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**FACTORS INFLUENCING CUSTOMERS' COFFEE SHOP
PURCHASE INTENTIONS IN GUANGZHOU, CHINA: THE
MEDIATING ROLE OF SATISFACTION IN THE EXTENDED
THEORY OF PURCHASE INTENTION (TPB) FRAMEWORK**

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Abstract:

This study examines the factors influencing customers' coffee shop purchase intentions in Guangzhou, China, using an extended Theory of Planned Behavior (TPB) framework. The traditional TPB constructs of attitude, subjective norms, and perceived behavioral control are augmented with brand image and satisfaction. The research reveals significant positive relationships between these constructs and purchase intention. Satisfaction is found to mediate the relationships between attitude, subjective norms, perceived behavioral control, and brand image with purchase intention, highlighting its crucial role in converting positive perceptions into actual purchase behavior. The extended TPB framework provides valuable insights for marketers and business practitioners, enabling them to develop effective strategies to enhance customer engagement and drive business growth in the competitive coffee shop market.

Keywords:

Coffee Shop, Purchase Intention, TPB, Attitude, Subjective Norms, Perceived Behavioral Control, Brand Image, Satisfaction, Guangzhou

Introduction

The global shift in coffee culture has led to a dynamic and competitive market, where purchase intention is crucial for business success (Chang et al, 2022). In Guangzhou, a city renowned for its rich tea heritage, coffee is increasingly viewed as both a drink and a cultural emblem, mirroring global trends (Fachrie et al, 2024). This change highlights shifting consumer tastes, evolving lifestyles, and the growth of a thriving coffee shop scene. Nonetheless, identifying the factors influencing purchase intentions remains a significant challenge.

The coffee market in China is rapidly expanding, especially in major cities, driven by young urban consumers who see coffee as a symbol of modern living (Chang et al, 2022). The distribution of coffee shops in megacities like Guangzhou mirrors urban vitality patterns, with high-density areas often correlating with strong economic growth (Zhou et al, 2023). As the market continues to grow, China has the potential to become a significant global coffee consumer (Chang et al, 2022). However, challenges remain in smaller cities where coffee is still a relatively new concept (Zhu, 2023). To succeed, coffee brands need to focus on product research, innovative store designs, personalized services, and strategic marketing (Zhu, 2023).

The rise of coffee culture in China, particularly in urban centers such as Guangzhou, signifies a broader cultural shift toward Western influences and modernity (Chen, 2023). Coffee shops have become vital social hubs, especially for millennials, serving as venues for gatherings, work, and self-expression (B. e. al, 2023). These establishments provide cognitive benefits and opportunities for social interaction, meeting the needs of young professionals under work pressure (Chen, 2023). The popularity of coffee in China is more influenced by lifestyle trends than traditional coffee appreciation, symbolizing a modern, successful image (Zhang, 2014). This transformation has redefined the concept of 'third places,' with coffee shops emerging as significant social environments distinct from home and work (Chaugule, 2024). The increasing coffee consumption in China indicates potential for the country to become a major coffee market in the future (Zhang, 2014).

Recent studies on coffee consumer behavior reveal the intricate factors affecting purchase intentions. Brand image notably influences repurchase intentions and customer satisfaction in coffee shops. The extended Theory of Planned Behavior model indicates that social media marketing, subjective norms, attitudes, and perceived behavioral control significantly affect young consumers' intentions to buy Saudi coffee (Mohammed, 2024). Electronic Word of Mouth (E-WOM) plays a vital role in shaping brand image and purchase intentions, especially among Generation Z consumers in Indonesia (al, 2024). Additionally, both rational and moral considerations, including attitudes, subjective norms, perceived behavioral control, and values orientation, impact organic coffee purchase intentions (al, 2022). These findings highlight the importance of understanding diverse consumer motivations and utilizing various marketing channels to effectively target coffee consumers across different markets.

