Research Paper   **Open Access**

A Study of Investigating the Internet Customer Satisfaction with Specialty Coffee Consumption

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ABSTRACT : The emergence of specialty coffee makes some coffee consumers' demand and motivations more diverse along with changes in their awareness and the perception on the value of coffee. The rapid development of the Internet has changed the shopping behavior of consumers as well as the business mode of enterprises. This study aims at exploring the main factors of customer satisfaction including the awareness of price, product, pre-sales service, after-sales service, and Internet marketing strategy. This study adopted case analysis approach and questionnaires, took the consumers of a specialty coffee brand in Chiayi City, Taiwan as the subjects and conducted an online questionnaire through the Internet. In the analysis results, this study discovered that the subjects with different background variables and consumption behaviors have significant differences both in their awareness of Internet marketing strategies for specialty coffee and in customer satisfaction. There exists a significant positive correlation between the identification degree of Internet marketing strategy and customer satisfaction. Finally, this study raised specific suggestions as well as future study directions according to the study results.

Keywords -consumer behavior, customer satisfaction, Internet marketing strategy, questionnaire survey, specialty coffee

I. INTRODUCTION

In recent years, specialty coffee has gradually aroused the attention of consumers in the beverage industry, and the relevant information about specialty coffee can be seen in print media, TV media, or Internet media. Since the emergence of the Internet, the operation mode of many traditional shops has also transformed accordingly, and the lifestyle of consumers has changed tremendously (Wei et al., 2019). In addition, affected by COVID-19 in recent two years, many shops are unable to make physical transactions comprehensively. In the catering industry, in particular, customers cannot enjoy meals in physical restaurants. Moreover, people also reduce the frequency to go outside due to the pandemic, thus, business owners have to make online interactions with consumers through the Internet, and consumers also increase the frequency of Internet shopping (O'cass and Fenech, 2003). In view of this situation, this study investigated and discussed customer satisfaction with Internet marketing practices of specialty coffee brands. Based on the motivation of this study, the purpose of this study is mainly to explore the identification of consumers with the Internet marketing strategy in the specialty coffee industry, the satisfaction of consumers with specialty coffee, as well as the correlation between the two. This study further explored if there is a significant difference between different consumers in awareness of Internet marketing of specialty coffee industry and customer satisfaction, and discussed the correlation between the Internet marketing strategy for specialty coffee and customer satisfaction(Hair,Celsi, Ortinau and Bush, 2010).

II. LITERATURE REVIEW

Due to the development of the Internet, many traditional marketing activities have been changed to be conducted through the Internet, which is the so-called Internet marketing. The concept of Internet marketing refers to a bilateral interaction and communication method through the Internet, which not only places information such as products, services, or advertisements on the websites set up by enterprises but also allows

consumers to use the websites. In other words, consumers can directly obtain information from, order goods from, or leave messages on the website set up by the enterprise (Goldsmith and Horowitz, 2006). Broadly speaking, it refers to the overall Internet strategy of an enterprise or the Internet-based development of the whole industry; narrowly speaking, it refers to various marketing behaviors such as marketing, promotion, activities, advertisement, and services by means of the Internet, that is, replacement of the traditional marketing mode with the Internet. Comparison in the aspects such as market segmentation, market positioning, products, pricing, distribution, channel promotion, and brand shows the difference between the traditional marketing and Internet marketing, indicating that Internet marketing is indeed a feasible and necessary marketing mode in modern society (Mathwick, Malhotra and Rigdon, 2001).

It is a customer-oriented era nowadays. Customer satisfaction is a feeling which may create enjoyment and happiness, and even make people feel satisfied. Many scholars proposed the definition of customer satisfaction after exploration. Wang et al. (2011) proposed the evaluation model of consumer satisfaction and pointed out in the model that the situations affecting consumer satisfaction should include: consumer expectation, consumer experience, product quality, and service quality. Scholars have different views on dimensions of customer satisfaction which should be evaluated, including the evaluation by uni-dimensionor measurement of satisfaction from multi-dimension. For example, Pizam and Ellis (1999) proposed three dimensions to measure customer satisfaction: product, environment, behaviors, and attitudes. Andaleeb and Conway (2006) also suggested four satisfaction dimensions: reactivity, product quality and reliability, entity design, and price level. Subsequently, other scholars incorporated analysis and scale development dimensions based on the explored industry and characteristics, as well as the items necessary for measurement, and evaluated customer satisfaction of the studied subjects accordingly.

