

The Impact of Customer Habits on Revisit Intention among Customers of selected Coffee Shops in Davao City

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ABSTRACT: This research aims to assess the impact of customer habits on the intention to revisit among patrons of selected coffee shops in Davao City. The study's findings revealed several key insights: first, the respondents had a total frequency of 500, and it was found that social, marketing, situational, and psychological factors have a moderate impact on customer habits. This indicates that these factors do influence customer behavior, but the effect is neither very strong nor negligible. Additionally, the study revealed that brand awareness, perceived service quality, perceived product quality, and the physical environment also have a moderate effect on revisit intention, suggesting that while these factors do influence a customer's decision to return to a specific coffee shop, their influence is not overwhelming. Furthermore, the study found that the correlation between customer habits and revisit intention was low, implying that customer habits are not strongly linked to their intention to revisit the establishment. The researchers employed the average weighted mean to analyze how social, marketing, situational, and psychological factors influence customer habits, and Pearson's correlation coefficient (Pearson-r) to assess the relationship between these variables. This study provides valuable insights for coffee shop owners and managers, offering an opportunity to tailor marketing and operational strategies to better align with customer preferences and habits, thereby increasing the likelihood of repeat visits and customer loyalty.

Keywords: Customer Habits, Revisit Intention

INTRODUCTION

The importance of maintaining strong relationships with existing customers is essential for businesses, as these customers represent a valuable asset. In the context of coffee shops, one of the primary challenges lies in attracting repeat business and securing customer loyalty (Graves, 2023). However, it is surprising that a significant portion of marketing budgets is allocated toward acquiring new customers, as opposed to retaining current ones, a point highlighted by Landis (2022). Morgan (2019) emphasizes that acquiring new customers is five times more expensive than retaining existing ones, underscoring the importance of focusing on customer retention. For businesses in the highly competitive Food and Beverage (F&B) industry, where innovation is key, it is vital to prioritize customer satisfaction, foster brand awareness, encourage word-of-mouth referrals, and promote repeat visits (Gribble, 2018). This study, therefore, seeks to examine the impact of brand

awareness, perceived service quality, perceived product quality, and the physical environment on customers' intention to revisit coffee shops.

Revisit intention, which refers to a customer's likelihood of returning to a particular establishment, plays a crucial role in both behavioral and attitudinal dimensions (Rajput & Gahfoor, 2020). The primary aim of revisit intention is to encourage customers to return to a business after having a positive experience, subsequently recommending it to others, thus fostering loyalty. Landis (2022) also highlights the economic impact of customer retention, noting that increasing retention by just 5% can result in profit increases ranging from 25% to 95%. Additionally, Landis points out that the success rate for selling to existing customers ranges between 60% to 70%, compared to only 5% to 20% for new customers. This demonstrates the cost-effectiveness of focusing on customer retention rather than acquisition, a concept that is key to understanding the factors that influence revisit intention (Rajput & Gahfoor, 2020).

Customer habits are intricately linked to revisit intention. A customer's habitual behavior can directly influence their likelihood of returning to a coffee shop, and, conversely, the intention to revisit can reinforce or reshape these habits (Lee & Lee, 2019). For instance, when a consumer frequently visits a particular coffee shop, spends considerable time there, and has grown attached to specific aspects of the environment, such as a favorite seating area, they are more likely to develop a habit of visiting that shop. This habit, in turn, strengthens their intention to revisit. Lee (2022) suggests that customer satisfaction and habits are critical determinants of repurchase intentions, emphasizing that consumers who are satisfied are more likely to return to a coffee shop and repurchase the same product, as it reduces the perceived risk of failure.

In addition, understanding the factors that drive customer purchasing behavior is crucial for business owners to enhance profitability. Radu (2019) argues that examining and analyzing customer habits enables businesses to align their offerings with customer preferences, ultimately increasing sales. However, despite the significance of revisit intention, many studies tend to focus solely on customer satisfaction as the primary determinant of this behavior. There exists a research gap, as the specific impact of customer habits on revisit intention, especially within the context of coffee shops, remains insufficiently explored. Although the coffee shop sector has seen substantial growth, more research is needed to understand what drives customers to return, particularly in developing markets.

