

**THE INFLUENCE OF SENSORY EXPERIENCE ON BUYING BEHAVIOR
AMONG COFFEE SHOPS' CUSTOMERS IN OZAMIZ CITY**

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The Faculty of the College of Business and Management
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**In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Hospitality Management**

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APPROVAL SHEET

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ABSTRACT

Title : The Influence of Sensory Experience on Buying Behavior among Coffee Shops' Customers in Ozamiz City

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Coffee is an important beverage in most societies around the globe. It is a delicious drink and has economic importance for nations that produce and export coffee beans. This study aimed to analyze sensory experience's influence on coffee shop customer's buying behavior in Ozamiz City. A descriptive correlational research design was used. The study took place in Ozamiz City among 377 respondents who were chosen through the convenience sampling. The data was gathered through surveys, and the following statistical tools were used in this study: Frequencies and percentages, Mean and standard deviation, Pearson correlation coefficient (Pearson R), and Simple Linear Regression. The study reveals a robust and statistically significant positive correlation between Sensory Experience and Buying Behavior in the context of coffee shops. The study's findings showed a strong positive correlation between sensory experiences and purchasing behavior after researching customers of coffee shops. The research emphasizes the multifaceted impact of various sensory elements, such as aroma, auditory ambiance, visual presentation, and taste, in creating a compelling product appeal that fosters repeat business and enhances overall



buying behavior in the coffee shop industry. To recommend future research on the positive impact of sensory experiences on purchasing behavior could take an integrated strategy, considering individual variances, cultural differences, and real-world situations. This will provide insightful information to businesses looking to improve customer satisfaction and engagement.

Keywords: Sensory experience, Buying behavior, Coffee shop, Coffee Trend



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The Researchers



DEDICATION

This research is dedicated to our beloved parents, who have been our inspiration and strength throughout this study. We also dedicate this research to our almighty God for giving us the strength, wisdom, and knowledge we offer to you. Finally, we dedicate this research to our subject adviser, who always remembers that we can do it, for her patience and efforts to guide us throughout the research study.

Pearl Therese V. Bogo**Jan Ramyle Medillo****Hanna Jane Viernes**

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INTRODUCTION

The rationale of the Study

Coffee is an important beverage in most societies around the globe. Not just for its succulent taste but because of its profitable significance for nations that produce and export coffee sap, like Indonesia. This product is made from roasted coffee sap of the Rubiaceae family of unfolding shops as the" alternate most traded commodity" in mortal history (Indonesia- Investments, 2023).

The amount of coffee consumed worldwide has occasionally increased dramatically. According to the International Coffee Organization (2021), the amount of coffee consumed worldwide is increasing at 1.1 percent year on average. In comparison, the amount of coffee consumed rose by 9,682,620 tons in 2017, 10,109,460 tons in 2018, 9,871,800 tons in 2019, and 9,997,680 tons in 2020. Despite a notable increase in consumption overall, developed and developing nations still consume significantly different amounts of coffee per person.

In 2020, the number of developed countries with high per capita coffee consumption was Norway (10.3 kg/year), Switzerland (7.4 kg/year), the European Union (5.9 kg/year), the USA (4.9 kg/year), Brazil (5.0 kg/year), and many developing countries (Velecit, Indonesia only 1.4 kg/year, Vietnam 1.7 kg/year, the Philippines 1.8 kg/year, Thailand 1.3 kg/year) with relatively low per capita consumption of coffee drinks (ICO, 2021).

Based on its aesthetic viewpoint, coffee has the potential to improve interpersonal relationships, communicate certain ideals, and reinforce personal

identity. For example, the establishment of a coffee shop, which was originally associated with spaces for dining, drinking, and socializing, has been transformed to support the tone-fruition and socialization of civic communities, which is the fulfillment of this meaning and culture (Dhillon et al., 2019). According to one study, because coffee shops are associated with the "up-to-date life," people now view them as places to gain pride and contentment (Joelita in Dhillon et al., 2019). Additionally, the millennial generation likes to spend their lives in coffee shops (Susanto et al., 2020). Coffee may lessen its sustainability by putting these crucial variables first while furnishing customers with lesser experiences. These are the main and sub-variables: sensitive Experience, Buying gets, Aroma comprehensions, Taste Sensation, Visual donation, audile Air, Purchase frequency, purchase quantum, and Brand fidelity.

Spence & Carvalho (2022) assert that sensitive coffee shop experiences significantly impact on consumers' purchasing opinions. Customers can directly see the coffee-making process(sight), smell the aroma(smell), hear relaxing music(sound), taste the libation(taste), and touch products with charming packaging (touch). Statistics show that coffee shops' marketable performance continues to expand and prosper, and people constantly visit them (Hwang et al., 2021). Due to the assiduity's low entry hurdles, ballot providers constantly make new stores, and numerous independent drivers join it (Lee et al., 2018). As a result, in the face of strong competition, there's a huge portfolio of coffee shop brands. Although the COVID-19 problem has impacted the coffee shop sector

encyclopedically, the request is anticipated to continue to develop and reach US\$237.6 billion by 2025 (Research and Markets, 2020).

Relatively, the coffee shop assiduity in Indonesia is one of the diligences in this nation that has flourished in Malang. Still, Coffee shops are potentially producing a lot of scrap because of the packaging for instant coffee, plastic cups, plastic straws, and other particulars. In this tone, the reckless operation of these chemicals would harm the terrain worldwide, and this latterly garnered attention on a global scale to produce a significant impact on numerous sectors. (Windiana, & Mazwan, 2021).

Indonesia ranks fourth globally in coffee exports, accounting for an average of 4.76 percent of global exports. First place goes to Brazil with an average percentage of 24.30 percent, then Vietnam (17.94 percent) and Colombia (10.65 percent). More than 50 nations are Indonesian coffee's import destinations. With an average request share of 19.35 percent of Indonesia's total coffee exports, the United States is the primary destination country for Indonesian coffee exports. Japan, Germany, and Italy came next, with average request parts of 14.96, 15.88, and 6.71 percent, respectively. When compared to importing nations such as the United States and Europe, which regularly consume over 4 kg of coffee per capita and over 5 kg of coffee per capita, respectively, the consumption of coffee per capita among Indonesians is deemed to be incredibly low, at only 0.45 kg per capita per time. The Philippines' coffee demand force gap is increasing, and original value chain players are affected; still, these players have unstable capabilities to reply.

Using the business-model oil painting, an exploratory case study of the coffee processors in the megalopolises of Amadeo and Silang in Cavite Province was conducted to examine their request position amidst the changing sedulity terrain. (Tan, 2021). People's daily consumption of coffee is a fundamental aspect of their culture and way of life. One of the biggest coffee franchises, Starbucks Corporation, began as a little store in Seattle's Pike Place Market in 1971. Starbucks converted into a phenomenal business when it deposited itself to give an experience and coffee. Notably, it effectively Americanized European coffee traditions in its current form (latte, Frappuccino, mocha, and espresso) and established itself as an endless institution of the communal and culinary scene (Sakal, 2018).

Also, the business has nearly 300 locales, substantiating that it has captured Filipinos' hearts. Starbucks coffee and the Filipino people get on because of three effects: their love of coffee, patient need for connection, and warm hospitality traditions (Starbucks Philippines, 2019). The geography of Philippine coffee consumption has changed dramatically because of the rapid expansion of the Starbucks coffee chain (Starbucks Philippines 2019).

We've chosen to conduct this study in Ozamiz City for two reasons. Originally, the coffee shop association has played a part in supporting the frugality of Ozamiz. Secondly, after reviewing the literature, it was set up that no former studies have explored how sensitive experiences impact customers coping with customers in coffee shops within Ozamiz City. Thus, addressing the exploration question of" How do sensitive experiences impact buying behavior in coffee shops

in Ozamiz City?" This exploration helps bridge a knowledge gap by offering perceptivity. The study's findings will be helpful for coffee shop owners in Ozamiz City, helping them understand how their customers perceive experiences and how these comprehensions impact their purchasing opinions. Given the added fashion ability of coffee shops after the epidemic, this exploration is especially applicable as it examines the influence of experiences on consumer behavior.

According to empirical substantiation, the sensitive experience significantly impacts customer's purchasing at coffee shops. A check of a wide range of coffee suckers revealed a significant association between the aroma of lately-made coffee and elevated buying intent. Customers also constantly preferred businesses with precisely designed donations, like elaborate latte art and seductive mug designs, indicating that visual comprehension greatly influenced consumer opinions. The statistics also stressed the value of atmosphere, with cozy, well-lit places and the right quantum of ambient noise boosting longer stays and unborn purchases. In conclusion, these data punctuate the egregious influence of sensitive stimulants on customers' purchasing choices at coffee shops, pressing the need to curate a comprehensive, sensitive experience in this assiduity.

Most of the studies were conducted on impacting sensitive experiences in the buying behavior of coffee shops. Statistics show that coffee shops continue to develop and profit despite repeated customer visits (Han et al., 2018; Jang, 2021). Because of the low barriers to entry, ballot suppliers frequently open new locations, and many independent drivers use coffee shops (Lee et al., 2018). As a result, there



is intense competition and a substantial portfolio of coffee shop brands. Even if the COVID-19 extremity products have permeated coffee shops worldwide, demand for coffee shops is anticipated to continue to rise and reach US\$237.6 billion by 2025 (Research and Markets, 2020). This study focuses on how consumers' perceptions of coffee shops and the coffees they offer are influenced by visual atmospherics, particularly the color of their interiors. Customers frequently rely on visual cues in retail to make decisions (e.g., whether to enter a coffee shop). They may also use these cues to help set expectations for the food and drinks that will be served (e.g., expectations of the coffee's sweet or bitter taste or expectations of its quality) (e.g., Carvalho and Spence, 2019, Spence and Carvalho, 2020).

Directors and marketers should be relying more and more on sensational cues to discern the boundaries between consumers' experiences and emotions. Like color, aroma, and music, sensational signals can influence consumer behavior. Directors should, therefore, influence consumers' cognitive experiences by utilizing these delicate and novel cues (). For example, Reese marketed their peanut and chocolate adulation cups as "two great tastes that taste great together" to provide a unique customer experience. Additionally, background music is a common marketing tactic merchants used. Retailers and associations have shown an unexpectedly strong desire to base their marketing strategies on the senses that shape the consumer experience to grab consumers' attention and create a lasting impression. Associations and retailers have mostly approved the rising use of sensitive cues to add aroma, background music, stoner interface designs, and other

features to products Abdolmohamad Sagha, M., Seyyedamiri, Foroudi, P., & Akbari, M. (2022).

Visual elements that contribute to a store's atmosphere include its size and shape and its interior design elements like brilliant lighting and color choices. Perhaps the most researched of them is the impact of interior color on consumer behavior (e.g., Tantanatewin & Inkarojrit, 2018). Previous research investigated the impact of interior color on consumers' reactions to retail establishments (e.g., Tantanatewin & Inkarojrit, 2018). Tantanatewin and Inkarojrit, for instance, altered the interior colors of the movie Caffe and investigated the effects this had on people's feelings and likelihood of going to the restaurant (Tantanatewin & Inkarojrit, 2018). The following coffee shop owners stand to gain from a study on sensitive experiences and purchasing behaviors among their customers: By using the study's conclusions to improve their shop's air quality, aroma, and overall sensitive experience, they can draw in more business and maintain a loyal customer base. Marketers can tailor their branding and advertising tactics to their target audience to highlight their coffee goods' delicate features goods and influence consumers' purchasing decisions.

