Purchase Intention of Franchised Coffee in Thailand*

Dr.Theera Erawan

Assistant Professor in Marketing,
Mahasarakham Business School, Mahasarakham University

ABSTRACT

This study explores purchasing intention and behavior of coffee franchise customers in Thailand. It outlines the role that behavioral intention plays in mediating between motivators and actual behavior. A mixed methods research methodology and a three-pronged approach are used in developing a reliable conceptual framework. Structural equation modeling was used to test the conceptual model and its hypotheses. Five motivations of intention of buying franchised coffee in Thailand are explored. Three positive significant indirect effects of motivating factors on behavior via intention are revealed: attitude, brand trust, and subjective norms. This study is among the first that expands the theory of planned behavior by fully exploring franchised coffee motivations, intention, and behavior in Thailand. The direct and indirect effects of motivating factors are recognized as an expansion and contribution to the theory of planned behavior as the theoretical foundation of this study.

Keywords: Theory of Planned Behavior, Mixed Methods Research Methodology, Intention, Franchised Coffee, Thailand

ความตั้งใจซื้อกาแฟแฟรนไชส์ในประเทศไทย*

ดร.ธีรา เอราวัณ
ผู้ช่วยศาสตราจารย์ประจำสาขาการตลาด
คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์ เพื่อค้นหาปัจจัยที่มีอิทธิพลต่อความตั้งใจและพฤติกรรมการซื้อกาแฟที่มีลักษณะเป็น แฟรนไชส์ในประเทศไทย โดยเน้นการศึกษาบทบาทของความตั้งใจซื้อในฐานะตัวแปรคั่นกลางระหว่างความ ตั้งใจซื้อและพฤติกรรมที่เกิดขึ้นจริง ระเบียบวิธีวิจัยที่ใช้ในการพัฒนากรอบแนวคิดสำหรับงานวิจัยนี้ได้แก่วิธีวิจัย แบบผสม (Mixed Methods Research Methodology) และแนวทาง 3 ด้าน (Three-pronged Approach) การวิเคราะห์ ข้อมูลโดยใช้โมเดลสมการโครงสร้าง (Structural Equation Modeling: SEM) เพื่อทดสอบสมมติฐานการวิจัย ผลการวิจัย เชิงค้นหาพบว่ามี 5 ตัวแปรที่มีอิทธิพลต่อความตั้งใจซื้อกาแฟแฟรนไชส์ในประเทศไทย โดยมี 3 ตัวแปรได้แก่ ทัศนคติ (Attitude) ความเชื่อมั่นในตราสินค้า (Brand Trust) และการคล้อยตามกลุ่มอ้างอิง (Subjective Norms) ที่มีอิทธิพล ทางอ้อมต่อพฤติกรรม (Behavior) ผ่านความตั้งใจ (Intention) อย่างมีนัยสำคัญทางสถิติ งานวิจัยนี้เป็นงานวิจัยแรกที่ ขยายองค์ความรู้ของทฤษฎีพฤติกรรมตามแผน (The Theory of Planned Behavior) โดยดำเนินการวิจัยเชิงค้นหาปัจจัย ที่มีอิทธิพล ความตั้งใจซื้อ และพฤติกรรมการซื้อกาแฟ แฟรนไชส์ในบริบทของประเทศไทย รวมถึงการศึกษาผลกระทบ ทางตรงและทางอ้อมที่เกี่ยวข้อง

คำสำคัญ : ทฤษฎีพฤติกรรมตามแผน วิธีวิจัยแบบผสมวิธี ความตั้งใจ กาแฟแฟรนไชส์ ประเทศไทย

1. INTRODUCTION

This study aims to explore the direct and indirect effects of motivation on franchised coffee buying behavior in Thailand through a mixed methods research methodology. Franchising is one of the fastest growing retail business models in the world. According to Franchise Business Economic Outlook 2020, the number of franchised businesses in the United States is expected to grow by 1.5% in 2020 to a total of 785,216 establishments. Franchise employment is forecast to increase by 2.8% to 8.67 million, adding a total of 232 thousand jobs (International Franchise Association, 2020). In Thailand, the franchise business sector generates high revenue for the country each year. The Thai Franchise Association reported that there were 548 franchise businesses with a growth rate of 15% in 2019 (Thai Franchise Association, 2020). Notably, franchised coffee is among the top ten revenue generators of franchise businesses in Thailand's economy (Thai Franchise Association, 2020).

Since entering Thailand's business market in the 1990s, franchised coffee has significantly affected coffee consumption behavior as indicated by the number of branches and market growth. According to the Euromonitor (2020), the coffee market in Thailand is expected to grow due to its compatibility with the population's current lifestyle and the 15% rise in coffee consumption per year. Moreover, coffee consumption per person in Thailand is roughly 300 cups a year. This is low compared to other countries, thus there is more opportunity for growth. Coffee franchises are currently key players in the market. Today, consumers are increasingly seeking their favorite coffee in retail outlets. Therefore, understanding the intention behind purchasing franchised coffee should provide useful information for these businesses in adding value to their business performance as a whole.

For academic contribution, the theory of planned behavior (TPB) has been widely used in many consumer behavior studies (Ajzen & Fishbein, 1980). The importance of the relationship between an individual's intention and their actual behavior is a key consideration for most businesses. However, it is worthwhile to note that most research in this literature is focused on the tangible product category and traditional business systems. Therefore, investigation in the field of franchising business systems along with services (an intangible product category) differentiates this study and provides academic contribution to this research area.

