CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN QUYẾT ĐỊNH MUA CÀ PHÊ CỦA SINH VIÊN TRÊN ĐỊA BÀN THÀNH PHỐ HỒ CHÍ MINH & MỘT SỐ ĐỀ XUẤT VỚI CÀ PHÊ ÔNG BẦU

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Tóm tắt

Hiểu rõ hành vi mua hàng của người tiêu dùng và các yếu tố khác ảnh hưởng đến sự lựa chọn của người tiêu dùng hiện nay thường được coi là thách thức lớn nhất đối với các chủ doanh nghiệp để duy trì mức tăng trưởng tích cực của mình, khi các yếu tố chất lượng sản phẩm và giá cả hấp dẫn không còn chiếm ưu thế trong quá trình cạnh tranh. Nghiên cứu này nhằm xác định các yếu tố ảnh hưởng đến quyết định mua cà phê của sinh viên đại học tại Thành phố Hồ Chí Minh, từ đó cung cấp cho Cà phê Ông Bầu những dữ liệu cần thiết để thành lập doanh nghiệp nhượng quyền cà phê tập trung vào phân khúc khách hàng mục tiêu là sinh viên đại học tại Thành phố Hồ Chí Minh. Phân tích các yếu tố chính là giá cả, sản phẩm, dịch vụ, địa điểm và ảnh hưởng của thương hiệu; nghiên cứu này thu thập dữ liệu từ các sinh viên đại học ở Thành phố Hồ Chí Minh, từ 18 đến 24 tuổi bằng cách gửi bảng câu hỏi qua tài khoản email của họ để thu thập phản hồi và tất cả dữ liệu đã được xử lý để đưa ra kết quả. Từ kết quả phân tích hồi quy trên 489 phản hồi đáng tin cậy cho thấy giá có hệ số cao nhất trong số các biến, tiếp theo là ảnh hưởng thương hiệu và các yếu tố khác. Điều này gợi ý Cà phê Ông Bầu hoạch định chiến lược giá một cách cẩn thận để đưa ra mức giá hợp lý và chấp nhận được nhất cho từng loại đồ ăn, đồ uống tại thị trường mục tiêu này.

Từ khóa: Thói quen mua hàng, khách hàng sinh viên, cà phê Ông Bầu, giá cả, chất lượng dịch vụ, sản phẩm, địa điểm, tầm ảnh hưởng thương hiệu

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FACTORS INFLUENCING HCMC UNIVERSITY STUDENT CUSTOMERS' PURCHASING DECISIONS TOWARD COFFEE SHOPS: RESEARCH AND RECOMMENDATIONS FOR ONG BAU JSC

Abstract

Understanding consumer purchasing behaviors and other variables influencing consumer choice is now often seen as the biggest challenge for business owners to maintain their positive growth, as the factors of product qualities and attractive prices are no longer dominant in the competition process. This study aims to identify these factors which affect the coffee purchase decision by university student customers in Ho Chi Minh City, from there provide Ong Bau Coffee with essential data for setting up their coffee franchising business focusing on the target segment of university student customers in Ho Chi Minh City. Analyzing the main factors namely price, product, service, physical environment, and brand influence; this study collected data from university students in Ho Chi Minh City, aged 18 to 24 by sending the questionnaires via their email accounts for collecting their feedback, and all data have been processed to reveal the outcomes. From the result of regression analysis on 489 reliable responses, it is revealed that price has the highest coefficient among the variables, followed by brand influence and other factors respectively. This suggests Ong Bau Coffee to carefully plan the pricing strategy to come up with the most reasonable and acceptable prices for each type of food or drink in this target market.

Keywords: purchasing behavior, student customers, Ong Bau Coffee, price, service quality, product, physical environment, brand influence.

1. Introduction

Up to now, various studies on the buying habit of Generation Z and its driving factors have been carried out, including domestic and foreign articles. These studies show that most of them rely on personal experience, and consult other people before making decisions regarding purchases while using the Internet as their primary information source. Besides, the fact that there is the "acquired attention deficit disorder" phenomenon in the awareness of Generation Z customers demonstrates the necessity for modern firms to put more effort into capturing the interest of young consumers by producing words and visuals, which ensures a stronger first impression.

