



Faculty of Economics and Business

**THE RELATIONSHIP BETWEEN ENVIRONMENTS OF COFFEE
HOUSE WITH THE EMOTIONAL STATES AND PLACE
ATTACHMENT AMONG YOUNG GENERATION**

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41837

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Grade: A-

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Final Year Project Report

Masters

PhD

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This declaration is made on the 10 day of June year 2016

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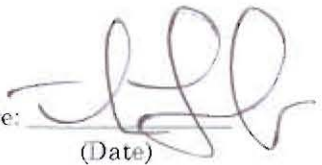
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THE RELATIONSHIP BETWEEN ENVIRONMENTS OF COFFEE HOUSE
WITH THE EMOTIONAL STATES AND PLACE ATTACHMENT
AMONG YOUNG GENERATION IN KUCHING

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This project is submitted in full fulfillment of
the requirements for the degree of Bachelor of Marketing with Honours

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ABSTRACT

THE RELATIONSHIP BETWEEN ENVIRONMENTS OF COFFEE HOUSE WITH THE EMOTIONAL STATES AND PLACE ATTACHMENT AMONG YOUNG GENERATION IN KUCHING

By

LIEW BING BING

Coffee drinking culture has fast growing in our world. The mushroomed growing number of modern coffee shop happened in Malaysia. It is because the lifestyles change. Businessman's see the business opportunity, they change the outlook of coffee house to meet the needs of urban populations. The coffee house wasn't cheap for young generation but young generation willing to pay for it. Young generation purchasing style nowadays is more towards on status consumption. Young generation had been categorised in a materialistic society who still rely on parental financial support. The technological innovations affect the generation Y easily to accept new concepts of products or services. For example, they accept the luxury restaurants or cafés, as a means of self-expression or symbols of their desired lifestyle. In this study, I will analyses the relationship between coffee house environment with customer emotional states and place attachment among young generation in Kuching.

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Statement of Originality

The work described in this Final Year Project, entitled

**“THE RELATIONSHIP BETWEEN ENVIRONMENTS OF COFFEE
HOUSE WITH THE EMOTIONAL STATES AND PLACE ATTACHMENT
AMONG YOUNG GENERATION IN KUCHING”**

is to the best of the author’s knowledge that of the author except where due
reference is made.

(10 June 2016)

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CHAPTER 1

Introduction

1.0 Introduction

This chapter includes background of study, problem statements, research objectives, hypothesis, framework of study, scope of study, significant, expected result and the small conclusion of the topic.

1.1 Background of study

Coffee drinking culture has fast growing in our world. According to Baskerville (2013), Kiva Han is the world's first historic coffee house. It was located in Constantinople in 1555. The coffee house was becoming a place for social interaction and a place for people to drink coffee and entertain themselves with some activities since 15th century. In England, coffee shops started in 1650, it became a place for discussion. Rahman (2010) has stated that the coffee shops concept was started in America since year 1950s-1960s and Starbucks has make their own personalized retailing café. Starbucks start the new lifestyle of coffee drinking culture in United States, they expand their business around the world with 12,440 locations. Malaysia coffee culture was influenced by those western country. They launched their first branded coffee shops such as Coffee Bean and Starbucks in the local market around 1997 to 1998.

A coffee shop can be defined as a small restaurant where selling coffee and light meals. Malaysia has recently experiencing three waves of coffee culture. Lim, who are the roaster and owner of independent café Standing Theory has clarify that first wave was known as 'kopitiam' (Ragavan, n.d.). Pozos-Brewer (2015) also clarify that first wave coffee shop is provide a space for working class men to find food, drink, and company without alcohol. The second waves comes to branded retailing coffee shop which is Starbucks and Coffee Bean & Tea Leafs in the late '80s and early '90s (Rahman, 2010) who rediscovering fresh coffee to customers. In the article written by Ragavan (n.d.), Lim has mentioned that middle-class of customers started drinking Frappuccino's in plastic cups with the environment with free WiFi. The price range of coffee went from RM1 coffee to RM10 coffee and reintroduced the sociable aspects of the coffeehouses (Pozos-Brewer, 2015). But it did not decrease the sales of the coffee shop. Finally, the third waves coffee culture are coffee shops like Artisan Roast and Coffee Stain that are slowly overtaking the industry of coffee. (Rahman, 2010). Third waves coffee shop is the places which concern more on the behind the scenes factors. Owner get involve in every step of production, supply, hire employees including interior design by owner himself. Unlike second waves, every branded retailing outlet is using same recipes in multinational chain produces food and beverages. (Ragavan, n.d.).

