

# MASTER THESIS

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**Influence of affective, cognitive and behavioral intention on customer attitude towards coffee shops in Norway: Comparative study of local and international branded coffee shop**

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## **Abstract**

Globalization has enforced entrepreneurs and marketers to understand the attitude of targeted customer as there exist intense competition in the global market. Awareness of customer attitude is essential because attitude is based on belief about products/services and customer behavior is a result of their attitude which will help to formulate the sustainable competitive marketing strategies (Asiegbu et al., 2012). Therefore, this exploratory study aims to measure the predictability of attitude components, build the customer attitude measurement model for coffee shops and compare the customer attitude towards local and international coffee shops in Norway. “The Tricomponent Attitude model” is used as the basis for this study. For this research, data has been gathered using self-administrated survey questionnaire which was distributed to 159 sample population (of which: 155 valid respondents) of two different city Oslo and Bodø in Norway via mail and messenger.

Findings of this study conclude that all three components named affective, cognitive and conative are positively correlated with overall customer attitude with 99% confidence level and these components are significant to measure the consumer attitude. Among these, conative (behavioral intention) is most significant whereas cognitive (belief) is less significant for both local and international coffee shops. In addition, cognitive component has greater variation in attitude score among three components. This research also identifies that Norwegian customer holds positive attitude towards local coffee shops as compared to international coffee shop. Nevertheless, Norwegian still like to visit international coffee shops. Therefore, entrepreneurs and marketers are benefited by considering these three factors to predict and measure the customer attitude towards coffee shops.

**Keywords:** Customer attitude, Tricomponent attitude model, Affective, Cognitive, Conative, Coffee shops, local branded coffee shop, International brands, Norway

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November 30, 2018

## **Abbreviation**

AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structure
ANOVA	ANalysis of VArience
CBI	Centre for the Promotion of Imports from developing countries
CFI	Confirmatory Factor indicator
COO	Country of Origin
Df	Degree of freedom
GFI	Goodness of Fit Index
Int'l	International
IPSOS	Institut de Publique Sondage d'Opinion Secteur (Global Market Research and Consulting Group)
KMO	Kaiser-Meyer-Olkin Index
NFI	Normal Fit Index
RMSEA	Root Mean Square Error of Approximation
SPSS	Statistical Package for Social Science
TLI	Tucker-Lewis Index
UK	United Kingdom

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# **1. INTRODUCTION**

## **1.1. Background**

Consumer attitudes "is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor by consumer" (Eagly & Chaiken, 1998, p.1). Moreover, customer attitude is psychological behavior to evaluate and react to the particular product or service based on their existing knowledge. It has been explained as comparatively stable views of cognitive and emotional aspect (Wade & Tavris 1996). As Svit Koren (2015) mention in their paper "The impact of consumer attitudes towards chocolate product with sustainability levels on buying process" consumer attitude towards various product and service influence on their buying decision. As it defined as a bonding of customer's feelings, beliefs and behavioral intention towards certain object; product, service, brand or retail store in the field of marketing (Musek Lešnik, 2013). In my study, the field of interest are global retail chain and local retail shop. Global retail chains are designed and marketed to serve global customer and distributed in various countries around the world; whereas, local retail chains/shops are designed and marketed for home customers at own countries (Strizhakova, Coulter, & Price 2008).

Consumer frequently assess foreign product/service differently as compare to domestic product/service (Herche, 1992). In most of the developed country, in case of information about the product is missing, consumer preference for local products is heavier than foreign product (Bilkey & Nes, 1982; Damanpour, 1993; Elliott & Camoron, 1994; Wall & Heslop, 1986). Previous studies indicate that consumers perceived quality and acceptability based on the brand's country of origin (Baughn & Yaprak, 1993; Bilkey & Nes, 1982); In some case, consumer perceived brands originated from developed countries are superior (Huddleston, Linda & Lesli, 2001). Local customer set favourable attitudes towards the brands from the countries with similar cultural, environmental, political and economic circumstances (Kaynak & Cavusgil, 1983). After all, this study helps us to understand how consumer decide between local and foreign brands.

The main theme of this study is to understand the customers attitude towards different coffee shops, which is also the field of my interest. Study also consider how customers form their attitude towards local and international coffee shops in Norway. Further, emphasize to understand how attitude components such as feelings, belief and behavioral intention are significant to predict the overall consumer attitude on coffee shops. In this research coffee shops



have been chosen as a subject of study which is regular commodity having significant attachment with Norwegian customers. It is interesting to identify how consumer attitude form and varies among different international and local branded coffee shops in Norway. Drinking coffee in various country is a unique culture, it is essential to understand the habit of consumer on coffee consumption. This study in general helpful for the multinational marketer and the local coffee chain houses to formulate their marketing strategy and develop business plan by understanding customers attitude and its formation specifically in Norway. This research is based on primary data which will strengthen the validity of underlying theory and cover the study area in diverse way.

## **1.2. Context of study**

Norway is stated as one of the highest per capital coffee consuming country in the world with 9.9 kg (Bernard, 2018). This position as a highest coffee consuming country has strengthen after Norwegian Robert Thoreson achieve first world barista champion in 2000. Before two decades, Norway had the coffee culture only at home. After Wendelboe and their fellow has contributed to the specialty light roasted coffee market ("Why we all need to drink like Norwegians", 2018); coffee shops has been encouraged an evolve different branded coffee chains, including Starbucks and Espresso House and market sets to increase further ("Spotlight on the Nordic Countries - European Coffee Symposium 2018", 2018). Norwegians take coffee as a national drink and now commonly serve black at breakfast, also, is a major ingredient to prepare cake and pastries for meal as a dessert (Bernard, 2018). According to CBI - Centre for the Promotion of Imports from developing countries (2018), there are increasing numbers of Norwegian consumer who are ready to pay higher price for good quality coffee, that reflects on growing attentiveness on specialty coffee and emerge in large numbers of coffee bars, small roasters, local brands and baristas; for examples Stockfletch, Supreme Roast Work, Java, Macoo, Pelaton, etc. Based on survey conducted by IPSOS for Norwegian Coffee Association specialist coffee shop and consumer visiting to the shop is increased 4% to 53% from last one year (International, 2018). At the same time, there are increasing numbers of international coffee brand and coffee chain shops such as Starbucks, Espresso House, etc. are entering in the Norwegian market. In this technological era, development of transportation and communication technologies, globalization of trade, and other incitement factors, consumers are expose with wide varieties of international product (Business Week, 1993; Chuushoo Kigyoo Cho, 1995; Craig & Douglas, 1996). Intrinsic factors such as brand, quality, country of origin and test has a noticeable influence on customer decision to select the product, brand and place where to buy

(Renard, 2005). On the other hand, attitude satisfy the individual motives and at the same time influence the product selection and buying behavior of consumers (Perner, 2010). Additionally, customer attitude is the combination of their feelings, belief and behavioral intention.

However, customer attitude related to coffee consumption is not popular in the context of Norway, quite understudies has been done and only few academic and scholars work has been found about consumers attitude on coffee shops in Norway. Therefore, this research focus on Norwegian customers action and their attitude towards coffee shops in Norway. Further, it tries to identify how Norwegian customer perceived global coffee chain shops as compare to the local coffee shops/brand.

### **1.3. The problem statements**

Sometimes attitude can be influence by many other factors like social, cultural, environmental, demographic, psychological, geographic conditions (Dean, 2018). Furthermore, consumers attitude towards product, service or brand in marketing varies on different country, market and environment is determine by several aspects related to product attributes such as changing affect, change in behavior and change in beliefs (Perner. L, 2010). Attitude is an interesting research topic in the field of marketing to predict consumer intention and their purchase behavior (Mitchell & Olson, 1981). Moreover, Netemeoyer *et al.* (1991) feels that consumers attitude towards local and global product and brand need to be identify and study.

Limdechaphan (2016) noted that consumer attitude is varies depending on their frequency of usage and further suggested that more study in this subject should emphasize on specific target consumer and product categories; which will generate more precise and clear understanding on the subject of study. Moreover, Kumar, Lee & Kim (2009) in the paper 'Indian consumers' purchase intention toward a United States versus local brand' suggest that to investigate other individual variables that impact customers attitude towards foreign and local brand. Watson & Wright, (2000) further suggest that individual attributes of consumer attitude in the consumer purchase decision process should study in the different settings, location, peoples, and time.

However, there are several researches has been done in this field of study and most of the researches are focusing on country of origin(COO) (e.g. Nandonde, 2012; Steenkamp & de Jong, 2010; Opoku & Akorli, 2009). Some are focusing on other aspect but no any scholars' work found so far during literature search on different database to address the customers attitude on coffee shop in Norway.

Aforementioned information indicates the knowledge gap and significance of investigation on customers attitude in coffee shop industry. To stay compatible with the current dynamic market, marketers and coffee houses need to understand the customers attitude and attitudinal difference among the various product range, and crucial to formulate the appropriate marketing strategies. Therefore, this research attempt to identify the consumers attitude and its formation based on tri-components (affective, cognitive and conative) model of consumer attitude in various local and international branded coffee shops in Norway. To fulfill the existing research gap, I have suggested the following research questions.

#### **1.4. Research question**

In order to fulfill the above-mentioned gap in the field of study. It is figure out significance of attitude components to explore customers attitude on coffee shop industry and measurement of customer attitude towards global coffee shops chain and local coffee shops in Norwegian coffee shop industry. Moreover, this study focuses to accomplish breach by investigating the down mentioned research questions.

1. To what extend attitude components influence on overall customer attitude towards coffee shops?
2. What is the customer attitude towards local and international branded coffee shops?

Above mention questions aim to study individual behavioral intention and attitude to visit the coffee shops in Norway and further develop framework from existing empirical research and theories on customer attitude. Afterward, test the framework in the context of Norway and also empirically examine customers attitude on visiting domestic and international coffee shops in Norwegian coffee market. Further, numbers of hypothesis have been developed and evaluated to answer the above research question.

Moreover, this research continues with examining and summarizing the existing literature related to the current study. After this, theoretical framework continuous to identify the different consumer attitude theories and attitude formation concept to develop the conceptual framework used in this study. Further, research methodology will describe the methods chosen, data collection and sampling technique, and identifying the research validity and reliability. In addition, data analysis present and analyze the data collected from respondents using various statistical tools to test the hypothesis and draw the appropriate conclusion. Finally, conclusion

and discussion further clarify findings and result based on conceptual framework, mention limitation of the study and suggest future possible research study.

### **1.5. The purpose and significance**

Purpose of this study is to improve understanding on customer attitude through in-depth analysis of attitude components while choosing branded coffee shops, both local and international. Based on previous study, this research builds an appropriate model to enhance the understanding on effectiveness and applicability of attitude components (tri-component model) to measure customer attitude on coffee shop industry. This study addresses the gap which exist within the field of study, particularly customers attitude, intention and response to both international and local coffee shops. The prime objectives are as follows:

1. To identify the importance of attitude components to measure the customer attitude.
2. To measure and compare customer attitude on international coffee shop chain and local coffee shop in Norway.

The expected knowledge contribution and significance of this research is to accomplish the gap found during review of previous scholars' work and gain insight of consumer attitudes towards Norwegian coffee market. Analysis of consumers attitude variables such as consumers affect, consumers behavior and feelings provide significant information which will help to explore customers attitude towards domestic and international brand and further assist to shape customers positive attitudes towards similar product. This research fulfills the existing research gap considering the customer attitude on branded coffee shops. This dissertation explores the degree of influence on overall customer attitude explained by attitude components on both local and international branded coffee shops in Norway. This research also measures the customer attitude towards coffee shops, thus this research would be the foundation for further study in the context of branded coffee shop. Marketers and retailers can segment their products and brands by understanding the customers attitude which will further help to formulate the sustainable competitive marketing strategies.

### **1.6. Delimitation**

This research work has been conducted with in the limited time and resources; exist in the limitation of the sample. This study is focus on specific country, market, and consumers is views as a research constraint. Insubstantial information about Norwegian consumer are found in database assess from different source and limited data accessed by National Coffee Association Norway in their online portal. Another constrain of this study is convenience

random sampling having most of the respondents from young (20-40 years) group and students in Norway. Although, the scope of study is limited, this study provides foundation for further study in the field of customer attitude.

## **2. LITERATURE REVIEW**

### **2.1. Local brand vs International brand**

Local brands are more responsive and adaptable to the local customers' needs (Schuiling & Kapferer, 2004). Close and in-depth attachment with specific local market create resilience on pricing and marketing strategies to enhance the difference on local brand over international brand. According to their report, level of awareness based on brand exist in the market, the local brands (85%) are higher than international brands (73%). Thus, consumer recognizes local brand as trustworthy, valuable, high quality, reliable and classic; which will obtain the significant competitive advantage over international brands (Schuiling & Kapferer, 2004). Local products are often preferring by the consumer in developed countries (Usunier, 1993) as they perceive product from developing countries are mostly low or inferior quality (Andaleeb 1995; Elliott & Cameron, 1992; Wall et al. 1986; Kaynak & Cavusgil, 1983). On the other hand, cost is responsible for global brand to achieve competitive advantage over local brand as they generate economies of scale and global marketing (Schuiling & Kapferer, 2004); further suggest for the overall industry success, significant development of local and global brand is required.