Considering the lack of research focused on practical application to customers who are university students in Ho Chi Minh City in particular and Vietnam in general, this study examines the purchasing behavior toward coffee shops as the subject of research. Coffee shop chains are expanding rapidly in Vietnam, particularly in Ho Chi Minh City, and are expected to develop at a compound annual growth rate of 8.5% from 2020 to 2025 (Rubik Top, 2023). One of the most common target customer groups are university students, who not only have characteristics of Generation Z customers, but also other factors based on local lifestyle and spending patterns.

Through selected factors based on previous studies, including Price (PI), Service Quality (QL), Product (PO), Physical Environment (PE), and Brand Influence (BI), this study has been conducted to provide Ong Bau Coffee with essential data about the factors that decide university students' purchasing behaviors. The objective of this study is to help Ong Bau Coffee franchising business focusing on the target segment of university student customers in Ho Chi Minh City, and

also propose some implications to support coffee shop chains to enhance their brand value and consumption volume.

2. Literature review and hypothesis development

Consumer purchasing decision

Solomon et al (1995) considered consumer buying behavior as actions made towards goods or service to satisfy people's needs and wants, these include but are not limited to selecting, buying, and discarding products. Research findings of Engel et al (1968) classified the purchase decision of consumers into five different stages with high complexity involved. For the decision making process, consumers are influenced by various factors for consideration.

Price and purchasing decision

Price is referred to as the amount of money or the total values that consumers have to pay in exchange for a product or service. (Kotler et al, 2016) Previous research has found that consumers' perception of price would greatly alter their purchase decision. Research by Wang (2000); Reidenbach et al (2006) both showed that if the customers perceive price as reasonable, they will be prompted to make a buying decision. Pelsmacker and partners (2005) has shown that consumers' sensitivity for prices makes them unwilling to pay extra to buy organic coffee. Thus, price is one of the important factors influencing purchasing decisions, and we propose our hypothesis below.

H1: Price has a positive effect on buying decision of consumers

Product and purchasing decision

Product is anything that satisfies a need or want and available on the market for purchase or consumption (Kotler et al, 2016). By this definition, products are not limited to physical form but also include intangible aspects. Therefore, it should be noted that both service quality and brand influence can have a significant impact on the overall value of a product. Products can also include attributes such as usefulness, quality, designs and packing. Previous research like Archer and Wesolowsky (1996), Bastos and Gallego (2008) has proven a positive relationship between quality and customer satisfaction. Rambabu and Porika (2020) researched and concluded that product's characteristics such as quality, material, design, color, etc can have a positive effect on consumers, thus affecting the purchasing decision.

H2: Product has a positive effect on buying decision of consumers

Service quality and purchasing decision

Service quality is defined as the support being offered to customers during their purchase and post-purchase in order to ensure a desirable customer experience. Proficient service quality demonstrates a company's concern for its clients and dedication to meeting their needs. Positive experiences generated by excellent service quality can result in recurring purchases and positive word-of-mouth marketing. According to Kotler and Keller (2005), service quality is associated with customer experience, satisfaction and thus significantly impacts customer behavior. Research

of Jeaheng et al. (2020) on Halal-friendly hotels also showed services and staff quality were the only elements that highly and significantly indicated the guests' perceived satisfaction.

H3: Service quality has a positive effect on buying decision of consumers

Physical environment and purchasing decision

According to Kotler (2016), the physical environment refers to the convenient access to the location of a business, convenient parking lots, satisfactory environment, inside and outside atmosphere… This factor is closely related to the layout of a shop, the designs, and the atmosphere outdoors or indoors. Jaravara & Chitando (2013) classified all the causes for consumers choosing coffee shops into 05 factors such as types of shops, comfort, cleanliness, kindness, and creditworthiness. Wood, Browne (2007) made a conclusion that that location greatly influences customers because stores located in a beautiful, convenient location are highly likely to attract the attention of customers.