Coffee Broilers and Suppliers the study's findings were used by businesses that give coffee sap and other inventories to coffee shops to produce products that ameliorate sensitive experiences and are, therefore, more charming to coffee shop possessors. Consumers Coffee suckers can have a lesser understanding of how

sensitive experiences impact their choices when buying coffee, helping them to make better choices and maybe find new coffee shops that suit their preferences.

Theoretical Framework

The study employed two propositions videlicet, Laird's sensitive proposition by Dugan Laird (1985) and proposition of Reasoned Action (TORA) by Ajzen 1991. Laird's sensitive is associated that literacy is more likely to do if numerous senses are actuated. For students, to relate to the content being presented in a literacy terrain, it's advised that you acclimatize your tactics and coffers to the use of as numerous senses as possible. Relatively, exchanges in coffee shops generally concentrate on the customers, who have a sensitive experience of the space. In these businesses, several marketing operation tasks generally center on the art and wisdom of opting target customers. This proposal supports the fundamentals that influence consumers' decisions to visit a certain coffee shop based on their sensitive understandings and areas of passion.

Additionally, according to Laird (1985), learning happens when the five senses—sight, touch, smell, and taste—are activated. Laird's theory, which lacks experience, holds that when several senses are engaged, literacy levels decrease. When the senses are engaged, effective literacy occurs. According to Laird (1985), stimulation of the five senses—sight, touch, smell, and taste—is necessary for learning to accomplish. The idea that encouraging several senses will decrease the likelihood of literacy is unproven. As a result, it's wise to adapt one's methods and resources to make use of as many senses as possible so that students can relate

to the idea being thrown around in a literacy context. With a statistical result of 75, investigation outlined in his proposition that most of the knowledge retained by adults is acquired through observation. Hail comes in second, working 13 times out of the time, and then other senses like touch, smell, and taste, working 12 times out of the time.

As individuals and learners, they see the world through our perceptive system, which allows us to make sense of our surroundings and choose how our bodies respond and behave accordingly. Multimodal tutoring methods are tactics to promote literacy by involving students in a variety of contexts. They urge students to use all or part of their senses to obtain information about a task and connect it to concepts they can comprehend. Acquire problem-solving skills and comprehend how generalities relate to one another. It can begin with the coffee aroma endured when opening the vessel, to the visual cues seen when preparing the coffee, including the color of the coffee and the presence of crema or coffee froth. The sensitive experience of enjoying a mug of coffee might indeed start upon entering a coffee shop and hearing a machine, as some exploration has subadvisor that sound plays an essential part in customers' daily relations with products, potentially impacting their cognitive processes, feelings, and behavior (Coffee and health Org, 2015)

Concurrently, the idea of Reasoned Action has been established to clarify the process by which a customer arrives at a specific buying behavior. It assumes that individuals behave consciously and consider all relevant information.



Researchers provide a variety of explanations for why consumer behavior has drawn the attention of so many scholars and researchers. A prevalent perspective holds that comprehending consumer behavior has emerged as a crucial element that directly influences the total efficacy of enterprises (Kotler and Keller, 2012).

It is important to note that consumer purchasing behavior is studied as a branch of marketing, with the primary goal being to understand how individuals, groups, or organizations select, purchase, use, and discard goods, as well as the elements that influence these decisions, including taste, price, branding, and prior experience (Kotler and Keller, 2012). Relatively, the strongest indicator of whether someone will engage in a particular behavior is their intention to do so. These intentions, in turn, are influenced by their attitudes towards the behavior and the subjective norms they perceive. If someone has a view of a certain action and believes it holds significance for their social circle or society, they are more likely to intend to engage in that behavior. (TBP, 2022)

In Addition, according to the theory of reasoned action (TRA; Ajzen and Fishbein, 1980), intention and volition govern behavior. According to TRA, people have an advanced desire (provocation) and are more likely to carry out the advised conduct if they view it positively (station) and believe others want them to do so (private norm). Numerous research student have demonstrated a strong relationship between attitudes and perceived norms and behavioral intention and behavior (Sheppard et al., 1998). The findings of several studies do, however, point to a flaw in this theory: behavioral intention only sometimes translates into actual

conduct. The theory of planned behavior, a model that considers the influence of non-volitional elements on behavior, developed in response to a challenge to the high correlation between behavioral intention and actual behavior. (Nickerson, 2023)

The theory of reasoned action reframes the idea of brand loyalty. According to the theory of reasoned action, the antecedents of purchasing behavior are attitudes toward purchases and subjective norms. (Ha, 1998) If the antecedents of purchasing behavior are considered, brand loyalty will be predicted and measured more accurately and consistently throughout time. This study aims to analyze the relationships between numerous antecedents of behavioral brand loyalty and unify three aspects of brand loyalty by embracing the concept of reasoned action. Consumers display varying degrees of brand loyalty by eight requirements. The highest level of unit brand loyalty will be attained when attitude, subjective norm, and purchasing behavior are all constant and positive.

According to the Theory of Reasoned Action (TRA), an individual's attitudes about engaging in the action in question can primarily predict conduct through the mediating influence of behavioral intention. Analyzing a person's attitudes, in general, is insufficient; instead, the attitudes relevant to the action under study matter in this process (Ajzen 1988; Fishbein & Ajzen 1975). According to the theory, a person's intentions to engage in a behavior ultimately determine whether they will or won't (Vallerand et al., 1991). Social pressures or "subjective norms" play a role in this regard. These pressures or "subjective norms" are based on an individual's perception of what others will think of them if they engage in the behavior. In this

theoretical approach, behavioral intentions—the best predictor of actual behavior—are directly influenced by individual attitudes and social or "normative" influences (Figure 1). All other environmental elements only indirectly affect behavior by impacting attitudes and subjective norms (Tsai, Chen, & Chien, 2012). In the meantime, Reasoned Action has been established to explain how a customer decides on a specific buying behavior. It is predicated on the initial assumption that individuals behave consciously and consider all relevant information. Experimenters provide a variety of explanations for why consumer behavior has been the focus of so many academic studies and experimentations. A prevalent perspective holds that comprehending consumer behavior has emerged as a crucial element that directly influences the total efficacy of enterprises (Kotler and Keller, 2012).

It's important to note that consumer purchasing behavior is studied as a branch of marketing, with the primary goal being to understand how individuals, groups, or associations select, purchase, use, and discard goods as well as the factors—such as taste, price, branding, and similarity to prior experiences—that influence consumers' opinions when making purchases (Kotler and Keller, 2012). Fairly, it's believed that the strongest index of whether someone will engage in a particular behavior is their intention to do so. These intentions in turn are told by their stations, towards the behavior and the private morals they perceive. In terms of if someone has a view of a certain action and believes it holds significance for their social circle or society, they're more likely to intend to engage in that behavior (TBP, 2022). In Addition, according to the proposition of reasoned action (TRA;



Ajzen and Fishbein, 1980), intention and volition govern behavior. According to TRA, people have an advanced desire (provocation) and are more likely to carry out the advised conduct if they view it positively (station) and believe others want them to do so (private norm). multitudinous exploration has demonstrated a strong relationship between stations perceived morals, behavioral intention, and behavior (Sheppard et al., 1998). The findings of several studies. Still, point to a swelling in this proposition behavioral intention doesn't always restate into factual conduct. The proposition of planned behavior, a model that considers the influence of non-volitional rudiments on behavior, developed in response to a challenge to the high correlation between behavioral intention and factual behavior (Nickerson, 2023). Reasoned action is a thesis that reframes the concept of brand commitment. According to the theory of reasoned action, the antecedents of coping behavior are stations toward purchases and personal morality (Ha, 1998). If the antecedents of buying behavior are considered, the variation and dimension of brand fidelity will be more accurate and harmonious throughout time. This investigation seeks to integrate three dimensions of brand loyalty and investigate the connections between multiple precursors of behavioral brand loyalty by endorsing the notion of reasoned action. Consumers display varying degrees of brand fidelity in agreement with eight conditions. The loftiest position of unit brand fidelity will be attained when station, private norm, and coping behavior are all constant and positive. The proposition of Reasoned Action (TRA) holds that conduct, through the central impact of behavioral intention, may be substantially anticipated by an existent's stations toward engaging in the behavior in issue. It isn't enough to dissect an



existent's stations more generally; rather, the pivotal stations in this process are those that are particular to the specific action being studied (Ajzen 1988; Fishbein & Ajzen 1975). The proposition also holds that social pressures or "private morals" are a factor in a person's intentions to engage in a behavior, which eventually determines whether they will do so (Vallerand, et al., 1991). These pressures or "private morals" are grounded on an existent's perception of what others will suppose of them if they engage in the behavior in question. In this theoretical approach, behavioral intentions — the stylish predictor of factual behavior — are directly told by both individual stations and social or "normative" influences (Figure 1). All other environmental rudiments only laterally affect behavior by having an impact on stations and private morals (Tsai, Chen, & Chien, 2012). In Conclusion, Ajzen (1991) and Dugan (1985)'s Lodgers sensitive proposition and Ajzen's proposition of Reasoned Action (1991) give a reciprocal system for expanding the exploration on sensitive experience and consumer behavior Ajzen's focus on reasoned decision- making and Laird's perceptivity into the complications of sensitive perception can be combined to help experimenters more understand how senses affect the cognitive processes that bore purchase opinions. As subadvisor by the proposition of Reasoned Action, this integrated frame enables a comprehensive disquisition of how sensitive experiences earth stations and private norms, eventually impacting consumer behavior. In Conclusion, Ajzen (1991) and Dugan (1985)'s Lairds Sensory Theory and Ajzen's Theory of Reasoned Action (1991) provide a complementary method for expanding the research on sensory experience and consumer behavior. Ajzen's focus on reasoned decision-making

and Laird's insights into the intricacies of sensory perception can be combined to help researchers better understand how senses affect the cognitive processes that underlay purchase decisions. As subadvisor by the Theory of Reasoned Action, this integrated framework enables a comprehensive investigation of how sensory experiences mold attitudes and subjective standards, ultimately impacting consumer behavior.

Conceptual Framework

Sensory Experience

This variable represents the colorful sensitive experiences that customers encounter while in a coffee shop. It has factors including taste, aroma, visual donation, and audial air. Arising exploration on micromarketing is also connected to the sensitive, emotional, and cognitive functions of the mortal brain, which may give a better understanding of consumer behavior. The multi-sensory experience's facilitation of conscious perception of advertising may affect in the personalization of brands for the consumer. People are getting decreasingly brand sensitive, and for a specific demographic (niche request), experience is more important than pricing since the product prayers to the client's feelings and passions. Sensitivity exploration can be used to find out how to engage customers and elicit passion for buying the product if they had an idea/ plan. This paper, proposes a model to study how the senses impact consumers in their buying decisions, brand fidelity, and brand choice because end of the day be it any company's gains and profit generation is what matters (Rupini, & NandagopalR., 2015).



Buying Behavior

This variable, along with visit frequency, behavior, and brand loyalty, focuses on the thoughts and deeds of coffee shop patrons. The ultimate consumer's purchasing behavior is referred to as consumer buying behavior. A multitude of aspects, particularities, and features influence the consumer and what he is in terms of his decision-making process, buying habits, brand loyalty, and the merchants he visits. All of these factors come together to form a purchase decision. A person's culture, folklore, social class, class groups, family, personality, and intellectual elements all influence them as individuals and consumers. It is narrated by both his social and societal landscape and artistic movements (Nasam, 2016).

Aroma Perceptions

Examines the effects of coffee and scented products on consumer behavior and perception. The goal of the current study was to further our understanding of red wine mouthfeel by examining the implicit cross-modal influence of scent and forming relationships between chemical measurements and sensitive boundaries. A group of Spanish wine experts examined 42 non-wooded red wines under two conditions: 1) with no aroma perception (using nose clips) and 2) with aroma perception. The wines were described using a new operation of a variant of the rate-all-that-apply sensitive methodology ("rate-K attributes") (Pilar, et al., 2020).

