

THE INFLUENCE OF BRAND IMAGE AND MARKETING MIX ON REPURCHASE INTENTION TOWARDS SINLOY COFFEE IN YUNNAN

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ABSTRACT This research examines the influence of brand image and marketing mix on repurchase intention towards Sinloy Coffee in Yunnan. The researcher employed a questionnaire as the primary research tool and collected data from 400 customers who bought Sinloy coffee. Descriptive statistics, including Frequency, Percentage, Mean, and Standard Deviation, were used to analyze the data, along with inferential statistics such as Independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at a statistical significance level of 0.05. The results indicated that most respondents were male, over 60, and had a bachelor's degree. Income is concentrated between ¥3,000 and ¥6,000. The first hypothesis testing showed that Demographic factors (Gender, Age, Educational Level, Income) significantly influence repurchase intention. The second hypothesis testing revealed that brand image, including product, corporate, and user images, significantly influences repurchase intention. The third hypothesis testing revealed that the marketing mix, including product, price, place, promotion, people, and physical evidence, significantly influences repurchase intention.

Keywords: *Repurchase intention, Sinloy coffee, Brand image, Marketing mix, Demographic variables*

INTRODUCTION

The coffee industry in Yunnan Province, China, epitomizes the region's rich agricultural heritage and economic vitality. With a history spanning over a century, Yunnan's coffee plantations have become a cornerstone of the province's agricultural landscape, attracting domestic and global attention. As China's largest coffee plantation region, Yunnan is acclaimed for its distinctive coffee varieties, unique flavors, and aromatic profiles reflecting diverse terroir and meticulous cultivation techniques (Yao et al., 2021).

Understanding the factors influencing repurchase intention in Yunnan's coffee market is crucial in this context of growing coffee production. Repurchase intention, deeply rooted in consumer behavior theories, reflects individuals' enduring allegiance and preference towards specific brands. In Yunnan's coffee industry, identifying the determinants of repurchase intention is vital for sustaining market competitiveness (Yao et al., 2021).

Examining repurchase intention within the Sinloy coffee market involves exploring various dimensions that shape consumer perceptions, preferences, and behaviors. Factors such as demographics and brand image play significant roles. Understanding these factors provides insights for industry stakeholders to enhance brand positioning strategies, elevate consumer engagement initiatives, and strengthen market share in an increasingly competitive landscape (Lubis, 2023).

Demographic dynamics significantly influence consumer behaviors and consumption patterns in the coffee market. Age, gender, income level, and other socio-economic factors define distinct consumer segments with different preferences, lifestyles, and purchasing power. Analyzing the relationship between demographic factors and consumer demand helps in developing market segmentation strategies and tailoring product offerings to meet the diverse needs of target demographics (Ogundipe, 2024).

Brand image, a key factor in consumer loyalty towards Sinloy coffee brands, encapsulates consumers' perceptions, attitudes, and beliefs about a brand (Shizhe, OZEKI & TANAKA, 2024). It catalyzes consumer trust, admiration, and loyalty, supported by the brand's reputation, identity, experience, affinity, and value propositions (Zwakala, 2020). Similarly, brand reputation is fundamental to consumer trust and loyalty, built through consistently delivering high-quality products and services that exceed consumer expectations. A strong brand reputation instills confidence and loyalty, fostering enduring relationships based on trust, reliability, and credibility (Shin et al., 2020).

Although Yunnan Province is known for its rich agricultural heritage, it has become a significant player in China's coffee industry. The region's unique coffee varieties, characterized by distinct flavors and aromatic profiles, have attracted domestic and international attention (Shizhe, OZEKI & TANAKA, 2024). However, despite the high quality of Yunnan's coffee, repurchase intention among consumers remains a critical issue. Maintaining customer loyalty to get them to repurchase Sinloy Coffee needs addressing to ensure sustained market competitiveness and growth (Mosavi & Ghaedi, 2012).

The marketing mix, comprising the traditional 4Ps (Product, Price, Place, and Promotion) and the extended 7Ps (adding People, Process, and Physical Evidence), is crucial in shaping consumer perceptions and behaviors towards Sinloy coffee brands. The product aspect encompasses the quality, flavor profile, and packaging of Sinloy coffee, while the price reflects its perceived value and market positioning. Place involves the distribution channels and accessibility of Sinloy coffee to consumers, and promotion includes advertising, public relations, and sales promotions used to create awareness and desire for the product.