This study aims to fill this gap by examining how social, marketing, situational, and psychological factors influence customer habits, using indicators drawn from various scholars. Furthermore, it seeks to assess the impact of brand awareness, perceived service quality, perceived product quality, and the physical environment on revisit intention, again drawing from established literature. Finally, the study investigates the relationship between customer habits and revisit intention. Revisit intention is defined as a customer's behavioral inclination to return to a business, extending their stay, exceeding their initial purchase intent, and recommending the establishment to others (Azizah et al., 2020). Meng and Choi (2018) define it as the likelihood of a customer



using the same service again based on their current situation and expectations, an aspect that strongly correlates with loyalty and customer retention.

Studies have shown that a positive revisit intention leads to greater customer loyalty and repeated recommendations, enhancing the establishment's reputation (Rajput & Gahfoor, 2020). In the food and beverage sector, understanding the factors that encourage repeat visits is crucial for boosting profits (Olivar, Bolanio, Bongcas, & Tutor, 2025). Factors such as brand awareness, perceived service quality, product quality, and the physical environment significantly influence a customer's intention to revisit (Lee, 2022). Franklin (2023) also notes that customer satisfaction plays a pivotal role in fostering repeat purchase behavior and building customer loyalty, while dissatisfied customers are less likely to return and unlikely to recommend the establishment to others.

Customer habits, defined by the automatic repetition of behaviors linked to specific contexts or rewards, influence consumer choices and purchase decisions (Mazar & Wood, 2018). These habits are shaped by psychological, sociological, and cultural factors, which play a significant role in how consumers interact with the marketplace (Bhat, 2021). Radu (2019) states that understanding these habits allows businesses to tailor their offerings and increase revenue. Factors such as social, marketing, situational, and psychological elements contribute to the formation of consumer habits, which ultimately drive repeat purchases and customer loyalty (Karnreungsiri & Praditsuwan, 2018; Murphy, 2020).

In conclusion, understanding consumer behavior is vital for marketing success, as it enables businesses to better meet customer demands and effectively promote their products (Barkman, 2018). As Hampasagar (2021) observes, consumer behavior is highly complex and influenced by various personal, emotional, and external factors. Previous studies have shown that customers who are satisfied are more likely to return to a coffee shop and make repeat purchases, reducing the perceived risk of product failure (Lee, 2022). This study will utilize the Theory of Reasoned Action (TRA) by Fishbein and Ajzen to understand how customers' attitudes and beliefs influence their revisit intentions. Additionally, it will incorporate Maslow's Hierarchy of Needs theory to examine how customers' psychological motivations affect their behaviors and revisit intentions, particularly in the context of coffee shops.

METHOD

The researchers adopted a quantitative research design to analyze data and establish the study's reliability. This approach utilized various quantitative methods and measures to provide a comprehensive understanding of the findings. A descriptive approach was employed to outline the characteristics and behaviors of the population under investigation. Data was collected through a Likert-type scale questionnaire, which served as the primary instrument for gathering information on the research topic (Olivar, 2025). The study focused on assessing the current



situation and understanding how individuals, groups, or entities operated in relation to the study's objectives.

The research specifically targeted customers of selected coffee shops in Davao City. To ensure a representative sample, the researchers focused on participants who had recently visited these coffee shops, providing a more accurate reflection of the local population. Green Coffee and Bo's Coffee were chosen as the focal coffee shops in the city. The study aimed to survey 500 respondents, consisting of male and female students, employees, and entrepreneurs aged between 18 and 50 years. This demographic was selected to capture a broad spectrum of coffee shop customers within the city.

Table 1. Profile of Respondents

Profile Variables	Group	Frequency	Percent
Gender	Male	199	39.80%
	Female	301	60.20%
Age	18-25	282	56.40%
	25-35	140	28%
	35 – 45	44	8.80%
	45 and above	34	6.80%
Civil Status	Single	384	76.80%
	Married	109	21.80%
	Widowed/Widower	7	1.40%
Education Level	Elementary Graduate	1	0.20%
	High School	28	5.60%
	Graduate		
	College Level	131	26.20%
	College Graduate	340	68%

The research instrument used in this study was an adopted questionnaire, consisting of three sections: (1) demographic data, (2) the level of influence of social factors, marketing factors, situational factors, and psychological factors on customer habits, and (3) the effect of brand awareness, perceived service quality, perceived product quality, and physical environment on revisit intention. The items for each construct were derived from existing literature, with validated measurements used to assess customer behavior. A five-point Likert scale was employed to measure the level of influence of the factors on customer habits, ranging from "Not at all influential" to "Highly influential." Similarly, a five-point scale was used to assess the effect of brand awareness, perceived service quality, perceived product quality, and physical environment on revisit intention, with options ranging from "Strongly disagree" to "Strongly agree."