2. Literature Review

2.1 Theoretical Foundation

The theoretical foundation of this study is based on the theory of planned behavior or "TPB" (Ajzen & Fishbein, 1980) which is widely used in predicting and explaining people's behavior. It posits that subjective norms, attitudes, and perceived behavioral control indirectly impact behavior through intentions. (Ajzen, 1991; Greenslade & White, 2005; Chan & Tsang, 2011; Fulham & Mullan, 2011; Iakovleva,

Kolvereid, & Stephan, 2011; Bayon, Lee, & Baker, 2014; Cheng, Sanders, & Hampson, 2015; Husin and Rahman, 2016; Sarmah, Sharma, & Gupta, 2017). In other words, behavioral intention plays a mediating role between motivators and actual behavior. According to the TPB theory, the difference between intention and behavior could also be addressed. It is highlighted that intention and behavior (which is determined by behavior) are the two consequences according to the TPB (Ajzen & Fishbein, 1980; Ajzen, 1991). It is also worth noting that intention underlines the psychological aspect while behavior features the behavioral aspect. To be clarify, intention is related to people's self-commitment while behavior deals with people's action or activities.

2.2 Testing the Classic Model

Many study areas have adopted the classic TPB model specifically to examine the theory's three primary constructs: subjective norms, attitudes, and perceived behavioral control. A positive relationship with intention has been found between subjective norms (Greenslade & White, 2005; Fulham & Mullan, 2011; Ferdous & Polonsky, 2013; Bayon, Lee, & Baker, 2014; Cheng, Sanders, & Hampson, 2015; Aloulou, 2016; Echchabi, Azouzi, & Aziz, 2016; Kim & James, 2016; Hegner, Fenko, & Teravest, 2017; Jain, Khan, & Mishra, 2017; Sarmah, Sharma, & Gupta, 2017; Wang, Chu, Deng, Lam, & Tang, 2018), attitudes (Greenslade & White, 2005; Chan & Tsang, 2011; Iakovleva, Kolvereid, & Stephan, 2011; Solesvik, Westhead, Kolvereid, & Matlay, 2012; Ferdous & Polonsky, 2013; Cheng, Sanders, & Hampson, 2015; Aloulou, 2016; Echchabi, Azouzi, & Aziz, 2016; Husin & Rahman, 2016; Kim & James, 2016; Alleyne & Harris, 2017; Hegner, Fenko, & Teravest, 2017; Jain, Khan, & Mishra, 2017; Sarmah, Sharma, & Gupta, 2017; Badaj & Radi, 2018; Wang, Chu, Deng, Lam, & Tang, 2018), and perceived behavioral control (Greenslade & White, 2005; Chan & Tsang, 2011; Fulham & Mullan, 2011; Iakovleva, Kolvereid, & Stephan, 2011; Solesvik, Westhead, Kolvereid, & Matlay, 2012; Ferdous & Polonsky, 2013; Bayon, Lee, & Baker, 2014; Cheng, Sanders, & Hampson, 2015; Aloulou, 2016; Husin & Rahman, 2016; Kim & James, 2016; Alleyne & Harris, 2017; Hegner, Fenko, & Teravest, 2017; Sarmah, Sharma, & Gupta, 2017). In contrast, past literature has also revealed a negative relationship between subjective norms (Iakovleva, Kolvereid, & Stephan, 2011) and attitudes (Fulham & Mullan, 2011). Moreover, additional literature recognizes an insignificant relationship between subjective norms (Chan & Tsang, 2011; Solesvik, Westhead, Kolvereid, & Matlay, 2012; Bayon, Lee, & Baker, 2014; Alleyne & Harris, 2017) and perceived behavioral control (Jain, Khan, & Mishra, 2017).

2.3 Extending and Generalizing the Model

Recently, TPB research has evolved its investigations to focus on extending models based on the underlying theoretical foundation to other areas of study. Yosof & Lai (2014) proposed an integrative model with the TPB in predicting behavior. The modification of TPB by adding more variables from the literatures were examined (Tang, Luo, & Xiao, 2011; Ma, Littrell, & Niehm, 2012; Marques, 2012; May & Steward Jr, 2013; Kim & James, 2016). Moreover, the decomposed theory of planned behavior (DTPB)

were constructed as an extension of the classic TPB classic (Stone, Jawahar, & Kisamore, 2009; Yousaf, Shamim, Siddiqui, & Raina, 2015; Yang, Liu, & Zhou, 2012; Wan, Cheung, & Shen, 2012; Lee, Hsieh, & Guo, 2013; Husin & Rahman, 2016; Badaj & Radi; 2018). The proposed model of expanding TPB by incorporate relationship quality concept was granted by (Potdar, Guthrie, & Gnoth, 2018) but has not been tested. The mediating role that the TPB suggests and its relationship to other variables and behavioral intentions have also been investigated (Jalilvand & Samiei, 2012; Jin, Chai, & Tan, 2012; Haus, Steinmetz, Isidor, & Kabst, 2013; Solesvik, 2013; Leung & Jiang, 2018). Additionally, the mediating role of specific variable between motivation and intention was examined (Chen & Lu, 2011).

2.4 Research Gap Identification

As stated in the literature review above, motivating factors in the TPB are normally limited to three main factors: subjective norms, perceived behavioral control, and attitude. Extending and generalizing the TPB model is also limited by adding specific variables to the model. In this case, franchised coffee consumption is the specific domain of interest. Thus, this study addresses a gap, gaining insight into this domain and subsequently expanding the academic and managerial contributions underpinning the TPB's theoretical foundations by exploring franchised coffee's motivations, intention, and behavior in Thailand.

3. Conceptual Model Development: Mixed Methods Research Methodology

This study adopts a mixed methods research methodology in developing a reliable conceptual framework. Firstly, experts were interviewed—a qualitative research methodology. This was followed by an exploratory field study—a quantitative research methodology. In addition, this study adopted a so-called "Three-pronged approach" (Echtner, 1995; Sohail & Shaikh, 2007; Doomun, 2008). This approach aims to propose a reliable conceptual model by cross-validating the information in the literature review and considering qualitative, and quantitative research methods.