The additional 3Ps are particularly relevant in the service-oriented coffee industry: People refers to the staff involved in production and service. Process relates to the procedures and systems for delivering the coffee experience. Physical Evidence includes the tangible elements that communicate the brand's quality and values—understanding how these elements of the marketing mix influence repurchase intention in the Sinloy coffee market is essential for developing effective strategies that resonate with consumers and differentiate Sinloy coffee brands in a competitive marketplace. Sinloy coffee brands can create a cohesive and compelling

brand experience that fosters customer satisfaction and loyalty by optimizing these components.

Research Questions

How do differences in demographic factors generate differences in the repurchase intention of Sinloy coffee in Yunnan?

How does brand image influence the intention to repurchase Sinloy coffee in Yunnan?

How does the marketing mix influence the intention to repurchase Sinloy coffee in Yunnan?

Research Hypotheses

H1: Differences in demographic factors generate differences in the repurchase intention of Sinloy coffee in Yunnan.

H2: Brand image influence on repurchase intention of consumers of Sinloy coffee

H3: The marketing mix influences the intention to repurchase the Sinloy coffee brand.

Research Objectives

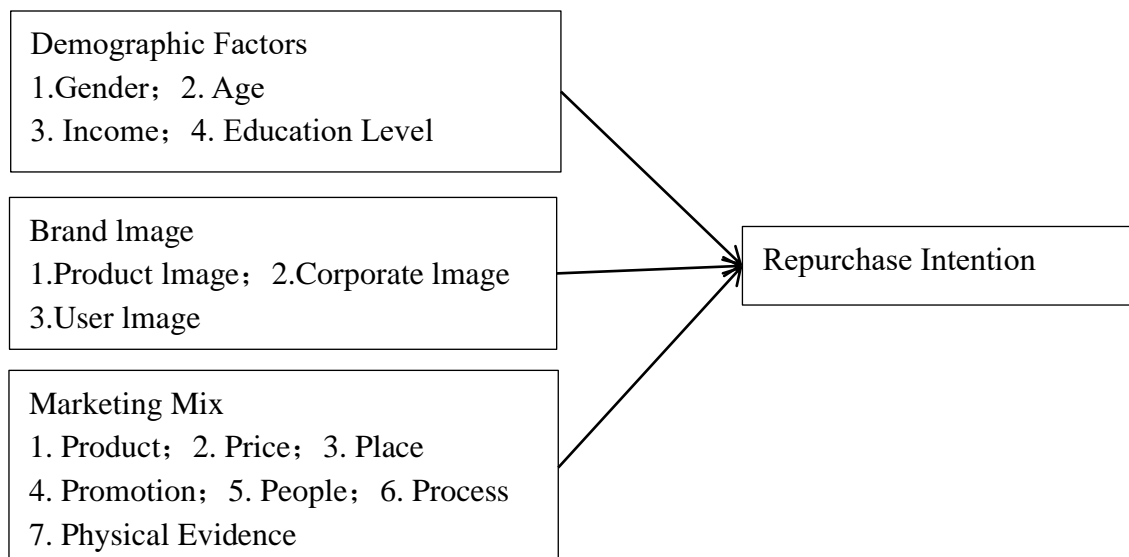
To study the demographic factors that generate differences in the repurchase intention of Sinloy coffee in Yunnan.

To study the influence of brand image on the intention to repurchase Sinloy coffee in Yunnan.

To study the influence of marketing mix on the intention to repurchase Sinloy coffee in Yunnan.

Research Framework

Conceptual Framework



LITERATURE REVIEW

Demographic factors

Age : Age influences repurchase intention in the coffee market, with different age groups exhibiting distinct preferences and behaviors. Younger consumers, such as Millennials and Generation Z, are often more adventurous and influenced by digital marketing and social media,

leading to a preference for specialty and artisanal coffee brands (Qi, 2020). Conversely, older consumers favor consistency and quality, often showing stronger loyalty to traditional brands they have trusted over time (Chang, 2021).

Gender : Gender differences also play a crucial role in shaping repurchase intention. Women are generally more influenced by brand image and emotional connections, valuing ethical sourcing, sustainability, and community engagement (Gao & Shen, 2024). Conversely, men may prioritize functional attributes such as taste, quality, and convenience. These gender-based preferences necessitate tailored marketing strategies to enhance repurchase intention among different groups (Zhong & Moon, 2020).