### **2.2. Customers attitude**

According to Kotler (2000) "an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea" (p. 175). Consumer attitude is defined as human beings' learned predisposition for consistent response in a favourable and unfavorable manner to a given object (Kanuk & Schiffman, 2009; Assael, 2006). Attitude is an interesting research topic in the field of marketing as they are crucial in predicting consumer intention and their purchase behavior (Mitchell & Olson, 1981). So that we can see that attitude has higher influence in the customers' selection of product, brand and shop. Further, marketers can identify products' existing demand and set expected demand by evaluating the customer attitude (Blackwell et al., 2001). Consumers' intention to buy is influence by different factors, can be used to identify the consumers' attitude towards different product.

Consumer evaluate product and service based on overall products attributes such as brand, quality, reliability, durability (Erdogan & Uz Kurt, 2010). Even though information regarding country of origin is very less, it is becoming the crucial determinant for product evaluation in the mind of consumers (Kaynak & Kara, 2002). Huddleston, Linda & Lesli (2001) explore that country of origin denote that customers attitude towards product and service or brand influence

by intrinsic (style, material) and extrinsic (price and brands) cues. Moreover, attitude of consumer behavior is determined by the country of origin depending on customer level of involvement to surf, identify, analyze and purchase decision. Whether it requires high amount of resources (e.g. time, effort, etc.) or low amount of resources also influence on their decision process (Hair et al, 1992). However, country of origin is crucial purchase decision criteria, the product sentiment will be different across the category and country, and brand existence should manage regardless of its origin. Ultimately, the brand which deliver strong value proposition and connect individual customer will win the market advantage (Carufel, 2018). Opoku and Akorli (2009) identified that country of origin has greater influence than various other product attributes in their study consumer attitude towards local and international product in Ghana. Consumer have moderate effect of country of origin on evaluating the brand, and intense influence found in local brand than foreign brand (Zhou, Yang, & Hui, M.2010). Wall & Heslop (1986) noted that local made product on different category is found more popular and preferred.

Functional theory of attitude by Daniel Katz, explains the consumer attitude is based on the functional motives of consumer and it is determined by their motives to satisfy a function (Solomon, 2008). There are various functions to define consumer attitude such as utilitarian function, value expressive function, ego defensive function and knowledge function (Dean, 2018). Further, consumer attitude is mostly based on the amount of pleasure and pain they get from the particular product and brand, consumers' perception that product and service affect their social identity (Solomon, 2008), also product information that affect ego-defensive to consumer (Narayan, 2010). Schade et al. (2016) study reveal that functional theory is relevant to study the customers attitude formation towards particular brand and their behavioral intention. Additionally, functional theory of attitude enhances the model on different aspect of attitude (Wang, 2009).

Moreover, attitude simply satisfies the customers' individual motives and also derives the buying habit over time (Solomon, 2008). Consumers attitude simply is a combination of consumers' feelings, belief and behavioral intention towards some brands or products and services (Perner. L, 2010). So that, consumer can hold affirmative or negative perception and feelings on product or service depending on positive or negative experience they had before. Thus, my research acquires this theory as a conceptual framework to evaluate the various aspect of attitude and their underlying construct. Also, customer attitude on local and international coffee shop is evaluated underlying on same model.

Most of the existing research on consumer attitude in the field of marketing has been done under the functional theory of attitude and Tri-component model, some researchers are testing on different product category. Other scholars have been doing on the basis of country of origin perspective of customer attitude. During the literature review of existing research and papers work, below listed researches are found on consumers attitude and their behavioral intention.

Table 1. Review of previous existing research

<b>Authors</b>	<b>Theories</b>	<b>Sampling</b>	<b>Findings</b>
(Nandonde, 2012)	Country of origin model	Convenience sample of 219 coffee consumers in UK.	Major factors are credence attribute such as ethical, production technique and product which influence consumers attitude.
(Burge, 2013)	Exploratory factor analysis with country of origin model	Non-probability Sampling of 300 consumers in UK.	Local branded coffee shops are more preferred as they are familiar, convenient, high quality of coffee provider, good ambiance and brand image.
(Limdechaphan, 2016)	Theory of reasoned action	Random sampling of 212 respondents.	Consumer attitude is varies depending on their frequency of usage, as they have different attitude on different factors contributes on their behavioral intention/purchase action.



(Monirul & Han, 2012)	Fishbein's multi-attribute attitude model.	Mall-intercept as a sampling technique is used to 100 South Korean consumers are taken as a respondent.	Because of different flavors, availability and environment of coffee shop customers have positive attitude towards coffee as compare to tea.
(Bhatt, 2014)	Tri-component method to understand socio-demographic affect.	Convenience sampling on selected region of Gujrat, India.	Customers attitude towards internet/online shopping is changing over time.
(Salam, 2015)	Tri-component model of attitude.	Nonprobability sampling with 120 respondents in Bangladesh.	All three components have positive relationship and except cognitive component both have positive relation with attitude.
(Huang & Da Sang, 2014)	Exploratory factor analysis.	Quota sampling among 260 respondents in Taiwan.	Promotion and advertising has significant influence in customer coffee drinking attitude.
(Gao, 2009)	Fishbein's multi-attribute attitude model and Fazio's MODE model.	Random sampling is used among 110 respondents in Bangkok.	Costumer does not have positive attitude towards particular restaurant as there exist weak relationship between consumer attitude and intention.

(Ekman, 2016)	Theory of planned behavior.	Probability sampling of 238 Danish respondents.	Consumers' willingness to pay is positively related with consumers' knowledge level.
(Mengli, 2005).	Tri-component model of attitude.	Sample of 385 are taken from Bangkok.	Three major factors are perceived ease of use, perceived usefulness and trust has the significant influence in customer attitude towards online shopping.
(Makanyeza, 2014)	Tri-component model of attitude.	Random sampling of 400 respondent in Zimbabwe.	Model they tested are valid for measuring consumers' attitude as each component have positive correlation.
(Ajzen, 2015)	Theory of planned behavior.		Consumer intention and behavior is effectively analyzed predict and explain with in the different product and brand.
(Düffelmeyer, 2012)	Hierarchy of Effects, The Consistency Theory, The Techniques of Neutralization, The Theory of Reasoned Action and the	Non-probability sampling of 200 respondents in Sweden.	Young consumers have certain degree of negative attitude on fast fashion.

	Theory of Planned Behavior		
(Anic, 2010)	Country of origin	Simple random sampling of 203 respondents in Croatia.	Research found that customers are indifference in domestic and foreign retailer on most of the attribute factors.
(Asshidin, Abidin, & Borhan, 2016)	Tri-component model of attitude.	Convenience sampling of 350 consumer in Malaysia.	Need for uniqueness influence positively to the consumer attitude towards international products.
(Schade et al., 2016)	Functional theory of attitude.	Random 297 respondents are found effective sample among 576 participants in Germany.	Utilitarian and hedonic function are effective on all age group to enhance luxury brand purchase, whereas social-adjective on late adolescents, value expressive on young adults and social function on middle-aged adults.
(Wall & Heslop 1986)	Country of origin model	Demographic representation sampling by commercial survey research firm among	Locally made products have positive consumer attitude.

		635 respondents in Canada.	
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### **2.3. Theoretical Framework**

There are numerous theories has been developed to improve the knowledge in the field of consumers attitude towards various product, service and brand (see Eagly & Chaiken, 1993). Among various social psychology theory of consumers attitude Functional theory of attitude (Daniel Katz, 1937), Consistency Principal (Sheth & Mittal, 2004), Theory of reasoned action Belleau et al. (2007, p. 246), Theory of Planned behavior (Ajzen, 2012, p. 17), the hierarchy of effects (Rath, et al., 2008) and Tri-component model (Solomon & Rabolt, 2008) are commonly used theory to study customer attitude and their behavioral intention.

#### **2.3.1. The Consistency principle**

Sheth and Mittal (2004, p. 206) noted that a consumer “tries to make the three components consistent and to maintain consistency among them”. This theory describes that intensity of the elements of attitude are consistent. Which means positive feeling is connected with favourable effects and negative feelings is with unfavorable affect (Sheth & Mittal, 2004). Consumers are able to shift in various element in order to reduce the dissonance which exist in between their belief, felling and behavior (Solomon & Rabolt, 2008). Thus, consumer’s positive attitude is maintained if they are positive on certain object, product and service or brand while they consumed it.

#### **2.3.2. Theory of reasoned action**

Düffelmeyer (2012) mention that theory of reasoned action explain attitude as a distinctive and indispensable aspect (Allport, 1968, p. 65). Later on, Ajzen and Fishbein (1980) redefined the theory attempting to identify the differences on the behavior and attitude but resulted as a perceived behavioral control. Consumers’ action is under certain level of control so that intention of consumers behavior is an influencer of particular action.

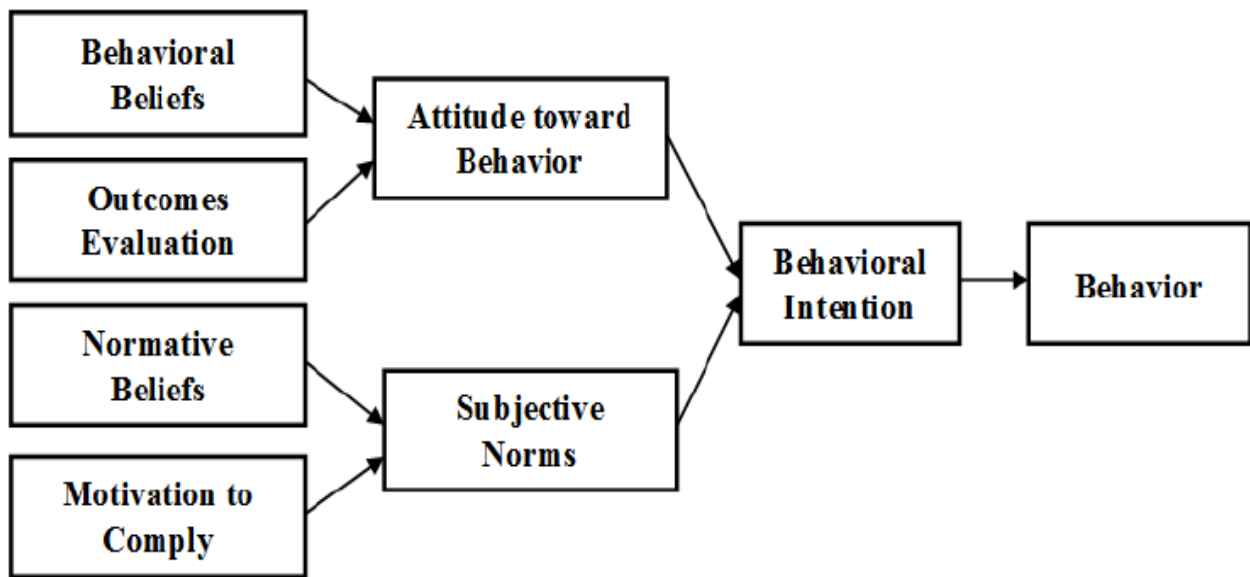


Figure 1: Theory of reasoned action (Fishbein & Ajzen, 1980) Source: Researchgate.net

“Individual customers behavior is influence by their intention to perform, function of attitude and their subjective norms” (Ajzen & Fishbein, 1980, p. 6). Belleau et al. (2007, p. 246) mention that theory of reasoned action “is based on the premise that individuals are rational and make systematic use of information available to them.” Thus, the theory of reasoned action as a multi attribute model; applicable to identify, understand and analyze the determinant customer attitude and their intended behavior. Belleau et al. (2007) studied the purchase intention of young consumers adding more additional variables like fashion involvement, consumer personality and media usage found that other variables has significant impact on behavioral intention.

### 2.3.3. Theory of planned behavior

Theory of reasoned action is revised to include the control level on the behavior to invented theory of planned behavior and as a determinant of peoples’ intention and behavior, perceived behavioral control has been taken (Ajzen, 2012, p. 17). Consumer attitudes are examine based on the performance of the behavior, and are measure in detail at the same level used in the evaluation of behavior (Armitage & Conner, 2001). At the same time, subjective norms are connected with person’s belief that others think person should intended to behave or not (Kim et al., 2013).