3.1 Expert Interviews—A Qualitative Approach

The starting point here followed a qualitative approach by interviewing experts (Yin, 1994; Babbie, 2007; Creswell & Poth, 2018). In this study, the interviews were conducted to explore points of interest in franchised coffee consumption behavior in Thailand. It is worth noting that a qualitative research interview is one of the most popular approaches to data collection in this field. It has captured scholarly attention and is widely applied by many scholars (Creswell & Poth, 2018). In this study, a focused group interview was conducted because of time constraints (Yin, 1994; Creswell & Poth, 2018). Ten key informants, from different domains—including franchised coffee consumers (both male and female who frequently purchase franchised coffee in the past six month) and businesses as well as academicians in marketing

study field—were interviewed with open-ended questions. Key informants were invited to share their initial feelings about what motivates them to purchase franchised coffee. Beyond this, they shared their opinions about features that could best describe their franchised coffee buying behavior. Additionally, they were asked to speak about what could be described as their intention to purchase franchised coffee. Content analysis was adopted as data analysis technique for this qualitative study. The results from these expert interviews are listed in Table 1 and were integrated into the next step which is a quantitative approach. It is worth noting that branding, physical evidence, and franchised coffee behavior issues emerged during this exploratory stage.

3.2 Exploratory Field Study—A Quantitative Approach

Quantitative research for this study was conducted by using an exploratory field study (Babbie, 2007) to collect data from franchised coffee customers. One of the main objectives of this quantitative approach was to refine and ensure the relevancy of factors' constructs and its loading pattern. First, an exploratory factor analysis (EFA) was used as a data analysis technique for this study to check the number of factors and its loading pattern. Below are the three major steps in conducting an exploratory field study.

3.2.1 Survey Instrument Development

A self-administered questionnaire was used as a survey instrument in this exploratory field study. Question items appearing in the questionnaire were explored, generated, and integrated from the expert interview results in the qualitative approach described above. It is worth noting that this process ensured that the generated questions capture and are relevant in the Thailand franchised coffee context. In this stage, listed question items were rewritten neutrally in response to concerns around bias.

There are three parts to the questionnaire. The first part relates to respondents' motivation for franchised coffee purchasing behavior. The extent of their agreement with each statement was monitored as these might influence their franchised coffee purchasing behavior. Respondents' intention to purchase franchised coffee was assessed in the second part. The extent of respondents' agreement with statements that described their intention was obtained in this part. For the third part, respondents' opinion about statements that could best describe their franchised coffee buying behavior was assessed. Additional space for open-ended comments or opinions was placed at the end of each part to allow respondents to include further information. A five-point Likert scale was adopted as a scale measurement in this study.

The validity of the content was assessed before the questionnaire distribution to ensure the appropriateness of the question items in a Thailand franchised coffee context. Marketing academics were invited and participated as experts to verify and refine these question items.

3.2.2 Sampling Design and Data Collection

Franchised coffee customers are the population for this study. One hundred franchised coffee customers represent the sample of this exploratory field study. The sample design demarcated a small sample size for convenience. This was done to ensure that the respondents had the best opportunity to fully understand the questionnaire. Data was collected during September 2019 with a multi-stage sampling design technique.

3.2.3 Exploratory Factor Analysis (EFA) Result

For data analysis, an exploratory factor analysis (EFA) was selected because it is appropriate in a situation where the constructs and its loading pattern are uncertain or unknown to the researcher (Hair, Black, Babin, Anderson, & Tatham, 2006). In this case, the loading pattern and the constructs are uncertain in a franchised coffee context in Thailand. The first step of conducting an EFA requires an assessment of the data's appropriateness to perform factor analysis using the Kaiser–Meyer–Olkin method of measuring sampling adequacy (KMO), Bartlett's Test of Sphericity, and Communalities (Hair, Black, Babin, Anderson, & Tatham, 2006). For this study, the principle component analysis is extracted with a method called "Varimax rotation". This reports the appropriateness of data to perform factor analysis (KMO = .882; Bartlett's Test of Sphericity = Approx. Chi-Square = 4865.677; df = 190; Sig. 0.000; Communalities > 0.50). The factor analysis solution explained 89.42% of the total variance in this data. Five components were extracted regarding franchised coffee motivation. The extracted components were then given names based on the relevant items which are attitude, brand trust, perceived behavioral control (PBC), physical evidence, and subjective norms. It is worthwhile to note that all the factor loadings were above 0.50 which indicates a significant practice (Hair, Black, Babin, Anderson, & Tatham, 2006).

For customers' intention, the appropriateness of collected data to perform factor analysis was confirmed (KMO = .883; Bartlett's Test of Sphericity = Approx. Chi-Square = 976.038, df = 15, Sig. 0.000; Communalities > 0.50). The factor analysis solution explained 73.54% of the total variance. Only one component was extracted and named Intention. This component had a factor loading above 0.50.

For franchised coffee buying behavior, the collected data was also checked for its appropriateness to perform factor analysis (KMO = .916; Bartlett's Test of Sphericity = Approx. Chi-Square = 1241.028, df = 21, Sig. 0.000; Communalities > 0.50). The factor analysis solution explained 75.05% of total variance and all the factor loadings were greater than 0.50. One component was extracted and named Franchised coffee behavior. The exploratory study result is illustrated in Table 1.

3.3 Results and Developing a Conceptual Framework

Table 1 demonstrates the mixed methods research methodology results via the three-pronged approach. By cross-validating the results from the literature review, expert interviews, and the exploratory field study, reliable conceptual model is developed and proposed as shown in Figure 1.