Income : Income levels significantly influence consumer behavior and repurchase intention. Higher-income consumers, with more disposable income, purchase premium and specialty coffee brands. They often exhibit strong repurchase intention if the brand aligns with their lifestyle and values, offering high-quality and ethically sourced products (Hwang & Hyun, 2017). Lower-income consumers may prioritize affordability and accessibility, leading to loyalty toward budget-friendly brands (Alvarez, 2023).

Education Level : Education level is another critical factor influencing repurchase intention. Highly educated consumers are typically more aware of their purchases' health benefits, ethical considerations, and environmental impacts. They tend to show stronger loyalty to brands emphasizing sustainability, transparency, and social responsibility (Kang & Namkung, 2017). Educated consumers often seek detailed information about coffee sourcing, production methods, and brand values, strengthening their loyalty to brands that meet these criteria (Kim & Song, 2022).

Brand Image

Huang (2024) has proposed that brand image, the sum of consumers' overall impressions and perceptions of a brand, profoundly influences repurchase intention. Chen (2020) numerous scholars have explored the relationship between brand image and repurchase intention from various perspectives, providing rich theoretical support for understanding this phenomenon.

Emari, Jafari, and Mogaddam (2012) point out that brand image is crucial to brand equity. Converting a brand's uniqueness and value proposition enhances consumers' identification and loyalty to the brand. This theory is equally applicable in the coffee industry. If Sinloy coffee brands can establish a distinct brand image in consumers' minds, it will enhance consumers' repurchase intention. Yuan (2024) further proposes that brand image influences consumers' brand attitudes and purchasing behavior through the strength and favorability of brand associations. A positive and consistent brand image can stimulate consumers' positive emotions, enhancing their loyalty. For Sinloy coffee brands, constructing a brand image with local characteristics and cultural connotations will help enhance consumers' brand identification and emotional connection.

Mao, Zhang, and Yu (2024) argue that brand image includes three key dimensions: product, corporate, and user. These three dimensions collectively shape consumers' overall perception of the brand. In the case of Sinloy coffee brands, product image pertains to the coffee's quality, taste, and variety. Corporate image is linked to the brand's reputation, ethical practices, and

social responsibility initiatives. User image reflects the characteristics and lifestyle of the brand's target consumer group. Coffee brands can enhance repurchase intention more effectively by optimizing these dimensions- product, corporate, and user image. The research by Ling, Zheng, and Cho (2023) emphasizes the mediating role of brand image in forming repurchase intention. They point out that brand image indirectly promotes the formation of repurchase intention by influencing consumers' brand cognition, emotional attitudes, and purchase intentions. This viewpoint provides important insights for understanding how to enhance repurchase intention for Sinloy coffee brands.

Marketing Mix

The marketing mix is a fundamental concept in marketing theory and practice, providing a framework for businesses to develop and implement effective marketing strategies. Conceptualized initially as the 7Ps by McCarthy (1960), the marketing mix has evolved to include additional elements, particularly in the service industry, resulting in the extended 7Ps model. Abdullah et al. (2023) first proposed the marketing mix concept and emphasized the importance of product, price, place, and promotion in marketing strategies. They argued that a compelling marketing mix can enhance consumers' purchase and repurchase intentions. In the coffee industry, this theory is equally applicable. Sinloy coffee brands can enhance consumers' purchase experience and repurchase intention by optimizing product taste, designing reasonable pricing strategies, selecting appropriate sales channels, and conducting effective promotional activities (Bian, 2024). Zhang & Wang (2023) proposed the 4C theory, namely Consumer, Cost, Convenience, and Communication, as a supplement to the traditional 4P theory. They emphasized that enterprises should focus more on consumer needs and expectations, reduce consumers' purchase costs, provide convenient purchase channels, and establish repurchase intention through effective communication. This theory provides valuable guidance for Sinloy coffee brands in formulating their marketing mix—research by Fan, Sun & Fang. (2023) indicates that promotional strategies within the marketing mix significantly impact repurchase intention. Enterprises can stimulate consumers' purchase desire through creative promotional activities and preferential policies and enhance repurchase intention. In empirical research, Jasin et al. (2023) found that product quality and pricing strategies within the marketing mix significantly positively impact repurchase intention. His research further confirms the crucial role of the marketing mix in enhancing repurchase intention. Domestic scholars such as Huang (2023) have also pointed out that service quality and brand image within the marketing mix jointly influence repurchase intention. For Sinloy coffee brands, enhancing service quality and optimizing brand image can strengthen consumers' repurchase intention. In recent years, with the rise of digital marketing, the way the marketing mix influences repurchase intention is also evolving. For instance, Tariq and Liaqat (2024) found that the digital marketing mix influences repurchase intention by affecting consumers' online experience and interaction. This finding provides new ideas for Sinloy coffee brands on leveraging digital means to enhance the effectiveness of their marketing mix and repurchase intention.