The coffee shop as a gathering place to gather with family, friends, or strangers and it has been defined as a "third place". Ray Oldenburg had introduced the concept of a "third place". He wrote his theory in his book with the title "The Great Good Place", in 1999. He emphasized the importance of gathering place is to improve people social living standard. People should not only live with family or

friends but socialise outside the home and work place. Oldenburg (1999) has revealed that gathering places as third places, the places that help people to release stress in whole day. Usually, third place is casual place which provide a place to connect with the society and a place to exchange ideas and news (Waxman, 2006). However, the arrival of portable technology such as smartphone has significantly extended the range of activities in coffee houses (Woldoff, Lozzi, & Dilks, 2013).

The concept of place attachment means the connection between people sense of places towards the goods and service provided with the emotional to form with place. (Williams, Stewart, & Kruger, 2013). In previous research, place attachment is to understanding relationship between people to place (Li, 2013). Place attachments refer to connection between emotional bonds and physical environment. These connections are an important for human life to our sense of identity and create attachment to something. With these connections, people able to response in action (Manzo & Devine-Wright, 2014). According to Waxman (2006), the coffee shop serves as a third place which interact with society beside friends and family. Mr Joachim Leong, revealed that increasing number of people need a space to live with and need a space for social interaction which is a 'third space'. Third place is a place beside home and work place. (Hong, 2014).

According to Market Access Secretariat Global Analysis Report (2014), their purpose of designing a Cafés / bars is to provide food and beverage products and a comfortable environment for social interactions. Moreover, some of the shop has provides games and reading materials for customers to enjoy with while they visit the coffee shop. The purpose of set up a Cafés is to let customers able to enjoy a meal and spend time with family, friends and community. In Table 1, it shows the

result of the Outlets and Transactions of Malaysian Foodservice by Subsector in 2012. As you can see, the Cafés/bars ranked as the highest average sales per outlet at US\$538,930, (Market Access Secretariat Global Analysis Report, 2014). It means that Cafés has strong influences to our market recently.

Table 1: Outlets and Transactions of Malaysian Food service by subsector, 2012

Subsector	Outlets	Transactions (thousands)	Average Sales per Outlet (US\$)	Average Sales per Transaction (US\$)
Consumer Foodservice	30,721	1,352,698	325,181	7.39
Full-Service Restaurants	10,231	269,769	335,089	12.71
Cafés/Bars	5,325	221,676	538,930	12.95
Street Stalls/Kiosks	11,201	491,041	179,939	4.10
Fast Food	3,340	335,234	423,772	4.22
Self-Service Cafeterias	302	29,245	646,689	6.68
100% Home Deliver /Takeaway	322	5,733	203,727	11.44

(Source from: Euromonitor, 2014; <http://www5.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6519-eng.pdf>)

According to Sherif, the CEO of Nescafe, Malaysian culture has change especially young generation. For the young generation, drinking a coffee not just an addiction, but is a lifestyle. Nowadays, this type of coffee shop has attracts many young generations. There is a significant mushroomed growing trend in the Food & Beverage industry which is the growth of the independent coffee shops (Lai, Goh,

Tan, & Tew, 2014). This is a brand new lifestyle for Malaysian. Lee (2014) has stated that coffee shops with beautiful design have fast growing in Malaysia over the years. In previous years, people usually use to have a cup of coffee at home. When the increasing amount of coffee shops in Malaysia, people tend to go out from house to have their coffee outside. The Borneo Post (2014) also has stated that Cafes in Kuching are a growing fast in providing the specialty foods and beverages such as offering brewed coffee and specialty drinks like cappuccinos and lattes. As you know, Malaysia food and beverage in previous years is more towards on local food. Nowadays, the western influences become stronger. To encourage more customers, shop location and atmosphere are important too. This research is to identify the relationships environment cues affect place loyalty towards coffee shop.