**Table 1**: Three-pronged Approach Results

	Three-pronged Approach Results		
	Literature Review	Expert Interviews (Qualitative)	Exploratory Study (Quantitative)
Franchised Coffee Motivation			
Attitude	*	*	*
Brand Trust		*	*
Perceived Behavioral Control	*	*	*
Physical Evidence		*	*
Subjective Norms	*	*	*
Franchised Coffee Intention	*	*	*
Franchised Coffee Behavior		*	*
Intention as Mediating Role	*	*	*

3.4 Conceptual Model

Figure 1 presents a reliable conceptual model that was proposed based on the integrated results from the mixed methods research methodology and the three-pronged approach. The definitions for this study are specified and shown in Table 2.
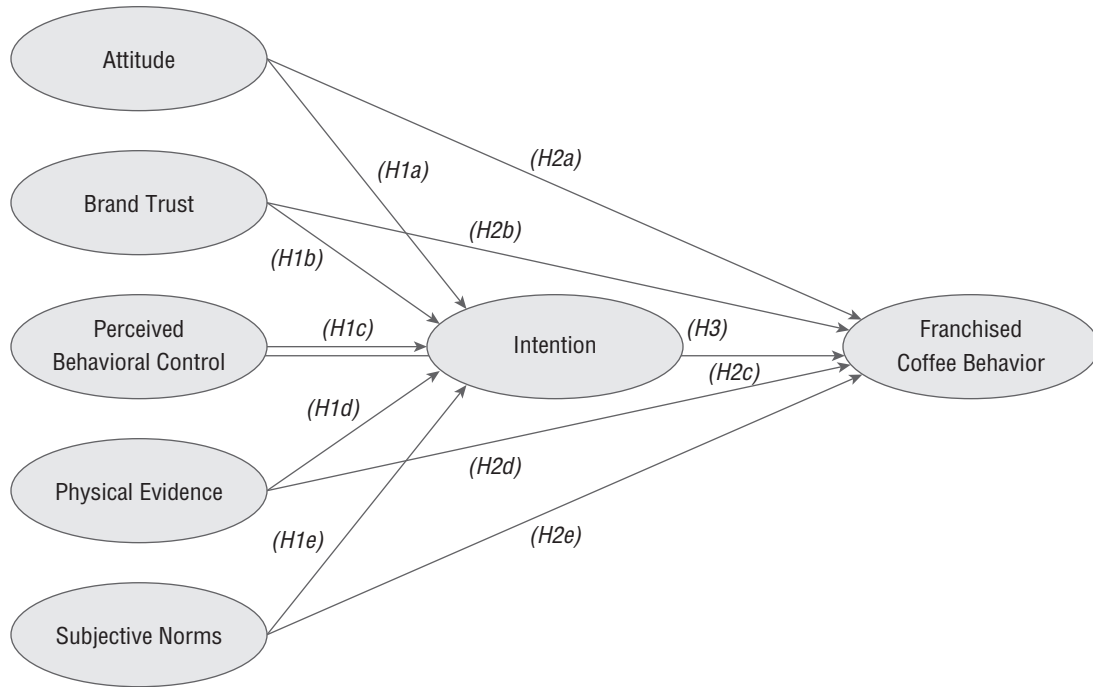
Figure 1: Conceptual Model

Table 2: Definitions

Variable	Definition
Attitude	Franchised coffee customer's positive/ negative feelings towards franchised coffee
Brand Trust	Customers' perception of franchised coffee's brand image and its ability to perform promised functions
Perceived Behavioral Control	Franchised coffee customers' perception of their franchised coffee buying capability
Physical Evidence	The physical environment of franchised coffee that is experienced by the customer
Subjective Norms	The perception of reference group approval on franchised coffee customers' buying behavior
Intention	A self-commitment of customer to buy franchised coffee
Franchised Coffee Behavior	The perception of franchised coffee customers on their buying behavior and related activities

Sources: Expert Interviews; Exploratory Study

3.5 Hypotheses

According to the proposed conceptual model, the hypotheses of this study are:

H1. Franchised coffee buying motivation is related to intention in a franchised coffee context in Thailand

H1a. Attitude is related to intention in a franchised coffee context in Thailand

H1b. Brand trust is related to intention in a franchised coffee context in Thailand

H1c. PBC is related to intention in a franchised coffee context in Thailand

H1d. Physical evidence is related to intention in a franchised coffee context in Thailand

H1e. Subjective norms is related to intention in a franchised coffee context in Thailand

H2. Franchised coffee buying motivation is related to behavior in a franchised coffee context in Thailand

H2a. Attitude is related to behavior in a franchised coffee context in Thailand

H2b. Brand trust is related to behavior in a franchised coffee context in Thailand

H2c. PBC is related to behavior in a franchised coffee context in Thailand

H2d. Physical evidence is related to behavior in a franchised coffee context in Thailand

H2e. Subjective norms is related to behavior in a franchised coffee context in Thailand

H3. Intention is related to behavior in a franchised coffee context in Thailand

4. Testing the conceptual model

4.1 Measures

Question items in this phase were derived from mixed methods research methodology results as mentioned earlier. A five-point Likert scale was also adopted as the measurement scale in this study.

4.2 Sampling Design and Data Collection

The sample size of this study is 400 based on Yamane principles (Yamane, 1967). A multi-stage sampling design was adopted to best represent the population. For data collection, self-administered questionnaires were distributed from December 2019 to February 2020 to franchised coffee customers

in Thailand. There were 400 completed and usable questionnaires, representing a 100 percent response rate.

4.3 Data Analysis and Results

The characteristics of the respondents in this study indicated that 56.3% of the respondents were female. Most of the respondents (86%) were younger than 44 years old. Moreover, approximately half (59.5%) of the respondents were single, and most of them (96.3%) held higher education degrees. Regarding their occupations, 31% of respondents work in the commercial sector, followed by government (22.5%), professional (21.3%) vocations, and students (13.3%). Further, approximately two-thirds of the respondents (59.3%) earned less than 30,000 Baht per month.

Before testing a conceptual model by performing a structural equation modeling (SEM), it is mandatory to conduct a confirmatory factor analysis (CFA) to check the constructs' validity and reliability (Hair, Black, Babin, Anderson, & Tatham, 2006). According to the SEM principles, the CFA process referring to measurement model verification while conducting SEM is called a structural model verification (Hair, Black, Babin, Anderson, & Tatham, 2006).

