

Review Article

A STUDY ON THE IMPACT OF BRAND PREFERENCE AND FURNITURE ON CONSUMER PREFERENCE OF COFFEE HOUSES

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Abstract

The food and beverage industry in India is developing at a rapid pace. These changes need to be met by the various sectors and runners in the business to be able to satisfy their customers. This statement applies most importantly for the coffee house industry, as today consumers are looking to use these spaces for different purposes. The study revolves around the coffee houses in Bangalore, India. The social aspects of the food and beverage industry, inclined towards coffee houses will be studied with various elements. It aims at studying the impact of elements including music, brand preference, taste preference, furniture, lighting and crown, on consumer preference to visit a coffee house. A total of 371 responses were collected, which included corporate and students residing in Bangalore.

Keywords: Exotic Animals, Cultural Diversities, Wireless Internet, Caffeine, Descriptive Statistics.

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INTRODUCTION

There has been a shift from just savoring the coffee, to meeting at a coffee house and even interacting with new people at the same place. This paper aims to study consumer preference, towards the use of a coffee house and every individual's purpose of visit. The aim is also to determine why a certain coffee house is visiting a particular number for times, and for what reason. These days, some individuals prefer to conduct their meetings and conferences in coffee houses, as they are able to provide the right atmosphere, along with the wireless internet, that may be important elements for the same.

Coffee Houses

Upon walking into a coffee house today, we find people of various sorts, engaged in activities that would typically keep them busy during the day. This is not only today that this trend has originated. Even back in the seventeenth century, coffee houses were considered as the social hubs of England according to (Trolander & Tenger, 2015). They were not only social hubs, but also political centres and those to discuss cultural diversities. This helps us understand that the appeal does not just come from the coffee or the food that the coffee house might be serving, but also from the comfort and other socializing elements that they provide, to complete an experience.

Typically, a coffee house is a place serving or selling, packed or brewed coffee to their customers. These establishments can also vary in size, depending upon the utilization of space provided. The room was usually filled with conversations, debates and even laughter. These platforms were also viewed as areas of viewing art, and analyzing exotic animals. However, this trend of using coffee houses for various social purposes still continues, along with a shift of use, from socialization to using the space for work and productivity. These days, some individuals prefer to conduct their meetings and conferences in coffee houses, as they are able to provide the right atmosphere, along with the wireless internet, that may be important elements for the same.

According to (Oldenburg, 1989) people often use coffee houses as socializing platforms, private zones and even third places, which he defines as environments that offer a platform to channel friendships and the sense of community. This experiment by Oldenburg was conducted over twenty eight years ago, and since then, there have been various technological advances - that have made coffee houses more accessible and comfortable, to conduct socializing and personal activities. These transformation can be looked at as a good or bad change, but the essence of the coffee houses remains also in the beverage they are able to offer, and some even focus on transforming their ambience, for example, making an effort to be able to ensure group seating for those that arrive in groups, and private seating for those that would like to be seated privately in their peace and quiet, rather than their focal beverage - coffee.

Food and Beverage Industry in India

As a country's economy grows, it is either because of the food and beverage industry, or it brings about a change in the same. The food and beverage industry is the fifth largest sector among the various other manufacturing sectors (Forbes, 2017). The fastest developing economy in the world, and one of them is India, which is bringing about a drastic change and development in the food and beverage industry. Not only has restaurants flourished, but also the food processing and packaging sectors. Consumer demand is not changing, which is bringing about a requirement of healthy and wholesome food. The industry is expected to match up with these changes, along with influencing their own selling decisions (Careerizma, 2018). With the higher income of consumers, there is a higher chance of these disposals in the food and beverage sectors, therefore it puts the industry in a dilemma, in terms of pricing. Most of the beverages in the country are sold unpacked, and the highest food sales come from the processed and packaged foods. There are also other sectors that are affecting the industry, including food retail, online grocery supply, dairy, cold storage, etc. The industry is now expected to adopt the global standards of health and hygiene, as approved by the government and other concerned sectors. Total

