A Functional Approach to Understand Consumer Behavior while Selecting Coffee Parlor

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Abstract

This research studies the relationship between utilitarian, ego defensive, value expressive and knowledge functions on consumer attitude and consequently on the selection of coffee parlor by consumers. Primary data has been collected by using a structured questionnaire designed on the Fishbein model. Regression model was used to test the effect of the four functions on the consumers' choice of coffee parlor. The subjects included in the sample consisted of males in various age groups. The hypotheses assumed that all four functions being stated carry a significant effect on attitude. The statistical test showed that significant value $F_{(9, 91)}$ (p value)= 0.000, at $p < 0.05$ so the result is acceptable and there is a relationship between dependent variable i.e. selection of coffee parlor and independent variables i.e. the utilitarian, value expressive, ego defensive and knowledge functions.

KEY WORDS: UTILITARIAN FUNCTION, EGO DEFENSIVE FUNCTION, VALUE-EXPRESSIVE FUNCTION, KNOWLEDGE FUNCTION, COFFEE PARLOR

1. INTRODUCTION

The functional theory of attitudes was initially developed by psychologist Daniel Katz to explain how attitudes facilitate social behavior. According to this pragmatic approach, attitudes exist because they serve some function for the person. That is, they are determined by a person's motives. Consumers who expect that they will need to deal with similar information at a future time will be more likely to start forming attitudes in anticipation (Katz, 1960).

The attitude build continued to be a main center of study, thesis and research in the social, behavioral and sciences, because proof by the explosion on subjects of attitude-related published between 1996 and 1999, the stage covered in this review. To the relief the Annual Review of Psychology the separated this burgeoning ground into two separate sections, one reviewing attitude changed, influence, and social control Wood (2000), as well as in this section, proposed to contract with the majority of the left over section: theoretical approach and attitude, attitude arrangement and establishment, attitude organization and purposed, and the attitude-behavior relative. Study objectives were twofold: (1) to address the functional measurement problem and (2) to demonstrate the potential usefulness of the functional approach. Thus, the study was an attempt to explore the measurement of the attitudinal functions defined heretofore. Then a hypothesis was tested which postulated that an individual was attitude will vary depending on the function being served. Utilitarian attitude were studied through knowledge and experience over the time. A comparatively strong linkage was developed among the attitude and the need which was served by the attitude. According to Day (1973), utilitarian attitudes were hard to modify through direct oral requests.

The aim of the attitude was chosen by the person holding the ego-defensive (externalization) attitude as a matter of suitable channel to express the attitude. The attitude originated from the person was identity to some objective and if no suitable target was present, one will be produced (Katz, 1960). Katz (1960) suggests that negative attitudes expressed in the direction of unwanted character of marginal groups were not only the projection of reserved hostility but were also because of an person defensive himself from a changing world by moving back into the own shell. A private country clubs in America reported the latest account of ethnic discrimination as "there was a sort of desperate hold on to a way of life restricted to older white protestant males, as if to observe who had be the last to go" Delany (1976). Ego-defensive purposed had been the major concern of the Freudian and neo- Freudian theorists. An individual discovered and preserved attitudes that were constant with the personal values and the analysis of it. Value-expressive attitudes did more than confirmed one was self-identity which conveyed the self-worth closer to the heart was desire (Katz, 1960). The Value-expressive function was linked closely to ego psychology which highlights the one was self-growth. Thus, people form cognitive groups that allow for grouping cognitive aspects in defining and reacting to new stimuli. During this mechanism individuals give composition to a disorganized world.