The Theory of Planned Behavior (TPB) has become a crucial framework for analyzing consumer behavior in diverse contexts. Recent research has combined TPB with models like customer-based brand equity to offer a more thorough understanding of consumer decision-making (al, 2020). This integrated approach has proven especially effective in studying green consumer behavior and intentions to buy eco-friendly products (Z. e. al, 2023). A systematic review of TPB applications in consumer research shows an increasing focus on green behavior and food product purchase intentions (Rozenkowska, 2023). Moreover, cross-cultural studies emphasize the role of experiential factors in forming consumer-brand relationships,

particularly in coffee chain stores. These findings highlight TPB's versatility in explaining consumer behavior across various cultural settings and product categories.

A Review of Factors Influencing Coffee Purchase Intention and Model Discussion

Theoretical Frameworks

The Theory of Planned Behavior (TPB) remains a robust framework for understanding consumer decision-making, particularly in real estate and green consumer behavior (Yanz & Ming, 2024). TPB posits that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control, providing valuable insights for marketers and researchers (Yanz & Ming, 2024). The theory has been widely applied to predict and change behavior, including technology adoption (Ajzen, 2020). While TPB offers a structured approach and supports effective marketing strategies, it has limitations in explaining impulsive behavior and incorporating contextual factors (Zulfikar et al., 2023). To address these limitations, Extended-TPB and integration with other theories have been developed, enhancing understanding of consumer behavior in sustainability contexts (Zulfikar et al., 2023). Despite ongoing discussions and questions about its application, TPB remains a significant focus of research in consumer behavior studies (Ajzen, 2020).

The Theory of Planned Behavior (TPB) is a valuable framework for understanding consumer behavior in various contexts, including coffee consumption and soft drink purchases (Ajzen, 2015). Attitude, a core construct of TPB, significantly influences purchase intention and is shaped by factors such as self-identity, social identity, and perceived trustworthiness (Ut-tha et al., 2021). In the coffee shop context, consumers' attitudes towards ethical and luxury aspects, as well as their social and self-identity, play crucial roles in forming positive attitudes and predicting purchase intentions (Ut-tha et al., 2021). The TPB model can be enhanced by incorporating additional factors such as descriptive and injunctive norms, self-identity, and past behavior, which improve its predictive power in consumer domains (Smith et al., 2008). Understanding these factors allows marketers to develop effective campaigns that target consumers' beliefs and attitudes, ultimately influencing purchase behavior (Ut-tha et al., 2021; Ajzen, 2015).

Recent studies highlight the significant influence of subjective norms on purchase intentions, particularly among younger consumers. Generation Z's ethical consumption patterns are strongly shaped by peer influence and social media interactions (Robichaud & Yu, 2021). A multidimensional scale measuring subjective norms in green consumption reveals that both specific social networks and broader societal trends impact environmentally sustainable behaviors (Setyo et al., 2024). For millennials, subjective norms positively influence purchase intentions in coffee shop contexts, with reciprocity playing a role in shaping these norms (Fitriana & Kristaung, 2020). While social media usage doesn't directly affect Generation Z's purchase intentions for coffee shops, it significantly increases consumer trust. Electronic word-of-mouth (EWOM) proves more influential in driving purchase intentions and customer loyalty among this demographic (Fahlevi et al., 2023). These findings underscore the importance of social influences and peer dynamics in shaping consumer behavior, particularly for younger generations in the coffee shop industry.

The Theory of Planned Behavior (TPB) is extensively applied to analyze consumer behavior in coffee consumption, emphasizing perceived behavioral control (PBC) and purchase intention. Research indicates that PBC, combined with attitude and subjective norms,

positively impacts the intention to buy coffee products (Ut-tha & Chung, 2024). Factors like convenience, accessibility, and affordability enhance PBC, influencing consumers' readiness to visit coffee shops (Buranananont et al., 2022). Studies reveal that utilitarian value, hedonic value, and trust significantly affect purchase intention, while subjective norms influence PBC (Amanda & Marsasi, 2024). Consumer characteristics such as past experience, household size, knowledge, and age also affect the willingness to consume coffee (Ut-tha & Chung, 2024). For organic coffee, both rational and moral considerations impact purchase intention, highlighting the need for marketing strategies addressing these factors (Wibowo et al., 2022).