4.3.1 Measurement Model Verification

The main purpose of measurement model verification by conducting a CFA is to verify the validity and reliability of the constructs (Hair, Black, Babin, Anderson, & Tatham, 2006). According to Hair, Black, Babin, Anderson, & Tatham (2006), it is recommended to conduct a CFA before testing a structural model to ensure the appropriateness of several factors and their construct that are known based on theory, and/or empirical investigation. In other words, CFA helps researchers assess how well measures or indicators represent their underlying construct, which cannot be directly measured (Hair, Black, Babin, Anderson, & Tatham, 2006). As a result, constructs' validity and reliability can be assessed by performing CFA (Hair, Black, Babin, Anderson, & Tatham, 2006).

This study used a SEM software application called LISREL (Joreskog & Sorbom, 1996) to conduct the CFA. There are three measurement models in this study: franchised coffee motivation, intention, and behavior. Table 3 presents the CFA results for this study.

Table 3: CFA Results for Franchised Coffee Motivation Measurement Model

Latent \ Observed Variables	Standardized Factor Loading	Composite Reliability	Variance Extracted
Attitude		0.90	0.70
- atd1	0.82**		
- atd2	0.89**		
- atd3	0.89**		
- atd4	0.75**		
Brand Trust		0.91	0.72
- bt1	0.89**		
- bt2	0.86**		
- bt3	0.91**		
- bt4	0.73**		
Perceived Behavioral Control		0.91	0.71
- pbc1	0.84**		
- pbc2	0.85**		
- pbc3	0.85**		
- pbc4	0.82**		
Physical Evidence		0.93	0.76
- pe1	0.88**		
- pe2	0.93**		
- pe3	0.81**		
- pe4	0.86**		
Subjective Norms		0.95	0.82
- sn1	0.88**		
- sn2	0.92**		
- sn3	0.92**		
- sn4	0.90**		

Note: **$p < 0.01$; Chi-square/df = 1.76, p = 0.00, RMSEA = 0.04, Standardized RMR = 0.03, CFI = 0.99, GFI = 0.93, AGFI = 0.91

The construct validity of franchised coffee buying motivation that was revealed observed variables that are related to its latent variables at a statistically significant level of .01. The strength of the relationship of the latent-observed variables is presented by factor loading scores. The higher the factor loading score, the stronger the relationship of the observed variable to its latent variable (Hair, Black, Babin, Anderson, & Tatham, 2006).

In analyzing reliability, as recommended by Fornell & Larcker (1981), a good indication of internal consistency (or construct reliability) is normally determined by a variance extracted (> 0.50) and a composite reliability (> 0.70). The CFA results revealed that this measurement model conforms with satisfactory validity and reliability levels.

A CFA for the franchised coffee intention and behavior measurement model was then performed, and results are demonstrated in Tables 4 and 5.

Table 4: CFA Results for Franchised Coffee Intention Measurement Model

Latent \ Observed Variables	Standardized Factor loading	Composite Reliability	Variance Extracted
Intention		0.92	0.66
- int1	0.58**		
- int2	0.72**		
- int3	0.80**		
- int4	0.90**		
- int5	0.90**		
- int6	0.91**		

Note: **$p < 0.01$; Chi-square/df = 1.50, $p = 0.19$, RMSEA = 0.04, Standardized RMR = 0.01, CFI = 1.00, GFI = 0.99, AGFI = 0.97

Table 5: CFA Result for Franchised Coffee Behavior Measurement Model

Latent \ Observed Variables	Standardized Factor Loading	Composite Reliability	Variance Extracted
Franchised Coffee Behavior		0.96	0.78
- bh1	0.71**		
- bh2	0.87**		
- bh3	0.78**		
- bh4	0.87**		
- bh5	0.89**		
- bh6	0.84**		
- bh7	0.84**		

Note: **$p < 0.01$; Chi-square = 1.45, df = 2, Chi-square/df = 0.73, $p = 0.48$, RMSEA = 0.00, Standardized RMR = 0.01, CFI = 1.00, GFI = 1.00, AGFI = 0.98

These measurement models also conform with satisfactory validity and reliability levels.

4.3.2 Discriminant Validity Analysis

A discriminant validity analysis was conducted before testing the SEM model to evaluate the distinctiveness of the latent variables, which are measured by different sets of observed variables (Hair, Black, Babin, Anderson, & Tatham, 2006). Table 6 reported the appropriate discriminant validity analysis results in which correlations between latent variables and observed variables are not excessively high (> 0.85).

Table 6: Discriminant Validity Analysis

	1	2	3	4	5	6	7
1	1.00						
2	0.79	1.00					
3	0.52	0.66	1.00				
4	0.31	0.39	0.38	1.00			
5	0.20	0.25	0.35	0.18	1.00		
6	0.23	0.30	0.37	0.17	0.35	1.00	
7	0.47	0.59	0.51	0.27	0.16	0.31	1.00

Notes: 1-Franchised Coffee Behavior; 2-Intention; 3-Attitude; 4-Bramd Trust; 5-Perceived Behavioral Control; 6-Physical Evidence; 7-Subjective Norms