Malaysian coffee culture, which started from small hawker stalls in rural area, to 'kopitiam' and into big commercial cafes. Kuching as the largest cities in East Malaysia, sooner the specialty coffee places really took the scene as it did in Kuala Lumpur. The purpose of the research is to carry out the how environment stimuli affected emotional experiences, attachment, satisfaction, and loyalty to the particular coffee house among young generation in Kuching. This study aims to investigate how the environmental of a coffee house as moderator in Stimulus-Organism-Response (SOR) model to identify place attachment of young generation.

1.2 Problem Statement

Malaysian has changed their lifestyle. According to market report released by Euromonitor International, Malaysia coffee industry had expanded very fast, and most of customer in coffee industry are young customers who look for convenient and fashionable environment (The Malaysian Insider, 2014). Malaysia coffee drinking culture was started influenced by foreigner who work and live in Malaysia (Lai, Goh, Tan, & Tew, 2014). The report said that the economy growth in Malaysia has increasing urbanisation and the changes in lifestyles. It leads to purchase intention change. Moreover, the coffee house established coffee as a social beverage. It is because having a coffee not just an addiction to caffeine but a lifestyle. The outlook and business objectives of coffee house has changed to meet the needs of urban populations throughout the years (Pozos-Brewer, 2015). If the local coffee-house want to win competitive advantages, they has to put more efforts on identify the environment factors influence customers to place attachment. (Goi, Kalidas, & Zeeshan, 2014)

Recently, many Southeast Asian countries increase their sales by introducing tea and coffee industries such as Thailand and Malaysia (Nair, 2014). Malaysia's population in middle of 2009 raised at 28.3 million while West Malaysia's urban population raised at 65.4 percent which is 12.1 million in 2000 (Rosly & Rashid, 2013). Malaysia Specialty Coffee Association (MSCA) president, Victor Leong, said "The increasing number of coffee outlets and local cafes has been spotted in Penang and Kuala Lumpur and this emerging trend would stay for a long time," (The Malaysian Insider, 2014). Kuching defined as a biggest city in Sarawak it means more business opportunities.

Nowadays, young generation has more purchasing power among other generation. It is not because they have high income but they willing to spend more money and enjoy. Young generation purchasing style right now is status consumption. The products sell in coffee house wasn't cheap for them but they are still willing to pay to enjoy the environment. Young generation defined as Generation Y born between 1977 and 1994, they has been categorised in a materialistic society who still rely on parental financial support (Kim & Jang, 2014). Young generation is a potential market segment, but less specific researches that focus on Generation Ys. Generation Ys have been materialistic than other generations due to the technological innovations (Bakewell & Vincent-Wayne, 2013). It is because the generation Y is easily to accept new concepts of products or services. For example, they accept the luxury restaurants or cafés, as a means of self-expression or symbols of their desired lifestyle (Phau and Cheong, 2009; O'Cass and Siahtiri, 2013). Besides, young customers who live in city will assume coffee drinking habits as culture and trendy (Danziger, 2005). Coffee culture among the young has led to the mushrooming of concept-style coffee outlets and cafes. It has creates business opportunities to this kind of coffee shop to satisfy to the increasing demand (The Malaysian Insider, 2014) It became one of the trends among the young generations in Malaysia to having a cup of coffee in coffee house. However, less studies have been done in this industry. Besides, there are not many studies related to the main reason of young generations choose to visit in coffee chain.

However, nowadays "third place" in this generation are opposite with Oldenburg's (1989) vision. It is because our society has changed since the 1970s (Pozos-Brewer, (2015). Moreover, Foo, Bajuria, & Wong (2013) stated that the food

service sector in Malaysia can be categorised into full service restaurants, fast food restaurants, cafes and bars, and small-to-medium independent food operators. Traditional coffee shop is small-to-medium independent food operators which usually owned by one family. It is has been classify as a unique heritage in Malaysia. This kind of coffee shop will pass their ownership from generation to generation. Studies show that most of the family businesses cannot compete with competitor and lead to close shop (Nancy ,1991). The outlook of modern coffee shops can win competitive advantages to the independent small businesses such as local family-run coffee shops. Unfortunately, less study have been done related to the Malaysians lifestyle changes. There is a necessity to identify this issue seriously. The main purpose of this study is to examine relationships of environment stimuli between emotional level and place attachment to the particular coffee house.