While the traditional TPB framework is effective, it has limitations in explaining certain key behavioral dimensions, especially in competitive and emotionally driven industries like the coffee shop industry. To address these limitations, this study extends the TPB model by incorporating brand image as an additional independent variable and satisfaction as a mediating variable (Kholifah et al., 2024). Brand image reflects consumers' affective and cognitive associations with a brand, including perceptions of quality, service, and trustworthiness. A strong brand image can significantly enhance purchase intention by fostering emotional connections and enhancing customer satisfaction. For example, Manner Coffee's marketing strategies, serving high-quality coffee at reasonable prices, and utilizing digital media and offline promotions are essential in shaping its brand image (Chu Yungchi, 2023). This extension enriches the TPB framework by considering the role of brand perception in consumer decision-making.

Recent studies emphasize the crucial impact of brand image and customer satisfaction on consumer behavior in the coffee shop industry. A positive brand image enhances repurchase intentions and purchase decisions, with customer satisfaction serving as a mediating factor (Putri & Yasa, 2022). Social media marketing, product quality, and store atmosphere also play vital roles in shaping brand image and encouraging purchase intentions (Soefhwan & Kurniawati, 2022). While most research indicates positive relationships between these elements, one study found a negative and insignificant effect of brand image on purchasing decisions and customer satisfaction (Erawan et al., 2024). These results highlight the intricate dynamics affecting consumer behavior in the competitive coffee shop market and stress the importance of establishing a robust brand image to foster customer loyalty and boost sales.

The extended TPB framework proposed in this study integrates the core constructs of attitude, subjective norms, and perceived behavioral control with additional constructs such as brand image and satisfaction. This comprehensive model aims to offer a deeper understanding of the factors influencing coffee shop purchase intentions in Guangzhou, China. Hypothesis (H1) posits that a positive attitude toward coffee shop consumption positively affects purchase intention, supported by the impact of favorable attitudes on consumer behavior. Hypothesis (H2) suggests that subjective norms regarding coffee shop consumption positively influence purchase intention, emphasizing the role of social influences. Hypothesis (H3) asserts that perceived behavioral control over coffee shop consumption positively impacts purchase intention, considering practical factors affecting consumer behavior. Hypothesis (H4) proposes that brand image related to coffee shop consumption positively correlates with purchase intention, highlighting the significance of brand perception in consumer decision-making.

The mediating effect of satisfaction is essential for understanding the relationships between independent variables and purchase intention. Hypothesis (H5) suggests that satisfaction links positive attitudes to actual purchase behavior, thereby mediating the relationship between

attitude and purchase intention. Hypothesis (H6) posits that satisfaction mediates the relationship between subjective norms and purchase intention due to the impact of social approval on consumer satisfaction. Hypothesis (H7) indicates that satisfaction mediates the relationship between perceived behavioral control and purchase intention, influenced by practical considerations affecting consumer satisfaction. Lastly, Hypothesis (H8) proposes that satisfaction mediates the relationship between brand image and purchase intention, supported by the role of brand perception in enhancing consumer satisfaction.

This study aims to provide a comprehensive and nuanced understanding of the factors influencing coffee shop purchase intentions in Guangzhou, China by integrating these constructs and hypotheses. The extended TPB framework offers valuable insights for marketers and business practitioners, helping them develop effective strategies to enhance consumer engagement and drive business growth in the competitive coffee shop market. It not only addresses the limitations of the traditional TPB but also provides a robust and holistic approach to understanding consumer behavior in the context of coffee shop consumption.

Expanding the Core Structure of the Urban Planning Framework

To understand customers' coffee shop purchase intentions in Guangzhou, China, the traditional Theory of Planned Behavior (TPB) framework serves as a strong foundation. However, to fully capture the complexity and nuances of consumer behavior in this dynamic market, it is crucial to expand the TPB model by adding extra variables. Incorporating brand image and satisfaction as mediating variables improves the model's explanatory power and offers a more thorough understanding of the factors influencing purchase intentions.

Icek Ajzen's traditional TPB framework suggests that behavioral intentions are shaped by three main factors: attitude, subjective norms, and perceived behavioral control. However, these elements might not fully encompass the complex nature of consumer behavior in the coffee shop industry, especially in a culturally diverse and rapidly growing city like Guangzhou. Incorporating brand image and satisfaction as additional variables helps address these gaps and enhances the theoretical framework.

