

Determinants of Price in Specialty Coffee by Consumers

Hyojin Kim¹ and Oh-Hyun Jung^{2*}

¹Dept. of Tourism Management, Mokpo National University

^{2*}Changwon Research Institute

ABSTRACT: With the targeted coffee consumers in Kwangju city, South Korea, this paper investigates a few determinants such as taste, aroma, mouth-feel, and satisfaction to influence coffee price, based upon self-evaluations by those who enjoy specialty coffee. Using both simple regression and standard multiple regression analyses, it turned out that tastes, smell, mouth-feel, and satisfaction of specialty coffee had effects on coffee price. This study implies that when coffee consumers decide coffee price, they consider multiple factors to influence their overall satisfaction in multiple aspects than a single facet like taste, aroma, and mouth-feel. Practical and theoretical discussion and implications are suggested for the following studies.

Keywords: coffee, price, determinants, specialty coffee

INTRODUCTION

Today, the coffee market has become gigantic to be an individually single industry from only a general preferable beverage in Korea[1,2]. Also, consumers take a variety of opportunities to learn about coffee through not only mass media such as television and internet, but also multiple paths like training and literature about coffee, and convention or exhibition for coffee. As a group of consumers with considerable knowledge about coffee increases, they do not simply enjoy tasting coffee as a favorite beverage, but do accept having coffee as a routine culture[3,4]

Until the late 1990s, the brewed coffee industry in the country could not be developed due to a overwhelming market share of instant coffee. However, since the entry of the Starbucks in 1999 which is a large-sized coffee franchise from the U.S.A., the domestic coffee industry has been developed with popularity of Americano coffee that contains espresso[5].

Together with generalization of coffee and development of the coffee industry in modern times, coffee consumers in the country have begun to find specialty coffee with a more qualified and sophisticated flavor, not to search for general and common brewed coffee[6,7]. A vast array of research in specialty coffee has already been conducted in 1980s in the U.S.A., and the market of specialty coffee was formed within consumers[8]. While the number of coffee shops that make a direct dealing with coffee beans and pursue sustainable coffee has been expanded, the popularity of Starbucks in the U.S.A. that focuses on brewed coffee has continued to shrink[8-10]. Although coffee shops in the U.S.A., other than large-sized coffee shop franchise, have first begun to be small cafeterias, the market of specialty coffee, as coffee culture, has been settled down because coffee shops have consistently informed the public of specialty coffee with high quality.

Some coffee shops sensitive to recent popularity where are around capital in the country have begun to introduce a system that sells current commercial

* Corresponding Author: Oh-Hyun Jung, Ph.D., Changwon Research Institute, 848, Woni-daero, Seongsan-gu, Changwon-si 51500, Gyeongsangnam-do, South Korea, Tel. +82-55-225-7042, Fax. +82-55-225-7059, E-mail: ohjung@chari.re.kr

coffee as well as that handles specialty coffee using hand-drip or espresso qualified by coffee experts. Also, as the size of the market of specialty coffee has been increased, a few large coffee bean providers have continued to increase both a volume and a variety of imported specialty coffee graded beans lately[11].

As regards the price of specialty coffee, it presents more than two times as the price of conventional coffee because there are considerable differences between specialty and conventional coffee grade even under beans produced in the same country in terms of conditions of cultivation, harvest, process, storage, and sales. It is true, therefore, that the sales price of specialty coffee is higher than conventional coffee's counterpart even when a cup of specialty coffee is served to a coffee consumer.

Most coffee shops sell a cup of coffee after blending specialty and conventional graded coffee beans, but genuine specialty coffee becomes known as single origin coffee that recognizes individual unique natures according to growing areas and climate.

Despite the fact that the coffee price should be determined by evaluation of coffee consumers, little research in determinants of coffee price by consumers has been performed in the country. Simply other research in sensory characteristics of espresso coffee according to methods of coffee bean process, Arabica coffee bean grade, roasting of continental coffee bean, have been completed[12-17]. As seen in previous published articles, a study targeting general coffee consumers without expertise in coffee knowledge on sensory evaluation according to coffee grade has hardly been researched.