1.3 Objectives

1.3.1 General Objectives

To examined relationship of environment stimuli between emotional level and place attachment to the particular coffee house among young generation.

1.3.2 Specific Objectives

- To identify relationship between physical environment and the emotional states.
- To identify relationship between social environment and the emotional states.
- To identify relationship between emotional states to place attachment.

1.4 Research Question

The main problem that I focus in this study is the environmental factors of a coffee shop to affect place attachment, emotional states as moderator especially young generation. Research questions have been stated as below and designed. Research questions have to be able answered when the study is finish developed.

1. What is the relationship between physical environment and emotional states?
2. What is the relationship between social environment and the emotional states?
3. What is the relationship between emotional states to the place attachment?

1.5 Framework of Study

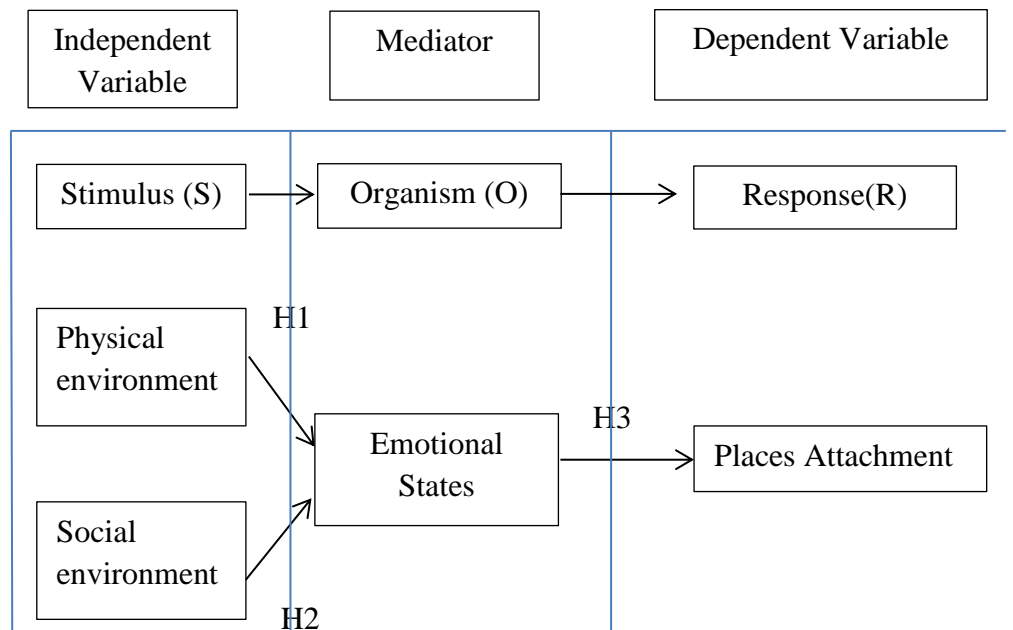


Figure 1: The Stimulus Organism Response (SOR) model in coffee house

This study is using Mehrabian-Russell model as a basis in the Stimulus-Organism-Response model for better understanding why young generations go back to the same coffee shop. SOR model also give a better explanation on why and how

consumers select and are attach to coffee house (Goi, Kalidas, & Zeeshan, 2014b). Environment stimulus as an independent variable, organism as mediator, and response as the dependent variable in SOR model (Goi, Kalidas, & Zeeshan, 2014a). Physical environment and social environment has been categorised as the stimulus of coffee house. Meanwhile organism consists of emotion of customers perceived in coffee house. After that, I can proceed to responses of customer to place attachment.

1.6 Research Hypotheses

1. Relationship between physical environment and the emotional states.

H1: The better the physical environment, the better the emotion of customers toward the coffee-house.

2. Relationship between social environment and the emotional states.

H2: The better the social environment, the better the emotion of customers toward the coffee-house.

3. Relationship between emotions to place attachment.

H3a: Positive emotions from physical environment have a significant and positive effect on customers' place attachment to the coffee house.

H3b: Positive emotions from social environment have a significant and positive effect on customers' place attachment to the coffee house.

1.7 Research Scope

The study will be conducted within in Kuching coffee houses. The scope of this research is only specific to the relationship between environment factors towards the

emotional states in coffee house and response in action. The respondents chosen are young generations who went to modern coffee shop before.