Research Hypothesis:

H_1: *Utilitarian function had a significant effect on consumers' selection of coffee parlor.*

H_2: *Ego defensive function had a significant effect on consumers' selection of coffee parlor.*

H_3: *Value-expressive function had a significant effect on consumers' selection of coffee parlor.*

H_4: *Knowledge function had a significant effect on consumers' selection of coffee parlor.*

2. LITERATURE REVIEW

The Fishbein (1963) study of attitude was be used to determine the utilitarian function convincingly argued by Healey (1974). This model was founded in behaviorist learning study, as was the utilitarian function by Katz. Both theories highlight the positive and negative sides of goal-related conduct. A little difficulty in measuring this function was found. It also applied a multiple regression analysis on the four functions and reported that received the largest beta coefficients. The Fishbein model (1963) also used as the source to measure the utilitarian function. Fishbein, and Ajzen (1975) mentioned that a rough estimate of 5 to 9 believed signified the number of prominent believed for attitude measurement. Nevertheless, to allow for defective communication of prominent believed for different components of a population, the 10 to 12 most often mentioned believed was used. In study, the Fishbein model (1975) related to some attitude object or goal and hence was related to the goal-oriented function which the attitude was serving Healey (1974). Presently, the model was operationalized as the performing of the behavior that directs to the target.

The following are attitude functions as identified by Katz.

Utilitarian function: Utilitarian function is related to the basic principles of reward and punishment. We develop some attitudes toward products simply on the basis of whether these products provide pleasure or pain. If a person likes the taste of a cheeseburger, that person will develop a positive attitude toward cheeseburgers. Ads that stress straightforward product benefits (e.g., you should drink Diet Coke "just for the taste of it") appeal to the utilitarian function.(Katz, 1960)

Value-expressive function: Attitudes that perform a value-expressive function express the consumer's central values or self-concept. A person forms a product attitude not because of objective product benefits, but rather because of what using the product says about him or her as a person (e.g., "What sort of man reads Playboy?"). Value-expressive attitudes are highly relevant to life-style analyses, where consumers cultivate a cluster of activities, interests, and opinions to express a particular social identity (Katz, 1960).

Ego-defensive function: Attitudes that are formed to protect the person, either from external threats or internal feelings of insecurity, perform an ego-defensive function. An early marketing study indicated that housewives in the 1950s resisted the use of instant coffee because it threatened their conception of themselves as capable honey makers. Products that promise to help a man project a "macho" image (e.g., Marlboro cigarettes) may be appealing to his insecurities about his masculinity. Many deodorant campaigns stress the dire, embarrassing consequences of being caught with underarm odor in public.(Katz, 1960)

Knowledge Function: Some attitudes are formed as the result of a need for order, structure, or meaning. This need is often present when a person is in an ambiguous situation or is confronted with a new product (Katz, 1960). Value-expressive characteristics were closely related to one was self-concept Katz (1960). Healey (1960) used the original scales employed in Rosenberg (1956) measure of "value importance" and "professed instrumentality," Munson (1973) documents the use of a space measure as a meter of self-concept in the extensive literature review of the self-concept. The attention was turned towards operationally the knowledge and ego-defensive functions after the operational

definitions determined for the utilitarian and value-expressive functions. This job was more complex. Healey (1974) concluded it was essential to was improved the procedures of both knowledge and the ego-defensive functions therefore it were more precise towards product. Furthermore, the measured need to be attitude object specific. Otherwise, one was simply computing a personality feature rather than measuring the function an attitude was serving. This dispute was equally valid for both the value-expressive and utilitarian functions. The measuring the knowledge function was based on the concept of tolerance of uncertainty. The academic definition of the knowledge function was based on the growth of cognitive kinds. An uncertain condition was be defined as one which wasnot be sufficiently structured or classified by the person because of the lack of adequate signals Budner (1960). This situation was similar to an individual lacking a frame of reference into which to leave a new attitude entity. The scale was developed so that each piece was planned to strike a fussy mode of answer to uncertain conditions. Because the range refers to assessments rather than obvious behaviors performed, it was associated strongly to an attitude determine tapping the intolerance for indistinctness construct.The ego-defensive function was operationalizing by using the California F-scale Adorno (1950). It was agreed that California F-scale evaluated the ego-defensive function of an attitude. That was persons who was not admit realities about it. It projected this impulse onto other objects or people. Attitudes set positive worth on objects that were likely to give a person directs utility. For example, a consumer was developing a positive attitude towards an inexpensive product because it served money, therefore providing utility for added purchased. Ego-defensive attitude leaved positive worth on objects that serve to remove inside stress between incompatible needs and valued. For example, a consumer was develop a positive attitude toward a new fragrance that provided symbolic appearance for sexual desired that had otherwise be detained inside.