H4: Physical environment has a positive effect on the buying decision of consumers

Brand influence and purchase decision

Another noteworthy factor is the brand and promotion. Since brand image is a long-term perception that is mainly consistent, creating and maintaining one once established is a challenge. The brand image that is created needs to be distinct from competing brands and have a clear advantage. Previous research of Bian and Moutinho (2011) showed that brands can potentially alter and influence the buying decision of consumers. Also, both Wang's (2000) and Reidenbach et al (2006) results highlighted that customers will decide to buy products whose brand image impresses them more deeply than others. The study of Santi and Radyan (2021) illustrates that the cafe atmosphere, including exterior, interior, interior point of purchase display, and store layout, significantly and positively influenced purchasing decisions of Generation Z.

H5: Brand influence has a positive effect on buying decision of consumers

Research model
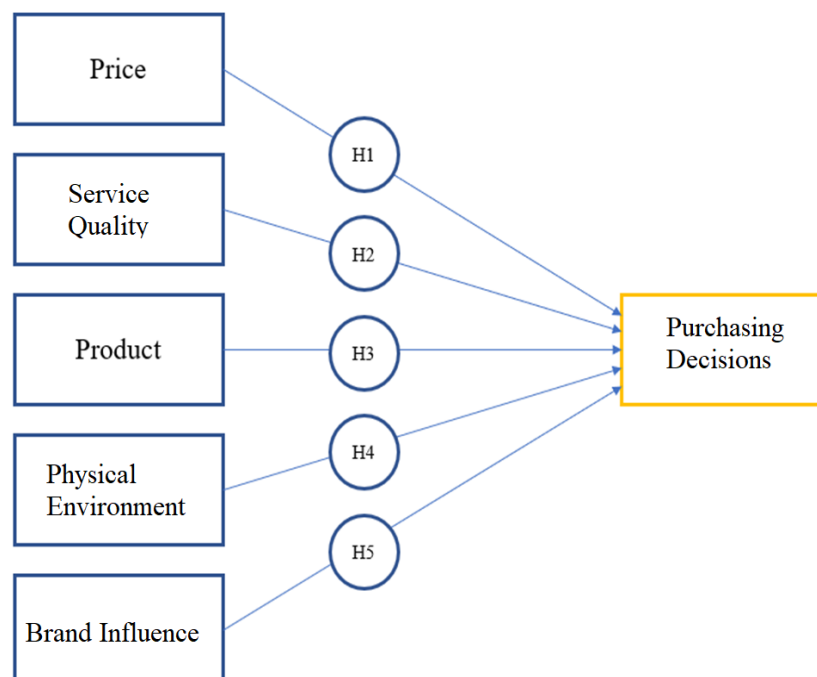
3. Research methodology

The project involves qualitative research to identify key factors affecting consumers' coffee brand choices. The information provides adjustments for subsequent quantitative research. For quantitative research design, the objective is to evaluate the influence of external factors on university students' decisions to purchase and repurchase coffee. For an effective exploratory factor analysis (EFA), you need at least 200 observations (Gorsuch, 1983) or, alternatively, five times the number of observed variables, which is 155 in this case (Hair et al., 1998).

The study collected 438 responses from HCM students, well exceeding the required sample size and emphasizing the importance of a substantial sample. The survey questions were carefully crafted to ensure participant comprehension, and the survey was administered in the HCM area. The authors provided clear instructions and distributed questionnaires. If participants found the scales confusing, explanations were given to ensure accurate responses. To facilitate participation, the authors reached out through social media, student Facebook groups, and emails to HCM city university students.

The results of the survey sample analysis show that there were 486 valid survey participants, of which 97.12% were students, the target population of the study (14 people were not students). The highest proportion of participants, accounting for 49.1% of the total number of respondents, reported occasionally drinking coffee (1-2 times/month). This was followed by those who regularly drink coffee (> once/week), accounting for 36.7%. The lowest proportions were those who reported always drinking coffee (once/day) and those who do not like to drink coffee, both at 7.1%.

The research panel uses a quantitative approach to assess students' coffee purchasing willingness and its relation to five factors: price, service quality, quality, physical environment, and brand influence. The factors are rated on a 5-point Likert scale, ranging from 1 (Totally Disagree) to 5 (Totally Agree). Higher scores indicate greater interest in the factors.

