality products and services that exceed consumer expectations. A strong brand reputation instills confidence and loyalty, fostering enduring relationships based on trust, reliability, and credibility (Shin et al., 2020).

Similarly, brand identity, reflecting the values, ethos, and personality that resonate with target audiences, is crucial for consumer affinity and loyalty. By developing a distinctive brand identity aligned with consumer aspirations and cultural sensibilities, Sinloy coffee brands can forge deeper emotional connections, fostering loyalty and advocacy among discerning consumers (Hafidah & Al-Shreifeen, 2024). In addition, brand experience, encompassing the holistic journey from initial engagement to post-purchase interactions, is another pivotal determinant of consumer loyalty. Creating memorable brand experiences through exceptional service, product innovation, and personalized engagement helps Sinloy coffee brands build lasting relationships beyond transactional exchanges, promoting loyalty and advocacy (Sarmad & Ali, 2023).

Brand affinity highlights the emotional bond consumers form with Sinloy coffee brands, based on shared values, experiences, and aspirations. By fostering a sense of belonging and community through social media engagement, experiential marketing, and loyalty programs, Sinloy coffee brands can cultivate devoted advocates who champion the brand's ethos and values (Ning, 2020). On the other hand, brand value, reflecting the perceived benefits and utility consumers derive from Sinloy coffee brands, is a significant driver of consumer loyalty. Superior product quality, exclusive membership privileges, and ethical sourcing practices resonate with consumers'

intrinsic motivations and aspirations, strengthening their allegiance and advocacy for the brand (Hu, 2023).

Despite Yunnan's coffee industry's rich heritage and distinct terroir, it faces challenges in effectively communicating and leveraging its unique value propositions to resonate with discerning consumers. Although Yunnan is known for producing high-quality coffee beans, perceptions of its coffee brands are influenced by brand image—areas that require exploration and intervention. By elucidating the dimensions of brand reputation, identity, experience, affinity, and value, industry stakeholders can gain actionable insights to enhance brand positioning, improve consumer engagement, and foster enduring relationships that support sustainable growth and competitiveness in the Sinloy coffee market.

Moreover, as consumer expectations evolve and demand for ethically sourced, sustainably produced products increases, Sinloy coffee brands must align their brand values with changing consumer preferences and societal expectations. Ethical sourcing practices, environmental stewardship, and social responsibility initiatives are crucial for cultivating a socially conscious brand ethos. Embracing these values influences consumer perceptions, preferences, and purchase decisions, while failure to do so risks alienating consumers and undermining repurchase intention—especially in an era of heightened transparency and social activism (Fox, 2020).

Although Yunnan Province is known for its rich agricultural heritage, it has become a significant player in China's coffee industry. The region's unique coffee varieties, characterized by distinct flavors and aromatic profiles, have attracted domestic and international attention. However, despite the high quality of Yunnan's coffee, repurchase intention among consumers remains a critical issue, as maintaining customer loyalty to encourage repurchase of Sinloy Coffee needs to be addressed to ensure sustained market competitiveness and growth (Mosavi & Ghaedi, 2012).

The marketing mix, comprising the traditional 4Ps (Product, Price, Place, and Promotion) and the extended 7Ps (adding People, Process, and Physical Evidence),

is crucial in shaping consumer perceptions and behaviors towards Sinloy coffee brands. The product aspect encompasses the quality, flavor profile, and packaging of Sinloy coffee, while price reflects its perceived value and market positioning. Place involves the distribution channels and accessibility of Sinloy coffee to consumers, and promotion includes advertising, public relations, and sales promotions used to create awareness and desire for the product.

The additional 3Ps are particularly relevant in the service-oriented coffee industry: People refers to the staff involved in production and service. Process relates to the procedures and systems for delivering the coffee experience. Physical Evidence includes the tangible elements that communicate the brand's quality and values— understanding how these elements of the marketing mix influence repurchase intention in the Sinloy coffee market is essential for developing effective strategies that resonate with consumers and differentiate Sinloy coffee brands in a competitive marketplace (Azam, 2015; Hanaysha, 2016). Sinloy coffee brands can create a cohesive and compelling brand experience that fosters customer satisfaction and loyalty by optimizing these components.

1.2 Research Questions

The research questions are as follows:

How do differences in demographic factors generate differences in the repurchase intention of Sinloy coffee in Yunnan?

How does brand image influence the intention to repurchase Sinloy coffee in Yunnan?

How does the marketing mix influence the intention to repurchase Sinloy coffee in Yunnan?

1.3 Research Hypotheses

Based on the research questions above, the following research hypotheses can be proposed:

H1: Differences in demographic factors generate differences in repurchase intention of Sinloy coffee in Yunnan.

H2: Brand image influence on the repurchase intention of consumers of Sinloy coffee

H3: The marketing mix influences the intention to repurchase the Sinloy coffee brand.

1.4 Research Objectives

These objectives aim to comprehensively understand how various factors influence repurchase intention towards Sinloy coffee brands. The research objectives for this study are as follows:

To study the demographic factors that generate differences in the intention to repurchase Sinloy coffee in Yunnan.

To study the influence of brand image on the intention to repurchase Sinloy coffee in Yunnan.

To study the influence of the marketing mix on the intention to repurchase Sinloy coffee in Yunnan.

1.5 The Scope and Limitation of the Study

1.5.1 Content

This study focuses on the factors influencing repurchase intention for Sinloy coffee in Yunnan. The explanatory variables include brand image and marketing mix, while the dependent variable is repurchase intention. Demographic variables, such

as age, gender, income, and education level, are also considered in the analysis.

1.5.2 Area of Study

This study's primary focus is on Yunnan Province, specifically coffee brands operating there. The selection of Yunnan is due to its prominence in coffee production and the potential for exploring unique factors affecting repurchase intention in this context.

1.5.3 Sample and Population

The target sample for this study consists of consumers who have purchased Sinloy coffee. Given the indeterminate number of potential consumers, a sample size of 400 was targeted for this study, based on Yamane's (1973) formula for infinite populations. This sample size aims to ensure the population is represented.

1.5.4 Sampling Method

The research employed convenience sampling. This approach is crucial for ensuring sample diversity and representativeness, enhancing the credibility and universality of the study's findings.

1.5.5 Duration

This study was conducted from July through November 2024, allowing for comprehensive data collection and analysis within this timeframe.