Value-expressive attitudes put positive worth on objects that serve to convey important individual valued. For example, a consumer was developing a positive attitude toward styled that represent conservatism, uprising, grand style, a particular socioeconomic crowd, a racial group, or any other perception in which the consumer had a strong value asset. Knowledge-oriented attitudes put positive value on objects that serve to shorten or assist people understood of the globe around it. For example, a consumer was develop a positive attitude toward a particular brand of coffee parlor just because the advertising of that particular name associated it with a pleasing set of situation, therefore alleviating the consumer to process complete information about the brand. A contingency study of strategy selection was the suitable strategy that depends on the nature of the advertising state. The common logic follows the FCB Grid (i.e. Foote, Cone and Belding) creative planning system (Vaughn, 1980). The system classified situations of advertising beside two aspects. First, it differentiated between "thinking" versus "feeling" decision. Whereas these dimensions were not describing with high stage of academic rigor in the discussion of FCB Grid, but it emerged to be related to Wells (1989) concept of informational verses transformational advertising.

Rossiter, and Percy (1992) note that "thinking" entailed a study of logical act, such as that proposed by Fishbeins was attitude study Fishbein, and Ajzen (1975) which was most appropriate to verbal education, while feeling inclined to depict on visual descriptions. Moreover, it suggested that informational versus transformational possessions was being associated to Katz (1980) functional attitude study. The latest version of the FCB Grid Ratchford, and Vaughn (1989) acquired a related approach. While Wasnon (1993) recognized the abstract advantaged of an on selection approached and based on creation method on the FCB model. Katz (1960) described that the functional study of attitude put forward a statement that people grow attitude termed as 'attitudinal loyalty' for a reason. This study had been applied to brand loyalty in the consumer sector Bennett, Hartel, Worthington, and Dickson (2006) where experimental support was found for all four functions of loyalty; utilitarian, evaluative, ego-defensive and value-expressive.

Katz (1960) defined the value-expressive function as giving positive appearance to the individual was innermost valued as well as the type of person the one perceived it be a social identity. Social identity was described as the definition of one was nature in terms of a particular social identity where the person performs to preserve or improve the positive uniqueness of the group with which the identity was linked Tajfel, and Turner (1979). Brands of products or services that fulfilled the value-expressive function of loyalty were those that were constant with the personal valued of a business buyer and allow the buyer to communicate these standards. Despite the fact that this was major progress compare to a uni-dimensional approach of either attitudinal or behavioral loyalty, there was huge advantage was be gained from deconstructing attitudinal loyalty into its component parts – cognitive and emotional loyalty. Whereas Ajzen (2001) described that there was a debate regarding the ordering of the emotion and cognitive components, it was obvious that both were associated and work together to form attitude. The separation of emotional and cognitive loyalty relatively than joining it into attitudinal loyalty offered marketing practitioners' theorists with a more fine-grained approached to identified maintained or increased an existing level of brand loyalty. Emotional loyalty was the emotional commitment to a

brand which consists of positive feelings about and affection to purchase a brand on occurrence of the next purchased. Cognitive loyalty was an emotional preference for a brand which consists of positive was attitude and believed about purchasing a brand on occurrence of the next purchased. Behavioral loyalty was the consumer was inclination to repurchase a brand exposed through behavior which was calculated and which impacts straight on sales of a brand.

3. METHOD OF DATA COLLECTION

A questionnaire survey consisting of four pages was used to collect the data (Primary) from respondents from coffee parlor across Pakistan belonging to different age group of the people. The survey was done in the following manner. By personal meeting and took an appointment with the respondents. Respondents filled the questionnaire and then email back.

Sampling Technique
Random sampling was done to carry out the research.
Sample Size

Eventually, it was very difficult to reach different organizations for the data collection. As a number of the firms were reluctant and hesitating to provide the accurate information. Sample size was 100. Altogether sample sizes of 100 candidates were reached.
**Instrument of data collection**
Collection of data was based on a questionnaire having different characteristics of a coffee shop selection and how the coffee parlor responding to the activity and mind setup of people. The instrument also consists of the club demographics. The tool that was being used was SPSS.

