

A STUDY ON COFFEE PRODUCT CATEGORIES SOLD IN LANDSCAPE COFFEE SHOPS

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Abstract

Regarding delicacies, people are no longer satisfied with mere good taste, they also consider the overall feeling conveyed by the restaurants, including the decorations, the created atmosphere, and services, which all affect consumers' decisions whether dine. Nowadays, casual style is particularly the leading trend.

Modern restaurants have innovative ideas in food, leisure, and consumption, which are different from traditional restaurants that only meet customers' needs for daily meals. Therefore, many featured restaurants are opened with unique styles to attract consumers. This study investigated the decision-making processes for coffee product categories sold in the landscape coffee shops. The landscape coffee shops in Taiwan all have unique featured services and functions to attract consumers. The quality of coffee products sold in the landscape coffee shops is one of the factors that consumers consider, and is the key to sustainable operation of coffee shops. As the preference of consumers varies, this study used analytic hierarchy process (AHP) to investigate the coffee tastes of most consumers, allowing landscape coffee shops to focus on the popular coffee product in order to achieve sustainable operation. Based on the results of literature review, expert interviews, and AHP, this study provides useful suggestions to landscape coffee shops.

Keyword : Landscape Coffee Shops, Analytic Hierarchy Process, Coffee Beans