1.6 Research Framework

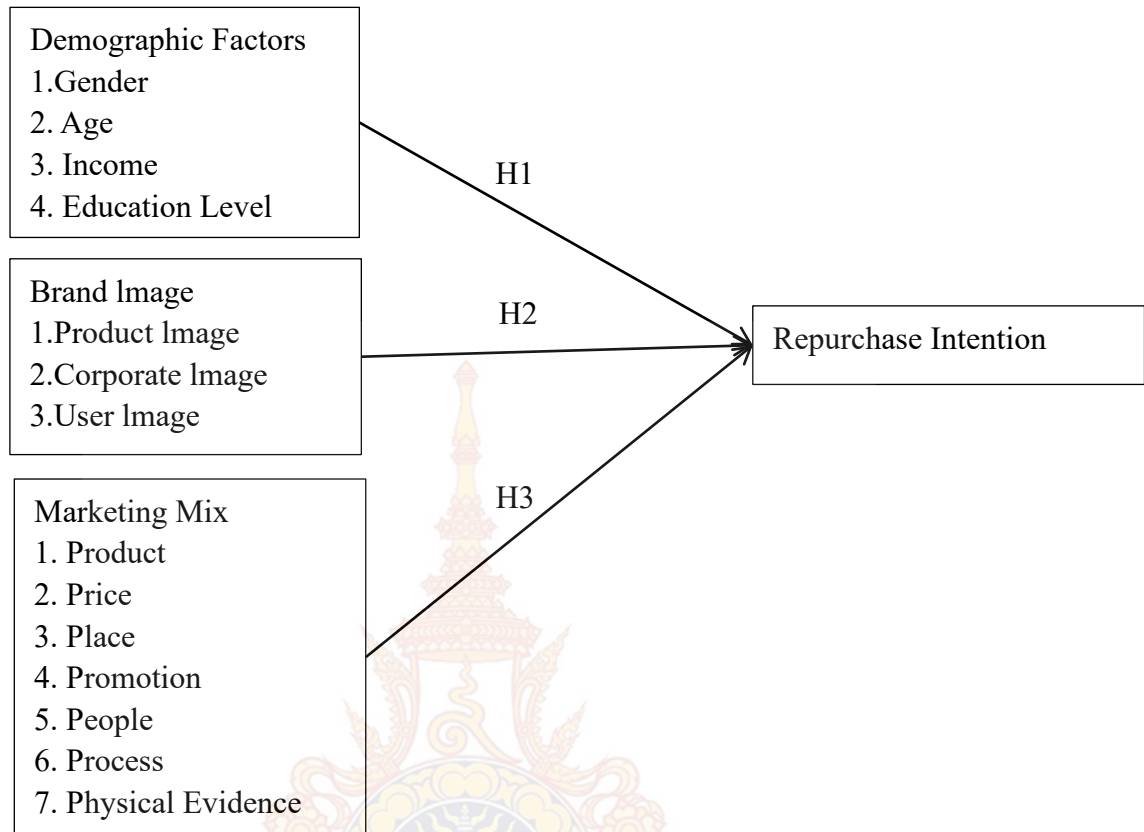


Figure 1.1 Conceptual Framework

1.7 Definition of Key Terms

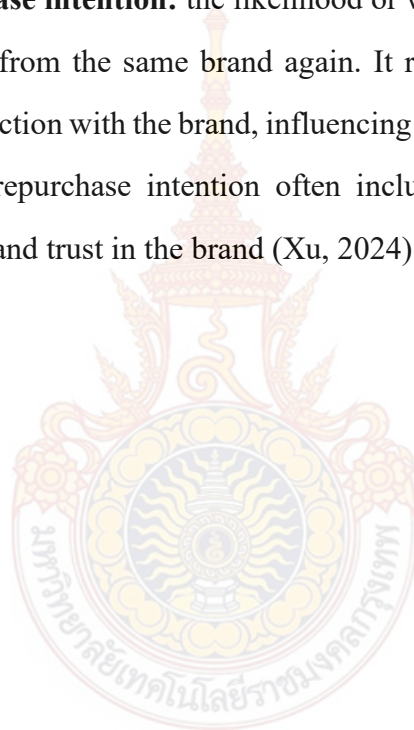
Demographic Factors: The demographic factors of this study include age, gender, income level, and Education Level.

Brand Image: The overall perception consumers have of a brand, shaped by factors such as product quality, corporate reputation, and the identity of typical users. It integrates elements such as product image, which concerns the perceived quality and attributes of a brand's products; corporate image, which reflects the brand's values and market reputation; and user image, which defines the characteristics of the brand's typical consumers. A well-established brand image can significantly influence

consumer loyalty and differentiate the brand from its competitors (Zhou, 2012).

Marketing Mix: The marketing mix is a set of controllable, tactical marketing tools a company uses to elicit a desired response from the target market. It typically consists of the 7Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Each element of the marketing mix can significantly influence customer perceptions, satisfaction, and ultimately, repurchase intention (Pomeroy, 2017).

Repurchase intention: the likelihood or willingness of a consumer to buy a product or service from the same brand again. It reflects the consumer's overall perception and satisfaction with the brand, influencing their future purchasing decisions. Factors influencing repurchase intention often include past experiences, perceived value, brand loyalty, and trust in the brand (Xu, 2024).



CHAPTER II

LITERATURE REVIEW

The study on the factors influencing repurchase intention towards Sinloy coffee brands has reviewed documents, textbooks, articles, and relevant research to formulate research concepts. The study examines the effects of demographic variables, brand image, and the marketing mix on repurchase intention. It is being conducted in the following sequence.

2.1 Related Theories

2.1.1 Demographic

The influence of demographic variables on repurchase intention towards Sinloy coffee Brands encompasses a myriad of demographic factors, including age, gender, income, and education level. A meticulous examination of these demographic characteristics is paramount in elucidating their intricate interactions with repurchase intention. By delving into how these demographic variables shape consumer preferences and attitudes towards specific coffee brands in Yunnan, researchers can gain valuable insights to inform targeted marketing strategies. Such an understanding enables businesses to effectively address their customer base's diverse needs and preferences, fostering greater repurchase intent and reinforcing the competitive edge of Sinloy coffee brands in the global marketplace. Consequently, this exploration not only enhances the overall brand equity but also contributes to the sustainable growth and success of the coffee industry in Yunnan.

Age: Age influences repurchase intention in the coffee market, with different age groups exhibiting distinct preferences and behaviors. Younger consumers, such as Millennials and Generation Z, are often more adventurous and influenced by digital marketing and social media, leading them to prefer specialty and artisanal coffee

brands (Qi, 2020). Conversely, older consumers favor consistency and quality, often showing stronger loyalty to traditional brands they have trusted over time (Chang, 2021).

Gender: Gender differences also play a crucial role in shaping repurchase intention. Women are generally more influenced by brand image and emotional connections, valuing ethical sourcing, sustainability, and community engagement (Gao & Shen, 2024). Conversely, men may prioritize functional attributes such as taste, quality, and convenience. These gender-based preferences necessitate tailored marketing strategies to enhance repurchase intention among different groups (Zhong & Moon, 2020).

Income: Income levels significantly influence consumer behavior and repurchase intention. Higher-income consumers, with more disposable income, purchase premium and specialty coffee brands. They often exhibit strong repurchase intention when the brand aligns with their lifestyle and values and offers high-quality, ethically sourced products (Hwang & Hyun, 2017). Lower-income consumers may prioritize affordability and accessibility, leading to loyalty towards budget-friendly brands (Alvarez, 2023).

Education Level: Education level is another critical factor influencing repurchase intention. Highly educated consumers are typically more aware of the health benefits, ethical considerations, and environmental impacts of their purchases. They tend to show stronger loyalty to brands emphasizing sustainability, transparency, and social responsibility (Kang & Namkung, 2017). Educated consumers often seek detailed information about coffee sourcing, production methods, and brand values, strengthening their loyalty to brands that meet these criteria (Kim & Song, 2022).

2.1.2 Brand Image

Huang (2024) has proposed that brand image, the sum of consumers' overall impressions and perceptions of a brand, profoundly influences repurchase intention. Chen (2020) and numerous scholars have explored the relationship between brand

image and repurchase intention from various perspectives, providing rich theoretical insights into this phenomenon.

Emari et al. (2012) point out that brand image is crucial to brand equity. Converting a brand's uniqueness and value proposition into consumer identification and loyalty enhances consumer identification and loyalty to the brand. This theory is equally applicable in the coffee industry. If Sinloy coffee brands can establish a distinct brand image in consumers' minds, it will enhance consumers' repurchase intention. Yuan (2024) further proposes that brand image influences consumers' brand attitudes and purchasing behavior through the strength and favorability of brand associations. A positive, consistent brand image can stimulate consumers' positive emotions, thereby enhancing their loyalty. For the Sinloy coffee brands, developing a brand image that reflects local characteristics and cultural connotations will help enhance consumers' brand identification and emotional connection.

Mao et al. (2024) argue that brand image includes three key dimensions: product, corporate, and user. These three dimensions collectively shape consumers' overall perception of the brand. In the case of Sinloy coffee brands, product images focus on the coffee's quality, taste, and variety. Corporate image is linked to the brand's reputation, ethical practices, and social responsibility initiatives. User image reflects the characteristics and lifestyle of the brand's target consumer group. By optimizing these three dimensions—product image, corporate image, and user image—Sinloy coffee brands can more effectively enhance repurchase intention. The research by Ling & Cho (2023) emphasizes the mediating role of brand image in forming repurchase intention. They point out that brand image indirectly promotes repurchase intention by influencing consumers' brand cognition, emotional attitudes, and purchase intentions. This viewpoint provides important insights for understanding how to enhance repurchase intention for Sinloy coffee brands.

In empirical research, Lu (2023) finds that brand image directly and significantly positively impacts repurchase intention. His research further confirms the

crucial role of brand image in enhancing repurchase intention. Domestic scholars such as Liu (2023) also note that brand image indirectly influences repurchase intention by shaping consumers' brand trust and purchase intention. For Sinloy coffee brands, this means that by enhancing the brand image, consumers' trust in the brand can be strengthened, thereby increasing their purchase intention and loyalty.

In recent years, with the rise of social media and digital marketing, the way brand image influences repurchase intention is also changing. For example, Hu (2023) finds that online brand image significantly impacts repurchase intention by influencing consumers' online experience and word-of-mouth communication. This finding offers new ideas for Sinloy coffee brands on leveraging digital channels to enhance brand image and loyalty.

In summary, brand image significantly and multidimensionally impacts repurchase intention. Sinloy, coffee brands can effectively enhance consumers' repurchase intention by optimizing product, corporate, and user images, and leveraging digital channels to strengthen their online brand image.

2.1.3 Marketing Mix

The marketing mix is a fundamental concept in marketing theory and practice, providing a framework for businesses to develop and implement effective marketing strategies. Conceptualized initially as the 7Ps by McCarthy (1960), the marketing mix has evolved to include additional elements, particularly in the service industry, resulting in the extended 7Ps model.

Abdullah et al. (2023) first proposed the marketing mix concept and emphasized the importance of product, price, place, and promotion in marketing strategies. They argued that a compelling marketing mix can enhance consumers' purchase and repurchase intentions. In the coffee industry, this theory is equally applicable. In addition to coffee brands, other consumer goods can enhance consumers' purchase experience and repurchase intention by optimizing product taste, designing reasonable pricing strategies, selecting appropriate sales channels, and conducting

practical promotional activities (Bian, 2024).

Zhang & Wang (2023) proposed the 4C theory, namely Consumer, Cost, Convenience, and Communication, as a supplement to the traditional 4P theory. They emphasized that enterprises should focus more on consumer needs and expectations, reduce purchase costs, provide convenient purchase channels, and build repurchase intent through effective communication. This theory offers valuable guidance for the Sinloy coffee brands in formulating their marketing mix. Research by Fan et al. (2023) indicates that promotional strategies within the marketing mix significantly impact repurchase intention. Enterprises can stimulate consumers' purchase desire through creative promotional activities and preferential policies, thereby enhancing repurchase intention.