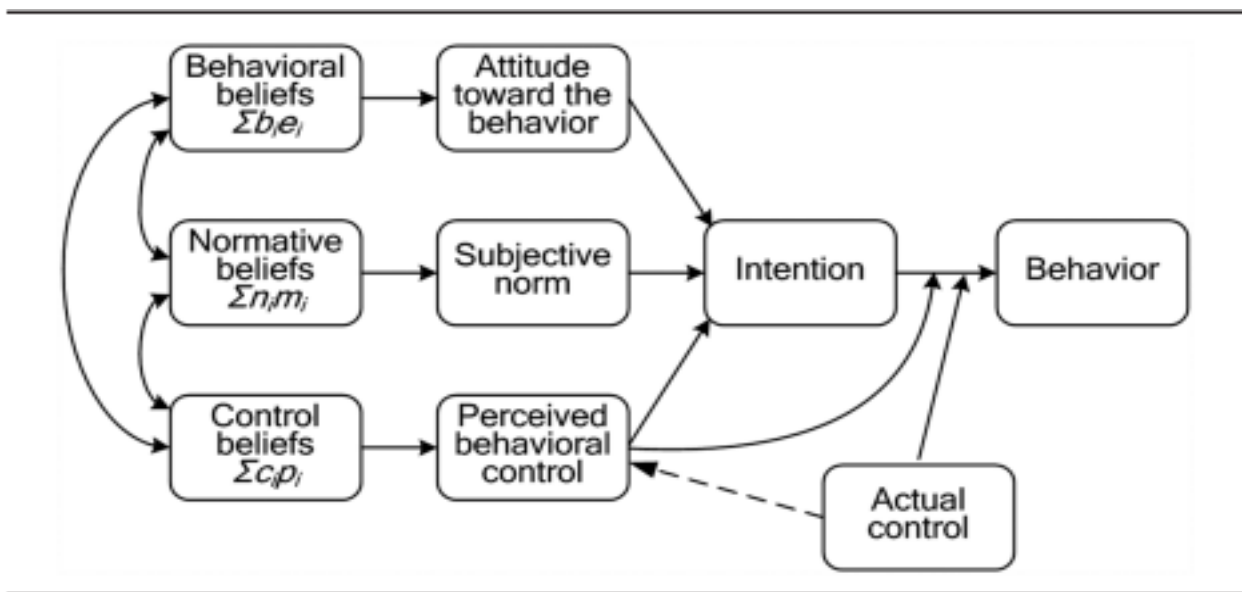


Figure 1: Theory of planned behavior (Ajzen, 2012).

Moreover, “the more favorable the attitude and subjective norm, and the greater the perceived control, the stronger is the person’s intention to perform the behavior in question” (Ajzen, 2012, p. 18). Therefore, theory of planned behavior is widely applied to various aspect of food choice issue and consumers attitude on eating on restaurant and fast food store (Axelson, Brinberg & Durand,1983).

#### 2.3.4. The Functional theory of attitude

Psychologist Danial Katz identified the four functions in “The functional theory of attitude” which includes utilitarian function, value-expressive function, ego-defensive function and knowledge function. Rath et al. (2008) further describe consumers attitude response differently depending on different function of attitude. In detail, utilitarian function deals on benefit and the value provided by product to the consumer, value-expressive function deals with customers social identity and identification associated with product, whereas ego-defensive function focus on self-image and knowledge function associated with various stimuli such as product information, product feature, etc.

<b>Function of Attitudes</b>	<b>Meaning of function</b>	<b>Objects of Attitudes</b>	<b>Examples</b>
Utilitarian function	- provide utility.	Such products that provide utility.	- Complan helps children grow faster and better. - Pepsodent fights tooth decay 24 hours a day.
Ego defensive function	-support a person's ego, self-image and self-concept.	Such products that relate to and support a person's ego, self-image and self-concept.	- Rexona Deo prevents body odour whole day long. - Close- Up toothpaste prevents bad breath and does not cause embarrassment when one is with friends.
Value expressive function	- reflect values and lifestyle, personality and self image, and self concept.	Such products that reflect values and lifestyle, personality and self image, and self concept.	- Mercedes Benz, a car for the CEO or for the successful businessman. - Dove soap depicts softness and sophistication. - Raymonds, a complete man, status, style and sophistication.
Knowledge function	-structure knowledge and reaffirm it.	Such products that structure knowledge and reaffirm it; they provide conformance, certainty and reliability.	- Odomos mosquito repellent is safe for skin. - Crocin is a safe drug.

Figure 2: Function of attitude meaning and example (Source: Sahney, 2018)

### 2.3.5. Tri-component model

According to Sheth & Mittal, (2004) customers attitude is composed of three components, cognitive (belief), feeling or emotion (affect) and behavioral intention (conative). Later Solomon and Rabolt (2008) redefine as s ABC model of attitude, which includes affect, behavior and cognition. Underlying assumption on both theories are same, although there are other variables included on ABC model such as personality traits, previous knowledge, family circle, media and marketing activities; also, the effect on attitude formation contribute by that components are on the manner how people convey their attitude (Sheth & Mittal, 2004).

Cognition or belief defines the knowledge level or thought constitute by consumer towards certain product and service, brand or retail store. This includes three different belief as normative belief focus on ethical judgment, evaluative belief creates individual level of perception about liking or disliking some object and descriptive belief help to evaluation of object based on quality or outcome (Sheth & Mittal, 2004, p. 203).

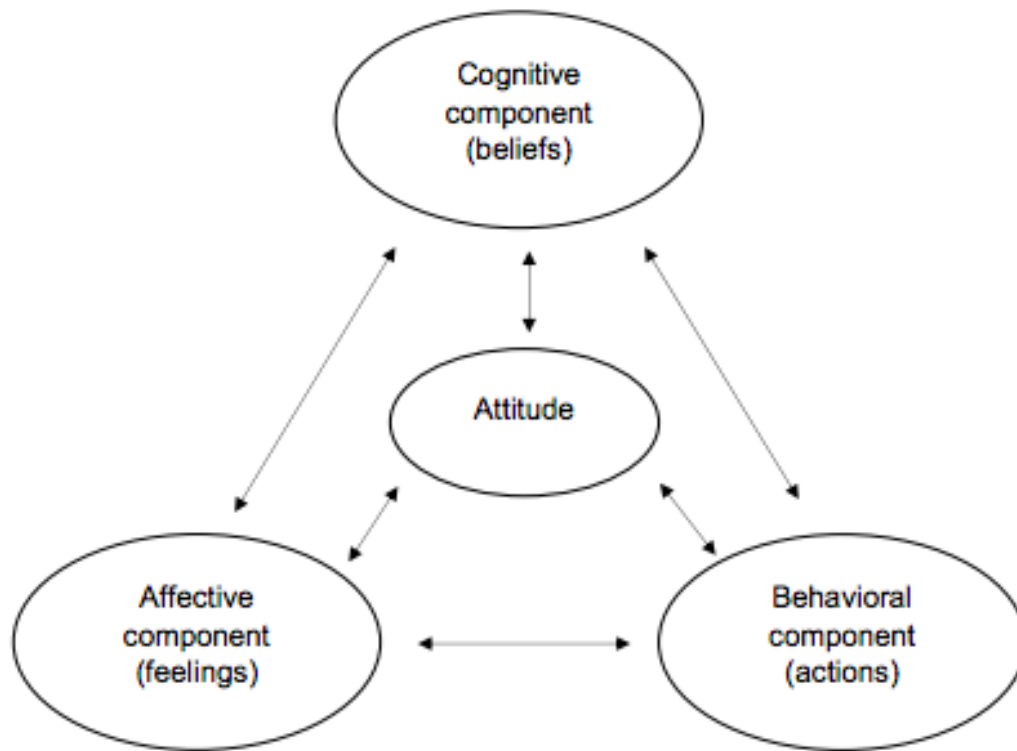


Figure 3: Tri-component model of Attitude (Schiffman, Kanuk, & Hansen, 2012)

The affective element or feeling consist of emotional aspect of attitude. It is also known as attitude it-self, as it present various emotional condition which are positive, negative or neutral. Customers emotion towards the particular product or retail store is influence by their internal feeling and mood (Rath, et al., 2008). Sometime consumer hold certain feeling towards brands are based on their belief and are sometime independent (Perner, 2018). In marketing, Affect is consumer’s feelings on different product service or on various marketing activities relating to the overall attribute. Evaluation of the consumer’s feeling are depending on their favorableness that create reaction towards particular product ultimately that effect on consumer buying intention and decision process (Sahney, 2018).

Intention or certain action that persons take towards particular object is describe by Behavioural or conative element. However, Solomon & Rabolt (2008) noted that consumers actual behavior is not always resulted by their intention. Above mentioned components affect and cognition cannot express the particular attitude. As it is outcome of attitude, it indicates the consumers tendency to buy or not buy in a certain way to the product or service (Sahney, 2018). To sum up, behavioral intention is consumers action with respect to the brand and the logical result of



belief with respect to affect, however sometimes it reflects another situation as customers are influenced by external environment i.e. personal relation, cultural, contingencies, etc. (Perner, 2018).

Based on the above-mentioned literature and scholars' work reviewed a consumer's attitude has been studied, identified and measured in various ways. In my research, I have applied the tri-component model to identify, analyze and measure the attitude. As Makanyeza (2014) mentioned that "three components model" is very applicable and used on various research and article as it has belief, feelings and behavioral intention components to measure and predict the consumers attitude; and components are also measured separately and combined.

### 3. CONCEPTUAL FRAMEWORK

Ideas that generated from the previous literature has been implemented in order to construct a better understanding of above mentioned research question. The area of interest is illustrated in Figure 4. This conceptual model is based on tri-component model (Sheth & Mittal, 2004) of attitude which identifies the customer’s feelings, belief and behavioral intention towards local and international coffee shop based on various initiators. Those three components will test and use to measure the overall consumer attitude towards coffee shops in Norway. Further, those components are used to identify the difference between customers attitude on local and International coffee chain.

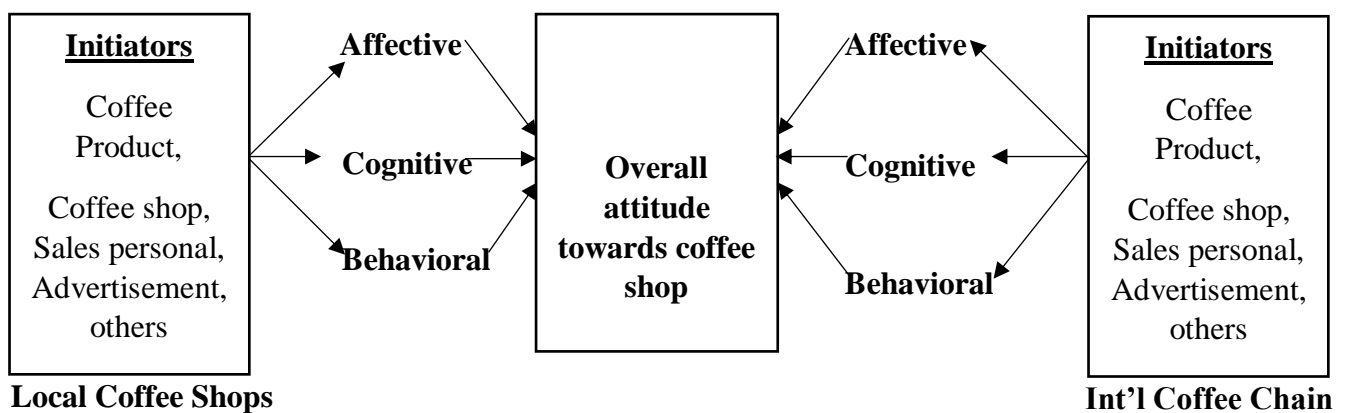


Figure 4: Conceptual model

Figure 4 is a purposed model use to identify the relationship between the concept that have been applied in this research. Which will start with various initiators that originate the three components - affective (emotions or feelings about the coffee shops), cognitive (Belief about the coffee shops) and behavioral (Consumer’s behave or intention to behave). Consumer’s overall attitude on both local and international coffee shops is determined by evaluating the above-mentioned individual components of consumer attitude.

Eagly & Chaiken (1993) explains consumer attitude as consumer’s positive or negative sensation to complete the buying/visiting behavior to the shop. Affective evaluation is based on special stimulus on the attitude object (Anand et al., 1988; Westbrook, 1987) and the consumer attitude towards particular brand or object is determined by the consequence of affective evaluation (Anand et al., 1988). At the same time consumers attitude is based on their past experience towards particular brand (Cowley, 2007). Therefore, affective component is overall consumer’s felling or emotion about the product or brand as they rate either on favorableness or likeliness. According to previous literature I have developed following hypothesis:

**H1:** There is significant positive relationship between consumer feelings/emotion on local coffee shops and their attitude towards it.