To ensure the validity of the research instrument, the survey questionnaire underwent a content validation process. The researchers employed scaling techniques to quantify and analyze participant responses. Scaling is commonly used in quantitative research to measure and rank attitudes or behaviors, particularly in the social sciences (Hufford, 2020). This approach allowed for a precise evaluation of the factors influencing customer habits and revisit intentions in the study, drawing on frameworks developed by Karnreungsiri & Praditsuwan (2018) and Lee (2022).

To gather the necessary data for the study, the researchers followed a structured and systematic approach. First, they developed a questionnaire, which was reviewed and approved by their academic advisor to ensure its relevance, clarity, and alignment with the research objectives. Next, the researchers sought permission from both the customers and the management of selected coffee shops in Davao City, specifically Green Coffee and Bo's Coffee, to conduct the surveys within these establishments. Upon receiving the required approvals, the researchers distributed the questionnaires to customers at the selected coffee shops, ensuring that all responses remained confidential and were used exclusively for research purposes.

Once the surveys were completed, the collected data underwent thorough statistical analysis and interpretation. The researchers used several statistical tools to address the study's research questions. To begin, frequency counts were employed to determine the number of respondents and the distribution of their demographic characteristics. The researchers also used percentages to represent the proportion of respondents in each demographic category. To assess the influence of customer habits on revisit intention, the average weighted mean was calculated. Additionally, Pearson's correlation coefficient (Pearson-r) was applied to analyze the strength and significance of the relationship between customer habits and revisit intention, offering valuable insights into the nature of these connections and contributing to the overall objectives of the study.

RESULTS AND DISCUSSION

Customer Habits

Table 2 presents the influence of social, marketing, situational, and psychological factors on customer habits, with an overall mean score of 4.31 and a standard deviation of 0.356, indicating a moderate impact. This suggests that while these factors—social, marketing, situational, and psychological—do influence customer habits, their effect is neither overly strong nor negligible. In other words, while these factors play a significant role in shaping customer behavior, they are not the only or dominant determinants influencing customer habits.

Table 2. *Level of influence on customer habits in Davao City's selected coffee shops*

Indicators	$\bar{x}$	SD	Description Level
Social factor	4.06	0.605	Moderate
Marketing factor	4.41	0.371	Moderate
Situational factor	4.20	0.567	Moderate
Psychological factor	4.31	0.567	Moderate
Overall	4.31	0.356	Moderate

Revisit Intention

Specific influences may exert moderate effects, while others can have a more significant impact, ultimately swaying an individual’s decision to purchase or refrain from it (Bhat, 2021). Among the factors examined, marketing stands out with the highest mean score of 4.41 and a standard deviation of 0.371, indicating that it has a more substantial influence on customer habits compared to other factors. As noted by Roguska (2023), marketing has the power to shape customer behavior by crafting persuasive messages that evoke emotional responses, drive customer actions, and influence perceptions of products or services.

Table 3 highlights the effect of brand awareness, perceived service quality, perceived product quality, and the physical environment on revisit intention, with a mean score of 4.43 and a standard deviation of 0.393, reflecting a moderate impact. These four factors collectively influence revisit intention, suggesting that while they play a role in determining whether customers choose to return to a particular establishment, their effect is neither overwhelmingly strong nor weak.

Table 3. *Level of revisit intention of customers in Davao City's selected coffee shops*

Indicators	$\bar{x}$	SD	Description Level
Brand Awareness	4.21	0.721	Moderate
Perceived Product Quality	4.48	0.439	Moderate
Perceived Service Quality	4.47	0.432	Moderate
Physical Environment	4.52	0.473	Moderate
Overall	4.43	0.393	Moderate

Lee (2022) found in his study that while brand awareness, perceived service quality, perceived product quality, and the physical environment all play a role in shaping revisit intention, customer satisfaction is also a crucial factor. Among these, the physical environment stands out with the highest mean score of 4.52, indicating its strong influence. According to Raghavendra et al. (2019), elements of the physical environment have the power to evoke sensory responses, trigger emotional reactions, and generate positive feelings, all of which can significantly influence a customer's intention to return.

Correlation between habits and revisit intention

Table 4 presents the correlation matrix between customer habits and revisit intention among customers of selected coffee shops in Davao City, with an overall correlation coefficient of 0.367*. This indicates a low correlation between the two variables. Since the correlation falls within the range of 0.3 to 0.49, it suggests a weak to moderate relationship, and the null hypothesis is accepted. This implies that changes in one variable are not consistently associated with changes in the other, and their movements do not follow a predictable or linear pattern.