Taste Sensation

Examines how food and coffee flavors affect customer preferences and return business. Coffee is one of the most popular drinks in the world, with an estimated 400 billion cups being consumed annually. In this review, we examine how people's perceptions of and decisions about coffee are influenced by the multisensory atmosphere and surroundings. The experimenters show how a wide range of distinct terrain features affect people's decisions regarding which beverage to choose and their perceptions of the event. It has been demonstrated that the tactile, auditory, visual, and olfactory characteristics of the environment affect how coffee tastes and is consumed. (Carvalho & Spence, 2020).

Visual Presentation

Investigates the relationship between look and client attraction and retention, looking at coffee cup designs and snack donations. This composition explores the relationship between perceived luxury, as expressed in the visual design of the service provider, and customers' willingness to pay a premium for decorating (WTPP). It is set in the context of a Chinese coffee shop. The results indicate that customers' perceptions of luxuriousness are positively correlated with good coffee quality and tone congruity, which adds WTPP. Furthermore, cosmopolitanism does not center the effect of perceived quality, but rather tone and congruity. (Et al., Li R, 2022).



Auditory Ambiance

Investigates the effects of background music and noise levels on the overall sensitivity experience. The study's conclusions demonstrated the strong beneficial relationships between the audible marketing approach and the customer experience metrics (client satisfaction and client rescue intents). Accordingly, the study concluded that audible marketing techniques had a big impact on patrons' experiences at Port Harcourt's bars and cafs. Because it has been shown to influence customers' moods to relax and have a pleasant experience, the study advises operating bars and cafes using audible marketing signals such as the appropriate kind of music played, the tempo, and loudness of the music (Nwachukwu, 2022).

Purchase Occurrence

Analyzes the frequency of client visits and purchase at the coffee shops. This study examines how comprehensions associated with client personality traits can affect client satisfaction, client brand identification (CBI), and involvement as well as the development of brand fidelity. Social identity proposition was applied to explain these goods as it relates to coffee shop businesses and further probe connections between customers and a brand (Kim, et al., 2018).

Brand Loyalty

Analyzes how important sensitive experiences affect a client's fidelity to a coffee business. When a customer intends to buy a particular brand as their top

choice, brand fidelity is present (Yoo & Donthu, 2001). It's the degree to which a consumer is pious to a certain brand (Liu et al., 2012). It's a significant outgrowth or consequence in the field of marketing, and it may be assessed using either behavior (as in the study by Romaniuk & Nenycz- Thiel, 2013) or station (as in the study by Kressmann et al., 2006). Attitudinal fidelity is the propensity of consumers' commitment and their feelings or stations toward a brand, while behavioral fidelity refers to the volume of reprise purchases and the intention of consumers to buy the same brand in their forthcoming purchase, according to Chaudhuri and Holbrook (2001).

A crucial element of advertising and product design, sensitive experiences have an important influence on consumer behavior. Businesses aiming to engage and convert their target followership must comprehend how sensitive experiences establish a strong relationship with coping behavior. In this discussion, we'll look at how different types of senses, similar sight, hail, smell, taste, and touch, affect how consumers bear and make opinions.

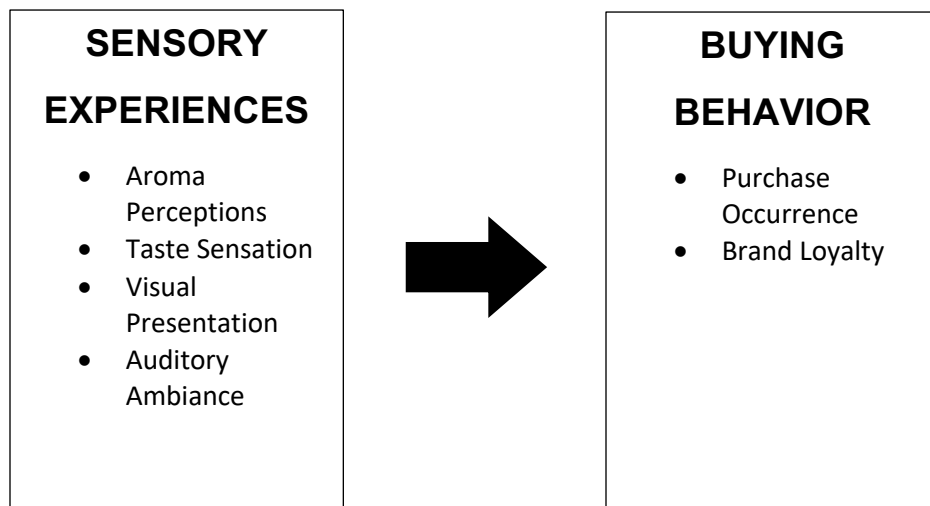


Figure 1. Schematic Diagram of the Study

Statement of Problem

The primary goal of the study is to determine the significant relationship between sensory experiences in coffee shops to their buying behavior.

Specifically, it will address the following specific objectives:

- To identify the demographic profile of coffee shops' customers in terms of age, sex, profession, Coffee Shop's visited Occurrence, and Preferred Coffee.
- To ascertain the degree to which the respondents perceive touch, sight, taste, hearing, and smell as sensory experiences.
- To determine the respondents' level of influence in their buying behavior in terms of Purchase Regularly and Brand Loyalty.
- To examine the significant relationship between the respondents' sensory experience and buying behavior.
- To develop Recommendation Plan for Dealing with consumer behavior in coffee shops.

Null Hypotheses

HO1. There is no significant relationship between the respondents' sensory experience and buying behavior.

REVIEW OF LITERATURE**Sensory Experience**

This variable represents the colorful sensitive experiences that customers encounter while in a coffee shop. It has factors including taste, aroma, visual donation, and audial air. Arising exploration on micromarketing is also connected to the sensitive, emotional, and cognitive functions of the mortal brain, which may give a better understanding of consumer behavior. The multi-sensory experience's facilitation of conscious perception of advertising may affect in the personalization of brands for the consumer. People are getting decreasingly brand sensitive, and for a specific demographic (niche request), experience is more important than pricing since the product prayers to the client's feelings and passions. sensitive exploration can be used to find out how to engage customers and elicit passions of buying the product indeed if they had an idea/ plan to buy it. In this paper, a model is proposed to study how the senses impact consumers in their buying decision, brand fidelity, and brand choice because end of the day be it any company's gains and profit generation is what matters (Rupini, & Nandagopal., 2015).

Buying Behavior

This variable focuses on the opinions and actions made by customers of coffee shops, like their frequency of visits, actions, and brand fidelity. The ultimate consumer's purchasing behavior is referred to as consumer buying behavior. Various elements, particularities, and traits influence the consumer and what he is in terms of his decision-making process, buying habits, brand loyalty, and the stores

he visits. All these factors come together to form a purchase decision. A person's culture, folklore, social class, class groupings, family, personality, cerebral variables, etc., all influence and shape their purchasing behavior. Artistic trends and social and cultural context are also important factors. (Nasam, 2016).

RESEARCH METHODOLOGIES**Design**

This study employed quantitative research. This quantitative research system aims to describe two or more variables and their connections. Descriptive correlational exploration is a research design that tries to explain the relationship between two or more variables without making any claims about begetting and effect. It includes collecting and assaying data on at least two variables to see if there's a link between them. Descriptive correlational research is a good way to learn about the connections between the characteristics of a population or group and its colorful corridor. This allows experimenters to describe variables in detail and study their connections without inferring that one variable caused the other.

Setting

This study took place in Ozamiz City within the province of Misamis Occidental. Ozamiz is a seaside province that makes up about 8,475 of Misamis Occidental's total area. Its land size is 169.95 square kilometers or 65.62 square miles. This city is mostly comprising several hotels, ports, commercial banks, and business establishments catering to various local investors and transactions. Because it includes a variety of capitalist groupings with varying business endeavors, this environment is perfect.



Respondents of the Study

A significant portion of the participants in the study consisted of 377 coffee shop customers in Ozamiz City. The researchers utilized a sampling method to determine the number of respondents needed. These individuals have been chosen as they represent the target population, and their perspectives provide insights for the researchers. Specifically, customers from coffee shops such as Nikkos Café, Bos Coffee, Better Brews, La;tei Coffee Shop, Tres Coffee Company, Infinitea, Bean Stalk, Puesto Café, Cribs Café, K Café, and Parking Spot were involved in this study. The respondents of the study have been chosen through the following criteria: [1] they must have dined in the coffee shop at least twice or two times; [2] they must have purchased at least two [2] different drinks/meals from the coffee shop;(3) must have agreed on the consent and willing participate in the conduct of the study.

Instrument

- A. *Profile Questionnaire for Respondents*. The profile of the respondents in terms of age, sex, occupation, frequency of visits to coffee shops, and preferred coffee has been ascertained with the aid of this research tool. (See Appendix A)
- B. *Respondents' Sensory Experience Questionnaire*. A 4-point Likert scale instrument-adapted questionnaire from (Ang & Lee, 2019). The questionnaire has 15 indicators with five constructs: Sight, Smell, Sound, Taste, and Touch. To determine the Sensory Experience among coffee shops. The following continuum will be utilized:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3- Agree (A)	2.50-3.24	High (H)
2- Disagree (D)	1.75-2.49	Low (L)
1- Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. Respondents' Buying Behavior Questionnaire. A 4-point Likert scale instrument-adapted questionnaire from (Czarniecka-Skubina et al., 2021). The questionnaire has ten statements. To determine the Buying Behavior of customers among coffee shops in Ozamiz City. The following continuum will be utilized:

Responses	Continuum	Interpretation
Often	3.25-4.0	Very High (VH)
Sometimes	2.50-3.24	High (H)
Rarely	1.75-2.49	Low (L)
Never	1.0-1.74	Very Low (VL)

Data Gathering Procedure

Before starting the study, the researchers spoke with their research adviser and asked the college dean for a letter of approval. The researchers distributed questionnaires after receiving approval to distribute the letter of authorization. Customers who made two purchases at coffee shops in Ozamiz City randomly chosen to participate in face-to-face data collection. Before answering survey questions, each respondent was given a written letter of consent. When they were done, the researchers pulled out the surveys. Statistical techniques were used to compile, assess, and analyze the data.

Data Analysis

The data was gathered through surveys, and the following statistical tools were used in this study:

Frequencies and Percentages. These were to determine the profile of the respondents in terms of age, sex, educational background, and profession.

Mean and Standard Deviation. These were used to determine the sensory experience, the buying behavior perceived by the consumers among coffee shops in Ozamiz City.

Pearson Correlation Coefficient (Pearson R): Correlation coefficients quantify the strength of a relationship between two variables. Pearson's correlation coefficient is the most common sort of correlation coefficient. A correlation

coefficient for linear regression is Pearson's correlation (often referred to as Pearson's R).

Simple Linear Regression: To determine the influence of sensory experience on buying behavior.

Ethical Considerations

The researchers guaranteed the study's accuracy by being honest throughout the whole procedure. They ensured that the data gathering was detailed, precise, and transparent. To ensure the accuracy and truth value of the data gathered, the researchers-maintained transparency in the findings throughout the research. The researchers also considered data privacy to guarantee that the respondents' varied profiles remained private.