quality management is applied to the industry to meet these standards. The Food handling area is the key connection among Agriculture and Manufacturing. In a creating economy like India, it contributes as much as 9 to 10 % of GDP, in Agriculture and Manufacturing division (Khambatta, 2014). The development of nourishment preparing division would should be a critical segment of the second green insurgency, considering its conceivable job in accomplishing expanded rural generation by guaranteeing better compensation for ranchers. The nourishment preparing part makes it conceivable by guaranteeing better market access to ranchers as well as by diminishing abnormal state of wastage. A created sustenance handling industry will diminish wastage, guarantee esteem option, and produce extra business open doors just as fare profit and consequently lead to better financial state of a great many ranch families. Various strategy and procedural activities are required to offer driving force to this division. Regardless of imperatives connected to foundation, advertise access and financing, dynamic organizations working in this part have positively shaped the worldwide stage. The author am certain that the following couple of years will be the brilliant years for the nourishment and refreshment part. We have had some unmistakable examples of overcoming adversity for instance, in the dairy or poultry portion yet the potential in these as additionally different territories is noteworthy. It isn't only the residential interest however the fare potential too that makes this division promising for financial specialists. It likewise can possibly produce work for 40.8 million individuals (17 million specifically and 9.75 million in a roundabout way), as indicated by (India Brand Equity Foundation), according to the latest update in 2018. In accordance with the development in economy, Indian absolute yearly family unit utilization is probably going to treble, making India the fifth biggest purchaser advertise by 2030. Sustenance and refreshment (F&B) is the biggest fragment of the utilization crate; we analyze underneath the key drivers for the development in this segment. India is very much situated to use on its relative favorable position regarding vast farming part and animals base on the back of prospering purchaser base. With the solid base in horticulture and animals, India had the capacity to rise as the biggest maker of sustenance - positioned first underway of milk and beets and positioned second underway of rice, wheat and sugarcane.

Coffee in India

India is very proud of the coffee production, which is especially seen in the southern parts of the country. This beverage is consumed in large numbers, on a regular basis. About 67 - 70% of the total coffee of India is used for export, which helps the foreign exchange of the country (Gairhe & Reddy 2012), and the coffee board states that the consumption increases by 5-6% every year. Along with this increase in consumption of coffee, the regular supply of coffee at various locations is also increasing. Various coffee shops in the country have also started to realize that it is important not only to have good coffee, but the right environment as well, to be able to attract customers. Its also best to note that coffee is one of the largest traded commodities in the world, and India is one of the leading producers of the same, but various climate changes are causing the questionable amounts of growth in the country (Davis et al. 2012).

REVIEW OF LITERATURE

Coffee Houses

In her study, (Waxman, 2006) studied the various social and physical factors, that affect the place attachment of a customer with a coffee shop. The study that was conducted by her was qualitative in nature and was based out of a certain level of primary observation. The main five elements that were taken into consideration were, appealing smell, cleanliness, lighting, comfort, and the view to front. There were also themes social and cultural changes that were used to analyze this study. The feel of

the community was also taken into consideration, keeping in mind the third place concept.

A number of questions were raised keeping in mindset people and their pattern of activities in the research. The main concept that was taken into studying this research as well was the third place concept by (Oldenburg, 1989). The researcher mentions that place attachment comes from various factors, that could be psychological, social and temporal experiences as well. The study is conducted keeping in mind that each individual experiences different attachments and the relationship of people and places is built differently. People and their culture have a great influence on the kind of places that they may be attached to. Let's take for example, that one of the coffee shops serves a sort of food that fits their religion and culture that would become one of the regulars for a person with restrictions on food, due to these factors. The study concluded that whatever the place may be, each social factor has an influence of the attachment of a person with a place.

There was conducted a study on the transformation of coffee houses by (Dilks & Woldoff, 2013) from what is was, back in 1989, to what it had become then. Comparing the times of (Oldenburg, 1989) where the third place concept was defined differently. The study was based on comparing the use of coffee houses as private and public working spaces, to proving the change in over one century. The authors have mentioned that the first change that they have noticed is a shift from using coffee houses as a place for socialization, to a place used to be more productive and carry out work. The methods used in this study were purposive sampling and preliminary observations. Only those coffee houses that would serve tea or coffee would qualify for the study. The coffee houses that were being used to conduct the study were divided into three categories, namely social spaces, non-social spaces and multifunctional spaces. The study was conducted around Boston's coffee houses, which gained their popularity only after the World War. They also realized during their search, that the Starbucks of Central Square in Boston, what the one that fit Oldenburg's description of the celebration of community. This became the basis of the study. The smaller the place, the more it welcomed a socialization base. These coffee houses also had distinct features and characteristics that no other coffee house possessed. But not only did the social places qualify for the third place concept, but also those that were non social places celebrated communities. The factors considered during the study are sociability, seating and activities, amenities and even the atmosphere. The gap that this research tired to bridge, is also to cover small establishments, that are rarely seen in other researches, due to the extensive research on large establishments. The authors suggest that for future researches, a large number of coffee shops must be considered, along with a large number of cities. They also suggest that a large sample would be able to generate better results to analyze sociability and independence of the restaurants. With the study the authors concluded that there is a larger crowd of those working at the coffee house, rather than socializing, proving the shift from coffee houses from third places to second places, which is an environment perfect for working or carrying out work of productivity. The limitation spotted in the research was that most of the people in the coffee houses were students, which is because Boston is a very student dominated city. It was therefore hard for the authors to base their study on preliminary observation, as that was the most important aspects of their study. They also studied a majority of independent coffee houses. A chain that could be analyzed, would give uniform and consistent results, for any future research that is to be conducted.