The questionnaire presenting the relationship between the intention to purchase and the purchasing decision of the customers is developed based on the result of Doan H. (2021) and Abby N. (2018). Measurement scale of "Price", "Service quality" and "Product" is mostly covered based on the research of Thanh N., et al. (2021), Tuấn P. (2019), Hoàng Diệu, et al. (2018), Trinh T. (2019) and Duyên T. (2015). Most of the questions related to the Physical environment are based on the research of Duyên T. (2015), as well as some based on Hiếu H. M. (2019) and some suggested by the authors. Finally, besides the mentioned results, the research of Ngọc T. & Hải L. (2022) also becomes the reference for measurement scale of "Brand influence".

4. Results

Measurement model evaluation

Firstly, we initiate testing data reliability using Cronbach's Alpha. If Cronbach's alpha is > 0.6, the scale is deemed reliable (Nunnally & Bernstein, 1994). We observed that both dependent and independent variables meet the requirements for proceeding to the next step, Exploratory

Factor Analysis (EFA). The KMO and Bartlett test, which confirmed the suitability of condensing numerous interconnected variables into a smaller, meaningful set, must be satisfied for EFA. The KMO results for Purchasing decision and Factors affecting Purchasing Decision (PI, QL, PO, PE, BI) are 0.690 and 0.906 respectively, exceeding 0.5, with significance levels of 0.000 < 0.05, meaning that the variables are ready for further analysis.

Table 1. Results of Exploratory Factor Analysis (EFA) on Factors affecting purchasing decision

Factors	Observed variables	Component (loading factor)				
		1	2	3	4	5
Price	PI1				0.735	
	PI2				0.656	
	PI3				0.788	
	PI5				0.561	
Service quality	QL1	0.768				
	QL2	0.780				
	QL3	0.843				
	QL4	0.695				
	QL6	0.713				
Product	PO1		0.616			
	PO2		0.679			
	PO3		0.742			
	PO4		0.740			
	PO6		0.684			
Physical environment	PE1			0.622		
	PE3			0.718		

PE4			0.737		
PE5			0.642		
BI1					0.659
BI2					0.734
Brand influence BI3					0.687
BI4					0.643
Eigenvalues	7.310	1.771	1.509	1.391	1.202
Variance explained (cumulative %)	33.229	41.277	48.136	54.459	59.924

Source: Analyzed by authors

During the process of Exploratory Factor Analysis (EFA), it was found that the total variance explained by PD1, PD2, and PD3 is 72.740%, surpassing the minimum threshold of 50%. This implies that these factors account for a substantial portion of the variance within the Purchasing decision dataset. Additionally, the EFA yielded five distinct factors (Price, Service quality, Product, Physical environment, and Brand influence) with Eigenvalues exceeding 1. The loading factors of observed variables all surpass 0.5, meeting the criteria for the convergent validity test and obtaining practical significance. Consequently, no observed variables were omitted. The cumulative variance, which stands at 59.92%, also exceeds 50%, signifying that these five factors collectively explain a significant portion of the data's variance.

The next step is to take Linear correlation analysis (Pearson correlation coefficient) into practice to verify the relationship between Purchasing decision variable and five factors' variables before performing regression. In case of no correlation (significant value > 0.05), the independent variables are rejected to proceed further in the following analysis step.

Table 2. Matrix of correlation coefficient between variables

Correlations	PI	QL	PO	PE	BI	PD
PI	1					
QL	.480**	1				
PO	.410**	.453**	1			
PE	.472**	.469**	.437**	1		

BI	.386**	.428**	.449**	.451**	1
PD	.541**	.533**	.522**	.531**	.530**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Analyzed by authors

As depicted in Table 2, based on the correlation matrix, it is sufficiently noticeable that there is a relationship between the dependent variable and the five independent variables, usually above 0.5 at the significant level of 0.00. In addition, since the results for correlation tests between the independent variables are all below 0.6, the regression analysis does not suffer from multicollinearity. Low evidence of multicollinearity increases the precision of the model and the statistical power of the regression model. Hence, regression analysis can be applied to measure whether each of the independent variables is statistically significant and the extent of its influence on Purchasing decisions of consumers.