This study made explorations from various angles such as researchers, business owners, or consumers of visualization of knowable satisfactions, and analyzed the proper dimensions of scale development by means of understanding the concept, content, and measuring dimensions of customer satisfaction.

III.   METHODOLOGY

In this study, the questionnaire was designed according to the study purpose and the conclusion of the literature review including "Internet marketing strategy" and "customer satisfaction". This study was conducted based on the relevant background that may affect the consumption of consumers such as gender, age, education level, occupation, consumption frequency, and the awareness of specialty coffee. The hypotheses of this study were verified by comparing consumer behaviors and intentions of different background variables.

3.1 Internet marketing strategy

This study conducted a questionnaire survey on the marketing mode of the coffee industry and the Internet marketing strategy of a specialty coffee brand in Chiayi City, Taiwan with reference to relevant literature. The survey question items include "the copywriting design and release on Facebook fans group of a specialty coffee brand", "the copywriting design and release on Instagram of a specialty coffee brand", "a specialty coffee brand provides full-time online ordering service", "a specialty coffee brand provides real-time customer service on its website or Shoppe", and "a specialty coffee brand provides free shipping after the purchase reaches a certain amount". Each item was measured by a five-point Likert scale by giving 1 to 5 points in the aspects of "strongly disagree", "disagree", "neutral", "agree", and "strongly agree", respectively. The higher the score, the more one agrees with the related questions in the questionnaire; on the contrary, the lower the score, the more one disagrees.

3.2 Customer satisfaction

In this study, the customer satisfaction survey includes price, product, pre-sales service, after-sales service, and other dimensions. The price dimension is to understand customer satisfaction with a single product pricing, combo products pricing, combo products pricing in specific festival activities, preferential price of regular customers, and others from a specialty coffee brand. The product dimension is to understand customer satisfaction with the quality of coffee beans, product packaging, variety of coffee beans, hand-picked beans, product labels, order receiving and baking, and others from a specialty coffee brand. The pre-sales service is to understand customer satisfaction with online ordering, image film, product data introduction, purchase guide, and others from a specialty coffee brand. The after-sales service dimension is to understand customer satisfaction with arrival notice by SMS, arrival notice via e-mail, cash on delivery, previous order inquiry, contact for guarantee, delivery speed, and others from a specialty coffee brand. Each item was measured by a five-point Likert scale by giving 1 to 5 points in the aspects of "strongly disagree", "disagree", "neutral", "agree", and "strongly agree", respectively. The higher the score, the more one is satisfied with the related questions in the questionnaire; on the contrary, the lower the score, the more one is unsatisfied.

3.3Research Methods

This study adopted the approach of an online questionnaire with consumers in a specialty coffee shop in Chiayi City, Taiwan as the study subject and conducted the survey by means of purposive sampling. The

distribution period of the questionnaire lasted for one month to complete relevant questionnaire surveys and collections from May 1 to 31, 2021. There were 200 questionnaires distributed, and 192 copies were effectively received with the receiving rate of 96%. In this study, statistical analysis software SPSS 18.0 version was used for analysis after data receiving. The data analysis approaches are as follows:

3.3.1 Descriptive statistics

This study made descriptive statistics based on the data of background variables of the observed consumers such as age, gender, marital status, education level, occupation category, average monthly income, purchase frequency, purchase preferences of the surveyed, their familiarity with specialty coffee beans, and related sources of sales information.

3.3.2 Independent-sample t-test

This study checked and verified the differences between each dimension and consumers' situations such as gender, marital status, whether they are familiar with specialty coffee beans or not, whether they only have specialty coffee or not, and the most frequently concerned information platform of a specialty coffee brand.

3.3.3 One-way analysis of variance

The one-way analysis of variance was employed to verify whether the average values of each group of the observed values of three or more independent samples are equal to each other. The purpose of variance analysis was to analyze the sources of various variances and further compare whether the results tested by different segmented variances were significantly different from each dimension. This study adopted the one-way analysis of variance to check and verify the differences between each dimension and background variables of the observed consumers such as age, education level, occupation category, average monthly income, purchase frequency, baking degree of purchased beans, information source of coffee shops, and purchase channel.