Cronbanchs Alpha	.89

Research Model Developed
Once selection of coffee parlor emerged in open market, customer was enhance coffee parlor, thus reduces the disloyalty. The study focused on how the coffee parlor in Karachi comes across for the selection of coffee parlor issue and how to cater it. Different selection had different characteristics and it had been studied that does the characteristics had any relationship with the response of the organizations to selection coffee parlor issue.
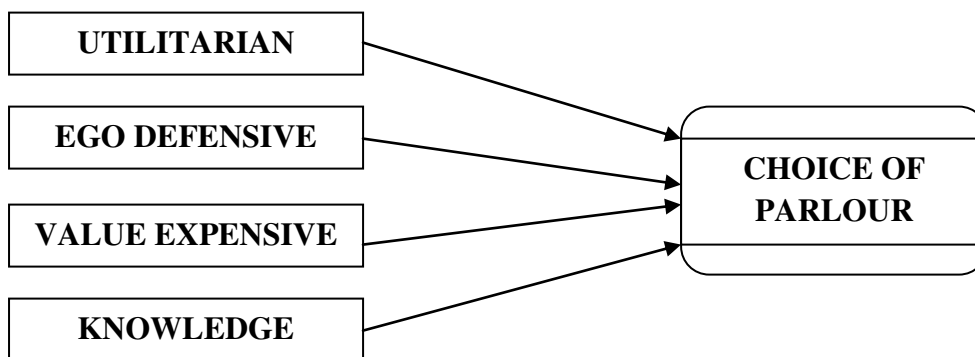
Figure 1: Research Model

Statistical technique:
Test of independence was carried out keeping in view the nature of the hypothesis and the data.

4. RESULTS

Findings and Interpretations
H1: Utilitarian function had a significant effect on consumers' selection of coffee parlor.
Table 1 : Model Summary

Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
0.976	0.953	0.948	0.047

Interpretation
The R Square value in the Model Summary table illustrates the amount of variance in the dependent variable that can be explained by the independent variables. The independent variable utilitarian accounts for 95.3 per cent of the variance in the No. of selection of coffee parlor. We can see that significant value $F_{(9, 91)}$ (p value)= 0.000. At $p < 0.05$ so the result is acceptable and there is relationship between dependent variable of all selection of coffee parlor and independent variable utilitarian. Hence our hypothesis H1 (There is utilitarian function has a significant effect on consumer

selection of coffee parlor is accepted. The R value (0.976ᵃ) indicates the multiple correlation coefficients between all the entered independent variables and the dependent variable.

Table 2: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	96.204	9	10.689	202.836	0
Residual	4.796	91	0.053		
Total	101	100			

Interpretation

The table that Sig. (p value) = 0.000. At $p < 0.05$ our predictors were significantly better than would be expected by chance. The regression line predicted by the independent variables does explain a significant amount of variance in the dependent variable. It would normally be reported in a similar fashion to other ANOVAs: $F_{(9, 91)} = 202.836$; $p < 0.05$.

Table 3: Coefficients

	Standardized Coefficients				
	Beta	Bootstrap (1000) Estimate of Std. Error	df	F	Sig.
Drinking coffee keeps me healthy	0.008	0.024	1	0.108	0.743
Regularly going to coffee parlor enables me to maintain attractive and rich Personality	0.017	0.028	1	0.375	0.542
being part of coffee parlor enables to socialize with friends	1.042	0.092	1	129.629	0
being part of coffee parlor center enables to interact with new people and make new friends	0.016	0.039	2	0.168	0.846
When I spend my leisure time in coffee parlor enables me to relieve my tensions	-0.031	0.039	2	0.657	0.521
Sitting and	-0.247	0.171	2	2.077	0.131

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studying at Coffee Parlor is sort of outing for me					

Interpretation

It showed that the regression model in the form of model, this table explains that the relationship between all the dependent and independent variables were significant at 99.8% and the F-value of this model was significant at 0.000 levels, which indicates the regression model was best fit. The total variation explained in the regression model as indicated by R-square.