Multi Regression Analysis

In the multiple regression analysis, the assessment of the impact of five factors (Price, Service quality, Product, Physical environment, and Brand influence) on students' coffee purchasing decisions has been conducted. The "Enter" method has been employed, wherein all independent variables are simultaneously included to evaluate their collective influence on the coffee purchasing decisions of university students in HCM. Subsequent tests are administered as follows.

Table 3. Summary of multi-regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.810	0.220		-3.682	0.000		
1 PI	0.270	0.051	0.221	5.342	0.000	0.664	1.506
QL	0.213	0.052	0.174	4.112	0.000	0.634	1.578
PO	0.211	0.047	0.184	4.473	0.000	0.671	1.490
PE	0.222	0.055	0.169	4.007	0.000	0.635	1.574
BI	0.265	0.051	0.212	5.197	0.000	0.684	1.463

The regression analysis demonstrates that the model, comprising five factors, explains 50.5% of the variation in the dependent variable PD. With R2 and adjusted R2 coefficients of 0.510 and 0.505 (> 0.5), respectively, the model's accuracy is strong. An F-value of 89.933 and significance level of 0.000 (< 0.05) confirm significant differences among analyzed value groups. Positive Beta coefficients and significance levels below 0.05 validate hypotheses H1 to H5, implying that each independent variable (PI, QL, PO, PE, BI) positively affects coffee purchase decisions. Multicollinearity tests (Durbin-Watson and VIF) yield satisfactory results, with a Durbin-Watson coefficient of 2.013 and VIF coefficients around 1.5 (< 2), indicating minimal multicollinearity.

After thorough testing, we came to the conclusion as presented in Table 4.

Table 4. Results of hypotheses testing

Hypotheses	Meaning	Sig.	Hypotheses testing
H1	Price has an effect on students' purchasing decisions on coffee.	0.000	Accepted
H2	Service quality has an effect on students' purchasing decisions on coffee.	0.000	Accepted
H3	Product has an effect on students' purchasing decisions on coffee.	0.000	Accepted
H4	Physical Environment has an effect on students' purchasing decisions on coffee.	0.000	Accepted
H5	Brand influence has an effect on students' purchasing decisions on coffee.	0.000	Accepted

5. Discussion and implications

In view of the results discovered, all the five factors (price, service quality, products, physical environment, and brand influence) have their certain impact on purchasing decisions by student customers in the case of Ong Bau Co.

Price is always a crucial element in the development of the coffee business. The collected data mean that the majority of university students prefer to buy coffee at reasonable prices. With an average price of 34,000 VND, is a little bit acceptable to younger customers because this

company's current market segment is average-income customers. However, adjustments are needed for drinks priced at 41,000 and 45,000 VND to match students' budgets.

Brand influence is also an influencing factor. The results reveal that student customers have chosen their coffee shops mostly by their friends' or relatives' introduction (65.30%) and because of appealing promotion policies (68.26%). This highlights the need for effective strategies, targeting younger buyers. Besides, drink quality is essential, that influences a customer's decision in the business. The diversity of drinks set in a menu will attract more customers and their loyalty.

The analysis identifies service quality as the fourth most influential factor on student customers' purchasing decisions. Over 81% of student customers favor professional, friendly service with innovative styles. 71.69% prefer quick, convenient payments. Ong Bau's service is mostly professional, but some inadequately trained staff make errors. Addressing this through enhanced training can bolster service reliability. Smaller Ong Bau outlets lack non-cash payment options, causing occasional customer inconvenience.

In the coffee industry, the physical environment including elements like accessible space, comfortable seating, air conditioning, etc, significantly impact customer comfort and satisfaction during coffee consumption, which determine loyalty. Survey data reveals that despite moderate incomes, students prioritize a good physical environment. Spacious open areas (86.07%), well-designed layouts (81.51%), and easy access (82.19%) are top requirements. Ong Bau coffee shops generally offer professional setups, but there are some adjustments required. The absence of study-friendly furniture (demanded by 78.31% of students) and the location in business areas rather than near schools or universities, is a challenge for students' accessibility.