3.3.4 Correlation analysis

The purpose of correlation analysis is to learn whether there is a correlation between the two variables of the Internet marketing approach and customer satisfaction of the shop for Internet consumers of specialty coffee. This study employed the Pearson correlation coefficient, and the correlation coefficient refers to the relationship between independent variables and dependent variables. The higher the absolute value is, the closer the relationship between the two is. The value is between -1 and 1, and a positive number is for a positive correlation while a negative number is for a negative correlation.

IV.   DATA ANALYSIS

After statistical analysis of the collected 192 copies of valid questionnaires, this study made statistical processing of structures of sampling data including gender, age, marital status, education level, occupation category, average monthly income, other background variables of consumers, as well as consumption behaviors of consumers such as whether they are familiar with specialty coffee beans or not, purchase frequency, baking degree of coffee beans, whether they only have specialty coffee or not, the channel of the initial contact with a specialty coffee brand, the coffee purchase source and the most frequently concerned information platform, and the sample structure of consumers' behaviors.

4.1 Descriptive statistics of consumers' basic data

Among the 192 consumers who participated in the study, the ratio of men and women is about 1:1, with 93 men to 99 women accounting for 48.4% and 51.6%, respectively, as shown in Table 1. This indicates that consumers of different genders consume specialty coffee in a fairly equal proportion and also shows that the market of specialty coffee can take men and women as the consumption targets. In terms of age, the majority of the consumers of specialty coffee are over 50 years old, accounting for 45%, followed by the consumers under 20 to 30 years old, accounting for 33.9%, and the consumers between 31 and 50 years old are less than 25.8%. It can be seen that the specialty coffee lovers are in the older age group. The reason behind this is the relatively stable income of consumers with older ages. In this case, for their preferred coffee drinks, they can enjoy them from the perspective of tasting as an important part of life. Among the subjects, 111 are married, accounting for 57.8%, and 81 are unmarried, accounting for 42.2%. Since the age of the subjects in this study is above 31 years old at most, the proportion of the married is relatively high. The educational level of the subjects above colleges and universities and research institutes accounts for 85.9% at most, while the educational level of the subjects below high and secondary vocational schools only accounts for 14.1%, indicating that the educational level of our citizens is quite high and most of the consumers of specialty coffee have received higher education. In terms of the occupation category of the subjects, the majority of the people in the service industry are 45, accounting for 23.4%, and the proportion in the army, civil service, and education industry, and the business section is equivalent, accounting for 15.1% and 17.2%, respectively. Thirdly, the retired are 26, accounting for 13.5%, while industry/agriculture accounts for 4.7% at least, indicating that consumers from all walks of life prefer specialty coffee, especially in the service industry and business section. For salespeople, besides personal consumption, specialty coffee can also be used as a gift during customer visits. For the retired, it can be used as

a drink for personal daily rest or gathering with relatives and friends. However, for industrial or agricultural consumers, it is not suitable for them to have specialty coffee while working, probably because their work type mostly involves manual labor. Finally, the average monthly income of the subjects is NTD 40,000 - 60,000, accounting for 29.3% in most cases, and the monthly income of consumers is more than NTD 80,000, accounting for nearly 20%. This indicates that the monthly income for specialty coffee consumers is mostly above the basic salary, thus, they can afford the higher expense of specialty coffee compared with commercial coffee.

Table1 Descriptive statistics of consumers' basic data

Basic data	Subject	Frequency	Percentage
Gender	male	93	48.4
	female	99	51.6
Age	20 – 30 years old	65	33.9
	31 – 50 years old	40	20.8
	above 50 years old	87	45.3
Marital status	married	81	42.2
	unmarried	111	57.8
Education level	high school	27	14.1
	university/college	116	60.4
	graduate school	49	25.5
Occupation category	army/civilservice/education industry	29	15.1
	business section	33	17.2
	service industry	45	23.4
	medical/technology	14	7.3
	industry/agriculture	9	4.7
	freelance/student	17	8.9
	homemaker	19	9.9
	retired	26	13.5
Average monthly income	under NTD 20,000	17	8.9
	NTD 20,000 – NTD 40,000	43	22.4
	NTD 40,000 – NTD 60,000	56	29.2
	NTD 60,000 – NTD 80,000	34	17.7
	NTD 80,000 – NTD 100,000	23	12.0
	above NTD 100,000	19	9.9