Ego Defensive Function

H_2: Ego defensive function had a significant effect on consumers' selection of coffee parlor.

Table 4: Model Summary

Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
0.721	0.52	0.483	0.48

Interpretation

The R Square value in the Model Summary table illustrates the amount of variance in the dependent variable that can be explained by the independent variables. The independent variable utilitarian accounts for 52 per cent of the variance in the No. of selection of coffee parlor. It seemed that significant value$F$ (9, 91) (p value)= 0.000. At $p < 0.05$ so the result is acceptable and there is relationship between dependent variable of all selection of coffee parlor and independent variable Ego defensive.

Table 5: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	51.431	7	7.347	14.055	0
Residual	47.569	91	0.523		
Total	99	98			

Interpretation

The table showed that Sig. (p value) = 0.000. At p < 0.05 our predictors were significantly better than would be expected by chance. The regression line predicted by the independent variables does explain a significant amount of variance in the dependent variable. It would normally be reported in a similar fashion to other ANOVAs: F (7, 91) = 14.055; p < 0.05.The next output is the coefficients table shows which variables were individually significant predictors of our dependent variables.

Table 6: Coefficients

	Standardized Coefficients				
	Beta	Bootstrap (1000) Estimate of Std. Error	df	F	Sig.
being not part of coffee parlorwill result in bad reputation on personality	0.159	0.16	1	0.984	0.324
find embarrassing if i admit in my friend circle that i have not gone to coffee	0.023	0.272	1	0.007	0.932

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parlor					
people broadly divided in two type 1) who visit 2) those do not visit	0.085	0.321	1	0.07	0.791
unfashionable if do not visit coffee parlor on a regular basis	-0.018	0.296	1	0.004	0.952
people consider introvert if one not goes to coffee parlor	0.825	0.299	1	7.625	0.007
if do not visit a coffee parlor with friends, I find that my week has not completed	-0.511	0.227	2	5.05	0.008

Interpretation

It showed that the regression model in the form of model, this table explains that the relationship between all the dependent and independent variables were significant at 99.8% and the F-value of this model was significant at 0.000 levels, which indicates the regression model was best fit. The total variation explained in the regression model as indicated by R-square. The significant F-value suggests that the calculation of R-square in the model was correct.

Value Expressive Function

H3: Value-expressive function had a significant effect on consumers' selection of coffee parlor.

Table 7: Model Summary

Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
0.798	0.637	0.597	0.363

Interpretation

The R Square value in the Model Summary table illustrates the amount of variance in the dependent variable that can be explained by the independent variables. The independent variable utilitarian accounts for 63.3% of the variance in the No. of selection of coffee parlor. Significant valueF (10, 91) (p value)= 0.000. At $p < 0.05$ so the result is acceptable and there is relationship between dependent variable of all selection of coffee parlor and independent variable value expression function.

Table 8: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	64.99	10	6.499	15.98	0
Residual	37.01	91	0.407		
Total	102	101			

Interpretation

The table that Sig. (p value) = 0.000. At $p < 0.05$ our predictors were significantly better than would be expected by chance. The regression line predicted by the independent variables did explain a significant amount of variance in the dependent variable. It would normally be reported in a similar fashion to other ANOVAs: F (10, 91) = 15.980; $p < 0.05$.The next output is the coefficients table shows which variables were individually significant predictors of our dependent variables.