Coffee has been at the focal point of our lives in some structure since the fifteenth century, said and quoted (Looijen, 2012). When you consider coffee, numerous things presumably ring a bell. We go through it to wake us, to give us a jolt of energy, or in light of the fact that we like the flavour. A great many people have an example for beginning their day. Individuals appreciate some

coffee on the beginning of a working day or drink it while examining. Drinking coffee is an unwinding and addictive every day custom for some individuals. For some coffee consumers, the prevalence of coffee is guaranteed, because of the flavor of coffee and the animating impact of caffeine. All in all, for what reason is espresso so compelling in our way of life? Most likely in light of the fact that espresso is so compelling itself. An imperative piece of coffee is its caffeine, which is a standout amongst the most compelling substances out there. Caffeine makes the consumer increasingly caution and gives a sentiment of vitality recovery. Many individuals drink coffee when they feel tired and need a jolt of energy. Be that as it may, coffee isn't devoured to keep wakeful. Coffee is expended consistently of the day and much of the time. Another essential piece of coffee is its social part. Social factors likewise add to the way that espresso is a standout amongst the most broadly devoured drinks on the planet today. Individuals appreciate the taste and impacts of caffeine, just as related espresso with social communication. For example, cafés address this issue for social communication with espresso. From the fifteenth century, cafés have dependably been a gathering place for scholarly people, craftsmen, artists and essayists to share thoughts and better the network. Today cafés, or bistros, work as a social occasion place, or the get together spot. It can work as a spot where individuals could get together with companions or appreciate an espresso inside a loosening up climate. With its loosening up climate to back off, a café or a bistro is the perfect spot to bring associates, companions, customers and dates for an easygoing setting that facilitates nerves. Coffee can be matched with great discussion. You may state that we live in a Coffee culture, which portrays a social environment or arrangement of related social practices that depends vigorously upon coffee. Drinking coffee can allow you to become more acquainted with each other, make up for lost time with one another's lives, or discussion about various sort of things. Coffee is one of the most seasoned beverages to interface itself to a social action, the social action of drinking together. How regularly have you heard, "how about we examine this over some espresso"? Starbucks even constructed a realm through the social part of taking a seat and examining distinctive sort of things over an espresso. Starbucks once needed to allude to itself as the third spot. A spot for discussion and a feeling of network. This third spot, a spot to unwind, is a spot among work and home. A few people search for a decent tasting espresso, yet they likewise look for a warm, happy with seating region that will give an in general wonderful experience. So notwithstanding the caffeine, another motivation to drink espresso can be the social environment and mood.

Studies about the globalization on the coffee houses and the coffee market all over the world were conducted by (Pelupessy, 2007). The purpose of the article is defined as the attempt to understand and control the coffee market models of the world. This would be helpful, not only for the researchers, but also for the future studies to help in the development of that industry. The articles also talk about the different activities of sustainability, conducted all over the world, but differently for different countries - depending on their levels of developments. The consumer markets are highly focused in some countries, while they might be lacking in the others. This is purely due to the level of development of the country. A supportable answer for the irregular characteristics between crude material misuse and last utilization couldn't be come to by interventions in individual fragments of the espresso chain. Strategies should go for the improvement of systemic effectiveness of the chain, rather than point proficiency in worldwide markets. A vertically composed exertion to share long haul information ought to be made with the immediate inclusion of driving espresso organizations, other chain performers and partners. In these endeavors espresso organizations in delivering nations ought to have an important new job in giving people in general great.