Repurchase Intention

Repurchase intention refers to the likelihood or willingness of a consumer to buy a product

or service from the same brand again. It reflects the consumer's overall perception and satisfaction with the brand, influencing their future purchasing decisions. Factors influencing repurchase intention often include past experiences, perceived value, brand loyalty, and trust in the brand (Xu et al., 2022).

Ginting et al. (2023) underscore that e-service quality, e-word of mouth, and customer trust significantly impact repurchase intention, with customer satisfaction playing a pivotal mediating role. Their research suggests that customers who experience high-quality service and trust the provider are more inclined to repeat purchases. This insight highlights the importance of maintaining service excellence and fostering trust to drive customer loyalty. Additionally, Nazir et al. (2023) extend the understanding of repurchase intention by examining the role of artificial intelligence technology. Their study reveals that AI can significantly influence consumer behavior by enhancing personalization and efficiency, which affects repurchase intention through mediation and moderation effects. This finding emphasizes the growing role of technology in shaping customer experiences and influencing their future purchase decisions.

Furthermore, Dogra et al. (2023) contribute to the discourse by applying a hybrid SEM and fsQCA approach to study repurchase intention within the Online Fashion Direct-Label (OFDL) context. Their research highlights the complex interplay of factors such as product quality, brand reputation, and consumer attitudes, providing a nuanced understanding of how these elements influence repurchase behavior. Sharma et al. (2024) focus on the luxury retail sector in emerging markets, demonstrating how consumer perceptions and market conditions uniquely impact repurchase intentions. Their study illustrates that brand prestige, product exclusivity, and market dynamics are crucial in shaping consumer loyalty and future purchasing decisions. Lastly, Hussain et al. (2024) explore repurchase intentions in the halal cosmetics sector, revealing that attitudes towards the brand, brand loyalty, and specific market attributes are significant determinants. Their research underscores the importance of understanding cultural and ethical considerations in consumer behavior. These studies provide a comprehensive view of repurchase intention, highlighting its multifaceted nature and the diverse factors influencing consumer decisions across different sectors and technological contexts.

RESEARCH METHODOLOGY

Samples

To ensure the representativeness and reliability of the study findings, a sample size calculation was conducted using Taro Yamane (1973). Given the unlimited population of Sinloy coffee consumers, the desired confidence level was 95%, with a margin of error of 5%. The sample size would be at least 400 respondents. Therefore, to ensure a healthy sample size, 400 respondents will be targeted for data collection in this study to ensure statistical validity and reliability (Aithal, 2020).

Sampling Method

Due to the fact that there is an infinite population for the study, the sampling method in this study is based on a non-probability sampling approach, particularly convenient sampling.

Data Collection

The primary data collection method for this study is distributing questionnaires to Sinloy coffee brand consumers. The survey will be conducted from July through November 2024. The data collection criteria are as follows: 1. The customer who lives in Yunnan, 2. The customer who has bought Sinloy Coffee, 3. The customer who can access the "Wenjuanxing" platform. The researcher collected the data from sample 400 via the "Wenjuanxing" platform.

Research Instrument

Part 1: Demographic Factors

This section includes close-ended questions designed to gather demographic information from the respondents. The questions will collect data on age, gender, income, and education level. This demographic data will provide insights into the background characteristics of the sample, which are essential for analyzing differences in repurchase intention among various demographic groups in the Sinloy coffee market.

Part 2: Brand Image

Participants will be asked to rate their perceptions of brand image using a five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree." This section will cover five dimensions of brand image.