In addition, the coffee price is determined without consideration of coffee consumer's willingness to pay, depending on individual environment of coffee shop owners. Such research as an effect on image and purchase intention of coffee shop by fair coffee price[18], a perception analysis regarding coffee price by college students using measurement technique of price sensitivity[19] has been related with the coffee price in the country. Although a study on sensitivity analysis of coffee price by coffee shop visitors focuses on price sensitivity of only Americano coffee[20], there has barely been found about research in an investigation of willingness to pay after con-

sumers have specialty coffee. This study, therefore, analyzes a willingness to pay specialty coffee and the influential factors of determining coffee price after general coffee consumers without any coffee knowledge have a cup of specialty coffee.

The study examines a sensory evaluation and acceptable coffee price depending on coffee grade by coffee consumers in Kwangju city, Korea. In perspective of the foodservice sector, even though the market of specialty coffee has prevailed in capital areas and large cities where have open culture and are popular with specialty coffee[10], there is no research in specialty coffee relating to coffee culture of the city of Kwangju. Besides, the Kwangju city does not have enough coffee shops and locations to learn specialty coffee so far. Under this current case, this study will be of value to the foodservice area, particularly to the field of coffee market, if sensory evaluation, satisfaction, and willingness to pay for specialty coffee are investigated.

The objectives of this study are 1) to investigate how coffee consumers feel like the sensory evaluation of taste, aroma, and mouth-feel for specialty coffee when single origin coffee that makes use of only specialty grade coffee bean is sold in the specialty coffee market in the country and 2) to examine what factors influence the price of specialty coffee. Also, an additional assignment for this study is to analyze acceptable price of specialty coffee for coffee consumers in Kwangju city, Korea when Americano coffee that is most frequently consumed and dilutes with espresso, as single origin specialty coffee, is sold to coffee consumers. This study expects the following research in specialty coffee to help contribute to the academic area of beverage sector.

LITERATURE REVIEW

Origin of Conventional Coffee

The origin or history of general coffee, as referred to conventional coffee, is necessary to be reviewed if an interest in specialty coffee is assumed to be advanced from attention of general coffee by modern consumers before reviewing the literature relating to specialty coffee. Although there is a vast array of literature in coffee origin, it is believed that

many methods to enjoy coffee have been spread all over the country after an Arab finds coffee tree in Ethiopia and brings it to Yemen in the middle of 15 century[18]. After that, the coffee has been diffused to Cairo, Egypt and Mecca, Saudi Arabia. The coffee delivered to Mecca has been sold in which is called Kaveh Kanes as coffee house and has continued to become more popular in the Arabic areas[19,20]. Although the accurate period of coffee delivery is unknown from Constantinople to Western Europe, the coffee culture and coffee house including the areas of Cairo, Mecca, Istanbul, Greece, and Turkey in the 17th century have been developed and expanded[21]. The history of coffee delivered to Western Europe is as follows.

The coffee becomes popular in 1650s in the UK, and most medical doctors assure that the coffee plays a role in curing patients. Because of this reason, the coffee begins to become accepted as a healthy beverage and the coffee house is perceived to be a lofty place unlike a drinking pub. The coffee house where enables to make a liberal or interpersonal discussion seems to provide the basis that the parliamentarism in the UK has been developed and appears to be a social place as well as to be a business venue in which discusses insurance, finance, and securities[20]. In 1670s, the coffee introduced to Germany has rapidly been spread all over the country. At last, the coffee has been distributed to households, and most Germans have a cup of coffee in the mid of 18th century, instead of a usual habit that they drink a beer in the morning. Nowadays, the coffee is regarded as a favorite beverage for Germans[20]. In case of Austria, rather than Turkish coffee that is felt unpleasantly by most coffee consumers in 1683, an applied coffee which is Vienna coffee is born and accordingly the Viennastyled cafe takes a position as an example of coffee house over the world. The Netherlands has learned the coffee early through the trades with oriental countries and Venice, Italy and earned information about coffee through neighboring Germany. The coffee has been spread over European countries and positioned as an everyday culture for Europeans. After the coffee tree is delivered by Netherlands over the world, the coffee industry, as an important industrial sector, has been advanced[20,22].

Since the introduction of coffee to America in the late of 1660s, the coffee house is employed to be a social, political, and business location like the European coffee house. As the coffee consumption continue to increase, the U.S.A. becomes the most coffee consuming country and forms the largest coffee market more than several billions in the world [23,24]. In Korea, after the coffee is spread by a variety of groups such as tourists, missionaries, and merchants in the late of 19th century, the coffee house named "Da-Bang" is initialized and an instant coffee is developed in 1970s. In the mid of 1990s, the coffee shops that reflects the pattern of coffee consumption are open, and various franchise coffee shops begins to be expanded since an introduction of Starbucks to Korea in 1999[25-27].