Recent studies emphasize the significance of brand image and digital marketing in influencing consumer behavior within the coffee shop industry. Brand image notably impacts purchase intentions and customer loyalty (Rizky et al., 2024). Digital marketing, especially via social media and electronic word-of-mouth (E-WOM), is vital in enhancing brand image and driving purchase decisions (Rizky et al., 2024). Factors such as service quality, product quality, and store atmosphere also contribute to positive brand perceptions and purchase intentions (Tarigan et al., 2023). The coffee shop industry has experienced substantial growth, particularly among younger consumers, with a shift in preferences toward specialty coffee and unique experiences (Rizky et al., 2024). These findings highlight the necessity for coffee shops to prioritize building strong brand images and utilizing digital platforms to attract and retain customers in a highly competitive market.

In the coffee shop industry, the inclusion of brand image in the TPB model is especially significant, as consumers often seek more than just a product—they look for an experience. A strong brand image can distinguish one coffee shop from others, offering a unique value proposition that appeals to consumers. This differentiation is crucial in a competitive market like Guangzhou, where many coffee shops compete for customer attention. By integrating

brand image into the extended TPB framework, we gain a more nuanced understanding of how brand perception affects consumer behavior and purchase intentions.

Satisfaction, a crucial factor, assesses how well consumer expectations and needs are met or surpassed. High satisfaction levels can result in increased loyalty, positive word-of-mouth, and repeat business. Satisfaction serves as a bridge between independent variables—attitude, subjective norms, perceived behavioral control, and brand image—and purchase intention, providing a thorough understanding of consumer behavior. By including satisfaction, the model captures the complex relationships among these variables and purchase intention, offering a more comprehensive view of consumer decision-making.

High satisfaction with the quality of coffee, the ambiance of the coffee shop, and the overall experience can increase the likelihood of repeat visits and positive recommendations, which in turn drives purchase intentions. Satisfaction plays a crucial role in the coffee shop industry, where the experience is as important as the product itself. Incorporating satisfaction into the extended TPB framework offers a more precise and comprehensive understanding of the factors that influence purchase intentions.

Expanding the TPB model to include brand image and satisfaction significantly impacts research on customers' coffee shop purchase intentions in Guangzhou. This approach addresses the traditional TPB model's limitations by incorporating emotional and experiential aspects of consumer behavior. It offers a more comprehensive and nuanced understanding of the factors influencing purchase intentions, crucial for developing effective marketing strategies. Additionally, it aligns with Guangzhou's unique cultural and economic context, where the blend of traditional tea culture and growing coffee consumption trends presents both opportunities and challenges.

In conclusion, the extended TPB framework, which includes brand image and satisfaction, provides a more comprehensive understanding of the factors influencing customers' coffee shop purchase intentions in Guangzhou, China. This addition enhances the model's explanatory power, offering valuable insights for marketers and business practitioners. By considering brand image and satisfaction, the extended TPB framework captures the complexity of consumer behavior, enabling the development of effective strategies to boost consumer engagement and drive business growth in the competitive coffee shop market. This expanded framework not only addresses the limitations of the traditional TPB but also offers a more holistic and contextually relevant approach to understanding consumer behavior in Guangzhou.