4.3.3 Structural Model Verification—Testing the SEM Model

For structural model verification, the SEM model and hypotheses were tested. In this study, the LISREL software application (Joreskog & Sorbom, 1996) was used for a structural equation modeling (SEM) data analysis. As recommended by Hair, Black, Babin, Anderson, & Tatham (2006), an evaluation of overall fit needs to be examined before performing SEM analysis to ensure the sufficiency of the hypothesized model in describing the actual collected data. The SEM result revealed an acceptable level of the overall model fit indicators (Chi-square/df = 1.97, p = 0.00, RMSEA = 0.05, Standardized RMR = 0.05, CFI = 0.99, GFI = 0.88, AGFI = 0.85, Critical N = 235). Therefore, this conceptual model can be applied for an appropriate interpretation. The SEM results are illustrated in Figure 2.
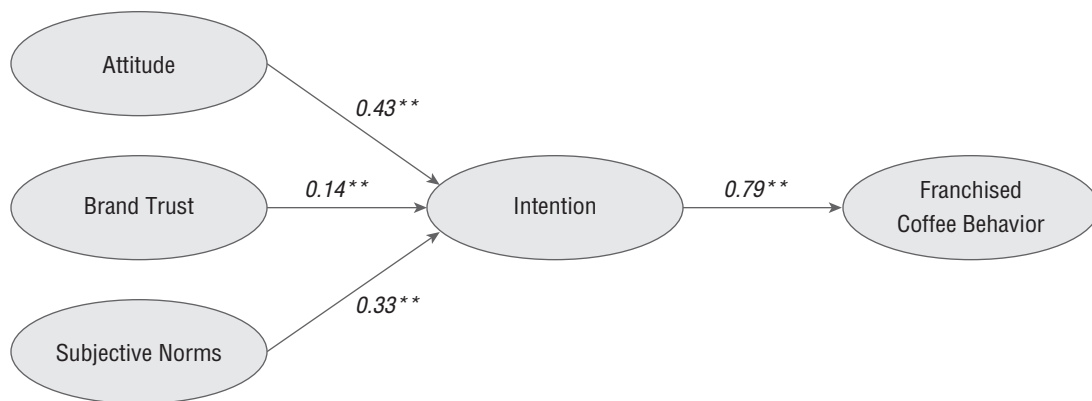
Notes: Only significant paths are presented

Figure 2: SEM Result

As presented in Figure 2, the SEM results reveal a significant relationship between three out of the five franchised coffee motivations and intention. Those three significant variables are attitude, brand trust, and subjective norms. Furthermore, the strength of the positive relationship between franchised coffee intention and its behavior is significantly confirmed. It is worth noting that the mediating role of intention between franchised coffee motivations and behavior is also confirmed. Furthermore, no direct relationship between franchised coffee motivations and behavior was found which strongly supported the core principle of the TPB as the theoretical foundation for this study.

4.3.4 Hypotheses Testing Results

The hypotheses tests for this study are reported in Table 7.

Table 7: Hypotheses Test Results

Hypothesis	Path	Standardized Path Coefficient	t-Value Sig.
H1.	Franchised Coffee Motivations → Intention		
H1a.	Attitude → Intention	0.43	7.34**
H1b.	Brand Trust → Intention	0.14	3.15**
H1c.	Perceived Behavioral Control → Intention	0.02	0.47
H1d.	Physical Evidence → Intention	0.00	0.10
H1e.	Subjective Norms → Intention	0.33	6.56**
H2.	Franchised Coffee Motivations → Behavior		
H2a.	Attitude → Behavior	0.00	7.15
H2b.	Brand Trust → Behavior	0.00	3.13
H2c.	Perceived Behavioral Control → Behavior	0.00	0.47
H2d.	Physical Evidence → Behavior	0.00	0.10
H2e.	Subjective Norms → Behavior	0.00	6.42
H3.	Franchised Coffee Intention → Behavior	0.79	11.74**

Note: ** = Significant level 0.01

5. Conclusion and Discussion

This study aims to investigate the relationships between franchised coffee motivations and behavior via intention. A mixed methods research methodology, both qualitative and quantitative, was adopted, proposing a reliable conceptual model. A three-pronged approach was also applied to cross-validate the results among the literature review, expert interviews, and exploratory field survey. Qualitative research using expert interviews was conducted early in the study to explore franchised coffee customers' motivations, intentions, and behavior in Thailand. Information gained from expert interviews was generated into a field survey—a quantitative research method. An exploratory factor analysis (EFA) was conducted to refine and confirm the variables' constructs. The three-pronged approach was then cross-validated and a reliable conceptual model was proposed. A full scale, self-administered questionnaire was distributed, data collected and a confirmatory factor analysis (CFA) was analyzed for validity/reliability certification.

A structural equation modeling (SEM) was then performed to test the hypothesized model. The SEM results provide useful information for franchised coffee businesses in marketing planning.

This study's results revealed that attitude, brand trust, and subjective norms play a positive significant role in franchised coffee behavior via intention. No direct effects of franchised coffee motivations on behavior were found in this study. However, the mediating role of intention between motivations and behavior is confirmed (Greenslade & White, 2005; Chan & Tsang, 2011; Fulham & Mullan, 2011; Iakovleva, Kolvereid, & Stephan, 2011; Solesvik, Westhead, Kolvereid, & Matlay, 2012; Ferdous & Polonsky, 2013; Bayon, Lee, & Baker, 2014; Cheng, Sanders, & Hampson, 2015; Aloulou, 2016; Echchabi, Azouzi, & Aziz, 2016; Husin & Rahman, 2016; Kim & James, 2016; Alleyne & Harris, 2017; Hegner, Fenko, & Teravest, 2017; Jain, Khan, & Mishra, 2017; Sarmah, Sharma, & Gupta, 2017; Badaj & Radi, 2018; Wang, Chu, Deng, Lam, & Tang, 2018), thus supporting the key structure of the TPB's theoretical foundation. Moreover, this study is partly in support of the TPB literature in which the positive relationship between attitude and intention are found (Greenslade & White, 2005; Chan & Tsang, 2011; Iakovleva, Kolvereid, & Stephan, 2011; Solesvik, Westhead, Kolvereid, & Matlay, 2012; Ferdous & Polonsky, 2013; Cheng, Sanders, & Hampson, 2015; Aloulou, 2016; Echchabi, Azouzi, & Aziz, 2016; Husin & Rahman, 2016; Kim & James, 2016; Alleyne & Harris, 2017; Hegner, Fenko, & Teravest, 2017; Jain, Khan, & Mishra, 2017; Sarmah, Sharma, & Gupta, 2017; Badaj & Radi, 2018; Wang, Chu, Deng, Lam, & Tang, 2018). Furthermore, the positive significant relationship between subjective norms and intention are also support the previous literatures (Greenslade & White, 2005; Fulham & Mullan, 2011; Ferdous & Polonsky, 2013; Bayon, Lee, & Baker, 2014; Cheng, Sanders, & Hampson, 2015; Aloulou, 2016; Echchabi, Azouzi, & Aziz, 2016; Kim & James, 2016; Hegner, Fenko, & Teravest, 2017; Jain, Khan, & Mishra, 2017; Sarmah, Sharma, & Gupta, 2017; Wang, Chu, Deng, Lam, & Tang, 2018). However, it is worth noting that no significant relationship between perceived behavioral control and intention is found. This might be to the fact that purchasing franchised coffee is easy to perform. In addition, it could be highlighted that the new finding emerging from this study indicates a motivating role of brand trust on intention and behavior. Consequently, the uniqueness of the study context—coffee franchises in Thailand—can be recognized as an academic contribution to the TPB study area.