RESULTS AND DISCUSSION

Table 1 Demographic Profile of the Respondents

Variables	Frequency	Percent
Age		
18 years old below	77	21.0
19-24	209	57.1
25-30	61	16.7
31-35	18	4.9
Above 35	1	.3
Total	366	100.0
Sex		
Female	241	65.8
Male	125	34.2
Total	366	100.0
Profession		
Student	263	71.9
Employed	88	24.0
Self-Employed	13	3.6
Unemployed	2	.5
Total	366	100.0
Coffee Shop Visited Occurrence		
Nikko's Cafe	123	33.6
Bo's Coffee	12	3.3
Better Brews	14	3.8
Infinites	28	7.7
Latel	6	1.6
Tres Company	74	20.2
Bean Stalk	13	3.6
Puesto Café	13	3.6
Cribs Café	53	14.5
K Café	12	3.3
Parking Spot	18	4.9
Total	366	100.0
Preferred Coffee		
Caramel Macchiato	182	49.7
Cappuccino	65	17.8
Latte	46	12.6
Caramel Mocha	35	9.6
Others	37	10.1
Total	366	100.0

Table 1 shows the respondent's profile regarding age, sex, profession, Coffee Shop Visited Occurrence, and Preferred Coffee. According to the statistical data, there were 209 respondents (57.1%), most of whom were between the ages of 19 and 24. Following this, respondents who were 18 years old or younger had seventy seven responses (21.0%), those who were 25 to 30 years old had sixty one responses (16.7%), those who were 30-35 years old had eighteen responses (4.9%), and those who were over 35 had one response (.3%). Regarding sex, the table reveals that 241 respondents, or 65.8% of the total, were female, while 125 respondents, or 34.2% were male. Additionally, 263 respondents, or 71.9% of the study's total respondents, were students. Employed respondents came in second with 88 responses (24.00%), followed by self-employed respondents with thirteen responses (3.6%), and unemployed respondents with 2 responses (.5%).

For the coffee shop visited occurrence, most respondents dine in at the Nikko's Café with 123 responses (33.6%), followed by Tres Company with 74 responses (20.2%), Cribs cafe with 53 responses (14.5%), Infinitea with 28 responses (7.7%), Parking Spot with 18 responses (4.9%), Better brews with 14 responses (3.8%), Beans Stalk with 13 responses (3.6%), Puesto café with 13 responses (3.6%), Bo's Coffee with 12 responses (3.3%), K Café with 12 responses (3.3%), and La;tei with 6 responses (1.6%). Moreover, majority preferred coffee of the respondents is Caramel Macchiato with 182 responses (49.7%), while 17.8 % or 65 respondents answered cappuccino, 12.6% or 46 respondents answered latte, 10.1% or 37 respondents.

This statistic indicates that a large portion of today's coffee drinkers come from the younger age. This could be due to the coffee's calming scent, the shops' ambiance, the coffee's flavor, or any other sensory element that lifts their spirits. People in this generation are mostly eager to see friends, relatives, and other members of their social circles to catch up on life updates and complete tasks. As this is going on, younger generations seize the chance to unwind after a demanding workday.

However, younger generations have little financial resources, which is why they frequently visit coffee shops with reasonable costs. However, some people visit the location because they enjoy their time spent there (Kotler, 2000), consumer behavior is studying how individualities, groups, and associations elect, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their requirements and solicitations. Grounded on him, some factors that impact consumer behavior, i.e., artistic factors (religion, ethnical group, geographic area, interests, and behavior; social factors (family, reference group, part and social status); personal factors (age of purchase, occupation, economic situation, lifestyle, personality); and psychological factors (motivation, perception, knowledge, belief and conviction).

As for sex, the findings shows that female are increasingly investing their time to dining out or frequenting coffee shops for a variety of reasons. One factor might be that these places are sociable in nature, offering a cozy setting for socializing and making new friends. Additionally, coffee shops are popular spots for private conversations due to their welcoming atmosphere and variety of beverages.

Given that coffee dates are frequently presented as a typical and normal activity for women to engage in, cultural norms and societal expectations may also be at play. Lastly, coffee shops are becoming attractive places for women to work outside of the traditional workplace due to the increase of remote work. They provide a change of environment and the chance to combine career and personal life.

Among these life factors, coffee consumption is a common part of culture and diurnal life. (4). Finland has the loftiest input worldwide, with Denmark being the fourth most coffee- consuming country, with an average input of 3 to 4 cups per day per grown-up (5). Coffee is commonly consumed by women who are attempting to conceive (6) and by pregnant women (7) (Lyngsø, et al., 2019). The purpose of this study is to determine why young adult females visit coffee shops. The writer's interest stems from her personal experience of hanging out at coffee shops, just like other teens or young adults do. Additionally, the writer sells coffee products. Through her research, the writer will understand why female young adults visit coffee shops, which may lead to the development of women-friendly coffee shops in the future.

To follow Bakewell & Mitchell's (2006) study on the significance of shopping for young women, the author concentrates in particular on female teenagers. According to Bakewell & Mitchell (2006), young women value entertainment and socializing just as much as they do actual goods and service purchases. Since adult young women these days want to spend their time in a crowded and comfortable environment, shopping has been replaced by hanging out in coffee shops, which

the writer observes as the new way for female adults to socialize and get entertained.

For a variety of reasons, students visit coffee shops frequently. First of foremost, these places offer a comfortable setting for studying or completing homework. It's an enjoyable break from libraries or dorm rooms because of the ambient noise, coffee fragrance, and cozy seats. Additionally, coffee shops provide a social environment where students can catch up with friends or meet classmates for group projects. The relaxed vibe promotes informal discussions and teamwork. Free Wi-Fi accessibility is yet another important consideration. Due to their ongoing demand for connectivity, students can use coffee shops as temporary workplaces where they can interact with peers and access online resources. Furthermore, coffee's caffeine boost helps in students' ability to stay focused and awake during extended study sessions. Coffee shops are a popular choice among students because they offer a cozy environment, social opportunities, and caffeinated beverages.

Caffeine plays a big role in the daily input of those who are students. Although there is a belief that caffeine improves student performance in the classroom, very few studies have investigated this. This is problematic because teens' body weight and stimulant tolerance are lower than adults', which could mean that minors will be more affected by caffeine (Newport Academy, 2012). Chandler (2018) claims that coffee's caffeine boosts energy and helps you stay awake for a certain number of hours. Coffee consumption not only increases your level of



activity but also increases your alertness. Of all the beverages, coffee has the highest caffeine content.

Moreover, the customers tend to dine in the coffee shops for their personal sensory experiences. Coffee shops are frequently visited by people for several reasons. Customers are influenced by coffee shop environments on several levels, which affects their experience and behavior. A unique atmosphere is created by the ambiance, which includes elements like lighting, décor, and background music. This atmosphere influences the emotional states and perceptions of the customers. A warm and welcoming setting encourages customers to stay and enjoy themselves by fostering a feeling of comfort and relaxation. A coffee shop's layout and design can influence social dynamics by offering areas for both social interaction and silence. In addition, the sounds of the espresso machines and the scent of freshly brewed coffee create a sensory experience that adds to the overall enjoyment of the visit. The views of consumers of the brand are shaped by their environment, which can affect their loyalty and tendency to return. Essentially, the thoughtfully designed atmosphere of a coffee shop becomes more than just a place to get coffee—it becomes an essential part of the customer experience, influencing their mood, social interactions, and level of satisfaction overall.

As well, majority preferred coffee of the respondents is Caramel Macchiato. This reveals that customers tend to order their preferred coffee always in a coffee shop. For a combination of comfort and taste, customers frequently order the same coffee every time. A favorite coffee selection turns into a comforting custom with a



dependable and fulfilling taste. Given a wealth of options, it's a dependable option that offers consistency in a daily routine. Furthermore, the comfort that comes with trying something new is removed because they are accustomed to the flavor and strength of their favorite coffee. Amid everyday uncertainties, ordering one's favorite coffee is essentially a small but comforting decision.

Table 2 Level of Perception of Sensory Experience

Constructs	Mean	Std. Deviation	interpretation
Aroma Perception	3.7395	.42110	Very high
Taste Sensation	3.8115	.33467	Very high
Visual Presentation	3.8543	.33654	Very high
Auditory Ambiance	3.8169	.34922	Very high
Sensory Experience / Overall Weighted mean	3.8056	.28347	Very high

Note: 3.25-4.0 Very High (VH); 2.50-3.24 High (H); 1.75-2.49 Low (L); 1.0-1.74 Very Low (VL)

Table 2 shows the level of perception of sensory experience in terms of touch, see, taste, hearing, and smell in coffee shops in the City of Ozamiz. As shown in the data, the level of perception of sensory experience in terms of aroma perception towards the coffee shops is Very High (M=3.7395; SD=.42110). Among the constructs of sensory experience, they have very high ratings on taste sensation (M=3.8115; SD=.33467); Visual Presentation (M=3.8543; SD=.33654); Auditory Ambiance (M=3.8169; SD=.34922). Their entire evaluation is statistically shown to be Very High, with a weighted mean of 3.8056 and a standard deviation of .28347.

The findings were obtained from the study of sensory experiences in coffee shops. Respondents reported consistently very high levels of sensory engagement, with smell, taste, touch, see, and hearing being especially evident. It shows that the

Visual Presentation has the high level of perception in Sensory Experience that affect the buying behavior of customers the visual presentation of coffee, display tarpaulin featuring their coffees, the ambience of the shop and social media posts to their product that attract the customers more. In addition, followed by the auditory ambience has the second high level of perception in sensory experience that affect the buying behavior of customer because of the ambient music make the customers more relaxing when having their business or they found peace when dining into the coffee shops because of the music. Additionally, Taste sensation was the third high level of perception in Sensory Experience that shows aromatic coffee mixes created a pleasant atmosphere that enhanced the whole sensory experience and one of the reasons why customer keeps coming back to the shops because of the taste of their preferred coffee that becomes a therapy drink to them. Lastly, the aroma perception with the lower mean among the sensory experience but also has the high-level result of perception shows that it also affects the aroma of coffee when customer's visit a coffee shop that will boost their energy when they smell the aroma as they enter a coffee shop.

Moreover, for the stated enhanced sensory experiences in coffee shops, the rich flavor characteristics of different blends and the aroma of freshly brewed coffee combine to provide a sensory overload that makes drinking coffee more enjoyable. In this vein, the total sensory experience of a coffee shop is greatly influenced by its atmosphere, which affects not just the taste, smell, see, touch, and taste but also people's buying behavior. Comprehending the importance of sensory components

enables the planned development of settings that improve the consumer experience in its whole. It also emphasizes how coffee shops can function as gathering places for relaxation and sensory study.

Furthermore, cosmopolitanism does not center the effect of perceived quality, but rather tone and congruity. Li and colleagues (2022). One of the most popular drinks in the world is the delicate experience of audile at coffee shops; an estimated 400 billion cups are consumed daily (Spence & Carvalho, 2020). investigates the effects of background music and noise levels on the overall sensitivity experience. The study's conclusions demonstrated the strong beneficial relationships between the audile marketing approach and the customer experience metrics (client satisfaction and client rescue intents). Accordingly, the study concluded that audile marketing techniques had a big impact on patrons' experiences at Port Harcourt's bars and caffs.

As a result, the study suggests that bar and café operations use audible marketing signals, such as appropriate music selection, volume, and pace, as these factors have been shown to influence patrons' moods and help them unwind and enjoy themselves. Nwachukwu (2022). Additionally, this study found that coffee culture is becoming a larger global phenomenon and that one of the most popular drinks consumed worldwide is the sensory experience of taste sensation in coffee shops (Felton, 2018). Consideration should be given to atmospheric elements in coffee shop design. It is still unclear, though, how customers' perceptions of coffee

shops and their expectations of the coffee beverages they provide are influenced by the visual atmosphere of their interiors.