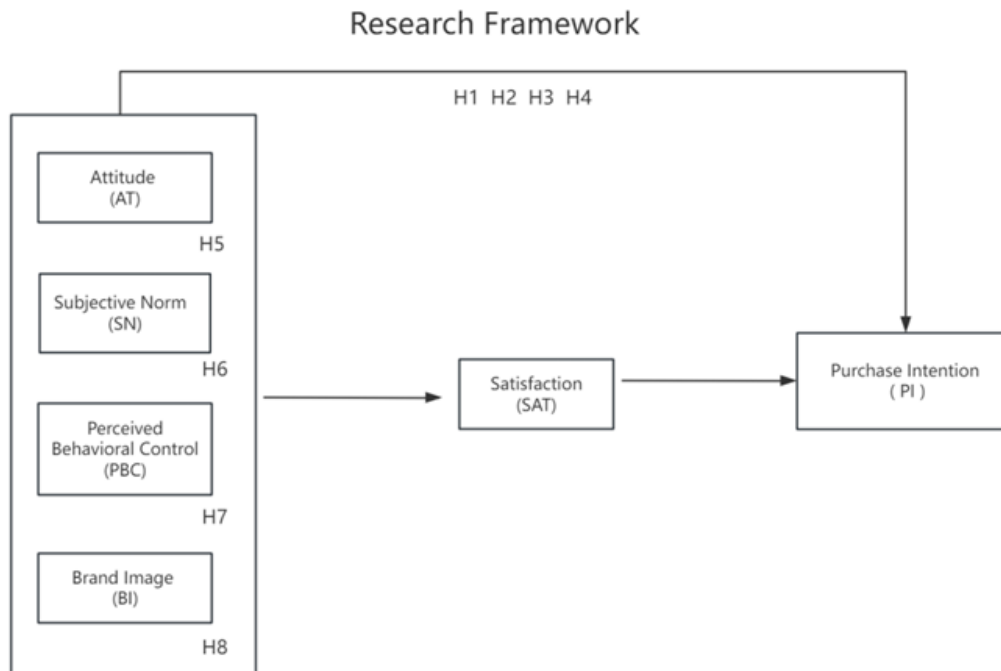


Figure 2. 1: Research Framework

The Relationship of Attitude on Purchase Intention

The Theory of Planned Behavior (TPB) is a widely used framework for understanding consumer attitudes and purchase intentions across various contexts, including green products, coffee shops, and certified coffee. Studies have shown that attitude is a significant predictor of purchase intention (Zaremozhzabieh et al., 2020). Factors influencing attitude formation and purchase intention include healthiness, hygiene, ease of app use (Shim et al., 2021), ethical and luxury beliefs, perceived trustworthiness, and self-identity (Ut-tha et al., 2021). Social media, traditional media, word of mouth, and trust have been identified as critical antecedents to attitude formation and purchase intention (Shastry & Anupama, 2021). These findings highlight the complex interplay of factors influencing consumer attitudes and purchase intentions in various product categories and contexts.

The Relationship of Subjective Norms on Purchase Intention

Subjective norms, (Robichaud & Yu, 2021) found that subjective norms strongly influence Gen Z's purchase intentions towards fair trade coffee, emphasizing the importance of peer influence and social media interactions. Similarly, (Copeland & Zhao, 2020) demonstrated the impact of social influence on Instagram and subjective norms on sustainable apparel purchase intentions across all age groups. (Setyo et al., 2024) developed a multidimensional scale for measuring subjective norms in green consumption, incorporating both specific and general social pressures. However, (La Barbera & Ajzen, 2020) suggest that perceived behavioral control moderates the effects of subjective norms on intentions, potentially weakening their relative importance. These findings underscore the complex interplay of social influences in consumer decision-making and highlight the need for marketers to consider subjective norms when developing strategies to enhance consumer engagement.

The Relationship of Perceived Behavioral Control on Purchase Intention

Perceived behavioral control (PBC) is a key construct in the TPB framework, referring to an individual's perceptions of the ease or difficulty of performing a behavior. For coffee shops, strategic location, affordability, and product variety significantly impact consumer choices, especially among students (Hidayati et al., 2024). Consumer lifestyle and characteristics, such as income and spending habits, also play crucial roles in coffee purchase decisions. Additionally, factors like environmental protection and trust contribute to intentions to purchase blockchain-traceable coffee, highlighting the growing importance of sustainability and transparency in consumer preferences (Dionysis et al., 2022). These findings underscore the complex interplay of factors influencing coffee consumption patterns and provide valuable insights for coffee shops to enhance their marketing strategies and product offerings.

The Relationship of Brand Image on Purchase Intention

Brand image is a critical construct that reflects consumers' affective and cognitive associations with a brand, including perceptions of quality, service, and trustworthiness. In the context of coffee shop consumption in Guangzhou, a strong brand image can significantly enhance purchase intention by fostering emotional connections and enhancing customer satisfaction. Furthermore, brand trust, both cognitive and affective, mediates the relationship between brand image and customer loyalty, influencing repurchase and advocacy intentions (Huang et al., 2020). These findings underscore the importance of developing a strong brand image to enhance customer loyalty and drive business success in the competitive coffee shop market.