Part 3: Marketing Mix

This section aims to assess the effectiveness of the marketing mix elements (product, price, place, and promotion) in influencing consumer behavior and repurchase intention towards Sinloy coffee brands. Participants will be asked to rate their satisfaction with each element using a five-point Likert scale, where 1 represents "very unsatisfied" and 5 represents "very satisfied."

Part 4: Repurchase Intention

In this section, participants will use a five-point Likert scale to indicate their level of agreement with statements about their loyalty to the brand. This data will provide insights into the strength of consumer loyalty towards Sinloy coffee brands and help identify the key factors that drive repurchase intention.

Reliability and Content Validity

Three experts with expertise in research tool development will independently evaluate the content and measurement of the questionnaire items to ensure that they effectively address the research objectives. The experts will rate each questionnaire item based on predefined criteria. The IOC index of the questions in the questionnaire is all above 0.67.

Results of the constructs related to the Brand Image exhibited high reliability. The Cronbach alpha values for product, corporate, and user images were 0.786, 0.778, and 0.807. Similarly, marketing mix values with Cronbach's alpha values of the product, price, place, promotion, people, process, and physical evidence were 0.895, 0.896, 0.902, 0.893, 0.898, 0.903, and 0.894. Finally, the construct measuring repurchase intention achieved a Cronbach's alpha of 0.863. As all Cronbach's alpha values exceeded the threshold of 0.70, the questionnaire demonstrates strong reliability and is appropriate for collecting future empirical data.

3.4 Data Analysis

Descriptive Statistics

Utilizing descriptive statistics, the researcher will analyze respondent demographics such as gender, age, education level, and monthly income using frequency and percentage. The mean and standard deviation will be applied to brand image, marketing mix, and repurchase intention variables. Evaluative criteria for question items with positive meanings will be determined by calculating the interval for breaking the range in each measurement.

Inferential Statistics

The following inferential statistics were applied to the data analysis and hypothesis testing at a 0.05 level of statistical significance.

H1: Differences in demographic factors generate differences in the repurchase intention of Sinloy coffee in Yunnan.

The statistics used are an independent sample t-test for independent variables such as gender and a one-way ANOVA for categorical variables with more than two levels, like educational level, income, and age. If significant values are found for one-way ANOVA results, post hoc analysis using the Least Significant Difference (LSD) method is performed to identify specific group differences.

H2: Brand image influences repurchase intention among consumers of Sinloy coffee brands.

The statistics used are multiple linear regressions to analyze the influence of brand image on repurchase intention.

H3: The marketing mix influences repurchase intention towards Sinloy coffee brands.

Again, multiple linear regression is employed to examine the influence of the marketing mix on repurchase intention.

4. Result and Analysis

4.1 Descriptive Analysis

Table 1 Frequency and Percentage of the Respondents

Table 4.1 Frequency and Percentage of the Respondents

		Frequency	Percent
Gender	Male	206	51.50
	Female	194	48.50
Age	21-30 years old	16	4.00
	31-40 years old	36	9.00
	41-50 years old	104	26.00
	51-60 years old	83	20.75
	More than 60 years old	161	40.25

Income	Less than ¥3,000	62	15.50
	¥3,000 - ¥6,000	151	37.75
	¥6,001 - ¥9,000	113	28.25
	¥9,000 - ¥12,000	47	11.75
	More than ¥12,000	27	6.75
Educational Level	High School	116	29.00
	Bachelor's Degree	133	33.25
	Master's Degree	101	25.25
	Doctorate	50	12.50
Total		400	100.00

Based on Table 4.1, the respondent's gender distribution, male respondents constitute 51.50%, while female respondents make up 48.50%. In terms of age, surveys are primarily concentrated in the older age group, with those aged above 60 years old accounting for 40.25% of the sample. Regarding income, 37.75% of respondents have a monthly income of 3,000-6,000 yuan. Regarding education level, 29.00% of respondents have a high school, while 33.25% have a bachelor's degree, reflecting a generally high level of education.