Introduction of Specialty Coffee to Korea

The origin and history of conventional coffee has been discussed earlier. Together with this, the counterparts of specialty coffee are followed. Although the definition of specialty coffee is a bit different from specialty coffee associations of each country, generally the specialty coffee is defined as it is the coffee with a racy flavor and scarcity and the verified coffee with a high quality[28]. Coffee consumers are available to enjoy the coffee with a specialized coffee taste because of emergence of specialty coffee that deals more rigorously with quality management from production, process, to distribution than conventional coffee[11].

The domestic coffee industry has been expanded with a record of the amount of 341 cups of coffee consumption per adult a year. However, unlike the U.S.A., Japan, and European countries where local coffee shops have been advanced, large-sized franchise coffee shops have been developed in Korea and Korean coffee consumers are more likely to pursue atmosphere, scale, and brand of coffee shops than to focus on coffee flavor itself[5,29]. Currently, the market of coffee shop in Korea has become saturated because there are many franchise coffee shops as well as a number of small-sized local coffee shops. The number of coffee consumer who enjoys coffee per se and tries to find various smell and taste of coffee continues to go up, as those who have rich information about coffee increase[30].

With this consumer trend, individual roastable coffee shops have prevailed. Also, large-sized franchise coffee shops attempt to predict the trend of specialty coffee that consumers require an unique taste of coffee and to enter to the market of specialty coffee in Korea since the beginning of Starbucks Reserve[31-34]. Consequently, the market of specialty coffee will be more expanded, and the dealers of specialty coffee are needed to have beverage tasting, education, and marketing promotion for the coffee.

METHODS

Research Hypotheses

Because of the purposes of the research, the study focuses on identifying 1) acceptable pay for specialty coffee by consumers and on 2) what factors have an effect on determining the coffee price. Based upon the purposes of the study and literature review associated with the history of conventional and specialty coffee, the research constitutes the four hypotheses in all including three sub-hypotheses.

Hypothesis 1: The factors of specialty coffee including taste, smell, and mouth-feel will significantly affect determination of price.

Hypothesis 1-1: As a taste of specialty coffee continues to increase, the price of specialty coffee will also grow.

Hypothesis 1-2: As a aroma of specialty coffee continues to increase, the price of specialty coffee will also grow.

Hypothesis 1-3: As a mouth-feel of specialty coffee continues to increase, the price of specialty coffee will also grow.

Hypothesis 2: As satisfaction of specialty coffee increases, the price of specialty coffee will also grow.

Instrument

A survey consists of the three parts: 1) eight questions on sensory evaluation and satisfaction of specialty coffee, 2) a question on willingness to pay about specialty coffee, and 3) five questions on demographic information. After the number of ques-

tions in the survey has been fixed and two pilot tests have been done, a set of questionnaire was revised and improved five times, based upon comments and pieces of advice from professionals and experts in both coffee and foodservice fields.

Because this study appears to be an exploratory research rather than a theoretical or conceptual research and intends to raise reliability of measurement instrument, a seven point Likert scale that is more appropriate than a five point Likert scale is employed (1-pretty weak to 7-pretty strong)(Nunnally & Bernstein, 1978). With the collected data, the determinants of specialty coffee price are analyzed.

Sampling and Statistical Analyses

The survey was conducted with visitors to coffee shops of the Kwangju city and with those learners in educational locations for coffee programs. The area of the Kwangju city was singled out for the targeted research field not only because the city leans toward conservative culture compared with other large cities such as Incheon and Daegu, but also because there are not enough coffee shops and coffee training places accessible to specialty coffee. Again, it will be worthwhile to explore perceptions of specialty coffee by coffee consumers in Kwangju city, as new coffee culture, in aspect of determining the coffee price.

Data collection has been completed from March 1 to May 30, 2016 in the two different coffee shops and two different coffee training locations. Each 100 questionnaire was distributed to two coffee shops and two coffee training locations using a convenient sampling method. Of 400 questionnaires, a total of 390 were employed for statistical analyses. With the statistical program of SPSS version 20.0, the following statistical techniques were used. First, frequency analysis was conducted to review missing values, outliers, skewness and kurtosis associated with normality from data. Second, both simple and standard multiple regression analyses were carried out to analyze whether characteristics of coffee and satisfaction by coffee consumers significantly influence determination in coffee price.

