

FACTORS INFLUENCING PURCHASE INTENTION  
OF STARBUCKS

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## DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is 17,403 words.

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## DEDICATION

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## Preface

Coffee is now the world's second most valuable traded commodity behind crude oil (International Coffee Organization, n.d.). Coffee culture is gaining popularity. Malaysia coffee consumption has increased due to the on-going coffee trend which leads to Malaysia coffee consumption has risen to become one of the top 10 country in Southeast Asia (International Coffee Organization, 2014).

Thus, this creates an opportunity as well as the competitiveness in the coffee industry. The aim of this research was conducted to understand the factors affecting the purchase intention of Starbucks coffee. Starbucks should focus on the factors that greatly affect the consumer's purchase intention in order to stay competitive. This research intention was to better understand which factors that will greatly affect the purchase intention of Starbucks coffee in Malaysia.

## Abstract

The purpose of the topic chosen is to find out the factors affecting the purchase intention of Starbucks coffee in order for Starbucks to retain their consumers and increase sales.

This research will define the problem occurred thus justifying why this research is being carried out. This is followed by developing the research objectives which are to solve the research questions. Furthermore, hypotheses were formed for the independent variables which are price, service quality, brand image and corporate social responsibility (CSR) relating to the dependent variable which is the purchase intention of Starbucks. Meanwhile, literature review of research was done as well.

By using Statistical Package for Social Science (SPSS) version 20 to analyse the 270 questionnaires distributed for the research, there are few data analysed such as descriptive analysis, scale measurement and lastly the inferential statistics. The questionnaires for this business research were distributed conveniently among Klang Valley. This research is able to show the importance of the factors affecting the consumer's purchase intention of Starbucks coffee.

This research will provide more understanding for Starbucks as well as other coffee companies or shops in terms of realizing and understanding which factors has the biggest impact on the consumer's purchase intention of Starbucks coffee. Moreover, it helps them to retain customers and increase their sales by making improvement in the future with this research.