The Mediating Effect of Satisfaction on the Link Between Attitude and Purchase Intention

Satisfaction plays a crucial role in mediating the relationship between attitude and Satisfaction is essential in linking attitude and purchase intention in the context of coffee shop visits. According to the Theory of Planned Behavior (TPB), attitude represents an individual's overall positive or negative evaluation of a behavior. For coffee shops, a favorable attitude toward the coffee quality, ambiance, and overall experience can boost the likelihood of purchase intention. Nonetheless, this relationship is typically mediated by customer satisfaction. intention in the context of coffee shop consumption. Attitude, as a key construct in the Theory of Planned Behavior (TPB), reflects an individual's overall evaluation or feeling of favorableness towards performing a behavior. In the coffee shop context, a positive attitude towards the quality of coffee, the ambiance, and the overall experience can significantly enhance the likelihood of purchase intention. However, the relationship between attitude and purchase intention is not direct; it is often mediated by customer satisfaction.

Satisfaction measures the extent to which consumer expectations and needs are met or exceeded. High levels of satisfaction can lead to increased loyalty, positive word-of-mouth, and repeat patronage. For instance, a customer who has a positive attitude towards a coffee shop but has a subpar experience may not return, even if their initial attitude was favorable. Conversely, a customer with a positive attitude who has a highly satisfying experience is more likely to form a strong purchase intention. This mediating effect of satisfaction is supported by numerous studies.

The Mediating Effect of Satisfaction on the Link Between Subjective Norms and Purchase Intention

Subjective norms, a crucial element of the Theory of Planned Behavior (TPB), reflect an individual's perception of social pressure and expectations related to a specific behavior. In the context of coffee shop consumption, subjective norms encompass the impact of family, friends,

and cultural groups on an individual's decision to visit and buy from coffee shops. Social approval and support can significantly influence purchase intentions. Nonetheless, this relationship is also influenced by customer satisfaction.

Satisfaction acts as a crucial mediator in this relationship. High levels of satisfaction can reinforce the positive influence of subjective norms on purchase intention. For example, if a customer's friends and family frequently visit a particular coffee shop and the customer has a highly satisfying experience, the likelihood of forming a strong purchase intention is significantly increased. This mediating effect is supported by research on fair trade product purchases, where satisfaction was shown to mediate the effects of subjective norms and consumer social responsibility on purchase intention (Huang et al., 2020). Therefore, ensuring high levels of customer satisfaction is essential for leveraging the positive influence of subjective norms on purchase intention.

The Mediating Effect of Satisfaction on the Link Between Perceived Behavioral Control and Purchase Intention

Perceived behavioral control (PBC) involves an individual's assessment of how easy or difficult it is to perform a specific behavior. In the context of coffee shop consumption, PBC encompasses factors like the convenience of location, accessibility, affordability, and availability of resources. A high level of perceived behavioral control can substantially boost purchase intentions. Nonetheless, this relationship is influenced by customer satisfaction.

Satisfaction plays a crucial role in this mediation. High levels of satisfaction can reinforce the positive influence of perceived behavioral control on purchase intention. For example, a customer who finds a coffee shop conveniently located and affordable but has a poor experience may not return, even if the PBC is high. Conversely, a customer who finds the coffee shop convenient and has a highly satisfying experience is more likely to form a strong purchase intention. This mediating effect is supported by studies on e-commerce platforms, where satisfaction was shown to partially mediate the relationship between perceived ease of use, perceived usefulness, service quality, and purchase intention (Goeltom et al, 2020). Therefore, ensuring high levels of customer satisfaction is essential for converting high perceived behavioral control into actual purchase behavior.

The Mediating Effect of Satisfaction on the Link Between Brand Image and Purchase Intention

Brand image is crucial as it encompasses consumers' feelings and thoughts about a brand, such as perceptions of quality, service, and trust. In the context of coffee shops, a robust brand image can boost purchase intentions by creating emotional bonds and increasing customer satisfaction. Nonetheless, this relationship is influenced by overall customer satisfaction.