In empirical research, Jasin et al. (2023) found that product quality and pricing strategies within the marketing mix significantly positively impact repurchase intention. His research further confirms the marketing mix's crucial role in enhancing repurchase intention.

Domestic scholars such as Huang (2023) have also noted that service quality and brand image, jointly within the marketing mix, jointly influence repurchase intention. For the Sinloy coffee brands, enhancing service quality and optimizing brand image can strengthen consumers' repurchase intention. In recent years, with the rise of digital marketing, the way the marketing mix influences repurchase intention is also evolving. For instance, Tariq & Liaqat (2024) found that the digital marketing mix influences repurchase intention by affecting consumers' online experience and interaction. This finding offers new ideas for Sinloy coffee brands on leveraging digital channels to enhance the effectiveness of their marketing mix and increase repurchase intention.

In summary, as an important component of marketing strategies, the marketing mix significantly impacts repurchase intention. By optimizing product, price, place, and promotion strategies and leveraging digital channels to strengthen the

marketing mix, Sinloy coffee brands can increase consumers' repurchase intention.

2.1.4 Repurchase Intention

Repurchase intention refers to a consumer's likelihood or willingness to buy a product or service from the same brand again. It reflects the consumer's overall perception and satisfaction with the brand, influencing their future purchasing decisions. Factors influencing repurchase intention often include past experiences, perceived value, brand loyalty, and trust in the brand (Xu et al., 2022).

Ginting et al. (2023) underscore that e-service quality, e-word of mouth, and customer trust significantly impact repurchase intention, with customer satisfaction playing a pivotal mediating role. Their research suggests that customers who experience high-quality service and trust the provider are more inclined to repeat purchases. This insight highlights the importance of maintaining service excellence and fostering trust to drive customer loyalty. Additionally, Nazir et al. (2023) extend the understanding of repurchase intention by examining the role of artificial intelligence technology. Their study reveals that AI can significantly influence consumer behavior by enhancing personalization and efficiency, which affects repurchase intention through mediation and moderation effects. This finding emphasizes the growing role of technology in shaping customer experiences and influencing their future purchase decisions.

Furthermore, Dogra et al. (2023) contribute to the discourse by applying a hybrid SEM and fsQCA approach to study repurchase intention within the Online Fashion Direct-Label (OFDL) context. Their research highlights the complex interplay of factors such as product quality, brand reputation, and consumer attitudes, providing a nuanced understanding of how these elements influence repurchase behavior. Sharma et al. (2024) focus on the luxury retail sector in emerging markets and demonstrate how consumer perceptions and market conditions uniquely influence repurchase intentions. Their study illustrates that brand prestige, product exclusivity, and market dynamics are crucial in shaping consumer loyalty and future purchasing decisions. Lastly, Hussain et al. (2024) examine repurchase intentions in the halal cosmetics sector and find that

attitudes towards the brand, brand loyalty, and specific market attributes are significant determinants. Their research underscores the importance of understanding cultural and ethical considerations in consumer behavior. These studies provide a comprehensive view of repurchase intention, highlighting its multifaceted nature and the diverse factors that influence consumer decisions across sectors and technological contexts.

2.2 Related Studies

2.2.1 Brand Image

As the outcome of consumers' overall perception and evaluation of a brand, brand image significantly impacts repurchase intention. The following section reviews the research findings of relevant scholars to reveal the intrinsic relationship between brand image and repurchase intention through the dimensions of product image, corporate image, and user image.

Zhang (2024) points out that brand image is a crucial component influencing consumer loyalty. A positive brand image can enhance consumers' awareness and trust in the brand, thereby increasing repurchase intention. This viewpoint has been widely supported by subsequent research. For instance, through empirical research, Xue (2024) finds a positive correlation between brand image and repurchase intention, indicating that a more positive brand image is associated with higher repurchase intention. Liu (2024) further explores the emotional bond effect of brand image on repurchase intention. He argues that brand image, particularly product image, can foster consumers' emotional attachment to the brand by offering high-quality, reliable products, thereby enhancing repurchase intention. This perspective emphasizes the importance of product attributes and consumer satisfaction in establishing emotional connections with consumers.

In addition, corporate image plays a vital role in building repurchase intention. Li and Sun (2024), in their study of coffee brands, find that corporate

reputation, which is a significant part of brand image, is an important factor influencing consumer brand choice and loyalty. They emphasize that a unique corporate identity and commitment to social responsibility can attract consumers' attention and prompt them to form positive perceptions of the brand. Gao (2024) discusses, from the perspective of the brand identification system, how a strong corporate image can lead to higher repurchase intention. He believes that by constructing a unique corporate identity and consistently communicating its values and mission, companies can create a distinct brand image in consumers' minds, thereby enhancing loyalty. This viewpoint highlights the importance of the company's reputation, ethical stance, and public perception in fostering consumer trust and loyalty.

Moreover, the user image associated with a brand also contributes significantly to repurchase intention. Scholars like Feng (2024) emphasize the role of user image in shaping consumers' self-concept and social identity. A brand that aligns well with its target audience's desired identity can foster a stronger emotional connection and brand attachment. Zhongye (2024) explores the role of user image in establishing emotional connections between consumers and the brand, suggesting that when consumers perceive a brand's user base as aspirational or reflective of their own identity, it strengthens their loyalty. This highlights the importance of aligning user image with consumer self-perception and lifestyle aspirations.

The impact of product, corporate, and user images on repurchase intention has also received considerable attention in the coffee industry. For example, in their study of coffee brands, Li and Sun (2024) find that a distinctive product image that emphasizes quality, taste, and innovation can directly influence consumer preferences and loyalty. They highlight that a compelling product and strong corporate image can attract consumer loyalty. Furthermore, Gao (2024) discusses the impact of corporate and user images on repurchase intention from the perspective of the brand identification system. Companies can reinforce repurchase intention by creating a strong corporate and user image that resonates with consumers' values and lifestyles.

In summary, brand image, encompassing product, corporate, and user images, significantly impacts repurchase intention. A positive product image enhances consumer satisfaction and emotional attachment, a strong corporate image builds trust and credibility, and a favorable user image aligns with consumer identities and aspirations. Therefore, in the competitive market of Sinloy coffee brands, shaping a positive and unique brand image

2.2.2 Marketing Mix

The marketing mix, also known as the 4Ps of marketing, encompasses the four fundamental elements of product, price, promotion, and place (distribution), constituting the core content of a company's marketing strategy formulation. The following review synthesizes the research findings of relevant scholars to reveal the intrinsic relationship between the marketing mix and repurchase intention.

Zheng et al. (2022) first proposed the marketing mix concept and emphasized the importance of synergy between its elements in enhancing repurchase intention. They argued that companies can more effectively meet consumer needs by optimizing product, price, promotion, and distribution strategies, strengthening repurchase intention. Liu and Lu (2022) further explored the impact of promotional strategies within the marketing mix on repurchase intention. They found that frequent promotional activities can attract consumer attention, increase brand exposure, and enhance repurchase intention. However, excessive promotion may also lead consumers to question brand value, necessitating careful balancing in promotional strategies.

Kong (2022) focused on the influence of pricing strategies in the marketing mix on repurchase intention. His empirical research revealed that price discounts and promotional activities can enhance consumers' purchase and repurchase intentions in the short term, but this effect typically lacks long-term sustainability. In the coffee industry, the impact of the marketing mix on repurchase intention has also received extensive attention. For instance, in their study of coffee brands, Yuan Yuan and Guo (2021) found that unique product packaging and design, as part of the marketing mix,

can attract consumer attention and enhance repurchase intention. They emphasized that innovative product design can serve as a crucial means of brand differentiation.

In addition to the aforementioned studies, numerous scholars have examined the impact of the marketing mix on repurchase intention from various perspectives. For example, Huang and Zhang (2021) highlighted the role of the marketing mix in establishing brand recognition and image, arguing that this contributes to enhancing repurchase intention; Xing and Huang (2020) focused on the importance of the marketing mix in establishing emotional connections with consumers, believing that this can strengthen consumers' emotional attachment and loyalty to the brand.

Recent research has further enriched the understanding of the relationship between the marketing mix and repurchase intention. For instance, through empirical research, Chen (2020) found that personalized marketing mix strategies can better satisfy consumers' individualized needs, thereby enhancing repurchase intention; while Ye (2020) emphasized the role of cross-channel integrated marketing mix strategies in enhancing repurchase intention.

In summary, it is a vital component of the marketing mix, and brand image influences repurchase intention. By optimizing product, price, promotion, and distribution strategies, companies can more effectively meet consumer needs, establish brand recognition and image, enhance emotional attachment and loyalty, and boost repurchase intention. Therefore, in the market competition among Sinloy coffee brands, formulating scientifically and rationally formulated marketing mix strategies is a key strategy to enhance repurchase intention.