Coffee House Industry

Coffee is a standout amongst the most broadly expended drinks and most broadly exchanged items on the planet in great part on the grounds that caffeine is the world's most well-known medication, a legitimate medication, said (Topik, 2009). Coffee's far reaching achievement gets from its capacity to adjust to numerous topographical, environmental, social set tings, and sickness routines and its capacity to develop after some time through common transformations and human help. Coffee was likewise a kind of early games prescription, a pill that had the double points of interest of getting to vitality through its caffeine and furthermore suppressing cravings for food. The tribesmen who devoured it were seekers who left on days-long treks. For the seekers, Coffee's motivation was to animate individual grit, not amiability. Coffee, which for the most part developed wild, just gradually turned into an exchanged product. Likely the innovation of coffee making-cooking and pounding the beans and bubbling water, made the drink be related with a site more than practically some other product. The houses were conceived in the Middle East, with the purpose of sharing coffee and even with the idea of socializing. Coffee houses assumed an essential job in the commoditization of stimulation, which recently was a to a great extent private, local undertaking. Gradually tasting the hot drink in the coffee houses prompted conversation on taboo subjects.

This study elaborates that in spite of the fact that the coffee business in India misses the mark in size, in significance in monetary assets of the extraordinary tea industry in that nation, it is note that it covers a bigger developed region than either tea or elastic India and it bears an outline of what can be accomplished by private to open organization endeavor. It was conducted by (Oliver, 2019). The development of coffee in India is restricted to the raised areas in south of the landmass. Mysore is as far as possible, the Shevaroy Hills in the Madras Presidency the easternmost point, while the Western Ghat and the of India structure regular limits toward the west and south. The Planting Director of Southern India, distributed in 1937, gives the absolute territory under coffee 190,000 sections of land, of which 50 percent, is in the State of Mysore, 25 percent, in and the equalization, except for a couple of hundred sections of land in the States of Co and Travancore, lies on the Nilgiris Hills and in the Madura, Salem and Regions of the Madras. In this manner was coffee built up on a firm balance in Southern India somewhere in the range of 1830 and 1840, first in Mysore and about a similar time in the Wynaad, the Nilgiris and Shevaroy Hills. The main ranch in Coorg was opened in 1854, from which date an incredible development occurred. Each grower has his very own thoughts with respect to how to develop coffee, however all grower in India are conceded to the attractive quality of developing coffee under shade. Great shade makes a decent espresso manor. An assortment of deciduous and evergreen trees are utilized, of which the focus family is the most well-known. The silver oak, which is snappy developing and simple to deal with, has been broadly planted from seed initially imported from Australia. The thickness of shade varies from zone to zone, however a harsh thought of what is best might be given when it is clarified that the foliage of the neighboring shade trees should just touch them.

In the article (Prakash, Devasia & Jayarama, 2015) elaborate on coffee, which is the crop that brings pride to the country, and is grown in Karnataka a total of 56% of the total growth? With every passing year, the growth of coffee begins to increase and this is happening in India, to make it one of the leading producers of coffee in the world. The two that are grown are Arabica and canephora, which is otherwise called as Robusta. This growth is highly dependent on the growth at different altitudes. The article also highlights the diseases and pest break outs in the year 1870, which had a major impact on the growth of coffee in the country. After this outbreak, the importance of this coffee was recognized and a lot of researchers and scholars began to study it and its

sustainability, to be able to generate a lot of profits. Even the diversity of the crop was analyzed and studied, to be able to make newer things from the same crop, and work on making new types of coffee. Post this analysis, a coffee board was formulated, that took all the decisions regarding coffee, which were to be followed by all in the country.

Third Place Concept

This examination researched by (Saey & Foss, 2016) studied the connection between societal setting and buyer place identification of the third spot coffee shop. Oldenburg defined the third spot as an area outside of home or work that takes into account social association and enthusiastic help. Individuals connect identifications or implications to these third places dependent on the sort of necessities met for the person by these spots. This investigation specifically inspects whether benefactors were bound to disparege coffeehouses in urban and provincial territories for handy reasons or for social and enthusiastic reasons. Benefactors of urban and provincial coffee shops finished a short study that included inquiries about why they were frequenting the chosen area that day steady with the writing in regards to refinements among urban and rustic social conduct. The outcomes showed that benefactors of the urban coffee shop were bound to visit the third spot for useful reasons, for example, getting coffee and doing work, while provincial clients were bound to visit the shop for social collaboration or good help. The large population variation between the rural an urban study, will be able to make this study successful.