RESULTS

Demographic Profile

Table 1. Demographic information

Classification		Frequency (number)	Percent (%)
Gender	Male	130	33.4
	Female	260	66.6
Age	Twenties	130	33.4
	Thirties	110	28.2
	Forties	100	25.6
	Over fifties	50	12.8
Education	High school	5	1.3
	Junior college	110	28.2
	College	260	66.7
	Graduate school	15	3.8
Monthly income	Under ₩1,500,000	50	12.8
	₩1,500,000 ~ ₩2,500,000	240	61.6
	₩2,500,000 ~ ₩3,500,000	80	20.5
	₩3,500,000 ~ ₩4,500,000	15	3.8
	Over ₩4,500,000	5	1.3
Occupation	Student	60	15.4
	Salaried worker	40	10.3
	Public official	10	2.5
	Self-employed	80	20.5
	Housewife	190	48.8
	The unemployed	10	2.5

The number of 390 was returned out of 400 questionnaires and was used for the analyses (a response rate of 97.5%). No missing values were found (Table 1). Of 390 respondents, the majority of respondents were 260 women (66.6%), while the rest of them were 130 men (33.4%). This was because female visitors to coffee shops and educational locations were more than male visitors at day times. The highest number of age group was 20s that included the respondents of 130 (33.4%), followed by 30s (110 respondents, 28.2%), followed by 40s (100 respondents, 25.6%), and followed by more than 50s (50 respondents, 12.8%). As for educational level, the majority of respondents had college degree (260,

66.7%), followed by the group with junior college degree (110, 28.2%), followed by the group with more than master degree (15, 3.8%), and followed by the group with high school graduation (5, 1.3%). In regard to monthly incomes of respondents, the number of 50 respondents (12.8%) was under ₩1,500,000, 240 respondents (61.6%) between ₩1,500,000 and ₩2,500,000, 80 respondents (20.5%) between ₩2,500,000 and ₩3,500,000, 15 respondents (3.8%) between ₩3,500,000 and ₩4,500,000, and 5 respondents (1.3%) over ₩4,500,000. Occupations of respondents consisted of students (60, 15.4%), salaried workers (40, 10.3%), public officials (10, 2.5%), self-employed (80, 20.5%), housewives (190, 48.8%), and

unemployed (10, 2.5%).

Hypothesis Test

For statistical assumptions of standard multiple regression analysis, both VIF (Variance Inflation Factor) and tolerance were identified. As a result, a violation of multicollinearity between independent variables was not found, and there was no issue of independence of errors from Durbin-Watson test.

A standard multiple regression analysis was employed to identify whether the five tastes of specialty coffee including acidity, sweetness, bitterness, astringent, and nutty affect determination of specialty coffee price. Resultantly, the two tastes of acidity and nutty had an effect on making a decision for specialty coffee price at significant level of 0.1%, while two other tastes of bitterness and astringent influenced a price decision at significant level of 5%. Hypothesis 1, thus, that as a taste of specialty coffee continues to increase, the price of specialty coffee will also grow was partially accepted. In addition, because the value of adjusted R^2 was 0.444, the result presented that the five tastes of specialty coffee accounted for 44.4% out of a dependent variable that was the price of specialty coffee. Of the four independent variables that were significant to the price of specialty coffee, individual contribution levels by each independent variable were acidity ($=0.199^2$), nutty ($=0.188^2$), bitterness ($=(-0.089)^2$), and astringent ($=(-0.088)^2$) in order.

A standard multiple regression model for this analysis explains that as one unit of acidity of specialty coffee increases, the price of specialty coffee grows by ₩160.442 assuming that other independent variables remain unchanged. In the same way, the price of specialty coffee rises much as ₩360.227 assuming that other independent variables remain constant, as one unit of nutty of specialty coffee increases. In contrast, both bitterness and astringent of specialty coffee have a negative relationship with the price of specialty coffee. This accounts for that as one unit of bitterness increases, the price of specialty coffee decreases by ₩152.343 if other regressors are not changed. Likewise, the price of specialty coffee decreases by ₩213.788 as one unit of astringent goes up (Table 2).