Laird (1985) Theory states that learning occurs when the five senses of sight, hearing, touch, smell, and taste are stimulated. Laird's theory unexperienced that if multi-senses are stimulated, greater learning takes place. When the senses are engaged, effective literacy occurs. According to Laird (1985), stimulation of the five senses—sight, touch, smell, and taste—is necessary for learning to accomplish. The significance of using all five senses is emphasized by Laird's (1985) idea for optimal learning results. According to this theory, interacting with customers' senses of taste, smell, touch, and hearing could improve their overall purchasing experience in coffee shops, where sensory experiences are important. Coffee shops that use interactive strategies have the potential to impact customers' purchasing behavior by increasing sensory engagement and building a stronger bond with their products and brand, in addition to creating a more memorable and relaxing atmosphere.

The result concludes that coffee shops in the City of Ozamiz are effective at offering a full sensory experience, with high levels of perception in taste, aroma, visual presentation, and auditory ambience. Customers' perceptions are effectively shaped by these sensory elements, as evidenced by the statistically significant overall assessment of Very High. Taste sensation and auditory ambience have a strong influence on purchasing behavior, but the visual presentation—which can be seen by eye-catching displays and social media presence—comes out as an important factor. The high-level result indicates the importance of aroma perception



in energizing customers, despite the lower mean. Acknowledging the full impact of sensory experiences, particularly in establishing environments that improve taste, smell, sight, touch, and hearing, highlights the essential role of coffee shops as places for both recreation and sensory study, consequently influencing customers' purchasing decisions in a positive way.

Table 3 Level of Influence in their Buying Behavior

Constructs	Mean	Std. Deviation	Interpretation
Purchase Occurrence	3.500	.5282	Very high
Brand Loyalty	3.656	.4649	Very high
Buying Behavior / Overall Weighted mean	3.578	.4578	Very high

Note: 3.25-4.0 Very High (VH); 2.50-3.24 High (H); 1.75-2.49 Low (L); 1.0-1.74 Very Low (VL)

Table 3 shows the level of influence in their buying behavior in terms of Purchase Occurrence and Brand Loyalty in coffee shops in the City of Ozamiz. As shown in the data, the level of influence in their buying behavior in terms of Purchase Occurrence towards the coffee shops is Very High (M=3.500; SD=.5282). Among the constructs of sensory experience, they have very high ratings on Brand Loyalty (M=3.656; SD=.4578); Their total assessment is statistically shown to be Very High, with a weighted mean of 3.578 and a standard deviation of .4578.

Findings shows that brand loyalty has connection toward purchase occurrence of the customers because it affects their buying behavior when they always choose their preferred coffee that has become to be a loyal to the brand the reason, they regularly purchase the product. In addition, the overall assessment

was very high, and it shows that the purchase occurrence and brand loyalty influence the buying behavior of the customers. A purchase occurrence in a coffee shop when a consumer pays for their purchase of a good or service, usually coffee or a related item. It captures the instant a customer selects and purchases a product from the coffee shop's menu, adding to the business's internal economic exchange. In the context of a coffee shop, brand loyalty refers to a customer's persistent preference for and frequent use of a certain coffee brand. It shows that the customer and the coffee brand have developed an effective, trusting relationship that encourages regular, repeat purchases.

Client loyalty is often a result of positive interactions, high-quality products, and a sense of connection with the brand's goals. These factors combine to forge a durable bond between the client and the coffee shop. Research indicates that there is a strong positive relationship between brand loyalty and purchase frequency in the coffee shop sector. When consumers frequently select a specific coffee brand for their purchases, this is a strong indicator of brand loyalty. This relationship between customers and the brand is more than just transactional, it represents a deeper bond. This relationship is beneficial because it can encourage repeat business and customer loyalty. When given the choice, consumers who have loyalty to a particular coffee brand tend to give it priority over competitors. This loyalty turns into an effective source of ongoing income and can make a big difference in the coffee shop's overall success. Furthermore, a significant factor in brand loyalty is its emotional component. Building strong bonds is facilitated by

positive experiences, consistent quality, and a sense of alignment with the brand's identity.

This study indicates that Taiwan and the People's Republic of China have similar histories with tea and have recently seen increases in coffee consumption. Although the amount of coffee produced in China is increasing, there isn't a strong coffee culture there, and farmers are often drawn to the cash crop for commercial reasons even though they dislike drinking coffee (Lin & Mo, 2018). According to Peng et al. (2017), the annual coffee consumption per capita in Japan, Korea, Singapore, Malaysia, Taiwan, and Hong Kong in 2015 was 200 cups, 140 cups, 137 cups, 62 cups, 96 cups, and 73 cups, respectively. Taiwan has seen a steady rise in coffee consumption in the twenty-first century; by 2010, the country's average annual consumption had increased from 47 cups to 78 cups (Y. Yang & Chung, 2012), and by 2018, it had reached 125 cups (quoted by Department of Commerce, International Trade Administration, 2019). It shows that customers have purchase circumstance to their preferred coffee in the coffee shops as the result of the increased consumption of coffee. In addition, buying behavior about the consumer's brand fidelity in coffee shops is to have no way been out- of- style. In fact, the business is decreasingly gaining favor from geographically different groups of consumers. The 9.1 global deals growth between 2014 and 2015 has putatively proven the rapid-fire expansion of this sector in the transnational request (Rompaey, 2019).



The study's findings are most consistent with the notion of Reasoned Action, which was created to describe how a customer decides on a specific purchasing behavior. It is predicated on the initial assumption that individuals behave consciously and consider all relevant information. Experimenters provide a variety of explanations for why consumer behavior has been the focus of so many academic studies and experimentations. A prevalent perspective holds that comprehending consumer behavior has emerged as a crucial element that directly influences the total efficacy of enterprises (Kotler and Keller, 2012).

It is important to note that consumer purchasing behavior is studied as a branch of marketing, with the primary goal being to understand how individuals, groups, or organizations select, purchase, use, and discard goods, as well as the elements that influence these decisions, including taste, price, branding, and prior experience (Kotler and Keller, 2012). The theory of reasoned action reframes the idea of brand loyalty.

In conclusion, consumers of coffee shops in the City of Ozamiz have a Very significant level of influence over their purchasing behavior, as measured by Purchase Occurrence and Brand Loyalty. The statistical analysis, which has a weighted mean of 3.578 and a standard deviation of .4578, emphasizes the significance of these elements. The strong relationship observed between brand loyalty and purchase frequency implies that consumers' consistent selection of their favorite coffee brand is an influence in their likelihood of making repeat purchases. Positive interactions and alignment with the brand's values develop a lasting

relationship that enhances customer loyalty and repeat business, thereby positively impacting the coffee shop's overall success. The emotional aspect of brand loyalty, which is based on satisfying experiences and reliable quality, highlights the long-lasting bond that develops between consumers and their favorite coffee brand.

Table 4 The Significant Relationship between the Respondents' Sensory Experience and Buying Behavior

Constructs	r-value	p-value	Interpretation
Sensory Experience and Buying Behavior	.520**	.000	Strong positive correlation/there is significant relationship

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

Table 4 shows the significant relationship between Sensory Experience and Buying Behavior. The r value (.520**) and p-value (.000) statistically demonstrate that Sensory Experience postulates a Strong positive association toward Buying Behavior.

The finding of the study showed that Sensory experience and buying behavior with a p-value less than 0.05 is considered statistically significant, therefore, the null hypothesis should be rejected. The result shows that there is a strong positive correlation between sensory experiences and purchasing behavior after research on customers of coffee shops. Consumers frequently let senses affect their decisions, such as the smell of coffee, the environment's aesthetic attractiveness, or the sensation of a warm cup in their hands. Customers' overall satisfaction and loyalty are greatly influenced by these senses, which in turn affect

their purchasing decisions and frequency of visits to the coffee shop. In addition, it revealed that when sensory experience engaging multiple senses such as good taste of coffee, virtual presentation of the shop and their product, the auditory ambience, and the aroma of the shop it enhances product appeal and influences buying behavior. The buyer will respond favorably and purchase the item more frequently as a result. Customers always focus on the shop's sensory aspects up until this moment. These further states that consumers are very willing to pay for their favorite coffee and to eat out frequently if they are aware that the price of the product guarantees its appearance, flavor, ambience, and aroma, as well as that it will provide them with some extra benefits that they could receive immediately after consuming or buying coffee on a regular basis.

Callers often worry about coffee shops since they get a sensitive impression of the environment. The art and wisdom of selecting target requests are often the focus of various marketing operation conditionings at these stores. This investigation focuses on the elements that influence patrons' decisions to visit a certain coffee shop based on their emotional experiences and sensitive experiences. The main methods of gathering data were giving out structured surveys to respondents personally or using internet resources. The results showed that behavioral intentions and both positive and negative emotions are influenced by sensitive experience. It has also been demonstrated that emotions, both good and bad, influence behavioral intentions.

Owners of coffee shops need to focus on creating a thoughtful environment for their customers to provide them with a first-rate shopping experience. Callers will be happy to come back as a result, and their purchasing habits will improve, increasing customer loyalty Candra, S., Pandean, E.T., Harisson, J., & Sutanto, S. (2022). It has also been demonstrated that emotions, both good and bad, influence behavioral intentions. Owners of coffee shops need to focus on creating a thoughtful environment for their customers to provide them with a first-rate shopping experience. Callers will be happy to come back as a result, and their purchasing habits will improve, increasing customer loyalty (Candra et al., 2022). In addition to emphasizing the product and its trends, there is another aspect that plays a significant role in brand development: the love mark factor. This component can boost customer loyalty to the brand in addition to making it more appealing to consumers. Brand love and brand felicitations element make up the love mark. Brand connection, sensuality, and riddle are indicators of brand love.

When a customer consumes a particular product, their five senses create a multitude of sensations that combine to create brand sensuality. It is related to placemaking, particularly in interior design, where the goal is to create certain spatial and atmospheric experiences. Therefore, the purpose of this composition is to map the relationship between the interior design of prominent coffee shops and brand sensuality grades (Susanti, et al., 2021).

To sum up, there is strong evidence of a significant correlation between Buying Behavior and Sensory Experience within the coffee shop context. The statistical analysis supports the rejection of the null hypothesis, with a highly significant p-value (.000) and a strong positive correlation ($r = .520^{**}$). This research emphasizes how crucial sensory experiences are in influencing consumers' loyalty and purchase decisions in the coffee shop industry. The study emphasizes how different sensory experiences, such as the aroma, auditory ambiance, visual presentation of the shop, and coffee taste, can affect customers. All these elements work together to create a favorable product appeal, which encourages repeat business and improves purchasing behavior.

In conclusion, the study reveals a robust and statistically significant positive correlation between Sensory Experience and Buying Behavior in the context of coffee shops. The rejection of the null hypothesis, supported by a low p-value (.000) and a strong correlation ($r = .520^{**}$), underscores the pivotal role sensory experiences play in shaping consumers' loyalty and purchasing decisions. The research emphasizes the multifaceted impact of various sensory elements, such as aroma, auditory ambiance, visual presentation, and taste, in creating a compelling product appeal that fosters repeat business and enhances overall buying behavior in the coffee shop industry.