2.3 Overview of Sinloy Coffee

This section discusses brand image, marketing mix, demographic variables (including gender, age, income, and education level), and their potential influences on

repurchase intention.

Sinloy Coffee, located in the northwest corner of Yunnan Province, China, is a beacon of quality and sustainability in the region's coffee industry. This brand has garnered national and international acclaim for its commitment to producing high-quality, organic, and shade-grown coffee. Coffee exemplifies the rich agricultural heritage and innovative spirit of Yunnan's coffee sector, making it a key focus of this research into the factors influencing repurchase intention.

Sinloy Coffee's roots can be traced back to the late 2013s when coffee cultivation in the region began to gain traction. Over the decades, it has become a leader in sustainable coffee farming practices. The farm employs agroforestry techniques, including growing coffee plants under the canopies of diverse tree species. This method not only enhances the flavor profiles of the coffee beans but also promotes biodiversity and soil health, contributing to the overall sustainability of the farming ecosystem (Yunnan Exploration, 2023).

The coffee produced by Sinloy Coffee is renowned for its superior quality, characterized by unique flavor profiles that include fruity and floral notes, balanced acidity, and a smooth, medium body. These attributes directly result from the region's favorable growing conditions, including high altitudes, rich soil, and a suitable climate. The farm's commitment to organic farming practices further enhances the quality of its beans by avoiding synthetic fertilizers and pesticides, ensuring the coffee is not only delicious but also environmentally friendly (Coffeeordie, 2023).

Sinloy Coffee has received numerous accolades for its sustainable practices. The farm's use of shade-grown techniques helps protect the soil from erosion, conserves water, and provides habitat for local wildlife. These practices have earned Coffee recognition and awards, cementing its reputation as a leader in sustainable coffee production (Yunnanexploration, 2023).

Sinloy Coffee has successfully carved out a niche in domestic and international markets. The brand's dedication to quality and sustainability has attracted

a loyal customer base, including major international buyers such as Starbucks and Yum China, which operates fast-food chains KFC and Pizza Hut. These partnerships highlight global corporations' trust and confidence in Coffee products (Chinadaily, 2023).

In addition to its wholesale business, Sinloy Coffee engages directly with consumers through various channels. The farm hosts tours and tasting events, allowing visitors to experience the coffee-making process firsthand and taste the unique flavors of Sinloy coffee. This direct engagement helps build a strong emotional connection with consumers, fostering repurchase intention and advocacy (Yunnanexploration, 2023).

Sinloy Coffee's influence extends beyond its high-quality products to include significant social impacts. The farm provides employment opportunities for local communities, particularly benefiting rural areas where job opportunities may be limited. By offering fair wages and promoting gender equality, Coffee contributes to the social and economic well-being of its workers and their families (Chinadaily, 2023).

Moreover, Sinloy Coffee is involved in various community development initiatives. The farm supports local schools and healthcare facilities, demonstrating a commitment to improving the region's overall quality of life. These efforts enhance the brand's reputation and build strong community loyalty and support (Coffeordie, 2023).

Despite its successes, Sinloy Coffee faces several challenges. Maintaining consistent quality amidst growing demand requires ongoing investment in training and infrastructure. The farm must continuously innovate and adapt to meet the evolving preferences of coffee consumers. Additionally, competition from other Asian coffee-producing regions, such as Vietnam and Indonesia, poses a significant challenge (Yunnan Exploration, 2023).

However, these challenges also present opportunities for Sinloy Coffee. The farm's proximity to major international markets provides logistical advantages, enabling efficient distribution. By focusing on specialty coffee segments and niche markets, Coffee can differentiate itself and command premium prices. Continued

emphasis on sustainable practices and community engagement will further enhance the brand's appeal and foster long-term consumer loyalty (Chinadaily, 2023).

Sinloy Coffee embodies the rich tradition and forward-thinking innovation of Yunnan's coffee industry. Its commitment to quality, sustainability, and community involvement sets it apart as a leader in the sector. By investigating the factors influencing repurchase intention for coffee, this research aims to provide valuable insights to enhance brand positioning, consumer engagement, and sustainable growth in Yunnan's dynamic coffee market.

In August 2022, Sinloy Coffee launched its inaugural physical store in Kunming, located in Yunnan Province. Within a month of opening, Sinloy Coffee ranked first in Kunming coffee delivery list, which has been maintained until now, with the highest record breaking the monthly sales volume of 8,500 orders on a single Meituan delivery platform, and the sunrise cup volume exceeding 1,000 cups. The store spans 30 square meters and features a production area, a bar, and storage facilities. By 2023, Sinloy Coffee will have established three physical locations in Kunming: community standard stores, express outlets in commercial districts, and premium stores in tourist resorts. These coffee shops are distributed in major cities and tourist destinations such as Kunming, Honghe, Dali, and Xishuangbanna, providing high-quality coffee products and a comfortable consumer environment for residents and tourists. Sinloy Coffee has earned strong brand loyalty through rigorous product quality control, continuous innovation, and an excellent customer experience. In the future, Sinloy Coffee can further consolidate its leading position in the Yunnan market and promote sustainable growth by deepening localization strategies, introducing technological innovation and digital transformation, expanding consumption scenarios, and strengthening environmental protection and sustainable operations (Fortunel, 2023).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study was conducted within the Sinloy coffee market. Several topics lend themselves well to quantitative research, including testing hypotheses, applying findings to larger populations, and investigating differences between variables. The research aimed to collect data from a representative sample of Sinloy coffee buyers to examine the influence of demographic characteristics, brand image, and the marketing mix on repurchase intention. This study employed a quantitative approach to achieve this objective, enabling the assessment of how these variables influence repurchase intention in the Sinloy coffee market (Pratama, 2022).

3.2 Research Population and Samples

3.2.1 Population

For this inquiry, the study's population was consumers who have purchased Sinloy coffee and are located in the province of Yunnan, China. The exact size of this population was unknown and considered unlimited, given the growing popularity of Sinloy coffee.

3.2.2 Samples

To ensure the representativeness and reliability of the study findings, a sample size calculation was conducted using Taro Yamane's (1973) method. Given the unlimited population of Sinloy coffee consumers, the desired confidence level was 95% with a 5% margin of error. The sample size would be at least 400 respondents. Therefore, to ensure a healthy sample size, 400 respondents were targeted for data collection in this study to ensure statistical validity and reliability (Aithal & Aithal, 2020).

3.2.3 Sampling Methods

Because the study population was small, the sampling method was non-probability, specifically convenience sampling.

3.3 Data Collection

This study's primary data collection method was to distribute questionnaires to consumers of the Sinloy coffee brands. The survey was conducted from July through November 2024. The data collection criteria were as follows: 1. The customer who lives in Yunnan, 2. The customer who has bought Sinloy Coffee, 3. The customer who can access the "Wenjuanxing" platform.

(1) Customized questionnaires for coffee consumers in Yunnan Province, China, were created on the "Wenjuanxing" platform. The questionnaire was tailored to the research needs, incorporating various question types and branching logic to capture data on brand image, the marketing mix, repurchase intention, and demographic information, including age, gender, income, and education level.

(2) Distributing questionnaires through the online platform "Wenjuanxing" is chosen as an efficient, convenient, and advantageous method for data collection. This approach enables easy access to a broad audience and facilitates data collection from consumers across Yunnan Province.

(3) The link to the questionnaire was shared with the target audience, which consists of coffee consumers in Yunnan Province, China. "Wenjuanxing" offers various distribution methods, such as email and social media sharing, enabling quick delivery of questionnaires to the target audience and increasing the likelihood of reaching a diverse sample.

(4) To ensure the collection of sufficient valid questionnaires within a reasonable time frame, an appropriate deadline was set for participants to complete the survey. This helped maintain the timeliness and effectiveness of the data collection

process, enabling accurate analysis and interpretation of the results regarding the research hypotheses.

3.4 Research Instrument

Part 1: Demographic Factors

This section includes closed-ended questions designed to gather demographic information from the respondents. The questions collected data on age, gender, income, and education level. This demographic data provided insights into the background characteristics of the sample, which are essential for analyzing differences in repurchase intention among various demographic groups in the Sinloy coffee market.

Part 2: Brand Image

Participants were asked to rate their perceptions of brand image on a 5-point Likert scale, where 1 = "strongly disagree" and 5 = "strongly agree." This section covered five dimensions of brand image.

Part 3: Marketing Mix

This section aims to assess the effectiveness of the marketing mix elements (product, price, place, and promotion) in influencing consumer behavior and repurchase intention towards Sinloy coffee brands. Participants were asked to rate their satisfaction with each element on a 5-point Likert scale, where 1 = "very unsatisfied" and 5 = "very satisfied."

Part 4: Repurchase Intention

In this section, participants used a five-point Likert scale to indicate their level of agreement with statements about their loyalty to the brand. This data provided insights into consumer loyalty towards Sinloy coffee brands and helped identify the key factors driving repurchase intention.

3.5 Content Validity and Reliability

3.5.1 Content Validity

To ensure content validity, using the Item Objective Congruence Index (IOC), three experts specializing in the development of research instruments reviewed the questionnaire items' content and measurement. These experts assessed each question according to predefined criteria:

-1: The question does not align with the measurement objective.