A simple regression analysis was conducted to see

Table 2. Effects of taste on the price in the specialty coffee

Independent variable	β	t
Acidity	160.442***	4.484
Sweetness	-4.335	-0.043
Bitterness	-152.343*	-2.434
Astringent	-213.788*	-2.289
Nutty	360.227***	4.223
Dependent variable : Specialty coffee price ($R^2 = .444$; $F=43.586$; $p<.001$)		

* $p<.05$, ** $p<.01$, *** $p<.001$.

if the aroma of specialty coffee influences the price of specialty coffee, and as a result, the aroma of specialty coffee proved to significantly affect the price of specialty coffee ($p<.001$). Therefore, hypothesis 2-2 that as a aroma of specialty coffee continues to increase, the price of specialty coffee will also grow was accepted. As the value of adjusted R^2 was seen, the explanatory power of the aroma of specialty coffee for determination of specialty coffee price was 24.5%. Also, since it is identified that the aroma of specialty coffee has a positive relationship with the price of specialty coffee, the price of specialty coffee increases much as ₩352.489, as one unit of the aroma of specialty coffee grows (Table 3).

A simple regression analysis was employed to verify if the mouth-feel of specialty coffee has an effect on determining the price of specialty coffee, and it resulted in that the mouth-feel of specialty coffee significantly impacts on making a decision for specialty coffee price ($p<.001$). Hypothesis 2-3, thus, that as a mouth-feel of specialty coffee continues to in-

Table 3. Effects of aroma on the price in the specialty coffee

Independent variable	β	t
Aroma	352.489***	9.756
Dependent variable : Specialty coffee price ($R^2 = .245$; $F=98.556$; $p<.001$)		

*** $p<.001$.

Table 4. Effects of mouth-feel on the price in the specialty coffee

Independent variable	β	t
Mouth feel	432.556***	12.783
Dependent variable : Specialty coffee price ($R^2=.256$; $F=128.663$; $p<.001$)		

*** $p<.001$.

Table 5. Effects of satisfaction the price in the specialty coffee

Independent variable	β	t
Satisfaction	512.568***	17.496
Dependent variable : Specialty coffee price ($R^2=.443$; $F=277.448$; $p<.001$)		

*** $p<.001$.

crease, the price of specialty coffee will also grow becomes acceptable. The value of adjusted R^2 for the mouth-feel of specialty coffee accounts for 25.6% out of specialty coffee price which is a dependent variable. Additionally, because the mouth-feel of specialty coffee has a positive relationship with specialty coffee price, the price of specialty coffee grows much as ₩432.556, as one unit of the mouth-feel of specialty coffee goes up (Table 4).

A simple regression analysis was carried out to identify if satisfaction about specialty coffee influences the price decision of specialty coffee, and resultantly it showed that satisfaction significantly has an effect on specialty coffee price ($p<.001$). Therefore, hypothesis 3 that as satisfaction of specialty coffee increases, the price of specialty coffee will also grow was accepted. Adjusted R^2 for satisfaction presents the explanatory power of 44.3% that satisfaction shares the price of specialty coffee. Also, it ascertains that the price of specialty coffee increases much as ₩512.568 as one unit of satisfaction of specialty coffee grows, because satisfaction of specialty coffee has a positive relationship with specialty coffee price (Table 5).

CONCLUSIONS AND DISCUSSION

Conclusions

As stated earlier, the purposes of this study are 1) to see how much money coffee consumers are willing to pay specialty coffee, 2) to identify whether the factors that contain taste, aroma, and mouth-feel influence coffee price, and 3) to see if satisfaction about specialty coffee affects determination in coffee price. The found results come to the following conclusions accordingly.

First, through this empirical study it turns out that coffee consumers are willing to pay ₩4,250.10 for specialty coffee. This evidence underpins that if those who are not coffee experts perceive the price of specialty coffee higher than the counterpart of conventional coffee for future research, a marketing strategy that an actual price of specialty coffee sets a higher price than conventional coffee makes it possible.