Strategies in Recommendation Plan for Consumer Behavior in Coffee Shop

Business

Objectives	Recommended Training	Person In-Charge/ Agency In-Charge
- Implement a strategy to optimize the sensory atmosphere, focusing on ambient lighting, background music, and the pervasive aroma of freshly brewed coffee. - Develop and maintain a varied menu with specialty beverages, creative coffee blends, and premium snacks on a regular basis. - Organize frequent staff training sessions with an emphasis on providing outstanding customer service. Establish goals for product knowledge, hospitality, and staff engagement. - Increase the coffee shop's online visibility by implementing a robust social media strategy.	- Overview of the importance of sensory atmosphere in a coffee shop. Understanding the impact of ambiance on customer satisfaction and loyalty. - Create a quality assurance program to keep menu offerings excellent and consistent, guaranteeing customer satisfaction and drawing in customers looking for unique and superior products. - Provide series of seminar-workshops to the staff and personnel of the coffee shops to enhance their understanding of consumer behavior specifically on handling coffee shop consumers behavior. - Set specific targets for follower growth, engagement metrics, and online reviews to expand the coffee shop's reach and attract a wider customer base.	- Store Manager. - Menu Development Manager. - Human Resources Manager or the Training and Development Manager. - Alumni of Hospitality Management - Social Media Team or the Digital Marketing Team within the organization.

The following conclusions were drawn based on the findings of the study:

1. The comprehensive findings from Table 2 highlight the City of Ozamiz coffee shops' outstanding sensory experiences, notably showcasing very high levels of engagement across touch, sight, taste, hearing, and smell, with aroma perception and overall assessment rated exceptionally high. The study underscores the pivotal role of visual presentation, auditory ambiance, taste sensation, and aroma perception in shaping customer buying behavior.
2. Positive interactions and an impression of alignment with the brand's identity have a significant impact on the overall success of the coffee shop. The findings show a strong correlation between brand loyalty and purchase occurrence, indicating that customers consistently choose their preferred coffee brand, leading to frequent and loyal purchases.
3. The results presented in Table 4 demonstrate a statistically significant and strong positive correlation ($r = 0.520^{**}$) between the buying behavior of customers in coffee shops and their sensory experiences. This highlights the essential part that various sensory elements, such as taste, visual presentation, auditory ambiance, and aroma, serves in influencing customers' purchasing decisions, overall satisfaction, and loyalty.
4. These strategies prioritize aspects like sensory appeal, competitive pricing, and successful marketing campaigns to increase overall customer satisfaction, loyalty, and business success.

RECOMMENDATIONS

1. Coffee shop owner may consider about enhancing the customers' sensory experience by investing in aromatic coffee blends, setting up a cozy environment with relaxing music, and providing freebies. Encourage employees to have conversations with consumers about their flavor preferences and assist them in learning about new blends. Such a personalized approach can strengthen the bond between customers and coffee offers and have a positive effect on purchasing behavior.
2. Coffee Shop Owners may consistently improve the coffee choices to include unique varied blends that come from reliable suppliers, an excellent product that stimulates the senses is maintained. Make skilled barista training a top priority to keep preparations consistent and maintain the great service for the customers to have an excellent sale.
3. Coffee shop owners may make an investment in creative and attractive packaging for their goods. Customers are drawn to visually appealing packaging because it communicates quality and appeals to their senses. Use unique colors, textures, and design elements to make the product stand out on the display case and have an appealing appearance.
4. Coffee shop owners may assess the coffee shop's lighting, seating setups, and interior design. To create a warm and welcoming environment, think about making a few changes. Make use of cozy furnishings, warm colors, and artwork or greenery. A welcoming atmosphere can draw clients and motivate them to stay longer in the coffee shop.

5. Social Media Engagement, create more of an online presence for the coffee shop through using social media channels. Post visually appealing photos of your coffee offerings, promotions, and behind-the-scenes content on social media accounts on a regular basis. Conduct focused campaigns or competitions to involve the surrounding community and attract people to the store.
6. Coffee shop owners may create a customer loyalty program to give loyal customers rewards. Give regular customers at the coffee shop discounts, freebies, or special offers. In addition to promoting maintaining customers, loyalty programs promote a favorable association between the brand and the consumer.
7. Coffee shops may organize frequent gatherings such as live music performances, open mic nights, or themed evenings to draw in a varied group of people. Participate in or sponsor community events that promote the feeling of community within the area. By doing this, you position your coffee shop as a community center and encourage an atmosphere of belonging.



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APPENDICES

Appendix A
INFORMED CONSENT FORM



MISAMIS UNIVERSITY
OZAMIZ CITY

Dear Respondent

We are presently conducting research entitled “The Influence of Sensory Experience on Buying Behavior among Coffee Shop’s Customers in Ozamiz City”. This is a requirement for the Bachelor of Science in Hospitality Management program. With this, we would like to ask cooperation to gather data and information from you by answering the survey questionnaire below.

In accordance of RA 10173 of the Data Privacy Act of 2012, all personal and/or sensitive information solicited and disclosed from this questionnaire shall only be used for the study alone. Rest assured that your responses in this instrument will be kept confidential.

Thank you for taking time to complete this questionnaire

Respectfully yours,


PEARL THERESE V. BOGO
BSHM Student Researcher


JAN RAMYLE MEDILLO
BSHM Student Researcher


HANNA JANE VIERNES
BSHM Student Researcher

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
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Appendix B
RESEARCH QUESTIONNAIRE

**RESPONDENTS SENSORY EXPERIENCE AMONG
COFFEE SHOP'S CUSTOMER IN OZAMIZ CITY**

Adapted from: (Ang & Lee, 2019)

I. RESPONDENT PROFILE

Directions: Please fill out the prescribed information required by appropriately checking the responses required in this questionnaire.

Age: _____ years old Sex: _____

Profession: _____

Coffee Shop's visited Occurrence:

☐ Nikko's Cafe ☐ Bo's Coffe ☐ Better brews ☐ Infinita ☐ La:tei
☐ Tres Company ☐ Bean Stalk ☐ Puesto Café ☐ Cribs Café ☐
☐ K Café ☐ Parking Spot

Preferred Coffee: ☐ Caramel Macchiato

☐ Cappucino

☐ Latte

☐ Caramel Mocha

☐ others

I. SENSORY EXPERIENCE

Direction: The statements determine the “Influence of Sensory Experience on Buying Behavior among Coffee Shops in Ozamiz City”. Please read the statement carefully and rate it honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you so much. Rate the statements by checking (✓) the statements using the following scale.

4- Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

Indicators	4 (SA)	3 (A)	2 (D)	1 (SD)
<i>Aroma Perception</i>				
1. The smell of the coffee shop fits the overall atmosphere of the coffee shops.				
2. I like the smell of the coffee shop				
3. The smell of the coffee shop soothes me.				
<i>Taste Sensation</i>				
1. The coffee and food are delicious.				
2. There are several types of food and coffee.				
3. The Ingredients of Food and coffee are fresh.				
<i>Visual Presentation</i>				
1. The colors of the coffee shop is pleasing to the eye.				
2. The interior of coffee shop is balanced.				
3. The interior decor of coffee shop is appealing.				
<i>Auditory Ambiance</i>				
1. I like the music of the coffee shop.				
2. The music playing at the coffee shop gives me pleasure.				
3. The volume of music in the coffee shop is appropriate.				

RESPONDENTS BUYING BEHAVIOR AMONG COFFEE SHOP'S CUSTOMER IN OZAMIZ CITY

Adapted from: (Czarniecka-Skubina, et al., 2021)

I. Buying Behavior

Direction: Rate the statements by checking (✓) the statements using the following scale.

4- Often 3-Sometimes 2- Rarely 1- Never

Statement	Often (4)	Sometimes (3)	Rarely (2)	Never (1)
<i>Purchase Regularly</i>				
1. How often do you visit a coffee shop in a typical week				
2. How frequently do you buy coffee or other drinks when you go to a coffee shop				
3. How frequently do you order food such as sandwiches and pastries from a coffee shop				
4. How frequently do you go to the coffee shop as a place to work or study				
5. How often do you hang out with friends or colleagues at a coffee shop				
6. How frequently do you explore with seasonal or new coffee flavors				
7. How frequently do you experiment with seasonal or new coffee flavors?				
8. How frequently do you order from mobile applications or engage in reward programs at coffee shops?				
9. How frequently do you pick a coffee shop based on its sustainable or ethical practices?				
10. How frequently do you let the atmosphere and décor of a coffee shop affect your decision to buy?				
<i>Brand Loyalty</i>				
1. How closely does your brand loyalty match with how frequently visit a particular coffee shop				
2. Do your regular purchases at a particular coffee shop reflect your brand loyalty?				
3. How frequently do rewards from loyalty programs affect your brand loyalty to a specific coffee shop?				
4. How often is your brand loyalty to a coffee shop influenced by the interior design and overall ambiance of the place?				
5. How often does your brand loyalty to a coffee business change as new coffee tastes are implemented?				

Thank you for your participation!

Appendix C

SAMPLE OF THE FILLED-OUT QUESTIONNAIRE

**RESPONDENTS SENSORY EXPERIENCE AMONG COFFEE SHOP'S CUSTOMER IN
OZAMIZ CITY**

Adapted from: (Ang & Lee, 2019)

I. RESPONDENT PROFILE

Directions: Please fill out the prescribed information required by appropriately checking the responses required in this questionnaire.

Age: 22 years old Sex: F

Profession: Student

Coffee Shop's visited Occurrence:
☒ Nikko's Cafe ☐ Bo's Coffee ☐ Better brews ☐ Infinita ☐ La:tei ☐ Tres Company
☐ Bean Stalk ☐ Puesto Café ☐ Crib's Café ☐ K Café ☐ Parking Spot

Preferred Coffee: ☒ Camel Macchiato
☐ Cappucino
☐ Latte
☐ Caramel Mocha
☐ others

II. Sensory Experience

Direction: The statements determine the "Influence of Sensory Experience on Buying Behavior among Coffee Shops in Ozamiz City". Please read the statement carefully and rate it honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you so much. Rate the statements by checking (✓) the statements using the following scale.

4- Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

Indicators	4 (SA)	3 (A)	2 (D)	1 (SD)
Aroma Perception				
1. The smell of the coffee shop fits the overall atmosphere of the coffee shops.	✓			
2. I like the smell of the coffee shop	✓			
3. The smell of the coffee shop soothes me.	✓			
Taste Sensation				
1. The coffee and food are delicious.	✓			
2. There are several types of food and coffee.	✓			
3. The Ingredients of Food and coffee are fresh.	✓			
Visual Presentation				
1. The colors of the coffee shop is pleasing to the eye.	✓			
2. The interior of coffee shop is balanced.	✓			
3. The interior decor of coffee shop is appealing.	✓			
Auditory Ambiance				
1. I like the music of the coffee shop.	✓			
2. The music playing at the coffee shop gives me pleasure.	✓			
3. The volume of music in the coffee shop is appropriate.	✓			

**RESPONDENTS BUYING BEHAVIOR AMONG COFFEE SHOP'S CUSTOMER IN
OZAMIZ CITY**

Adapted from: (Czarniecka-Skubina, et al., 2021)

III. Buying Behavior

Direction: Rate the statements by checking (✓) the statements using the following scale.