0: Uncertainty about whether the question aligns with the measurement objective.

+1: The question aligns with the measurement objective.

Questions that achieve an IOC index of 0.5 or higher were retained. If a question scored below 0.5 but was considered essential to the measurement, it was revised based on the experts' recommendations.

Table 3.1 IOC on the Likert Scale

IOC on Brand Image		Expert 1	Expert 2	Expert 3	IOC Index
Product image	1. The brand's products are of high quality.	1	1	1	1
	2. The design of the brand's products is appealing.	1	1	1	1
	3. The brand's products are practical and functional.	0	1	1	0.67
	4. The brand's products are reasonably priced.	1	1	1	1
Corporate image	5. Sinloy Coffee demonstrates strong corporate social responsibility.	1	1	1	1
	6. Sinloy Coffee's management team is professional.	1	1	1	1
	7. Sinloy Coffee has a positive corporate culture.	0	1	1	0.67
User image	8. Sinloy Coffee has a good reputation within the coffee industry.	1	1	1	1
	9. Customers of Sinloy Coffee are highly loyal to the brand.	1	1	1	1

IOC on Brand Image		Expert 1	Expert 2	Expert 3	IOC Index
	10. Sinloy Coffee has a strong word-of-mouth reputation among its drinkers.	1	1	1	1
	11. Sinloy Coffee's drinkers' base is perceived positively by the public.	1	1	1	1
	12. Customers of Sinloy Coffee are influential in their social circle.	1	1	1	1
IOC on Marketing Mix		Expert 1	Expert 2	Expert 3	IOC index
Product	1. This brand offers high-quality coffee	1	1	1	1
	2. They offer several products to choose from in a category	1	1	1	1
	3. Purchased products are usually found in good condition	0	1	1	0.67
	4. The visual appearance of the products is pleasant	1	1	1	1
	5. This product offers good customer service	1	1	1	1
Price	1. I can get a lower price if I buy additional similar items	1	1	1	1
	2. This store offers the overall lowest price in the area	0	1	1	0.67
	3. Maintains the best everyday price for most merchandise	1	1	1	1
	4. The price of the product is reasonable	1	1	1	1
	5. The pricing is competitive compared to other stores in the area.	1	1	1	1
Place	1. Sinoy Coffee Shop offers fast checkout	1	1	1	1
	2. I can get coffee in the Sinoy Coffee shop within 24 hours	1	1	1	1
	3. Sinoy Coffee Shop is consumer-friendly	0	1	1	0.67
	4. Sinoy Coffee Shop offers a colorful shopping experience	1	1	1	1
	5. Sinoy Coffee Shop is easy to get to	1	1	1	1
Promotion	1. The advertised product is always available	1	1	1	1
	2. Offers coupons in their advertisement	0	1	1	0.67
	3. Seasonal promotions for coffees are available	1	1	1	1
	4. Promotions are frequently updated and interesting.	1	1	1	1
	5. I receive timely notifications about upcoming promotions and deals.	1	1	1	1

IOC on Brand Image		Expert 1	Expert 2	Expert 3	IOC Index
People	1. The Sinloy coffee staff know the product's origin and characteristics.	1	1	1	1
	2. Sinloy coffee production and sales employees are courteous and helpful.	1	1	1	1
	3. The baristas preparing Sinloy coffee demonstrate skill and expertise in their video	0	1	1	0.67
	4. Customer service representatives for Sinloy coffee are responsive to inquiries and concerns.	1	1	1	1
Process	1. The ordering process for Sinloy coffee is simple and efficient.	1	1	1	1
	2. The waiting time for receiving the Sinloy coffee after ordering is reasonable.	1	1	1	1
	3. The payment options for purchasing Sinloy coffee are convenient and varied.	0	1	1	0.67
	4. The brand provides clear information about the sourcing and processing of Sinloy coffee.	1	1	1	1
	5. Any issues or complaints about Sinloy coffee are handled promptly and effectively.	1	1	1	1
Physical Evidence	1. The store's decoration, Sinloy coffee, is attractive and reflects the coffee's quality.	1	1	1	1
	2. The cafes or stores selling Sinloy coffee have a pleasant and welcoming atmosphere.	1	1	1	1
	3. The equipment used to brew Sinloy coffee in cafes appears clean and well-maintained.	1	1	1	1
IOC on Repurchase intention		Expert 1	Expert 2	Expert 3	IOC index
Repurchase intention	1. I often recommend Sinloy Coffee to my friends.	1	1	1	1
	2. Compared with other coffee brands, I usually prefer the Sinloy Coffee brand.	1	1	1	1
	3. I will recommend Sinloy Coffee to others through WeChat Moments.	0	1	1	0.67
	4. Next time, I will recommend the brand of Sinloy Coffee.	1	1	1	1
	5. I really approve of the brand of Sinloy Coffee.	1	1	1	1

3.5.2 Reliability

To evaluate the reliability of the research tools, a pretest questionnaire was

administered to a sample of 30 qualified participants. This pre-test aimed to gauge participants' understanding of the questions and assess the internal consistency using Cronbach's alpha coefficient (α). An alpha value of 0.7 or higher was considered acceptable, indicating that the tool was reliable for data collection in further research.

The constructs related to the Brand Image exhibited high reliability. The Cronbach's alpha values for product, corporate, and user images were 0.786, 0.778, and 0.807, respectively. Similarly, the marketing mix value, with Cronbach's alphas for product, price, place, promotion, people, process, and physical evidence, was 0.895, 0.896, 0.902, 0.893, 0.898, 0.903, and 0.894, respectively. Finally, the repurchase intention construct achieved a Cronbach's alpha of 0.863.

As all Cronbach's alphas exceeded 0.70, the questionnaire demonstrated strong reliability and is appropriate for collecting future empirical data.

3.6 Data Analysis

3.6.1 Descriptive Statistics

Utilizing descriptive statistics, the researcher analyzed respondent demographics such as gender, age, education level, and monthly income using frequency and percentage. The mean and standard deviation were applied to brand image, marketing mix, and repurchase intention variables. Evaluative criteria for question items with positive meanings were determined by calculating the interval for breaking the range in each measurement.

Evaluative criteria for the question items with positive meaning, the interval for breaking the range in measuring each is calculated by:

$$\begin{aligned} N (\text{Width of the range}) &= (\text{Maximum} - \text{Minimum})/\text{Level} \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

The researcher analyzed the opinion level of repurchase intention by

calculating the mean scores in the following ranges (Kooharatanachai, 1999)

4.21 - 5.00 is considered as Strongly Agree

3.41 - 4.20 are considered as Agree

2.61 - 3.40 are considered Neutral

1.81 - 2.60 are considered to disagree

1.00 - 1.80 is considered to be Strongly Disagree

3.6.2 Inferential Statistics

The following inferential statistics were used for data analysis and hypothesis testing at the 0.05 level of statistical significance.

H1: Differences in demographic factors generate differences in repurchase intention of Sinloy coffee in Yunnan.

The statistics used were an independent-samples t-test for independent variables such as gender and a one-way ANOVA for categorical variables with more than two levels, such as educational level, income, and age. If significant values were found in the one-way ANOVA, post hoc analysis using the Least Significant Difference (LSD) method was performed to identify specific group differences.

H2: Brand image influences repurchase intention among consumers of Sinloy coffee brands.

The statistics used are multiple linear regression to analyze the influence of brand image on repurchase intention.

H3: The marketing mix influences repurchase intention towards Sinloy coffee brands.

Again, multiple linear regression was employed to examine the influence of the marketing mix on repurchase intention.

CHAPTER IV

ANALYSIS RESULT

This study investigated the influence of brand image and marketing mix on repurchase intention towards Sinloy coffee in Yunnan. The sample size would be at least 400 respondents. Therefore, to ensure a healthy sample size, 400 respondents were targeted for data collection in this study to ensure statistical validity and reliability (Aithal & Aithal, 2020). Based on advanced statistical procedures, the data analysis in this study is divided into two categories: descriptive and inferential statistics. The descriptive statistics presented in this chapter include frequency, percentage, mean, and standard deviation. For inferential statistics, statistical methods based on hypothesis testing, including the independent sample t-test, one-way ANOVA, and multiple linear regression analysis.

4.1 Descriptive Statistics

4.1.1 Demographic Factors

Table 4.1 Frequency and Percentage of the Respondents

		Frequency	Percent
Gender	Male	206	51.50
	Female	194	48.50
Age	21-30 years old	16	4.00
	31-40 years old	36	9.00
	41-50 years old	104	26.00
	51-60 years old	83	20.75
	More than 60 years old	161	40.25
Income	Less than ¥3,000	62	15.50
	¥3,000 - ¥6,000	151	37.75
	¥6,001 - ¥9,000	113	28.25
	¥9,000 - ¥12,000	47	11.75
	More than ¥12,000	27	6.75

		Frequency	Percent
Educational Level	High School	116	29.00
	Bachelor's Degree	133	33.25
	Master's Degree	101	25.25
	Doctorate	50	12.50
Total		400	100.00

Based on Table 4.1, the gender distribution of respondents shows that males constitute 51.50% and females 48.50%. In terms of age, the survey is primarily concentrated in the older age group, with those aged 60 and above accounting for 40.25% of the sample. Regarding income, 37.75% of respondents have a monthly income of 3,000-6,000 yuan. Regarding educational attainment, 29.00% of respondents have a high school diploma, while 33.25% have a bachelor's degree, indicating a generally high level of education.