4.2 Descriptive statistics of consumer's behaviors

In the study of consumption behaviors of specialty coffee, for the subjects in this study, as shown in Table 2, more than half of the consumers understand the difference between specialty coffee beans and commercial coffee beans while 42.7% of the consumers have no idea about it. Although it is uncertain whether it will affect consumers' loyalty to specialty coffee, it shows that the business owners may provide consumers with information about specialty coffee beans through relevant activities in this regard to improve consumers' understanding of specialty coffee beans. After a period of time, they can review the purchase behaviors of consumers to find out the outcome of their input. In this study, most of the purchase frequencies of consumers are fixed with only 9.9% uncertain, indicating that the purchase behavior of consumers is stable, while different purchase frequencies may be related to personal usage or business needs. Among the different purchase frequencies, a one-time purchase over three months is the most common scene, indicating that the business owners may further review the differences in consumer purchase frequency in this regard to understand relevant reasons. Among the subjects in the study, the baking degree of the coffee beans purchased is medium to light, accounting for 37.5% at most, while 23.4% of the consumers have no idea about it. In the investigation with regard to whether they only drink specialty coffee, there are 74.5% of consumers with negative replies, indicating that there still exists a very large space for consumers to shift to the selection of specialty coffee. If business owners intend to increase consumers' preference and consumption of specialty coffee, they should

provide consumer experience through relevant educational activities to enhance consumers' loyalty to specialty coffee.

In terms of the channels for consumers to initially discover the industry information, the introduction coming from relatives and friends accounts for 89.6% at most, up to 172 people. It can be seen that word-of-mouth marketing is still the main channel for discovering new customers in the specialty coffee industry. Therefore, in terms of purchasing sources, the purchase from relatives and friends accounts for 45.8% at most, while the purchase of specialty coffee through cooperation with physical shops accounts for 30.2%, and the purchase from official websites of business owners 21.4%. However, only 2.6% of the purchase from Shopee indicates that third-party online consumption is a minority for specialty coffee consumers. Finally, among the consumers as the subjects in this study, the online platform Facebook is their main channel to acquire information of the industry, accounting for 71.4%, while Instagram is still a minority, accounting for 22.9%, indicating that Taiwanese people still prefer to acquire relevant information from Facebook.

Table 2 Descriptive statistics of consumer's behaviors

Consumer's behaviors	Subject	Frequency	Percentage
understand the difference between specialty coffee beans and commercial coffee beans	yes	110	57.3
	no	82	42.7
purchase frequencies	once a week	10	5.2
	once a month	55	28.6
	once every two months	33	17.2
	once every three months	75	39.1
	uncertain	19	9.9
baking degree of the coffee beans	light (Agtron over 71)	28	14.6
	medium to light(Agtron between 60 and 70)	72	37.5
	medium (Agtron between 50 and 60)	35	18.2
	dark to medium (Agtron between 40 and 50)	12	6.3
	n/a	45	23.4
drink specialty coffee only	yes	49	25.5
	no	143	74.5
channels for consumers to initially discover the industry information	introduction coming from relatives and friends	172	89.6
	Instagram	2	1.0
	Facebook	12	6.3
	Shopee	6	3.1
purchasing sources	purchase from relatives and friends	88	45.8
	official websites	41	21.4
	Shopee	5	2.6
	cooperation with physical shops	58	30.2
main channel to acquire information of the industry	Facebook	137	71.4
	Instagram	44	22.9
	n/a	11	5.7

4.3 Consumers' awareness of Internet marketing strategy for specialty coffee

According to the study results, consumers all agree with the Internet marketing strategy for specialty coffee (M = 4.17, SD =.641), especially the full-time subscription service (M = 4.30, SD =.673) and free shipping after the purchase reaches a certain amount (M = 4.26, SD =.713) are the most recognized, followed by the online services for real-time communication (M = 4.22, SD =.712). This result indicates that consumers agree most with the marketing methods which can actually give back to consumers themselves, including

convenience, preferential prices, and answers to their questions while paying relatively less attention to the copywriting or artistic design of the information platform (M = 4.03 to 4.13), as shown in Table 3.