Second, it is identified that the factors that involve tastes of acidity, bitterness, astringent, and nutty, except for sweetness, make a significance to making a price decision for specialty coffee. From this result, the study anticipates in that producers and sellers of specialty coffee look forward to receiving a positive profit if both tastes of acidity and nutty that have a positive relationship with the specialty coffee price are improved and strongly introduced to specialty coffee consumers. Moreover, because the aroma and mouth-feel of specialty coffee significantly give a positive effect on a price decision, sales of specialty coffee expects to be profitable if both developed aroma and mouth-feel of specialty coffee intensively appeal to coffee consumers.

Third, from the result that tested hypothesis 2, it proves to be true that satisfaction about specialty coffee significantly affects determination in the specialty coffee price. Together with this result, it concludes that multiple factors of specialty coffee including a combination of satisfaction, tastes, aroma, and mouth-feel, rather than a single factor such as individual taste, aroma, or mouth-feel, determine the coffee price when coffee consumers make a price decision for specialty coffee. In order to come to a more detailed and systematic conclusion of the specialty coffee price determination, a variety of the following research is required.

Implications and Limitations

Implications and limitations for the study are provided. First, this study has been performed to investigate how coffee consumers in the Kwangju city perceive the price of specialty coffee. However, it is difficult to generalize the results of the study and to apply them to all Kwangju areas because the results are defined to two coffee shops and two coffee training locations. To gain the comprehensive and generalizable outcomes, therefore, the following studies must be conducted with their spatial and temporal expansion within the Kwangju city.

Second, although the study has focused on sensory evaluation, satisfaction, and willingness to pay of general coffee consumers, except for the group of coffee professionals, future research in a comparison between the two groups with or without specialized knowledge in coffee is needed. A large series of the following studies will be of significance to the foodservice field, particularly the coffee industry.

Third, the explanatory powers of independent variables that have significant effects on determination in the specialty coffee price are relatively low because this study is limited to general coffee consumers who have not experienced the specialty coffee that is required to have knowledge in time, place, and intensity of taste relating to the coffee production. Plus, since the study has targeted only eight regressors that comprise five tastes, mouth-feel, aroma, and satisfaction among many more independent variables that influence the coffee price, it seems difficult that all influential factors are explained by the study. Higher explanatory power, therefore, will be expected if future research deals with physical environment, music, atmosphere, cleanliness, and kindness from employees in coffee shops that might be influential factors.

In the last, the following studies that lean toward structural equation modeling with theoretical research model or analysis of moderating effect between coffee satisfaction and coffee price will be added to the value of the coffee industry research, even though the study has examined the effects on the coffee price by coffee flavor, smell, mouth-feel, and satisfaction using both a simple and a multiple regression analysis. Together with this implication, the following research in a marketing perspective is required from a viewpoint of a group of coffee

marketers.

REFERENCES

- [1] Kim KR, Kim DJ (2010). A perceptual mapping of coffee shop brands and preference attributes. *The Korean Journal of Culinary Research* 16(3):66-75.
- [2] Han DG (2015). Study on the influence of service quality on customer satisfaction and customer loyalty of the domestic coffee chains. *Journal of Foodservice Management* 18(1):189-209.
- [3] Kim YO (2003). A study on the choice attributes and customer satisfaction of a take-out coffee shop. *The Korean Journal of Culinary Research* 9(3):141-154.
- [4] Um YH (2010). The impact of servicescape of coffee shop to customer satisfaction and relationship performance. *Korea Journal of Tourism and Hospitality Research* 24(3):329-344.
- [5] Kim HJ (2014). Are physical environments, service quality, and menu in coffee shop influencing overall satisfaction of college students? *Journal of Culinary Research* 20(5):124-129.
- [6] Linton A (2008). A niche for sustainability? Fair labor and environmentally sound practices in the specialty coffee industry. *Globalizations* 5(2):231-245.
- [7] Suh JW, Yu JS (2001). Application of porters competitive strategy in Korean foodservice market - Focused on launching of US based specialty coffee shop, Korea. *Korean Journal of Culinary Research* 7:69-84.
- [8] Bacon C (2005). Confronting the coffee crisis: Can fair trade, organic, and specialty coffees reduce small-scale farmer vulnerability in northern Nicaragua? *World Development* 33(3):497-511.
- [9] Choi KP, Chae DJ, Ryoo JE (2014). Trends of coffee industry and prospect in Korea. *Food Industry and Nutrition* 19(2):1-4.
- [10] Kim JY, Kim HJ, Kim CM (2009). The influence of service elements on customers' emotion and loyalty - Focused on specialty coffee shop customers-. *The Korean Journal of Culinary Research* 15(1):271-286.
- [11] Kim JS, Choi SH (2011). A study on the effects of brand individuality of specialty coffee shops