4.1.2 Brand Image

Table 4.2 The Descriptive Statistics of Brand Image

	Mean	Std. Deviation	Meaning	Ranking
Product Image	3.9575	1.08334	Agree	2
Corporate Image	3.9500	1.04414	Agree	3
User Image	3.9875	1.02223	Agree	1
Brand Image	3.9650	0.73862	Agree	

Based on the descriptive statistics presented in Table 4.2, the overall mean score for Brand Image is 3.9650, with a standard deviation of 0.73862, indicating that respondents generally agree on the brand image. Among the three dimensions of brand image. The user image has the highest mean value of 3.9875, indicating that customers' opinions on user image rank first at the agree level. Product Image has a mean of 3.9575, indicating that customers' opinions are generally agreeable. Corporate Image ranks last with a mean of 3.9500, indicating that customers' opinions of Corporate Image are generally agreeable.

4.1.3 Marketing Mix

Table 4.3 The Descriptive Statistics of Marketing Mix

	Mean	Std. Deviation	Meaning	Ranking
Product	3.9300	1.00630	Agree	1
Price	3.9025	1.00774	Agree	4
Place	3.5275	.75874	Agree	7
Promotion	3.9100	1.03420	Agree	3
People	3.9275	.97191	Agree	2
Process	3.7250	.79116	Agree	6
Physical Evidence	3.8825	1.04471	Agree	5
Marketing Mix	3.8450	0.66111	Agree	

Table 4.3 presents the descriptive statistics for Marketing Mix, with an overall mean of 3.8450 and a standard deviation of 0.66111, suggesting that respondents generally agree on the marketing mix. Among the seven marketing mix dimensions, Product ranks highest, with a mean score of 3.9300, indicating that customers' opinions of Product are generally positive. People are followed closely, with a mean of 3.9275, indicating that customers' opinions of people are agreeable. Promotion ranks third, with a mean of 3.9100, indicating that customers' opinions of promotion are positive. Price ranks fourth, with a mean of 3.9025, indicating that customers' opinions on Price are agreeable. Physical Evidence ranks fifth, with a mean of 3.8825, indicating that customers' opinions on physical evidence are generally agreeable. Process ranks sixth, with a mean of 3.7250, indicating that customers' views of the process are agreeable. Place ranks lowest at 3.5275, indicating that customers' opinions of place are agreeable.

4.1.4 Repurchase Intention

Table 4.4 The Descriptive Statistics of Repurchase Intention

	Mean	Std. Deviation	Meaning
Repurchase Intention	3.8900	1.06806	Agree

The descriptive statistics in Table 4.4 show that the mean score for

repurchase intention is 3.8900, with a standard deviation of 1.06806, indicating that respondents generally agree on their repurchase intention of SINLOY Coffee.

4.2 Inferential Statistics

4.2.1 Differences in Demographic Factors Generate Differences in Repurchase Intention

H1: Differences in demographic factors generate differences in repurchase intention of Sinloy coffee in Yunnan.

4.2.1.1 Differences in Gender Generate Differences in Repurchase Intention

$$H_0: \mu_1 = \mu_2$$

$$H_a: \mu_1 \neq \mu_2$$

Table 4.5 The Analysis Results on Gender Difference Influence on Repurchase Intention

Repurchase Intention	Gender	N	Mean	SD	t	df	Sig.
	Male	206	3.5049	1.04880	-8.026	398	0.000*
	Female	194	4.2990	.92926			

From Table 4.5, the analysis of the influence of gender differences on repurchase intention utilized a t-test with a significance level of 0.05. This study reveals a significant difference in customer loyalty by gender ($t(398) = -8.026$, $p = 0.000$).

4.2.1.2 Differences in Age Generate Differences in Repurchase Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.6 The Analysis Results on Age Difference Influence on Repurchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	48.428	4	12.107	11.758	0.000*
Within Groups	406.732	395	1.030		
Total	455.160	399			

The results of the One-way ANOVA presented in Table 4.6 indicate significant differences in repurchase intention across different age groups ($F=11.758$, $p=0.000$). This suggests that age significantly influences repurchase intention.

Table 4.7 Illustrates the Differences in Multiple Comparisons of Age

Age	Group J	21-30	31-40	41-50	51-60	More than 60 years old
Group I	(I-J)	3.3750	3.3333	3.5673	3.9157	4.2609
21-30	3.3750	-	.0417 (.891)	-.1923 (.481)	-.5407 (.052)	-.8859 (.000)*
31-40	3.3333		-	-.2340 (.234)	-.5823 (.004)*	-.9275 (.000)*
41-50	3.5673			-	-.3484 (.020)*	-.6936 (.000)*
51-60	3.9157				-	-.3452 (.012)*
More than 60 years old	4.2609					-

* The mean difference is significant at the 0.05 level.

Dependent Variable: Repurchase Intention

Based on Table 4.7, the mean value for the 21–30 age group is significantly lower than that for the "more than 60 years old" group, with a p-value of 0.000. Similarly, the 31–40 age group has a lower mean value than the 51–60 age group, with a significant value of 0.004, and the "more than 60 years old" group, with a significant value of 0.0000. Furthermore, the 41–50 age group has a lower mean than the 51–60

age group ($p=0.020$), and the "more than 60 years old" group has a substantially lower mean ($p=0.000$). Lastly, the mean value for the 51–60 age group is lower than that of the "more than 60 years old" group, with a significant difference of 0.012.

4.2.1.3 Differences in Income Generate Differences in Repurchase Intention

$H_0: \mu_1=\mu_2=\mu_3=\mu_4=\mu_5$

$H_a: \mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.8 The Analysis Results on Income Influence on Repurchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.874	4	9.968	9.481	0.000*
Within Groups	415.286	395	1.051		
Total	455.160	399			

The analysis results from Income Influence on repurchase intention displayed in Table 4.8 indicate significant differences in customer repurchase intention across various monthly income levels ($F=9.481$, $p=0.000$). This suggests that income level significantly influences repurchase intention.

Table 4.9 Illustrates the Differences in Multiple Comparisons of Income

Educational Level	Group J	Less than ¥3,000	¥3,000 - ¥6,000	¥6,001 - ¥9,000	¥9,000 - ¥12,000	More than ¥12,000
Group I	(I-J)	3.3548	3.7483	4.0973	4.4043	4.1481
Less than ¥3,000	3.3548	-	-.3935 (.011)*	-.7425 (.000)*	-1.0494 (.000)*	-.7933 (.000)*
¥3,000 - ¥6,000	3.7483		-	-.3490 (.006)*	-.6559 (.000)*	-.3998 (.063)
¥6,001 - ¥9,000	4.0973			-	-.3069 (.085)	-.0508 (.817)
¥9,000 - ¥12,000	4.4043				-	.2561 (.302)
More than ¥12,000	4.1481					-

* The mean difference is significant at the 0.05 level.

Dependent Variable: Repurchase Intention

Slight discrepancies in decimal values result from rounding procedures inherent in the statistical software used for analysis.

Based on Table 4.9, the mean of the "less than ¥3,000" group is lower than that of the "¥3,000–¥6,000" group, with a p-value of 0.011. Additionally, the "less than ¥3,000" group has a lower mean value than the "¥6,001–¥9,000" group, the "¥9,001–¥12,000" group, and the "more than ¥12,000" group, all with significant values of 0.000. Furthermore, the "¥3,000–¥6,000" group has a lower mean than the "¥6,001–¥9,000" group ($p=0.006$) and the "¥9,001–¥12,000" group ($p=0.000$).

4.2.1.4 Differences in Educational Level Generate Differences in Repurchase Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.10 The Analysis Results on Educational Level Influence on Repurchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.955	3	2.985	6.830	.009*
Within Groups	446.205	396	1.127		
Total	455.160	399			

The results of the One-way ANOVA presented in Table 4.10 indicate significant differences in repurchase intention across different educational level groups ($F=6.830$, $p=0.009$).

Table 4.11 Illustrates the Differences in Multiple Comparisons of Educational Level

Educational Level	Group J	High School	Bachelor's Degree	Master's Degree	Doctorate
Group I	(I-J)	3.7414	3.8045	4.0792	4.0800
High School	3.7414	-	-.0631 (.640)	-.3378 (.020)*	-.3386 (.060)
Bachelor's Degree	3.8045		-	-.2747 (.051)	-.2755 (.119)
Master's Degree	4.0792			-	-.0008 (.997)
Doctorate	4.0800				

* The mean difference is significant at the 0.05 level.

Dependent Variable: Repurchase Intention

Based on Table 4.11, the mean value of the High School group is lower than the Master's Degree group, with a significant value of 0.020.