1.8 Significant of Study

Questionnaires will be distributed to the respondents in this study. This can help to identify the environment factors that influencing the customers visit a coffee shop and also create the opportunity to help urban and regional planners in facilities planning, layout and design of convenience shop. This research helps to better understand the relationships of physical and social environment to affect customer emotion. Through the emotion, we can identify the customer response in action.

1. To identify how the physical environment affect the emotional states.

Through this study, researchers can gain more understanding on what is the physical characteristics of a coffee shop make the young generation feel attach with the place.

2. To investigate how the social environment affect the emotional states.

Besides the physical environment factors, this study give a better understanding of young generation social interaction in coffee shop. Due to the technology innovation, customers spend more time on phone in daily life. With the investigation, it helps to identify social interaction to reach emotional states.

3. Relationship between emotions to place attachment.

If customers have positive emotion when visiting coffee shop, they may feel strong attachment to place. This study help to identify the emotional states of customers influenced by environment to create place attachment. Emotional states focus more on affective process instead of cognition.

In general, this study can help the researchers to decide why environment factors are important to young generation remain place loyalty. This study also helps the marketers recognize the minimum criteria of create a comfortable place.

1.9 Chapter Summary

In conclusion, we may know that young generations have high frequency of visiting coffee shop. Modern coffee house is current trend to emerging the lifestyle of young generation. Development of modern coffee shop creates competitiveness towards traditional coffee shop in Kuching. A well designed place is important to attract more customers and remain loyalty. There are two independent variables assumed to affect the consumer emotion towards coffee shop which are physical and social environment while mediator is emotion while place attachment as responses in action.

CHAPTER 2

Literature Review

2.0 Introduction

2.1 Conceptual Framework: Stimulus-Organise-Response Model.

The S-O-R model is to observe the relationship between environmental stimulus (S) and human behaviors (R) while internal states (O) as a mediator of the relationships (White, 1993). Barker's (1968) applied psychological stimulus-organism-response model to environmental studies by predicting that individual respond towards stimuli perform in certain behavior setting. This research had influenced by psychologists Mehrabian & Russell to create more detailed framework. The S-O-R paradigm suggests that the physical and social environment (S) has a significant effect on people's emotional states with three-dimensional which is Pleasure, Arousal, and Dominance (PAD) emotional experience as the organism (O), meanwhile, with the experience in organism, it generates positive or negative behaviors (R) toward the environments (Lee, 2009). According to the S-O-R model, organism is represented by affective and cognitive intermediate states and processes that intervene the relationship between the stimulus and individual's responses (Eroglua, Machleitb, & Davis, 2001).

According to Goi, Kalidas, & Zeeshan, (2014b), many research in retailing shop had used Mehrabian and Ruseell affect model as their theoretical framework. But there are limited result between stimulus to response. So they had introduced Stimulus-Organism-Response (SOR) model to proceed their research. Lee (2009)

stated that SOR model help to predict that how an individual's perception and interpretation of the physical and social environment will influence emotional states towards the environments. It used to identify the relationship between environment factors and customer emotional level is correlated to place attachment.

Although a lot of research had implemented SOR model in retailing, the results are inconsistent and no general model has been develop. Rosenbaum and Montoya (2007), stated that previous literature has suggested that customers who has different place experience might provide different reaction to the environment. Lee (2009) has modified the new theory model based on MR model which consist of customers emotional reaction influenced by environmental stimuli. The model is use to established cognitive-based models of customer loyalty development processes. This study further investigates whether environment factors will influence young generation visit a coffee house in terms of stimulus, organism, and response or not.