This study differed from previous TPB literature in four major aspects. Firstly, this study implemented the mixed methods research methodology with the utilization of the three-pronged approach in developing and proposing a reliable conceptual framework. This contemporary research method, both qualitative and quantitative, is highly recommended as a guideline for further research in various study areas. Secondly, this study extended the TPB theoretical foundations by examining the direct and indirect effects of franchised coffee motivations on behavior via intention. Thirdly, the sample size of this study exceeds the critical numbers suggested by the software application (LISREL). This shows the strength of the data analysis and its interpretation. Lastly, this study is among the first in a franchised coffee context in Thailand that fully explores and examines the motivations–intention–behavior relationship.

6. Contributions and Recommendations

6.1 Academic Contributions

This study is among the first that extends the TPB theoretical foundation by fully exploring motivations, intention, and behavior in coffee franchises in Thailand. The effects of franchised coffee motivations on behavior, both directly and indirectly via intention are also fully examined. Hence, the measurements used in this study are limited and specific to the Thailand franchised coffee context. It could be noted that the information gained from this study may be most useful for Thailand franchised coffee. Moreover, utilizing a contemporary mixed methods research methodology, with the three-pronged approach within the TPB research paradigm was worthwhile and is strongly recommended as a guideline for further research investigation.

6.2 Managerial Implications

For managerial implications, the higher the level of franchised coffee customers' satisfaction, the higher the level of the behavior they will perform. The results from this study indicate that increasing the level of attitude, brand trust, and subjective norms could increase customers' satisfaction level. The managerial implications that have been drawn from this study are illustrated in Table 8.

Table 8: Managerial Implications

Component	Implications	
1. Attitude (+)	1.1	Offer attractive signature taste of coffee
	1.2	Use brand image strategy
	1.3	Implement CSR program to build positive attitude
	1.4	Design CRM marketing campaign on special occasions
2. Brand Trust (+)	2.1	Maintain franchised system standardization
	2.2	Brand advertising
	2.3	Brand image reinforcement
	2.4	Quality assurance
3. Subjective Norms (+)	3.1	Design social activities-related marketing program
	3.2	Friend recommend friend marketing program
	3.3	Use Reference group/ Blogger as marketing strategy
	3.4	Implement WOM (Words of mouth) strategy

6.3 Limitations and Future Research Recommendations

This study is limited to coffee franchises in Thailand. Further application of this conceptual model to specific coffee franchise brands could improve the model's generalizability and business success. Moreover, the mixed methods research methodology used in this study is strongly recommended for future research in any study area.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211.

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice Hall.

Alleyne, P., & Harris, T. (2017). Antecedents of taxpayers' intentions to engage in tax evasion: evidence from Barbados. *Journal of Financial Reporting and Accounting, 15*(1), 2–21.

Aloulou, W. J. (2016). Predicting entrepreneurial intentions of final year Saudi university business students by applying the theory of planned behavior. *Journal of Small Business and Enterprise Development, 23*(4), 1142–1164.

Babbie, E. (2007). The Practice of Social Research. Belmont, CA: Thomson Wadsworth.

Badaj, F. & Radi, B. (2018). Empirical investigation of SMEs' perceptions towards PLS financing in Morocco. *International Journal of Islamic and Middle Eastern Finance and Management, 11*(2), 250–273.

Byon, K. K., Lee, B. & Baker, T. A. (2014). A cross-cultural study of purchase intention of sponsored products based on American and Korean spectators of the 2010 FIFAWorld Cup South Africa. *Sport, Business and Management: An International Journal, 4*(2), 158–177.

Chan, K. & Tsang, L. (2011). Promote healthy eating among adolescents: a Hong Kong study. *Journal of Consumer Marketing, 28*(5), 354–362.

Chen, M. & Lu, T. (2011). Modeling e-coupon proneness as a mediator in the extended TPB model to predict consumers' usage intentions. *Internet Research, 21*(5), 508–526.

Cheng, E. W. L., Sanders, K. & Hampson, I. (2015). An intention-based model of transfer of training. *Management Research Review, 38*(8), 908–928.

Creswell, J.W., & Poth, C.N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches (4th ed.)*. Thousand Oaks, CA: SAGE Publications.

Doomun, M. R. (2008). Multi-level information system security in outsourcing domain. *Business Process Management Journal, 14*(6), 849–57.

Echchabi, A., Azouzi, D. & Aziz, H. A. (2016). The future prospects of Islamic banking in Tunisia: an empirical survey. *EuroMed Journal of Business, 11*(1), 119–131.

Echtner, C. M. (1995). Entrepreneurial training in developing countries. *Annals of Tourism Research, 22*(1), 119–134.

Euromonitor, (2020). *Coffee in Thailand*. Retrieved from https://www.euromonitor.com/coffee-in-thailand/report

Ferdous, A. S. & Polonsky, M. J. (2013). Predicting Bangladeshi financial salespeople's ethical intentions and behaviour using the theory of planned behaviour: Implications for developing countries. *Asia Pacific Journal of Marketing and Logistics, 25*(4), 655–673.

Fornell, C. & Larker D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research, 18*, 382–388.