Table 4.2 *The Descriptive Statistic of Brand Image*

	Mean	Std. Deviation	Meaning	Ranking
Product Image	3.9575	1.08334	Agree	2
Corporate Image	3.9500	1.04414	Agree	3
User Image	3.9875	1.02223	Agree	1
Brand Image	3.9650	0.73862	Agree	

Based on the descriptive statistics presented in Table 4.2, the overall mean score for Brand Image is 3.9650, with a standard deviation of 0.73862, indicating that respondents generally agree on the brand image. Among the three brand image dimensions, User Image has the highest mean value of 3.9875, indicating that the customer's opinion on user image is at an agree level ranking first. Product Image follows closely with a mean of 3.9575, indicating that customer opinion on Product Image is at an agree level. Corporate Image ranks last with a mean of 3.9500, indicating that customer opinion on corporate Image is at an agree level.

Table 4.3 *The Descriptive Statistic of Marketing Mix*

	Mean	Std. Deviation	Meaning	Ranking
Product	3.9300	1.00630	Agree	1

Price	3.9025	1.00774	Agree	4
Place	3.5275	.75874	Agree	7
Promotion	3.9100	1.03420	Agree	3
People	3.9275	.97191	Agree	2
Process	3.7250	.79116	Agree	6
Physical Evidence	3.8825	1.04471	Agree	5
Marketing Mix	3.8450	0.66111	Agree	

Table 4.3 presents the descriptive statistics for Marketing Mix, with an overall mean of 3.8450 and a standard deviation of 0.66111, suggesting that respondents generally agree on marketing mix. Among the seven dimensions of the marketing mix, Product ranks highest with a mean score of 3.9300, indicating that the customer's opinion on Product is at an agree level. People follow closely with a mean of 3.9275, indicating that customer opinion on people is at an agree level. Promotion ranks third with a mean of 3.9100, indicating that customer opinion on promotion is at an agree level. Price ranks fourth with a mean of 3.9025, indicating that the customer's opinion on Price is at an agree level. Physical Evidence ranks fifth with a mean of 3.8825, indicating that customer opinion on physical evidence is at an agree level. Process ranks sixth with a mean of 3.7250, indicating that the customer's opinion on the process is at an agree level. Place ranks lowest at 3.5275, indicating that customer opinion on the place is at a level.

Table 4.4 The Descriptive Statistic of Repurchase Intention

	Mean	Std. Deviation	Meaning
Repurchase Intention	3.8900	1.06806	Agree

The descriptive statistics in Table 4.4 show that the mean score for repurchase intention is 3.8900, with a standard deviation of 1.06806. This indicates that respondents generally agree with their intention to repurchase SINLOY Coffee.

Inferential Statistics

Demographic factors generate differences in the intention to repurchase Sinloy coffee in Yunnan.

Inferential statistics were employed to test the hypotheses at a statistical significance level of 0.05. The analysis evaluated the influence of the dependent variable on independent variables under the following hypotheses.

Table 4.5 Summary Result of Hypothesis 1

Demographic	Repurchase Intention
Gender	√
Age	√
Income	√
Educational Level	√
- The mean difference has a significant value of more than 0.05.	

√ The mean difference has a significant value less than the level of 0.05.

Table 4.5 shows that all demographic factors significantly influence repurchase intention. Gender ($t(398) = -8.026, p = 0.000$), age ($F = 11.758, p = 0.000$), income levels ($F = 9.481, p = 0.000$), educational level groups ($F = 6.830, p = 0.009$) were a significant influence on revisit intention.

Brand Image Influence on Repurchase Intention

H2: Brand image influences repurchase intention among consumers of the Sinloy coffee brand.

Table 4.6 Summarize the Model of Brand Image Influences Repurchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
3	.815 ^c	.664	.661	.62189

c. Predictors: (Constant), Corporate image, User image, Product image

Table 4.6 presents a multiple linear regression analysis examining the influence of Brand Image (Product Image, Corporate Image, User Image) with multiple correlations (R) of 0.815 at a significant level of 0.05. The predictive analysis equation's capability is 66.1%.

Table 4.7 The Multiple Linear Regression Coefficients for the Influence of Brand Image on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.439	.189		-2.321	.021*
Product Image	.197	.032	.199	6.093	.000*
Corporate Image	.700	.033	.684	21.010	.000*
User Image	.197	.031	.189	6.427	.000*

a. Dependent Variable: Repurchase Intention

Equation 1:

$$Y = -0.439 + 0.197 X_1 + 0.700 X_2 + 0.197 X_3$$

$$(0.021^*) (0.000^*) (0.000^*) (0.000^*)$$

FOR

Y = Repurchase Intention

X₁ = Product Image, X₂ = Corporate Image, X₃ = User Image

From Table 4.7, in terms of the Standardized Coefficients, it can be observed that Corporate Image is the most crucial variable influencing Repurchase Intention, with a regression coefficient of approximately 0.684. Following closely are Product Image and User Image, with coefficients of 0.199 and 0.189, respectively.