4- Often 3-Sometimes 2- Rarely 1- Never

Statement	Often (4)	Sometimes (3)	Rarely (2)	Never (1)
<i>Purchase Regularly</i>				
1. How often do you visit a coffee shop in a typical week	/			
2. How frequently do you buy coffee or other drinks when you go to a coffee shop	/			
3. How frequently do you order food such as sandwiches and pastries from a coffee shop	/			
4. How frequently do you go to the coffee shop as a place to work or study	/			
5. How often do you hang out with friends or colleagues at a coffee shop		/		
6. How frequently do you explore with seasonal or new coffee flavors		/		
7. How frequently do you experiment with seasonal or new coffee flavors?	/			
8. How frequently do you order from mobile applications or engage in reward programs at coffee shops?	/			
9. How frequently do you pick a coffee shop based on its sustainable or ethical practices?	/			
10. How frequently do you let the atmosphere and décor of a coffee shop affect your decision to buy?	/			
<i>Brand Loyalty</i>				
1. How closely does your brand loyalty match with how frequently visit a particular coffee shop		/		
2. Do your regular purchases at a particular coffee shop reflect your brand loyalty?	/			
3. How frequently do rewards from loyalty programs affect your brand loyalty to a specific coffee shop?	/			
4. How often is your brand loyalty to a coffee shop influenced by the interior design and overall ambiance of the place?	/			
5. How often does your brand loyalty to a coffee business change as new coffee tastes are implemented?	/			

Appendix D

REQUEST LETTER TO ADAPT THE QUESTIONNAIRE



MISAMIS UNIVERSITY
OZAMIZ CITY

December 1, 2023

Prof. Dr. Ewa Czarniecka-Skubina
Professor, Department of Gastronomy
Technology and Food Hygiene

Dear Ms. Czarniecka-Skubina,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled *"The Influence of Sensory Experience on buying behavior among Coffee Shop's Customers in Ozamiz City."*

For this, the study has its purpose to determine the significant relationship between sensory experiences in coffee shops to their buying behavior. As an output of the study, the researchers will propose to help future researchers, future coffee shop owners, and neighboring localities to provide insights that coffee shops owners can use to enhance the overall customer experience and, consequently, influence buying behavior positively.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study:

This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

PEARL THERESA V. BOGO

JAN RAYLE MEDILLO

HANNA JANE VIERNES
BSHM Student Researchers

Received and Approved by:

Name: **Prof. Dr. Ewa Czarniecka-Skubina**
Author,

Noted by:

Miss Gilda Jusorio
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

December 1, 2023

DR. Ha-Won Jang

Kyung Hee, University

Dear Ms. Jang,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled ***"The Influence of Sensory Experience on buying behavior among Coffee Shop's Customers in Ozamiz City."***

For this, the study has its purpose to **determine the significant relationship between sensory experiences in coffee shops to their buying behavior**. As an output of the study, the researchers will propose to **help future researchers, future coffee shop owners, and neighboring localities to provide insights that coffee shops owners can use to enhance the overall customer experience and, consequently, influence buying behavior positively**.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study:

This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

PEARL THERESE V. BOGO

JAN RAYMILE MEDILLO

HANNA JANE VIERNES
BSHM Student Researchers

Noted by:

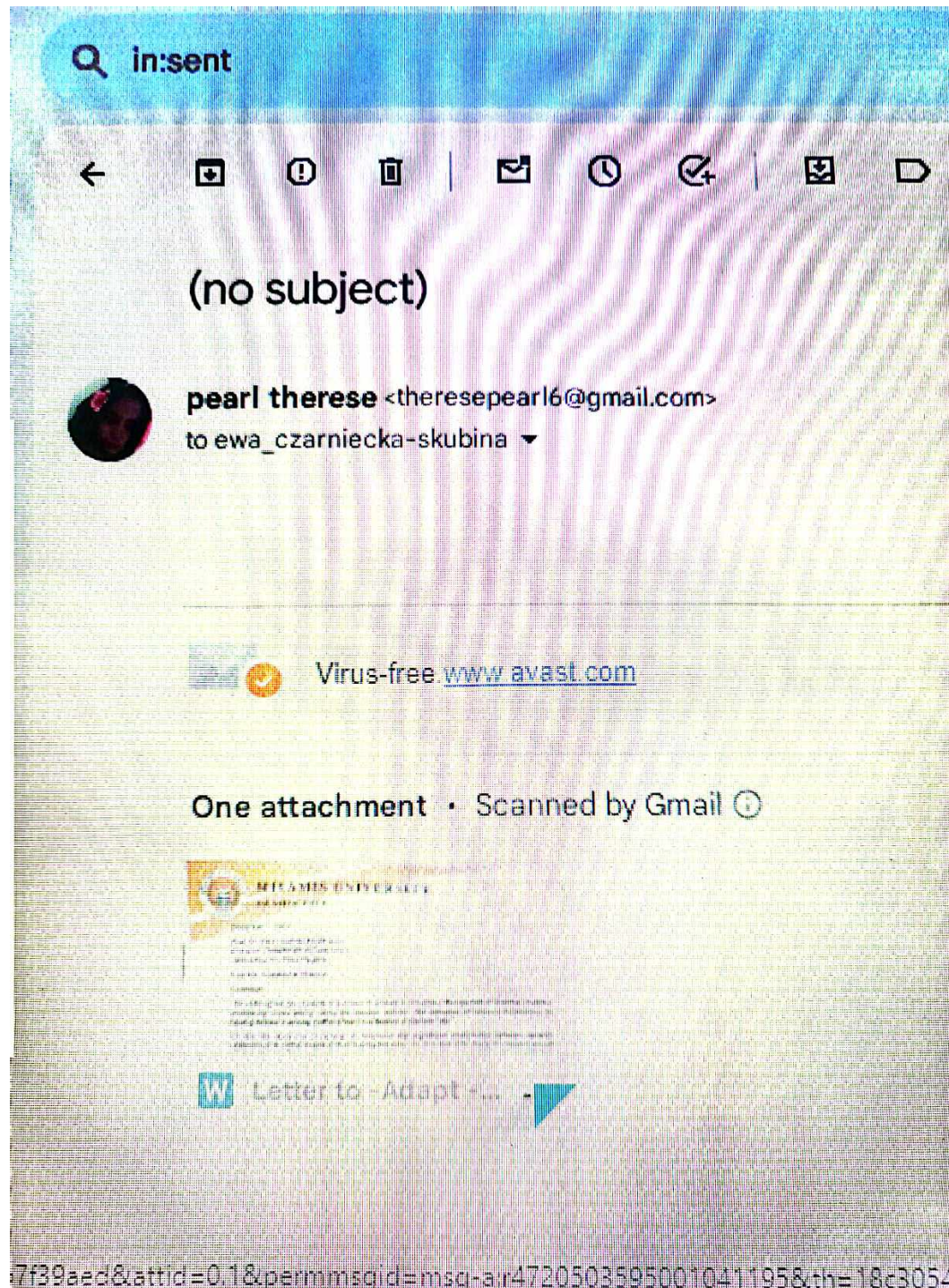
Miss Gilda Musorio
Research Adviser

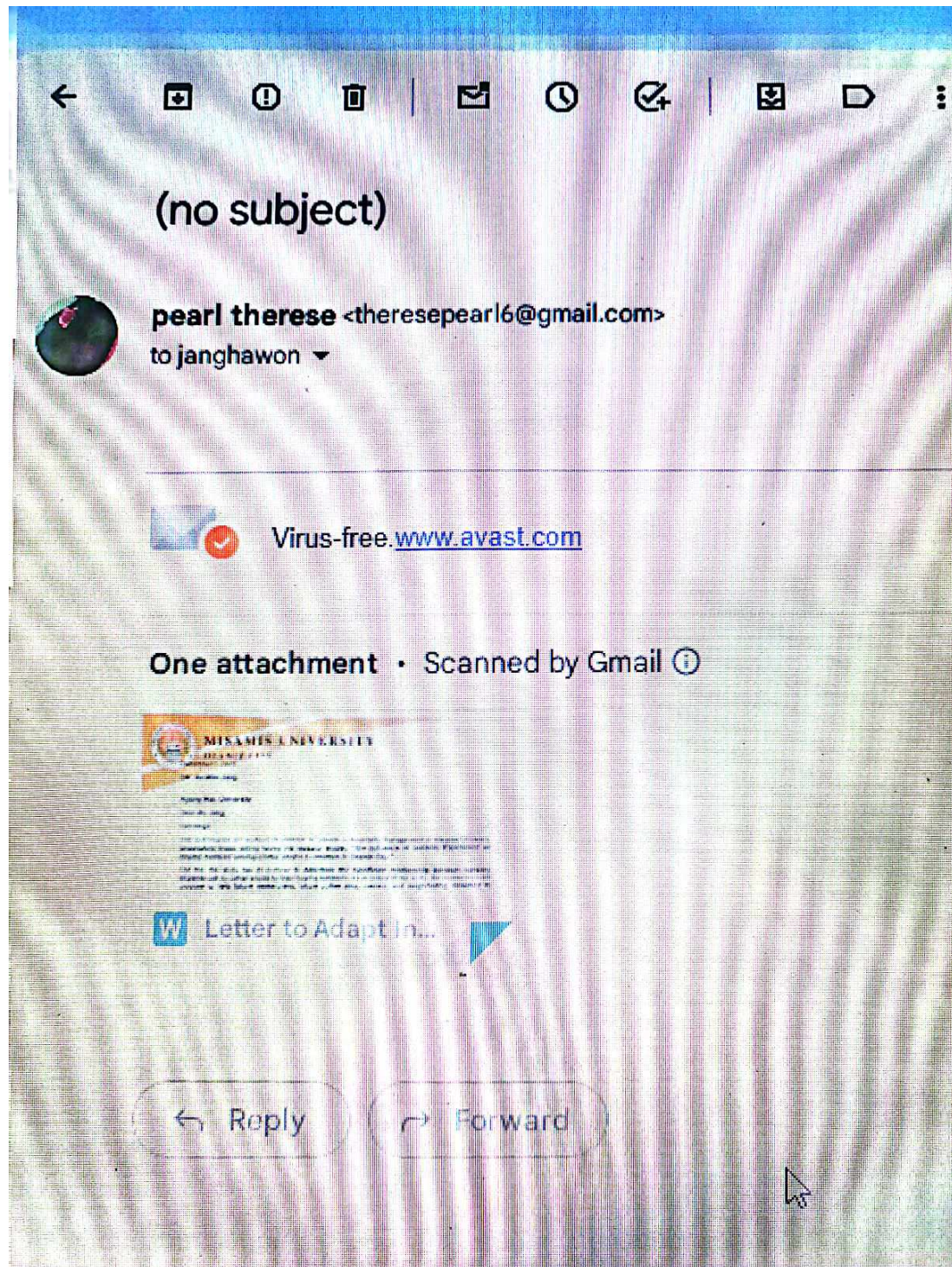
Received and Approved by:

Name: **DR. Ha-Won Jang**
Author,

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph







Appendix E

APPROVED LETTER OF INTENT/APPROVED LETTER OF CONSENT



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Rico P. Pancipanci
Nikko's Café, Owner

Dear Mr. Pancipanci

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Nikko's Café Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by: 
GILDA ILUSORIO
Research Adviser

Received and approved by:


MR. RICO P. PANCIPANCI
Nikko's Café Owner

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Ms. Sarah Acalam
BO's Coffee, Manager

Dear Ms. Acalam

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to **investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales.** As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Nikko's Café Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

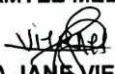
If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by:

GILDA ILUSORIO
Research Adviser

Received and approved by:  10/12/23
MS. SARAH ACALAM
Bo's Coffee, Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.misamis.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Ms. Ilda Mae M. Neri
K Café, Manager

Dear Mr. Neri

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the K Café Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: 09617986988 and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

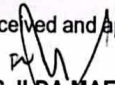

PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by:

GILDA ILUSORIO
Research Adviser

Received and approved by:

MS. ILDA MAE M. NERI
K Café, Manager

College of Business and Management
Misamis University



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Ray R. Basnillo
Bean Stalk Coffee, Manager

Dear Mr. Basnillo

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Bean Stalk Coffee Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

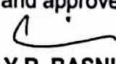
Respectfully,


PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Received and approved by:


MR. RAY R. BASNILLO
Bean Stalk Coffee, Manager

Noted by:


GILDA ILUSORIO
Research Adviser

College of Business and Management
Misamis University



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Michael Den Lagare
Parking Spot, Owner