**H2:** There is significant positive relationship between consumer feelings/emotion on international coffee chain shops and their attitude towards it.

**H3:** There is significant difference on consumers feelings/emotion between local and international coffee shops.

Cognitive aspect of consumer attitude has significant role in buying behavior and the specific meaning of the product attribute is generating from cognitive process (Caro & Garcia, 2007). Cognitive analysis of product and service or brand reflects the brand image (Malhotra, 2005). Cognitive brand attribute has significant influence on consumer's overall attitude towards brand (Da Silva & Syed Alwi, 2006). Cognitive aspect of attitude is based on consumers knowledge, past experience and belief towards particular product or brand consumer had (Perner, 2018). Based on above mentioned points, these hypotheses are purposed:

**H4:** Consumer's belief towards local coffee shops is highly positively related with their attitude on local coffee shops.

**H5:** Consumer's belief towards international coffee chain is highly positively related with their attitude on international coffee chain.

**H6:** There is significant difference on consumers belief between local and international coffee shops.

Behavioral element derives the consumer individual activities to react in a certain way or certain action with respect to the particular product or brand. First two component is not directly expressive of consumer attitude, only the third behavioral component illustrate the consumer reaction directly or externally (Perner, 2018). Based in above discussion, this research develops the following hypothesis.

**H7:** There is significant positive relation between consumer behavioral action and their attitude towards local coffee shops

**H8:** There is significant positive relation between consumer behavioral action and their attitude towards international coffee shops chain.

**H9:** There is significant difference on consumer behavioral intention between local and International coffee shops

**H10:** There is significant difference on overall customer attitude between local and international coffee shops.

The framework explains the components that will formed overall consumer attitude. Later on, above constructed hypothesis will be tested based on the various constructs contained by each variable, which will reflect the theoretical support.

## **4. METHODOLOGY**

This research is used Tri-component model of attitude to explain one and other components of attitude and also to identify the overall attitude of consumer towards the coffee shops in Norway. This part of the research will present the methodological framework use to deals with the research problem and answer the research questions. Research method indicate the method and process applied in the data collection and data analysis process (Eriksson & Kovalainen, 2015). This chapter contains research design, data collection, construct measurement, construct reliability and validity.

### **4.1. Research design**

Research design and its selection for the study is significant for overall research which will guide and impact in various parts of the research (Rosengren & Arvidson, 2005). Appropriate research design is essential for effective completion of research project (Malhotra, 2012). There is various approach of research design strategy: inductive and deductive research (Bryman & Bell, 2011), quantitative and qualitative research (Rosengren & Arvidson, 2005).

Inductive research designed is based on the observation, where researcher collect the data from direct observation and further develop the theoretical framework to draw the conclusion on that (Bryman & Bell, 2011). The researcher will test the hypothesis on several observation group and then draw the result whether hypothesis is acceptable or not. On the other hand, deductive research is a research strategy where researcher consider already existing information and the related theoretical framework in the field to generate the hypothesis that will further relate to the empirical findings (Bryman & Bell, 2011). Various data related to theories and principles are collected by the researcher to analyze and test which will further generates the conclusion whether it is correct or incorrect. The purpose of this research is to understand and analyze the consumers attitude towards coffee shops in Norway. This research collects the empirical data through questionnaires based on theoretical background of consumer attitude. Data collection is based on the hypothesis deduced from the already existing theory. Therefore, this research stick to the deductive approach.

Qualitative research investigates in-depth understanding of fact on various attitude, motivation and customer behavior in natural environment (Kothari, 2004). This research design is used to generate the general awareness, experience and examine the content (Chesebro & Brisoff, 2007). In the contrary the quantitative research, samples from the individual that reflect the population are investigate and researcher will apply question which will generate the numerical

value to measure the theories (Rosengren & Arvidson, 2005). Moreover, quantitative research is based on numbers and data as it views as a hypothesis testing research. This research starts with understanding theories to generate hypothesis, and data will collect and analyze based on the various statistical tools to draw the conclusion, whether hypothesis contradict or confirm the theory (Jha, 2008, p. 45-48). Therefore, qualitative research design is non-representative and in-depth analysis of subject matter with non-statistical method. Whereas quantitative research design is relied on sample to get insights as it is unstructured and exploratory research (McDaniel & Gates, 2007).

This research adopts the quantitative method as it uses the various statistical numbers and methods to accomplish the research objective, to answer the research question and to enhance the understanding of customer attitude towards coffee shops in Norway. And research is conducting to draw the conclusion based on established theory and existing research; that aims to identify the relationship of attitude attribute to the coffee shops in Norway. Moreover, survey, experiment and psychological measure (observation) are major tools to collect the quantitative data in consumer research (Malhotra, 2012). This research lacks the secondary data applicable for this research; and survey is a most effective method to collect the data on customer attitude, perception, belief and motivation to examine the characteristics of an intended population (Malhotra, 2012). This research applies the survey research design which is conducted to understand the consumer attitude towards local coffee shops and international coffee shops in Norway. This will help to gather quantified data related to different variable and antecedents of consumer attitudes which will describe the consumer attitude towards coffee shops in Norway.

#### **4.2. Sampling and data collection**

Sampling is a selection of representative of the character from the target population to participate in the study. Sample represent the characteristics or parameters of the population. Further, sampling will help to minimize the budget, time efficient and very low cost of sampling error (Malhotra, 2012). Sampling provides significant advantage to the research with research feasibility, cost effective, time efficiency and structure of work as it is a major aspect of the consumer research design (Trobia, 2008). Various sampling with their own benefits and drawbacks are available for researcher as probability sampling and non-probability sampling. In probability sampling, there is different nonzero chance to be selected for every element of the population (Bryman & Bell, 2007). There are four probability sampling technique as noted by Bryman and Bell (2007), Simple random sampling, systematic sampling, stratified random

sampling and cluster sampling. In contrary, non-probability sampling consist convenience sampling, snowball sampling and quota sampling as there is no random sampling exist.

Bryman and Bell (2007) further indicate that convenience sampling provide researcher good accessibility of the sample from population conveniently. Sample element is selected depending on personal judgment of the researcher instead of chance to select from the population (Malhotra, 2012). In this research sample are primarily selected based on their characteristics or geographical location. However, it is less practical to generalize the result, convenient sampling has the remarkable role and more significant in the field of business, marketing and consumer behavior as compare to probability sampling (Bryman & Bell, 2007). Having limitation of time and resources require for this research, present research aim to choose the convenience non-probability sampling technique to collect the empirical data. Based on the study of previous literature it seems suitable for this research as my research is intended to identify the customer attitude towards different coffee shops in Norway.

When the research deals with the data collection, there are two methods, primary and secondary are commonly used by researcher. Primary data is collected directly to accomplished the purpose of research having full control on data by researcher in contrast, secondary data is previously collected for different objective and researcher use it for their own purpose to achieve their research objective (Malhotra, 2012). This research used range of secondary data from various source such as book, article, websites, other research paper, etc. to get into the subject of study and construct the research model.

On the other hand, this research adopted the non-probability convenience sampling, with existing knowledge of population characteristics choose the pre-structured survey questionnaire to gather the primary data. In this research data is collected through internet survey. Google form is used to create the self-administrated questionnaire as is require less resources. Respondents has to answer and complete the form themselves as questionnaire was published in simplified English language. The link of the questionnaire was published in ten different Facebook groups and pages in which almost all members are residence of Norway. To complete the survey questions that required 3-5 minutes and basic English language.

The questionnaire was based on three component models of attitude and the questionnaire includes three different section with combination of multiple choice questions and Likert scale questions. First section consists of paragraph about the purpose and nature of the study following with demographic question and basic question related to consumers attachment and

normal perception towards coffee shops. Second section of questionnaire was planned to generate the numerical response related to antecedents of customers attitude and opinion towards different coffee shops in Norway, 5-points (1. Strongly disagree to 5. Strongly agree) Likert scale is used. This section as a main body of questionnaire composed of three components affect, belief and behavioral questions will describe the consumer attitude. In the last part of the questionnaire was intended to identify the customers' overall coffee shop preference.

Survey questionnaire were used to collect data by posting on ten different Facebook group and pages from October 20<sup>th</sup> to November 5<sup>th</sup>·2018, which members are the residence of Norway. In total 159 responses were collected, two of them are incomplete and two are filled by wrong respondent, who were never visited the coffee shops in Norway. To increase the research validity and reliability those invalid four responses were deleted and only 155 responses were forwarded for data analysis.

#### **4.3. Pre-test**

To get informed about the questions sensitivity, level of difficulty, comprehension and no responsiveness on individual question, pilot test is essential (Lavrakas, 2008). Respondent participated on pilot test should be similar in characteristics with the samples participated in final survey (Malhotra, 2012). Further, to improve the research validity and to remove misunderstanding of participants in the questions expert review and pilot test is required. Thus, it is essential two side tests of questionnaire to correct possible errors and validate questions before distributing the survey questions.

After constructing the questionnaire draft for this research, it is discussed with the supervisor to identify the major error, language ambiguity, questions flow, leading question and biasness in question. As supervisor suggested several changes has been made and more measures were included on individual construct in the questionnaire.

Moreover, in this research second pre-test was conducted with eight individual respondents from friend circle, colleagues and other members are provided with the final questionnaire allowing them to comment on individual question. After completion of questionnaire survey, respondents were come up with various comment like “cell phone user were unbaled to view full scale in normal mode”, because of questions' order respondents got confused on which section to go next. Finally, after adjusting all those confusion on original version of questionnaire, final questionnaire was posted on social media i.e. Facebook.



#### 4.4. Construct measurement

This research is based on the theory of tri-component model, the questionnaire is designed to capture the various dimensions of the consumer attitude, such as affective (feelings), cognitive (belief) and behavioral (conative) as stated by Sheth & Mittal (2004). To measure the above mention constructs, various sub-construct or measurement indicators are developed based on the previous research and articles. The five-point Likert scale is the most accurate, higher statistical validity; whereas more than five point Likert scale create confusion on participants to select response (Johns, 2010). In this research, to measure the aforementioned variables, measurement indicators are developed on five-point Likert scale. The respondents are allowed to give their judgment on one of the five different scale starting with, 1. Strongly disagree, 2. Disagree, 3. Neither agree nor Disagree, 4. Agree and 5. Strongly agree.

The first (feelings) and second (Beliefs) construct are measured with eight indicators each and third (Behavioral) construct is measured with three indicators using five-point Likert scale. In this study, questions are developed to measure the consumer attitude towards different coffee shops in Norway. Research of Gao (2009) and other research papers, articles and scholars' works (e.g. Burge, 2013; Salam, 2015; etc.) has been studied to develop the measurement items which will evaluate these three construct variables. Below mentioned measurement items are developed for the study.

Table 2. Measurement items used to measure consumer attitude towards Coffee Shops

Construct	Measurement items	Codes
Affective (Feelings)	Coffee shops' environment is outstanding	A1
	Employees are very friendly	A2
	Information (in Ad or in Outlet) are trustworthy	A3
	Coffee flavors are of my taste	A4
	Coffee shop is very clean and tidy	A5
	Offers extra facility like free Wi-Fi, magazines, books, etc.	A6
	Value their customers with loyalty card, free voucher, membership discount, etc.	A7
	Always try to give something new to customer	A8
	Provides good quality coffee	B1
	Employees have good knowledge about product	B2

Cognitive (Beliefs)	Varieties of coffee are available	B3
	Price is very reasonable	B4
	Product information are sufficient	B5
	Are in convenient location	B6
	Speed of service is excellent	B7
	Less crowd and noise in the shop	B8
Conative (Behavioral)	I want to spend more time in the shop	C1
	I like to test varieties of coffee	C2
	Small changes in price will not influence me	C3
Attitude (Overall)	I will definitely revisit the coffee shop	OCA1
	I will recommend it to my friends	OCA2

Main objective of this research is to identify and understand the consumers attitude on coffee shops both local branded coffee shops (L) and international branded coffee shops (I) in Norway. Therefore, same items were used to measure the construct, to identify the consumer attitude on both local and international coffee shops.

#### 4.5. Sample characteristics

Data are collected from survey questionnaire developed on google form, posting on ten different Facebook pages and groups in Norway specifically Oslo city and Bodo city which members are the current residence of Norway. From the 159 responses collected from survey questionnaire, four responses are deleted because of incomplete answer and wrong respondent. Therefore, 155 sample responses are carried out for data analysis will represent the target population. From these valid responses 58.60% are male and 41.40% female, most of them are youth, 20-40 years (i.e.79.60%) and 7.6% is cover by below 20 years and 12.4% are over 40 years. Most of them are graduate (i.e.54%), student (i.e.63.10%) with less than 15000 Norwegian Kroner income level. Summary of sample is presented on Table 3.