Marketing Mix Influence on Repurchase Intention

H3: The marketing mix influences repurchase intention towards the Sinloy coffee brand.

Table 4.8 Summarize the Model of Marketing Mix Influences Repurchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
6	.940	.884	.882	.36619

f. Predictors: (Constant), Promotion, Physical Evidence, People, Product, Place, Price

Table 4.8 presents the results of a multiple linear regression analysis examining the influence of Marketing Mix (Product, Price, Place, Promotion, People, and Physical Evidence) on repurchase intention with a multiple correlation(R)of 0.940 at a significant level of 0.05, the predictive analysis equation's capability is 88.2%.

Table 4.9 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.901	.123		-7.337	.000*
Product	.135	.027	.127	5.026	.000*
Price	.065	.024	.061	2.728	.007*
Place	.127	.024	.090	5.216	.000*
Promotion	.492	.033	.476	15.072	.000*
People	.126	.022	.115	5.768	.000*
Physical Evidence	.294	.031	.287	9.437	.000*

a. Dependent Variable: Repurchase Intention

Equation 2:

$$Y = -0.901 + 0.135 X_1 + 0.065 X_2 + 0.127 X_3 + 0.492 X_4 + 0.126 X_5 + 0.294 X_6$$

(0.000*) (0.000*) (0.007*) (0.000*) (0.000*) (0.000*) (0.000*)

FOR

Y= Repurchase Intention

X1= Product, X2= Price, X3= Place, X4= Promotion, X5= People, X6= Physical Evidence

From Table 4.9, in terms of the Standardized Coefficients, it can be observed that Promotion is the most influential variable impacting Repurchase Intention, with a standardized regression coefficient of 0.476. Following this, Physical Evidence also demonstrates a strong influence, with a coefficient of 0.287, and Product shows a notable effect, with a coefficient of 0.127. Other variables, including People(0.115), Place (0.090), and Price (0.061), also contribute to Repurchase Intention, respectively.

CONCLUSIONS

Demographic Factors

The study examined the demographic characteristics and their influence on the repurchase intention of Sinloy coffee consumers in Yunnan. Four hundred valid responses were collected, with male (51.50%) respondents slightly more than females (48.50%). Most participants were over 60 (40.25%), followed by those aged 41-50 (26%). Regarding monthly income, the largest group earned ¥3,000-¥6,000 (37.75%). Regarding education level, most respondents held a bachelor's degree (33.25%). The analysis explored the influence of four demographic factors (gender, age, income, and education level) on repurchase intention. Among these factors, all factors have significant influences on repurchase intention. Gender significantly influenced repurchase intention ($t(398) = -8.026$, $p = 0.000$). Age also had a statistically significant effect ($F = 11.758$, $p = 0.000$), as income ($F = 9.481$, $p = 0.000$) and education level ($F = 2.649$, $p = 0.049$). Overall, the LSD approach is used to examine the influence of gender, age, income, and educational level on repurchase intention.

Brand Image

Based on the analysis results, the three components of Brand Image (Product Image, Corporate Image, and User Image) significantly influence repurchase intention, with a multiple correlation coefficient (R) of 0.815 at a significant level of 0.05. The predictive analysis equation's capability is 66.1%. Among the Brand Image constructs, in terms of the Standardized Coefficients, Promotion is the most influential variable impacting Repurchase Intention, with a standardized regression coefficient of 0.476. Following this, Physical Evidence also demonstrates a strong influence, with a coefficient of 0.287, and Product shows a notable effect, with a coefficient of 0.127. Other variables, including People(0.115), Place (0.090), and Price (0.061), also contribute to Repurchase Intention but with comparatively lower levels of influence.

Marketing Mix

Based on the analysis results, the seven components of the Marketing Mix (Product, Price, Place, Promotion, People, and Physical Evidence) significantly influence repurchase intention, with a multiple correlation coefficient (R) of 0.940 at a significant level of 0.05. The predictive analysis equation's capability is 88.2%.