2.2 Theoretical Framework

2.2.1 Mehrabian and Russell affect model

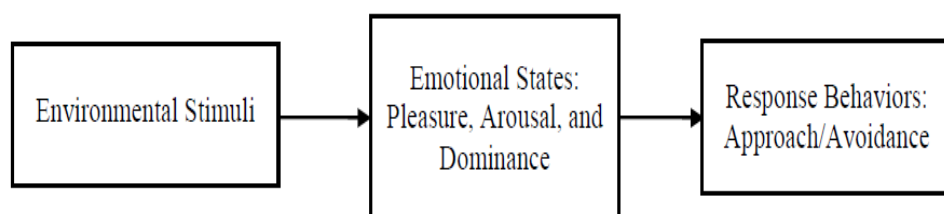


Figure 2: The Mehrabian-Russell Model

[Source from: Lovelock & Wirtz, 2004, p. 289]

Figure 2 has shown the component in conceptual model based on Mehrabian-Russell model. Mehrabian-Russell (1974), model stated the emotions will be influenced by different environmental stimuli in giving responses of human behaviors. He is mostly work in environmental psychology which concerns his study on the Pleasure, Arousal, Dominance (PAD) dimensions of affective response as predicted reactions to environmental stimuli. Mehrabian-Russell's (1979) has recommend that the Pleasure and Arousal can represent the emotional states and response in approach and avoidance to environmental stimuli. Environmental psychologists and service marketing researchers have provided a statistical data into theoretical framework to justified this issue (Lee, 2009).

Stimulus is external variable to the individuals, organism is internal reaction which influence by external variable and response refers to certain behaviors based on cognitive and affective processes. In previous research, they had suggested that Mehrabian and Russell affect model can be developed to understand the effect of environments on affect customer purchase intention (Baker et al., 1992). Some researchers have using the Mehrabian-Russell model to examined how the physical environments in service marketing can be used to influence customers' purchase intention (Donovan & Rossiter, 1982). The M-R model helps to assumes that people will spend more time and money in stores when they feel happy and enjoy the environment. Coffee house has been defined as one of the service organisations. This model is suitable to conduct in coffee house. To enlarge the effectiveness, several location will be chosen and conduct the research.

2.3 Environmental Stimuli

2.3.1 Physical environment

Place has been defined as one of the most significant features of the total product. It is because place is a media where the tangible product or service is bought or consumed (Kotler, 1973). Besides, the atmosphere of place is more influential than the product itself in the purchasing decision. (Lee, 2009). People may be not just buying a product, but they pay for the service environment. Physical means visible of an object. It can be sense and measurable, such as area, hardness, smoothness, shape, color, weight, volume. (Business Dictionary, com). When current urban population has expanded, the marketplace has become more competitive, customers demand will increase. To fulfil customer needs, the service industry including coffee outlets has forced to find new ways of creating competitive advantage such as improve attributes of service quality such as improve the outlook of physical environment or social interaction (Chen & Hu, 2009). The environments of stores have become more important to attract new customers and retain customers. Kotler (1973) suggests that the store atmosphere is a powerful marketing tool. Nowadays, the outlook of store has increase recognition of their interior and exterior value to make customers feel attach with place and encourage customers purchase intention in store. When the customer has more positive buying emotions, their perception of the store will be more positive and increase purchase intention (Liaw, 2007).

Kotler (1973) also said that atmospheric of a store is as important as other marketing method such as price, advertising, personal selling, and public relation. Based on the finding from Knez1 (2003), the concept of physical features is visible rather than a value-added term. It means something can be see, touch and real thing

exist. Decoration style is the most important criteria that affects and persuade customer make purchase of coffee (Maieiam, 2009). Baker, Parasuraman, Grewal & Voss (2002), categorised the factors of retail environment into three groups which is design factors, social factors and ambient factors. Design factor consists of visual features such as layout, cleanliness and color while social factors means people inside the store such as customers and employees. Lastly is ambient factor which is non visual cues such as lightning and music. Waxman (2006) also stated that physical appearances include cleanliness, pleasant aroma, adequate lightning, comfortable furniture, views to outside. He also stated that physical environment should include creative layout and design, capable parking lots and area of photo spot to attract customers.

2.2.2 Social environment

Social means secondary sensory which cannot be seen and touch but relating to activities in which you meet and spend time with other people informally. (Cambridge Dictionary Online, 2015). Geographer Relph (2007) argued that the place experience is inside of place which mean the more deeply a person or group feels themselves inside an environment, the more attachment to them. Rowles (2003), identified three dimensions of place which are physical inside, autobiographical inside and social inside, whereby people feel themselves are part of the community through social relationships.

While the view of traditional customer on service quality attributes functional value are important. Customer perceived symbolic value is important and the view as the social level and emotional aspects of service quality features during coffee consumption. (Chen & Hu, 2009). Rosenbaum (2006), argued that social support in