Table 3 Consumers' awareness of Internet marketing strategy for specialty coffee

Internet marketing strategy	Mean	Standard Deviation	Variance
copywriting design of Facebook	4.07	.762	.581
copywriting design of Instagram	4.03	.818	.669
artistic designof the information platform	4.13	.730	.533
full-time subscription service	4.30	.673	.453
online services for real-time communication	4.22	.712	.507
free shipping after the purchase reaches a certain amount	4.26	.713	.508
agree with the Internet marketing strategy	4.17	.641	.41

4.4 Customer satisfaction with specialty coffee

According to the study results, consumer satisfaction with specialty coffee is above satisfaction on average (M = 4.19, SD = .579), among which the most satisfactory is the product itself (M = 4.29, SD = .607), followed by after-sales service (M = 4.25, SD = .633), as shown in Table 4, it can be seen that for the specialty coffee industry, the product itself affects the consumer satisfaction most, therefore, in terms of product quality and types, all shall be most superbly planned and must be given the highest priority; and since after-sales service often affects customers' willingness to repurchase, it is also an important process that the industry must pay attention to. The after-sales service of the industry in this study has also received a high score from consumers, indicating that the industry attaches much importance to consumers. For customer satisfaction, the one receiving the lowest score is the price (M = 4.00, SD=.661), probably due to the higher unit price of specialty coffee compared with commercial coffee.

Table 4 Customer satisfaction with specialty coffee

Customer satisfaction	Mean	Standard Deviation	Variance
price	4.00	.661	.437
product	4.29	.607	.369
pre-sales service	4.21	.621	.385
after-sales service	4.25	.633	.401
overall satisfaction	4.19	.579	.335

4.5 The differences in customer satisfaction with specialty coffee under different background variables

According to the study results, among consumers of different ages, there are significant differences in customer satisfaction with specialty coffee in price (F = 6.606, p <.05), product (F = 14.007, p <.001), pre-sales service (F = 10.840, p <.001) and after-sales service (F = 8.625, p <.001), as shown in Table 5. After the comparison of each aspect, it is found that consumers under the age of 30 have significantly higher satisfaction with each aspect of specialty coffee than consumers over the age of 30. The reason behind this is probably that the younger groups not only have a high degree of acceptance for new things and online information but also have a high degree of satisfaction with all aspects of specialty coffee.

Table 5 Differences in customer satisfaction with specialty coffee under different background variables

		Quantity	Mean	Standard deviation	Fvalue	Significance	post hoc comparison
price	A1. 20-30 years old	65	4.23	.75	6.606	0.002*	A1 > A2
	A2. 30-50 years old	40	3.94	.56			A1 > A3
	A3. above 50 years old	87	3.85	.58			
product	A1. 20-30 years old	65	4.59	.55	14.007	0.000**	A1 > A2
	A2. 30-50 years old	40	4.14	.60			A1 > A3
	A3. above 50 years old	87	4.13	.57			
pre-sales service	A1. 20-30 years old	65	4.48	.61	10.840	0.000**	A1 > A2

	A2. 30-50 years old	40	4.06	.57			A1 > A3
	A3. above 50 years old	87	4.07	.59			
after-sales service	A1. 20-30 years old	65	4.51	.64	8.625	0.000**	A1 > A2
	A2. 30-50 years old	40	4.13	.60			A1 > A3
	A3. above 50 years old	87	4.11	.59			

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

4.6 The differences in awareness of Internet marketing of specialty coffee in different consumers' behaviors

According to the study results, there are significant differences in awareness of Internet marketing of specialty coffee in different purchase frequencies (F = 2.621, p <.05) and consumers who purchase coffee with different baking degrees (F = 3.111, p <.05), as shown in Table 6. After comparison, there is no significant difference among different purchase frequencies; while in the aspect of the coffee baking degree, consumers who purchase medium and light baked coffee have a significantly higher awareness of Internet marketing strategy for specialty coffee than consumers who are not familiar with the coffee baking degree. It can be seen that the more they know about coffee baking degrees, the higher the awareness of Internet marketing is.