Among the Marketing Mix constructs, in terms of the Standardized Coefficients, it can be observed that Promotion is the most influential variable impacting Repurchase Intention, with a standardized regression coefficient of 0.476. Following this, Physical Evidence also demonstrates a strong influence, with a coefficient of 0.287, and Product shows a notable effect, with a coefficient of 0.127. Other variables, including People(0.115), Place (0.090), and Price (0.061), also contribute to Repurchase Intention, respectively.

DISCUSSION

Demographic Factors

The results show that Demographic factors (gender, age, income, and educational level) significantly influence repurchase intention toward SINLOY coffee in Yunnan. This is consistent with Bhat et al. (2021), who found that demographic factors generate differences in repurchase intention. It is also consistent with Sharif et al. (2024), which focused on the

repurchase intention of consumers in the beverage industry in Pakistan. The result found that differences in demographic factors generate differences in repurchase intention.

Brand Image

The results of this study found that brand image influences repurchase intention. It is consistent with Tarigan and Bernardo (2023), who examined the influence of brand image on the repurchase intention of all sellers of Starbucks coffee products to be repurchased in Jakarta, Indonesia. This study found that brand image has a positive influence on repurchase intention. Similarly, Izzudin and Novandari (2018) found that brand image positively influences repurchase intention. This study's findings, similar to Putri and Yasa (2022), investigated the influence of the brand image of Kopi Kulo customers in Denpasar, Bali, Indonesia. The results showed that brand image positively and significantly influenced repurchase intention.

Marketing Mix

The results of this study found that the Marketing Mix influences repurchase intention. It is consistent with Suryana and Anggiani (2023), who examined the influence of Marketing Mix(7Ps) influence on repurchase intention. The result matches Alfonsius et al.(2021) focused on all current coffee shop customers in Medan, finding that Marketing Mix influences repurchase intention. It is also consistent with Rasyid et al. (2023), who examined that Marketing Mix had a significant favorable influence on repurchase intention.

IMPLICATION FOR PRACTICE

This study identified Gender (Male), Age (more than 60 years old), Income (¥3,000 - ¥6,000), and Educational Level (Bachelor's degree) as showing a stronger intention to repurchase SINLOY coffee. The owner of SINLOY coffee shop should set up the marketing strategies by focusing on males over 60 years old and income around ¥3,000 - ¥6,000 on a bachelor's degree to attract them to repurchase SINLOY coffee.

The findings of this study highlight the critical role of Brand Image and Marketing Mix in influencing repurchase intention, providing actionable insights for Sinloy Coffee to enhance its strategies. Among the components of Brand Image, Corporate Image was found to have the strongest impact on repurchase intention. To capitalize on this, Sinloy Coffee should strengthen its corporate social responsibility initiatives, such as supporting sustainable coffee production and engaging in community development programs. Additionally, the company should emphasize its professional management practices and cultivate a positive corporate culture to build consumer trust and loyalty.

Promotion emerged as the most significant factor influencing repurchase intention within the Marketing Mix. Sinloy Coffee should create engaging promotional campaigns, such as offering coupons, seasonal discounts, and exclusive deals, to drive customer engagement and repeat purchases. Ensuring that promotions are timely, relevant, and effectively communicated through digital platforms will maximize their impact. Other components, such as Physical Evidence and Product, also play important roles; enhancing store ambiance, packaging quality, and product consistency will contribute to a more satisfying customer experience.

RECOMMENDATION FOR FUTURE RESEARCH

This study provides valuable insights into the factors influencing repurchase intention for Sinloy coffee; however, several limitations present opportunities for future research. First, while this study focuses on Sinloy coffee consumers in Yunnan, future research could expand the geographic scope to include other provinces or regions in China to explore potential regional differences in consumer behavior. Comparative studies across regions would provide a more comprehensive understanding of repurchase intention in diverse markets.

Second, the study emphasizes the influence of Brand Image, Marketing Mix, and demographic factors but does not incorporate psychological or emotional factors such as customer satisfaction, perceived value, or trust. Future research could integrate these variables into the analysis to provide a more holistic view of the factors influencing repurchase intention.

Finally, this study relies on quantitative methods using structured questionnaires. Future research could adopt a mixed-methods approach, incorporating qualitative techniques such as in-depth interviews or focus groups to capture more nuanced consumer perspectives. This would provide richer insights into the motivations and preferences behind repurchase behaviors.

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