Elaborated on the third place concept by (Peterson, 2009) that was initially introduced by Oldenburg, and the great good place. This was based on an analysis of the sociability of cafes and coffee houses. They however did not only look at coffee houses, but also pubs, and even hair salons. These places are said to have features that are common. It is also mentioned as a fact that if one does not visit a coffee house or any third place often, they are received back with enthusiasm, which means that it is not only a third place for those who visit, but those who run it as well. These places are said to be plain, but are able to initiate the process of socializing. They also do not just involve the consumption of coffee, but at times alcohol as well. As in a life of an adult, the visit of a third place means completely differently, like for example to catch up with friends and meet some people. It is often said that everyone likes their home, everyone also likes their workplace, but it is necessary for them to find a third place, for productivity and even meeting people.

In the study (Rosenbaum, 2015) study that Utilizing grounded hypothesis technique, a structure that represents how and why third places—that is, places, for example, coffee houses, bistros, and bars—end up important in customers' lives is advertised. The structure recommends that a few shoppers disparege third places to fulfill their utilization needs as well as their requirements for companionship and passionate help. These steady needs are pervasive in more seasoned matured buyers, who regularly experience occasions that reduce connections. In this manner, these consumers may swing to their "business fellowships" in third places for help. Based on the purchaser needs that a third spot fulfills, customers distinguish a third spot as spot as-functional, place-as-social affair, or spot as-home. The system is checked with the Social Support Questionnaire for Transactions instrument. The information uncover that as the recurrence to which purchasers get companionship and passionate help from their business fellowships increments, so too does their steadfastness. The study breaks down any place that is involved in the study into two - the social place and the physical place. This is because a very necessary part of the marketing mix is place, and it also very necessarily contributes to the study. Any physical setting is a place that is able to give you a shelter, to carry out then activity that you have been meaning to carry out, and a social place is proving a companionship at the time of need, through coming together at a place of gathering. It

helps provide an emotional platform, making a place as home and ultimate loyalty in ones own shelter.

RESEARCH METHODOLOGY

There were a total of 371 respondents in the sample size. The sampling technique is purposive and judgmental.

Data collection

The data was collected by distributing a questionnaire amongst those that would fall under the category of corporate or students. The questionnaire was based on a previous study by (Waxman, 2006).

Statistical tools used for analysis

Within the software SPSS, version 25, various tools were used to conduct the analysis, namely.

- Cronbach's Coefficient Alpha for reliability
- Descriptive statistics
- One - way ANOVA
- One - Sample T-Test
- Regression

Aim of the Project

Since the choice of a coffee house visitation is largely affected by various elements, it is important to study and understand these elements to be able to make a coffee house successful. This study aims to prove that consumer preference is primarily related to the physical social evolution of coffee houses.

Operational definition

A **coffee house** is an establishment that sells coffee and usually other refreshments, along with being an informal space for regular and irregular customers. These coffee houses can be used to carry out various activities.

The term **third place** means any place apart from the home and workplace that allows a person to socialize. It can be any place where people meet, talk and discuss.

A **social hub** is a place where people meet and socialize. These social hubs are the trigger for any sort of social activity, interaction and communication.

Elements

Music it is vocal sounds that may be pleasing to someone's ears, which not pleasing to the other. It can also be used as a way of entertainment. In these terms, music is defined as the vocal sounds being played in the coffee houses.

Furniture constitutes the ergonomic section of a coffee house. Furniture being referred to here would consist of tables, chairs, sofas and other comfort providing tools.

Lighting refers to the comfort that the figures and fixtures, producing light are able to provide to the customers. Customers may be influenced in a positive or negative way, by the excessive or lesser amounts of light at once.

Taste is one of the reasons people might choose to visit a coffee house, or even not go it at the same time. Taste is the combination of flavors that the coffee house can offer that makes the coffee.

Brand preference is one of the indicators of brand loyalty that a customer shows. It means that the customer chooses to come back to a particular coffee house every time he goes to get coffee. It also means that a customer prefers to buy coffee only from that coffee house, because of the brand awareness or brand image.

Variety is the number of dishes or beverages that are offered to a customer at any given point of time. Whether they choose one or two from a vast list of offerings, they should be given a large number of dishes and beverages to choose from.

Crowd is the number of people at any given point of time in a coffee house. There are sometimes that a person prefers to sit in a crowded environment, so that he or she can socialize, but sometimes, a customer prefers to sit in a less crowded environment.