Satisfaction acts as a crucial mediator in this relationship. High levels of satisfaction can reinforce the positive influence of brand image on purchase intention. For example, a customer who has a positive brand image of a coffee shop but has a poor experience may not return, even if their initial brand perception was favorable. Conversely, a customer with a positive brand image who has a highly satisfying experience is more likely to form a strong purchase intention. This mediating effect is supported by research on coffee shops, where customer satisfaction was found to perfectly mediate the effect of brand image on purchasing decisions ((Yuke et al, 2024). Therefore, ensuring high levels of customer satisfaction is essential for leveraging the positive influence of brand image on purchase intention.

Future Research Directions

Incorporating Additional Constructs

Future research could benefit from incorporating additional constructs to provide a more comprehensive understanding of consumer behavior. For example, examining habitual behavior and past actions can shed light on how routines and repeated behaviors impact current purchasing intentions (Ut-thaa & Chung, 2023). Furthermore, considering cultural values such as environmental and social values can help capture the beliefs and perceptions influencing consumer decisions, especially in a culturally diverse market like Guangzhou. These constructs can offer deeper insights into the factors driving repeat patronage and loyalty.

Exploring Individual Differences

Exploring individual differences provides deeper insights into consumer behavior. Personality traits, age, gender, income, and lifestyle choices significantly affect decision-making. Recognizing how these factors influence purchasing intentions helps create more personalized marketing strategies, improving marketing effectiveness and customer engagement.

Longitudinal Studies

Conducting longitudinal studies can provide valuable insights into the temporal changes in consumer behavior and long-term trends. These studies can help identify how different constructs, such as attitude, subjective norms, perceived behavioral control, brand image, and satisfaction, evolve over time. Longitudinal research can also assess the impact of marketing campaigns and other external factors on consumer behavior, offering a more dynamic and comprehensive understanding of the factors influencing purchase intentions.

Conclusion

The study examining factors affecting customers' coffee shop purchase intentions in Guangzhou, China, using an extended Theory of Planned Behavior (TPB) framework, offers a detailed and nuanced understanding of consumer behavior in this vibrant market. By adding brand image and satisfaction as additional elements, the extended TPB model provides a more comprehensive and holistic approach to identifying the factors that influence purchase intentions.

The research findings emphasize significant positive relationships between attitude, subjective norms, perceived behavioral control, and brand image, all of which influence purchase intention. Attitude, reflecting personal evaluations of coffee shop consumption, plays a crucial role in shaping purchase intentions. Subjective norms, which capture the impact of social pressures and expectations, further enhance these intentions. Perceived behavioral control, involving the ease or difficulty of performing the behavior, is also critical. Additionally, brand image, encompassing perceptions of quality, service, and trustworthiness, significantly influences purchase intentions by fostering emotional connections and enhancing customer satisfaction.

The mediating role of satisfaction is particularly noteworthy. High levels of satisfaction act as a crucial link between the independent variables (attitude, subjective norms, perceived behavioral control, and brand image) and purchase intention. Satisfaction not only enhances the positive effects of these variables but also ensures that positive attitudes, social influences, practical considerations, and brand perceptions translate into actual purchase behavior. This

mediating effect underscores the importance of focusing on customer satisfaction in marketing and operational strategies to drive business growth and customer loyalty.

The extended TPB framework, by integrating these constructs, addresses the limitations of the traditional TPB model and provides valuable insights for marketers and business practitioners. It highlights the need to consider the emotional and experiential aspects of consumer behavior, particularly in a culturally diverse and rapidly developing market like Guangzhou. By understanding and leveraging these factors, coffee shops can develop effective strategies to enhance consumer engagement and drive business success.

In conclusion, the extended TPB framework offers a robust and contextually relevant approach to understanding customers' coffee shop purchase intentions in Guangzhou. The findings provide a solid foundation for future research and practical applications, enabling coffee shops to better meet the needs and preferences of their customers and thrive in a competitive market.

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