This result also showed consistency with the theories on purchasing behaviors as well as the findings of Stavkova (2008), Limpo et al (2018), Thanh N., et al. (2021), when these authors assert the relationship between the proposed factors and purchase decision. While the methods employed may differ, as Stavkova (2008) used the data classification by the interference measurement, the final results are consistent and reasonable. Furthermore, this finding is also consistent with reality since students, gen Z in particular, make thorough considerations before concluding their purchase decisions, with price being the most influential factor.

Recommendations for Ong Bau Co.

Price is a crucial issue for Ong Bau Co. to address, as most students are financially dependent on their families. Proper pricing aligning with students' budgets is vital to maintain brand reputation. Affordable drinks, coupled with effective services and a pleasant environment, can encourage spending. Discounts and coupons can enhance competitiveness, appealing to price-conscious university students.

Brand influence is an incredibly important factor and Ong Bau Co. benefits from its sports-related brand, appealing to sports-loving university students. Strategic promotions, such as discounts and charity initiatives, can amplify brand recognition and loyalty. Key considerations include suitable cafe locations, targeted advertising, and cost-effective campaigns. These steps leverage Ong Bau Co.'s brand influence and strengthen its market position among engaged student customers.

The factor ranking third in terms of importance is ***product***. Research highlights students' attraction to unique coffee menus. Ong Bau Co. must prioritize diverse, hygienic drinks to boost appeal. Despite quality ingredients, menu variety lags. Novel signature drinks like coconut coffee, incorporating feedback, can differentiate the brand. Expanding to snacks can cater to increasing student demands.

Service quality ranks fourth in importance. Efficiency-focused youth value trained staff, prompt service, and quality. Ong Bau Co. should adopt modern tools for payments, update technology, and offer unique services. Loyalty programs and special events create lasting impressions. A diverse service approach with skilled staff enhances customer experiences, establishing Ong Bau Co. as a premier coffee and treat destination.

Finally, it is the ***physical environment***. For this variable, two factors should be improved: ambient, and design factors. Control over noise, aroma, and music is essential, as students use coffee shops for studying and discussions. Layout and furniture arrangement must cater to student needs. A well-designed environment creates a positive first impression, impacting perceived value. A comfortable design and atmosphere convey the shop's worthiness, ensuring customer satisfaction during their visit.

6. Conclusion

The study assesses factors influencing university students' purchasing decisions in Ho Chi Minh City's coffee shops, focusing on Ong Bau Co. Data from 489 responses via online questionnaires were analyzed using regression. Price is the key factor, with 55% preferring affordability; brand awareness also plays a moderate role. Factors like service, environment, and product quality have significance but lower coefficients. Ong Bau Co.'s shortcomings in pricing, product range, service, branding, and environment were identified, along with suggested solutions. Understanding the target market's characteristics is crucial for coffee businesses to formulate effective marketing and strategic plans, particularly for the competitive student segment.

Ong Bau Co. should focus on pricing strategies and brand building to attract more student customers. Diversifying the menu and offering a comfortable environment can further enhance their competitiveness. In today's fiercely competitive business environments, this result is also a trustworthy source of information for similar beverage brands or those that are planning to enter the student market segment.

Limitation and future research

This study's findings are relevant exclusively to coffee service firms targeting student customers, focusing on five influencing factors. For enhanced solutions regarding Ong Bau Co., a more extensive analysis of its operations is recommended, involving data from financial reports, statements, and personnel records. Another necessary data for further analysis of OB is the feedback from their customers about prices, products, service, physical environment and brand influence, which can be considered as most essential grounds to work out more effective solutions to this company.

Ong Bau Co. should rely on the analyzed influencing factors mentioned above and use them to analyze other regions in the country, especially in the capital city of Hanoi, where the lifestyle is similar to Ho Chi Minh City. After achieving significant growth domestically, Ong Bau can consider researching and expanding its market internationally, starting with neighboring countries.

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