4.2.2 Brand Image Influence on Repurchase Intention

H2: Brand image influences repurchase intention among Sinloy coffee consumers.

Table 4.12 Summary of the Model of Brand Image Influences Repurchase Intention

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
3	.815 ^c	.664	.661	.62189

c. Predictors: (Constant), Corporate image, User image, Product image

Table 4.12 presents a multiple linear regression analysis examining the influence of Brand Image (Product Image, Corporate Image, User Image) with a multiple correlation (R) of 0.815 at the 0.05 significance level; the predictive capability is 66.1%.

Table 4.13 The Multiple Linear Regression Coefficients for the Influence of Brand Image on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.439	.189		-2.321	.021*
Product Image	.197	.032	.199	6.093	.000*
Corporate Image	.700	.033	.684	21.010	.000*
User Image	.197	.031	.189	6.427	.000*

a. Dependent Variable: Repurchase Intention

Equation 1:

$$Y = -0.439 + 0.197 X_1 + 0.700 X_2 + 0.197 X_3$$

(0.021*) (0.000*) (0.000*) (0.000*)

FOR

Y= Repurchase Intention

X₁= Product Image, X₂= Corporate Image, X₃= User Image

From Table 4.13, the Standardized Coefficients indicate that Corporate Image is the most influential variable influencing Repurchase Intention, with a regression coefficient of approximately 0.684. Following closely are Product Image and User Image, with coefficients of 0.199 and 0.189, respectively.

4.2.3 Marketing Mix Influence on Repurchase Intention

H3: The marketing mix influences the intention to repurchase the Sinloy coffee brand.

Table 4.14 Summary of the Model of Marketing Mix Influences Repurchase Intention

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
6	.940 ^f	.884	.882	.36619

f. Predictors: (Constant), Promotion, Physical Evidence, People, Product, Place, Price

Table 4.14 presents the results of a multiple linear regression analysis

examining the influence of Marketing Mix (Product, Price, Place, Promotion, People, and Physical Evidence) on repurchase intention, with a multiple correlation(R)of 0.940 at a significant level of 0.05; the predictive analysis equation's capability is 88.2%.

Table 4.15 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	-.901	.123			-7.337	.000*
Product	.135	.027	.127		5.026	.000*
Price	.065	.024	.061		2.728	.007*
Place	.127	.024	.090		5.216	.000*
Promotion	.492	.033	.476		15.072	.000*
People	.126	.022	.115		5.768	.000*
Physical Evidence	.294	.031	.287		9.437	.000*

a. Dependent Variable: Repurchase Intention

Equation 2:

$$Y = -0.901 + 0.135 X_1 + 0.065 X_2 + 0.127 X_3 + 0.492 X_4 + 0.126 X_5 + 0.294 X_6$$

(0.000*) (0.000*) (0.007*) (0.000*) (0.000*) (0.000*) (0.000*)

FOR

Y= Repurchase Intention

X₁= Product, X₂= Price, X₃= Place, X₄= Promotion, X₅= People, X₆= Physical Evidence

From Table 4.15, the Standardized Coefficients indicate that Promotion is the most influential variable for Repurchase Intention, with a standardized regression coefficient of 0.476. Following this, Physical Evidence also demonstrates a strong influence (coefficient of 0.287), and Product shows a notable effect (coefficient of 0.127). Other variables, including People (0.115), Place (0.090), and Price (0.061), also contribute to Repurchase Intention.

Table 4.16 Summary Result on Hypothesis 1

Demographic	Repurchase Intention
Gender	√
Age	√
Income	√
Educational Level	√

- The mean difference has a significant value of more than 0.05.
 √ The mean difference has a significant value less than the level of 0.05.

From Table 4.16, this study found that all demographic factors significantly influence repurchase intention. Gender ($t(398) = -8.026, p = 0.000$), age ($F = 11.758, p = 0.000$), income levels ($F = 9.481, p = 0.000$), and educational level groups ($F = 6.830, p = 0.009$) were significant influences on revisit intention.

Table 4.17 Summary Result on Hypothesis 2

Brand Image	Repurchase Intention
Product Image	√
Corporate Image	√
User Image	√

- The mean difference has a significant value of more than 0.05.
 √ The mean difference has a significant value less than the level of 0.05.

Table 4.18 Summary Result on Hypothesis 3 on Equation

Repurchase Intention	Forecasting Equations
	$Y = -0.439 + 0.197X_1 + 0.700 X_2 + 0.197 X_3$ $= (0.021^*) \quad (0.000^*) \quad (0.000^*) \quad (0.000^*)$

$Y =$ Repurchase Intention

$X_1 =$ Product Image, $X_2 =$ Corporate Image, $X_3 =$ User Image

Table 4.18 shows that Corporate Image is the most influential variable in revisit intention.

Table 4.19 Summary Result on Hypothesis 3

Marketing Mix	Repurchase Intention
Product	√
Price	√
Place	√
Promotion	√
People	√
Process	-
Physical Evidence	√

- The mean difference has a significant value of more than 0.05.

√ The mean difference has a significant value less than the level of 0.05.

Table 4.20 Summary Result on Hypothesis 3 on Equation

Repurchase Intention	Forecasting Equations
	$Y = -0.901 + 0.135X_1 + 0.065X_2 + 0.127X_3 + 0.492X_4 + 0.126X_5 + 0.294X_6$ $= (0.000^*)(0.000^*)(0.007^*) (0.000^*) (0.000^*) (0.000^*)$ (0.000^*)

Y= Repurchase Intention y

X₁= Product, X₂= Price, X₃= Place, X₄= Promotion, X₅= People, X₆= Physical Evidence

Table 4.20 shows that Promotion is the most influential variable in revisit intention.

CHAPTER V

CONCLUSION

This study examines the factors influencing the repurchase intention of Sinloy coffee brand consumers in Yunnan and provides practical recommendations for Sinloy coffee. Based on the analysis results from Chapter 4, this chapter is organized into five parts:

5.1 Conclusion

5.1.1 Demographic Factors

The study examined the demographic characteristics and their influence on the repurchase intention of Sinloy coffee consumers in Yunnan. Four hundred valid responses were collected, with male (51.50%) respondents slightly more than females (48.50%). Most participants were over 60 (40.25%), followed by those aged 41–50 (26%). Regarding monthly income, the largest group earned ¥3,000–¥6,000 (37.75%). Regarding education level, most respondents held a bachelor's degree (33.25%).

The analysis explored the influence of four demographic factors (gender, age, income, and education level) on repurchase intention. Among these factors, all factors significantly influence repurchase intention. Gender significantly influenced repurchase intention ($t(398) = -8.026, p = 0.000$). Age also had a statistically significant effect ($F = 11.758, p = 0.000$), as did income ($F = 9.481, p = 0.000$) and education level ($F = 2.649, p = 0.049$).

Overall, the LSD approach is used to examine the influence of gender, age, income, and educational level on repurchase intention.

5.1.2 Brand Image

Based on the analysis results, the three components of Brand Image (Product Image, Corporate Image, and User Image) significantly influence repurchase

intention, with a multiple correlation coefficient (R) of 0.815 at the 0.05 significance level. The predictive analysis equation's capability is 66.1%.

Among the Brand Image constructs, the Standardized Coefficients indicate that Promotion is the most influential variable affecting Repurchase Intention, with a standardized regression coefficient of 0.476. Following this, Physical Evidence also demonstrates a strong influence (coefficient of 0.287), and Product shows a notable effect (coefficient of 0.127). Other variables, including People (0.115), Place (0.090), and Price (0.061), also contribute to Repurchase Intention, but with comparatively lower levels of influence.

5.1.3 Marketing Mix

Based on the analysis results, the seven components of the Marketing Mix (Product, Price, Place, Promotion, People, and Physical Evidence) significantly influence repurchase intention, with a multiple correlation coefficient (R) of 0.940 at the 0.05 significance level. The predictive analysis equation's capability is 88.2%.

Among the Marketing Mix constructs, the Standardized Coefficients indicate that Promotion is the most influential variable affecting Repurchase Intention, with a standardized regression coefficient of 0.476. Following this, Physical Evidence also demonstrates a strong influence (coefficient of 0.287), and Product shows a notable effect (coefficient of 0.127). Other variables, including People (0.115), Place (0.090), and Price (0.061), also contribute to Repurchase Intention.

5.2 Discussion

5.2.1 Demographic Factors

The results show that Demographic factors (gender, age, income, and educational level) significantly influence repurchase intention towards SINLOY coffee in Yunnan. It is consistent with Bhat et al. (2021), who found that demographic factors influence repurchase intention. This is also consistent with Sharif et al. (2024), who

focused on consumers' repurchase intention in the beverage industry in Pakistan. The results showed that differences in demographic factors are associated with differences in repurchase intention.

5.2.2 Brand Image

This study found that brand image influences repurchase intention. This is consistent with Tarigan and Bernarto (2023), who examined the influence of brand image on the repurchase intention of all Starbucks coffee product sellers in Jakarta, Indonesia. This study found that brand image positively influences repurchase intention. Similarly, Izzudin and Novandari (2018) found that brand image positively influences repurchase intention. This study's findings are similar to those of Putri and Yasa (2022), who investigated the influence of Kopi Kulo's brand image on customers in Denpasar, Bali, Indonesia. The results showed that brand image positively and significantly influenced repurchase intention.