- on brand loyalty. *The Korean Journal of Culinary Research* 17(1):124-141.
- [12] Choi YM, Yoon HH (2010). Sensory characteristics of espresso coffee in relation to the classification of green Arabica coffee. *Korean Journal of Food and Cookery Science* 26(3):300-306.
- [13] Choi YM, Yoon HH (2011). Sensory characteristics of espresso coffee according to green coffee processing. *Korean Journal of Food and Cookery Science* 27(6):773-781.
- [14] Kwon DJ, Lee MJ, Park OJ (2013). Consumer's sensory evaluation in relation to the coffee grade among college students. *The Korean Journal of Food and Nutrition* 26(1):51-59.
- [15] Lee JC, Pae SI (2014). A study on the sensory properties according to roasting conditions of coffee beans by continents. *International Journal of Tourism and Hospitality Research* 28(1): 233-248.
- [16] Lee JY, Lim YR (2014). The effect of B.G.M (Background Music) in sensory evaluation of espresso coffee: Mainly stimulating music, calming music. *Korean Journal of Hospitality & Tourism* 23(6):37-54.
- [17] Lee SY, Hwang IK, Park MH, Seo HS (2007). Sensory characteristics of diluted espresso (Americano) in relation to dilution rates. *Korean Journal of Food and Cookery Science* 23(6):839-847.
- [18] Song JS, Lee JA (2012). The effect of price fairness on coffee shop image, and purchase intention. *Tourism Research* 35:209-224.
- [19] Kim HA (2012). Analysis of university student' perception of coffee shop prices through price sensitivity measurements. *Journal of the Korean Society of Food Science and Nutrition* 41(8):1182-1189.
- [20] Jung JY, Kim HM, Cha SB (2012). The differences of sensitivity to americano coffee price based on consumers' demographic characteristics and use patterns using price sensitivity measurement. *Journal of Tourism and Leisure Research* 24(5):241-261.
- [21] Bok SG (2009). Analyse de contenus culturels sur le café de France: Pour la construction de sa banque d'histoires. *Societe Coreenne d'Enseignement de Langue et Litterature Francaises* 32:451-472.
- [22] Cho YJ, Kim JY (2007). Coffee. Daewonsa. Seoul: Korea.
- [23] Kwon JH (2005). Trace of coffee culture. Mister Coffee SICA Publication. Seoul: Korea.
- [24] Jung DJ (2013). The main causes of the success in London coffeehouses during the 17th century. *Journal of Western History* 29:23-48.
- [25] Jang SM, Huh KT, Lee JK, Kim YH (2006). Coffee Science. Kwangmoonkag. Paju: Korea.
- [26] Lee YS, Park SY (2014). Current status and development strategies of the world coffee industry - Focusing on South Korea, Japan, the United States, and European market-. *The Journal of the Korean Society of International Agriculture* 26(3): 226-231.
- [27] Kim MJ (2008). Coffee Economics. Jihun Publishing Company. Seoul: Korea.
- [28] Kang JM, Oh DJ (2005). The Korean emperor, Kojong, visits the Starbucks. Inmul & Sasangsa Publishing Company. Seoul: Korea.
- [29] Lee JH (2012). From Gabi to Cafe Lattee. Daewangsa. Paju: Korea.
- [30] Park SC (2008). A study on the developmental process of coffee market in Korea. Master Thesis, Department of Foodservice and Culinary, Kyonggi University.
- [31] Dakuchi M (2012). All about Specialty Coffee. Kwangmoonkag. Paju: Korea.
- [32] Korea Customs and Trade Development Institute (2015). Analysis of Korean Import Coffee Market. Research and Investigation. Seoul: Korea.
- [33] Kim CJ, Choi KP (2014). Trends in coffee consumption and various techniques for brewing drip coffee. *Food Industry and Nutrition* 19(2): 7-13.
- [34] Yeonhap News (2016). <http://www.yonhapnews.co.kr/bulletin/2015/07/22/0200000000AKR2015-0722182100030.HTML?from=search>, Retrieved from June 3, 2016.

Received: 28 August, 2016

Revised: 10 September, 2016

Accepted: 15 September, 2016