Dear Mr. Lagare

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Parking Spot Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by:

GILDA ILUSORIO
Research Adviser

Received and approved by:


MR. MICHAEL DEN LAARE
Parking Spot, Owner

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MISAMIS UNIVERSITY

OZAMIZ CITY

October 12, 2023

Mr. Eman A. Besandre
Infinitea, Owner

Dear Mr. Besandre

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Infinitea Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: 09617986988 and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


PEARL THERESE V. BOGO


JAN RAMPLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by: 
GILDA ILUSORIO
Research Adviser

Received and approved by:

MR. Eman A. Besandre
Infinitea Owner

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Albert A. Cuevas
Puesto Café, Manager

Dear Mr. Cuevas

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Puesto Café Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

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GILDA ILLUSORIO
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Received and approved by:


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Puesto Café, Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
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MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Jey D. Cartajenas
Cribs Café, Manager

Dear Mr. Cartajenas

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Cribs Café Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


PEARL THERESE V. BOGO

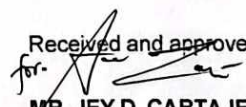

JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by:


GILDA ILUSTORIO
Research Adviser

Received and approved by:


MR. JEY D. CARTAJENAS
Cribs Café, Manager

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MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Mark Giovanni Piedad
La:tei Coffee shop, Manager

Dear Mr. Piedad

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Nikko's Café Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

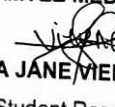
If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

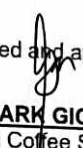

PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE MIERNES
BSHM Student Researchers

Noted by: 
GILDA ILUSORIO
Research Adviser

Received and approved by:


MR. MARK GIOVANI PEIDAD
La:tei Coffee Shop, Manager

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MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Ms. Kimberly Gloria
Tres Coffee Co, Manager

Dear Ms. Gloria

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to **investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales.** As an output of the study, the researcher will propose to assess.

With this, we humbly ask permission from the Tres Coffee Co Customers who visit and purchase the products twice to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

If you have any concerns regarding this query, here are my contact details: **09617986988** and email address pearlbogo5@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

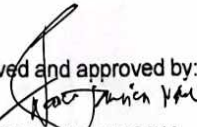

PEARL THERESE V. BOGO


JAN RAMYLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by: 
GILDA ILUBORIO
Research Adviser

Received and approved by:


MS. KIMBERLY GLORIA
Tres Coffee Co, Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. John Paul Maca
Better Brews, Manager

Dear Mr. Maca

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Sensory Experience on Buying Behavior among Coffee Shop's Customers in Ozamiz City"**.

For this, the study has its purpose to investigate and understand how the sensory experience in a coffee shop, such as the smell of coffee, taste, ambiance, and presentation of products, affect the behavior of customers. It could have implications for businesses seeking to enhance the customers' overall experience and increase sales. As an output of the study, the researcher will propose to assess.

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Thank you.

Respectfully,

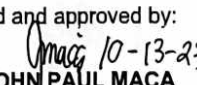

PEARL THERESE V. BOGO


JAN RAMLE MEDILLO


HANNA JANE VIERNES
BSHM Student Researchers

Noted by: 
GILDA ILUSORIO
Research Adviser

Received and approved by:


MR. JOHN PAUL MACA
Better Brews, Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



Appendix F

Statistical Output

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	77	21.0	21.0	21.0
2.0	209	57.1	57.1	78.1
3.0	61	16.7	16.7	94.8
4.0	18	4.9	4.9	99.7
5.0	1	.3	.3	100.0
Total	366	100.0	100.0	

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	241	65.8	65.8	65.8
2.0	125	34.2	34.2	100.0
Total	366	100.0	100.0	

Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	263	71.9	71.9	71.9
2.0	88	24.0	24.0	95.9
3.0	13	3.6	3.6	99.5
4.0	2	.5	.5	100.0
Total	366	100.0	100.0	

coffee shop visited occurrence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	123	33.6	33.6	33.6
	2.0	12	3.3	3.3	36.9
	3.0	14	3.8	3.8	40.7
	4.0	28	7.7	7.7	48.4
	5.0	6	1.6	1.6	50.0
	6.0	74	20.2	20.2	70.2
	7.0	13	3.6	3.6	73.8
	8.0	13	3.6	3.6	77.3
	9.0	53	14.5	14.5	91.8
	10.0	12	3.3	3.3	95.1
	11.0	18	4.9	4.9	100.0
	Total	366	100.0	100.0	

Preferred Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	182	49.7	49.7	49.7
	1`	1	.3	.3	50.0
	2	65	17.8	17.8	67.8
	3	46	12.6	12.6	80.3
	4	35	9.6	9.6	89.9
	5	37	10.1	10.1	100.0
	Total	366	100.0	100.0	

Descriptive Statistics

	N	Mean	Std. Deviation
Aroma Perception	366	3.7395	.42110
Taste Sensation	366	3.8115	.33467
Visual Presentation	366	3.8543	.33654
Auditory Ambiance	366	3.8169	.34922
Sensory Experience	366	3.8056	.28347
Valid N (listwise)	366		

Descriptive Statistics

	N	Mean	Std. Deviation
Purchase Regularly	366	3.500	.5282
Brand Loyalty	366	3.656	.4649
Buying Behavior	366	3.5780	.45780
Valid N (listwise)	366		

Tests of Normality

Constructs	p-value	interpretation
Sensory Experience	.000	Not normally distributed
Buying Behavior	.000	Not normally distributed

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Sensory Experience	.265	366	.000	.731	366	.000
Buying Behavior	.178	366	.000	.853	366	.000

a. Lilliefors Significance Correction

Correlations

			Sensory Experience	Buying Behavior
Spearman's rho	Sensory Experience	Correlation Coefficient	1.000	.520**
		Sig. (2-tailed)	.	.000
		N	366	366
	Buying Behavior	Correlation Coefficient	.520**	1.000
		Sig. (2-tailed)	.000	.
		N	366	366

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

Appendix G

Documentation



Respondents answering the questionnaires outside the coffee shop.



Gathering Data at Tres Company.



A customer from K café answering the Questionnaires.



Students dining in at Bo's Coffee



Consultation from Research Adviser.



Brainstorming for Ongoing Research Paper.



Some friends who also a coffee lover answered the questionnaires.



Ongoing Data Gathering with Customers.



Student customers from coffee shop.



Gathering Data from Infinites customers.



Ongoing Data Gathering with Coffee lover friends.



Ongoing Data Gathering.

Appendix H

Plagiarism Test Result

 **Similarity Report ID:** oid:28447:48645698

PAPER NAME
BOGO.docx

WORD COUNT
12214 Words

CHARACTER COUNT
69213 Characters

PAGE COUNT
60 Pages

FILE SIZE
202.5KB

SUBMISSION DATE
Jan 4, 2024 4:01 PM GMT+8

REPORT DATE
Jan 4, 2024 4:02 PM GMT+8

● **25% Overall Similarity**
The combined total of all matches, including overlapping sources, for each database.

- 10% Internet database
- 5% Publications database
- Crossref database
- Crossref Posted Content database
- 20% Submitted Works database

● **Excluded from Similarity Report**

- Bibliographic material
- Manually excluded sources

Summary

Appendix I

Grammarly Test Result



Report: RESEARCH FINAL PAPER (GRAMMARLY)

RESEARCH FINAL PAPER (GRAMMARLY)

by Misamis University

General metrics

86,466	12,624	784	50 min 29 sec	1 hr 37 min
characters	words	sentences	reading time	speaking time

Score



This text scores better than 95% of all texts checked by Grammarly

Writing Issues

322	111	211
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism



Appendix J
Curriculum Vitae

Pearl Therese V. Bogo

Address: P9 Catadman, Ozamis City, Misamis Occidental

Contact Number: 09617986988

Email: theresepearl6@gmail.com



Objective:

Seeking a challenging position in a reputable organization where I can contribute my skills and experience to drive growth and make a positive impact within a collaborations team environment.

Experience

Work Immersion January 2020

Oakhill Inn & Breaktime Café

Food Server/Room & Laundry Attendant

Seminars And Training Attended

- Career Orientation Seminar in the Cruise Line
Magsaysay Center for Hospitality and Culinary Cebu City
April 24, 2023
- Lecture on Hotel Operations or MICE Management
SEDA Hotel, Cebu City
April 25, 2023
- Lecture and Demonstration on Basic Housekeeping and Bed-making
Mezzo Hotel, Cebu City
April 26, 2023
- Cake Decorating and Customizing using Fondant
MU Manor, Ozamis City
June 09, 2023

Education

ELEMENTARY

Catadman Elementary School (2012)

JUNIOR HIGH SCHOOL

Ozamis City National High School (2017)

SENIOR HIGH SCHOOL

Misamis University

Accountancy, Business, Management (2019)

COLLEGE

Bachelor of Science in Hospitality Management

MISAMIS UNIVERSITY (2023)

Skills

- Adaptable and willing to undergo trainings
- Time management
- Fast Learner
- Highly motivated and flexible

References

Mrs. Catherine D. Rosauro, MBA, MIHM
Faculty
MISAMIS UNIVERSITY
09518855461
catherine.rosauro@misa.edu.ph

Jan Ramyle Y. Medilo

P1 – Murallon St. Molicay, Ozamiz City
Mobile No. 09505610185
Email: jan.medilo.7



CAREER OBJECTIVES

To successfully attain a work in a progressive organization delivering my duties and responsibilities efficiently, effectively and accurately, applying and sharing those skills and abilities I learned from my Alma Mater and training experiences to contribute for the growth of the company, at the same time, increasing my knowledge in my chosen career and profession.

PERSONAL BACKGROUND

Full Name: Jan Ramyle Y. Medilo
Gender: Male
Date of Birth: January 06, 1998
Age: 25
Marital Status: Single

EDUCATIONAL BACKGROUND

Tertiary:

Bachelor of Science in Hospitality Management
Misamis University
Ozamiz City
College Level

Secondary

Ozamiz City National High School
Laman Ozamiz City
2014-2015

Primary:

Baybay Elementary School
Baybay Triunfo, Ozamiz City
2010-2011

WORK EXPERIENCE

Grill Champ
Service Crew
Bitoon, Ozamiz City
March 2018

HANNA JANE P. VIERNES

Address: P1 Cogon, Ozamiz City, Misamis Occidental

Contact Number: 09453644797

Email: hannahjaneviernes8@gmail.com



Objective:

To acquire better opportunities where I can make the best of my potential and contribute to the organization's worth.

Experience

Work Immersion

Chateau Hotel

Room & Laundry Attendant

Johann's Cuisine

Food Server

Seminars And Training Attended

- Career Orientation Seminar in the Cruise Line
Magsaysay Center for Hospitality and Culinary Cebu City
April 24, 2023
- Lecture on Hotel Operations or MICE Management
SEDA Hotel, Cebu City
April 25, 2023
- Lecture and Demonstration on Basic Housekeeping and Bed-making
Mezzo Hotel, Cebu City
April 26, 2023
- Cake Decorating and Customizing using Fondant
MU Manor, Ozamiz City
June 09, 2023

Education

ELEMENTARY

Cogon Elementary School (2012)

JUNIOR HIGH SCHOOL

Cogon Integrated School (2017)

SENIOR HIGH SCHOOL

Misamis Institute of Technology, TVL-Home

Economics (2020)

COLLEGE

Bachelor of Science in Hospitality Management

MISAMIS UNIVERSITY (2023)

Skills

- Honest & Trustworthy
- Time Management
- To be trained and learn new skills

References

Mrs. Catherine D. Rosaura, MBA, MIHM

Faculty

MISAMIS UNIVERSITY

09518855461

catherine.rosaura@mu.edu.ph