5.2.3 Marketing Mix

This study found that the Marketing Mix influences repurchase intention. It is consistent with Suryana and Anggiani (2023), who examined the influence of the Marketing Mix (7Ps) on repurchase intention. The result matches Alfonsius et al. (2021), who focused on all current coffee shop customers in Medan and found that the Marketing Mix influences repurchase intention. This is also consistent with Rasyid et al. (2023), who examined the marketing mix and found that it significantly positively influenced repurchase intention.

5.3 Implications for Practice

This study identified Gender (Male), Age (over 60 years old), Income (¥3,000 - ¥6,000), and Educational Level (Bachelor's degree) as factors associated with a stronger intention to repurchase SINLOY coffee. The owner of the SINLOY coffee shop should set up the marketing strategies by focusing on males who are more than 60

years old and have an income of around ¥3,000 - ¥6,000 with a bachelor's degree to attract them to repurchase SINLOY coffee.

The findings of this study highlight the critical roles of Brand Image and the Marketing Mix in influencing repurchase intention, providing actionable insights for Sinloy Coffee to enhance its strategies. Among the components of Brand Image, Corporate Image was found to have the most substantial impact on repurchase intention. To capitalize on this, Sinloy Coffee should strengthen its corporate social responsibility initiatives, such as supporting sustainable coffee production and engaging in community development programs. Additionally, the company should emphasize its professional management practices and cultivate a positive corporate culture to build consumer trust and loyalty.

Promotion emerged as the most significant factor influencing repurchase intention within the Marketing Mix. Sinloy coffee should create engaging promotional campaigns, such as offering coupons, seasonal discounts, and exclusive deals, to drive customer engagement and repeat purchases. Ensuring that promotions are timely, relevant, and effectively communicated through digital platforms will maximize their impact. Other components, such as Physical Evidence and Product, also play important roles; enhancing store ambiance, packaging quality, and product consistency will contribute to a more satisfying customer experience.

5.4 Recommendations for Future Research

This study provides valuable insights into the factors influencing repurchase intention for Sinloy coffee; however, several limitations present opportunities for future research. First, while this study focuses on Sinloy coffee consumers in Yunnan, future research could expand the geographic scope to include other provinces or regions in China to explore potential regional differences in consumer behavior. Comparative studies across regions would provide a more

comprehensive understanding of repurchase intention in diverse markets.

Second, the study emphasizes the influence of Brand Image, Marketing Mix, and demographic factors, but does not incorporate psychological or emotional factors such as customer satisfaction, perceived value, or trust. Future research could integrate these variables into the analysis to provide a more holistic view of the factors influencing repurchase intention.

Finally, this study relies on quantitative methods using structured questionnaires. Future research could adopt a mixed-methods approach, incorporating qualitative techniques such as in-depth interviews or focus groups to capture more nuanced consumer perspectives. This would provide richer insights into the motivations and preferences behind repurchase behaviors.

5.5 Limitations of the Study

While this study provides valuable insights into the factors influencing repurchase intention for Sinloy coffee in Yunnan, several limitations should be acknowledged.

First, the study is geographically limited to Yunnan province, which may restrict the generalizability of the findings to other regions in China or international markets. Consumer behavior may differ significantly in different cultural or economic contexts, and the results may not fully capture these variations.

Second, the study focuses on specific factors, including Brand Image, Marketing Mix, and demographic variables, while excluding other potentially influential factors such as customer satisfaction, trust, and emotional attachment. Omitting these variables may lead to a less comprehensive understanding of the determinants of repurchase intention.

Third, the data collection relied on self-reported responses through structured questionnaires, which may introduce biases such as social desirability bias

or response bias. These biases could affect the accuracy and reliability of the findings.

Lastly, while statistically valid, the study's sample may not fully represent the diversity of Sinloy Coffee's consumer base. Future studies could aim for a larger and more diverse sample to ensure the broader applicability of the findings.



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APPENDICES

Appendix 1: Questionnaire

Dear Coffee Consumer,

I am a graduate student researching the influence of brand image and marketing mix on repurchase intention towards Sinloy coffee in Yunnan. Your participation is crucial to this study. We sincerely invite you to take a few minutes of your valuable time to complete the following questionnaire based on your experience and honest opinions. All information you provide will be confidential and used solely for research purposes, not commercial applications. Your responses will remain anonymous and will not impose any personal burden on you. Thank you in advance for your participation and support! Your insights will significantly contribute to understanding consumer behavior regarding Sinloy coffee.

Section 1: Demographic Question

1. Gender 1) Male 2) Female
2. Age 1) 21-30 years old 2) 31-40 years old
 3) 41-50 years old 4) 51-60 years old
 5) More than 60 years old
3. Income 1) Less than ¥3,000 2) ¥3,000 - ¥6,000
 3) ¥6,001 - ¥9,000 4) ¥9,000 - ¥12,000
 5) More than ¥12,000
4. Education Level 1) High School 2) Bachelor's Degree
 3) Master's Degree 4) Doctorate

Section 2: Brand Image

Please read the following questions carefully and tick the boxes accordingly.
 5--Strongly Agree, 4—Agree, 3—Neutral, 2—Disagree, 1--Strongly Disagree

Product Image	1	2	3	4	5
1. The brand's products are of high quality.					
2. The brand's product design is appealing.					
3. The brand's products are practical and functional.					
4. The brand's products are reasonably priced.					
Corporate Image	1	2	3	4	5

5. Sinloy Coffee demonstrates strong corporate social responsibility.					
6. Sinloy Coffee's management team is professional.					
7. Sinloy Coffee has a positive corporate culture.					
8. Sinloy Coffee has a good reputation within the coffee industry.					
User Image	1	2	3	4	5
9. Sinloy Coffee customers are highly loyal to the brand.					
10. Sinloy Coffee has a strong word-of-mouth reputation among its drinkers.					
11. Sinloy Coffee's drinkers base is perceived positively by the public.					
12. Sinloy Coffee customers are influential in their social circles.					

Section 3: Marketing Mix

Please read the following questions carefully and tick the boxes accordingly.

5--Strongly Agree, 4—Agree, 3—Neutral, 2—Disagree, 1--Strongly Disagree

Product	1	2	3	4	5
1. This brand offers high-quality coffee.					
2. They offer several products in each category.					
3. Purchased products are usually found in good condition.					
4. The products' visual appearance is pleasant.					
5. This product offers good customer service.					
Price	1	2	3	4	5
1. I can get a lower price if I buy additional similar items.					
2. This store offers the overall lowest price in the area.					
3. Maintains the best everyday price for most merchandise					
4. The product's price is reasonable.					
5. The pricing is competitive compared to other stores in the area.					
Place	1	2	3	4	5
1. Sinoy Coffee Shop offers fast checkout.					
2. I can get coffee in the Sinoy Coffee shop within 24 hours.					
3. Sinoy Coffee Shop is consumer-friendly					
4. Sinoy Coffee Shop offers a colorful shopping experience.					
5. Sinoy Coffee Shop is easy to get to					
Promotion	1	2	3	4	5
1. The advertised product is always available.					
2. Offers coupons in their advertisement					
3. Seasonal promotions for coffees are available.					
4. Promotions are frequently updated and interesting.					
5. I receive timely notifications about upcoming promotions and deals.					
People	1	2	3	4	5
1. The staff selling Sinloy coffee know the product's origin and					

characteristics.					
2. Employees involved in Sinloy coffee production and sales are courteous and helpful.					
3. The baristas preparing Sinloy coffee demonstrate skill and expertise in their video.					
4. Sinloy Coffee's customer service representatives are responsive to inquiries and concerns.					
Process	1	2	3	4	5
1. The ordering process for Sinloy coffee is simple and efficient.					
2. The waiting time for receiving the Sinloy coffee after ordering is reasonable.					
3. The payment options for purchasing Sinloy coffee are convenient and varied.					
4. The brand provides clear information about the sourcing and processing of Sinloy coffee.					
5. Any issues or complaints about Sinloy coffee are handled promptly and effectively.					
Physical Evidence	1	2	3	4	5
1. The store's decor, Sinloy Coffee, is attractive and reflects the quality of the coffee.					
2. The cafes and stores that sell Sinloy coffee have a pleasant, welcoming atmosphere.					
3. The equipment used to brew Sinloy coffee in cafes appears clean and well-maintained.					

Section 4: Repurchase intention

Please read the following questions carefully and tick the boxes accordingly.

5--Strongly Agree, 4—Agree, 3—Neutral, 2—Disagree, 1--Strongly Disagree

Repurchase intention	1	2	3	4	5
1. I often recommend Sinloy Coffee to my friends.					
2. Compared with other coffee brands, I usually prefer Sinloy Coffee.					
3. I will recommend Sinloy Coffee to others through WeChat Moments.					
4. Next time, I will recommend Sinloy Coffee.					
5. I really approve of the Sinloy Coffee brand.					

BIOGRAPHY

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