Fulham, E. & Mullan, B. (2011). Hygienic food handling behaviors: attempting to bridge the intention-behavior gap using aspects from tempora self-regulation theory. *Journal of Food Protection, 74*(6), 925–932.

Greenslade, J. H. & White, K. M. (2005). The prediction of above-average participation in volunteerism: A test of the theory of planned behavior and the volunteers functions inventory in older Australian adults. *The Journal of Social Psychology, 145*(2), 155–172.

Hair, J .F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis (6th ed.)*. Upper Saddle River, NJ: Prentice Hall.

Haus, I., Steinmetz, H., Isidor, R. & Kabst, R. (2013). Gender effects on entrepreneurial intention: a meta-analytical structural equation model. *International Journal of Gender and Entrepreneurship, 5*(2), 130–156.

Hegner, S. M., Fenko, A. & Teravest, A. (2017). Using the theory of planned behaviour to understand brand love. *Journal of Product & Brand Management, 26*(1), 26–41.

Husin, M. M. & Rahman, A. A. (2016). Predicting intention to participate in family takaful scheme using decomposed theory of planned behaviour. *International Journal of Social Economics, 43*(12), 1351–1366.

Iakovleva, T., Kolvereid, L. & Stephan, U. (2011). Entrepreneurial intentions in developing and developed countries. *Education + Training, 53*(5), 353–370.

International Franchise Association, (2020). *Franchise Business Economic Outlook 2020*. Retrieved from https://franchiseeconomy.com/assets /26656.pdf

Jain, S., Khan, M. N. & Mishra, S. (2017). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies, 11*(1), 4–21.

Jalilvand, M. R. & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice. Tesing the theory of planned behavior (TPB). *Internet Research, 22*(5), 591–612.

Jin, D., Chai, K. H. & Tan, K. C. (2012). Organizational adoption of new service development tools. *Managing Service Quality: An International Journal, 22*(3), 233–259.

Joreskog, K.G., & Sorbom, D. (1996). *LISREL 8: User's reference guide*. Chicago, IL: SSI Scientific Software International.

Kim, M. S. & James, J. (2016). The theory of planned behaviour and intention of purchase sport team licensed merchandise. *Sport, Business and Management: An International Journal, 6*(2), 228–243.

Lee, Y. C., Hsieh, Y. F. & Guo, Y. B. (2013). Construct DTPB model by using DEMATEL: a study of a university library website. *Program, 47*(2), 155–169.

Leung, X. Y. & Jiang, L. (2018). How do destination Facebook pages work? An extended TPB model of fans' visit intention. *Journal of Hospitality and Tourism Technology, 9*(3), 397–416.

Ma, Y. J., Littrell, M. A. & Niehm, L. (2012). Young female consumers' intentions toward fair trade consumption. *International Journal of Retail & Distribution Management, 40*(1), 41–63.

Marques, C. S., Ferreira, J. J., Gomes, D. N. & Rodrigues, R. G. (2012). Entrepreneurship education: How psychological, demographic and behavioural factors predict the entrepreneurial intention. *Education + Training, 54*(8/9), 657–672.

May, R. C. & Stewart Jr, W. H. (2013). Building theory with BRICs: Russia's contribution to knowledge sharing theory. *Critical Perspectives on International Business, 9*(1/2), 147–172.

Potdar, B., Guthrie, J. & Gnoth, J. (2018). Encouraging shoplifting prevention with quality relationships: A theory of planned behavior perspective. *International Journal of Retail & Distribution Management, 46*(1), 49–69.

Sarmah, B., Sharma, S. & Gupta, S. (2017). Antecedents of e-business adoption intention: an empirical study. *International Journal of Innovation Science, 9*(4), 417–434.

Sohail, M. S. & Shaikh, M. N. (2007). Internet banking and quality of service: Perspectives from a developing nation in the Middle East. *Online Information Review, 32*(1), 58–72.

Solesvik, M. Z. (2013). Entrepreneurial motivations and intentions: investigating the role of education major. *Education + Training, 55*(3), 253–271.

Solesvik, M. Z., Westhead, P., Kolvereid, L. & Matlay, H. (2012). Student intentions to become self-employed: the Ukrainian context. *Journal of Small Business and Enterprise Development, 19*(3), 441–460.

Stone, T. H., Jawahar, I. M. & Kisamore, J. L. (2009). Using the theory of planned behavior and cheating justifications to predict academic misconduct. *Career Development International, 14*(3), 221–241.

Tang, Z., Luo, J. & Xiao, J. (2011). Antecedents of intention to purchase mass customized products. *Journal of Product & Brand Management, 20*(4), 316–326.

Thai Franchise Association, (2020). Retrieved from https://franchisefocus.co.th

Wan, C., Cheung, R. & Shen, G. Q. (2012). Recycling attitude and behaviour in university campus: a case study in Hong Kong. *Facilities, 30*(13/14), 630–646.

Wang, J., Chu, M., Deng, Y. Y., Lam, H. & Tang, J. (2018). Determinants of pesticide application: an empirical analysis with theory of planned behaviour. *China Agricultural Economic Review, 10*(4), 608–625.

Yamane, T. (1967). *Statistics, an introductory analysis (2nd ed.).* New York, NY: Harper and Row.

Yang, H., Liu, H. & Zhou, L. (2012). Predicting young Chinese consumers' mobile viral attitudes, intents and behavior. *Asia Pacific Journal of Marketing and Logistics, 24*(1), 59–77.

Yin, R. K. (1994). Case Study Research: Design and Methods. London, UK: Sage Publications,

Yousaf, U., Shamim, A., Siddiqui, H. & Raina, M. (2015). Studying the influence of entrepreneurial attributes, subjective norms and perceived desirability on entrepreneurial intentions. *Journal of Entrepreneurship in Emerging Economies, 7*(1), 23–34.

Yusof, N. A. M. & Lai, M. L. (2014). An integrative model in predicting corporate tax fraud. *Journal of Financial Crime, 21*(4), 424–432.