Coffee shop owners should consider exploring a broader range of factors beyond customer habits as the primary influence on revisit intentions. This requires a more comprehensive understanding of customer preferences and behaviors, taking into account not just habitual patterns but also other key elements that shape customer loyalty. Future research could broaden the scope by incorporating additional variables such as brand perception, customer engagement, and loyalty, which have been shown to play significant roles in driving repeat visits (Widyawati, Widyawati, & Berlianto, 2019). By doing so, coffee shops can develop more effective strategies to enhance customer retention and foster long-term loyalty.

Table 4. *Correlation Matrix of the habits and revisit intention among customers in Davao City's selected coffee shops*

Revisit Intention	Customer Habits (in factors)				
	Social	Marketing	Situational	Psychological	Overall
Brand Awareness	0.132*	0.262*	0.315*	0.293*	0.327*
Perceived Product Quality	0.062	0.185*	0.194*	0.174*	0.329*
Perceived Service Quality	0.171*	0.237*	0.213*	0.231*	0.282*
Physical Environment	0.183*	0.207*	0.162*	0.260*	0.262*
Overall	0.192*	0.300*	0.299*	0.329*	0.367*

*p<0.05

CONCLUSION AND RECOMMENDATIONS

The findings of this study indicate that social, marketing, situational, and psychological factors each play a moderate role in shaping customer habits, suggesting that while these factors influence customer behavior, they are not the sole or primary determinants. Among these, marketing factors emerged as having the strongest impact on customer habits. This highlights the importance for coffee shops to tailor their marketing strategies—particularly in terms of product, price, place, and promotion—to better align with the specific habits and preferences of their customers.

Additionally, the study revealed that the impact of brand awareness, perceived service quality, perceived product quality, and the physical environment on customers' revisit intentions was also moderate. This suggests that while these factors influence a customer's decision to return, their effect is neither overwhelmingly strong nor negligible. Of these factors, the physical environment had the most significant influence on revisit intention, implying that coffee shops should prioritize creating an inviting and comfortable space that encourages customers to

return and enjoy a memorable experience.

Overall, the study found a low correlation between customer habits and revisit intention. While there may be some relationship between these variables, it is not robust enough to reliably predict revisit behavior. Further investigation is needed to explore additional factors that may better explain customer loyalty and return visits. Despite these limitations, the study provides valuable insights for the coffee shop industry, offering a foundation for developing strategies that capitalize on customer habits and improve retention.

The findings of this study suggest several strategies for coffee shop owners and marketers in Davao City to improve customer habits and revisit intentions. First, social factors were found to have the least influence on customer habits, so coffee shop owners should focus on enhancing the social experience within their establishments. This can be achieved by fostering a sense of community, encouraging social interactions, and creating an environment where customers feel a sense of belonging. For example, organizing events or offering loyalty programs that promote social connections could increase the appeal of coffee shops and strengthen customer engagement. Collecting customer feedback regularly would also provide valuable insights into areas where the social atmosphere can be improved.

In addition, brand awareness was shown to have a relatively weak effect on customers' decision to return. To address this, coffee shop owners should prioritize building a strong and recognizable brand. This involves not only increasing brand visibility through targeted marketing campaigns but also developing a unique brand identity that resonates with the preferences and values of the target customer base. Consistently delivering a brand experience that aligns with customer expectations can help turn occasional visitors into loyal patrons. Monitoring customer sentiment through surveys or social media engagement can help gauge brand perception and adjust strategies as needed.

Moreover, the study revealed that factors such as service quality, product quality, and the physical environment play a significant role in influencing revisit intentions. Among these, the physical environment had the most substantial impact. Coffee shop owners should, therefore, focus on creating a comfortable, inviting atmosphere that encourages customers to linger and return. This could involve redesigning interior spaces, improving seating arrangements, or enhancing the overall aesthetic to create a memorable experience. Regularly assessing the customer experience, from the quality of products and services to the ambiance of the store, will help ensure that all elements contribute positively to the overall customer experience.

Finally, given the low correlation between customer habits and revisit intention, there is a need for further research to explore additional factors that influence customer loyalty. Future studies could examine emotional engagement, customer satisfaction, or other demographic variables that may better explain why customers return to a particular coffee shop. Such insights could help coffee shop owners and marketers develop more targeted strategies that resonate with their customers' deeper needs and preferences, ultimately improving customer retention and loyalty in the competitive coffee shop market in Davao City.



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