Table 6 Differences in awareness of Internet marketing of specialty coffee in different consumers' behaviors

		Quantity	Mean	Standard deviation	Fvalue	Significance	post hoc comparison
purchase frequencies	once a week	10	4.37	0.80	2.621	0.036*	
	once a month	55	4.30	0.52			
	once every two months	33	4.26	0.56			
	once every three months	75	4.09	0.67			
	uncertain	19	3.84	0.78			
baking degree of the coffee beans	E1. light (Agtron over 71)	28	4.20	0.60	3.111	0.017*	E2 > E5
	E2. medium to light (Agtron between 60 and 70)	72	4.36	0.56			
	E3. medium (Agtron between 50 and 60)	35	4.00	0.66			
	E4. dark to medium (Agtron between 40 and 50)	12	4.11	0.66			
	E5. n/a	45	4.00	0.73			

* $p < .05$

4.7 Correlation analysis between Internet marketing of specialty coffee and customer satisfaction

According to the study results, there is a significant correlation between Internet marketing strategy and customer satisfaction in the specialty coffee industry, and the correlation coefficient is between 0.709 and 0.944, indicating that there is a high correlation between the two, as shown in Table 7. In this study, the Internet marketing strategy in the specialty coffee industry includes setting up fans group in a community network and presenting the promotion copywriting of specialty coffee on its website, through the real-time contact with customers and the service of being able to place orders at any time of the day, and also through the strategy of free shipping after the purchase reaches a certain amount, so as to improve the consumption willingness of consumers. Moreover, for consumers, there is a significant correlation between Internet marketing strategy and customer satisfaction in the specialty coffee industry, indicating that the higher the awareness of consumers to the Internet marketing strategy in the industry, the better the customer satisfaction is. It can be also seen that the marketing strategy affects customer satisfaction greatly.

Table 7 Correlation analysis between Internet marketing of specialty coffee and customer satisfaction

	Mean	Standard deviation	price	product	pre-sales service	after-sales service	Overall satisfaction
price	4.00	.66					
product	4.29	.61	0.724**				
pre-sales service	4.21	.62	0.735**	0.837**			

after-sales service	4.25	.63	0.732**	0.853**	0.865**	
overall satisfaction	4.19	.58	0.868**	0.934**	0.926**	0.944**
Internet marketing strategy	4.17	.64	0.709**	0.830**	0.851**	0.856**	0.883**

** $p < .01$

V. CONCLUSION

According to the background variety of the subjects in this study, it indicates that the specialty coffee industry shall conduct suitable marketing promotion with reference to customers' different ages, occupation categories, and consumer characteristics, while Internet marketing mode should be planned to satisfy the different characteristics of consumers, so as to increase consumers' understanding and awareness of specialty coffee in this industry. According to the study results, specialty coffee consumers are highly satisfied with all aspects in customer satisfaction. Nonetheless, from the perspective of industry improvement, it is necessary to put more focus on the price of goods with relatively lower customer satisfaction, plan for a more flexible price strategy, or promote consumers' awareness of product value, so that the value matches with the product price.

According to the study results, consumers who understand the difference between specialty coffee beans and commercial coffee beans have significantly higher satisfaction with all aspects of customer satisfaction. Therefore, it is suggested that the specialty coffee owners can have more communication and interactions with customers by means of holding online or physical courses on coffee bean understanding or relevant experience activities, so as to enhance the overall understanding of specialty coffee and improve customer satisfaction with specialty coffee. It also can be seen from the analysis of this study that there is a significant positive correlation between the identification of Internet marketing strategy and customer satisfaction for specialty coffee consumers, indicating that the planning and implementation of Internet marketing strategy are very important in the specialty coffee industry. It is suggested that Internet marketing strategy should be appropriately improved to elevate customer satisfaction.

As for the future study direction, it can be seen from this study that there are significant differences in customer satisfaction with specialty coffee among different occupational categories, while the customer satisfaction in the army, civil service, and education industry is relatively low in all aspects. In the future, we should further explore consumers' awareness of specialty coffee in these industries and the difference between the consumers in these and other industries. In addition, as this study takes the consumers of a specialty coffee brand in Chiayi City, Taiwan as the subjects, there may be different Internet marketing strategies in the specialty coffee industry. In the future, we should expand the study objects and regions, and add other intermediary variables, so as to explore the effect of the added intermediary variables on the relationship between Internet marketing and customer satisfaction of specialty coffee.

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