RESULTS

Reliability test

Cronbach's Coefficient Alpha	No. of Items
0.705	23

The reliability test that was conducted was the Cronbach's Coefficients Alpha, which shows a figure of 70.5% reliability, with 23 items questioned on

Coef	Std Coef	t	Sig.		
B	Std. Error	Beta			
(Constant)	3.448	0.982		3.511	0.001
Music	0.100	0.125	0.048	0.801	0.424
Furniture	-0.348	0.171	-0.147	-2.033	0.043
Lighting	0.135	0.173	0.056	0.777	0.438
Taste	0.184	0.146	0.069	1.260	0.208
Brand preference	-0.199	0.129	-0.084	-1.541	0.024
Variety	0.076	0.138	0.030	0.552	0.581
Crowd	-0.137	0.127	-0.057	-1.077	0.282

The aim of the study is to be able to understand the impact of the various elements on consumer preference, namely music, furniture, lighting, taste preference, brand preference, variety and crowd. Upon study the regression model, of the various independent variables affecting the dependant variables, we understand that furniture and brand preference has an impact on consumer preference. This study was conducted on a total of 371

respondents. The table shows a positive impact between furniture and consumer preference.

The values are 0.042 and 0.000, this shows that the null hypothesis can be rejected and this also shows that the model is fit. The most number of people who answered the questionnaire are affected by the elements that are being tested in this study. The elements imply a significant difference in the coffee house preference of the various customers.

multiple Comparisons						
Dependent Variable: Which coffee house do you go to most often?						
Turkey HSDHSD						
(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1.00	2.00	0.14	0.33	0.90	-0.62	0.91
	3.00	-0.53	0.29	0.16	-1.20	0.15
2.00	1.00	-0.14	0.33	0.90	-0.91	0.62
	3.00	-0.67	0.29	0.06	-1.35	0.01
3.00	1.00	0.53	0.29	0.16	-0.15	1.20
	2.00	0.67	0.29	0.06	-0.01	1.35

Tests of Between-Subjects Effects						
Dependent Variable: Which coffee house do you go to most often?						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	
Corrected Model	33.900 ^a	2.00	16.95	3.21	0.04	
Intercept	2608.67	1.00	2608.67	4.56	0.00	
Occupation	33.90	2.00	16.95	3.21	0.04	
Error	1945.00	368.00	5.29			
Total	4928.00	371.00				
Corrected Total	1978.90	370.00				

The Post Hoc test conducted shows the multiple comparisons of a coffee house, in Turkey HSD format. Upon studying the same, a significant difference was shown between those that are employed, and those that are self - employed. Both the occupations studied had the upper bound limit of below 0.05, which meant that these would be the two that significantly make a difference in the study upon comparison. When we also study the reason of visiting a coffee house of most patrons, we notice that 32.8% of them do not just go to the coffee house to socialize, and 32% go to a coffee house to socialize with other people, along with socializing with staff.

The demographics were as such that 61.8% respondents were female and 38.2% were male. Another option that was included in the questionnaire was 'other' and there was no respondent of the same. Out of the respondents, 46.9% were students, 26.8% were self-employed and 26.3% were employed, and among the

students, 30.4% were pursuing a post-graduation study, and the rest were pursuing their under-graduation study.

CONCLUSION

The reason for the exploration was to think about the components that contribute in making coffee house's socials centre points, or even third places in that sense. An aggregate of 371 responses were gathered the product that was utilized to direct the investigation was SPSS, and three tests were done in - ANOVA, T-TEST, and Regression The outcome for the unwavering quality test was above 0.7+, and this was finished with the Cronbach's Coefficient Alpha. The main test directed was the T-Test, which featured the distinction in reactions between the sexual orientations, appearing there was a contrast between the reactions of male and female, as 'other' was not recorded in the examination. The following test that was done

was ANOVA. The test outcomes demonstrated a model that was fit, and a figure of 0.042, appearing invalid theory can be rejected. The POST HOC tried in Turkey strategy, demonstrated the commitment of all coffee houses to the examination, alongside featuring that employed and self-employed have a commitment to the investigation. Relapse was the last test that was led, which demonstrated to us that furnishings and brand preference affected the shopper inclination, when contrasted with the others. In any case, every one of the components together doesn't demonstrate an effect to the investigation, when contemplated alongside one another, and the number was above 0.05, which implies that the components joined together don't affect buyer inclination. All reactions were viewed as fit and all inquiries were replied by the respondents. The coffee houses that the inclinations were considered on are based out of Bangalore city. The outcomes may not demonstrate the effect that was relied upon to be contemplated through this undertaking, as the idea likewise includes different components that might not have been considered. More often than not, the components that influence the choices of setting off to a coffee house most are furniture and socialization being the reason for most people groups visit. We likewise comprehend from this investigation that shoppers additionally go to the coffee houses to work, alongside tasting on the coffee that is sold.

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