Table 3: Sample profile

Sample Description		Percentage
Gender	Female	41.40%
	Male	58.60%
Age	Below 20 years	7.60%
	20-40 years	79.60%
	Above 40 years	12.70%

Education Level	High School	5.10%
	Undergraduate	21.70%
	Graduate	54.10%
	Higher Study/ Postgraduate	19.10%
Occupation	Student	63.10%
	Professional	21.70%
	Business	6.40%
	Service	8.90%
Income (Monthly in Norwegian Kroner)	Below 15000	51.30%
	15000-30000	22.70%
	30000-50000	17.30%
	Above 50000	8.70%

#### 4.6. Construct reliability and validity

Validity and reliability are the significant aspect of every research to make it conscientious and to enhance quality of study (Bryman & Bell, 2009). Construct validity deals with compatibility between the items, effectiveness of scale and the assumption related to the fundamental theory as it is very difficult to establish (Malhotra, 2012). As construct validity evaluate the construct operationalization, the research validity evaluates the relationship between items develop and underlying theory uses (Bryman & Bell 2009). In the contrary, when the research outcome is same, can be repeat several times and produce the similar result is reliability (Malhotra 2012). Reliability measures the consistency of the research concept which will identify by repeating the study several times later (Bryman & Bell 2009).

To ensure the reliability and validity of measurement model, initially, pilot study and face validity (items' ability to measure the variables is check by expert in the field) were used. Statistical software SPSS has been used to identify the research validity and reliability. In the second phase, exploratory factor analysis was used to validate the items underlying the variables of consumer attitude. To test the internal consistency of proposed constructs and research reliability, Cronbach's alpha (internal consistency analysis) is used. According to Malhotra (2010) Cronbach's alpha as a model of internal consistency measurement should be (average inter-item correlation) above 0.60. This study is reliable and acceptable having Cronbach's alpha of greater than 0.6 (i.e. Alpha >0.7). To identify the model fit and the research generalizability, confirmatory factor analysis has been conducted on AMOS software. The result from the analysis concluded that the present research model is suitable and generalizable.

## **5. EMPIRICAL DATA ANALYSIS**

In this chapter, empirical data is presented along with different factors and descriptive statistical analysis. The purpose of the data analysis is to answer the research question and to test the individual research hypothesis built in the conceptual framework chapter. Data were collected by the google form, for further analysis data were coded and input into the statistical software SPSS.

This chapter is continued with the measurement analysis: exploratory factor analysis for the underlying factors of consumer attitude construct, to identify the internal consistency and reliability; confirmatory factor analysis for research validity, reliability and generalizability. Finally, descriptive statistical analysis will be performed to test and confirm the previously developed hypothesis and to draw the conclusion on consumer attitude.

### **5.1. Sample**

This study is investigating the consumer's affective, cognitive and behavioral response to identify the overall attitude towards different coffee shops in Norway. The self-completion survey questionnaire was used to collect data. From 159 responses collected 155 responses were forwarded for final data analysis whereas four responses were deleted as they were unable to meet the survey response validity requirement. The basic sample characteristics are presented in the table 3. Along with demographic question respondents were also asked basic information related to coffee consumption. From the collected responses 90% respondents are self-interested and rest 10% are influence by other reason to visit coffee shop. It is interesting to know that most of the people were interested to visit different coffee shops (i.e.74.5%) rather than same coffee shop (i.e.25.5%). Almost all respondents were visited coffee shops in Norway. Majority of respondents 63% visit coffee shop with friends and colleague other 20.4%, 10.8% and 5.7% respondents like to visit alone, with partner and with family respectively. Moreover, to clarify and guide the respondents about their experience on different coffee shops, the respondents were asked which types of coffee shops they have visited, 38% respondent response both and rest of the 62% respondents were divided into Local branded coffee shop (E.g. Tim Wendelboe, Stockfletchs, Fuglen, Java, Moca, etc.) 32% and International branded coffee shop (E.g. Starbucks, EspressoHouse, etc.) 30%.

## 5.2. Measurement analysis

Measurement analysis is done to identify the compatibility of stated model to the data, as their existing parameters are already fixed (Thorpe & Favia, 2012). Major objective of this analysis is to identify the inter item consistency of different construct as they assure internal reliability, construct validity and reliability (Malhotra, 2010). Factor analysis, Cronbach alpha, Pearson's reliability value and valid response measure are the appropriate indicators to identify reliability and validity of the research (Aziz, 2010). Therefore, as this study aims to identify the customer attitude uses the Cronbach alpha, Exploratory factor analysis and Confirmatory factor analysis (Factor analysis) to identify and ensure the research validity, reliability and generalizability.

### 5.2.1. Items reliability

Item reliability test is performed to identify the degree of a measurement error to ensure current research reliability (Cooper & Schindle, 2014). Item reliability test is crucial to identify the internal reliability of the customer attitude instruments. Cronbach alpha is a highly used indicator to measure the internal consistency of the items in each construct (Hinton et al., 2011). It represents the reliability on the instrument, as it generates same result when it is used in different context and sample. According to the Malhotra (2010) the value of Cronbach alpha greater than 0.60 is acceptable in the behavioral research. In this research, Cronbach's alpha on each construct is greater than standard i.e. 0.6, which represent the greater scale of reliability.

Table 4: Mean, Standard Deviation and Cronbach's Alpha

Construct	Measurement	Mean	Standard deviation	Cronbach's Alpha
Affective (Feelings)	Coffee shops' environment is outstanding	3.55	.669	0.794
	Employees are very friendly	3.61	.621	
	Information (in Ad or in Outlet) are trustworthy	3.48	.604	
	Coffee flavors are of my taste	3.61	.588	
	Coffee shop is very clean and tidy	3.57	.706	
	Offers extra facility like free Wi-Fi, magazines, books, etc.	3.52	.684	
	Value their customers with loyalty card, free voucher, membership discount, etc.	3.37	.744	

	Always try to give something new to customer	3.22	.806	
Cognitive (Beliefs)	Provides good quality coffee	3.68	.549	0.839
	Employees have good knowledge about product	3.50	.690	
	Varieties of coffee are available	3.64	.585	
	Price is very reasonable	3.24	.816	
	Product information are sufficient	3.44	.686	
	Are in convenient location	3.63	.688	
	Speed of service is excellent	3.55	.647	
	Less crowd and noise in the shop	3.16	.801	
Conative (Behavioral)	I want to spend more time in the shop	3.24	.775	0.711
	I like to test varieties of coffee	3.44	.692	
	Small changes in price will not influence me	3.39	.752	
Attitude (Overall)	I will definitely revisit the coffee shop	3.63	.651	0.823
	I will recommend it to my friends	3.62	.601	

(See appendix 1.A & 1.B)

Table 4 show the summary of reliability test presenting mean and standard deviation of individual measurement items and Cronbach's Alpha of the individual construct. Eight measurement items from the first construct explain the customer's feelings towards various coffee shops in Norway is present as an Affective; second construct present as a belief includes eight items, which will explain the customer's belief towards different coffee shop and last construct conative is measured by three measurement items that will explain customer's behavioral intention towards coffee shops, at the same time dependent variable customer's overall attitude towards coffee shops is measured by two measurement items. Mean value of each construct is greater than 3 and the standard deviation is greater than 0.5. In this reliability test, Cronbach's Alpha range from 0.7 to 0.85, that will represent the significant level of reliability on each construct.

### 5.2.2. Exploratory factor analysis

Exploratory factor analysis is a technique used to specify the various instrument used in specific construct in the research. Main objective of the Exploratory factor analysis is to validate the individual items in the research questionnaire or individual construct (independent variables) of customer attitude. Exploratory factors analysis uses VARIMAX rotation to determine the construct validity. Sufficiency of covariance in individual items of independent variables were ensure by Kaiser-Meyer-Olkin (KMO) index of sample acceptability for factors to permit factor analysis (Hair et al., 2010). For sampling acceptability, more than 0.60 Kaiser-Meyer-Olkin (KMO) index is suggested by Kline (2014).

KMO index define value 1.0 as individual variable perfectly predicted without influencing by other variable and measure value with in the interval of 0-1(Hair et al., 2010), KMO test index 0.85 indicates the adequate sample for this study. In this research, exploratory factor analysis is conducted on SPSS software and the outcome is presented below. To generate the visible layout of the content validity of the factors, VARIMAX rotation were used to identify the factor loading. Hair et al. (2010) indicate that factor loading higher than 0.30 is important. Therefore, this research set the factors loading greater than 0.40 as acceptable. The table 5 illustrates that all the factors have factor loading greater than 0.40. Except two factors Price (B4) and Crowd (B8) all factors have factor loading higher than 0.5 which represents the better factor layout and significant for factor analysis.

Table 5: Exploratory factor analysis of Construct

<b>Measurement</b>	<b>Affective (Feelings)</b>	<b>Belief (Cognitive)</b>	<b>Conative (Behavioral)</b>
Coffee shops' environment is outstanding	.755		
Employees are very friendly	.732		
Information (in Ad or in Outlet) are trustworthy	.720		
Coffee flavors are of my taste	.660		
Coffee shop is very clean and tidy	.521		
Offers extra facility like free Wi-Fi, magazines, books, etc.	.673		
Value their customers with loyalty card, free voucher, membership discount, etc.	.682		
Always try to give something new to customer	.635		

Provides good quality coffee		.599	
Employees have good knowledge about product		.586	
Varieties of coffee are available		.743	
Price is very reasonable		.496	
Product information are sufficient		.798	
Are in convenient location		.555	
Speed of service is excellent		.713	
Less crowd and noise in the shop		.417	
I want to spend more time in the shop			.525
I like to test varieties of coffee			.712
Small changes in price will not influence me			.843

(See appendix 1.C)

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO): 0.850

Degree of freedom: 171

Level of Significance: .000

Principal component analysis with VERIMAX rotation on all three components affective, belief and conative generate the sample adequacy for independent variables KMO=0.85 with 171 degrees of freedom. First variable affective have eight items, second variable belief have eight items and third variable conative have three items for measurement. Therefore, none of the item is deleted as they fulfill the minimum threshold for item selection.

### 5.2.3. Confirmatory factor analysis

Confirmatory factor analysis is done to identify the model fit. Chi-square test of anticipated hypothetical relationships with the hypothesis will identify the possible samples generalizability on the population (Hinton et al., 2011). This research identifies the construct validity of the various instruments of customer attitude, as it expresses three factors i.e. affective, cognitive and behavioral. Therefore, Exploratory factor analysis for this research is conducted on AMOS, and outcome from the analysis is summarizing below.



Table 6: Model fit

<b>Measurement</b>	<b>Index</b>
Sample size	155
Chi-square (X <sup>2</sup> )	337.39
Confirmatory Factor indicator (CFI)	0.822
Degree of freedom (df)	149
CMIN/df	2.264
Goodness of fit index (GFI)	0.815
Adjusted GFI (AGFI)	0.764
Normal fit index (NFI)	0.725
Tucker-Lewis index(TLI)	0.795
Root mean square error of approximation (RMSEA)	0.091

(See appendix 1.D)

According to Hooper, Coughlan and Mullen (2008) in confirmatory factor analysis, model fit indices such as goodness of fit (GIF), Adjusted GFI, Normal fit index and Tucker-Lewis index close to 1 and CMIN/df need to be less than three to accept the model fit. Further, value of RMSEA should exist in between 0.05 to 0.1. Table 6 show that model fit indices were acceptable as this model fulfil the requirement for model fit with CMIN/df=2.264, GFI=0.815, AGFI=0.764, CFI=0.822 and RMSEA=0.091. Moreover, the model estimates also identified along with purposed model in AMOS. The purposed relation of independent variable with dependent variable is predicted along with the factor loading. Figure 5 demonstrate that all individual measurement items are loaded significantly on their respective construct. According to Hair et al. (2010) individual factor estimation need to be greater than 0.3. In this study, all the items were larger than standard. Therefore, all the factors in this purposed model is significant.