Table 9: Coefficients

	Standardized Coefficients		D f	F	Sig.
	Beta	**Bootstrap (1000) Estimate of Std. Error**			
joining coffee parlor is trendy thing to do	0.281	0.248	2	1.287	0.281
being part of coffee parlor is good for my image/self esteem	-0.259	0.27	1	0.916	0.341
most of my friend/acquaintances were part of coffee parlor	1.1	0.159	2	47.879	0
being part of coffee parlor is in keeping with my social circle	-0.974	0.248	1	15.419	0
Visiting in a coffee parlor is a fun filled/pleasurable activity	1.426	0.442	1	10.424	0.002
Spending leisure time in a coffee parlor is an enjoyable experience	-1.221	0.296	3	17.046	0

Interpretation

The standardized Beta coefficients column shows the contribution that an individual variable makes to the model. Most of my friend/acquaintances were part of coffee parlor,being part of coffee parlor is in keeping with my social circle, regularly visiting in a coffee parlor is a fun filled/pleasurable activity and spending leisure time in a coffee parlor was anenjoyable experience were the significant as $p < 0.05$.

Knowledge Function

H4: Knowledge function had a significant effect on consumers' selection of coffee parlor.

Table 10: Model Summary

Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
0.896	0.803	0.746	0.197

Interpretation

The R Square value in the Model Summary table illustrates the amount of variance in the dependent variable that can be explained by the independent variables. The independent variable utilitarian accounts for 80.3 per cent of the variance in the No. of selection of coffee parlor. We can see that significant value$F$ (17, 59) (p value)= 0.000. At $p < 0.05$ so the result is acceptable and there is relationship between dependent variable of all selection of coffee parlor and independent variable knowledge function.

Table 11: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	61.838	17	3.638	14.155	0
Residual	15.162	59	0.257		
Total	77	76			

Interpretation

The table showed that Sig. (*p* value) = 0.000. At *p* < 0.05 our predictors were significantly better than would be expected by chance. The regression line predicted by the independent variables does explain a significant amount of variance in the dependent variable. It would normally be reported in a similar fashion to other ANOVAs: F (17, 59) = 14.155; *p* < 0.05.The next output is the coefficients table shows which variables were individually significant predictors of our dependent variables.

Table 12: Coefficients

| | Standardized Coefficients | | | | |
	Beta	Bootstrap (1000) Estimate of Std. Error	df	F	Sig.
it is fun to try out new coffee parlors	1.022	0.263	4	15.072	0
I like to a place where I can meet people from other cultures, profession and occupation	0.409	0.108	1	14.354	0
There is no place other than coffee parlor for students to study and chit chat with friends	0.246	0.092	4	7.13	0
I prefer coffee parlor center which have better service	-0.851	0.243	4	12.244	0
I prefer coffee parlor which provides wifi connectivity and TV watching facility	0.37	0.098	3	14.409	0
I like to read magazines, browse the internet to find out about new places in the town	-0.192	0.072	1	7.138	0.01

Interpretation

It showed that the regression model in the form of model, this table explains that the relationship between all the dependent and independent variables were significant at 99.8% and the F-value of this model was significant at 0.000 levels, which indicates the regression model was best fit. The total variation explained in the regression model as indicated by R-square.

Table 13: HYPOTHESIS ASSESSMENT SUMMARY

HYPOTHESIS	SIG.VALUE	RESULT
H1: Utilitarian function had a significant effect on consumers' selection of coffee parlor.	.000	Rejected
H2: Ego defensive function had a significant effect on consumers' selection of coffee parlor.	.000	Rejected
H3: Value-expressive function had a significant effect on consumers' selection of coffee parlor.	.000	Rejected
H4: Knowledge function had a significant effect on consumers' selection of coffee parlor.	.000	Accepted

Conclusion

This study explores the impact of four functions, namely: Utilitarian, Value Expressive, Knowledge, and Ego Defensive, which affect consumer decision making and applies this framework to the choice of coffee parlors. Subjects having outgoing lifestyle like going to coffee parlor were chosen from residents of Karachi. All subjects chosen were associated on a regular basis with a coffee parlor or gym. The Fishbein (1963) theory of attitude was used to find out the impact of these four functions. This model was developed on behaviorist learning theory highlighting the positive and negative sides of goal-related conduct. The model has been customized to suit requirements of this study.An application of the model showed a positive relationship between all four functions and the selection of coffee parlor by consumers. As far as the Utilitarian function was concerned, it was found that the functional attributes of, and tangible benefits drawn from a coffee parlor significantly affect consumers in while making a choice

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