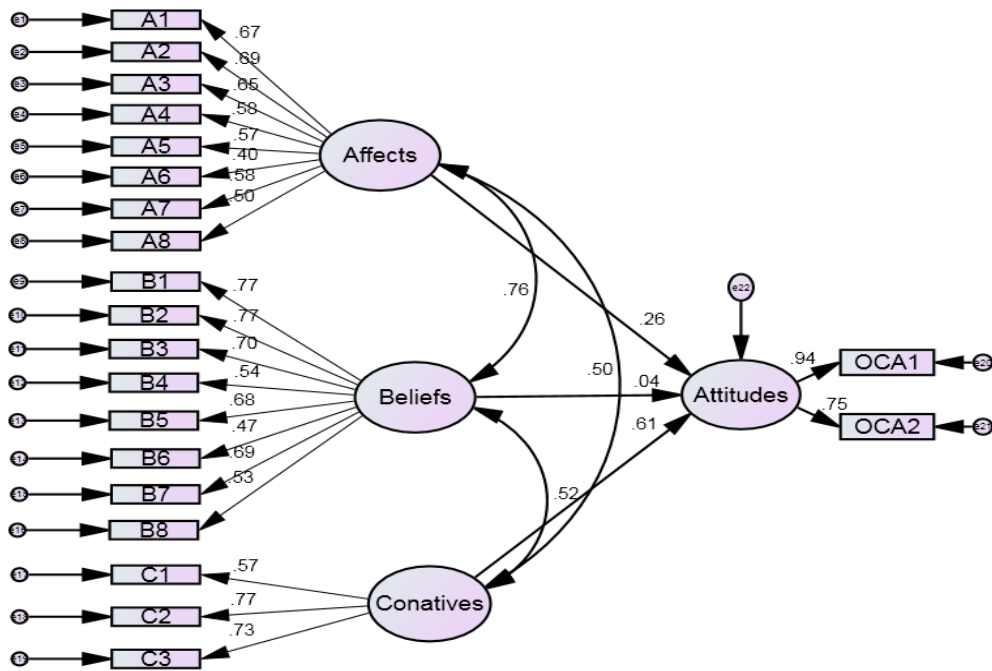


Figure 5: Confirmatory factor analysis (purposed model)

Figure-5 illustrates the visual model that represents the analysis of purposed relationship in-between independent variables and with customer attitude. The beta weight of the belief (0.040) demonstrate the negligible variance in customers attitude. Further, affect has the small (0.26) variance compare to conative (0.61) in the dependent variable. Therefore, conative variable has more predictive power on dependent variable and affective and belief respectively are less influencer predictor. The correlation between the independent variables are 0.5 and higher that will reflect the convergent validity among the variables.

From the result obtained in item reliability, exploratory and confirmatory factor analysis confirmed that this research is reliable and valid. This analysis also allows the further investigation and conduction of research. The main objective of this research is to investigate predictability of components and to identify the relationship of attitude components with overall attitude towards various coffee shop. This research also provides little effort to identify the inter-relationship between the components, to know how effective are three components together to predict the customer attitude towards both local and international coffee shops in Norway. Therefore, Pearson's correlation coefficient, linear multiple regression analysis and pared sample t-test are used in this research.

### 5.3. Correlation analysis

Correlation coefficient measure the reliability of relationship between the different variables. Pearson correlation coefficient is effective to investigate the inter-relationship between two variables, in which positive correlation coefficient value ( $r=1$ ) represents positive correlation between the variables and negative ( $r=-1$ ) shows the negative correlation between variables (Pallant, 2007). In this research, Pearson's correlation coefficient identifies the relationship among the independent variables, belief, feelings and behavioral intention, along with the relationship between these independent variables and dependent variable, overall customer attitude. This analysis mainly used to summarize the correlation between the existing variables. After testing the validity and reliability, data were run in the SPSS software to perform the correlation analysis. First will include only that sample who have visited the local branded coffee shops (group 1), second test will include the sample who have visited the international branded coffee shops (group 2) and lastly third correlation analysis will run on all sample.

Table7: Correlation analysis of local (group-1)

	<b>Affective</b>	<b>Belief</b>	<b>Conative</b>	<b>Attitude</b>
<b>Affective</b>	1.00	.717	.408	.461
<b>Belief</b>	-	1.00	.490	.445
<b>Conative</b>	-	-	1.00	.589
<b>Attitude</b>	-	-	-	1.00

(See appendix 1.E)

All correlation is significant at 0.01 level (2-tailed)

Correlation analysis has been done to identify the relationship between affective, belief, conative and attitude towards local branded coffee shop in Norway, present in table-7. The result illustrates strong and significant correlation between the variables. Also seen that cognitive variable has slightly greater correlation ( $r=0.589$ ,  $p<0.001$ ) with overall attitude as compare to other belief ( $r=0.445$ ,  $p<0.001$ ) and affect ( $r=0.461$ ,  $p<0.001$ ). Likewise, affective variable is highly correlated with belief ( $r=0.717$ ,  $p<0.001$ ) whereas belief and conative, affective and conative are positively correlated. Therefore, affective, belief and conative components are positively correlated with consumer attitude towards coffee shops in Norway, and correlation among the variables are statistically significant.

Table 8: Correlation analysis of International (group-2)

	<b>Affective</b>	<b>Belief</b>	<b>Conative</b>	<b>Attitude</b>
<b>Affective</b>	1.000	.697	.446	.562
<b>Belief</b>	-	1.000	.372	.530
<b>Conative</b>	-	-	1.000	.614
<b>Attitude</b>	-	-	-	1.00

(See appendix 1.E)

All correlation is significant at 0.01 level (2-tailed)

Table-8 shows the correlation coefficient between affective, belief, conative and customer attitude towards international coffee shops in Norway. Not surprisingly, all the independent variables affective, belief and conative are positively correlated with the dependent variable customer attitude on international coffee shops (i.e.  $r=0.562$ ,  $r=0.530$  and  $r=0.614$  at  $p<0.001$ , respectively).

All three latent variables are also interrelated to each other in a confident way. Thus, we can confidently say that customers belief, feelings and behavior to the international coffee shops and their overall attitude towards the shop is favourable.

Table 9: Correlation analysis of overall Sample

	<b>Affective</b>	<b>Belief</b>	<b>Conative</b>	<b>Attitude</b>
<b>Affective</b>	1.000	.646	.473	.537
<b>Belief</b>	-	1.000	.464	.469
<b>Conative</b>	-	-	1.000	.616
<b>Attitude</b>	-	-	-	1.00

(See appendix 1.E)

All correlation is significant at 0.01 level (2-tailed)

From the Table-9, we can conclude that the customer attitude on the coffee shops in Norway was highly correlated with affective, conative and belief of customer (i.e.  $r=0.537$ ,  $r=0.469$  and  $r=0.616$  at  $p<0.001$ , respectively). In other words, favourable the customers belief, affects and behavior, more positive the consumer attitude towards coffee shops and vice versa. This research also found that customer feelings towards both coffee shop are highly correlated to their belief on both coffee shops.

All in all, correlation analysis demonstrates that there is significant moderate relationship between customer attitude and customer's affect, belief and behavior. It means that, better the customer feeling, belief and behavioral intention towards coffee shops, customer tends to have positive attitude on the coffee shops. Thus, above mentioned analysis concludes that all three components affective, belief and conative are correlated with each other and with attitude component, positively.

#### **5.4. Regression analysis**

Regression analysis is used to investigate the nature of association among the different variables. It is very significant to identify the predictive power of independent variables to forecast the dependent variable. Multiple regression analysis will predict explained variable using more than one variable with causal factors by identifying each other's significance to predict and analyze the dependent variable. In this research, multiple regression analysis is used to measure the influence of consumer feelings, beliefs and behavioral intention on overall attitude towards coffee shops. For the multiple regression analysis, valid data were run in the SPSS software. First analysis will include only sample who have visited the local branded coffee shops (group 1) and second test will include the sample who have visited the international branded coffee shops (group 2).

##### **5.4.1. Regression analysis for local coffee shop**

Regression analysis of sample for local branded coffee shops are presented on the Table-10. Result from the study reflect that variance in independent variables (affective, belief and conative) contribute 38.90% variance in the dependent variables (customer attitude) i.e. Adjusted R-square=0.389. In the ANOVA table, F-test ( $F=23.73$ ) and its significance coefficient ( $P=0.000<0.05$ ) shows this model is significant, which will also reflect that this model gives the accurate result on prediction of customer attitude. In this calculation p-value is less than level significance, that indicate null hypothesis is rejected (i.e.  $0.000<0.05$ ). In other word, independent variables, affect, belief and conative can be use and have a significant influence on the dependent variable, overall customer attitude towards local coffee shops.

Table 10: Regression analysis of attitude on affective, belief and conative for Local

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Summary		ANOVA	
	B	Std. Error	Beta			R-square	Adjusted R-square	F-Test	Sig.
(Constant)	1.053	.351		3.000	.003	.406	.389	23.733	.000 <sup>a</sup>
Affective	.272	.125	.238	2.186	.031				
Belief	.052	.138	.043	.378	.706				
Conative	.440	.081	.471	5.410	.000				

(See appendix 1.F)

Dependent Variable: Attitude towards local coffee shops

Moreover, value of standardized coefficient beta and T-sig. are used to identify the influence of individual independent variable in the dependent variable. Standardized coefficient beta for affective, belief and conative with customer attitude are 0.238, 0.043 and 0.471 having T-value of 2.186, 0.378 and 5.410 respectively. Though factor belief having positive beta coefficient, has P-value  $0.706 > 0.05$ , which is not significant and rejected the alternative hypothesis (H4). On the other hand, factor affective and conative both have smaller p-value than 0.05 (i.e.  $0.031, 0.00 < 0.05$ ), which will accept the alternative hypothesis (H1 & H7) and reject null. Among all three components, conative is powerful predictor of customer attitude ( $p=0.000$ ). Thus, multiple linear regression equation for this study is  $Y$  (Overall Attitude local) =  $1.053 + 0.271$  (Affective local) +  $0.052$  (Belief local) +  $0.440$  (Conative local).

#### 5.4.2. Regression analysis for international coffee shop

In this analysis, Table-11 demonstrate the value of adjusted R-square=0.491, shows that 49.10% variation in overall customer attitude towards international coffee shops is defined by the independent variables, affective, belief and behavioral intention holding by Norwegians customer towards international coffee shops. Further ANOVA test table (Table-11) describe that the value of F-test is 34.727 at  $p=0.000$ . In this calculation p-value is lesser than the level of significance (i.e.  $0.000 < 0.05$ ). As a result, this model is accepted to predict the customer attitude towards international coffee shops.

Table 11: Regression analysis of attitude on affective, belief and conative for International

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Summary		ANOVA	
	B	Std. Error	Beta			R-square	Adjusted R-square	F-Test	Sig.
(Constant)	.181	.352		.512	.610	.505	.491	34.727	.000 <sup>a</sup>
Affective	.287	.135	.215	2.129	.036				
Belief	.264	.119	.217	2.228	.028				
Conative	.444	.079	.438	5.599	.000				

(See appendix 1.F)

Dependent Variable: Attitude towards international coffee shops

The standardized beta for the all three factors, affective and belief have almost similar as 0.215 and 0.217, also the close p-value of 0.036 for affective and 0.028 for belief. P-value for both components are smaller than the level of significance ( $p=0.036 < 0.05$ ,  $p=0.028 < 0.05$ ). Standardized beta for last component conative in this case is 0.438 and p-value is less than 0.05 ( $p=0.000$ ). Furthermore, p-value for all three components are less than 0.05 and significant for accepting the alternative hypothesis. Similar to the previous case, the conative component became the most influencing component to forecast the dependent variable, overall customer attitude on international coffee shop. Thus, in this research, alternative hypothesis H2, H5 and H8 are supported. Multiple linear regression equation for this study is  $Y$  (Overall Attitude Int'l) =  $0.181 + 0.287$  (Affective Int'l) +  $0.264$  (Belief Int'l) +  $0.444$  (Conative Int'l).

### 5.5. Consumer attitude analysis

This research applied paired sample t-test to identify and compare the overall customer attitude score. Table-12 present the mean score of customer attitude towards local and international coffee shops in Norway. Overall attitude towards local coffee shop has the mean score of 10.505 and international coffee shop has 10.300 mean score.

Table 12: Customer attitude toward local and international coffee shops

Construct	Attitude on Local Coffee Shops		Attitude on Int'l Coffee Shops		Mean Diff.	T-value	Sig.(2-Tailed)
	Mean	SD	Mean	SD			
Affective	3.5191	.46413	3.4492	.55375	.06992	0.758	0.451
Belief	3.5339	.48347	3.4216	.55704	.11229	1.525	0.133
Conative	3.4520	.52800	3.4294	.66104	.02260	0.220	0.827
Overall Attitude	10.505	1.475	10.300	1.771	.20481	1.713	0.092

(See appendix 1.G)

Level of significance  $<0.05$ , SD: Standard deviation

To identify the effectiveness of individual component to differentiate overall customer attitude on local and international coffee shop, each component is compared separately. Table-12 illustrate that Norwegian customer have slightly higher evaluation for local coffee shop on each of three components as compare to international coffee shop ( $3.5191 > 3.4492$ ,  $3.5339 > 3.4216$  &  $3.4520 > 3.4294$ ). Among these three components, customers' belief on local coffee shop is greater with mean difference of 0.1129, which will conclude that Norwegian customer have more positive belief on local coffee shop than international coffee shop. Customer belief is notable for this difference on customer attitude towards local and international coffee shop. Nevertheless, the p-value on each component is greater than the level of significance ( $0.451$ ,  $0.133$ ,  $0.827 > 0.05$ ) which represent the insignificant difference between local and international coffee shop, customer attitude components on both coffee shops is still positive. Therefore, alternative hypothesis for each component, affective (H3), belief (H6) and conative (H9) is rejected.

Furthermore, consumer's overall attitude mean score on local coffee shop is slightly more favourable than that of international coffee shop ( $10.505 > 10.300$ ). This result indicates that customers' overall attitude on local coffee shop is more positive than that of international coffee shop. However, overall attitude does not have significant difference in between local coffee shop and international coffee shop ( $P=0.092 > 0.05$ ), more customers are still intended to visit local coffee shops as compare to international coffee shops. Thus, the alternative hypothesis (H10) is rejected and null hypothesis is accepted.



However, there is no significant difference between local and international coffee shop with respect to customers' feelings, belief and their behavioral intention (overall mean value of local 10.505, international 10.300 and t-value 1.713) in table-12. Pearson's correlation analysis also illustrates the similar outcome, there exist some degree of difference on the customer attitude between local and international coffee shop.

This research tested series of hypothesis, some hypothesis is constructed and tested to identify the effectiveness of attitude components to study the customer attitude and others are developed to investigate the customers attitude towards local and international coffee shops in Norway. The hypothesis H1, H2, H4, H5, H7 and H8 are tested to identify the relationship between customer attitude components, feelings, belief and behavioral intention and their overall attitude towards both local and international coffee shops. Rest of the hypothesis, H3, H6, H9 and H10 are tested to investigate the customers' attitude on local and international coffee shops in Norway. Summary of tested hypotheses are presented below.

Table 13: Summary of hypothesis assessment

	<b>Hypothesis</b>	<b>Status</b>
H1	There is significant positive relationship between consumer feelings/emotion on local coffee shops and their attitude towards it.	Supported (See Table-10)
H2	There is significant positive relationship between consumer feelings/emotion on international coffee chain shops and their attitude towards it.	Supported (See Table-11)
H3	There is significant difference on consumers feelings/emotion between local and international coffee shops.	Not Supported (See Table-12)
H4	Consumer's belief towards local coffee shops is highly positively related with their attitude on local coffee shops.	Not Supported (See Table-10)
H5	Consumer's belief towards international coffee chain is highly positively related with their attitude on international coffee chain.	Supported (See Table-11)
H6	There is significant difference on consumers belief between local and international coffee shops.	Not Supported (See Table-12)

H7	There is significant positive relation between consumer behavioral intention and their attitude towards local coffee shops.	Supported (See Table-10)
H8	There is significant positive relation between consumer behavioral action and their attitude towards international coffee shops chain.	Supported (See Table-11)
H9	There is significance difference on consumer behavioral intention between local and International coffee shops.	Not Supported (See Table-12)
H10	There is significant difference on overall customer attitude between local and international coffee shops.	Not Supported (See Table-12)

## **6. DISCUSSION AND CONCLUSION**

Present research is designed to investigate the effectiveness of the attitude components, affective, cognitive and conative to predict the customer attitude in the coffee shops industry and also to identify the customer overall attitude on the various coffee shops in Norway. Secondly, the study was conducted to investigate what exactly consumer feel, believe and intended to behave towards various international and local coffee shops in Norway. To be precise, this paper intended to understand the consumers overall attitude towards local branded coffee shops and international coffee chain stores. Finally, emphasis to identify the consumers' attitude difference on the local branded coffee shops and international coffee shop chain.

The first objective of this research is to identify the compatibility of tri-component attitude model to predict the customer attitude on the coffee shop industry in Norway. The three components of the attitude model affective (feelings), cognitive (belief) and conative (behavioral intention) are found effective, valid and consistent to measure the customer attitude on coffee shops as argued by previous authors (Schiffman, Kanuk, & Hansen, 2012; Makanyeza, 2014). The confirmatory factor analysis and model fit summary (table-6 and figure-5) conclude that three attitude components, feelings, belief and behavioral intention has the influence on customer attitude while choosing both local and international coffee shops in Norway. Among these three components affective and conative are found more influential and cognitive (belief) is less effective to measure the customer attitude on both local and international coffee shop. Salam (2015) asserted that two components, cognitive and conative were positively correlated and affective component was negatively correlated with the customer attitude. However, in this study the correlation analysis (all three cases Table-7,8,9) shows that all three components of customers attitude were positively correlated with the customer attitude towards local and international coffee shops; these components are significantly correlated with each other as well. Thus, consumers are holding positive experience in all components which determined the customer attitude on different coffee shops.

On the other hand, to test the hypothesis and to make this relationship more convincing, multiple linear regression analysis was performed. This analysis also ascertained the relationship between individual component and the customer attitude towards coffee shops, whether it is positive or negative. First regression analysis is conducted for the local coffee shop, whereas second regression analysis is conducted for international coffee shop. Both analysis intended to identify the effectiveness of individual attitude components to predict the overall customer attitude. As shown in the result, the previously purposed relationships were

valid. In both case, all three components, feelings, belief and intention have influence on the customer attitude towards both local and international coffee shop. In first analysis two out of three hypothesis were confirmed, while second analysis all three hypothesis were confirmed. The consumer belief on local coffee shop was in-significance, this can be the consequence of customers' belief as a subjective judgment, and cognitive aspect of attitude is based on consumers knowledge, past experience and belief towards particular product or brand consumer had (Perner, 2018). Likewise, conformational bias (looking for information to verify existing belief) and dissonance reduction are more likely to result stable cognition (belief) on product (Nickerson, 1998). As a result, Norwegian customer's belief towards local coffee shop is in-significance. Another possible reason could be sample split, two different small sample i.e. 105 on each category.

The result of regression analysis revealed that conative (behavioral intention) and affective (feelings) have the positive influence on customer attitude, are also the significant factors to predict the customer attitude on both local and international coffee shops in Norway. In other word, if customers' positive feelings and behavioral intention increase then their overall attitude towards both local and international coffee shop tends to be more positive. Interestingly, the third factor cognitive (Belief) having positive influence on both local and international coffee shops, is significant for international and in-significance for local to predict the customer attitude. Conformational bias and nature of dissonance reduction in Norwegian customer could be the reason for this. Customers' positive belief is important to generate their positive attitude towards international coffee shop, and belief is not so important predictor for local coffee shop. Therefore, more positive customers' feelings and behavioral intention, more likely to visit local coffee shop and vice versa. More the customers feelings, belief and behavioral intention on international coffee shop more likely to visit international coffee shop.

The paired comparison t-test is performed to identify the customer attitude difference in between local and international coffee shop. This paired sample t-test is carried out on each individual component and also on overall attitude score to investigate the statistical significance. In this test, all the variables were in-significance, as there is no drastic difference on mean attitude score between local and international coffee shops. Norwegian consumer gave slightly higher evaluation on local coffee shop on every component. This reflects that Norwegian customers are more positive towards the local coffee shops as compare to the international coffee shops. According to Schuiling and Kapferer (2004) consumer recognizes local brand as trustworthy, valuable, high quality, reliable and classic in developed country.

Moreover, Norwegian has intimate attachment with coffee as a part of their culture (Bernard, 2018). Therefore, more favourable attitude on local coffee shop is justifiable. On the other hand, customer have some degree of positive attitude on international branded coffee shop, it is a consequence of diverse marketing strategy by company and different customer attitude on international coffee shop (Steenkamp, Batra & Alden, 2003)

Findings of this research are summarized as below.

- There is positive correlation between the components namely feelings, belief and behavioral intention and also with overall customer attitude on both local and international branded coffee shop.
- All three attitude components are found significant to predict the customer attitude on international coffee shop whereas only feelings and behavioral intention are found significant to predict customer attitude towards local coffee shop.
- The insignificance of belief in local coffee shop could be the reason of conformational bias and nature of dissonance reduction may exist in Norwegian customer.
- The positive correlation of customer feelings, belief and behavioral intention with overall attitude and significance of these component to predict overall customer attitude explain convergent validity.
- Customer attitude towards local coffee shops (mean= 10.505) is positive than their attitude towards international coffee shops (Mean= 10.300).
- Customers feelings, belief and behavioral intention with mean difference of (0.06992, 0.11229 and 0.02260 respectively) for local coffee shops are positive than that of international coffee shop.
- Customer belief towards branded local coffee shop is comparatively more positive than other components i.e.  $0.11229 > 0.06992, 0.02260$ .

In conclusion, overall consumer attitude towards branded local and international coffee shop is influenced by the three components of attitude namely affective, cognitive and conative. The research identify that all three components are positively correlated with each other and also with overall attitude, are also significant to measure the consumer attitude on both case. The most significant component for both local and international coffee shop is conative (behavioral intention) and less significant is cognitive (belief). In addition, cognitive component has greater variation in attitude score among three components. This research also identified that

Norwegian customer holds more positive attitude towards local coffee shops as compare to international coffee shop. Nevertheless, Norwegian still like to visit international coffee shops.

## **7. CONTRIBUTION AND IMPLICATIONS**

As stated in the above result, the research is successful to achieve its main objectives. As discussed and concluded by the previous study (Salam, 2015; Makanyeza, 20140), this thesis somehow successful to confirm the previous works and theories, confirming that attitude components namely, affective (feelings), cognitive (belief) and conative (behavioral intention) have positive correlation with each other and with the customer attitude as a whole. Further, study gained success in improving the understanding that these components are the significant predictor of the customer attitude. However, the cognitive components found insignificant to predict customer attitude in the case of local coffee shop, it could be the reason of conformational bias and nature of dissonance reduction. Moreover, this study constructed the framework based on the empirical data which investigated the costumer attitude towards local and international coffee shop found effective to measure the customer attitude on coffee shop industry, as attitude components have significant positive relation with customer's overall attitude. All in all, entrepreneurs and marketers are suggested to consider the components, affective, cognitive and conative to measure and predict the overall customer attitude towards different coffee shops.

Aforementioned findings indicate that this research has some important practical implications. According to the Solomon (2010), consumers' attitude towards particular product, brand or company is positively related with their purchasing behavior. This research revealed that all three components, affective, cognitive and belief are the significant influencer of customer attitude for international coffee shop. Therefore, understanding these customer attitude is significance for the international coffee shops chain like Starbucks, Espresso house, etc. to formulate, localize and implement marketing strategies effectively and efficiently which will lead towards positive purchasing behavior. On the other hand, local branded coffee shops need to focus on building customer positive feelings and behavioral intention, as these components found more significant for positive customer attitude towards local coffee shops.

As Asiegbu et al. (2012) have argued, this research also found that feelings and knowledge about brand define attitude and it is a principle foundation of customer's behavior which is

preeminent for marketers. Moreover, coffee is an indispensable part of Norwegian culture (Bernard, 2018). Norwegian customers gave more evaluation to the local coffee shops on every attitude component with small difference on attitude score between local and international coffee shops, also they have positive attitude on both coffee shops. Schuiling & Kapferer (2004) stated that consumer recognizes local brand as trustworthy, valuable, high quality, reliable and classic; obtain the significant competitive advantage over international brands. Therefore, local coffee shop is privileged and it could be more benefited by understanding customer attitude even with smaller effort for improvement.

## **8. LIMITATION AND FUTURE STUDY**

This research has some limitations which need to take into consideration. In this study, brand's country of origin (COO) is neglected in the comparative part of the study, as it is one of the important attribute of customer attitude (Hoffmann, 2000). Customer attitude may vary according to the customer perception on the product's country of origin (COO) also their behavior intention on the shops is based on the country of origin (COO) of particular brand. Second limitation on this study is on the scope of sample; most of the respondents are adults (almost 80%, 20-40 Years) and student (63%). So, this research missed the equal participation of all age group and occupational group. This research applied convenience non-probability random sampling and the samples are taken conveniently from Oslo and Bodo city, others region of Norway were not covered. Size of sample is another limitation, as this research was divided into two different study group (international and local) with the sample size of 105 on each group. However, having these limitations, the main objectives of the research are to understand the applicability and compatibility of attitude components to measure the attitude on coffee shops in Norway; also, to investigate the overall customer attitude on both local and international coffee shop in Norway, is effectively executed.

This research found that the cognitive components is in-significant in the context of local coffee shop, although it has positive influence on the customers attitude towards both coffee shops. Thus, future research could conduct extensive qualitative research with more time and resources could be interesting to explore the deeper insight into customer attitude and their behavior towards the particular brand and product. Future study could include sample covering significant geographical area, all age group and occupation which will reflect the whole coffee consumers population in Norway. Moreover, future study could be conducted with greater

sample and with more accurate data on the customer attitude. So that, result could be more generalize and closure to the actual customer's behavior. Finally, this research could be extended on the other product category, different population and geographical setting.



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## APPENDIX 1

### A. Mean and standard deviation

	Mean	Std. Deviation	N
A1	3.5516	.66979	155
A2	3.6161	.62111	155
A3	3.4839	.60415	155
A4	3.6129	.58816	155
A5	3.5742	.70663	155
A6	3.5290	.68433	155
A7	3.3710	.74476	155
A8	3.2258	.80621	155

	Mean	Std. Deviation	N
B1	3.6806	.54915	155
B2	3.5000	.69085	155
B3	3.6419	.58597	155
B4	3.2452	.81656	155
B5	3.4419	.68603	155
B6	3.6323	.68868	155
B7	3.5581	.64706	155
B8	3.1613	.80165	155

	Mean	Std. Deviation	N
C1	3.2484	.77580	155
C2	3.4452	.69218	155
C3	3.3903	.75221	155

	Mean	Std. Deviation	N
OCA1	3.6387	.65101	155
OCA2	3.6258	.60193	155

## B. Cronbach's Alpha

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.800	8

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.849	8

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.711	.716	3

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.824	2

### C. Exploratory factors analysis and KMO

Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
A1		.755		
A2		.732		
A3		.720		
A4		.660		
A5		.521		
A6				.673
A7				.682
A8				.635
B1	.599	.453		
B2	.586	.508		
B3	.743			
B4	.496			
B5	.798			
B6			.555	
B7	.713			
B8	.417		.472	
C1			.525	.434
C2			.712	
C3			.843	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	1.171E3
	df	171
	Sig.	.000

## D. Confirmatory factor analysis

### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	41	337.396	149	.000	2.264
Saturated model	190	.000	0		
Independence model	19	1227.845	171	.000	7.180

### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.043	.815	.764	.639
Saturated model	.000	1.000		
Independence model	.146	.342	.269	.308

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.725	.685	.825	.795	.822
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.871	.632	.716
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

### NCP

Model	NCP	LO 90	HI 90
Default model	188.396	138.875	245.643
Saturated model	.000	.000	.000
Independence model	1056.845	949.347	1171.801

### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2.191	1.223	.902	1.595
Saturated model	.000	.000	.000	.000
Independence model	7.973	6.863	6.165	7.609

### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.091	.078	.103	.000
Independence model	.200	.190	.211	.000

## E. Correlation analysis

**Correlations**

		AffectiveLo	BeliefLo	ConativeLo	AttitudeLo
AffectiveLo	Pearson Correlation	1	.717**	.408**	.461**
	Sig. (2-tailed)		.000	.000	.000
	N	108	108	108	108
BeliefLo	Pearson Correlation	.717**	1	.490**	.445**
	Sig. (2-tailed)	.000		.000	.000
	N	108	108	108	108
ConativeLo	Pearson Correlation	.408**	.490**	1	.589**
	Sig. (2-tailed)	.000	.000		.000
	N	108	108	108	108
AttitudeLo	Pearson Correlation	.461**	.445**	.589**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	108	108	108	108

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

**Correlations**

		AffectiveIntl	BeliefIntl	ConativeIntl	AttitudeIntl
AffectiveIntl	Pearson Correlation	1	.697**	.446**	.562**
	Sig. (2-tailed)		.000	.000	.000
	N	106	106	106	106
BeliefIntl	Pearson Correlation	.697**	1	.372**	.530**
	Sig. (2-tailed)	.000		.000	.000
	N	106	106	106	106
ConativeIntl	Pearson Correlation	.446**	.372**	1	.614**
	Sig. (2-tailed)	.000	.000		.000
	N	106	106	106	106
AttitudeIntl	Pearson Correlation	.562**	.530**	.614**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	106	106	106	106

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

**Correlations**

		AffectiveIntl	BeliefIntl	ConativeIntl	AttitudeIntl
AffectiveIntl	Pearson Correlation	1	.697**	.446**	.562**
	Sig. (2-tailed)		.000	.000	.000
	N	106	106	106	106
BeliefIntl	Pearson Correlation	.697**	1	.372**	.530**
	Sig. (2-tailed)	.000		.000	.000
	N	106	106	106	106
ConativeIntl	Pearson Correlation	.446**	.372**	1	.614**
	Sig. (2-tailed)	.000	.000		.000
	N	106	106	106	106
AttitudeIntl	Pearson Correlation	.562**	.530**	.614**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	106	106	106	106

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

## F. Multiple regression analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.637 <sup>a</sup>	.406	.389	.43830	.406	23.733	3	104	.000

a. Predictors: (Constant), ConativeLo, AffectiveLo, BeliefLo

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.678	3	4.559	23.733	.000 <sup>a</sup>
	Residual	19.979	104	.192		
	Total	33.657	107			

a. Predictors: (Constant), ConativeLo, AffectiveLo, BeliefLo

b. Dependent Variable: AttitudeLo

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.053	.351		3.000	.003	.357	1.749
	AffectiveLo	.272	.125	.238	2.186	.031	.025	.520
	BeliefLo	.052	.138	.043	.378	.706	-.221	.325
	ConativeLo	.440	.081	.471	5.410	.000	.279	.601

a. Dependent Variable: AttitudeLo

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.711 <sup>a</sup>	.505	.491	.47438	.505	34.727	3	102	.000

a. Predictors: (Constant), ConativeIntl, BeliefIntl, AffectiveIntl



**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.445	3	7.815	34.727	.000 <sup>a</sup>
	Residual	22.954	102	.225		
	Total	46.399	105			

a. Predictors: (Constant), ConativeIntl, BeliefIntl, AffectiveIntl

b. Dependent Variable: AttitudeIntl

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.181	.352		.512	.610	-.518	.879
	AffectiveIntl	.287	.135	.215	2.129	.036	.020	.554
	BeliefIntl	.264	.119	.217	2.228	.028	.029	.499
	ConativeIntl	.444	.079	.438	5.599	.000	.287	.601

a. Dependent Variable: AttitudeIntl

**G. Paired sample t-test**

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	AffectiveLo	3.5191	106	.46413	.06042
	AffectiveIntl	3.4492	106	.55375	.07209

**Paired Samples Test**

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	AffectiveLo - AffectiveIntl	.06992	.70835	.09222	-.11468	.25451	.758	105	.451

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	BeliefLo	3.5339	106	.48347	.06294
	BeliefIntl	3.4216	106	.55704	.07252

**Paired Samples Test**

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	BeliefLo - BeliefIntl	.11229	.56558	.07363	-.03510	.25968	1.525	105	.133

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	ConativeLo	3.4520	106	.52800	.06874
	ConativeIntl	3.4294	106	.66104	.08606

**Paired Samples Test**

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	ConativeLo - ConativeIntl	.02260	.78994	.10284	-.18326	.22846	.220	105	.827

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	AttitudeLo	3.7119	106	.50175	.06532
	AttitudeIntl	3.5593	106	.70151	.09133

**Paired Samples Test**

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 AttitudeLo - AttitudeIntl	.15254	.68389	.08904	-.02568	.33077	1.713	105	.092

## APPENDIX 2

### Questionnaire

#### Consumer Attitude Survey

I am thankful for your participation. This questionnaire is for a research project conducted by a student of Master of Science in Business for the completion of Master Thesis. This survey is conducted to figure out the customers attitude towards coffee shops in Norway. Your valuable participation will help us to understand customers attitude towards different coffee shops in Norway.

Please read the given instruction carefully before completing the questions.

\* Required

**Note for cell phone users: Fill the form in landscape mode**

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#### Demographic Information

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Please click the appropriate options under which category you will fall in and best describes you.

1. **Gender? \***

*Mark only one oval.*

Female

Male

2. **Age? \***

*Mark only one oval.*

Below 20 years

20-40 Years

Above 40 Years

3. **Occupation? \* Mark**

*only one oval.*

Student

Professional

Business

Service

4. **Income level (In Norwegian Kroner per month)?**

*Mark only one oval.*

Below 15000

15000-30000

30000-50000

Above 50000

**5. Education you acquire? \***

*Mark only one oval.*

- High School
- Undergraduate
- Graduate
- Higher Study

**6. Do you like to visit coffee shops/Cafe? \***

*Mark only one oval.*

- Yes
- No

**7. Do you usually go to same coffee shop or variety of coffee shops? \* Mark**

*only one oval.*

- Same coffee shop
- Different Coffee shop

**8. How often do you visit a coffee shops? \***

*Mark only one oval.*

- Often
- Sometimes
- Rarely
- Never

**9. With whom you mostly visit coffee shop? \***

*Mark only one oval.*

- Alone
- With Partner
- With Family
- With Friends and Colleagues

**10. What types of coffee shop do you visit? \***

*Mark only one oval.*

- Local branded coffee shop (E.g. Tim Wendelboe, Stockfletchs, Fuglen, Java, Moca, etc.)

*Skip to question 17.*

- International branded coffee shop (E.g. Starbucks, Espresso House, etc.)

*question 20.*

*Skip to*

- Both *Skip to question 11.*

## Your experience on Local Coffee Shop in Norway

Following measure which describe the feeling, belief and behavioral intention about the performance of local coffee shops.

Please click the circle in the measure on each statement.

**11. Which will best describe your feelings towards performance of local coffee shops. Mark only one oval per row.**

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Environment is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees are very friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information (in Ad or in Outlet) are trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee flavors are of my taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee shop is very clean and tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers extra facility like free Wi-Fi, magazines, books, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value their customers with loyalty card, free voucher, membership discount, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Always try to give something new to customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**12. That will best describe your belief towards performance of local coffee shops. Mark only one oval per row.**

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Provides good quality coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees have good knowledge about product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Varieties of coffee are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price is very reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product information are sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are in convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of service is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less crowd and noise in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. **That will explain your behavioral intention towards local coffee shop. Mark only one oval per row.**

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to spend more time in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to test varieties of coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small changes in price will not influence me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely revisit the coffee shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend it to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### **Your experience on International Branded Coffee Shop in Norway**

Following measure which describe the feeling, belief and behavioral intention about the performance of International branded coffee shops.

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Please click the circle in the measure on each statement.

14. **Which will best describe your feelings towards performance of International branded coffee shops. Mark only one oval per row.**

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Environment is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees are very friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information (in Ad or in Outlet) are trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee flavors are of my taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee shop is very clean and tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers extra facility like free Wi-Fi, magazines, books, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value their customers with loyalty card, free voucher, membership discount, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Always try to give something new to customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. That will best describe your belief towards performance of International branded coffee shops.  
 Mark only one oval per row.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Provides good quality coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees have good knowledge about product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Varieties of coffee are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price is very reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product information are sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are in convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of service is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less crowd and noise in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. That will explain your behavioral intention towards International branded coffee shops. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to spend more time in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to test varieties of coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small changes in price will not influence me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely revisit the coffee shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend it to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skip to question 23.

### Your experience on Local Coffee Shop in Norway

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Following measure which describe the feeling, belief and behavioral intention about the performance of local coffee shops.

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Please click the circle in the measure on each statement.



17. Which will best describe your feelings towards performance of local coffee shops. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Environment is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees are very friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information (in Ad or in Outlet) are trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee flavors are of my taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee shop is very clean and tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers extra facility like free Wi-Fi, magazines, books, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value their customers with loyalty card, free voucher, membership discount, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Always try to give something new to customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. That will best describe your belief towards performance of local coffee shops. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Provides good quality coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees have good knowledge about product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Varieties of coffee are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price is very reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product information are sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are in convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of service is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less crowd and noise in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. That will explain your behavioral intention towards local coffee shop. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to spend more time in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to test varieties of coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small changes in price will not influence me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely revisit the coffee shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend it to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skip to question 23.

## Your experience on International Branded Coffee Shop in Norway

Following measure which describe the feeling, belief and behavioral intention about the performance of International branded coffee shops.

Please click the circle in the measure on each statement.

20. **Which will best describe your feelings towards performance of International branded coffee shops.**  
*Mark only one oval per row.*

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Environment is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees are very friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information (in Ad or in Outlet) are trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee flavors are of my taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee shop is very clean and tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers extra facility like free Wi-Fi, magazines, books, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value their customers with loyalty card, free voucher, membership discount, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Always try to give something new to customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. **That will best describe your belief towards performance of International branded coffee shops.**  
*Mark only one oval per row.*

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Provides good quality coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees have good knowledge about product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Varieties of coffee are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price is very reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product information are sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are in convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of service is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less crowd and noise in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. That will explain your behavioral intention towards International branded coffee shops. *Mark only one oval per row.*

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to spend more time in the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to test varieties of coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small changes in price will not influence me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely revisit the coffee shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend it to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. What types of coffee shop do you prefer? \* *Mark only one oval.*

- Local branded coffee shop
- International branded coffee shop
- Both
- Others

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THANK YOU  
For your participation

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